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WEEKLY

# Television Digest

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

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**MILITARY HOGS THE SPECTRUM, SAYS MAGNUSON:** Long-dormant issues of broadcasting-vs.-military use of scarce vhf channels were suddenly revived last week by Senate Commerce Committee Chmn. Magnuson (D-Wash.).

Military services are hogging the spectrum without known justification, and FCC has been too timid in challenging the armed forces to surrender some space to crowded telecasters, Magnuson said. He taunted the Commission for its acceptance—without further argument—of OCDM's decision last August that "national defense & security" require the armed forces to keep what they have taken (Vol. 16:34 p2).

"What does the military do with all these 'v' channels?" Magnuson asked FCC Comr. Ford, who had been testifying on educational TV allocation problems at the Committee's hearings on Magnuson's federal-aid-to-ETV proposals (see p. 9). Magnuson didn't press for answers, remarking that even if he knew, Ford couldn't tell.

Military just stamps "secret" or "classified" on any answers to such questions—and inquiries about actual military uses of vhf always seem to stop there, Magnuson complained. "Experiments" also are cited as the excuse for not yielding unutilized channels for civilian use, Magnuson went on. "Sure, they'll tell you they're experimenting. And if they aren't, they'll think one up."

Magnuson promised he'd try to get some answers this session. He issued no summons to OCDM or Defense Dept. and scheduled no hearings on spectrum. But problems of TV allocations are high up on the Commerce Committee's investigations agenda for 1961 (Vol. 17:8 p9).

**COURT BACKS FCC NETWORK-REP DECISION:** FCC's spot-rep decision forbidding networks to rep stations other than their o&o's (Vol. 15:41 pl et seq.) was sustained by Court of Appeals last week, to few observers' surprise. Unanimous decision by Judges Bazelon, Phillips & Washington, written by Bazelon, was mere 3 pages. It rejected out of hand the arguments of NBC and 4 repped stations. (CBS didn't appeal; ABC isn't in the business.)

First, Court said, FCC has adequate legal power to make the decision, and "we cannot say that these conclusions, based upon findings supported by substantial evidence, were erroneous." Second: "Nor can we agree that the regulation in dispute is unwarranted on the basis of petitioners' claim that its promulgation is rested merely on a potential evil of restraint upon the independent responsibilities of licensees affiliated with the network and not upon a violation of the antitrust laws. We need not decide whether the evil may fairly be characterized as 'potential.' For it is settled that practices which present realistic dangers of competitive restraint are a proper consideration for the Commission in determining the 'public interest, convenience & necessity.' And the elimination of this danger is consistent with the Commission's duty under the Act to 'encourage the larger and more effective use of radio in the public interest.'"

Finally, Court rejected appellants' claim that FCC's action was "unduly harsh" and that less drastic remedies were available. "Since the Commission considered the alternatives presented," Court said, "and since we cannot say that the basis for their rejection is unreasonable, its action must stand."

Repped stations joining NBC in appeal were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis, WRGB Schenectady. Station Representatives Assn. backed FCC, and its counsel Harry M. Plotkin last week said: "We're gratified. Complete vindication." NBC Washington counsel Howard Monderer commented: "We're studying the decision, haven't decided whether to go to the Supreme Court."

**MINOW SWORN, ASSUMES FCC LEADERSHIP:** Newton N. Minow is now on the job as FCC Chmn., sworn in March 2 in the most "public" ceremony on record—with more audience, photographers & reporters on hand than at any similar Commission occasion.

Ceremonies were distinguished more by outgoing Chmn. Fred Ford's graciousness than anything else. He made certain that every FCC employe was invited—first time in history—and he held Bible as Minow repeated the oath administered by Supreme Court Justice Douglas. Among guests were Reps. Harris (D-Ark.) & Mack (D-Ill.). Minow and his attractive young wife remained for some time to accept congratulations from the Commission staff and other guests.

Before swearing Minow in, Justice Douglas noted that, 22 years ago, "I had expected to become Chairman of the FCC"—something not generally known. Douglas inscribed the Bible as follows: "For Newton N. Minow, in the great day of March 2, 1961, with all good wishes and affectionate regards."

Earlier in week, in Commission's regular meeting, Ford expressed thanks to colleagues for co-operation, lauded Minow. Comr. Bartley, on behalf of other members, presented Ford with gavel made from the "Washington elm"—a tree reputedly planted by George Washington on grounds of Capitol.

**TV USAGE AT NEAR-RECORD LEVEL:** And now a message to those who say the public is sick & tired of TV programming: According to Nielsen, the average U.S. home TV set was viewed 6 hours a day in January—a near record.

Figure is substantially higher than that of previous month, Dec. 1960, when the average TV home watched for 5 hrs., 41 mins. daily. Researchers we talked to were of the opinion that the upsurge, in part, was due to the blizzardy January weather throughout much of northern U.S., which kept many families at their nighttime hearthsides—and TV sets

In any event it's highest level in 3 years. Last big TV surge beyond the 6-hours-daily level (which itself represents something akin to a 4-minute-mile) occurred in Dec. 1957, when usage also hit 6 hours exactly, and in Jan. & Feb. 1958 when it hit 6 hrs., 6 mins. twice in a row. Jan. 1961 score is also up nicely from the Nov. 1960 score of 5 hrs., 47 mins. (Vol. 17:4 p7) when viewing was boosted by election TV coverage.

Because the TV base keeps growing, it's also a new peak in terms of homes. At night (7-11 p.m. all week), 62.2% of U.S. TV homes were watching TV at any average minute in Jan. 1961. Although the 62.2% figure is a bit lower than the 64.0% scored in Jan. 1960, when measured against the total U.S. TV homes, it produces the whopping average of 29,172,000 American families watching the medium.

**TELEMETER STARTS A 'HOPE CHEST':** Feature movies aren't enough to sustain program effort in a pay-TV system—you've got to produce your own TV shows as well. This was the tacit admission of Paramount-owned Telemeter in N.Y. last week with announcement by Pres. Louis A. Novins that the pay-TV system was starting a stockpile of taped TV specials.

Telemeter has already ventured into the production realm in its Toronto pilot operation with live, and later, tape-repeat telecasts of "An Evening with Bob Newhart" (Vol. 17:2 p9). Last season it set up a special AFTRA pay-TV rate in order to tape a Jean Dalrymple production of Menotti's "The Consul." And Telemeter also feeds sports specials (ice hockey, etc.) to its hookup of "some 6,000" families.

New shows will have Toronto trial runs, probably at a loss initially to Telemeter. They'll then go on the shelf to become a product backlog awaiting the start of Telemeter-franchised operations in U.S. Production costs thus stand a chance of being amortized, after the productions themselves initially help fill the gap between the amount of programming needed for normal Telemeter operation and the amount of movies, sports, etc. that can be obtained. To build its backlog, Telemeter will scout many areas—Broadway productions, off-Broadway, night clubs, etc. (see p. 7).

Telemeter in Toronto is in unique position to argue with movie majors & large distributors who view pay TV with mixed feelings. Paramount offshoot Famous Players controls at least half of all Canadian movie theaters, and books their films. It's virtually impossible to make a movie profit in Canada without playdates in Famous Players' houses—and Famous Players also operates the Toronto Telemeter system. In U.S., where movie-studio ownership of theatrical circuits is barred by Justice Dept., Paramount has no such lever.

## Film & Tape

**WESTINGHOUSE DICKERS FOR DESILU:** Secret negotiations are being held between Desilu Productions and Westinghouse Bcstg. Co., regarding the sale of Desilu to Westinghouse.

Earlier, Desilu brass had denied to us the report that such negotiations were on, but late last week several associates of Desilu Pres. Desi Arnaz confirmed to us that such conversations are being held. Westinghouse Pres. Donald McGannon met with Desilu vp Edwin Holly and other Desilu executives in a secret meeting at Desilu Culver Studios Friday (March 3).

In addition to Pres. McGannon, a coterie of WBC brass had gathered last week in Los Angeles, ostensibly to take part in the WBC-Desilu huddles: WBC finance vp Joseph Mikita; sales vp Alexander W. Dannenbaum Jr.; program vp Richard M. Pack; national program mgr. William J. Kaland; PR dir. Michael R. Santangelo. WBC executives were going to some lengths to blend unobtrusively into the Hollywood scenery and to avoid attracting attention to what amounted to a top-brass gathering.

Arnaz, in Palm Springs, Cal., wasn't available for comment. However, we are told he is willing to sell—if he can get what he considers to be the right price. Some sources said Desilu is asking \$20 million., but this could not be confirmed. Involved are 3 studios—Desilu Gower and Desilu Culver (formerly the RKO studios), and Desilu Cahuenga (formerly Motion Picture Center).

Controlling interest in Desilu is owned by Arnaz and his ex-wife, Lucille Ball. The pair bought the RKO Studios several years ago for \$6,150,000. A sale, if it's consummated, would include the company's backlog of films & all assets in addition to the studios.

In N.Y. meanwhile, WBC was taking another step forward toward becoming a major figure on the national TV program scene. Announced by the station group's hq was the formation of WBC Productions Inc., "a corporation which will produce radio & TV programs for the 11 WBC stations." Named as executive producer for the new company was Ben Park, who produced WBC's taped ETV

series *Lab 30* and who was recently pres. of Mills-Park-Milford. Also named to the WBC Productions Inc. staff: Associate producer William Peters, production mgr. Roger W. Murphy, research dir. Marlene Sanders and TV-radio writer Marvin David. "Further details about WBC Productions Inc.," said the station group, "will be announced shortly."

\* \* \*

Desilu Productions filed suit against NTA in Los Angeles Superior Court last week, seeking an accounting & damages, alleging breach of contract, and asking an injunction against further showing of 3 series. Desilu asked \$105,956 damages for 78 *U.S. Marshal* telefilms, and alleged that because of assertedly delinquent payments by NTA, action has been threatened against Desilu by Screen Actors Guild, Writers Guild of America and Directors Guild of America to collect residuals (Vol. 17:7 p12). Desilu owns 43%, NTA owns the remainder of the series. Desilu asked \$26,031 damages for *Sheriff of Cochise* and \$12,268 for *This Is Alice*. The plaintiff said Desilu owned 33 1/3% of each series, NTA the rest. Involved are 78 *Sheriff* films and 39 *Alice* films.

NBC TeleSales "doubled" production during 1960 in the black-&-white tape-commercials area and increased color commercial production 75% during the Oct. 1960-Jan. 1961 period, said dir. Jerry Madden last week. The NBC offshoot credits its expanded activity to recent N.Y. studio-facility additions: The Chroma Key process, a background-effect technique; the RCA TK12, a large-tube, black-&-white camera using the 4 1/2-in. image orthicon; Intersync, a "non-roll-over" picture device. In recent months, TeleSales has also been hired to tape dramatic shows, including 2 *Plays of the Week* for WNTA-TV and "Hedda Gabler" for Telemeter (see p. 7).

Tidewater Oil Co. has bought two 60-min. specials, *The Race for Space* and *Project: Man in Space*, from David L. Wolper Productions for 50 markets. Foote, Cone & Belding placed the order for Tidewater's Flying A dealers. *Race* will air the second week in April in some areas, and repeat in others. *Project* will be telecast in May.

**FOUR STAR & BRITISH A-R MAY LINK:** Four Star Television and Associated-Rediffusion of London are negotiating for an alliance which may embrace co-production & distribution, we're informed by Dick Powell. The Four Star president recently returned from a trip to England & the Continent.

In his offices at Republic studios, Powell told us: "There is a possibility we may make an association with Associated-Rediffusion. We are going to make some films in London. We will do background footage there principally, with the rest of the photography being done here in Hollywood. Associated has distribution facilities in Hong Kong, Rhodesia—in many out-of-the-way places, and it may distribute our films."

Powell said he was considerably impressed by Associated's tape facilities, and that much progress has been made in the transition of tape from the electronic camera to film. "We are not going into tape now, but we may next year," he commented.

Four Star, which will be 10 years old next September, lost \$160,000 in its first year of operation, when it had one series—Four Star Playhouse. For the fiscal year ended June 30, 1960, it netted \$317,506 on a gross of \$15,141,419. Powell expects even more production in 1961-'62. Four Star had 11 series at the outset of this season, and will have 10 next, but over-all production will be greater, because at least four 60-min. series, Powell expects, will be before the cameras: *Dick Powell Anthology Theater* (already bought by NBC-TV), *The Corrupters* (several episodes of which are being financed by ABC-TV), *Stagecoach West*, and *Michael Shayne*. A fifth—a 60-min. version of *Zane Grey Theater*—is now the subject of negotiation with the networks.

Four Star has also sold *The Freshman*, starring Gertrude Berg & Cedric Hardwicke, for next season. Powell expects sales on *The Jimmy Durante Show* (starring Durante and Eddie Hodges), *The Corrupters* (a James Thurber pilot starring Orson Bean), *McKeever & the Colonel*, and *Mustang*, a Western. He predicts renewals on *The Rifleman*, *The Tom Ewell Show*, *The Law & Mr. Jones*, and *Robert Taylor's The Detectives*, and is trying to convince Taylor he should expand his show to an hour.

#### Future Production Plans

Busy preparing his anthology series for NBC-TV, Powell expects to go into production in April. He will star in 10 of the segments, and has commitments for other episodes from his Four Star partners, Charles Boyer and David Niven, and from actors Peter Ustinov, Curt Jurgens, Robert Morley and Jack Hawkins. Writers will include Howard Koch, Christopher Knopf, Frank Gilroy, Aaron Spelling, Frank Gabrielson and Charles Beaumont.

Powell has made a deal with Jurgens to star in a series, the pilot of which Jurgens did in Germany. Other Powell-Four Star plans: He is planning a situation comedy series starring June Allyson & Van Johnson, for the 1962-'63 season; he has postponed the pilot on *Caribbean*, starring Rory Calhoun, until next year; and although Four Star has filmed the pilot, *Our Man in Rome*, starring Rossano Brazzi, it won't be shown until next year because the star has 3 back-to-back movie commitments and would not be able to work in a series next season.

The NBC-TV deal is for 30 first-runs and 20 reruns. The budget will be \$150,000 for each episode. Powell ("Don't call me host—I don't like the word") will introduce each segment. Theme: action, adventure, strong drama—"the same as *Zane Grey* but contemporary," he said.

Four Star casualties this season are *The Westerner*, *Dante, Wanted—Dead or Alive*, *The DuPont Show With June Allyson*, and *Peter Loves Mary*. Of *The Westerner*, axed after 13 weeks during which it got generally good reviews, Powell said: "We are not going to make any more 13-week deals. I don't see any reason to gamble that much. It takes too long to get a good show organized & off the ground. *The Westerner* never got a bad notice, as far as I know. Still it was axed, when the network refused to move it to a later time slot. Maybe this proves good notices don't mean a thing. The only good time slot we had this season was the *Ewell* show, at 9 p.m. Tuesdays, and that was opposite one of our others—*Stagecoach West*."

Powell does not think there will be as many 60-min. series next season as is generally believed.

## NEW YORK ROUNDUP

Intercontinental TV, production-packaging-distributing company recently formed by the Walter Reade Group (Vol. 17:4 p8), has placed its first TV series, *Golden Time*, on the market. The 39-episode, 30-min. animated color series, adapted from Simon & Schuster's Golden Books & records, will be offered to the networks and, barring any deal there, will be syndicated. According to John Leo, Intercontinental vp & sales mgr., promotion plans in co-operation with Golden Press will offer sponsors a "merchandising program built into the package." The tie-in will utilize the Golden Books sales staff and their 100,000 retail outlets, said Leo.

Screen Gems has sold its newest Hanna-Barbera production, *Top Cat*, to ABC-TV where it will get a fall prime-time airing (Wednesday, 8:30-9 p.m.). The animated comedy series is the 5th H-B 30-min. show set for the 1961-'62 season, and the 2nd on a prime-evening-time network hookup. The first, *The Flintstones*, will continue on ABC-TV next season, and *Huckleberry Hound*, *Quick Draw McGraw* and *Yogi Bear* will continue on a national spot basis. All 5 are under Kellogg sponsorship, with Bristol-Myers co-sponsoring *Top Cat*.

Synchronous editing of video tapes is now being offered by Reeves Sound Studios in N.Y. The newly installed equipment also makes possible fades & dissolves, split screens or transition with expanding geometric patterns in the post-production editing of tapes. Pres. Chester L. Stewart said 2 Reeves' recorders are now equipped for this process, while installations for the other 6 are being completed.

BBC-TV N.Y. is marketing in the U.S. an off-network 6-episode, 30-min. adventure serial, *No Wreath for the General*, produced by Julian Aymes, ex-dir. of *The Third Man* TV series.

CBS-TV & Cayuga Productions' *Twilight Zone* has been renewed for the rest of this season by L&M and Colgate. March 15 is the option date on the decision for renewing the Rod Serling series for next season.

Add syndication sales: Seven Arts has sold its post-1950 Warner Bros. feature-film package to KHJ-TV Los Angeles, bringing market total to 47.

People: Edgar A. Grower has been appointed Videotape Productions sales production supervisor . . . George Mitchell has been named Seven Arts West Coast div. mgr. . . . John Fernandez has been named NTA Spot Sales gen. sales mgr. . . . Will Baltin has been appointed administrative assistant to the pres., International Telemeter.

## HOLLYWOOD ROUNDUP

Revue Studios has spent approximately \$3 million in an expansion program, in which 8 new stages have been built on the lot since it was acquired from Universal-International several years ago. It has also added 3 more stages by dividing huge movie stages, and a 12th by converting the old UI prop shop which originally had been a stage. The expansion is designed to accommodate the company's largest production program—biggest in the industry—as well as movie production companies such as Stanley Kramer Productions which will rent space.

Bing Crosby Productions has postponed piloting *My Favorite Love Story* until May or June, and will aim the 60-min. project at a January sale. Meanwhile it has cast Sam Jaffe & Evelyn Ward in its 60-min. *Ben Casey* pilot (which stars Vincent Edwards, and is produced by James Moser) and Barbara Jo Allen & Steve Brodie in *The Colonel's Lady* (which stars Eve Arden).

Warner Bros. exec. TV producer William T. Orr, has been placed in charge of all movie production as well as TV for the Burbank studio. He will report to Pres. Jack L. Warner. Hugh Benson, Orr's TV asst., will also help him in the movie area. Steve Trilling, who has been exec. associate to Warner in movie production, will continue as a WB vp, and may produce some projects, Warner said. Warner expects to add TV & movie producers, writers & directors to the studio's contract list.

Warner Bros. will star Evan McCord & Chad Everett in its new 60-min. Western, *Tumbleweed* . . . Screen Gems will pilot *Father Came Home*, a comedy, with Harry Ackerman as exec. producer . . . Tarantula Productions has been formed by producer Joan Harrison and Eric Ambler for TV film production.

Revue Studios has added another pilot to its agenda (Vol. 17:9 p6), *Breakdown*, a fictionalized series dealing with mental health. The studio is planning to use big names in the series. Producer is Richard Berg.

Belmont Television, owned by Danny Kaye & his wife Sylvia Fine, plans to pilot *Zurich*, a mystery-adventure series, as well as a 60-min. adventure series, and a semi-documentary series.

Granite Productions, owned by David O'Malley & Everett Freeman, has signed Paula Winslow, Barbara Perkins and Billy Mummy as regulars in *My Uncle Elroy*, the George Gobel pilot.

Four Star Television is filming its 60-min. pilot, *The Boston Terrier*, in Boston. Robert Vaughn stars in the project which was created by Blake (*Peter Gunn*) Edwards.

People: Howard Jaffe named editorial asst. to vp William Dozier of Screen Gems . . . Louis Morheim is story editor of CBS-TV's *Rawhide* . . . Ezra Stone will produce *The Hathaways* for Screen Gems . . . Harold Breacher, ex-William Morris Agency, named exec. in charge of TV for Famous Artists . . . Jerry Thorpe, exec. producer of *The Untouchables*, named to new post of programming vp, Desilu Productions . . . Arthur Hoffe, producer of *The Ann Sothorn Show*, joins Columbia Pictures April 17 as a movie producer . . . George A. Elber elected first vp & a board member of Four Star Television.

## Networks

**NBC PULLS A COLOR COUP:** NBC's long-term investment in color TV paid a handsome dividend last week. Some \$6 million in Eastman Kodak billings are being shifted from black-&-white network vehicles on CBS-TV and ABC-TV to a color co-sponsorship deal on NBC-TV. To make its color splash, Kodak is dropping co-sponsorships of *The Ed Sullivan Show* and *The Adventures of the Nelson Family*, and is joining with RCA in sponsoring the high-budget *Walt Disney's Wonderful World of Color*, the new lead-off show in NBC's Sunday-night lineup (Vol. 17:9 p5).

CBS belittled the idea that color-TV exposure was the reason for the switch, when we queried the network last week. "CBS has color equipment, and we've always been willing to colorcast for any advertiser who requests it," insisted a network spokesman, adding that Kodak had "never discussed color with us in connection with *Ed Sullivan*." James E. McGee, Kodak domestic sales & ad vp, said, however: "We are moving to Walt Disney's new show because color TV has now come of age." We asked J. Walter Thompson, Kodak's agency, about CBS's willingness to provide color on demand, were told, "Kodak approached CBS on this more than a year ago."

### Tie-in With Color-Film Sales

The shift to color TV will be timely for Kodak. The giant photographic firm has just launched "Kodachrome II," a speeded-up, premium-priced version of its 25-year-old Kodachrome film, and is hoping to expand the market for its use in home movies & still photography. Commercials for the Disney show will, naturally, be on film & in color.

Some other color-TV factors are working in favor of NBC's color-sales efforts this season. Not generally known is the fact that median income in color-TV homes has been running at somewhat better than \$13,100 annually, as compared with about \$5,400 for the nation as a whole—indicating a well-above-average potential market for such semi-luxury items as movie cameras, color film, etc. ARB's recent estimate of 600,000 U.S. color homes further underlines the scope of the 1961 color-market ad potential.

The value to networks of such color-sparked TV business was stressed to us last week by NBC Chmn. Robert W. Sarnoff: "There's no question but that networking, as it now is, is approaching a plateau because of limits on hours available, limits on station ownership, rising production and other costs. Networks are facing a profit squeeze. Increasing revenue will be difficult. Color TV will help enormously to raise from that plateau and to create more TV advertising dollars. I don't believe in the theory that 'networks should wait for color demand before getting into color.' They should do all they can to create the demand in the first place."

Apart from Kodak, there are several other advertisers who have insisted on color programs & commercials when buying NBC shows for this fall. These include: Du Pont (see p. 6), Ford Motor Co., Chrysler, Bell Telephone, Kraft Foods, and a sprinkling of color experimentation (such as L&M and Newport cigarets, which have quietly aired color film commercials in black-&-white shows).

On the daytime color front, NBC has set aside March 13-17 as "Festival of Color Week"—will colorcast 50% of its regular daytime programs for a total of 22.5 hours, or 8 programs daily. The color schedule will begin at 6 a.m. with *Continental Classroom* and run till 4 p.m.

Du Pont is leaving CBS-TV at season's end, taking an approximately \$10-million budget over to NBC. The sponsor, which now has some \$6 million in *The Du Pont Show with Junc Allyson* and \$4 million in *The Show of the Month*, will put all its TV money into one NBC-weekly series described as a "panorama of unprecedented scope." (Vol. 17:9 p5). The series includes musical variety, dramatic actualities and Don Hyatt-Irving Gitlin special projects.

CBS News N.Y. hq recently received the following wire from Hong Kong correspondent Guy Searls: "Do we have any stationery which still has the full name of Columbia Bestg. System on it? I have a problem. Columbia Bestg. System can be translated into Chinese but CBS can't. Result: The Chinese have not learned to connect the initials with the organization." Searls got his stationery, although CBS is still wondering how the full network name looks in Chinese.

American Institute of Graphic Arts has awarded NBC a certificate of merit for a promotional kit the network recently sent to affiliates on the proper use of the new NBC corporate trademark (the NBC letters).

## NETWORK SALES ACTIVITY

### ABC-TV

- Hawaiian Eye, Wed. 9-10 p.m., part. eff. April.  
*Lever Bros.* (Foote, Cone & Belding)
- The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. June.  
*Derby Foods* (M-E Productions)
- Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. April.  
*Colgate-Palmolive* (Ted Bates)
- Calvin and the Colonel, Tue. 8:30-9 p.m. (tentative), half-  
sponsorship eff. fall 1961.  
*Lever Bros.* (J. Walter Thompson)  
*Whitehall Laboratories* (Ted Bates)

### CBS-TV

- The Arthur Godfrey Show, May 19, 8:30-9:30 p.m., full-  
sponsorship.  
*Bulova* (McCann-Erickson)

### NBC-TV

- The Du Pont Show of the Week, Sun. 10-11 p.m., full-spon.  
eff. Sept. 17.  
*Du Pont* (BBDO)
- The Lawless Years, Fri. 9-9:30 p.m., part. eff. May 12.  
*Brown & Williamson* (Keyes, Madden &  
Jones)  
*Alberto Culver* (Compton)
- Wagon Train, Wed. 7:30-8:30 p.m., part. eff. April 12.  
*Revlon* (Grey)  
*National Biscuit* (McCann-Erickson)
- Michael Shayne, Fri. 10-11 p.m., part. eff. March 17.  
*Walt Disney Productions* (no agency)
- JFK No. 2, Tue. April 11, 10-11 p.m., full-sponsorship.  
*Proctor & Gamble* (Benton & Bowles)
- JFK No. 3, Tue. July 4, 10-11 p.m., The Great War, June 20,  
10-11 p.m., full-sponsorship.  
*Lipton* (SSC&B)
- Baseball special, April 4, 10-11 p.m., half-sponsorship.  
*Kemper Insurance* (Clinton E. Frank)
- Purex Special for Women, June 17, 10-11 p.m., full-spon.  
*Purex* (Edward H. Weiss)

## Network Television Billings

December 1960 and January-December 1960  
For Nov. report, see TELEVISION DIGEST, Vol. 17:6 p10

**1960 Gained 8.8%:** Network TV's 1960 gross-time billings rose 8.8% to \$682.4 million from \$627.3 million in the preceding year, reports TvB. The year closed with \$60.7 million in December billings. This was 1960's 3rd highest monthly volume, topped only by Nov.'s \$64 million & Oct.'s \$63.4 million. December's business also was 3.4% ahead of Dec.-1959's \$58.7 million—but the percentage gain was the smallest posted by any 1960 month over 1959.

CBS, after trailing NBC for 2 consecutive months, regained the leadership in monthly dollar volume. But CBS backed into the lead. Its December volume declined 3% to \$23.2 million from \$24 million in Dec. 1959. And runner-up NBC was upbeat, with a 5.8% gain to \$22.7 million from \$21.5 million.

Each of the 3 networks posted 1960-over-1959 gains. CBS led in dollars with a 2.9% increase to \$274.1 million. ABC set the pace for percentage gains with a 26.2% jump to \$158.6 million. NBC chipped another chunk off CBS's lead with a 6.1% gain over its 1959 billings.

The 1960 nighttime billings of the 3 networks climbed 11.1% to \$471.5 million from \$424.2 million in 1959. Day-time billings gained 3.8% to \$210.9 million from \$203.1 million. In Dec. 1960 vs. Dec. 1959, nighttime billings inched up 1.1% to \$40.7 million from \$40.3 million. Day-time gained 8.7% to \$20 million from \$18.4.

### NETWORK TELEVISION

	Dec. 1960	Dec. 1959	% Change	Jan.-Dec. 1960	Jan.-Dec. 1959	% Change
ABC .....	\$14,788,070	\$13,280,610	+11.4	\$158,591,010	\$125,665,324	+26.2
CBS .....	23,205,750	23,935,048	- 3.0	274,139,763	266,355,269	+ 2.9
NBC .....	22,691,002	21,453,811	+ 5.8	249,640,296	235,290,937	+ 6.1
Total	\$60,684,822	\$58,669,469	+ 3.4	\$682,371,069	\$627,311,530	+ 8.8

### 1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	TOTAL
January .....	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February .....	12,677,110	22,977,171	19,923,712	55,577,993
March .....	13,487,460	24,043,799	21,072,164	58,603,423
April .....	12,701,240	22,580,032	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,062,832	18,959,323	52,970,855
July .....	12,529,660	23,442,997	19,805,457	55,778,114
August .....	11,366,100	21,448,482	18,062,503	50,867,085
September .....	11,875,080	21,103,437	18,436,653	51,415,170
October .....	15,239,570	23,024,149	25,086,325	63,350,044
November .....	15,841,960	23,563,839	24,575,958	63,981,757
December .....	14,788,070	23,205,750	22,691,002	60,684,822

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

Support for NAB Pres. Collins, who recently shook up NAB's board meeting in Palm Springs with a lively criticism of TV-radio (Vol. 17:7 p1), was voiced last week by 2 top-level broadcasting executives in N.Y. CBS Chmn. William S. Paley wrote Collins: "Many of us do not agree with some of the things you said—but your general objectives are the important thing, and we endorse them. You can count on our best efforts . . ." MBS Pres. Robert F. Hurleigh publicly supported Collins with an editorial in MBS's monthly newsletter, *Of Mutual Interest*. "What he (Collins) did was to spell out realities," said Hurleigh, "in terms even the most ostrich-like license holder could heed & understand. He eschewed patent defensiveness, argued for positive, remedial action to eliminate malpractices."

**Goldenson Talks Global TV:** International TV can advance understanding & harmony among the world's people, said AB-PT Pres. Leonard H. Goldenson last week. He told the San Francisco ad club that TV can "hurdle the handicap imposed by mass illiteracy" as does no other medium.

The free world, he warned, "can't afford to relinquish its pre-eminent position in the area of electronic communications and must take the initiative now."

American business must lead the global expansion, Goldenson challenged, pointing to a few pioneering corporations now advertising on the Central American TV Network. He said TV "can open new channels . . . to an unlimited & as yet untapped number of consumers."

Programming concepts must portray "in its truest form" the U.S. way of life, he added. New approaches & different concepts are demanded, although familiar areas of programming—entertainment & public information—will form the backbone of international TV. "The time to plan, to experiment, to act is now," he concluded.

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New Venezuelan TV network, VeneVision, in which AB-PT has a minority interest (Vol. 16:33 p9), began operation last week. The 3-station network covers a potential audience of 3 million in the areas of Caracas, Maracaibo, Barquisimeto and Valencia. A number of ABC-TV shows (*77 Sunset Strip*, *Maverick*, *Cheyenne*) are included in the schedule. TV ad billings committed to date total "close to \$500,000," according to ABC, which represents VeneVision here. Young & Rubicam has bought participations for 7 clients: General Foods, Bristol-Myers, Procter & Gamble, Johnson & Johnson, Chrysler, S. C. Johnson, Dorothy Gray Ltd. Other advertisers include Firestone, Pepsi-Cola, Kellogg, Mobil Oil, Esso Standard, div. of Humble Oil, H. J. Heinz, Nestle, Philip Morris.

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ABC Radio regional-network consolidation to serve 10 Western states with regional programming was announced last week. ABC Radio West, as it is now called, will include 104 stations of the ABC Pacific network, the Arizona network and the Intermountain network. The coverage area encompasses 11 million radio homes & almost 26 million people. Jack H. Mann has been named dir. and Harry Woodworth sales mgr.

■

NBC won't "editorialize" news, said NBC Chmn. Robert W. Sarnoff last week, in the latest of his open letters to TV editors. The current upsurge in informational programming has created problems of style & policy, he added, and "we have not yet resolved to our satisfaction some of the practical & procedural problems involving editorial opinion . . . We are continuing to work on these problems because we believe in the value of the broadcaster's editorial voice." NBC's approach to news is "interpretive reporting rooted in a responsible sense of fairness," he declared. Sarnoff also reiterated NBC's stated policy of refusing to schedule outside-produced news & public-affairs shows. "Interpreting the news through such programs is a keen responsibility. We therefore present them only when they are produced or directly supervised by NBC . . . It is not enough to review & evaluate a finished program dealing with public issues as produced by others. Responsibility demands that we be able to vouch for the competence of the research and preparatory interviewing, the impartiality in the selection of material, the conditions under which it is obtained, the interpretation of data, as well as the manner of presentation."

## Auxiliary Services

### More about

**TELEMETER'S TAPED TRY-OUTS:** Telemeter's new plans to produce a program backlog specially for TV include "a wide variety of special programs on a scheduled basis," according to Pres. Louis A. Novins, who outlined projects due for trial runs in Toronto (see p. 3):

1. Gian-Carlo Menotti's opera "The Consul" will be shown for the week beginning March 16, matinees Saturday & Sunday. Taped "especially for Telemeter," it is uncut & presented "exactly as Menotti wrote it," runs 2 hrs., 13 min. with 5-min. intermissions. Patricia Neway, who originated the leading role on Broadway in 1950, will star.

2. A "direct-from-Broadway" performance of "Show Girl," starring Carol Channing with Jules Munshin is scheduled for April 2. Mobile units at N.Y.'s Eugene O'Neill Theater will pick up the show for a live telecast to subscribers in Toronto, where it will be taped for repeats.

3. Off-Broadway's current success, the David Ross production of Ibsen's "Hedda Gabler" starring Anne Meachem, is set for the week of April 20. Novins called this project "a new form of road show" which would otherwise be economically impossible for off-Broadway productions.

4. "An Evening with Edith Piaf in Paris," currently at the Olympia Theater in that city, will play during the week of May 4 as a filmed special.

Home "box-office" price will be \$1.50 for "The Consul," may be upped or lowered "slightly" for future shows, depending on how much Menotti draws. (Telemeter charged \$1.25 for Bob Newhart and scored a 30% rating—"which compares very favorably with free TV," said Novins.)

There is no official union wage scale governing pay-TV productions, but "the unions have been most co-operative," Novins said. Contracts have been worked out to grant creative personnel "a participation in the tapes over a long period of time, on a gross percentage basis."

Although Novins described the talent unions' attitude as "most co-operative," a union hassle seemed possible at week's end. Actors Equity indicated it would fight to protect "our exclusive jurisdiction" in the "Show Girl" theatrical production. Telemeter, however, pointed to negotiations with AFTRA dating back nearly a year (Vol. 16:20 pp4 & 12) when it recognized the union as bargaining agent for "The Consul." A long-range AFTRA-Telemeter contract was negotiated a few months later (Vol. 16:44 p2).

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**Exhibitors Mull Pay-TV Decision:** Movie operators, through the Joint Committee Against Toll TV—affiliated with Theater Owners of America—are still studying FCC's go-ahead on the Hartford pay-TV experiment (Vol. 17:9 p1). Philip F. Harling, chmn. of JCATT, told us:

"Uppermost in our minds is an appeal to the courts. Too little attention was paid by the FCC to the facts in the record. The programming is not in the public interest. They have nothing lined up. The pie in the sky was not brought down to earth. Whether we appeal or not, we'll be looking over the Hartford operators' shoulders all the time. FCC has given them no *carte blanche*."

Harling also said that exhibitors will oppose the wired pay system proposed for Little Rock, Ark. by Telemeter (Vol. 17:5 p3) in state Public Service Commission hearings expected at the end of this month. Harling asserted that the Ark. operation should come under FCC supervision because its proposed programming "will be interstate in character."

**McGee Boosts Boosters:** Sen. Gale McGee (D-Wyo.) returned from his recent vhf booster hearings in Salt Lake City & Casper, Wyo. with 4 major points, he told us last week:

(1) Operators needed clarification of FCC rules to tell them whether they could adapt existing equipment or would have to junk it. FCC Comr. Lee, who attended the hearings, went back to Washington, McGee said, and explained the problem to FCC—which then assured operators they could adapt present gear.

(2) Increased power is a prime desire. Operators insisted that many isolated transmitters couldn't possibly cause interference if they used more than FCC's one-watt ceiling. McGee said that Comr. Lee didn't encourage them much—noting that interference can extend hundreds of miles in some cases.

(3) Small-market stations are concerned about duplication—extension of other stations' signals into their coverage areas—just as they were with CATV duplication. McGee said that local-live stations "must be kept alive" and measures must be taken to reduce or eliminate harmful duplication.

(4) There is continuing CATV opposition to boosters. McGee said that there have been instances of CATV operators establishing boosters causing destructive interference—"for the purpose of driving boosters out of business."

No more field hearings are planned at present, according to McGee, but he said that Congress & FCC must settle the problem soon.

FCC acted last week to ease booster operators' problems of complying with new Commission rules which require publication in a daily newspaper of the fact that they have applied for new or changed facilities. The Commission modified the rules to allow the use of weeklies or bi-weeklies—or mere posting of notice in the post office if no other medium is available.

**Canada Delays CATV Control:** Canada's Board of Broadcast Governors recommended last week that the government maintain a watchful eye on the development of CATV & wired pay-TV systems, but refrain from placing them under federal controls at this time. Both CBC & CAB had called for application of standard TV-broadcasting regulations to the 2 services, and both were represented on BBG's special study committee.

CBC Pres. Alphonse Ouimet said the network had modified its opinion and was agreeable to BBG's watchful-waiting proposal because wired- & pay-TV are not yet a major factor in influencing public opinion. He did recommend that the legislative definition of broadcasting be changed now to embrace CATV & pay TV so that the government could apply the broadcast regulations any time it thought necessary.

Canada currently has 260 CATV systems servicing 200,000 or 4.6% of all Canadian homes. About 100 of the systems carry Canadian TV programs exclusively. Less than 20 rely solely on U.S. TV stations for programming. The remainder offer both U.S. & Canadian shows.

TNT has recently produced & networked closed-circuit shows for all of the automotive industry's big 4—GM, Ford, Chrysler and American Motors. In all, TNT has done 21 shows for the automotive industry.

Translator starts: K81AJ Ellensburg, Wash. began week of Jan. 9 repeating KNDO Yakima, Wash.

**H&B Buys 3 CATV Systems:** H&B American Corp. is acquiring 3 additional CATV systems, Pres.-Chmn. David E. Bright disclosed last week. The properties being acquired by H&B's recently organized subsidiary, Transcontinent Communication Systems Inc., are in Missoula and Whitefish, Mont., and Prescott, Ariz. Approximately \$1.3 million is being paid for the properties & an inter-city common-carrier microwave relay system that serves the same communities.

Bright said that with these acquisitions H&B will have about \$6.5 million invested in the CATV industry, making it the largest single entity in the field. Last summer, H&B acquired 9 CATV systems from Jerrold Electronics for \$5 million (Vol. 16:33 p8).

Bright also reported H&B's operating income of \$300,732 represents earnings of 11¢ per share before depreciation & taxes, on sales of \$2,569,291 for the last 6 months ended Jan. 30, compared with a loss of 8¢ per share on sales of \$5,308,345 for the 6 months ended Jan. 30, 1960.

The latest purchases bring H&B's subscribers to a total of 41,500. Plans call for the acquisition of systems including about 20,000 more subscribers within the next several months—at a cost of about \$3 million. H&B will then dispose of its non-CATV properties, leaving it the sole publicly-held firm exclusively in CATV.

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TelePrompTer acquired Elmira Video Inc. (Vol. 17:7 p24), Elmira, N.Y. CATV system, for 45,000 shares of TelePrompTer common stock (closed at 13¼ March 2).

## Congress

"I take my hat off," said Sen. Monroney (D-Okla.) in a *Congressional Record* statement commenting on NAB Pres. LeRoy Collins' speech at last month's NAB Board meeting in Palm Springs, Cal. (Vol. 17:7 p1). A member of the Commerce Committee and a frequent critic of TV rating services, Monroney said challenges thrown out to the industry by Collins were "encouraging, exhilarating and tough." All in all, Monroney went on, the Collins speech was "the freshest breeze we have heard from the medium which monopolizes the recreation of so many Americans." Monroney was particularly impressed ("I hardly can believe my ears") with the way Collins decried programming influences of the rating systems.

Forgetful legislator: Rep. Cramer (R-Fla.) voted last year for the Harris-Pastore Act. As enacted, its first order of business was to repeal part of Sec. 4(b) of the Communications Act which permits FCC members to collect "a reasonable honorarium or compensation" for speeches & articles. But on Feb. 23 Cramer introduced an "ethics" bill (HR-4812) calling for repeal of the honorarium bit all over again. Cramer's legislative aides, abashed, told us last week that he was unaware that the repealer already was law, that he'd withdrawn his bill for some rewriting.

CBS-TV deserves commendation for changing its mind about permitting "The Spy Next Door" to be shown on the *Armstrong Circle Theater* Feb. 15 after canceling it Feb. 1, Sen. Hruska (R-Neb.) told the Senate. He said it would have been "a grave mistake indeed" if the network had stuck to its original decision to cancel the show in the fear that it might damage U.S.-Soviet relations. Hruska inserted the TV script in the *Congressional Record*.

Piped music services would be exempted from communications excise taxes under a bill (HR-4236) introduced by Rep. Davis (D-Tenn.).



**OVERSIGHTERS AT WORK AGAIN:** A new Subcommittee on Regulatory Agencies to "take the place of & supplement the work" of the gone-but-not-forgotten House Commerce Legislative Oversight Subcommittee was set up last week by Committee Chmn. Harris (D-Ark.)

The roster of the new unit—assigned to "exercise continuous watchfulness" over operations of FCC & other govt. commissions & boards—probably will resemble that of the Oversight unit, with Harris himself as chairman again. He & Rep. Bennett (R-Mich.), ranking minority member of the full Commerce Committee, caucused March 3 on selections for it. They were reported agreed on a ratio of 5 Democratic members to 4 Republicans, but postponed naming the members until this week.

On taking over his new Subcommittee, Harris is expected to turn in a 3rd hat he has been wearing on the Committee—chairmanship of the Communications Subcommittee. Next in seniority line for that job is Rep. Rogers (D-Tex.).

Harris said the Regulatory Agencies Subcommittee will need "services of some technical staff," but that for the most part it will count on regular professional staffers of the full Committee to carry on the Oversight's work. One of them is veteran communications counsel Kurt Borchardt.

No specific inquiries by the new unit in such areas as FCC and TV & radio were outlined by Harris, who said only that he had "no intention of abandoning or neglecting the responsibility [of the Commerce Committee] in this field." He did indicate that FTC operations would be one target, however: "There is no reason why false & misleading advertising should remain in a gray area, unchecked by regulation."

One investigative item on this year's Commerce Committee agenda—broadcast rating systems—may be shifted from the full Committee to either the Communications Subcommittee or the new regulatory-agency unit when a contract study of the services by the American Statistical Assn. (Vol. 17:9 p11) is completed.

The ASA report had been scheduled for delivery to the Committee in January, but won't be ready until late this month, at least. Chief counsel Robert W. Lishman of the Oversight Subcommittee, who has been cleaning up its left-over paper work, told us last week that drafts of the ratings study have been exchanged by members of a 3-man ASA committee. But Lishman said neither he nor members of the Committee had seen any part of the report.

Lishman plans to return to private law practice after the delayed ASA study comes in. He said he would not carry on with the Regulatory Agencies Subcommittee.

Meanwhile the House voted without dissent to give \$435,000 to the Commerce Committee for "experts, clerical, stenographic and other assistance" to carry on all of its jurisdictional investigative work.

FCC's budget requests (Vol. 17:4 p10) will be handled again in the Senate by Commerce Committee Chmn. Magnuson (D-Wash.), who wears another legislative hat in the regulatory-agency field as chmn. of the Appropriations Committee's Independent Offices Subcommittee. He was renamed head of the 16-man subcommittee.

"How the FTC Works" is the title of an article by outgoing FTC Chmn. Earl W. Kintner in *Repros*, Advertising Federation of America publication. Copies are available from AFA's bureau of education & research, 655 Madison Ave., N.Y.

**EVERYBODY FAVORS ETV:** Usually-cautious FCC Comr. Hyde, who takes a dim view of such govt. intervention as the Commission's latest moves to make TV & radio programming better (Vol. 17:9 p2), last week came out swinging against current fare—and prescribed govt. ETV subsidies as an antidote for it.

Hyde enlivened otherwise repetitious Senate Commerce Committee hearings on federal aid to educational TV by taking the stand to heap scorn on "cowboys, private eyes and giveaways." He also became the first FCC member to give public endorsement to \$51-million proposals by Committee Chmn. Magnuson (D-Wash.) for station-equipment purchases by the states & D.C.

Expected support for the Magnuson bill (S-205) came from nearly a score of witnesses, including spokesmen for CBS-TV, RCA and Westinghouse Bestg. Co. in addition to ETV professionals who also had testified for the measure at 2 previous sessions of Congress.

FCC Comr. Ford, who had just relinquished his Commission chairmanship to Newton N. Minow (see p. 2), reiterated FCC's traditional hands-off policy position on ETV subsidies. Ford also engaged in an indecisive colloquy with Magnuson on military uses of vhf channels (see p. 1). and urged Congressional approval of FCC proposals to require manufacture of vhf-uhf sets (Vol. 17:6 p1).

Ford said an FCC-drafted bill prohibiting interstate sale of sets which don't meet the Commission's proposed all-channel standards would be ready soon for Congress, which has pigeonholed such measures in the past. Pointing to unused uhf educational channels, he argued that the forced acceptance of all-channel sets would stimulate the spread of ETV. "We've tried everything else," Ford said. "And I think this is the only thing left." Some Committee members wondered whether repeal of the excise tax on uhf sets bought for ETV reception might do the trick. That wouldn't work, Ford said: "I've just about given up on the idea of the excise tax."

#### Hyde Pleads for Federal ETV Aid

Then, speaking for himself, Hyde took over. "I feel impelled," he said, "to urge the use of federal funds for educational TV." He described ETV as "the single most important addition needed to improve our communications institutions in the public interest."

Hyde stressed these points: (1) "Starting with a different economic base, educational TV is not under the pressing need to equate public interest with maximum sales of soap, cigarets, beer, deodorants or cold remedies." (2) "I am optimistic enough about the possibilities of educational TV to believe that it can even educate the people to demand of commercial TV something better than a surfeit of cowboys, private eyes and giveaways."

CBS-TV Pres. James T. Aubrey Jr. also foresaw benefits to commercial programming in ETV systems activated by \$1-million grants to each state. It would work the other way, too, competitively speaking, he said, because in the "competition of ideas & formats, some elements of commercial TV's format & showmanship may find their place in educational programming. And concepts of educational programming may well be adaptable to commercial TV in its endeavor to entertain & inform its viewers."

RCA Pres. John F. Burns, who once taught at Harvard & Lehigh, endorsed the Magnuson bill "as an essential first step in stimulating the national growth of electronic teaching methods."

Westinghouse's Washington vp Joseph E. Baudino submitted a statement by WBC Pres. Donald H. McGannon,

who said enactment of the Magnuson measure would break "a logjam that is thwarting the forward progress & expansion of educational TV."

One scheduled witness—HEW Secy. Abraham Ribicoff—didn't show for the March 1-2 hearings, but Magnuson told us that his absence didn't indicate any cooling-off of the Kennedy administration's support for federal aid to ETV. Magnuson said Ribicoff begged off appearing because he hadn't had time in his new office to familiarize himself with the proposed govt. program, which would be administered by HEW's Office of Education. Ribicoff is expected to testify at as-yet-unscheduled House hearings.

Other witnesses who testified or submitted statements in favor of the Magnuson bill included Sens. Metcalf (D-Mont.) & Cooper (R-Ky.), Pa. public instruction supt. Dr. Charles H. Boehm, NET Pres. John F. White, mgr. John Schwarzwald of KTCA-TV St. Paul-Minneapolis, mgr. Loren B. Stone of KCTS-TV Seattle.

No opposition to the Magnuson plan was voiced by any witness or by any Committee member except Sen. Lausche (D-O.). He said he didn't like the idea of the federal govt. paying for things which should be bought by states & cities if they need them. "There is a misapprehension in the country that there are unlimited federal funds," Lausche complained.

Magnuson said he was confident that his bill would again be passed by the Senate, which has already approved it twice. Prospects in the House for ETV-aid legislation—probably modified to require states to put up money matching federal grants—are better than they were last year, when the Rules Committee blocked a floor vote on it. The Committee's membership has been revamped & liberalized (Vol. 17:6 p14). Another matching-grant bill (HR-5099) was introduced March 1 by Rep. Rogers (D-Tex.).

## Educational Television

ETV research grants totaling \$252,000 have been awarded by the U.S. Office of Education to educational WQEX (Ch. 16) & WQED (Ch. 13) Pittsburgh and Miami U., Oxford, O. The 2 publicly-financed Pittsburgh stations received \$126,000 under Title VII of the National Defense Education Act for an 18-month study of techniques in televised science demonstrations. A like amount went to Miami U. to finance a 38-month project, now under way, to determine how well students can master closed-circuit courses. The awards were among 23 new grants totaling \$1 million that covered such other media fields as films & teaching machines. All told, the Office of Education has allocated \$7 million for 139 audio-visual educational research projects since the program was started in 1958 (Vol. 14:49 p6 *et seq.*). The National Defense Education Act expires June 30, 1962, but an advisory panel of 20 educators has recommended that its programs be expanded and that the law itself be extended another 5 years. The programs will be administered in the Kennedy Administration by academic vp Sterling M. McMurrin of the U. of Utah, a philosophy teacher named to succeed Lawrence G. Derthick as U.S. Educational Commissioner. Under a \$56,000 contract with the Office of Education, the National Assn. of Educational Bcstrs. is conducting a nationwide survey of educators to determine their precise TV channel needs. The survey will be followed by an engineering study by Jansky & Bailey.

Latest ETV applications: Ch. 17, Schenectady, by Mohawk-Hudson Council on Educational TV (William J. Gold, pres.); Ch. 29, Williamsville (Buffalo), N.Y., by Board of Cooperative Educational Services, first supervisory dist. of Erie County.

ETV "patronage" trend is growing quietly in San Francisco. It began recently on non-commercial KQED with the purchase by San Francisco Brewing Co. (Burgermeister Beer) of NTA's *Open End* series, which is now telecast on the educational outlet with a "KQED wishes to thank . . ." corporate mention. Intrigued, CBS Films recently checked up on how Burgermeister was doing with this bare-bones "commercial," discovered that the beer firm had received sackloads of mail and "a definite increase" in sales. Next move: CBS Films and KQED have worked out a deal for the prestige-laden, taped-in-N.Y. *Robert Herridge Theater*, a dramatic anthology. It will have as its "patron" (as distinguished from "sponsor") Bank of America, which will also receive "thank you" mentions but will have no say in the station's programs. FCC sources say that the ETV stations don't violate Commission rules when they accept programming material without payment. In fact, they point out, the stations are required to identify the donor under the new "payola" rules—and a "thank you" method is satisfactory. They report no complaints received from commercial stations.

Unusual ETV effort in Maine finds 3 private liberal arts colleges—Colby, Bates and Bowdoin—joining forces to build what is claimed to be the nation's "first full-powered satellite." CP for WPTT (Ch. 10) Augusta, now held by Bates, which acquired it from Boston storage-business operator Richard S. Robie last year, will be transferred to a corporation owned equally by the 3 colleges. Each has appointed 3 representatives; included are Carleton D. Brown, radio WTVL Waterville, and Horace Hildreth (Hildreth network). Plans call for construction of a \$425,000 facility using 316 kw near Lewiston. An order for equipment has been placed with RCA and the on-air target is next September. The station will relay WENH-TV (Ch. 11) Durham, N.H. which in turn repeats WGBH-TV (Ch. 2) Boston. Eventually, studios will be built.

Special TV course for teachers has been developed jointly by the N.Y. City Board of Education and TIO "to help orient teachers constructively in their utilization of commercial TV as an adjunct to formal in-school teaching." Entitled *TV in Today's World*, the 15-session course deals with TV as communication & art form, industry, and social institution. Guest lecturers will include TV executives, creative, technical and research personnel. "Since TV occupies a large part of school children's free time, teachers could take a more active role in helping their pupils understand the medium and get the most out of it," said TIO Dir. Louis Hausman. The course, which began Feb. 16, is held in N.Y.'s Donnell Library.

Wider use of TV as an educational instrument in Cal. schools & colleges has been recommended by a subcommittee of the Assembly. The group warned, however, that ETV must be used wisely & in courses where it can be most effective. Other subcommittee recommendations: To justify itself financially, TV should be limited to courses in which at least 200 students are enrolled; the state college board of trustees should develop an overall plan and spell out how ETV should be used in each college; a policy should be established regarding the rights of instructors affected by the introduction of ETV.

"Design for ETV" is an elaborate, 96-page, illustrated brochure-report from Educational Facilities Labs on "how to plan new schools or adapt existing schools for teaching by TV." The subject was researched for EFL by Dave Chapman, Inc., Industrial Design. Copies are available from EFL, 477 Madison Ave. New York 22.

## The FCC

**INDUSTRY GETS AN 'A' ON SEC. 315:** In a follow-up report supplementing testimony by then-FCC Chmn. Ford to the Senate Commerce Communications Subcommittee (Vol. 17:6 p2), the Commission told Congress last week that TV & radio behaved themselves well during the 1960 Presidential election campaign.

Equal-time complaints from all sources could be counted on the fingers of one hand following Congressional suspension of requirements of the Communications Act's Sec. 315 for candidates for President & Vice President, FCC said in a 12-page recapitulation buttressed by 22 pages of statistics.

From Aug. 24 last year (effective date of the Sec. 315 suspension) until Election day in November, just 2 complaints about "equal opportunities" on the air were filed on behalf of Presidential candidates John F. Kennedy or Richard M. Nixon. And only 3 complaints came in from minor-party candidates for the White House. All beefs were quickly resolved by stations involved, FCC said.

In the comparable Presidential campaign period of 1956, when Sec. 315 was in full force, there were 13 complaints to FCC—4 on behalf of major-party candidates, 9 from all other sources.

The Commission had 2 suggestions for Congress in acting on a bill (S-204) by Sen. Magnuson (D-Wash.) to regularize the equal-time suspension for Presidential tickets. Both were minor.

For one thing, FCC said, language of the bill should make it "unequivocally" clear that "nominees" for President & Vice President are all of the candidates for the offices—not just Democrats & Republicans nominated at national conventions.

FCC also recommended that the bill take care—one way or another—of equal-time situations in which a top candidate is running at the same time for another office. This question was raised during last year's campaign by Lyndon B. Johnson's dual candidacy for election as Vice President & re-election to his Tex. Senate seat. Johnson's Republican opponent for the Senate, John G. Tower, had argued that he was entitled to equal time every time Vice-Presidential candidate Johnson appeared, but did not press the argument in any formal complaint to the Commission.

Scheduled for delivery to Congress by FCC in April is another batch of equal-time reading matter which is guaranteed to get close attention from all politicians. It will contain state-by-state TV-AM-FM statistical breakdowns on political announcements & programs (paid & sustaining) involving appearances by candidates not only for President & Vice President but for the Senate, House and governor.

RCA won FCC contract for the transmitter for the Commission's N.Y. uhf project—lease of \$377,584 running to June 31, 1962, "with option for renewal, if necessary." In addition, FCC will pay a dismantling charge of \$135,615 if the transmitter isn't otherwise disposed of—*e.g.*, given or sold to ETV or municipal authorities at the conclusion of the experiment. The choice, FCC said, was "on the basis of power consumption, tube replacement, experience in installing and general performance as well as cost." The contract specifies installation by Aug. 1 and 2 months of testing before acceptance Oct. 1. Contract for an antenna is expected to be signed soon.

**Craven's Doubts on Govt.-&-Programming:** FCC Comr. T. A. M. Craven issued his concurring but dubious statement on the Commission's new program-form rule-making (Vol. 17:9 p2) too late for inclusion in our supplement reprinting the full text. Here it is:

"While there are several aspects of this Notice of Proposed Rule Making with which I am not satisfied; for example, the retention of a composite week and the requirement that an applicant specify the number of hours to be devoted to various types of programming, I think the Notice is appropriate for the purpose of obtaining industry comments.

"I have been in the past, and I continue to be, unalterably opposed to the Commission establishing guidelines for the programming of broadcast stations. For, as I have frequently stated, it is the legal obligation and privilege of the licensee and not the government to ascertain the mass communication needs, tastes and desires of the communities of this country. Establishment by the Commission of programming types which the applicant must follow in order to be seriously considered by this Agency would mean the throttling of initiative, creative thinking and the legal rights and duties of licensees in violation of the censorship provisions of the Constitution and the Communications Act. I certainly would not aid, abet, or condone any efforts on the part of the government to intrude on the private rights of individuals. In my opinion, it is the government's duty merely to ascertain whether the licensee has the sense of public responsibility necessary to enable him to operate a broadcast station in the public interest, and whether he has been diligent in ascertaining the needs, tastes, and desires of his community.

### Endorses FCC Program-Type Definitions

"In characterizing programming the Commission and the industry over the years have used terminology peculiar to the broadcast field to describe the programs which are transmitted to the public. While this descriptive language has now become an integral part of the broadcast field, there has been a wide disparity among the users thereof as to the appellation to be given to certain types of programs. What one broadcaster might call educational, another might call informational or entertainment. In an effort to obtain unanimity of thinking in this regard the Commission, in its proposed application form, has included certain program types and has attempted to define them as well as illustrate the type of programming which might come under such headings. I should think that this would be most helpful to the industry and the Commission, and it would in no way impinge upon the rights of broadcasters.

"Additionally, the Commission proposes to require applicants to list these program types and state the number of hours which they contemplate devoting thereto. I have already stated that I am opposed to requiring applicants to state the number of hours which they propose to devote to their various types of programs. Insofar as listing the programs according to type is concerned, I have no objection thereto as long as I am correct in my understanding that it is the Commission's intention that such list is to serve only to round out the applicant's narrative statement as to the type of programming he proposes to broadcast as a consequence of his study of the needs, tastes, and desires of the community which he proposes to serve. Insofar as I am concerned, no applicant need fear that all such types must be included in a proposal in order to be assured of favorable consideration by the Commission."

Last week, the Commission also issued 2 corrections to its proposed changes (see Special Supplement). Paragraph

4 of the "instructions" is changed to read:

"Applicants for renewal filing FCC form 303 need not complete paragraph 9(d), except to indicate the names, addresses, and positions of employes who are not U.S. citizens."

The paragraph titled "Controversial Issues of Public Importance" is changed to read: "State the past & proposed practice of the applicant with respect to the fair presentation of controversial issues of public importance, including the frequency of the editorials (if broadcast) or other types of programs, and the procedure followed with respect to the presentation of opposing points of view. If this is an application for renewal of license, describe at least 2 leading community issues (*i.e.*, local in nature) in each of the last 3 years and state whether specific programs and/or announcements have been broadcast in connection therewith, the number & length thereof, and the times at which broadcast."

Award of Ch. 2, Portland, Ore. was granted last week to Fisher Bestg. Co. by FCC, which denied the competing application of Tribune Publishing Co. It thus affirmed examiner Herbert Sharfman's initial decision (Vol. 16:2 p7). Fisher is 60% owned by the owners of KOMO-TV Seattle. Tribune owns KTNT-TV Tacoma & *The Tacoma News Tribune*. "Of decisional importance," FCC concluded, "is the question of which applicant gives greater assurance that it will do what it proposes to do. Insofar as such is predictable, the answer is 'Fisher.' Its principals' backgrounds are more diverse than Tribune's, thus indicating that a broader range of experience will be brought to bear upon problems which might confront the station. The local residence of three 10% stockholders, who, though lacking in broadcast experience, appear determined to have more than a passive voice in the operation of the proposed station, weighs strongly in Fisher's favor. Finally, Fisher's past broadcast record at Seattle has been demonstrated to be superior to that of Tribune at Tacoma despite its abandonment of FM and its promise-vs.-performance variance in the area of spot announcements, and this factor is entitled to considerable weight."

Ch. 10, Medford, Ore. is free for CP—with the withdrawal of TOT Industries and Medford Telecasting leaving radio Medford the sole applicant. Radio Medford will pay TOT \$6,700, Medford Telecasting \$9,300, for expenses incurred to date. FCC chief examiner Cunningham approved the agreements.

FCC Comr. Robert E. Lee will address a joint banquet meeting of N.Y. state legislators & broadcasters in Albany March 7, at the Sheraton Ten Eyck hotel, to stress the need for activating the state's fallow uhf ETV CPs. Guests will include Gov. Rockefeller.

CP for KFUR-TV (Ch. 11) Santa Fe has been reinstated by FCC which approved its transfer from Harrison M. Fuerst to Raymond F. Hayes & Milford Kay—for \$2,700 out-of-pocket expenses.

## Foreign

West Germany's proposed 2nd TV network was declared unconstitutional last week by the federal Constitutional Court, which upheld a challenge brought by 5 West German state governments. The ruling was considered a major defeat for Chancellor Adenauer, who had been closely identified with the controversial network proposal.

## Stations

**NEW & UPCOMING STATIONS:** KCDA (Ch. 3) Douglas, Ariz. began programming Feb. 27 as an independent outlet after receiving FCC program-test authorization Feb. 24. The new starter boosts the on-air total to 582 (90 uhf) outlets. KCDA has a 500-watt transmitter furnished by the station's owner Electron Corp., Dallas, Tex. A Jampro antenna has been installed on the roof of the Gadsden Hotel, Douglas.

William B. Miller, ex-KBTW (now WFAA-TV) Dallas and more recently consultant to Mexican TV stations, is gen. manager. Daniel C. Park, ex-radio WIRE Indianapolis, more recently with Better Business Bureau of Tucson, is commercial mgr. David B. Miller, coming from management & production in the entertainment industry, is production director. Norman Robb is chief engineer. Base hour is \$150. Rep not reported.

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

KCSO-TV (Ch. 19, educational) Kansas City, Mo. now has a mid-March target for programming, reports J. Glenn Travis, admin. asst. to the school supt. of the Kansas City School Dist. It has just completed work on studios in the Board of Education Bldg. A 1-kw GE transmitter has been ready for use since early January, and the antenna was installed on a stub tower atop City Hall last fall. Zoel, Parentian, ex-WETV Atlanta, Ga., has been named producer-director.

KBMT (Ch. 12) Beaumont, Tex. has set a May 15 target, writes John H. Fugate, gen. mgr. Owners Randolph C. Reed, pres. & 50%, and N. D. Williams, secy. & 50%, operated KBMT on Ch. 31 April 1954 to Aug. 1956. (Additional information about construction has been requested from Mr. Fugate.)

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has a tentative June 1 target for its start as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill. (an ABC-TV affiliate). The report by O. L. Turner, gen. mgr. of WSIL-TV, also states that a studio-transmitter building has been completed and installation of GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., began on March 1. Work on a 500-ft. utility tower is scheduled to start March 30 or before. It will use a GE 4-bay helical antenna. Personnel not chosen and rates not set. WSIL-TV rep is Meeker.

CJOH-TV (Ch. 13) Ottawa, Ont. has changed its target for programming to March 12 from the previous March 1 target, wires W. O. Morrison, sales mgr. It has an 18-kw Marconi transmitter & 600-ft. Microtower. Base hour will be \$475. Reps will be Young and Stovin-Byles.

CHCB-TV (Ch. 10) Banff, Alta. has been delayed until mid-March for its start as a satellite, reports G. A. Bartley, pres. of parent CHCA-TV (Ch. 6) Red Deer, Alta. It will be an automatic unattended repeater and will be sold as a bonus to CHCA-TV, which has a \$200 hourly rate.

KCMC-TV Texarkana, Tex., which is changing call letters to KTAL April 1 when it expects to begin operating from a site at Vivian, La., 30 mi. from Shreveport, has signed with NBC-TV as its Shreveport outlet, with the effective date tentatively set for Sept. 1.

Triangle stations are moving their N.Y. sales office to 320 Park Ave. New telephone is Plaza 9-7115.

**SPOT GAINED 6.3% IN 4TH QUARTER:** Spot-TV sales in 1960's final quarter produced gross time billings of \$163,060,000, TvB noted last week in a report based on a 330-station checkup compiled with N. C. Rorabaugh. The Oct.-Dec. volume pushed 1960 business to a preliminary \$616,701,000 total—7.9% ahead of 1959 billings on the basis of similar estimating procedures.

The 4th-quarter figures reflect the new 4-part measuring system introduced by TvB with its 2nd-quarter report (Vol. 16:40 p10). Based on the measuring system operative a year ago, 1960's 4th-quarter volume would total \$176,105,000—or 6.3% ahead of Oct.-Dec. 1959.

Prime-night accounted for 32% or \$52.3 million of the total time investment, followed closely by day with 31% (\$50.5 million). Late night accounted for 19.1% (\$31.1 million); early evening, 17.9% (\$29.2 million).

More than three-fourths (76.4% or \$124.6 million) of the Oct.-Dec. volume went for spot announcements. The balance was divided 13.1% (\$21.3 million) for programs and 10.5% (\$17.2 million) IDs.

Food & grocery products, with total gross time billings of \$46.6 million, led all product classifications (TVs & radio receivers accounted for only \$107,000 of total spot ads). Procter & Gamble was the 4th quarter's top time buyer, with billings of almost \$12 million. Runner-up: General Foods, \$4.8 million.

Three newcomers were added to the list of top-100 spot spenders: Corning Class, 76th (\$435,000); Ideal Toy, 74th (\$445,900); J. Nelson Prewitt Inc., 89th (\$405,500).

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Price boost for 60-sec. spots (to bring their cost into "a more realistic balance with the cost of triple-A 20-sec. spots") and discount revisions are highlights of WNBC-TV N.Y.'s new rate card No. 21, effective March 1. Previously, WNBC-TV—like many other stations—had been charging the same price for both 1-min. and 20-sec. spots in prime evening hours. Under the new card, the 1-min. spots will jump in price to \$2,500 (an increase of \$200) on the basis of 4 each week. The 20-sec. spots will generally remain the same, although there'll be a 40% fixed-position discount in the 8 p.m. station-break strip, making the new per-spot rate \$1,380. Daytime spot rates, thanks in part to NBC's upbeat daytime ratings, receive a "minor upward revision," as do spots slotted next to nighttime newscasts. New maximum discount on the station at night with a large spot buy is 57.25%, an increase of 7.25% over the previous rate card.

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Transfer of about 25% of CHAN-TV (Ch. 8) Vancouver, B.C. for an undisclosed price (Vol. 16:48 p13) has been recommended by BBG and awaits approval by Federal Transport Minister Leon Balcer. The stock is being acquired by Famous Players Canadian Corp. Ltd. and Canastel Bcstg. Co. Ltd., the latter a subsidiary of British program contractor Associated Television Ltd. Famous Players will be represented on the CHAN-TV board of directors by its B.C.-Alta. div. supervisor Maynard S. Joiner, and Canastel by its managing dir. William Jones.

New CBC microwave hook-up Feb. 18 with CBAFT (Ch. 11) Moncton, N.B. brought the area its first live French network TV. The station has been using kines since it began operation in Dec. 1959. The microwave system cost \$1.2 million and has towers at Dalhousie, where the signal is first picked up, and at Guitard, Allardville, Bartibog, Rogersville and Adamsville.

**That ABC-Taft Deal:** Final details of the affiliation switch by Taft-owned WKRC-TV Cincinnati from CBS-TV to ABC-TV at the end of April (Vol. 17:9 pp3 & 4) include these highlights:

1. WKRC-TV will enter the ABC-TV lineup as a primary affiliate at a \$1,750 network hourly rate. This, ABC-TV points out, is "not a network rate increase in the Cincinnati market"—the present ABC affiliate, WCPO-TV (joining CBS-TV April 30), having been getting the same rate. It represents, however, a \$250-an-hour boost (or a gross network-rate boost of around \$275,000 annually) for WKRC-TV. The station's compensation rate, adds ABC, will be "standard."

2. In its shared-affiliation rivalry with CBS-TV on Taft-owned WBRC-TV Birmingham, ABC-TV is going all-out to be competitive financially with CBS. The station's network rate will be similar with both networks. But an increase in compensation rate works out to just about the break-even point for ABC-TV; *i.e.*, ABC will pick up line charges to Birmingham on ABC shows, provide a compensation rate of approximately 54%, and will pocket no profit. CBS won't match the deal, we're told.

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Bids abound for WNTA-TV N.Y. David Susskind is the latest contender for ownership of the independent, on the market since mid-February (Vol. 17:8 p8). Reportedly, Susskind has the financial backing of "a reputable concern" and will inform NTA of his offer "shortly." Other bidders: A citizen's group working with NET bid \$4 million (Vol. 17:9 p8), and was turned down by NTA, but has indicated it will raise its offer "at the proper time." And Ely Landau, ex-NTA chmn. who stated he would make a "substantial offer," last week formed Landau Bcstg. Ltd. to handle negotiations.

Westinghouse is "banker" for a deal whereby a Montreal firm, Shoreacres Bcstg. Co. Ltd., is putting up over \$4 million to buy CKEY Toronto, said a report from Montreal last week. The Shoreacres concern is seeking authority from Canada's BBG to take over the CKEY license from Consolidated Frybook Industries Ltd., now owned by *Liberty* magazine. No confirmation of such an arrangement could be had from Westinghouse Bcstg. Co. in N.Y. (For report on WBC program activities see p.3.)

KJEO (Ch. 47) Fresno has been sold for \$3 million to Shasta Telecasting Corp., operator of KVIP-TV (Ch. 7) Redding, Cal. The price is the highest ever paid for a uhf station. The area is now all-uhf, FCC having deleted Ch. 12, shifting KFRE-TV to Ch. 30. KJEO is an ABC-TV affiliate, KMJ-TV, NBC-TV; KFRE-TV, CBS-TV.

Off-air WUTV (Ch. 36) Charlotte, N.C. transfer application has been filed with FCC to permit the following to acquire 12.5% each for total consideration of \$34,000: C. J. Hawes, D. W. Phillips, Franklin Brown & L. W. Coppala. This will reduce holdings in Century Advertising Co. Inc., owner of WUTV, from 37.5% to 18.75% for Hugh A. Deadwyler; from 37.5% to 18.75% for F. P. Larson Jr.; and 25% to 12.5% for R. E. Redding.

Friendly rivalry between San Francisco's KRON-TV and KGO-TV spurred the former's gen. mgr. Harold P. See to wire the latter's gen. mgr. David M. Sacks: "ASSUME AVERAGE VIEWER COMMENT RE YOUR NEW NEWS SHOW WOULD BE 'GOOD.'" Sacks was proudly showing off this heart-warming message when See's follow-up wire arrived reading: "TO PREVIOUS WIRE ADD THE WORD 'GOD.'"

## Advertising

**SUCCESS STORY—CHAPTER 3:** Continuing our coverage of local TV successes (Vol. 17:8 p11), this report covers regional & local food products, grocery outlets, beverages and restaurants.

WOW-TV Omaha, Neb. In Jan. 1957, the station talked a local supermarket chain, Shaver's Food Marts of Omaha, into co-sponsorship of the station's *Million-Dollar Movie* feature series. "We noticed an immediate increase in our business," said Shaver's ad mgr. Neil Shaver. "It continued to build month by month and by the end of our first year, our business had increased nearly 33%. As we did no other advertising, the gain can be chalked up completely to TV." Added WOW-TV gen. mgr. C. A. Larson: "When Shaver's started on our station, it owned 4 Food Marts. Today, there are 6—with a 7th under construction." Since its initial purchase, Shaver's has expanded WOW-TV sponsorship to include the syndicated *Sea Hunt* series and nighttime minute announcements. "TV," said adman Shaver, "has given us an image of quality that is difficult to achieve in other media."

WAST Albany, N.Y. An exclusive client for the past 9 months, the Ventre Packing Co. has increased sales for its TV-sold product, Enrico Spaghetti Sauce, "a full 25%," according to station promotion mgr. Michael S. Artist. Full sponsorship of the 30-min. syndicated telefilm series *Target* helped Ventre to achieve "a 90% distribution factor in the Albany-Schenectady-Troy market."

CFCL-TV Timmins, Ont. Unable to score any strong gains against veteran competitors, executives of McDonald Beverages Co. came to this Canadian station to take a chance on a trial TV campaign. Reported station mgr. Jean De Villiers of what followed: "Four years ago, at the opening on our TV station, McDonald Beverages sponsored a 30-min. program with live commercials. The impact was such that they reported a 50% sales increase in the first year, and a 20% rise in the 2nd year. McDonald has become *the* soft drink plant of Northern Ontario, all through TV advertising."

KDKA-TV Pittsburgh, Pa. A literal "overnight success" was scored not long ago for a local Pittsburgh supermarket chain. Wishing to promote a special sale of prime beef, the food retailer bought a single late-night feature film. Result: by noon next day, some 300,000 pounds of beef were sold. Added station promotion-PR dir. Peter Thornton: "These results were achieved with just 4 commercials—all 4 between 11:15 p.m. and 1:30 a.m."

WLWI Indianapolis, Ind. "We're proud to cite the Frisch Drive-In Restaurants as one of the outstanding ad campaigns exclusively on our station," reported gen. mgr. John B. Babcock. "When it started on TV, Frisch was completely unknown in this very competitive restaurant market. Frisch opened one location and advertised it on several 5-min. weather shows, plus a supplemental schedule of alternate-week 60-sec. announcements. Now, 2 years later, Frisch is making plans to dedicate its 11th restaurant in our coverage area."

WJXT Jacksonville, Fla. "An admittedly rough beer market from the standpoint of a new entry." Station promotion dir. Tom Mahaffey so described the Jacksonville marketing situation facing Busch Bavarian Beer, a premium-priced brand. In Sept. 1958, Busch purchased a heavy spot TV schedule on WJXT, with only a light schedule in other media. Result: "By Feb. 1959, Busch was the No. 3 beer in this area and sustained TV advertising has kept it in this position ever since."

WPTA Fort Wayne, Indiana. This midwestern outlet reported that Hobby House Restaurants have been WPTA sponsors for the past 2 years, using no other advertising. By all indications, what keeps things this way is results. Hobby House advertised recently a special "Kentucky Fried Chicken Sale" on *Club 21*, a Sat.-night teen-age dance show with considerable adult appeal as well. All the Hobby House restaurants were sold out the first day of the sale, with people waiting in lines for over an hour, stated WPTA. The restaurant chain's TV-stimulated success has enabled it to expand recently from 3 to 5 restaurants.

Parting shot at James M. Landis, President Kennedy's regulatory agency advisor, has been fired by lame-duck Republican FTC Comr. Edward K. Mills, who is being replaced by Democrat Philip Elman (Vol. 17:7 p3). He said that Landis made "arbitrary & unreasonable" agency-reform proposals in his report to Kennedy (Vol. 17:1 p1), that in other FTC recommendations Landis seemed more interested in "an improved organizational chart" than in improved administration. As for FTC's operations under outgoing FTC Chmn. Earl W. Kintner, Mills said the agency had acquired "momentum." But he suggested more attention should have been paid to long-range FTC planning and to "major business evils" than to piling up a "statistical box score" of cases started. For one thing, Mills recommended that more authority be delegated to individual FTC members in the future.

"Interim guide-lines" for toy advertisers were issued last week by NAB's N.Y. Code office, pending a review by the Code Review Board of a recent hassle over alleged abuses of viewer confidence in last Christmas-season's toy commercials (Vol. 17:2 p8). Commercials should "avoid demonstrations or dramatizations that show a toy in use in a manner that is not authentic . . . dramatizations from real life (or) suggesting attributes not inherent—unfair glamorization . . . dazzling visual effects . . . sounds of the real object." Recommended: "The toy in the framework of a play environment, performing in a way actually representing the toy." Another Code office caution: Avoid the use of the word "only" in front of the toy's price.

U.S. cosmetics industry has been warned by FTC in letters to 40 manufacturers to eliminate advertising-&-promotion representations that domestically-made products have foreign origins. Citing widespread complaints from consumers that "words, names and phrases" used on labels mislead buyers to believe the products are imported, FTC gave the manufacturers until March 20 to decide whether they will comply voluntarily with truth-in-cosmetics rules. Otherwise, said FTC, "mandatory procedures may be used."

All media have shown a gain, although slight, in co-op advertising over the past 3 years, reports ANA. Newspapers showed the largest gain among ANA members using co-op advertising. Of 203 advertisers in the study, 102 reported use of newspaper co-op advertising. TV had 45; radio had 56. Of total respondents, only 76 reported no use of co-op.

**People:** Robert H. Schmidt named PR vp, Grant Advertising . . . William D. Kistler appointed a vp, Assn. of National Advertisers. He will be in charge of the media committee . . . Jack L. Warner, Warner Bros. Pictures pres., will serve on the industries advisory committee of the Advertising Council . . . Maitland Jones named vp & associate creative dir., Donahue & Coe.

Comparison pictures used in TV commercials to illustrate Wesson Oil's claimed advantages over "solid shortening" aren't in conflict with the product-disparagement clause of NAB's TV Code as now written—but the language may be clarified to cover such representations. That, in essence, is the answer of the Code office in Washington to complaints by big TV advertiser Procter & Gamble and its agency Compton that the Wesson commercials display a can, labeled "solid shortening," which is otherwise an easily-recognizable P&G Crisco can. The Code clause (XII-C) cited by the complaints says "copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions." It was the first time the Code office had been called on to make a ruling on acceptability of commercials which don't identify a competing product directly in downgrading it. In the Wesson-P&G case, Compton had called on stations carrying the Wesson commercials to cancel them—and questions from the stations poured into the Code office. All code subscribers were notified in a letter signed by N.Y. office dir. Stockton Helffrich that the Code Review Board would take a fresh look at the subject.

TV Code progress is being made in the area of "false & misleading" advertising copy, said N.Y. TV Code office dir. Stockton Helffrich in a discussion of taste in TV commercials at an RTES meeting in N.Y. He asserted that lurid descriptions of competitors' deficiencies and "copywriters' pitches which resemble a Cook's tour through the alimentary canal" prove that "a TV Code is needed." Noting a Better Business Bureau challenge, Helffrich added: "Advertisers must be willing to forego performance claims until they can prove them; agencies must demand proof without fear of offending clients; and media must pass up revenue rather than accept unsupported claims of a questionable nature."

Recent NAB Code target, Holland House, is "very pleased" with the results of its cocktail mix campaign on non-Code-subscriber WNTA-TV N.Y. and is ready to expand "on a national level." So said David Sheinker, its pres. & ad mgr. last week, adding that non-Code stations in Boston & the South are under consideration. Said he: "The Code is operating under a double standard—it permits club soda and quinine water ads. We feel our product is in the same category." NAB ruled last fall that the Holland House commercial "did not follow the spirit & intent of the Code since the actual mixing of a whiskey sour" was shown (Vol. 16:39, 40, 41).

A Lemmy is a "so-so show—not quite a lemon, not quite an Emmy," explains a recent *Television Age* in producing a whole new clutch of Madison Ave. clichés. "A tall tower but no signal" refers to a man who is impressive at meetings until he opens his mouth. "A Key West snow tire" is an impractical suggestion. "Don't pan while I dolly" is a request to quit changing the subject. And if the meeting is not producing the needed idea, one now says: "Rattle the knob again; there must be somebody home."

Northwest Schools Inc., Portland, Ore. firm which has branches in 9 other cities, has been ordered by FTC to stop misrepresenting employment prospects of students enrolled in correspondence & resident courses which included "Television Broadcasting." In its opinion FTC modified & adopted an initial decision by examiner L. H. Laughlin.

New reps: WLEX-TV Lexington, Ky. to Raymer March 1 from Bolling • WTVP Decatur, Ill. to Blair Television Associates Jan. 1 from Gill-Perna.

## Technology

**Space Race Accelerates:** Long-range plans for space communications were filed with FCC last week by 17 parties, and they included a determined effort by several organizations to use the new technology to cut a slice of AT&T's pie.

Notable among comments were those of RCA, General Telephone & Electronics and Lockheed—which propose a joint effort in the field. Lockheed included a Justice Dept. letter, from acting asst. antitrust chief W. Wallace Kirkpatrick, which gave the 3 a certain amount of antitrust immunity for their project. They propose the synchronous type of satellite—3 of them 22,300 miles out—as contrasted to AT&T's recommended series of 20-30 low-flying units. Drawback to the far-out type, AT&T says, is that time delays (about one second) make 2-way conversations unsatisfactory.

FCC & NASA, meanwhile, announced the signing of a "memorandum of understanding" which stated that civil space communications would be a private-enterprise operation under govt. supervision & encouragement.

New-model RCA TV tape recorder (TRT-1B) has "improved picture quality, greater reliability, versatility & all-around performance," according to RCA Bcst. & TV Equipment Div. vp-gen. mgr. C. H. Colledge. Among the features of the new recorder, which retains the basic design concept of its predecessor: (1) Conversion to color has been simplified, now requires only a half rack of additional equipment; color-rack price has been cut by more than one-third. (2) Transistor signal processing amplifier, with key function controls grouped on a single accessible control panel. (3) Increased limiting (more than 55 db) of the demodulator, minimizing "drop-outs" & extending usable life of tape. (4) Separate guide position controls for record & playback, reducing possibility of error. (5) Variable de-emphasis network for quality playback of non-standard tapes. (6) Transistor power supplies for lower power consumption & greater reliability. RCA said it has manufactured more than 200 TV tape recorders in 2 years.

Broadcast engineering problems ranging from automation & tall-tower rules to TV frequency-deviation monitoring & space communications were explored March 1 by NAB's Engineering Advisory Committee at a Washington meeting. No policy recommendations were reported adopted by the Committee, which is headed by A. James Ebel of KOLN-TV Lincoln. But it did vote a resolution expressing regret over the resignation of NAB engineering mgr. A. Prose Walker, who joins Collins Radio May 16.

New series of TV monitors was announced recently by GE. Available with 14-, 17- or 21-in. tubes, they're designed for maximum accessibility. All normal servicing & adjustments may be accomplished without major disassembly. The resolution (800-line minimum horizontal) is claimed to exceed that of all standard camera chains. The size, focus & linearity controls may be operated individually, with no interaction.

Inexpensive sound-newsfilm operation has been developed by KPHO-TV Phoenix, using the Fairchild 8mm home-movie magnetic sound camera, which retails at \$239.50 (Vol. 16:5 p21). As adapted by station engineer George McClanathan, KPHO-TV uses the Fairchild camera & companion sound projector (listing at \$240.50) and Fairchild's rapid film processor.

## Programming

Threats of TV censorship are implicit in the Supreme Court's decision upholding the authority of Chicago's city officials to pre-judge theatrical movies, NAB said in urging that the case be heard again. Joining with other media in supporting a petition by the Times Film Corp. for re-examination of the 5-4 ruling (Vol. 17:9 p12), NAB argued in a brief that "what disrupts the basic freedoms guaranteed by the First Amendment with respect to one medium, affects all others." The brief said the Supreme Court majority in the Times Film-"Don Juan" case may have assumed that normal processes in criminal courts give protection against censorship to other media. "We submit that this is not a sound assumption," NAB argued. "But even if true, what is vital to freedom of expression and distinguishes a free society from a police state is that there be no prior censorship of any media." Among groups united for the Supreme Court move were the American Society of Newspaper Editors, American Society of Magazine Photographers and Society of Magazine Writers. Thanking all of them for their help, Times Film Corp. Pres. Jean Goldwurm suggested from Europe that an all-media Permanent Council Against Censorship be organized.

TV is rated higher in 1961 than it was in 1959, according to the latest Schwerin Research Corporation sampling of 920 viewers. This year 66% rated TV excellent or good as against 60% two years ago. However, the 66% included a pickup in "good" (29% to 40%) and a drop (from 31% to 26%) in "excellent" ratings. (For the same years, the same audience rated magazines as doing an excellent or good job as follows: 68% in 1961 vs. 59% in 1959.) Asked for their main criticisms of TV, 9% (in both sexes) gave general approval, but among the men, 60% complained of programs and 31% of commercials. Women had a higher ratio of commercial complaints: 42% vs. their 49% disapproval of programs. Program complaints were largely about Westerns, sex, violence and lack of culture. Commercial complaints were mainly about their being too numerous; less than one in 200 viewers accused commercials of being deceptive or mendacious.

Add public service: An amnesia victim, puzzling Pittsburgh police for 24 hours, was identified by 2 people immediately after being interviewed on a KDKA-TV Pittsburgh noontime news show.

### FACTBOOK NO. 32 CLOSES MARCH 10

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 10.

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

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

## Television Digest

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**Personals:** Sig Mickelson, ex-pres. of CBS News, joins bestg. div. of Time Inc. with "broad responsibilities for Time Inc. plans in the fields of international broadcasting" . . . Seymour L. (Stretch) Adler ex-Official Films and Guild Films, promoted from national sales dir., Paramount Television Productions, to vp & gen. mgr., Paramount-owned KTLA Los Angeles.

Samuel G. Henderson Jr., gen. mgr., WGAN-TV Portland, Me., and vp of Guy Gannett Bcstg. Services, will resign Oct. 1 to begin study to become an Episcopal priest . . . Edgar J. Scherick, ex-Sports Programs Inc. (his own production firm), named ABC-TV network sales vp . . . Keith T. McKenney promoted from local sales mgr. to gen. sales mgr., WJBK-TV Detroit.

Peter Robinson named associate dir. of program development, CBS-TV, Hollywood, succeeding Bruce Lansbury, recently named to new post of daytime programs dir., CBS-TV, Hollywood . . . Abe Mandell appointed to new post of ITC administration vp. He continues as international sales vp . . . Don B. Curran named to new post of publicity & promotion dir., ABC Radio's o&o stations, effective April 11 . . . H. D. Neuwirth named vp & radio sales dir., Metropolitan Bcstg. Corp.

Paul B. Evans, ex-Metropolitan Bcstg. Corp., Storer and NBC, named gen. mgr., WHCT Hartford, which will test Zenith's Phonevision pay-TV system . . . Robert M. McGredy, ex-WBC and WCAU-TV Philadelphia, named gen. sales mgr., TvAR, succeeding Jack Mohler, resigned . . . Michael Joseph named ABC Radio program consultant to o&o stations . . . N. Gary Eckard, ex-ARB, named vp, Charles Harriman Smith & Associates.

President Kennedy & former Vice President Richard M. Nixon will get RTES's Gold Medal Awards for "outstanding achievement in broadcasting" this week (March 9). The awards will be accepted *in absentia*. The President's medal will be picked up by his communications advisor, J. Leonard Reinsch, exec. dir., WSB-TV & WSB Atlanta. Herbert G. Klein, *San Diego Union* editor and press secy. for the former Vice President, will pick up for Mr. Nixon. RTES's Gold Medal Awards were established last year, the first going to Brig. Gen. David Sarnoff, RCA chairman.

David Brinkley, asked whether he's getting into station ownership, comments: "I'm working on it."



# Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**WHAT'S NEW IN PICTURE TUBES & TV SETS:** Stability, maturity, quality seem to be the best words to describe the TV industry and its product for 1961-'62. The days of the breathtaking scientific breakthroughs have passed—at least temporarily—with the '50s. Today's advances are centering around increased reliability, simpler servicing, better styling, higher quality.

If there's such a thing as a "minor breakthrough," here are some upcoming & current ones in picture-tube & set technology & merchandising: (1) A new no-glare laminated picture-tube cap from Corning. (2) A potential 2nd source of supply for color tubes before year's end. (3) Revival of 17-in. sets this spring. (4) Eventual price increase in 19-in. sets due to hikes in tube & other part & material prices. (5) Some chance for full-scale production of Pittsburgh laminated picture-tube shields by early 1962. (6) Availability of super-low-power picture tubes for battery portables, if anyone wants them.

Next "major breakthroughs" in consumer-electronics technology probably will be in non-TV fields—such as refrigeration (see story on p. 18). Widely heralded picture-on-wall electroluminescent TV screen is only tentatively chalked in for middle or late 1970s. A simplified low-cost color-TV system is not in sight.

These observations are based in part on a visit last week to Sylvania's vast picture-tube operation in Seneca Falls, N.Y. (the biggest of its 3 CR-tube facilities) and to its Home Electronics hq in nearby Batavia. Among new & upcoming highlights:

**'Velvetone' No-Glare Glass:** Sylvania, and presumably other tube makers, will soon be sampling to set makers a new Corning anti-reflective laminated cap for 19- & 23-in. picture tubes. "Velvetone" cap was designed to meet objections to present anti-reflective shield—which it replaces. We saw demonstration and, from our viewpoint, the new shield represents good compromise—diffusing reflections without appreciably affecting picture resolution. It will be priced the same as old anti-reflective cap, which failed to gain industry acceptance, having been used only on Sylvania receivers and on some high-end Zenith models. It will be available in time for summer new-line showings.

**Picture-tube Implosion Shields:** We saw lab samples of tubes with newly improved Pittsburgh laminated plate-glass shield and with du Pont Mylar plastic shield. Briefly, this is how they are seen at this moment by Sylvania Electronic Tubes gen. mgr. Gordon Fullerton and asst. chief engineer Max Krawitz: Mylar still has "long way to go—another year of development & research at the very minimum." On the plus side, it holds promise of cheaper, lighter 19-in. tubes. Negative aspect is its susceptibility to scuffing, they said, plus a tendency to bumps & bubbles in preliminary samples—indicating need for "much more intensive work on equipment & material."

Pittsburgh glass shield is more advanced and "could be a product in 6-to-9 months." Sylvania claims to have made more Pittsburgh-type laminated tubes than anyone in the business, is now evaluating Pittsburgh's new process. Preliminary estimates indicate that new manufacturing techniques, along with reduction in glass price, could make Pittsburgh shield "a good competitor" to the Corning bonded tube, Fullerton said—although he said it was too early to determine whether there would be a price differential. Although Sylvania has been identified with the Corning process because it was first to go into production of bonded-shield tubes, Fullerton emphasized that his company is interested in every new approach and will supply whatever its customers want.

**Color TV:** Zenith's announcement last week that it's going into color business next fall (Vol. 17:9 p2) makes color the industry's hottest current topic. All major non-color TV makers were re-examining whole question of color last week. At both Sylvania tube & Home Electronics plants we saw evidence of renewed color activity. Fullerton and tube product sales mgr. Ralph R. Shields told us that Sylvania may be back in

the color picture-tube business by end of year—thus providing 2nd source of supply for 21-in. round shadow-mask tubes.

Sylvania Home Electronics Div. is in throes of deciding whether to return to color-set production—a decision which probably will be forthcoming within 30 days, according to vp-gen. mgr. Robert E. Kenoyer, who says his company fortunately is in position to be producing sets by fall if it decides to rejoin the field. Decision will be made, according to Home Electronics Corp. Pres. Peter J. Grant, on basis of demand from dealers & public. Will Zenith's move help increase demand or "take the pressure off" such manufacturers as Sylvania whose dealers want color? Too early to say, they replied—but they indicated a tendency to feel that their dealers still should have Sylvania color to sell.

As to major simplifications of color-set circuitry or bold new color-tube innovations—nobody in Sylvania tubes or Home Electronics saw anything on horizon.

**17-in. Revival:** Several set makers, Sylvania included, have gone back into the 17-in. set business, or are planning to do so this spring. Reviving its Dualette portable, Sylvania finds demand brisk, according to Grant. Reported last week was RCA's promotional "Bonanza" 17-in. at \$149.95 (Vol. 17:9 p18). Admiral is said to be planning springtime exhumation of 17-in., and Philco, which never dropped its popular "Slender Seventener," reports sales good, does not intend to drop it before new-line showings this summer.

**Transistor TV:** If anyone wants a picture tube with heater-power requirements so low it can be operated from a flashlight battery, Sylvania presumably will be ready. It's already making for portable military display devices a heater & cathode combination so small it's almost microscopic—which could be adapted to standard-size picture tube. Power requirements for the heater have been reduced from more than 3 watts for standard picture tube to .2 watt for the miniature assembly. We reported original development of this technique last June (Vol. 16:26).

**Business Conditions:** Record foreign orders for bonded-shield tubes are taking up much of the slack of lower domestic picture-tube orders, according to Fullerton. From vantage point of picture-tube business, he observed that production & sales in year's 2nd half will have to be extremely heavy if industry is to sell 5.7-5.8 million sets this year. At Sylvania Home Electronics, Grant reported business pickup in February over January in both TV & radio.

Note: As predicted here several months ago, bulbs for 19-in. picture tubes went up 50¢ March 1. Exactly what this will do to picture-tube & set pricing isn't certain yet, but best guess is that tubes will rise about \$1 and there will be no general increase in 19-in. set prices before new models come out.

**NEW FRONTIERS FOR CONSUMER ELECTRONICS:** Three significant developments last week emphatically underscore our belief that TV, radio & the phonograph as we know them today are only the beginning of a vastly larger, more inclusive, consumer-electronics industry:

(1) The first commercially-available electronic refrigerators will be installed next May in each of the 500 rooms of a new Sheraton hotel in Chicago. Made by Norge div. of Borg-Warner, each refrigerator-freezer will be designed only to make ice cubes (18) in its half-cubic-ft. interior. Each unit is priced at \$200—comparable to the price of a much larger conventional refrigerator. But the new units, with no moving parts, require almost no repair or maintenance.

(2) Also using thermoelectric principles, Westinghouse & U.S. Navy have announced development of an experimental air-conditioned garment for military use, which can maintain temperature of about 80° when external temperatures vary from 40° below to 135° above zero. Although the bulky, battery-powered suit obviously isn't a civilian item, it points the way to all sorts of consumer cooling & heating applications—possibly even a true air-conditioned suit for regular outdoor wear in the far future.

(3) Dramatic demonstration of molecular electronics at Wright Air Development Div., U.S. Air Force, gave a glimpse of the radio of the future. Also developed by Westinghouse, the molecular broadcast-band radio receiver—with neither tubes, transistors nor traditional electronic circuits—was composed of 6 silicon wafers about the size of a dime but only one-fourth as thick. Replacing 50 components & 150 soldered connections, the tuned-RF set was termed "the most complex electronic system yet achieved by these principles." Each of the 6 wafers performs a complete circuit function (such as amplification, detection, etc.). The set has

enough power to operate a 2-in. speaker. It was developed to show basic principles which eventually will be built into a molecular-electronics military receiver.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 24 (8th week of 1961):

	Feb. 18-24	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	103,571	116,463	113,066	810,680	1,029,947
Total radio .....	282,031	277,136	321,852	2,202,696	2,798,156
auto radio .....	63,520	65,671	126,939	696,852	1,229,333

**GE Distribution Overhaul?** GE's complex distribution system for its recently broadening line of consumer electronic products is scheduled for a thorough study—which presumably will be followed by a continuing review. Radio & TV Div. gen. mgr. Hershner Cross has organized a distribution planning operation, which “will initiate a detailed analysis of the current distribution structure used by the division's product departments.” Added Cross: “It will enable the division to maintain a distribution system in line with its future growth & planned expansion of its product line.”

Supervising the new operation will be Herbert Riegelman, who leaves the post of TV-receiver dept. gen. mgr. A member of the TV-receiver dept. since 1953, when he joined it as marketing mgr., Riegelman is a former Montgomery Ward vp. He'll be stationed at Radio & TV Div. hq in DeWitt, N.Y. Until the appointment of a successor, Cross will take over the duties of TV-receiver dept. gen. mgr. plus his own post as head of the Radio & TV Div.

The distribution study operation apparently was made more urgent by the recent introduction of 2 new consumer electronic product lines—home intercoms and educational electronics kits—and may herald further new products.

At present, GE's consumer-electronics lines are handled through at least 5 different distribution approaches. TV sets are distributed through GE Sales & Distribution Dept. (formerly GE Appliances), Louisville, and several independent distributors. Radios are distributed by GE Supply Co. (Gesco), phonos through Gesco and the Sales & Distribution Dept. Home intercom distribution varies by area, choice of distribution method being left up to district managers. GE's new educational electronics kits are being merchandised direct to dealers through manufacturers' reps.

Jerrold Electronics is completing acquisition of Harman-Kardon Inc. (hi-fi components). H-K stockholders will receive one share of Jerrold stock for each 1.8 shares of H-K common. Jerrold will issue a maximum of 300,600 shares, of which 42,414 will be reserved for potential conversion of \$538,000 of outstanding H-K convertible debentures. When all H-K stock is converted, Jerrold will have 2,020,000 shares outstanding • Other merger news: Oak Mfg. Co. (components) acquired McCoy Electronics Co. (quartz crystals, filters), Mt. Holly Springs, Pa., for an undisclosed cash sum. McCoy's sales last year totaled more than \$1 million • Giannini Controls Corp.'s purchase of Conrac Inc. was approved by Conrac shareholders • Litton Industries announced acquisition of Hopkins Engineering Co. (micro-miniature capacitors, interference filters) for stock • Space-Tone Electronics Corp., Washington, D.C., hi-fi equipment firm, has bought Product & Industrial Engineering Co., Arlington, Va. The latter firm will produce amplifiers, speakers & tuners for Space-Tone.

**GE In Ferment:** GE is still reverberating from that anti-trust explosion in Philadelphia 3 weeks ago (Vol. 17:7 p18). Pres. Robert Paxton last week cited his poor health and retired from both the presidency & board. Simultaneously, on Feb. 27, Chmn. Ralph J. Cordiner resigned the chairmanship of the Secretary of Commerce's Business Advisory Council. In the aftermath of the anti-trust indictment of GE, he had been under fire to vacate the Council chair. He gave up the post (but not his Council seat) with the explanation that Paxton's retirement requires that “my time must be devoted solely to the affairs of my company.” He will assume Paxton's duties until GE's board names a new president, possibly March 24.

In another reverberation, GE reported last week that it will put to stockholder vote at the annual meeting April 26 various IUE proposals for more severe punishment of the GE executives involved in the anti-trust violations. The union wants GE to fire the violaters, sue them for damages and obtain return of any incentive compensation they received. IUE also proposes a committee to determine whether GE's top officers & directors “reasonably” should have known of any illegal conspiracy.

Addressing the U. of Chicago's 9th annual Management Conference March 1, Cordiner said the “sorry experience” of the anti-trust suits had “brought embarrassment upon everyone associated with the industry.” He announced that GE was setting up a reform program to prevent anti-trust violations in the future, noted that “the errors of a few can do great damage, and it will take patient effort to restore what has been lost.”

Ling-Temco Electronics made more court news last week (Vol. 17:9 p16) when stockholder R. C. Slagle Sr. filed suit in the state district court in Dallas to force Pres. James J. Ling & 13 other company directors to return to the firm 235,000 shares of Ling-Temco stock or their market equivalent of more than \$7 million. He charged that they acquired the shares though “fraudulent & unlawful” maneuvers in 1956 involving predecessor companies Ling Electric and Ling Electronics. Slagle's action, on behalf of all Ling-Temco stockholders, alleges that the 14 directors made loans to Ling Electric for relending to Ling Electronics as “merely a device & excuse for the subsequent transfer of 235,000 shares of Ling Electronics to the defendants” at a price of “\$1 a share or less.” Ling replied: “I emphatically deny the allegations. I regard the suit as a slanderous & vicious affront to me & to others named.”

Parliament T. V. Tube Sales Inc., Chicago, has denied FTC charges in a Nov. 1960 complaint that it sold rebuilt picture tubes as new, misrepresented age & size of its business. Parliament asked dismissal of the complaint.

New long-life battery for transistor radios has been introduced by Eveready (Union Carbide) at a list price of 75¢. No. 333 “Mini-Max” is claimed to replace the mercury E-133 at half the cost.

**Japanese Pot Still Boils:** Japan continued to make import news along a broad front last week. President Kennedy was reported as strongly opposed to a threatened boycott of Japanese fabrics by U.S. clothing workers (Vol. 17:2 p16). A major American radio manufacturer, generally regarded as in the no-import camp, revealed that it was now importing Japanese components for use in a forthcoming radio. Another U.S. manufacturer, which had been importing Japan-made radios, announced a completely Yankee-made model. Here are last week's Japan-made news items:

RCA confirmed to us that it is currently importing Japanese components—specifically capacitors. A spokesman explained: "American industry, including RCA, sells millions of dollars worth of American products & services in foreign markets. Conversely, it's RCA's practice to consider the purchase of materials & components from any company within the free world if the products meet our high quality standards & specifications. In line with this practice, we are now purchasing certain components from Japanese suppliers for use in one model of our forthcoming transistor radio line. These components represent a very small part of the radio."

Columbia Phonographs, which had been importing made-in-Japan radios, last week introduced an American-made 9-transistor set in which every component is as Yankee as apple pie. The Columbia 709 lists for \$39.95, including matching leather case & shoulder strap.

Japan Trade Union Congress, through its Pres. Minoru Takita, expressed to President Kennedy its concern over the threatened boycott of Japanese fabrics scheduled for May 1 by the Amalgamated Clothing Workers of America (Vol. 17:9 p17). After their 30-min. meeting, Takita reported that "the President agreed that a boycott move by U.S. industry would not be in the best interests of our trade relations."

Japan's 1960 exports to the U.S.: 3-or-more-transistor radios, 4,149,164 valued at \$55,042,783 (vs. 3,990,361 at \$57,829,176 in 1959); tube radios, 880,790 at \$6,277,500 (456,580 at \$2,552,300); TV sets, 10,347 at \$502,980 (3 at \$200); radio-phonos, 38,576 at \$1,251,989 (21,045 at \$546,596); recorders & reproducing equipment, 207,642 at \$6,414,486 (41,313 at \$1,676,584).

Japan is replacing the U.S. as the world's biggest exporter of transistors, Tokyo-based *Nikkan Kogyo Industrial Journal* reported last week. The paper said exports had grown in the last year from less than one million transistors monthly to more than 2 million.

AFL-CIO executive council approved without a dissenting vote last week a declaration which said in part: "Labor has supported a liberal trade policy, but we insist that gradual reduction of trade barriers must not entail a callous disregard for U.S. workers displaced by imports."

\$20-million order for a steam-electric power plant was placed with Westinghouse last week by Osaka-based Kansai Electric Power Co.

Sylvania's 1960 picture-tube exports to Europe doubled those of 1958, largely because of the bonded-shield design. So said Sylvania senior vp George C. Connor in a recent address in Chicago. In the case of the bonded-shield tube, he said, Sylvania had a product which was not being produced in Europe and it successfully exploited this advantage. In the field of foreign marketing, he said, "ingenuity of product design is one weapon we're going to have to count on increasingly in the years ahead to lick the problem of foreign competition."

**RCA's 'Dark Heater':** RCA last week took the wraps off a major tube development which already has been incorporated in more than a quarter-million receiving types. The development is a "dark heater," of undisclosed chemical substance, which, RCA says, "functions efficiently at operating temperatures 20% lower than those necessary with conventional white heaters."

Although exact figures regarding the beneficial effect of the heat reduction on tube life were unavailable, vp Douglas Y. Smith, electron-tube div. gen. mgr., hailed the new heater as a milestone in tube technology, the "key to greatly extended tube life & improved performance for all types of entertainment, industrial and military receiving tubes."

The new heater is now being incorporated in RCA receiving tubes for TVs, radios and phonos—with no change in price. Application to industrial & military receiving tubes will follow.

An RCA source told us that the company also is investigating the possible use of the dark heater material in other tube types, including TV picture tubes. He also gave us some indication of dark heater tubes' longer-life potential: "RCA's conventional receiving tubes already have life expectancies measured in years," he said. "It will require continuing our current tests over extended periods of time to determine the exact improvement. However, tests to date indicate that the reduction of heater operating temperature permits a 50% increase in the ultimate tensile strength of the wire, a reduction of as much as 25% in internal stresses which will result in a significant increase in heater life."

We understand that the new heater's "patent aspects have been covered" by RCA, but the company's plans to sell the dark-heater process or materials to other tube manufacturers were not immediately available.

Nuvistor uhf tuner has been developed by F. W. Sickles div. of General Instrument Corp., and will be offered to the TV-receiver industry. Sickles, which claims to be the largest maker of uhf tuners, says the new tuner will minimize drift, thereby reducing the amount of retuning required when the set has warmed up. The tube's life is said to be 300% longer than that of a conventional tube. The uhf nuvistor, developed jointly by RCA & Sickles as a modification of an RCA vhf nuvistor, is claimed to be "equal to or better than conventional glass & metal tubes" in all performance characteristics. It will reduce the top-to-bottom measurement of Sickles' uhf tuner by one inch.

Guide to electronic teaching devices, for school administrators & language teachers, will be published within 4 months by EIA under contract to U.S. Office of Education. Titled *A Technical Guide for the Purchase & Use of Language Facilities & Equipment*, the booklet will be written by Howard W. Sams & Co.

GE's 1¢ TV-base sale, which "cleaned out retailers' showrooms last year," is being repeated this week, accompanied by national & local advertising. The sale features a swivel TV stand or mobile TV cart for 1¢ with the purchase of any 19-in. Designer TV set.

Motorola consumer products will be manufactured in Canada by Seabreeze Mfg. Ltd. and marketed by J. O'Brien Industries Ltd., both located in Toronto. The full Motorola line—including TV, stereo and table, clock, portable & AM-FM radios—will be sold exclusively through independent regional distributors.

**Trade Personals:** Joseph B. Elliott, ex-Tele-Dynamics pres. and formerly RCA exec. vp, named chmn. of Borg-Warner electronics subsidiary, Omnitronics (511 N. Broad St., Philadelphia). Herman Epstein, ex-Tele-Dynamics vp, appointed pres.

John H. Adams, ex-gen. sales mgr. of Kleinschmidt Div., Smith-Corona Marchant Inc., appointed vp-gen. mgr. of Zenith subsidiary Central Electronics Inc. . . . Thomas M. Snow Jr. promoted to gen. sales mgr., Rauland Corp. . . . John L. Franke, ex-RCA Victor, appointed engineering dir., Warwick radio products div., succeeding John T. Ralph . . . Robert E. Brockway named mgr., Sylvania Electro-Specialties, marketing organization for Sylvania closed-circuit TV systems.

Robert L. Parrish named mgr., Lee Hermanson chief engineer, James C. Balderston mgr. of commercial engineering, William Dudley production mgr. of new Sprague Transistor Div., consolidating all transistor manufacturing, engineering & marketing activities of Sprague Electric . . . Will I. Bull appointed operations dir., Warren H. Davis mktg. dir., Dr. Paul N. Russell technical dir., Hoffman Electronics semiconductor div. . . . Louis H. Neimann named mgr., govt. & industrial marketing, CBS Electronics.

Robert G. Frick heads new educational technology & products project within GE Defense Electronics Div.; Robert W. Beckwith is engineering mgr. . . . Dermot A. Dollar named to new post of mgr., sales administration, commercial systems dept., RCA Electronic Data Processing Div., as reported here last Dec. (Vol. 16:49 p21) . . . Herbert W. Morse, ex-vp-treas., Radiation at Stanford Inc., joins Electronics Capital Corp. as chief financial officer . . . Ben Snyder, pres. of Snyder Mfg. Co., elected "Host & Greeter" of auto accessory industry's Quarter Century Club.

John C. Forrest promoted from chief engineer for radar & special products, GPL, to engineering div. dir. Dr. Frank N. Gillette promoted from industrial products chief engineer to associate dir., engineering div. Louis L. Pourciau promoted from head of electronics dept., industrial products, engineering div. to new post of head of the industrial products dept.

H. Kenneth Brown heads new nation-wide electronic service div. of Federal Electric Corp. William F. Dority named sales mgr., N. V. Calzolari operations mgr.

RCA has awarded \$4,000 fellowships to each of 12 graduate students for advanced studies in engineering, physics, dramatic arts, journalism, and science teaching. The new grants make a total of 140 fellowships awarded since 1947 • Westinghouse has honored 399 high school seniors as the nation's "most promising young scientists," in conjunction with its 20th annual Science Talent Search. Forty finalists were chosen for an all-expense trip to Washington in March to compete for Westinghouse scholarships & awards totaling \$34,250.

Export control violations are charged against Max Rose & his Vienna firm M. Rose Handels Gesellschaft m. b. H. in a Commerce Dept. order alleging that Rose transhipped 17 electronic tubes from Austria to Hungary. Rose has been denied all U.S. export privileges, but may apply for probationary restoration of them in January 1962.

Radio refractive data researched by Bureau of Standards' Boulder, Colo. labs has been compiled in *Climatic Charts & Data on the Radio Refractive Index for the U.S. & the World*. Copies at \$2 are available from the U.S. Govt. Printing Office, Washington 25, D.C.

Electronic "reading" instrument for the blind, developed in Britain, uses photo-electric cells to convert printed words into a sound "alphabet" of musical notes. The notes are transmitted to a telephone-type receiver as the instrument, called Optophone, traverses a line of print. The device, reports the British Information Services, "has made it possible for blind people to 'read' ordinary printed books & newspapers, and even typewritten material." The BIS says a blind person is able to use the Optophone with "reasonable facility" after only a few lessons, and "a practised Optophone reader may recognize words as readily as a telegraph operator interprets a succession of sounds in the Morse code."

American Standard Television Tube Corp. & its sales agent A. S. T. Sales Corp., both of Jamaica, N.Y., have signed an FTC consent order forbidding them to misrepresent rebuilt tubes as new. The agreement settled an FTC complaint filed against the firms last August.

Emerson marketing subsidiary Du Mont Emerson Corp. has named N.Y.-based Robert Whitehill ad agency for Emerson TVs, radios, phonos and other consumer products. The Whitehill agency has been servicing the Granco div. for some time.

Sylvania's 1962 line will have its premier May 23-25 at a distributor convention at Miami Beach's Eden Roc.

## Finance

Westinghouse's final 1960 figures (see Vol. 17:5 p20 for preliminary report): Earnings of \$79,057,562 (vs. 1959's \$85,947,359) on sales totaling \$1,955,731,183 (\$1,910,730,252). The pamphlet report issued last week also disclosed the sales breakdown (1959 performance in parentheses): Consumer products, 25% (28%); apparatus & general products, 55% (54%); atomic & defense products, 20% (18%). Chmn. Mark W. Cresap forecast slightly higher sales in 1961, but noted increasing pressure on earnings, particularly in the first half. The report also noted that Westinghouse had made no provisions for any contingent liability that may arise from the recent anti-trust indictment (Vol. 17:7 p18). "It is not feasible at this time to predict what claims may be asserted," the company said, adding: "It is our conviction that our customers have at all times received fair & full values."

International Resistance orders in 1961's first 8 weeks were 20% higher than in the corresponding 1960 period. Pres. Walter Slocum noted in a letter to stockholders that incoming orders are running in excess of IRC's forecast for 1961. (For IRC's record 1960 sales & profit figures, see Vol. 17:8 p20.) Slocum said that several "large, new product programs" have been initiated, and that their "full effect will be evidenced in 1962 by a rising sales volume & by increased earnings." He reported that IRC "continues to maintain a strong financial position," and said the company's working capital totaled \$4,609,450 at 1960's end.

MPO Videotronics sales in fiscal 1961's first quarter (ended Jan. 31) rose 20% above the year-ago level and the profit gain was "larger than the 20% increase in sales," Pres. Judd L. Pollock told the annual meeting last week. It was MPO's first annual meeting as a publicly-held company. Pollock told 25 attending shareholders that 1961 should be "another year of continued growth. We have a larger backlog of industrial film contracts than we had at this time last year." He said TV commercial sales also are ahead of a year ago.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics <sup>1</sup>	1960—24 wks. to Dec. 17	\$ 3,358,709	—	\$ 43,287	\$0.08	552,129
	1959—24 wks. to Dec. 12	720,795	—	(198,824)	—	552,129
Andrea Radio	1960—year to Dec. 31	7,423,316	\$ 621,201	314,761	1.26	250,700
	1959—year to Dec. 31	6,526,827	541,402	279,675	1.12	250,700
Crosby-Teletronics	1960—year to Oct. 31	1,683,010	—	35,264	.04	836,417
	1959—year to Oct. 31	463,179	—	(213,858)	—	834,704
Dominion Electrohome Ind.	1960—year to Dec. 31	15,175,000	—	332,000	.79	417,940
	1959—year to Dec. 31	15,424,000	—	381,794	.91	417,790
Federal Pacific Electric	1960—6 mo. to Dec. 31	45,861,001	—	(164,194)	—	—
	1959 <sup>2</sup>	—	—	—	—	—
Giannini Controls	1960—year to Dec. 31	15,848,007	1,292,401	599,401	1.52 <sup>3</sup>	385,803 <sup>4</sup>
	1959—year to Dec. 31	13,070,501	1,051,423	482,423	1.30 <sup>3</sup>	344,996 <sup>4</sup>
Litton Industries	1960—6 mo. to Dec. 31	108,202,000	8,559,000	4,448,000	1.03 <sup>3</sup>	4,267,171
	1959—6 mo. to Dec. 31	77,401,000	6,020,000	3,248,000	.83 <sup>3-5</sup>	3,752,848
Metropolitan Bcstg.	1960—year to Dec. 31	42,579,477	—	1,708,253	1.01	1,699,137
	1959—year to Dec. 31	16,543,422	—	1,552,463	1.00	1,549,102
Philco Story on p. 23	1961—52 wks. to Jan. 1	400,587,000	2,273,000	2,287,000 <sup>6</sup>	.47 <sup>3</sup>	4,090,207
	1960—53 wks. to Jan. 3	397,792,000	15,534,000	7,176,000	1.67 <sup>3</sup>	4,074,866
	1961—qtr. to Jan. 1 <sup>8</sup>	103,486,000	—	180,000	—	4,090,207
	1960—qtr. to Jan. 3	114,277,000	—	2,803,000	—	4,074,866
RCA Story on p. 24	1960—year to Dec. 31	1,494,896,000 <sup>7</sup>	66,917,000	35,117,000	2.10	16,537,220
	1959—year to Dec. 31	1,395,620,000	78,542,000	40,142,000	2.65	14,271,378
	1960—qtr. to Dec. 31 <sup>8</sup>	433,896,000	—	11,017,000	—	16,537,220
	1959—qtr. to Dec. 31	417,420,000	—	12,842,000	—	14,271,378
Rollins Bcstg.	1960 <sup>1</sup> —9 mo. to Jan. 31	3,141,479	—	309,400	.35	890,245 <sup>4</sup>
	1960 <sup>2</sup>	—	—	—	—	—
Standard Kollsman Ind.	1960—year to Dec. 31	95,568,805	7,760,992	3,459,992	1.66 <sup>9</sup>	2,078,566
	1959—year to Dec. 31	73,765,428	3,211,379	1,523,379	.73 <sup>9</sup>	1,983,553
Texas Instruments	1960—year to Dec. 31	—	—	15,488,209	3.91	—
	1959—year to Dec. 31	—	—	14,142,788	3.59	—
Textron Electronics	1960—year to Dec. 31	25,271,000	—	(1,022,000)	—	—
	1959 <sup>2</sup>	—	—	—	—	—

Notes: <sup>1</sup>From SEC report. <sup>2</sup>No comparison available. <sup>3</sup>After preferred dividends. <sup>4</sup>Average. <sup>5</sup>Adjusted for Oct.-1960 2½% stock dividend.

<sup>6</sup>Includes \$700,000 special tax credit. <sup>7</sup>Record. <sup>8</sup>Indicated. <sup>9</sup>Based on shares outstanding Dec. 31, 1960.

Dynatronics Inc., Orlando, Fla. electronic equipment manufacturer, proposes a public stock offering of 120,000 common shares through underwriters headed by R. S. Dickson & Co. The price wasn't listed in an SEC registration statement (File 2-17567), which also covered 60,060 shares to be offered for \$1.75 per share to holders of outstanding bearer warrants and 10,000 shares which may be purchased by the underwriter through 5-year warrants.

Bendix foresees a drop in both sales & profits in its 1961 fiscal year ending Sept. 30. Pres. Malcolm P. Ferguson told the annual meeting recently that sales will sink to about \$735 million from \$792 million in fiscal 1960 and will carry earnings below the year-ago \$26 million or \$4.88 a share. "Earnings will be related to the hoped-for pickup in business conditions and the results we obtain from strenuous efforts we are making to cut costs & raise our over-all efficiency," he said. Bendix's backlog, he noted, had climbed to \$473 million on Feb. 1 from \$452 million Sept. 30, 1960.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Acme Electric .....	Q	\$0.07	Mar. 20	Mar. 8
Bendix .....	Q	.60	Mar. 31	Mar. 10
Clevite .....	Q	.30	Mar. 28	Mar. 13
Corning Glass .....	Q	.37½	Mar. 31	Mar. 13
Decca Records .....	Q	.30	Mar. 30	Mar. 10
GE .....	Q	.50	Apr. 26	Mar. 17
Hoffman Electronics ..	—	(no action taken)		
Newark Electronics A ..	Q	.06¼	Mar. 30	Mar. 15
Radio Condenser .....	Q	.07½	Mar. 20	Mar. 8
RCA .....	Q	.25	Apr. 24	Mar. 13
Rollins Bcstg. ....	Q	.08	Apr. 25	Mar. 24
Sangamo Electric ....	Q	.18¾	Apr. 1	Mar. 11
Times-Mirror .....	Q	.10	Mar. 23	Mar. 7
Universal Pictures ...	Q	.25	Mar. 29	Mar. 15
Wells-Gardner .....	—	.30	Mar. 15	Mar. 8

Rollins Bcstg. was listed for trading on the American Stock Exchange recently. Symbol: ROL.

Reports & comments available: "The New Sprague Electric Co.," booklet study, Laidlaw & Co., 25 Broad St., N.Y. 4 • International Resistance, discussion, Cohen, Simonson & Co., 25 Broad St., N.Y. 4 • CBS, report, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • American Bosch Arma, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • "The Science Companies in 1961," review, Hempill, Noyes & Co., 15 Broad St., N.Y. 5 • Electronics Capital Corp., report, Lieberbaum & Co., 50 Broadway, N.Y. 4 • Wometco Enterprises, prospectus, A. C. Allyn & Co., 44 Wall St., N.Y. 5.

**PHILCO PROFIT FALLS 68%:** A "disappointing & difficult year" was the way Philco Pres. James M. Skinner Jr. viewed 1960 last week in the annual report. The year had wound up with a 68% profit plunge to \$2.3 million from \$7.2 million in 1959, despite a slight 0.7% sales gain to \$400.6 million from \$397.8 million (see financial table).

He attributed the drop in earnings to an "industrywide drop in consumer-goods volume, the continued cost of computer developments, and subnormal margins on highly competitive military contracts." The view for 1961 is more hopeful: "We look forward to an improved, though not an exceptional, year," Skinner said. "And we are reasonably optimistic for the balance of the 1960s."

Despite the less-than-cheery results, 1960 "was not, however, a year without accomplishment or encouragement for the future," Skinner noted. "Philco computers are establishing excellent performance records" on important defense programs.

\* \* \*

Philco's international operations established new sales peaks in 1960, Philco International Corp. reported last week. Said *Philco World*, the company's world-wide house organ: "The total units of product sold in world-wide markets outside the U.S. & Canada under the Philco, Crosley & Bendix trademarks exceeded 1959 by more than 15%." The total outside-U.S. business of these products in 1959 had been estimated at more than \$100 million, or in excess of 600,000 TVs, radios & appliances (Vol. 17:4 p14). In a message to Philco's foreign licensees, subsidiaries & distributors, Philco International Pres. Harvey Williams wrote: "We of Philco look forward to 1961 & 1962 with confidence & enthusiasm. We do not anticipate business conditions in the U.S. which will be detrimental to other national economies abroad. We anticipate that the spending of American consumers will remain at a high level, that American imports in 1961 will tend to exceed those of 1960 as our production level rises and our need for raw materials increases. When we observe the unsaturated state of markets abroad for household appliances, radio & TV receivers, we are not surprised that independent professional marketing consultants expect overseas sales of these products to grow, from year to year, from twice to 4 times as fast as in the U.S."

Guild Films, now in bankruptcy with \$10-million liabilities vs. \$277,475 assets (Vol. 17:8 p19), has run into SEC trouble. The defunct TV film distributor was summoned to a Washington hearing March 10 to answer SEC charges that a May 1960 stock registration statement contained "deficiencies." Cited by SEC in the proceedings against Guild Films, which could lead to issuance of a stop-order against the registration of 11,664,891 common stock shares, were: (1) Failure to disclose the bankruptcy prospects. (2) Failure to disclose collapse of a stock-exchange deal with the Vic Tanny Gymnasium System. (3) Faulty financial statements which weren't certified.

Kings Electronics Co. Inc., Tuckahoe, N.Y. maker of radio frequency connectors & other components, plans public sale of 250,000 common stock shares at \$4 per share through Ross, Lyon & Co. Inc. An SEC registration statement (File 2-17524) also listed an offering of 45,187 shares by present holders at prevailing prices in the over-the-counter or exchange market, the stock not to be sold until 60 days after the company offering.

Thompson Ramo Wooldridge will offer 206,433 common stock shares in exchange for employe option holdings in its subsidiaries Space Technology Labs Inc. & Pacific Semiconductors Inc. An SEC registration statement (File 2-17583) said TRW will offer its shares for STL common stock on a share-for-share basis and for PSI convertible preferred stock on a 10-for-1 basis. TRW now holds all other outstanding shares of the subsidiaries. No underwriting is involved. The company has also asked SEC approval of its plans to buy Radio Condenser Co. through exchange of 103,463 TRW common stock shares for 435,815 Radio Condenser shares (Vol. 17:1 p19). The SEC registration statement (File 2-17527) said TRW's offer of .2374 of a share for each Radio Condenser share is conditioned on acceptance by not less than 90% of Radio Condenser holders.

Electronics Investment Corp. reports record net assets of \$37,653,050 at the close of fiscal 1961's 3rd quarter (ended Jan. 31). This was a 16% gain over the \$32,377,675 shown at the end of the 2nd quarter (Vol. 16:49 p22). The net asset value per share also gained sharply over the 3-month period, to \$8.17 from \$7.26. As of Jan. 3, 1961, the portfolio included \$26,016,350 in common stocks, \$43,200 preferred, \$3,702,330 bonds & notes, \$6,086,155 U.S. govt. obligations.

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American Society of Composers, Authors & Publishers' receipts for 1960 amounted to \$32,344,135—an increase of \$2,313,168 over 1959, ASCAP's 350 West Coast members were told at their semi-annual meeting in Beverly Hills last week. Of the total, \$31,983,789 was derived from licensing; \$249,590 represents interest on U.S. Treasury notes; and \$110,755 came from membership dues. Approximately 1,200 new members joined ASCAP last year. After deduction of expenses, which totaled \$6,131,455, ASCAP funneled \$26,212,689 in royalties to its members. ASCAP set \$850,716 for payments to foreign societies for performances in the U.S. Last Dec. 7, ASCAP members received \$2,618,549 collected for performances of their works in 17 foreign countries. (This is part of a reciprocity arrangement, whereby American composers are compensated when their works are done abroad.) ASCAP is currently negotiating contracts with the networks.

AB-PT profit in 1961's first quarter "will likely be a little behind" the \$3,336,000 (80¢ a share) earned in the year-earlier period, because of "a little softness in spot-TV commercial sales" currently, Pres. Leonard H. Goldenson forecast last week. The "outlook for the year is better," he said, than 1960's expected showing of a \$10.5-million profit (\$2.50) on a gross of some \$320 million. Goldenson reported that advance TV ad orders for 1961's 2nd half are running ahead of last year's advance-order volume.

**RCA PROFIT DOWN 13%:** RCA's 170,000 stockholders got the bitter with the sweet in the 1960 annual report from Chmn. David Sarnoff & Pres. John L. Burns last week. Sales were up a healthy 7% to a record \$1.5 billion (see financial table). But profits were down 13%—to \$35.1 million from 1959's \$40.1 million.

Factors in the sales & profit see-saw, apart from the economic softness: "Continuing heavy investments in electronic data-processing" and the "write-off of the \$4-million cost of centralizing our consumer-products operation in Indianapolis," Sarnoff & Burns explained, adding: "Our profits for the year would have exceeded 1959 had we not taken these 2 essential steps in the interest of efficiency & growth." They noted that "5 of our operating units had record earnings," but they didn't (and RCA's corporate offices wouldn't) identify the pacemakers. "NBC's profits for 1960 were the largest in the company's history," they said, but no figures were released.

The RCA leaders were bullish about their EDP future: "Independent surveys of the industry-wide market potential for data-processing systems indicate that the sales value of new equipment deliveries will increase from an estimated 1960 total of \$600 million to \$1.2 billion by 1965. We believe our data-processing investment will be earning profits a very few years from now."

Breakdown of RCA's record \$1,494,896,000 sales: Commercial sales, 39%, \$576,777,000. Military, 37%, \$551,662,000. Broadcasting (NBC's TV-radio operations), 22%, \$329,682,000. Communications, 2%, \$33,246,000. RCA Institutes chipped in a fractional \$3,529,000.

Westinghouse has registered 200,000 common shares with SEC (File 2-17674) for use in its stock plan for employees.

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

Thursday, March 2, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17	18 1/2	Magnetics Inc.	10 1/2	12
Aerovox	9 3/4	10 1/4	Maxson Electronics	16 1/2	18
Allied Radio	21 1/4	23	Meredith Pub.	36 1/2	38 1/4
Astron Corp.	1 1/2	2 1/2	Metropolitan Bestg.	21 1/2	23
Baird Atomic	25	27 1/4	Milgo Electronics	28 1/2	30 1/2
Cetron Electric	8 1/2	9 1/2	Narda Microwave	6 1/2	6 7/8
Control Data Corp.	70 1/2	74 1/4	Nuclear of Chicago	45 1/2	48 1/2
Cook Elec.	13 1/4	14 1/2	Official Films	2 1/2	3-1/16
Craig Systems	16 1/4	18 1/2	Pacific Automation	6 1/4	7 1/2
Dictaphone	34 1/2	37 1/4	Pacific Mercury	7 1/2	8 1/2
Digitronics	24 1/2	26 1/2	Philips Lamp	164 1/4	170
Eastern Ind.	16 1/2	17 1/2	Pyramid Electric	2 1/2	2 7/8
Eitel-McCullough	16 1/4	18 1/4	Radiation Inc.	25 1/2	27 1/2
Elco Corp.	16 1/4	18 1/2	Howard W. Sams	46 1/2	49 1/2
Electro Instruments	35	38 1/2	Sanders Associates	47	51 1/2
Electro Voice	13 1/4	14 1/2	Silicon Transistor	5 1/4	6 1/2
Electronic Associates	36	38 1/2	Soroban Engineering	53	57 1/2
Erie Resistor	14 1/2	16	Soundsciber	13 1/2	15
Executone	19	20 1/2	Speer Carbon	21 1/2	23 1/4
Farrington Mfg.	19 1/4	21 1/4	Sprague Electric	63 1/4	66 1/4
Foto Video	3 1/2	4 1/4	Sterling TV	2	2 1/2
FXR	26 1/4	29 1/2	Taft Bestg.	14 1/4	16 1/4
General Devices	10 1/4	12	Taylor Instrument	41	44 1/4
G-L Electronics	9 1/4	10 1/4	Technology Inst.	8	9 1/4
Gross Telecasting	21 1/2	23 1/2	Teledrome	13 3/4	15
Hallcrafters	34 1/4	36 1/2	Telecomputing	7 1/4	8 1/2
Hewlett-Packard	32	34 1/4	Time Inc.	97	102
High Voltage Eng.	192	206	Tracerlab	11 1/4	12 1/4
Infrared Industries	17 1/4	19 1/2	United Artists	6 1/2	7 1/4
Interstate Engineering	23 1/4	25 1/2	United Control	20	22
Itek	56	62 1/4	Universal Trans.	1	1 1/2
Jerrold	8	8 1/2	Vitro	19 1/4	21
Lab for Electronics	52 1/4	55 1/4	Vocaline	2 1/4	3-3/16
Lel Inc.	7 1/4	8 1/2	Wells-Gardner	25 1/2	27 1/4
Magna Theater	2 1/2	2 7/8	Wometco Ent.	14	15 1/4

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## SUMMARY-INDEX OF WEEK'S NEWS

### **FCC**

**MINOW EXPOUNDS HIS PHILOSOPHY** and priorities: Allocations, space communications, programming, ETV, procedures (pp. 1 & 7).  
**FCC SEEKS COURT ACTION AGAINST MCA** as the talent agency again balks at telefilm quiz (pp. 3 & 6).

### **Programming**

**FALL NETWORK LINE-UPS** reveal heavy emphasis on 60-min. shows on all 3 networks (pp. 2 & 3).  
**"FIRESIDE CHATS" MAY BE REVIVED** by President Kennedy, who plans direct White House broadcasts to country (p. 4).

### **Film & Tape**

**WHEELING & DEALING GOING ON** between 20th Century-Fox and NTA involving a possible purchase of the TV-film firm by the movie company. "Matty" Fox may be involved (p. 8).

### **Advertising**

**IS AD INDUSTRY BELT-TIGHTENING?** Some budgets are getting 5-to-10% trimming, but networks aren't hit (p. 3).

### **Stations**

**COLLINS HIRES RICHARDS** as special architect for NAB remodeling job. Former NAB administration vp assigned to work on reorganization needs & cost (p. 10).

### **Congress**

**MOULDER IN COMEBACK** on House Commerce Committee as Communications Subcommittee chairman, in charge of TV-radio bills. Harris heads regulatory-agency unit (p. 12).

### **Consumer Electronics**

**RCA DEVELOPING HEALTHY GLOW** in Indiana. Transplanted TV-radio-phono operation, nurtured by "Debs" Mills, is recovering from 1960 problems with new spirit & teamplay (p. 15).

**COLOR TUBES & SETS:** RCA announces improved tube in bonded & non-bonded version, as other set makers ponder entry into color. No color plans this year by Sears or Ward's (p. 16).

**EXPORTS & IMPORTS ROSE** in 1960, Commerce Dept. electronics tabulation shows. Preliminary list indicates imports climbed 26%, exports 16% from 1959 (p. 17).

**EMI MOVES ON U.S.,** big British firm setting up U.S. operation in broadcast equipment, tape, tube & consumer-electronics fields. No TV-set marketing planned immediately (p. 19).

### **Auxiliary Services**

**INEXPENSIVE TV RECORDERS** designed especially for closed-circuit use to be made by Ampex & RCA. Low-cost Japanese unit to be unveiled next week (p. 14).

### **Finance**

**EMERSON-TELECTRO** verge on merger. In exchange for 5-year option to purchase controlling stock, Emerson will buy & market Telectro's tape recorders (p. 19).

**ZENITH PROFIT & SALES** slipped last year from 1959's record levels. TV sales topped the 1-million mark, radio volume was at record high (p. 20).

### **Other Departments**

**EDUCATIONAL TV** (p. 7). **NETWORKS** (p. 9). **FOREIGN** (p. 9). **PERSONALS** (p. 14).

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**MINOW EXPOUNDS PHILOSOPHY & PRIORITIES:** New FCC Chmn. Newton Minow has given the public some idea of his philosophy, notably during his confirmation hearing (Vol. 17:7 p2). Last week he elaborated for us in an interview—as much as possible, considering that he's been in office only a week. Here are things most important to him, in this order:

(1) TV allocations. (2) Space communications. (3) Programming. (4) ETV. (5) FCC procedures.

His reasons:

"Probably 95% of our problems would be solved if we could use all of the TV channels. The scarcity produces the tremendous competition for facilities, trafficking in licenses, etc. More usable channels would provide a diversified service. We've got to have more diversity.

"I endorse the FCC's belief that there should be all-channel sets. I understand that there's opposition to it in the industry. I can't understand why, for it's to the industry's own interest in the long run. They'll be able to sell new kinds of sets & more sets. I want to talk to the manufacturers soon. After all, it's our duty to encourage the expansion of broadcasting.

"Space communications are extremely vital. I talked with Rep. Harris & White House people about it yesterday. Of course, FCC has only one part of this—but I consider it very important.

"In programming, there must be more diversity. Not only public affairs & news, but music, drama, etc. I don't minimize the marvelous things they do—and they do them—but there aren't enough.

"The kind of programming I like has nothing to do with it. The worst thing we could do is try to tell the industry what is good or bad. That would be censorship—and I'm a great civil libertarian.

"The public must awaken to the power it has over TV & radio. It doesn't realize its influence. Most people have no idea how broadcasting works—who owns stations, networks, and so forth.

"How can FCC improve programming? It's strictly a matter of promise vs. performance. No one can cry 'censorship' if we ask a licensee why he didn't carry out his promises. I think renewal hearings might have a very beneficial effect. I'd like to have them in the field. We don't know the stations the way the PTAs, church groups and Leagues of Women Voters do.

"There's nothing in the law that says broadcasting must be an advertising or entertainment medium. However, I'm not going to try to undo history.

"We've got to have fully nationwide educational TV. Its potential for teaching is beyond measure. I don't believe the federal govt. should operate ETV—but it should help financially. If we make all channels useful, there will be enough for ETV.

"We've got to give faster service. Applicants shouldn't have to make financial commitments—then wait. We should delegate a lot more. We spend a lot of time on routine. My predecessor, Fred Ford, got a lot of faster procedures under way—and I'm lucky to come in at this time, after the Commission has sort of turned the corner. I'm lucky, too, incidentally, to arrive with Gov. Collins on the scene over at NAB."

In a surprise change at week's end, Minow announced that Seattle attorney Kenneth A. Cox would become chief of Broadcast Bureau instead of general counsel. He had been all set for the latter job but Minow concluded he'd be even more useful in the former. FCC approved Cox's selection unanimously, and Minow said: "We are delighted that Mr. Cox has agreed to serve in this capacity. It is in this area that the Commission must make important policy decisions in the coming years. Mr. Cox brings to the Commission a rich & varied experience in dealing with the complicated problems of the broadcasting industry." Cox will take over about April 10, succeeding Harold Cowgill.

Shift of Cox renewed hot speculation about general counselship. There's been no announcement, but Max Paglin will get the job—promoted from asst. general counsel in charge of litigation, while Daniel Ohlbaum will return from Justice Dept. to succeed Paglin. Henry Geller, who came from Justice Dept. to become Minow's asst., will be associate general counsel (position now vacant), and Jerry Cahill will move up to asst. general counsel for legislation—replacing Charles Smoot. No changes are indicated at present for other 2 asst. general counsels—Dee W. Pincock (regulatory) and Charles Escola (administrative laws & treaties)—or for Hilburt Slosberg, asst. to the general counsel.

Minow will be batching it in Washington until his children finish the school year in Chicago. He hopes to start going home weekends soon. His associates report he's working about 18 hours a day.

**A GOOD LOOK AT NEXT SEASON:** Hour-long shows will rule the program roost in network nighttime schedules this fall. Of 147 half-hour nighttime periods during the week (Mon.-Fri., 7:30-11 p.m., all networks), nearly 2 out of 3—64%—will be occupied by 60-min shows. Looking at it another way, there are almost as many 60-min. shows (45) as there are 30-min. series (53). (Network fall line-ups on p. 3).

Warner Bros. is the leading program supplier with 10 shows, followed by Screen Gems with 8 and MCA-owned Revue Productions with 6. Four Star, 20th Century-Fox and NBC are tied as production sources with 5 network shows apiece. (This lineup may shift slightly in favor of Revue and Four Star. Not all network periods have fall occupants, but the above was the ranking late last week.)

Innovations are few & far between in fall programming. The trend to 60-min. shows is marked; most of those from the current season are back, and a few veterans like "Gunsmoke" and "Wells Fargo" are expanding from 30- to 60-min. The 60-min. roster is largely an expansion of current programming (action-adventure, crime shows, Westerns, etc.) in this length with little that is really new. There are more adult-appeal cartoon shows scheduled for fall (5 as against only 2 this season). And post-1948 Hollywood-produced movies are making their first appearance in prime time (Fridays, 9-11 p.m. NBC).

Inter-network rivalries are active as ever. NBC-TV is waiting until the last minute to announce its Friday-night schedule, with which it hopes to buck ABC's strong ratings. NBC is also out to crack ABC's "The Untouchables" with the sudden-success "Sing Along with Mitch," although CBS has chosen to battle Ness & Co. with lofty public-affairs vehicles on Thursdays.

CBS-TV has picked Tuesday night as its comedy showcase, and has no less than 4 comedies in back-to-back position, followed by "Garry Moore Show." The Saturday-night strength of CBS with "Checkmate," "Have Gun, Will Travel" and "Gunsmoke" will be challenged by NBC with its 20th Century-Fox features. And CBS is still trying to select a lineup that will buck both ABC's action-adventure string and NBC's "Wagon Train" and "Perry Como" powerhouses on Wednesdays.

**FCC SEEKS COURT ACTION VS. MCA:** A two-pronged civil & criminal court action against MCA and Taft Schreiber (MCA vp & Revue Studios pres.) was recommended by FCC chief hearing examiner James D. Cunningham last week in Los Angeles following Schreiber's refusal to testify about MCA's TV activities at the resumed investigation of TV film. Schreiber refused on the same grounds he used last October: FCC was operating beyond its jurisdiction; Schreiber was being deprived of counsel; the ground rules were objectionable (Vol. 16:43 p2).

MCA is obviously prepared for a lengthy court fight to avoid testimony, and FCC is just as obviously prepared to take every step to compel the large talent agency to cooperate.

An MCA motion to quash the subpoena on the same grounds on which it objected last fall was denied by Cunningham. As it did last fall, MCA offered to have Schreiber testify if such data was to be kept secret. This was flatly rejected. (See p. 6 for details.)

**IS AD INDUSTRY BELT-TIGHTENING?** Last week there were some indications that it is. A spot check by the N.Y. Times indicated that big-ticket & luxury items (autos, appliances, etc.) were trimming their 1961 ad budgets by 5-to-10%, although low-price, fast-turnover packaged goods (soaps, drugs, beverages, etc.) were holding up well in billings.

One large agency said: "There is no denying that there is a general softness in the advertising picture. One encouraging note is that for agencies with overseas operations such as ours, increased European billings tend to offset the general softness."

Network TV, however, didn't seem hard hit. Admen generally felt that the current mild recession would end by mid-year and that clients aren't willing to lose good time franchises in the future by stalling on fall TV purchases now.

Agencies are practicing their own economies. The narrow profit margin for agencies has forced several to trim their staffs, cut down on expense-account living, and eliminate lavish presentations of campaign ideas to clients.

## Programming

### More about

**FALL SHOW LINEUPS:** At a glance, the program patterns this fall (see story on p. 2) will shape up, network by network, like this:

ABC-TV: Having jumped into a 3-way nighttime race with fast-paced action shows, ABC plans to give fall viewers more of the same. New additions: *Las Vegas File* (private-eye drama with a Las Vegas setting), *The Force* (a [North] Western, with the Royal Canadian Mounties), *The Hunters* (Trader Horn-type derring-do in Africa) and *Asphalt Jungle* (big-city police stories). There'll also be an increase in ABC's comedy shows, with new entries including *Calvin & the Colonel* (cartoon show with the voices of the *Amos 'n' Andy* creators), *Top Cat* (another cartoon show, this one vaguely like the Phil Silvers Bilko characterization), and *Room for One More* (Warner Bros.' first situation comedy).

CBS-TV: Half-hour comedy shows are still a strong point of the CBS nighttime schedule, with entire blocks of them scheduled for Monday, Tuesday and Thursday nights. Noting the success of 60-min. action & crime shows on ABC & NBC, CBS will have at least 8 long shows of this genre. CBS is also the only network to schedule a public-affairs series in a mid-week prime-time slot.

NBC-TV: With its stress on "balanced" programming, NBC has managed to come up with a little of everything for fall. There are crime shows (*87th Precinct*, *Thriller*, *Alfred Hitchcock*, *Cain's 100*), "family" shows (the *Walt Disney Show*, *Perry Como*, etc.), Westerns (*Outlaws*, *Bonanza*, etc.), situation comedies (*3 Wishes*, *The Snow Whites*), feature movies, and a list of nearly 100 specials that will be dropped into the schedule on a pre-emption basis. NBC's schedule doesn't have CBS's big stress on star-name comedy, nor does it have ABC's shoot-'em-up enthusiasm for slam-bang action properties on almost every night.

Here are the tentative network night-time schedules as they stood at last week's end:

MONDAY NIGHT			
TIME	ABC-TV	CBS-TV	NBC-TV
7:30	The Cheyenne Show (Warner Bros)	To Tell The Truth (G'ds'n-T'dm'n)	The Americans (NBC)
8:00		Pete & Gladys (CBS)	
8:30	The Rifleman (Four Star)	Robert Young Show (Temopic Ent.)	The Price Is Right (Goodson-Todman)
9:00	SurfSide 6 (Warner Bros)	The Danny Thomas Show (Marterto)	87th Precinct (Hubbell Robinson)
9:30		Andy Griffith Show (Marterto)	
10:00	Adventures In Paradise (20th-Fox)	Hennesey (Hennesey Co.)	Thriller (Hubbell Robinson)
10:30		I've Got A Secret (G'ds'n-T'dm'n)	

## TUESDAY NIGHT

TIME	ABC-TV	CBS-TV	NBC-TV
7:30	Bugs Bunny (Warner Bros)	(Gunsmoke r'p'ts.) Dillon of Dodge (CBS-Arness)	Laramie (Revue)
8:00	Bachelor Father (Revue)	Dick Van Dyke Show (Marterto)	
8:30	Calvin & the Colonel (Connolly-Mosher)	Dobie Gillis (20th-Fox)	Alfred Hitchcock (Shamley)
9:00	Las Vegas File (Warner Bros)	Tom Ewell Show (Four Star)	Dick-Powell Show (Four Star)
9:30		Red Skelton Show (CBS-Skelton)	
10:00	Alcoa Drama Series (Revue). Bell & Howell Closeup (ABC alt. wks.)	Garry Moore Show (CBS-Redwing)	Cain's 100 (MGM-TV)

## WEDNESDAY NIGHT

7:30	The Force (Warner Bros)	Alvin & the Chipmunks (Format: Films)	Wagon Train (Revue)
8:00		Father Knows Best (reruns) (Temopic-Screen Gems)	
8:30	Top Cat (Hanna-Barbera- Screen Gems)	TBA	TBA
9:00	Hawaiian Eye (Warner Bros)	TBA	Perry Como (Roncom)
9:30		Mother Is A Fresh- man (Four Star)	
10:00	Naked City (Screen Gems)	U.S. Steel- Armstrong (Theatre Guild, Talent Assoc.) (Alt. wks.)	TBA (Probably Dinal Shorc-Henry Jaffe)
10:30			

## THURSDAY NIGHT

7:30	Ozzie & Harriet (Stage 5)	TBA	Outlaws (NBC)
8:00	Donna Reed Show (Tony Owen- Screen Gems)	Angel (CBS Films)	
8:30	Real McCoys (Brennan-West- gate-Marterto)	Fasten Your Seat Belts (Rbt. Cummings- Revue)	What Do You Want? (John Guedel- Groucho Marx)
9:00	My Three Sons (Don Feddersen)	Gunslinger (CBS)	This is Your Life. (John Guedel- Ralph Edwards)
9:30	TBA		Ernie Ford (Beth-Ford)
10:00	The Untouchables (Desilu)	CBS Reports & Face The Nation (CBS)	Sing Along With Mitch (Marandel Enter.)
10:30			

## FRIDAY NIGHT

7:30	Room For One More (Warner Bros)	Rawhide (CBS)	TBA
8:00	The Hathaways (Screen Gems)		Three Wishes (Don Sharpe)
8:30	The Flintstones (Hanna-Barbera- Screen Gems)	Route 66 (Screen Gems)	Unselected 60-min. Adventure Show
9:00	77 Sunset Strip (Warner Bros)		
9:30		Twilight Zone (CBS-Caruga)	Unselected 60-min. Drama Series
10:00	The Corrupters (Four Star)	The Defenders (CBS-Plautus)	
10:30			David Brinkley (NBC)

## SATURDAY NIGHT

7:30	Roaring 20's (Warner Bros)	Perry Mason (CBS-Paisano)	Wells Fargo (Overland Prod.)
8:00			
8:30	Leave It To Beaver (Gomalco)	Checkmate (Jamco)	Tall Man (Revue)
9:00	Lawrence Welk (ABC-Ed Sobel)		Feature Movies (20th-Fox)
9:30		Have Gun, Will Travel (CBS)	
10:00	Sat. Night Fights (ABC)	Gunsmoke (CBS-Arness)	
10:30			

## SUNDAY NIGHT

7:30	The Hunters (20th-Fox)	Dennis the Menace (Screen Gems)	Walt Disney Show (Disney)
8:00		Ed Sullivan Show (CBS-Sullivan)	
8:30	Lawman (Warner Bros)		The Snow Whites (Nat Hiken)
9:00	Bus Stop (20th-Fox)	GE Theater (Revue)	Bonanza (NBC)
9:30		Jack Benny (J & M)	
10:00	Asphalt Jungle (MGM-TV)	Candid Camera (Funt-Banner- CBS)	Du Pont Show of the Week (NBC-TV, outside sources)
10:30		What's My Line (CBS-Goodson- Todman)	

**'FIRESIDE CHATS' A POSSIBILITY:** President Kennedy, whose use of live TV & tape has given unprecedented new dimensions to his news conferences (Vol. 17:8 p4), may go back to a precedent set by President Roosevelt —“fireside chats” on the air—to widen his communications with the country.

The new TV-radio news-conference formats are working well for him so far, Mr. Kennedy indicated in answer to a question at his March 8 meeting with reporters in the State Dept. auditorium. But White House press aide Andrew Hatcher said the President is contemplating going on the air alone to develop subjects which aren't explored in the q-&a sessions.

“There are certain things the public should know,” Hatcher said, explaining that Mr. Kennedy is reluctant to go into details on his policies at his news conferences unless he is asked about them specifically. He added that the President doesn't want to plant questions with reporters, either, and so is thinking about special broadcast speeches from the White House *à la* FDR.

At the March 8 conference Mr. Kennedy was asked to describe his “feelings” about the way the conferences have been conducted on TV & radio. He was reminded that a “tremendous mail response” had come in, and that many letters complained that reporters were subjecting the President to “abuse or lack of respect.”

Mr. Kennedy said lightly that he had been subjected “to some abuse but not to any lack of respect,” and that “I would say that we should stay with what we now have.” The President cited an old adage: “Don't take down the fence until you know why it was put up.”

Amplifying the President's attitude later, Hatcher said the idea of supplementing the conferences with the “fireside” format hadn't jelled yet into definite plans, but that they were being talked over at the White House.

Meanwhile, TV & radio innovations in coverage of the new administration began spreading from the White House to the Cabinet. Secy. of State Dean Rusk announced that he would hold April 3-4 briefing sessions for invited TV & radio program directors & commentators from all 50 states. Editorial writers & other newspapermen from across the country were invited to similar briefings April 24-25.

Rusk said the President would attend the sessions, whose purpose “will be to examine a number of current international issues and to provide opportunity for discussion.” The State Dept. anticipated that about 300 persons would turn up for each briefing.

\* \* \*

Republicans may seek equal time to compensate for the steady TV-radio exposure being given to President Kennedy in his broadcast-covered news conferences. So hinted Herbert G. Klein, former press secy. to ex-Vice President Richard M. Nixon, at the annual RTES banquet in N.Y. last week. Klein was present to accept a gold medal on Nixon's behalf for “outstanding achievement in broadcasting” (*i.e.*, participation in last fall's TV-radio debates). A similar medal was accepted on President Kennedy's behalf by J. Leonard Reinsch, Democratic TV-radio adviser during the campaign. Klein also quoted a Nixon telegram in which the former Vice President said he considered that TV was still “an infant factor in politics.”

Bill to extend legal protection to TV, radio and wire-service newsmen who decline to disclose their sources has been passed by the Cal. Assembly 77-0 and sent to the Senate. Present legislation covers newspapermen only.

**Untouchables Picketed:** The hassle between the Italian-American Democratic Organizations of N.Y. and ABC-TV (Vol. 17:9 p12) reached the picketing stage March 9. A first protest was staged in front of ABC hq in N.Y. from 6 to 10:30 p.m., disbanding at the conclusion of the show's regular Thursday-night telecast. On the other side of town, another IADO picket line marched before the doors of the Waldorf-Astoria, where the annual RTES banquet was being held.

IADO said the 250 pickets marched as a result of "a breakdown of conferences" between a group of Italian-American congressmen, led by Rep. Alfred E. Santangelo (D-N.Y.), and ABC officials. Said Santangelo: "The 21 million Americans of Italian ancestry on whose behalf these pickets parade . . . will not permit ABC-TV to commercialize on crime, and to paint America to the world as a nation of violence, shooting and murder—hot ammunition for Communist cold-war propaganda." The March 9 date was picked to coincide with the birthday anniversary of Amerigo Vespucci. Of lesser public-relations value was the picket-line appearance of Brooklyn dock boss Anthony (Tough Tony) Anastasia who threatened a longshoreman's boycott of all Liggett & Meyers products unless a stop is put to the "stereotyping" of Italians as criminals. (Tony's brother Albert was "rubbed out" in the *Untouchables* manner in a N.Y. barber shop 4 years ago. Tony himself has a record of 7 arrests.)

A second line of attack against *The Untouchables* by IADO was scheduled to be announced March 12 at the annual Amerigo Vespucci awards dinner held at the Hotel Biltmore, N.Y.

ABC's official statement concerning the picketing added little to the situation one way or the other. ABC, said the network, had instituted some time ago "a policy of avoiding the use of Italian characterization on *The Untouchables*, except where the story is based on a person who actually existed or where the plot was entirely dependent for its theme on the use of such characterizations." Added ABC: "This is in line with ABC's long-established policy never to present any program which might reflect upon the integrity of any law-abiding Americans. ABC regrets that this action has been taken by the group."

\* \* \*

Screen Producers Guild, reports Hollywood, has selected *The Untouchables* as 1960's best-produced TV series.

TV murder weapon of a freshly-cleaned rug smelling of carbon tetrachloride is too fanciful even for *Peter Gunn*, according to the National Institute of Rug Cleaning. It sent a hot protest to ABC-TV against the Feb. 13 *Peter Gunn* show, which "portrayed that a murder or murders had been committed" by fumes for the "alleged" cleaning agent. Following the show, said NIRC counsel J. Anthony Moran, rug cleaners throughout the country were overwhelmed with queries from worried customers. The network was asked to "rectify this injury." Moran told us NIRC members never use carbon tetrachloride.

Electronic baby-sitting isn't TV's function, NAB TV Code Review Board member Joseph Herold of KBTW Denver said in a *Denver Post* guest column. He wrote that worried parents are off the beam when they complain: "I think it's awful. Little Herbert watches TV 4 hours a day. He doesn't get his homework done & he's short on sleep." Herold said that when he was growing up he knew who was running his family, that he wasn't allowed to go to the movies daily, and his all-day suckers were rationed.

**Paar vs. Sullivan—Round 1:** A Jack Paar-Ed Sullivan hassle exploded last week when Sullivan, who pays guests "up to \$7,500," declared he would no longer hire entertainers who perform (not merely appear) on Paar's show for \$320. Before a nationwide audience, Paar charged Sullivan March 9 with violating right-to-work laws. "My show is a low-budget freak which caught on because performers want to entertain without the monkey acts & Japanese jugglers waiting in the wings," Paar snapped. He challenged Sullivan to a ratings race, suggesting the 2 shows be slotted opposite each other.

"I don't indulge in personalities," Sullivan retorted. "He [Paar] has a show where anything goes. I want to fight in the same size ring. I want to go on his show." In a March 10 wire to Sullivan, Paar extended the requested invitation, but insisted that his usual live audience be present. He promised "every courtesy we extend to President Kennedy, Billy Graham and a host of others, none of whom have ever requested that people be banned from the studio . . . Looking forward to seeing you, I only hope your appearance on our show for scale will not ban you from your own."

"Amazed" at comedian-performer Paar for insisting on "the vocal help of his studio audience," Sullivan stressed "good sportsmanship" in an answering wire to Paar. "Let us direct our debate on important principles to the intellect of your millions of viewers, rather than to the comparatively small studio audience which responds to your skillful cues with cheers or boos."

Late-night TV viewers get an occasional unexpected laugh from feature-movie shows because of odd juxtapositions between dropped-in film participation commercials and movie-story content. When WCBS-TV N.Y. ran "Death of a Salesman," a touching scene in which Fredric March pleaded for a loan was followed by a commercial telling viewers "you have a friend at the Chase-Manhattan Bank." When the same station showed a scene in "Hollywood Cavalcade" in which Alice Faye gets dumped in a mud puddle, viewers also found themselves watching a demonstration of New Blue Cheer. During a recent WABC-TV N.Y. screening of the 1958 "Pursuit of the Graf Spee," when British cruiser commanders were gathering on their flagship to plot strategy against the German raider, viewers were regaled with a Philip Morris commercial whose jingle urges: "Have a Commander! Welcome aboard!" One advertiser, however, has wisely avoided the problem. When the Japanese National Tourist Office bought a small spot schedule some time back in WCBS-TV's *The Late Show*, it requested that the participations not be scheduled in such films as "30 Seconds over Tokyo."

Huntley & Brinkley get the latest (March 13) *Newsweek* cover, along with a 5-page story about the celebrated news team. "TV's Castor & Pollux," says *Newsweek*, "have achieved the popularity of a Godfrey, a Como, a Sullivan—and they have done it in the unlikeliest field of all—TV news." Each member of the team, which was launched on Oct. 29, 1956, now earns more than \$100,000 annually.

Casualty rates for sponsored series & new series are both up slightly this season, reports *Sponsor* with the following tabulation:

	1960-'61	1959-'60	1958-'59	1957-'58
Total number of series entries	114	119	114	120
Total series dropped	48	49	30	34
Casualty rate for all sponsored series	42%	41%	26%	28%
Total news series started since the fall	50	47	36	45
Total newcomers dropped	31	29	17	26
Casualty rate for new series	62%	61%	47%	58%

## The FCC

### More about

**FCC COURT ACTION VS. MCA:** Courtroom spectators in the U.S. Courthouse & Post Office Bldg. in Los Angeles last week may well have been watching a rerun of FCC's TV-film investigation. MCA & its vp, Taft Schreiber, again refused to testify. MCA attorney Allen E. Susman, almost ousted from the courtroom last fall in his attempts to keep Schreiber off the witness stand, again clashed with hearing examiner James D. Cunningham. Schreiber again flatly refused to testify in the face of Cunningham's directions.

There was this major difference: Because FCC in January upheld Cunningham's ground rules and rejected MCA's appeal, another MCA refusal meant court action, and this it will get. Cunningham told Schreiber that anyone refusing to testify or produce documents is, under FCC regulations, guilty of a misdemeanor, and subject to a fine of not less than \$100 and not more than \$5,000 and/or one year's imprisonment. He also informed FCC counsel Ashbrook Bryant that appropriate proceedings should be instituted in the U.S. District Court to compel compliance with the subpoena, and that the record should be turned over to the Dept. of Justice for possible criminal action. Dee Pincock, asst. gen. counsel for FCC in charge of enforcement, said the civil action would be sought in U.S. District Court in Los Angeles, that the criminal action would be discussed with Dept. of Justice.

#### Blasts MCA Arguments

Earlier, in denying MCA's motion to quash the subpoenas for Schreiber's testimony & documents from MCA, Cunningham (1) declared the motion "contemplates suspension of the ground rules"; (2) rejected MCA's questioning of the jurisdiction of the FCC regarding MCA, saying that, because it is involved in production & packaging of TV shows, it is as much a part of the broadcast industry as a licensee; (3) rejected as "unmeritorious" the MCA contention that it is being deprived of proper counsel; (4) rejected MCA's contention that the hearing violated the Administrative Procedure Act, asserting it does not come under that act and that it is a fact-finding hearing; (5) rejected as a request for "special treatment" the MCA proposal that Schreiber testify but not publicly, with data to be held confidential pending a determination of the issues in the courts. On the last point, Cunningham was particularly vehement, pointing out that FCC had provided that public hearings be held in order that the public, licensees, broadcast-industry members and Congress have access to information garnered at such hearings. "Private interests must not be subordinated to the public interest," he said. "They (MCA & Schreiber) want a hearing tailored to their desires, built to their specifications, under rules which they will prescribe," said Cunningham sharply.

Although Schreiber flatly refused to testify, he was asked a series of questions by Bryant, all going unanswered: His position & duties with Revue? Were MCA or its subsidiaries involved in production & packaging of TV shows? Does MCA represent talent in TV? Etc. As Schreiber left the stand he was admonished that he was still under subpoena.

"Plug specialists" Dick Fishell and Betty Langley of Dick Fishell Associates, and Mary Rothschild of Promotions Unlimited, who had also declined to testify last

fall, joined in the MCA motion to quash. However, when it was denied, their attorney, Oliver B. Schwab, said they would testify. Because Fishell was ill, the hearing was recessed until this Monday (March 13), when the trio is scheduled to appear.

Fred Kline, consultant to the Fred Kline Agency, originally subpoenaed last fall for his activities in the "plugola" field, appeared as a friendly witness last week. He explained he could not appear last fall because he was out of town, and later had undergone major surgery. Kline, saying he was no longer in the plug field, gave a frank picture of how plugs are sneaked into TV shows.

#### Two Types of Plugs

There are 2 types of show plugs: (1) exposure, wherein a client's product is seen as background, or (2) "exploitation by dialogue," wherein the brand name is ingeniously planted in the dialogue. As to the exposure plug, Kline said Walter Kline & Associates, the firm with which he was associated prior to his organization of the Fred Kline Agency, had a warehouse filled with products it supplied to producers of TV shows gratis in return for a plug. The company represented such diverse products as a railroad, a finance company, a van & storage company, kitchen appliances, clothing, wine, a brand of Scotch, a dance studio, a seltzer company. There was no "financial relationship" with program executives in the exposure field, said Kline, but he freely admitted "something of value" was given many times.

When a firm wanted a product plug on a live daytime show, arrangements were made with the production executives & writers. In return for the plug, gift certificates were given to those who cooperated. Writers were often paid off with a case of liquor, he said.

Certain clients liked to have their products mentioned on comedy shows, and when this was "arranged," usually through the writers, the latter would be compensated, usually with the gift certificate or a case of Scotch or bourbon. Sometimes writers and "program people" approached the agency, and they would figure out a situation or gag involving a Kline-client product, he said.

When products were furnished to TV film companies, the exposure in itself was considered sufficient, but on live shows the client received 10 words of hard-sell dialogue, Kline said.

Kline termed all this "fairly common practice" in the industry until September, 1960 (when the anti-payola act went into effect).

Kline said it's difficult to get a plug on a TV-film show because of possible sponsor conflict, and because film is eventually syndicated and consequently producers are wary of having any brand names in films which might conflict with potential syndication sponsors. Once he supplied Nash cars to a series, and when Packard bought the show, it ordered sequences with the Nash cars reshot, he said.

Kline acknowledged that "it's been the practice to pay writers for plugs" for Hollywood-made shows. He estimated that 25% of the gross income of the Walter Kline company came from the broadcast field.

Deintermixture of Bakersfield may be voted by FCC this week. The plan is to delete Ch. 10, add Ch. 23 & 51, deny educational reservation of Ch. 10 in Bakersfield and Ch. 12 in Fresno, reserve Ch. 39 for ETV in Bakersfield, assign Ch. 12 to Santa Maria. KERO-TV Bakersfield would be ordered to show cause why it shouldn't be shifted to uhf.

A "summary" procedure, designed to reduce the number of long evidentiary hearings, will be proposed by FCC in recommended legislation, as forecast last year (Vol. 16:52 p1). The Commission is understood to be proposing changes in Sec. 309(d)(2) & 309(e) of the Communications Act, using language such as this to justify the amendments: "These proposed legislative changes would make clear the responsibility of the Commission initially to determine whether or not there are genuine & substantial issues as to any fact which in its judgment and under its criteria would be material to a decision. If the Commission found such to exist, it would direct the holding of an evidentiary hearing on those issues of fact, the resolution of which it deemed material to an ultimate Commission decision. If the Commission found that no genuine & substantial issue as to any fact material to a decision was presented, but was nonetheless unable to find that a grant would be in the public interest, it would notify the applicant & all of the parties in interest of the reasons therefor and afford them an opportunity to file pleadings with & present oral argument to the Commission with respect to any conclusions & determinations of legal issues by reason of which the Commission was unable to make an affirmative public-interest finding. Such a procedure would accord the parties ample opportunity to be heard with respect to the conclusions & legal determinations to be drawn from the undisputed, substantial, and material facts set forth in the pleading, without resort to a trial type hearing, and would not be dissimilar to the summary judgment procedure followed by the Federal Courts under Rule 56 of the Rules for Civil Procedure for the U.S. District Courts, as promulgated by the U.S. Supreme Court under 28 U.S.C. 2072."

Miami Ch. 7 oral argument before FCC last week was more of the same in the long "influence" case. Examiner Horace Stern last year (Vol. 16:38 p4) had urged the absolute disqualification of 3 of the 4 applicants involved—Biscayne (which won the original decision and operates WCKT), South Florida TV Corp. and East Coast TV Corp. This left Sunbeam TV Corp. unscathed and presumably the survivor & winner. Attorneys for the first 3 told the Commission that their clients or emissaries talked to Comr. Mack for one of 2 major purposes: (1) To find out "status" of the case, when it would be decided, etc. (2) To determine whether their opponents were attempting off-the-record influence, as rumored. They insisted that their clients had done nothing improper. Counsel for Sunbeam said that Stern's decision was absolutely right and that FCC can immediately give it the channel. The others asserted that the Commission should make a brand new comparison of all the applicants and discount Stern's recommendations.

Greensboro, N.C. Ch. 8 should be awarded to TriCities examiner Elizabeth C. Smith, who proposed the denial of Jefferson Standard Bcstg. Co., High Point TV Co. & Southern Bcstrs. Inc. Her main reasons: "The TriCities proposal will bring a new & competitive service in the field of mass communication to the 3-cities area of Greensboro, High Point and Winston-Salem, with the wide business experience & talents of all of its owners devoted to the day-to-day operation of the proposed station on a full-time basis. These factors are here controlling. Especially is this true when coupled with the plans of this applicant for extensive live programs of a commendable nature & of interest to the entire area." TriCities is owned by 4 equal partners: Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt and Ralph C. Price. She conditioned her recommendation on Price's disposal of an indirect interest in Jefferson Standard.

## Educational Television

**Minow is for ETV Aid:** Federal money for ETV is advocated by new FCC Chmn. Minow. Lining up with Comr. Hyde, who testified at Senate Commerce Committee hearings in support of govt.-subsidized equipment purchases for educational TV stations (Vol. 17:10 p9), Minow said he "wholeheartedly" endorses the idea.

He didn't come out specifically for the bill (S-205) by Sen. Magnuson (D-Wash.) authorizing \$51-million ETV grants to the states & D.C. "The amount of funds to be allocated to this project as against other worthwhile legislative programs is a matter for the judgment of Congress," Minow said.

But in a statement filed with the Senate Committee he attached "immense importance" to the Magnuson measure. Adequately financed ETV would open up "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement," Minow said. He added: "In view of the present lack of funds in many areas to meet station construction costs, I believe that federal aid is needed, particularly to advance the date of construction and to permit extensive rather than minimal operation."

Meanwhile, the Commerce Committee, headed by Magnuson, gave speedy approval to the Senator's bill—for the 3rd time in recent sessions—and sent it along to the Senate floor, where it already has been passed twice.

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Clue to FCC Chmn. Minow's thinking may be found in his first dissent. He objected last week to the grant of an AM in Ebsensburg, Pa. to Cary H. Simpson. "I would designate the application for hearing," he said, "on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania." Comr. Bartley concurred with him. Simpson owns 100% of WTRN Tyrone & WBLF Bellefonte; 67% of WFRM Coudersport & WNBT Wellsboro; 50% of WKBI St. Marys.

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FCC Comr. Lee needled N.Y. legislators in an Albany speech last week, urging them to activate their uhf ETV CPs. "The U.S. looks to New York for leadership," he told a joint meeting of the lawmakers and broadcasters, "but isn't getting it . . . If the educators come forth with their plans for multi-channel uhf operations at this time and act effectively to implement these channels, they can be saved for the needs of both educational & commercial broadcasting. Otherwise, it is difficult to say what the outcome will be." Gov. Rockefeller, an ETV enthusiast, reportedly listened with enthusiasm.

Dim view of ETV for Washington classrooms has been taken again by D.C. school officials. A 5-member school board committee turned in a report supporting earlier criticism of educational TV by supt. Carl F. Hansen, who has long maintained that taxpayers' money could be spent better for teachers & books.

Ford Foundation grants totaling \$276,957 for ETV applications were awarded recently to 10 universities, colleges and educational authorities. The major grants: U. of Miami, \$72,100 for preparation & presentation of credit-courses in the humanities & social sciences; Southern Regional Education Board, \$59,250 to assist the development of ETV; Queens College, \$30,450 to video-tape ETV courses in calculus & German.

## Film & Tape

**20th-Fox Wheels & Deals:** Something interesting was cooking last week in N.Y. between 20th Century-Fox and NTA. In the pot:

1. NTA admitted that "discussions" concerning a possible purchase of NTA by the movie firm were being held with 20th-Fox—with which NTA has distribution & co-production deals for TV covering some 500 features and 2 TV series. NTA is known also to have some long-range financial obligations to 20th-Fox, but how much they are & whether 20th-Fox was pressing for payment weren't revealed last week by either side. If such a deal goes through, it will provide 20th-Fox with a ready-made TV-distribution outlet. Such an outlet could then handle post-1948 features in regular or pay TV (apart from recent deals between 20th-Fox and NBC-TV & NTA) and act as a syndication outlet for backlogged 20th-Fox network shows such as *Adventures in Paradise*.

2. Matthew ("Matty") Fox resigned as pres. & dir. of Television Industries Inc. in order to "devote his full time to Tolvision of America Inc., a subscription TV company." Fox, it has been rumored for some time (Vol. 16:26 p5), has been seeking a deal between Tolvision and 20th-Fox which might take the form of a working corporate alliance in the pay-TV field.

3. A significant plum in the 20th-Fox talks with NTA was WNTA-TV N.Y. The station is for sale, with its value generally guessed at around \$7 million. Ex-NTA Chmn. Ely A. Landau is leading a group which hopes to buy it. TV producer David Susskind also wants it, and so does National ETV & Radio Center. If 20th-Fox acquires NTA, the station will probably be part of the package.

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Replacing Matty Fox as pres. & chief exec. officer of Television Industries Inc. will be Basil Estreich, the firm's senior vice president. And Walter S. Mack, onetime pres. of Pepsi-Cola Corp., is named a member of the firm's executive committee.

Two leading officers of Writers Guild of America West have resigned, to avoid conflict of interests. They are Pres. Curtis Kenyon, who has been named head of Paramount Pictures' story dept., and TV-radio branch Pres. Fenton Earnshaw, named producer of Warner Bros.' *Solitaire* series. WGA nominees for its annual election May 18 are: For Guild pres.—Mary McCall Jr., Charles Schnee. TV-radio branch pres.—Nate Monaster, Barry Trivers. Vp—Christopher Knopf, Maurice Tombragel. Secy.-treas.—Sol Stein, Louis Pelletier. Board—Monaster, Trivers, Robert Schiller, Ellis Marcus, Miss McCall, Jerry Gottler, David Harmon, Robert Yale Libott. Screen branch nominees: For pres.—James Webb, Edward Anhalt. Vp—Tom Blackburn, Allen Rivkin. Secy.-treas.—Devery Freeman, George Slavin. Board—Eric Ambler, Herbert Baker, Henry Ephron, John Gay, Gavin Lambert, John Lee Mahin, Ivan Moffat, Schnee, Daniel Taradash. Miss McCall was nominated for WGAW pres. following the withdrawal of Earnshaw.

ITC domestic & foreign sales reorganization was announced last week by Abe Mandell, who was named administrative vp. John Pearson becomes asst. dir. of international sales, Hershel Harris becomes sales mgr. for ITC of Canada Ltd., Samuel Gang becomes Mexican & Central American div. mgr., and John Darnton becomes Far East sales div. mgr.

## HOLLYWOOD ROUNDUP

Official setup of Producers Studio Inc., formed to lease California Studios (Vol. 17:8 p13), was disclosed recently by Pres. Fred Jordan. Other officers: Gerald L. King, vp-secy.; John Young, vp-treas.; Arthur J. Gaunt, vp. Phil Rapp will join the company when he finishes his job as exec. producer of *The Tab Hunter Show*. Edward Mosk will be on the board. Former California Studios lessee Philip N. Krasne has left the lot and established offices elsewhere. He plans to make 2 movies & a TV pilot, *The Orient*, an anthology with 3 rotating stars. It will be filmed in Hong Kong at the same time Krasne is producing a movie, "Rickshaw Boy," there. Krasne retains his partnership with Richard S. Degner in California Studios' div. of visual merchandising, a slide-film production firm.

Ramrod Productions has filed breach of contract suit in Los Angeles Superior Court against RKO General Inc., seeking alleged damages of \$1.4 million, over telecasting of the RKO movie, *Bundle of Joy*, which starred Eddie Fisher & Debbie Reynolds. The plaintiff also seeks an order restraining RKO from allowing any TV showing of the movie before June 5, 1961.

Legislation to permit construction & lease of a \$4-million Hollywood TV & movie museum has been approved by the Cal. Assembly committee on municipal & county govt. Under terms of the legislation, Los Angeles County would lease the museum facilities at a yearly rental of \$260,000 for 30 years, after which it would become county property. The museum would be built with private financing on a county-owned site near Hollywood Bowl.

Documentary-public-service programs won a larger share of audience in 1960, reports Nielsen. They hit a 24 as compared with the 20 in each of the 2 preceding years. There were 16 such shows, vs. 10 in 1959, 6 in 1958.

Screen Actors Guild membership approved a dues hike recently by an overwhelming majority of 4,459 to 1,590. The increase had been recommended by the board to meet a growing financial deficit (Vol. 17:7 p12).

Irving Mansfield-Peter Arnell Productions is producing *Face the Facts*, a half-hour audience-participation show, for CBS-TV. It begins this week (March 13).

Screen Gems will begin production this spring or summer on the pilot of *Occupation Female*, a comedy-adventure starring Polly Bergen. It's aimed at 1962.

Motion Picture Sound Editors, at their annual awards, named "The Silent Caper" episode of Warner Bros.' *77 Sunset Strip* as the best-edited TV film.

John Scott Trotter will compose & conduct original music for *My Uncle Elroy*, pilot starring George Gobel.

People: Disneyland exec. vp Donn Tatum named to the board of the Cal. State Fair & Exposition by Gov. Edmund G. Brown . . . Ellingwood W. (Bud) Kay, ex-Warner Bros., CBS-TV story editor, named story editor of Four Star Television's 60-min. anthology series tentatively called *The Dick Powell Show*.

More people: George Tibbles named producer of Don Fedderson Productions' *My 3 Sons*, replacing Peter Tewksbury . . . George A. Elber elected first vp & a board member of Four Star Television . . . Elliot Alexander, ex-ABC, BBDO, named special asst. to Cy Howard, exec. producer of Desilu Productions' *Harrigan & Son* and *Guestward Ho!*



## NEW YORK ROUNDUP

Desilu stock hit a new high for 1960 and 1961 last week when it closed at 15 on March 6 (up from 14 on March 3) in the wake of reports that the firm was being bought by Westinghouse Bestg. Co. (Vol. 17:10 p3). The level dropped back to 14 5/8 on March 9. In N.Y. and Hollywood, Westinghouse & Desilu sources maintained their "no comment" attitude concerning a WBC purchase. Footnote to last week's news: When WBC Pres. Donald H. McGannon concluded his talks with Desilu vp Edwin Holly at Desilu's Culver Studios March 3, McGannon headed for Palm Springs—where Desi Arnaz was shooting golf.

Add syndication sales: Ziv-ÜA's *Sea Hunt*, now in its 4th year, has scored a 93% renewal. Stations signing include WGAN-TV Portland, Me., WKYT Lexington, WCAU-TV Philadelphia, WAST Albany. Another Ziv-ÜA series, *Miami Undercover*, is now in 131 markets. . . . NTA's *Play of the Week* has been renewed for a 2nd year in 10 major markets.

Trans-Lux has sold *Felix the Cat* to 4 more U.S. stations, including KHQA-TV Hannibal, WHBF-TV Rock Island, and to the Australian Bestg. Commission and the Arabian-American Oil Co. for its U.S. outpost in Saudi Arabia. The *American Civil War* series has now been sold to 6 U.S. stations & 5 U.S. armed forces overseas outlets.

Videotape Productions of N.Y. is taping the first Metropolitan Opera Guild TV series—3 programs produced by NET in cooperation with the Guild. English excerpts from Mozart's "Cosi Fan Tutte" are included in the series, which will get airing this season on the NET network.

Trans-Lux will distribute *It's a Wonderful World*, new Carl Dudley-produced 26-episode, 30-min. series shot on location in North Africa, Hong Kong, Australia and other countries. Set for an April release, the series is narrated by John Cameron Swayze.

MCA-TV has scored 13 station sales to date for a quartet of NBC 60-min. action-adventure shows—44 episodes of *Riverboat*, 21 of *Suspicion*, 26 of *Cimarron City* and 17 of *Overland Trail*. Sales include WNEW-TV N.Y., WTTG Washington, KTTV Los Angeles, KVAR Phoenix.

Seven Arts Associated Corp. is negotiating for Republic Corp.'s entire backlog of movies, with the price reported to be approximately \$5 million. A Republic spokesman confirmed that negotiations are in progress, but denied reports that a deal has been made.

People: George Mitchell has been appointed Seven Arts West Coast div. mgr. . . . William Van Praag and Robert Gross have been named pres. & vp respectively of the Film Producers Assn. of N.Y.

## Foreign

Candid Camera complaint: Paris prostitutes protested an adult-angled documentary on French TV recently, with 5 local *filles de joie* launching a suit against the gov.-owned TV service. The complaint: The documentary, filmed unobtrusively on Paris streets, gave the women a "disagreeable surprise" when they saw themselves on TV screens and were recognized by "families & friends." Local TV critics praised the show, although a few questioned its scheduling (8:30 p.m.) as being at a time when French youngsters were still watching TV.

## Networks

**Uhlco Buying NBC Coast Site:** Uhlco Properties of Los Angeles has secured an option on NBC's Sunset & Vine hq, with erection of a \$75-million hotel & office complex as the objective. The sale price for the 5-acre block in the heart of Hollywood is \$3.5 million. Exercise of Uhlco's option will mean that NBC vacates the property on which KRCA is located, by the end of 1963, moving its entire Los Angeles operation to its 48-acre Burbank lot.

Uhlco Pres. Lionel Hayes Uhlmann said he plans a 29-story hotel and two 27-story office buildings for the site. To be known as the Towers, the complex would contain a roof heliport. Construction would begin late in 1963 for spring 1965 completion, he said.

All 3 networks will have higher one-time nighttime half-hour rates this fall: CBS-TV, \$80,400 (up from fall 1960's \$79,200); NBC-TV, \$78,700 (up from \$77,700); and ABC-TV, \$68,000 (up from \$64,500).

## NETWORK SALES ACTIVITY

Daytime-sales spurts were reported last week by NBC-TV & ABC-TV. Don Durgin, NBC-TV sales vp, said that 10 advertisers had placed daytime orders totaling more than \$3 million during February. The largest purchases were made by Mennen, Plough, U.S. Borax & Chemical Co., and Lever Bros. The others: Proctor-Silex, Union Underwear, Colgate-Palmolive, *Reader's Digest*, McCall Corp. and Andrew Jergens. All buys were for alternate-week 15-min. segments or daytime participations. ABC-TV landed what daytime-sales vp Edward Bleier termed "a major departure in cigaret advertising"—8 commercial minutes weekly, scattered through the ABC 11 a.m.-4 p.m. daytime schedule, for Spring mentholated cigalets. "Its success," said Bleier hopefully, "should demonstrate the efficacy & vitality of daytime TV as a marketing tool for the filter and/or mentholated segments of the tobacco industry." Spring, a P. Lorillard brand, won't use 3 of the ABC daytime shows for competitive reasons: *Camouflage* (whose host, Don Morrow, does Lucky Strike commercials), *Number Please* (because Bud Collyer works on R. J. Reynolds' nighttime *To Tell the Truth*), and *American Bandstand* (because of the show's teen-age appeal).

### ABC-TV

- American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. April.  
*Gillette* (North)
- Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. April.  
*Speidel* (M-E Productions)
- Roaring Twenties, Sat. 7:30-8:30 p.m.; Naked City, Wed.  
10-11 p.m. part. eff. Sept.  
*Union Carbide* (William Esty)
- Walt Disney Presents, Sun. 6:30-7:30 p.m.; Hong Kong,  
Wed. 7:30-8:30 p.m., part. eff. May & June  
*Coleman* (Potts-Woodbury)
- Daytime programming, Mon.-Fri. part. eff. March.  
*Chemstrand* (Doyle Dane Bernbach)

### NBC-TV

- Cain's 100, Tue. 10-11 p.m., part. eff. fall.  
*P. Lorillard* (Lennen & Newell)
- Thriller, Mon. 10-11 p.m., part. eff. fall.  
*American Tobacco* (SSC&B)

## Stations

**COLLINS HIRES RICHARDS:** Reorganization of NAB, as proposed in February by Pres. LeRoy Collins in his let's-get-going Palm Springs board speech (Vol. 17:7 p1), reached an active planning phase last week.

Collins announced he had retained Robert K. Richards, Washington public relations man (of Richards Associates) and former NAB administrative vp, as a special consultant for the contemplated hq remodeling job. At the same time, Collins called on all NAB staff executives to submit their own ideas on streamlining operations.

There was no hint from Collins as to what jobs or departments at hq may be under an axe. But staffers were under notice—in effect—to justify themselves & their work. And it was taken for granted in Washington that some functions would be eliminated or trimmed and others enlarged. Among NAB departments due for expansion: Govt. Relations & Public Relations.

"We are starting with our groundwork," Collins told us in N.Y., where he spent the week on a get-acquainted tour of industry centers. "We are going over the staff function by function. Nothing has been formulated in the way of specific recommendations, however."

He said he won't be ready with his reorganization chart until after the May 7-10 NAB convention in Washington. Collins will formally submit his plans to the board in June.

After a little more than 2 months in office, Collins has seen enough of NAB operations to be convinced that they have been rocking along with an outdated structural set-up which doesn't meet broad-gauge needs of the industry.

In bringing in Richards as his special advisor, Collins will have the expert help of an insider. Richards joined NAB's staff in 1947 as public relations dir., moved up to the late Pres. Harold E. Fellows' office as asst., then put in 3 years as administrative vp before leaving in 1954 to set up his own public-relations firm. In the 6 years since, he has been a regular NAB management consultant.

Richards told us he'd had only one meeting so far with Collins in his new assignment, but that work of analyzing NAB operations & their costs already was under way.

Collins said his N.Y. trip wasn't directly connected with reorganization moves, but in addition to visiting network offices and attending the annual RTES banquet, he spent much time in the TV Code Affairs Office there and at the NAB-organized TV Information Office.

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"Responsibility for Broadcast Matter" as defined by FCC for licensees is explored by the Commission's network study chief Ashbrook P. Bryant in the winter issue of *Journal of Broadcasting*. Other featured articles in the publication of the Assn. for Professional Bestg. Education include "The Broadcaster's Responsibility for Advertising," by Henry R. Goldstein of the Washington communications law firm of Spearman & Roberson. Mass-media "attention habits" are discussed in reports by Edwin B. Parker of the U. of Ill. and William S. Baxter of Ohio U.

Storer Bestg. Co. has appointed McCann-Marschalk Co. (Miami office) as its ad agency for corporate advertising, reports Stanton P. Kettler, exec. operations vp. Former agency was Peter Finney Advertising Co. of Miami. Storer's 5 TV & 7 radio stations will continue to use their present agencies for local-level advertising.

ARB has moved its N.Y. agency- & station-services offices to General Dynamics Bldg., One Rockefeller Plaza.

**NEW & UPCOMING STATIONS:** Two new Canadian stations began programming last week to raise the Canadian operating total to 86 outlets. CJOH-TV (Ch. 13) Ottawa began programming March 12 as a full-fledged independent. In striking contrast, CBFST (Ch. 7) Sturgeon Falls, Ont., which began March 4, is an unattended CBC o&o repeater station which picks up French network directly from the CBC cable.

CJOH-TV has an 18-kw Canadian Marconi transmitter and a 600-ft. Microtower with a directional antenna at Hazeldean, Ont. It has temporary studios at 25 Bayswater Ave., Ottawa, while a permanent installation is being constructed at 1500 Merival Rd., City View, Ottawa. Owners are Bushnell Bestg. Associates, Granada TV Network Ltd. (London, England) and NTA Telefilm (Canada) Ltd. E. L. Bushnell, ex-CBC Ottawa, is pres. & gen. mgr.; Stuart Griffiths, ex-Granada TV Network, vp & asst. gen. mgr.; E. S. Coatsworth, ex-CBC Toronto, program dir.; A. G. Day, ex-Famous Players Canadian, chief engineer. Base hour is \$475. Reps: Young and Stovin-Byles.

CBFST equipment hasn't been reported, but it has a visual ERP of 9.75 kw and its antenna is 537-ft. above the ground on Hwy. 64, Sturgeon Falls. It will be included as a bonus to the CBC French network. Alphonse Ouimet, pres. of CBC, has announced that it plans to establish a satellite of CBFST at Sudbury, Ont., as soon as an agreement on channel allocation has been reached between Canada and the U.S.

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

KUSD-TV (Ch. 2, educational) Vermillion, S.D. won't have its 250-watt Sarkes Tarzian transmitter ready until mid-March. For this reason the target for programming has been moved to April 15, reports Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. A Jampro antenna has been installed on a 150-ft. tower furnished by Tower Construction Co. The school's closed-circuit system, in operation for over 3 years, will be discontinued and its studios will be used by KUSD-TV.

KBMT (Ch. 12) Beaumont, Tex., with a May 15 target (Vol. 17:10 p12), has signed with ABC-TV, writes gen. mgr. John H. Fugate. It has ordered 50-kw GE transmitter for delivery in April and it starts work on a transmitter house March 13. The studio building is ready. Work starts April 15 on a 998-ft. Kimco tower which will have a 12-bay GE antenna. Vernon C. Dillaplain will be chief engineer. Base hour not set. Rep will be Hollingbery.

WXGA-TV (Ch. 8) Waycross, Ga., planned as a non-commercial educational outlet by grantee Georgia State Board of Education, has a September programming target. This report comes from Mrs. Mary E. Grubbs, ETV coordinator for the Board. A 25-kw RCA transmitter is scheduled to arrive in Waycross in mid-April, but construction of the studio-transmitter building hasn't been started. WXGA-TV will use a 972-ft. Ideco tower, but work on this hasn't begun as yet. An RCA antenna is due there June 1. Claude Purcell, State Supt. of Schools, will be the director of WXGA-TV; Sam Sherhouse, dir. of instruction, asst. dir.; Mrs. Mary E. Grubbs, curriculum dir.; Hans-Werner Deeken, producer-dir.; Harvey Aderhold and Wilber Fattig, consulting engineers.

KSLN-TV (Ch. 34) Salina, Kan. doesn't have a programming target now. It's been held up awaiting delivery of an Alford antenna, according to Melville L. Gleason, pres. of the grantee Prairie States Broadcasting.

**Broadcast-equipment exhibit** in Washington's Shoreham Hotel during NAB's 39th convention May 7-10 will be the most extensive in convention history. NAB secy.-treas. Everett E. Revercomb reported more than 50 manufacturers & suppliers—all associate NAB members—have contracted for space: Adler, Alford, Alto Fonic Tape Service, Ampex, Bauer Electronics, Capitol Records, Cellomatic, Collins, Conrac, Continental Electronics, Continental Mfg., Ecco-Fonic, Electronic Applications, Fairchild, Fisher Radio, Foto-Video, Gates, GE, General Electronics Labs, Gotham Audio, General Precision's GPL div., Graham Sales, Hughey & Phillips, Industrial Transmitters & Antennas, Kahn Research Labs, Kliegl Bros., Universal Electric Stage Lighting, MacKenzie Electronics, Metropolitan Electric, Minneapolis-Honeywell, Minn. Mining & Mfg., Miratel, Mosely Associates, Profit Programming, Programmatic, RCA, Raytheon, Schafer, Sony, Standard Electronics, Sarkes Tarzian, Tektronix, Telechrome, Telecontrol, TelePrompter, Telescript-CSP, Television Specialty, Tower Construction, Utility Tower, Visual Electronics, Vitro.

Seven Canadian satellites were recommended by BBG, following its Feb. 22 meeting: Ch. 5 Salmon Arm, B.C. for CHBC-TV, Kelowna, B.C.; Ch. 2 Eastend & Ch. 2 Val Marie, Sask. for CJFB-TV, Swift Current, Sask.; Ch. 7 Carlyle Lake, Sask. for CKOS-TV Yorkton, Sask.; Ch. 6 Bon Accord, N.B. for CHSJ-TV, Saint John, N.B.; Ch. 7 Harrison Brook, N.B. for CKAM-TV, Campbellton, N.B.; Ch. 13 Edmundston, N.B. for CJBR-TV, Rimouski, Que. Decision was reserved on Ch. 3 west-central Sask. applications filed by CFQC-TV, Saskatoon and CJFB-TV, Swift Current (Vol. 17:7 p6). Also recommended were an increase in the height of the tower for CKBL-TV, Matane, Que., the move from Elk Lake to Kearns, Ont. for satellite CFCL-TV-2 and a higher power for satellite CHCC-TV, Coronation, Alta., now being built by parent CHCA-TV, Red Deer. Public hearings on TV-radio applications will be held by BBG in Ottawa April 11, June 20, Aug. 22, Oct. 17 and Nov. 28.

Newsweek magazine control has been bought by the Washington Post Co. (WTOP-TV & WTOP Washington and WJXT Jacksonville) from the Vincent Astor Foundation in a reported \$8-million deal for its 59% interest. Operating head of *Newsweek* will be *Washington Post* Pres. Philip Graham. The sale was announced March 9 by the Foundation, following weeks of reports of negotiations involving other publishing companies. An employe group headed by *Newsweek's* Malcolm Muir also tried to obtain control of the magazine. It owns 45.2% of KOGO-TV & KOGO San Diego, whose reported \$7-million sale to United Artists fell through last December (Vol. 16:50 p12). Graham said he expects to buy 100% of *Newsweek's* stock and that when 66% of it is acquired, the San Diego stations will be placed under management of the Post Co.'s broadcasting div. At the same time Newsweek Inc. will be merged with the Post Co., which will then set up a new *Newsweek* subsidiary he said.

"The annual Westinghouse rumor"—that's how Westinghouse Bestg. Co. described to us a Hollywood report to the effect that WBC was considering the purchase of a TV station in Los Angeles or N.Y. WBC is in the process of acquiring KLAC radio Los Angeles and is known to have held discussions with Desilu concerning a purchase of that firm (Vol. 17:10 p3)—two factors which may explain the reports of WBC interest in a Los Angeles TV station. In N.Y., where WNTA-TV is on the block (see p. 8), WBC told us it had made no bid whatever for WNTA-TV.

CBS-TV o&o mgrs. will gather at N.Y.'s St. Regis Hotel March 14-17 to consider such common-interest topics as sales strategy, programming in the public interest, local documentaries, editorials, and news programming. Another timely topic: The 3rd annual public-affairs program exchange which the o&o's will launch April 15. Each station contributes a series for weekly airing on the other stations—constituting a public affairs supplement of 80 taped programs. The 1961 exchange contributions: *The American Musical Theater* (WCBS-TV N.Y.) depicts the growth of the legitimate theater. *Keynotes* (KNXT Los Angeles) features concert pianist John Crown in talks on musical subjects. *The New Nations* (WBBM-TV Chicago) treats the culture & people of Africa & Asia. *Once Over Lightly* (WCAU-TV Philadelphia) is an *Open End*-type discussion series. *Outside In* (KMOX-TV St. Louis) uses on-location films & interviews to instruct children.

Negotiations to settle AFTRA-NABET strike against KXTV Sacramento (on since last September) have failed. We're informed by station vp-gen.-mgr. Robert Wilson that despite the impasse, he is hopeful of settlement, and is "ready & willing" to negotiate further. KXTV is resisting union demands on the grounds that they are discriminatory. "The main issue is economic, although we have offered equal scales for this market area. However, the unions want more concessions from us than they are getting from other stations in Sacramento," said Wilson. A move by the unions to persuade local advertisers & agencies not to advertise on the station "hurt us seriously," Wilson acknowledged. However, U.S. District Court Judge Sherrill Halbert has issued an injunction restraining the unions from this practice.

**Targets set for facility changes:** WSTV-TV (Ch. 9) Steubenville, O. expects to boost power to 316 kw May 1 • WOOD-TV (Ch. 8) Grand Rapids, Mich. plans to move to new Middleville site June 1 • KOLD-TV (Ch. 13) Tucson, Ariz. plans to boost to 75.9 kw in mid-June after move to site on Mt. Bigelow • WHP-TV (Ch. 55) Harrisburg, Pa. expects to shift to Ch. 21 July 1 • KVOA-TV (Ch. 4) Tucson, Ariz. has Sept. 1 target for boost to 35 kw after move to Mt. Bigelow • KCRA-TV (Ch. 3), KXTV (Ch. 10) & KOVR (Ch. 13) Sacramento, Cal. expect to be using joint tower at Walnut Grove by mid-September.

**Annual Conelrad test** will be conducted for 30 minutes starting 4 p.m. EST April 28. TV, FM and all non-participating AM stations will remain silent. There will be national, state & local civil defense programming, and state defense FM networks will test their hookups.

**TV tape recorders shipped by RCA:** Two apiece to WMCT Memphis, WOOD-TV Grand Rapids and Germany. Single units to KOB-TV Albuquerque, WAFB-TV Baton Rouge, KSLA-TV & KTBS-TV Shreveport, WTOP-TV Washington, D.C. and WBTW Florence, S.C.

**Sale of radio WSAI & WSAI-FM Cincinnati** for \$1,212,000 has been authorized by FCC. The new licensee is Jupiter Bestg. Inc.—owned 50% each by Wells & Rogers and Payson & Trask.

**Radio WTAC Flint sale** has been approved by FCC. The purchaser is Whitehall Stations Inc. (Louis Tose, pres.), paying \$533,200 plus broker's commission (\$22,500).

**Objections to temporary vhf-uhf operation of KFRE-TV Fresno** (Ch. 12 & 30), filed with FCC by KJEO (Ch. 47) & KMJ-TV (Ch. 24), have been rejected by FCC.

**CJON-TV St. John's, Newfoundland,** has installed a TelePrompter standard 2-prompter studio package.

## Congress

**MOULDER IN COMEBACK:** Broadcasting legislation in the House will be handled this session by Rep. Moulder (D-Mo.), who was pushed out of his chairmanship of the original Legislative Oversight Subcommittee and nearly lost his seat in the election (Vol. 17:7 p14).

Explaining that Moulder was in line for the job because of his majority seniority ranking (5th) on the full Commerce Committee, Chmn. Harris (D-Ark.) last week designated him chairman of the Communications & Power Subcommittee, which Harris himself headed last session. Its jurisdiction covers "interstate & foreign communications" in addition to such areas as the Weather Bureau and natural gas.

Harris said he had given up the Communications Subcommittee chairmanship because of his workload of full Committee business and chores of running the reconstituted Oversight Subcommittee, which he renamed the Special Subcommittee on Regulatory Agencies (Vol. 17:10 p9). As expected, Harris himself took the new unit's chairmanship.

"After all, one person can't carry on everything," Harris told reporters March 9 at his opening news conference of the session. It was conducted in Room 1334 of the Old House Office Bldg., scene of many of the sensational Oversight hearing shows. The room has been refurbished with brighter lighting and a shiny new oil portrait of Harris hung on the back wall.

### Communications Subcommittee Membership

Except for the absence of Harris and the addition of Moulder at the top, the Democratic membership of the Communications Subcommittee—Reps. Rogers (Tex.), Flynt (Ga.), Moss (Cal.), Rostenkowski (Ill.)—is unchanged from last session.

Rep. Bennett (R-Mich.), ranking minority member of the full Committee, dropped his Communications Subcommittee assignment, but Reps. Younger (R-Cal.) & Avery (R-Kan.) stayed on. The vacancy was filled by freshman Rep. Sibal (R-Conn.).

At each session Moulder regularly introduces a bill to change daytime radio operation hours from sunrise—sunset to 6 a.m.—6 p.m. (Vol. 17:9 p11). But otherwise he has displayed little legislative interest in TV-radio-FCC subjects since he lost his Oversight Subcommittee chairmanship in 1958 in the procedural hassle with Harris which also brought dismissal of chief counsel Bernard Schwartz. Moulder quit his Oversight membership, too, and last session was a member only of the Transportation & Aeronautics Subcommittee. Moulder's major House assignment is on the Un-American Activities Committee.

First broadcasting item on the communications unit's agenda this session is federal aid to educational TV. Hearings on a handful of ETV bills in the House haven't been scheduled, but Moulder planned to schedule some soon. The faster-acting Senate Commerce Committee last week voted to send an ETV measure (S-205) to the floor (see p. 7).

Oversighter Mack (D-Ill.) wasn't renamed to the Regulatory Agencies Subcommittee headed by Harris. Rep. Rogers (D-Fla.) was his replacement. Other Democratic Oversighters—Reps. Rogers (Tex.), Flynt and Moss—will be back at the old stand. The 4 Republican places were filled by Oversighters Bennett & Springer and Reps. Younger & Thomson (Wis.), the latter a newcomer.

Harris described the Oversighters' successor subcommittee as "strong." He said it will get together "at the

first opportunity" to draw up an agenda for the session & pick a staff. Its major initial task, Harris said, will be to try to "break logjams" in all regulatory agencies. Harris hinted that Oversight counsel Robert W. Lishman, who has said he is returning to private law practice, may be recruited to carry on with the new unit.

Harris also said: (1) He's looking for a special message from President Kennedy on regulatory agency problems within a couple of weeks. (2) He knows of no special situation requiring investigation "at this moment," but he wants to get into spectrum problems. (3) He may have to ask for more money than the \$195,000 already appropriated for the agencies unit this session. (4) He hasn't yet seen an American Statistical Assn. report on broadcasting rating systems, but expects that the contract study will be submitted "in a very short time."

Broadcasting interests of members of Congress—along with all other income-producing financial transactions—would have to be reported regularly under terms of a "full-disclosure" bill (S-1233) co-sponsored by Sens. Case (R-N.J.) & Neuberger (D-Ore.). The measure also requires that all "oral or written" communications from members of Congress to FCC & other regulatory agencies regarding "a particular case" be made public. It sets up a special commission to decide when a Congressional inquiry to an agency constitutes "legitimate representation of constituents' interests" and when it involves "improper influence or pressure." Similar legislation was introduced in the last Congress by Case & Mrs. Neuberger's late husband, Sen. Richard L. Neuberger.

Overtime pay exemptions for "small market" TV & radio stations under the Fair Labor Standards Act are sought again by NAB. In statements filed with Senate & House Labor Committees, and in follow-up testimony at Senate hearings, NAB broadcast personnel & economics mgr. James H. Hulbert said long-sought relief from overtime requirements would end "hardship & confusion" suffered now by the smaller stations. Defining a "small market" as one with 100,000 population or less, he said that "in many small towns, the broadcaster is the only business covered by the law." Both Senate & House agreed last session to write the exemptions into wage-hour law amendments. But the legislation was shelved when Senate-House conferees failed to agree on an omnibus bill (Vol. 16:36 p5).

FTC reorganization in the Kennedy Administration finally got under way March 7. The White House submitted to the Senate the nomination of Paul Rand Dixon—a month after President Kennedy announced he would replace Republican Earl W. Kintner as FTC chairman (Vol. 17:7 p3). Other delayed nominations sent to the Senate at the same time included those of Edward R. Murrow & Donald M. Wilson to be USIA dir. & deputy dir., respectively (Vol. 17:6 p3), and Lee Loevinger as the Justice Dept.'s antitrust chief (Vol. 17:8 p15). The White House withdrew Eisenhower nominations: Kintner for a new term, Edward K. Mills as lame-duck Republican FTC member.

Equal-time "watchdog" hearings by the Senate Commerce Freedom of Communications Subcommittee, first planned for January (Vol. 17:5 p8), have finally been set for March 27-29. Subcommittee counsel Creekmore Fath told us the witness list for the 3-day sessions hadn't been drawn up at last week's end. But Chmn. Yarborough (D-Tex.) is expected to summon TV & radio station executives to testify on how they handled political-time complaints during last year's election campaign.

**TV Crime Denounced:** Creation of a supra-FCC commission to monitor TV programs for crime, sex and depravity—and force stations to live up to their public-interest promises—was proposed to the Senate last week.

Deploring shows carried by the stations now, the National Council on Crime & Delinquency told the Judiciary Juvenile Delinquency Subcommittee that the govt. commission would help “correct the considerable gap between their established codes regarding children and the extent of horror, crime, violence and sex programs.”

The testimony by exec. dir. Milton G. Rector of the N.Y.-based non-official Organization of Social Workers & Penologists (formerly the National Probation & Parole Assn.) was the opening shot in hearings on TV & movie shows which were promised last month by Chmn. Dodd (D-Conn.) of the Subcommittee (Vol. 17:6 p6).

Rector gave the Subcommittee copies of a hitherto confidential 9-page report prepared last summer for the Council by a special conference which studied effects of TV & movies on children.

The report said TV glamorizes “the criminal who has prospered for many years before his downfall in the last 3 minutes of the program.” It scored both TV & movies for: (1) Stimulating children to aggressive and sexual fantasies. (2) Leading children to imitate their elders in anti-social acts. (3) Portraying crime & violence in such ways that “the true image of America is being dirtied by shoddy, garnish exaggeration of its worst aspects.”

“If TV is as powerful in forming public opinion as the industry believes it to be, then the high incidence of criminality it portrays cannot be discounted lightly,” said Dodd—himself the father of 2 teen-agers.

“In due time we will attempt to determine precisely what the relationship is—if any—between the 2. Something should be done to improve what appears on TV screens. The industry itself ought to be aware of how people feel. Everyone is up in arms.”

Equal-time repeal has been demanded by Radio-TV News Directors Assn. Pres. William Monroe (WDSU-TV New Orleans) in a statement filed with Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). Monroe said equal-time requirements have “watered down” freedom of the press as he submitted RTNDA’s views as a footnote to testimony in the February hearings on suspension of the Communications Act’s Sec. 315 for Presidential tickets (Vol. 17:6 p2). Argued Monroe: “If there is any reason to feel horror-struck at the idea of govt. interference with newspapers, there is as much reason—perhaps more—to be appalled by the idea of govt. interference with broadcast news.”

Annual Ohio State awards for outstanding TV & radio programs will be presented in Columbus, O. April 26-29. The oldest competition in broadcasting—according to Dr. I. Keith Tyler, dir. of the O. State U. Institute for Education by Radio-TV—reports a record 717 programs have been entered this year, including 127 video tapes. A 60-min. TV show featuring the awards and originating from the campus April 28, will be carried by the o&o’s of all 3 U.S. networks, CBC and NET. The program will also present “a documentary of TV & radio’s history as reflected in the various awards given by the Institute since 1937,” said Tyler. A special election year TV award will be made.

Right to televise a heated session of the Colorado State Senate was won by KOA-TV Denver recently with the 18-to-16 defeat of a motion to bar TV cameras.

## Advertising

Executive reshuffle at J. Walter Thompson was described by the agency late last week as the culmination of “an orderly management transition under Stanley Resor’s chairmanship during the past several years.” Resor, JWT pres. for 44 years, relinquished that title last June but retained the post of chmn. with Norman H. Strouse replacing him as president. Those who question the “orderliness” of last week’s developments (notably the N.Y. *Times*’ ad columnist Robert Alden) say that a rift soon arose between the 2 men with their factions vying for control. “Some feel the reorganization is related to Strouse’s efforts to tighten his reins on the company,” said the *Times*’ Alden, noting that many Resor men “are on the way out.” Another view: Although the agency points to an all-time-high volume (1960 billings were \$370 million), JWT lost some \$20 million worth of business last year (Shell Oil and American Home Products, among others). Whatever the reasons for the shake-up, the changes involve the abolition of 2 vice-chairmanship titles held by Samuel Meek and Henry C. Flower Jr, and the creation of 7 senior vps, among them Dan Seymour, brought in by Strouse in 1955 to head the TV-radio dept.

Recommendations from ANA covering “audit procedures which advertisers & their agencies may employ to verify proof-of-performance affidavits provided by individual stations or networks” are being circulated to ANA members in the form of a new report. Prepared by Joseph Barra, Lever Bros. Co. senior accountant, the report was done under the auspices of ANA’s advertising administrative control committee. In essence the 12-page booklet explores several basic systems used by leading agencies to verify that TV commercials have appeared as scheduled. It also examines the reporting techniques of Broadcast Advertisers Reports (BAR) and describes ways in which this service “can be used as an additional control over TV advertising expenditures.” Copies of the report are available from ANA, 155 E. 44 St., N.Y. 17, N.Y.

Spot-TV advertising had been “too effective” for Crayola during off-season (Jan.-Feb.-March) campaigns, creating more consumer demand than retailers had crayons to fill. So writes Channing Haddock of Chirurg & Cairns ad agency in March *Media/scope*. Consequently the company took large display ads in newspaper business sections, announcing the heavy TV-spot schedule slated for the following weeks. Dealers took note & stocked up. Crayola repeated the winning combination in its 1960 Christmas campaign, spending \$100,000 on TV, \$6,000 in newspapers.

Prudential is pulling out of CBS-TV’s *20th Century* after a 4-year, \$16-million association with the Burton Benjamin-produced public-affairs series. The sponsor won’t undertake another big TV expenditure, and plans to limit its activity to “participations” next season. The show’s fate is more uncertain. CBS is currently scouting for a new sponsor, but if there are no takers, *20th Century* will probably go off in September.

**Ad People:** Thomas Tausig, ex-P. Lorillard, named vp & TV-radio dept. dir., N.Y. office of Grant Advertising . . . Lester Cohen named a vp, Compton . . . Theodore S. Repplier, Advertising Council pres., receives USIA’s top citation—Distinguished Service Award—for “devotion to the promulgation of positive attitudes supporting free institutions of the U.S. & the free world” . . . Judson H. Irish named vp in the Foote, Cone & Belding creative dept,

## Auxiliary Services

**CCTV Recorders Coming:** Video-tape recorders designed for non-broadcast uses will be introduced soon by Ampex, RCA and at least one Japanese manufacturer. These simplified units will be priced far lower than their broadcast counterparts through the elimination of much of the complex circuitry, and will be aimed at educational, industrial & military uses—wherever it's necessary or desirable to store closed-circuit material for re-use.

Both the RCA & the Ampex units will be priced at about half the cost of broadcast TV tape recorders. Neither will be recommended for on-air broadcast, and presumably both will be incompatible with tapes made on the broadcast types. It appears that they'll be incompatible with each other, too—RCA's unit having 4 rotating recording-playback heads (like the broadcast version) and Ampex's having a single head. They'll both presumably be incompatible with Sony's upcoming low-priced transistorized recorder, due to be unveiled at next week's IRE convention in N.Y.

Ampex's recorder, designed for "simplicity, low price and picture resolution as good as or better than broadcast standards," will be unveiled this week. Its price will be "in the \$21,000 area" and it will be commercially available early next year.

RCA's unit will sell for about half the cost of a monochrome studio recorder (\$49,000), according to the company. RCA said no date has been fixed for availability of the unit.

**Bout's Big Bundle:** TelePrompTer expects to clear after taxes more than \$3 million from the March 13 Patterson-Johansson heavyweight title fight in Miami. "The largest potential audience in close-circuit history"—1 million viewers—is predicted by TPT Pres. Irving Kahn. Approximately 625,000 seats were available for last June's title fight and gross receipts totaled just over \$2 million.

CATV participation in the sports event accounts for much of TelePrompTer's dollar optimism. So far 30 community systems, including 6 owned by TPT, covering more than 100,000 sets, have signed to carry the fight and will pay TPT a \$3-4,000 fee each. "The CATV audience will be more than 4 times larger than last year, when the bout was carried by 13 systems serving 23,500 subscribers," said TPT.

In the U.S. & Canada 207 theater & arena locations (ranging from Madison Sq. Garden to school gymnasiums) will provide 756,195 seats. More than 90,000 seats will be available in the metropolitan N.Y.-N.J. area alone. Average admission will be about \$5. One Los Angeles arena is asking \$11 a ticket and some Madison Sq. Garden seats are selling for \$100 (although \$94.50 of that goes to the Heart Fund). In addition, TPT has collected \$300,000 from ABC for U.S. & Canadian radio rights.

Post-bout distribution is another bright star on the TPT financial horizon, with radio & delayed TV coverage spanning 6 continents, largely under Gillette sponsorship. Freemantle International will handle foreign TV-film distribution throughout Latin America, Switzerland, France, Austria, West Germany, Australia, Japan, Rhodesia and the Virgin Islands. BBC has bought British TV & radio rights for \$50,000. Motion pictures will be distributed theatrically by UA in the U.S. & Canada, and by 20th Century-Fox internationally.

## Television Digest

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**Personals:** Eugene V. Kline named NT&T president, succeeding B. Gerald Cantor, who will devote time to carrying out firm's diversification & expansion program. Cantor remains chmn. . . . Ralstone R. Irvine, senior partner in N. Y. law firm of Donovan, Leisure, Newton & Irvine, named gen. counsel of All-Industry TV Music License Negotiating Committee . . . Charles C. Bevis Jr., NBC veteran, most recently as mgr. of WBUF-TV Buffalo, becomes asst. exec. dir. of AMST, succeeding Arch Madsen, who was appointed mgr. of KSL-TV & KSL Salt Lake City.

Neal Van Ells, ex-WNTA-TV & WNTA N.Y., rejoins Crosley Bestg. as program dir., WLWA Atlanta. He had previously been with Crosley stations WLWD Dayton and WLWT Cincinnati . . . Michael J. Roberts, ex-*Variety*, named program sales dir., WBC . . . Fred Ruegg named station administration vp, CBS Radio o&o's, succeeding Jules Dundes, appointed vp-gen. mgr., radio KCBS San Francisco. He succeeds Maurice E. Webster, named vp-gen. mgr., CBS Radio Spot Sales, replacing Milton F. Allison, who will have new sales responsibilities. Ruegg is succeeded as vp-gen. mgr., radio KNX Los Angeles, by Robert P. Sutton, who was program dir.

Joseph Anthony Flahive, ex-WGN-TV Chicago, named national sales mgr., WTVJ Miami . . . Terrence C. Atkinson named local sales mgr., WJW-TV Cleveland.

John G. Stilli named gen. mgr. of Triangle stations WFBG-TV & WFBG Altoona, Pa., succeeding Frank B. (Bud) Palmer, who has been promoted to the new post of mgr., Triangle Stations' Midwestern sales office . . . Calvin Clarke named comptroller, Donrey Group. Ralph Johnson and Truman Hinkle named sales mgr. of KGNS-TV Laredo, Tex., and KLRJ-TV Henderson, Nev.

Robert Joyce promoted from program mgr. to station mgr., WMTW-TV Poland Spring, Me., succeeded by Lee Nelson, ex-WAGM-TV & WAGM Presque Isle, Me.

Joseph J. Kessler, ex-FCC renewal & transfer div., joins Washington TV-radio law firm Fly, Shuebruk, Blume & Gaguine . . . Hamilton W. Woodle, ex-vp & gen. mgr. of radio WSPB Sarasota whose 31 years in broadcasting include staff work with Syracuse & Buffalo stations, joins NAB staff as field representative . . . Slocum Chapin, ABC-TV Western div. sales vp, was married March 3 to Miss Jane Daly, asst. to the chmn., Geoffrey Wade Advertising Agency, Chicago. After a trip to the West Coast, they will live in Stamford, Conn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA DEVELOPING HEALTHY GLOW IN INDIANA:** Change in climate & doctor have worked wonders in a short time for RCA's less-than-robust TV-radio-phono operation. The consumer-products organization had a bad 1960. It underwent a series of staff amputations, suffered with morale fever, was evicted from its comfortable Cherry Hill, N. J. hq and, by year's end, was uprooted & centralized in Indianapolis (Vol. 16:33 p12).

Upheaval cost \$4 million and contributed to RCA's downbeat 1960 profit picture (Vol. 17:10 p24). We visited the patient in Indianapolis last week to see the effects of its \$4-million health cure. In both on- and off-the-record discussions we found the prognosis favorable.

RCA has found a new spirit as well as a new home in Indiana. Refugees from Cherry Hill are pulling together with confidence, team play and ideas not much in evidence at RCA in past several years. Much of the credit for the organization's surprising recovery, insiders tell us, goes to its new resident doctor, Delbert L. (Debs) Mills, who doubles in brass as Sales Corp. operating vp & as Home Instruments Div. vp-gen. mgr., and to chief surgeon RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter (Wally) Watts. We had lengthy talk with Mills, found him much unlike traditional executives in home-instrument field.

If Mills can truly implement his radical-for-this-industry ideas, there'll be a strong, fresh breeze blowing through RCA, sweeping away cobwebs. An engineer by training and a manufacturing specialist by practice, Mills believes the solution to any problem is available if enough ideas are fed into the hopper. Here's a sampling of his ideas:

People: Industry fails to tap its best source of ideas by ignoring thinking of lower-echelon managers & new employees who now graduate from college "with more knowledge than we ever had at their stage of development." RCA is now tapping this source. Under Mills' direction, 3 advance-planning committees (one each for TV, radio & phono) have been set up in Indianapolis, representing every phase of consumer-product activity—from advertising & engineering to quality control, procurement and sales. No managers are permitted—only bright young fellows from various departments. They meet bi-weekly for brainstorming sessions uninhibited by the presence of management. "We're getting all grades of ideas," Mills told us. "More important, we're encouraging thinking at all levels and we're creating tomorrow's management corps."

Planning: "We're now investing planning, time and money into programs & projects which won't begin to produce results for at least 10 years. You can't live on technical strength. It's what you do with it that counts. Similarly, we're planning plants & facilities in terms of products we'll be making a decade from now. Thinking today must be aimed at obsoleting what we're doing today." The first product innovations developed on the basis of cooperative planning will actually show up "a year from now," Mills predicted.

Selling: RCA is planning to establish at Indianapolis in about a year a data-processing center for sales forecasts. "We want to know what the public bought last week—not 45 days ago," Mills said. "This is the only way to key our production to demand—and we know how to do it. Sales should be measured against forecasts, not against last year's results. We know we can set up a computer program to give us the only answer that really counts—what the customer wants & is buying today. RCA is already using its 501 computer successfully to forecast TV sales.

Recession-control: Mills agrees with those experts who believe that the country has fallen into an inventory-produced recession. "There has got to be a controlled balance of production, sales and inventory, and this balance is obtainable through planning & watchfulness." Under his direction, RCA now holds a weekly "PSI meeting" to assure that production-sales-inventory are at healthy levels. On a broader economic front, he brings in top economists to talk to executives & staff about business trends.

Color TV: Zenith's entry into color TV will provide additional sales impetus, says realist Mills, but

the immediate outlook still is for a gradual rise in sales. "The real take-off" will come in 1965-1970." I wish we had more products like color TV," he said, with the contented smile of a man with blue-chip stocks in the vault. (For report on this week's color-TV developments, see story below.)

**Imports:** "We are in a world-wide business," Mills said, "and we will purchase goods & components from any source with a price advantage so long as what we buy meets our rigid specifications. It takes about 8 months before we approve a component for purchase." Mills took a broader look at the import picture: "It's a violation of sound fundamentals of economics to raise trade barriers. We cannot expect other nations to purchase our goods while we simultaneously refuse to buy theirs." He also told us that RCA has no objection to importing finished goods to sell as specialty items. He did more than tell us. He showed us a smart battery portable radio-phono, produced by RCA's associated Chilean company, Corporacion de Radio de Chile, which RCA is studying for possible import.

**Prior to joining RCA in January 1960,** Mills was president of ITT's Federal Telephone & Radio Div. Previously, he had been in executive posts with A. O. Smith, General Motors, Standard Dayton Corp. "Wherever I've been," he said, "I've seen the remarkable progress that can be made by giving the other fellow a chance to think, to become a contributing member of the team. The power of any company is its people. The old galoots have got to respect the brainpower of the young fellows. We've got to encourage everybody to think & let think."

**Man's interest in his fellow man is not new,** and conversation on the subject can ring with corn. We came away impressed with Mills' quiet sincerity. We hope he can put his ideas across. He's got some truly interesting ones.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 3 (9th week of 1961):

	Feb. 25-Mar. 3	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	104,528	103,571	107,794	915,208	1,139,172
Total radio .....	269,441	282,031	318,650	2,472,137	3,117,320
auto radio .....	84,612	63,520	122,507	781,464	1,351,864

**COLOR TUBES, COLOR SETS:** Color was still the hottest topic in the trade last week, a fortnight after Zenith's announcement that it would be in the color business this fall (Vol. 17:9 p2). RCA showed no intentions of letting the talk die down either—it finally made the official announcement that it is using (& selling) a new color picture tube with brighter phosphors—and big consumer advertising was being planned for the tube. Meanwhile, most non-color TV manufacturers were beginning to firm up their plans on color—to enter or not to enter this year.

RCA's new color tube (designated 21FBP22), reported for the first time last October in TELEVISION DIGEST (Vol. 16:43 p16), has actually been in use in RCA color sets since the beginning of the year, although the announcement was held up to let dealers clear stocks of sets with the earlier version. The tube was demonstrated to the press last week.

As we have reported previously, the new tube uses sulfide phosphors, increasing brightness up to 50%, providing sharper pictures of action scenes due to the use of matched short-persistence phosphors, giving a crisper appearance to both black-&-white and color pictures. Other features of the tube: (1) New method of maintaining accurate microscopic spacing between cathode & control grid of each electron gun to assure stable beam balance and freedom from microphonics. (2) Greater tolerance for "beam-to-dot" register, eliminating need for adjustable field-equalizer magnets. (3) Use of a single high-voltage terminal at a new location on the bulb and elimination of the external protective resistor formerly required.

The new tube is identical to the old in shape & appearance, is 21-in. round shadow-mask type.

Interestingly, RCA's Electron Tube Div. announced that the tube can be furnished to manufacturers in 2 versions: "(1) The conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass." Our original reports on the new tube last fall (Vol. 16:48 p16) noted that RCA had been working with Pittsburgh Plate Glass's new safety-glass lamination technique on its color tubes.

RCA's own color sets using the new tube employ an external safety glass, but the Tube Div.'s announcement indicates the company is ready to supply bonded-glass color tubes to other customers—leading to speculation that Zenith may use the bonded version in its color sets, and that other manufacturers (including RCA in future models) may be getting ready to use it. Its principal drawback is said to be cost, but the price differential hasn't been revealed.

The new color tube isn't directly interchangeable with the model it replaces, but chassis modifications are minor and can easily be made in the field by technicians—so that the new tube may be used as a replacement in older sets.

\* \* \*

While welcoming Zenith to the color-TV fold, RCA officials were still smarting last week over the wording of Zenith's announcement—and the fact that Zenith scooped RCA in announcing the new RCA color tube. A portion of Zenith's release read: "Innovations will include a Zenith-developed color demodulation system which employs a



new tube invented by Zenith scientists. The sets have been especially designed for simplified operation, and will have a 3-gun shadow-mask picture tube with greatly increased brightness." The first tube mentioned is a receiving tube; the 2nd is RCA's new color tube.

RCA fired a retaliatory salvo in its press release last week announcing the new color tube. The 3rd paragraph, on the first page of the release, stated:

"RCA is the only manufacturer in the U.S. in commercial production of color-TV picture tubes. In line with its long-established practice in black-&-white and color TV . . . RCA will make these tubes available to all other manufacturers for use in the color sets they are currently marketing or plan to market under their own brand names."

\* \* \*

What major manufacturer will be next to announce color sets? This is a favorite guessing game in the trade, as more set makers troop through RCA's color plant in Bloomington, Ind. Most likely best bets: Sylvania and/or GE. Our checkout last week included 2 important TV-set sources generally overlooked as major receiver merchandisers—Sears Roebuck & Montgomery Ward. Neither has plans to offer color sets under its own label this year, we learned, although Ward's continues to sell RCA color TV in selected retail stores.

"Sears is not currently selling color TV and has no plans to do so," a spokesman told us. Sears' Silvertone brand, made by Warwick and Pacific Mercury, is estimated to rank about 6th in nationwide TV sales.

"We're still exploring the field cautiously," we were told by Ward's electronics div. merchandise mgr. W. W. Davis, "but we have no immediate plans to go heavily into color on a private-brand basis. We definitely won't go in this fall. Whether we do next year depends entirely on the condition of the market."

For well over a year—as we reported last April (Vol. 16:14 p17)—about 50 Ward's stores have been handling RCA color sets purchased through local RCA distributors. These outlets are in & around major cities and areas where there is relatively heavy color programming. From his firm's experience with the RCA sets, Davis ventured that "color doesn't seem to be setting the world on fire."

\* \* \*

One other manufacturer did announce plans to enter the color-TV market last week—Organ Corp. of America, N.Y. ORCOA, which sells the Excelsior electric organ, last week announced purchase of the assets of Willoughby Electronics Corp., Brooklyn, which ORCOA Pres. Stanley Green says will make color sets beginning next June.

Willoughby's former Pres. Irving Kane (now ORCOA production-promotion vp) told us his firm, which also has a plant in Hempstead, N.Y., will initially build about 10,000 color sets, using the RCA tube and a circuit "exactly the same" as RCA's receivers. "We'll meet all competition head-on for both the foreign & domestic market," said Kane. He identified himself as the former president of Viewtone, a pioneer producer of black-&-white TV, but he said ORCOA will produce no b&w sets.

Inquiring at RCA, we couldn't find anyone who had ever heard of ORCOA or Willoughby Electronics.

Motorola names Lowry Electronics Inc. (James R. Lowry, pres.-gen. mgr.), new subsidiary of Lowry Electric Co., Coral Gables, as Southern Fla. distributor.

**EXPORTS, IMPORTS ROSE IN '60:** U.S. exports & imports of electronic equipment both showed substantial increases in 1960 over 1959, according to preliminary Commerce Dept. figures—but, as expected, imports increased at a greater rate than exports.

The Commerce Dept. export & import figures for electronics—compiled & released by the Electronics Div. of the Business & Defense Services Administration—can't be compared directly with each other because of difference in product classifications. They are not complete, either for exports or imports, being confined to "selected electronic products"—the ones readily recognizable as such in Commerce Dept. classifications.

Within these limitations, the listed electronics imports showed a 26% rise from 1959 to 1960, while exports rose 16%. Total imports were listed as \$142,384,000 last year, while exports totaled \$466,486.

All import classifications, except phonos & phono parts, showed dollar increases in 1960, the greatest rate of gain being shown in TV cameras & parts. Here are BDSA's preliminary dollar figures on 1960 electronics imports into the U.S. compared with 1959 (add 000):

Commodity description	1960	1959
TV cameras & parts .....	\$1,092	\$227
TV tubes & parts .....	464	387
TV apparatus & parts .....	1,946	688
Radio apparatus & parts .....	92,652	72,724
Photocells & other electron tubes & parts (except TV, X-ray & radio) .....	2,394	1,358
Phonographs, etc. ....	1,329	1,813
Phonograph needles .....	15	13
Phonograph parts .....	558	950
Phonograph records .....	3,714	3,551
Total .....	\$104,164	\$81,711
New classes established Jan. 1, 1960 .....	38,220	—
Grand total (1960) .....	\$142,384	—

Many export categories showed increases. One of the few substantial declines was the TV receiver classification, which dropped nearly \$3 million, partly offset by a \$1-million increase in TV chassis exports; radio exports were down sharply. Here are BDSA's preliminary 1960 figures (vs. 1959) on exports of selected products (add 000):

Commodity description	1960	1959
Radio transmitting equip. & parts .....	\$2,354	\$3,621
TV transmitting equip. & parts .....	3,223	3,441
TV-radio bcast. audio equip. & parts .....	1,495	1,463
TV studio equip. & parts .....	13,766	9,931
Radio beacon transmitters & parts .....	910	1,493
Auto radio receivers .....	1,395	1,782
Radio-phonos combinations (excl. TV) .....	515	916
Home radios (excl. TV) .....	2,861	4,086
Home radio chassis .....	876	935
TV receivers .....	14,713	17,631
TV receiver chassis .....	3,968	2,901
Receiving tubes .....	14,382	14,671
TV camera tubes .....	1,468	1,682
TV picture tubes .....	21,304	13,757
Other cathode-ray tubes .....	2,086	889
Tube parts & accessories .....	6,796	4,987
Crystal diodes & transistors .....	15,973	9,148
Capacitors .....	7,570	6,102
Resistors .....	5,379	4,175
Inductors (incl. transformers & coils) .....	4,092	3,970
Loudspeakers .....	1,646	2,137
Carrier current equipment .....	1,197	2,628
Audio amplifiers & amp. systems .....	2,798	3,317
Amplifiers (except audio) .....	1,695	1,172
Recorders & parts .....	12,971	10,986
Electronic equipment, other .....	44,001	38,613
Coin-op. phonos, new .....	10,545	11,020
Coin-op. phonos, used .....	2,025	2,144
Other phonographs .....	2,346	3,108
Phonograph parts .....	5,687	6,864
Phono records & blanks .....	10,682	10,704
Signal generators .....	6,041	4,651
Test instruments .....	11,613	7,623
Test instrument parts .....	18,408	16,955
Electronic computers .....	38,730	17,055
Computer parts & acces. ....	9,019	5,820
Subtotal .....	\$304,530	\$252,378
Special category items:		
Radio communications equip. ....	94,262	90,691
Other electron tubes .....	18,055	13,340
Detection, navigation equip. ....	49,639	44,316
TOTAL .....	\$466,486	\$400,725

**Trade Personals:** John F. Gilbarte resigns as Admiral govt. sales div. vp to establish his own sales & consulting service; he's succeeded as dir. of Admiral's Washington office by John K. Pellow . . . William H. Herrman promoted from ad & sales promotion mgr., Stromberg-Carlson electronics div., to ad dir. and acting dir. of PR, General Dynamics/Electronics . . . Louis Martin, ex-Westinghouse Tube Div. gen. mktg. mgr., joins Eitel-McCullough as mgr. of mktg. operations . . . Paul W. Van Orden named mgr. of research, GE receiving tube dept.; he formerly was in the TV receiver dept.

Carmen J. Auditore named to new post of systems-planning mgr., Adler Electronics military-products div. . . Adolph Wolf, ex-Zenith & Webcor, named mfg. vp, Electro-Voice, succeeding Fred Lester, who will remain on the board . . . Semon Hersh, RCA, will head EIA's new technical publications committee, a part of the military products div.

Color-TV picture-tube bulb monopoly charge was denied by Corning Glass in a petition to Chicago federal court asking dismissal of a complaint filed by Dearborn Glass Company. Dearborn, which formerly made glass faceplates for metal-coned RCA color tubes, had charged that an RCA-Corning deal stipulating all-glass color-tube bulbs caused it to lose \$1.5 million (Vol. 16:47 p18) as a result of Corning's "unreasonably low prices." Corning denied all charges in the treble-damage suit, and stated that color-bulb production had not reached expected levels of production or anticipated profits.

Another small-business investment company specializing in electronics: Weston Electronics Investment Corp., 428 Boston Post Rd., Weston, Mass., has been licensed by Small Business Administration. It will begin operation with capitalization of \$301,400, receiving \$150,000 from SBA in exchange for its subordinated debentures. Physicist Roland B. Holt, president of Device Development Corp., is pres.; oilman & hospital executive Louis I. Rosenfield is treas.; Boston attorney Richard G. Mintz is clerk.

Canadian TV sales in January were only 1% below Jan. 1960, Canadian EIA reported last week on the basis of distributor sales to dealers. Total distributor sales were 24,563 units vs. 24,817 in Jan. 1960. The breakdown (Jan. 1960 figures in parentheses): Portables 3,978 (3,129), table models 4,409 (4,996), consoles 14,759 (15,143), combinations 1,417 (1,549).

Another promotional price-cut on 19-in. portables: Emerson now advertising its Tru-Slim power-transformer set at \$159, dropping its 17-in. portable to \$138, its 19-in. table set without handle to \$148. A 23-in. console is priced at \$188.

### Obituary

Sennet W. Gilfillan, 71, pioneer radio & electronics manufacturer, died March 5 at his Los Angeles home after a long illness. With his brother Jay, he founded Gilfillan Bros. Inc. in 1912 shortly after he had graduated from Stanford U. as an economics major. After making auto & aircraft parts, the firm became one of the first 5 radio manufacturers following World War I. It was an early manufacturer of TV equipment—beginning in 1938—and made TV sets until 1949, when it left the consumer-products field, having pioneered & developed an airport radar landing system which became its principal post-war endeavor. Mr. Gilfillan is survived by his wife & 2 daughters.

Threatened boycott of Japanese electronic products by Chicago's IBEW Local 1031 (Vol. 17:9 p17) will be discussed by Pres.-business mgr. M. F. Darling with Commerce Secy. Luther H. Hodges at a Washington conference March 14. "We are delighted & gratified that the new administration in Washington recognizes the scope of our problem," said Darling. President Kennedy is opposed to such boycotts, however. At his March 8 news conference he said unions should go slow on threats to refuse to handle foreign-made goods, that international trade is a "2-way game." Earlier the President had expressed concern over a plan by the Amalgamated Clothing Workers of America to boycott Japanese fabrics (Vol. 17:10 p20).

Velvetone-surfaced bonded-shield tubes are now being sampled to set manufacturers by Sylvania (Vol. 17:10 p17). Corning Glass Works announced last week that the new no-glare laminated picture-tube cap is now in production, and gave these figures: The treated cap allows an 88% improvement in picture contrast and a 44% improvement in resolution as compared with the earlier anti-reflective coating used on bonded tubes. The abrasion-resistant surface, which can be cleaned with household cleansers, is said to "bring a 200% improvement in weathering qualities of the tube," being as resistant as the glass itself. Corning has not revealed the nature of the coating nor how it is applied to the glass.

Entering consumer-products import field, Litton Industries last week announced the formation of Westrex Co., Alpine, headed by Westrex Corp. import dept. mgr. Harry M. Rich as vice president. Rich said Westrex, Alpine "soon will announce exclusive arrangements with a German manufacturer for the sale of home radios & tape players in the U.S. & Canada." The firm, headquartered at 76 Ninth Ave., N.Y. 11, has begun importing portable radio-phonos from Hamburg.

IUE signed a new 3-year contract with Fairchild Camera's Du Mont Labs divisions March 5. The agreement covers hourly production & maintenance employes of the tube, industrial electronics and military electronics divisions. It provides for a 3% wage increase yearly, among other provisions.

"Industrial Outlook for 1961," a roundup of Commerce Dept. reviews & forecasts covering 91 industries, has been published by the Business & Defense Services Administration. Copies at \$1.75 are available from the U.S. Govt. Printing Office, Washington 25, and Commerce Dept. offices.

Ham radio receivers designed as mobile sets for use in automobiles & trucks are subject to regular excise taxes, the Internal Revenue Service has ruled (Rev. Rul. 61-26). It said the apparatus doesn't qualify for excise exemptions for sets made primarily for commercial, military or marine installations.

That 3-screen TV-stereo combination (Vol. 17:9 p18) is now being advertised nationally by Chicago's de Forest TV in retail trade publications. The self-styled "greatest traffic-getter of all time" is advertised as having "100% mark-up." No list price is given, but in Chicago papers it's being advertised at \$1,196.

Granco FM car radio converter, listing at \$49.95, is "now in capacity production," Du Mont Emerson Corp. announced last week. Granco div. sales mgr. Alvin Barshop stated that "orders received to date reflect a dealer & consumer response to the unit surpassing all expectations."

**EMI MOVES ON U.S.:** One of Britain's largest diversified electrical-electronics combines—Electric & Musical Industries (EMI)—is expanding westward in a move which puts it strongly into the U.S. broadcast equipment, tube & magnetic tape business, and may herald eventual import or domestic production of EMI TVs & radios here.

EMI already has a strong foothold in the U.S. consumer-products market through its control of Capitol Records, which, in addition to being a major phonorecord manufacturer, has its own phonograph manufacturing operation on the West Coast. EMI had been in the U.S. broadcast equipment field through Telechrome Mfg. Corp., which served as its marketing agent here.

A new Hollywood-based subsidiary, Electric & Musical Industries (U.S.) Ltd., has acquired Hoffman Electronic Tube, Westbury, N.Y. distributor of EMI tubes & microwave components, and Voi-Shan Electronics Div. of Voi-Shan Industries Inc., Los Angeles developer & manufacturer of traveling-wave tubes.

Capitol Records vp Daniel C. Bonbright, who has been named as corporate vp of EMI's U.S. electronics activities and to a similar position with Capitol, stated that Capitol's Home Instrument Div. "may eventually be merged with EMI/US." Capitol executive A. Bruce Rozet has been named vp-gen. mgr. of EMI/US.

Although EMI/US will have a consumer-products div. and will be able to take advantage of Capitol Records' consumer-distribution set-up, it has no immediate plans to import or manufacture TVs or radios for the U.S. market. Bonbright was silent on consumer-product plans, but the best guess is that the first consumer-product to be marketed by EMI/US will be magnetic sound tape.

EMI/US will immediately provide a second source of video tape, now sold in quantity in the U.S. only by Minnesota Mining. EMI already supplies video tape to Britain's BBC & Canada's CBC. EMI/US will have 4 divisions—broadcast, magnetic tape, electronic tube & consumer-products—and initially will import most or all of its products. Hq will be in the Capitol Tower, Hollywood, with an Eastern sales office in N.Y. and service & warehousing facilities in 28 U.S. locations.

EMI/US & Telechrome are currently negotiating an agreement to use Telechrome's field-service engineers for installation & service of broadcast equipment, and for a "close working arrangement" in the sale & supply of Telechrome broadcast equipment. EMI/US takes over marketing of EMI broadcast equipment from Telechrome April 1.

**Packard Bell's lockout of employes before they could go on strike was ruled legal last week by NLRB, reversing the ruling of a trial examiner. The company had transferred its TV repair business to other shops and had locked out its 28 TV repairmen in the wake of a dispute with IBEW. The union had scheduled a strike after Packard Bell had refused to renew a union shop contract requiring all employes to join the union. Ruled NLRB: "An employer is not prohibited from taking reasonable measures, including closing down his plant, where such measures are, under the circumstances, necessary for the avoidance of economic loss or business disruption attendant upon a strike. This right may, under some circumstances, embrace the curtailment of operations before the precise moment that the strike has occurred." NLRB said Packard Bell's lockout purpose was to avoid a tie-up of customers' TV sets and a resultant loss of customers.**

## Finance

**Emerson-Telectro Merger:** Emerson Radio & Phonograph moved into the tape-recorder business last week by obtaining a 5-year option to purchase a controlling 800,000 shares (at \$1 each) of Telectro Industries' unissued capital stock. As in its 1960 deal with Granco Products (Vol. 16:33 p13), Emerson moved into a controlling position by agreeing to buy & market all of Telectro's consumer products, primarily magnetic tape recorders, which accounted for 60% of the Long Island City firm's \$5.6-million gross in 1960.

Emerson Pres. Benjamin Abrams said his company will immediately advance to Telectro about \$500,000. A portion of the sum will be a loan, the balance will go for the purchase of Telectro's finished-goods inventory.

The Emerson-Telectro arrangement is still subject to the approval of the latter's stockholders. A meeting on the move will be held "probably before the end of March," according to Telectro Pres. Harry Sussman. He and Chmn. Stanley Rosenberg now own close to a majority of Telectro's 720,000 outstanding shares.

Emerson's \$1-a-share purchase price is \$20 a share under Telectro's 1960-61 high. Telectro, on the American Stock Exchange, closed at 8 3/8 March 9. The company reported a deficit of \$800,000 in 1960, compared with a 1959 profit of \$177,320.

Other merger news last week:

Electronic Specialty and D. S. Kennedy stockholders will vote March 27 on the proposed merger of the 2 companies (Vol. 17:1 p20). The amalgamation terms provide for Kennedy stockholders to receive 4 shares of Electronic Specialty common for each 5 Kennedy shares held.

Electronic Associates, Long Branch, N.J. maker of computers, has acquired for undisclosed cash & stock Gorrell & Gorrell, Westwood, N.J. manufacturer of electromechanical devices.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 9, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	21 1/2	23%	Magnetics Inc.	10 3/4	12
Aerovox	8 1/2	9%	Maxson Electronics	20 1/2	20
Alled Radio	22 1/2	24%	Meredith Pub.	37 1/2	40 7/8
Astron Corp.	1 1/2	2	Metropolitan Bcstg.	22 1/2	23 3/4
Baird Atomic	26 1/2	28%	Milgo Electronics	23 1/2	26 1/4
Cetron	8%	9%	Narda Microwave	6 1/8	6%
Control Data Corp.	79 1/2	83%	Nuclear of Chicago	49 1/2	53 1/2
Cook Elec.	14 1/2	16%	Official Films	2%	3-1/16
Craig Systems	15 1/2	17	Pacific Automation	5 1/4	6%
Dictaphone	35 1/4	37%	Pacific Mercury	8 3/4	9%
Digitronics	25	27 1/4	Philips Lamp	171 1/4	177%
Eastern Ind.	16 1/4	17%	Pyramid Electric	3	3-9/16
Eitel-McCullough	16 1/4	17%	Radiation Inc.	26 1/4	28 1/2
Elco Corp.	15	16%	Howard W. Sams	46 1/2	49%
Electro Instruments	32 1/2	36%	Sanders Associates	49	53
Electro Voice	13	14%	Silicon Transistor	7	7 7/8
Electronic Associates	35 1/2	38%	Soroban Engineering	50	54 1/4
Erie Resistor	14 1/4	15%	Soundsciber	13 1/4	14%
Executone	19 1/2	21 1/4	Speer Carbon	21 1/4	23
Farrington Mfg.	19 1/2	21 1/4	Sprague Electric	63	66 1/2
Foto Video	2%	3-7/16	Sterling TV	1 1/4	2 1/4
FXR	28	31 1/2	Taft Bcstg.	14 1/4	16
General Devices	11 1/4	12%	Taylor Instrument	43 1/2	46 5/8
G-L Electronics	9 1/4	10 1/2	Technology Inst.	7 1/4	8%
Gross Telecasting	21 1/4	23 1/4	Telechrome	14 3/4	16
Hallcrafters	36 1/2	39 1/4	Telecomputing	7 1/2	7%
Hewlett-Packard	34 1/2	36%	Time Inc.	98	103
High Voltage Eng.	194	207	Tracerlab	11	12 1/4
Infrared Industries	18	19%	United Artists	6 1/4	7 1/8
Interstate Engineering	22 1/2	24 1/4	United Control	17 1/2	19%
Itek	56 1/2	61	Universal Trans.	1 1/8	1 5/8
Jerrold	8%	9 1/4	Vitro	18 3/4	20%
Lab for Electronics	50 1/2	54	Vocaline	2 3/4	2 3/4
Lel Inc.	6%	7 1/4	Wells-Gardner	24	25 7/8
Magna Theater	2 1/2	2 7/8	Wometco Ent.	13 3/4	14%

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Aerovox	1960—year to Dec. 31	—	—	\$ 121,700	\$0.14	—
	1959—year to Dec. 31	—	—	668,400	.77	—
American Bosch Arma	1960—year to Dec. 31	\$125,480,543	—	1,038,305	.51 <sup>1</sup>	1,885,254
	1959—year to Dec. 31	119,957,956	—	3,532,530	1.83 <sup>1</sup>	1,883,714
Ampex	1961—9 mo. to Jan. 31	53,073,000	—	(1,303,000)	—	—
	1960—9 mo. to Jan. 31	51,527,000	—	2,528,000	.33	—
	1961—qtr. to Jan. 31	17,372,000	—	(1,762,000)	—	—
	1960—qtr. to Jan. 31	17,685,000	—	695,000	.09	—
Canadian GE	1960—year to Dec. 31	226,040,296	—	8,666,807	—	—
	1959—year to Dec. 31	225,568,257	—	10,310,525	—	—
Canadian Marconi	1960—year to Dec. 31	—	—	(394,734)	—	4,554,682
	1959—year to Dec. 31	—	—	523,686	.11	4,554,682
Clevite	1960—year to Dec. 31	94,012,038	\$13,605,635	6,825,635	3.53 <sup>1</sup>	1,883,447
	1959—year to Dec. 31	84,650,821	13,893,961	6,493,961	3.36 <sup>1</sup>	1,872,429
Electronic Associates	1960—year to Dec. 31	15,171,000	—	918,000	1.27	—
	1959—year to Dec. 31	14,482,000	—	803,000	1.11	—
Electronics Corp. of America	1960—year to Dec. 31	6,549,547	458,649	217,449	.25 <sup>1</sup>	744,863
	1959—year to Dec. 31	6,391,343	416,941	175,767	.21 <sup>1</sup>	710,328
Industro Transistor	1960—3 mo. to Dec. 31	369,548	—	21,307	.04	—
	1959—3 mo. to Dec. 31	376,375	—	60,000	.11	—
NAFI Corp.	1960—year to Dec. 31	58,409,153	2,898,580	1,728,580	1.42	1,215,755
	1959—year to Dec. 31	23,354,720	1,208,619	1,048,619	1.06	984,555
NT&T	1960—13 wks. to Dec. 27	9,845,535	—	(114,574)	—	2,816,247
	1959—13 wks. to Dec. 29	12,387,041	—	401,159 <sup>2</sup>	.15	2,705,699
Sangamo Electric	1960—year to Dec. 31	49,810,000	—	689,000	.42	1,622,151
	1959—year to Dec. 31	52,857,000	—	3,027,000	1.87 <sup>3</sup>	87,604
Seeburg	1961—qtr. to Jan. 31	6,420,528	—	77,235	.06	1,305,276 <sup>4</sup>
	1960—qtr. to Jan. 31	5,361,392	—	480,240	.36	1,305,276 <sup>4</sup>
Speer Carbon	1960—year to Dec. 31	24,710,885	3,863,543	1,715,853	1.91 <sup>1</sup>	881,400
	1959—year to Dec. 31	23,525,268	4,438,748	1,970,817	2.20	880,800
Texas Instruments	1960—year to Dec. 31	232,713,153 <sup>5</sup>	29,435,169	15,488,209 <sup>5</sup>	3.91 <sup>1</sup>	3,924,740
	1959—year to Dec. 31	193,212,809	28,855,384	14,142,788	3.59 <sup>4</sup>	3,914,730
Zenith	1960—year to Dec. 31	254,111,740	—	15,225,819	5.11	2,978,614
	1959—year to Dec. 31	260,033,866	—	16,630,144	5.63	2,954,784
	1960—qtr. to Dec. 31 <sup>6</sup>	70,159,728	—	6,648,067	—	2,978,614
	1959—qtr. to Dec. 31 <sup>6</sup>	84,043,829	—	7,310,223	—	2,954,784

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>After giving effect to capital gains of \$865,000. <sup>3</sup>Adjusted for May-1960 2-for-1 split. <sup>4</sup>Outstanding

Jan. 31, 1961. <sup>5</sup>Record. <sup>6</sup>Indicated.

**ZENITH SALES & PROFIT SLIP:** Beset by "pressures accompanying a general decline in economic activity," Zenith profit & sales slipped last year from 1959's record levels (see financial table). Chmn. Hugh Robertson & Pres. J. S. Wright reported last week that sales dropped 2% to \$254.1 million from 1959's \$260 million. Profits fell 8.5% to \$15.2 million from \$16.6.

Zenith TV sales in 1960 topped the million mark for the 2nd consecutive year, but ran "slightly" behind 1959's record volume. Noted Robertson & Wright: "In maintaining a level of TV unit sales down only slightly from the record year of 1959, while industry sales declined substantially, Zenith increased its share of the total industry volume and further strengthened its No. 1 position in the TV industry. Radio unit & dollar sales in 1960 gained over 1959's record levels, they said.

The Zenith executives view 1961 prospects with "cautious optimism" but do not anticipate an early improvement in the profit picture. An early reversal of economic trends, they noted, "may not immediately alleviate the growing cost-price squeeze experienced by most businesses during

the past year." In 1960, they said, "the normally competitive conditions in the consumer-electronics industry were intensified by a decline in industry volume."

Reports & comments available: GT&E, review, Ira Haupt & Co., 111 Broadway, N.Y. 6 • National Video, report, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Magnavox, review, Abraham & Co., 120 Broadway, N.Y. 5 • Seeburg, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Andrea Radio, research report, Schweickart & Co., 29 Broadway, N.Y. 6 • Textron, report, Chace, Whiteside & Winslow, Inc., 24 Federal St., Boston • Telescript-CSP, offering circular, Robert A. Martin Associates, 680 Fifth Ave., N.Y. 19 • Boonton Electronics, prospectus, Ross, Lyon & Co., 41 E. 42nd St., N.Y. 17 • GPE, profile in March 8 *Financial World* • Sprague Electric, featured in February *The Corporate Director*, published by the American Institute of Management, 125 E. 38th St., N.Y.

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt. Payable		
Advance Ross Elec...	Stk.	1%	Apr. 14	Mar. 30
20th Century-Fox ...	Q	\$0.40	Mar. 31	Mar. 20
Webcor .....	Stk.	5%	Apr. 20	Mar. 20

# WEEKLY **Television Digest**

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## SUMMARY-INDEX OF WEEK'S NEWS

### **FCC**

**FCC TIGHTENS REGULATION REINS**, proposing tough Miami Ch. 7 decision plus short licenses, renewal and revocation hearings for several radio stations charged with transgressions (p. 6).

### **Programming**

**COLLINS URGES 6 HOURS WEEKLY** of "blue-ribbon" programming by networks and elimination of excess violence (p. 2).

### **Congress**

**MURROW, DIXON SURVIVE GOP ATTACKS** at Senate confirmation hearings on USIA & FTC jobs. Murrow's "objectivity" challenged. Dixon called "dangerous" (p. 2).

**ETV IS UP AGAIN IN HOUSE** for 4 days of hearings by Commerce Communications Subcommittee on govt. subsidies for station equipment. Approval is expected (p. 3).

**WHITE HOUSE PROBE IS URGED** by Republicans in Congress following disclosure that President Kennedy is getting special monthly reports from FCC, other agencies (p. 4).

### **Stations**

**UPDATED AM-FM DIRECTORY IS OFF PRESSES**, giving complete rundown of all North American AM & FM stations (p. 3).

### **Networks**

**CBS-TV LIFTS ITS BAN ON PLUG PRIZES**. Disclosure of network reversal is made after FCC testimony by Dick Fishell (pp. 5 & 7).

### **Film & Tape**

**JENCKS CITES PROGRESS OF TV FILM**, points to almost 90% nighttime network programming on film (p. 9).

### **Consumer Electronics**

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW**, maintaining consumer would be penalized. Consumer-products chmn. comments on stereo, color, public relations, dealer ad practices (p. 13). **GOVT. & EIA PONDER IMPORT PROBLEM**, Commerce Dept. heads off threatened boycott of Japanese components (pp. 13 & 15).

**SOME LOWER PRICES** shown in new TV-radio-stereo models, Admiral introduces 1962 portable TV & transistor radio lines; Zenith offers promotional series; new RCA radios & phonos (p. 15). **RETAIL TV SALES OFF 32%** in Jan., radio down 28% from 1960 levels, EIA reports. However, preliminary figures show lesser declines for Feb., good inventory levels (p. 16).

**COMPACTRONS & NUVISTORS**, new tube developments, now appearing in more electronic equipment. Admiral TV set uses Compactron; RCA shows 13 nuvistORIZED devices (p. 16).

**ITT ACQUIRES INTEREST** in Wells-Gardner, will sign pact for TV-radio "engineering & manufacturing assistance" from the Chicago private-brand manufacturer (p. 16).

### **Finance**

**ELECTRONICS PROFITS** dropped in 1960, although aggregate sales rose, tally of 27 firms shows. Large firms show biggest earnings dip. Components profits up slightly (p. 14).

**MOTOROLA PROFIT** dropped to \$12.6 million in 1960 from \$14.2 million in 1959 despite a sales rise to a record \$299.1 million (p. 18).

### **Other Departments**

**FOREIGN** (p. 5). **ADVERTISING** (p. 8). **STATIONS** (p. 11). **PERSONALS** (p. 12). **AUXILIARY SERVICES** (p. 12).

**FCC TIGHTENS REGULATION REINS:** Keep your eye on FCC. New Frontier is in ferment. Series of votes last week, with switching majorities, clearly portend to most Washington observers a definite tightening of regulation—all around.

Quickly, only a few days after oral argument (Vol. 17:11 p7), FCC announced it had instructed its staff to draft a decision taking Miami Ch. 7 from WCKT and giving it to Sunbeam TV Corp.—the only applicant of 4 contestants not charged with attempted back-door influence at Commission. Vote is never disclosed on such instructions, but it's said to be 5-1—with Craven not participating (because engineering firm with which he was associated before joining FCC did some work for WCKT). Other indicative FCC actions:

(1) Unanimous proposal to start hearing aimed at revoking license of radio WIOS Tawas City-East Tawas, Mich., charging owner with "misrepresentations, lack of candor and other disqualifications."

(2) Unanimous vote of short-term license, to June 1, 1962, for radio WVOW Logan, W.Va., because of unauthorized transfer of control.

(3) 5-2 vote (Craven & Cross dissenting) of short license, to June 1, 1962, for radio WPET Greensboro, N.C., because of improper program logging.

(4) Unanimous vote of renewal hearing, to be conducted in Kingstree, S.C., for radio WDKD, "on misrepresentation, station control and programming issues."

(5) 5-2 vote of power increase and move from Jacksonville Beach to Jacksonville, Fla., for radio WZRO, Ford dissenting with statement in which Minow concurred: "The removal of the only station from a

city of 11,000 people in order to give a larger community its 10th station does not appear to be in the public interest. I would, therefore, designate the application for hearing on appropriate issues."

(6) 4-3 vote of new CP to Tattnall County Bcstg. Co., Glennville, Ga., Mirrow dissenting with statement in which Ford & Bartley concurred: "I believe that the application should be set for hearing on whether the public interest would be served by a grant in view of [Tattnall principal] Mr. Gilreath's extensive other broadcast interests in the highly concentrated area in Georgia."

Best informed people at FCC predict that before long the minority will become the majority in cases such as the last two.

**COLLINS PLAN FOR BETTER PROGRAMS:** Six hours of "blue ribbon" programs weekly (2 apiece from the 3 networks in prime time) and the elimination of "excessive violence"—represent 2 specific goals of NAB Pres. LeRoy Collins' drive for better programming.

He made public these ideas last week in an eloquent, heartily-received speech to a large RTES luncheon group in New York.

Urging "a more concerted effort at all levels" against slam-bang violence, Collins said that "heartening beginnings have been made by the networks & through the efforts of our NAB Code administration." But this wasn't enough, he indicated, declaring that such co-operative efforts must be carried further.

Said he: "Let us strive to obtain sponsorship [of outstanding drama, fine music, public information and education] and get the stations throughout the country to agree to carry it during the evening hours . . . I think the nation needs, and most broadcasters want, a greater effort in this direction. In doing so, we can make a more significant contribution to the complicated world in which we live."

The networks were quick to comment on Collins' proposals:

ABC: "ABC is constantly pioneering in the entertainment field as well as in the field of public service . . . The highly acclaimed Winston Churchill series and the Bell & Howell Closeup documentaries are examples of ABC's progress. ABC-TV does not approve of portrayal of horror or violence for their own sake."

CBS: "We support Gov. Collins' objectives and look forward to the day when they can be realized."

NBC: "NBC applauds the objectives of program diversity, control of violence and high advertising standards so eloquently outlined. NBC has already committed to its TV schedule for the coming season, over & above a large volume of continuing programs in the informational & cultural fields, 2 new prime evening hours of programming of the very type Gov. Collins urges. NBC has always opposed the broadcasting of violence-for-the-sake-of-violence. We have developed additional control procedures to apply in the production of our fall schedule."

**MURROW, DIXON SURVIVE GOP ATTACKS:** Two appointees to top broadcasting-related posts in Kennedy administration—one a household figure in TV & radio, the other a relative unknown whose coming impact on industry could be jolting—last week easily beat back Republican complaints challenging their fitness for their jobs.

Senate confirmation of Edward R. Murrow, veteran CBS headliner, as USIA dir. (Vol. 17:6 p3 et seq.) was voted quickly & unanimously March 15—but only after he had been subjected to a 2-hour Foreign Relations Committee hearing at which his "objectivity" as a newsman was questioned. FTC Chmn.-designate Paul Rand Dixon, who for 4 years had played an unobtrusive Capitol Hill role as chief aide to Sen. Kefauver (D-Tenn.) in the latter's anti-monopoly crusades (Vol. 17:7 p3), was hit even harder. But he won Senate clearance March 16.

Assault on Murrow was led by Sens. Hickenlooper (R-Ia.) & Capehart (R-Ind.). Hickenlooper accused him of exploiting "weaknesses or irregularities of American life" in CBS-TV documentaries, questioned his ability as USIA chief to give a true picture of U.S. to the world. Capehart protested that Murrow hadn't been on "positive track" in some documentaries. "Selling the United States to the world" requires the talents of a Cadillac salesman—and President Kennedy's nominee hadn't demonstrated them, Capehart said.

Murrow retorted at the SRO hearing: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted." He said USIA's Voice of America "should at

all times be steady—firm but not bellicose—carrying the conviction that we will not flinch or falter in the face of threats or provocations.”

“Extremely dangerous” was GOP tag put on FTC nominee Dixon at end of 2-day Commerce Committee hearing (similarly jam-packed) on his qualifications for job of policing advertising frauds & unfair trade practices. Sen. Cotton (R-N.H.), complaining he couldn't get “simple & direct” answers to questions about Dixon's intentions, said he feared the appointee was hell-bent on regulating industry instead of just enforcing FTC law.

Cotton pored over old reports drafted by Dixon for Kefauver's Judiciary Antitrust & Monopoly Subcommittee, grilled Dixon on such language in them as “socially desirable” advertising. Would Dixon use his personal prejudices & predilections to harass industry? Dixon said he wouldn't, seemed puzzled by some Cotton questions, gave discursive answers to others. At end of his ordeal—after Cotton had left the hearing room—Dixon pleaded that there'd been “unfortunate misunderstanding” about his policy positions. Committee promptly voted in closed session (Cotton reported abstaining) to approve Dixon's confirmation.

Little light on Dixon's specific attitudes toward TV & radio commercial practices was shed at hearing. Committee Chmn. Magnuson (D-Wash.) questioned Dixon briefly: (1) Didn't he agree that broadcast advertising can have more impact on public than that carried by other media? (2) Didn't he agree that FTC's TV-radio monitoring operations should be continued & expanded? Dixon concurred on both points, which weren't pursued. Most of Dixon's direct testimony was on his plans to reorganize FTC's administrative setup to make it less “hit or miss.”

Also up for confirmation last week were ex-Life Washington correspondent Donald M. Wilson as Murrow's USIA deputy and Philip Elman, from Solicitor General's office, to be FTC member. Wilson's appointment was confirmed in routine by Senate. Elman's hearing was delayed by unexpected length of cross-examination of Dixon, but his clearance seemed sure.

**UPDATED AM-FM DIRECTORY OFF PRESSES:** Now in the mails to all full service TV-AM-FM subscribers is our new 1961 Radio Station Directory, updating information on all North American AMs & FMs.

The 245-page volume is a quick reference providing, for each station, licensee name & address, names of management & engineering executives, technical facilities & network affiliations.

Directory is in 7 natural divisions: AM & FM stations by state & city, AMs by frequency, AM & FM applications by state & city, AM & FM applications by frequency, AM & FM stations by call letters, list of FCC's type-accepted transmitters & monitors.

Extra copies are available from our Radnor, Pa. offices (Box 700) at \$7.50—or \$5 each for 3 or more.

## Congress

**ETV Is Up Again in House:** For the 3rd time in as many Congressional sessions, the House Commerce Communications Subcommittee—headed now by Rep. Moulder (D-Mo.)—will go through a ritual of full-dress hearings on federal-aid-to-ETV legislation this week.

As his first order of new-session business (Vol. 17:11 p12), Moulder scheduled March 20-23 sessions for testimony on a half-dozen House bills authorizing govt. subsidies of up to \$52 million for purchases of educational TV station equipment. In addition to the sponsors, a score of pro-ETV witnesses are expected to appear. Among them: FCC Chmn. Minow & HEW Secy. Ribicoff.

Quick subcommittee endorsement of one or another of the ETV measures—or an amalgam of them—is expected, and supporters count on a safe majority on the full Commerce Committee to send legislation to the House floor. It died there twice before. In 1958, it got trampled in an adjournment rush. Last year Rules Committee killed it.

Moulder designated the opening day of the new round of hearings as Congressional Day. Listed as probable witnesses were authors of bills whose provisions ranged from outright federal grants to requirements that the

states match govt. ETV funds. They are Reps. Roberts (D-Ala.), HR-132; Boggs (D-La.), HR-645; Harris (D-Ark.), HR-965; McIntire (R-Me.), HR-2910; Rogers (D-Colo.), HR-5099; McDowell (D-Del.), HR-5536; Moss (D-Cal.), HR-5602.

They'll be followed by repeat performances by many of the professional educators & ETV advocates who testified earlier at Senate hearings on the \$51-million legislation (S-205) by Sen. Magnuson (D-Wash.), which has passed the Senate 2 sessions in a row (Vol. 17:10 p9).

Meanwhile, the Senate put the Magnuson ETV bill on its calendar, ready to be called up for a vote—and approval—again. As introduced, the Senate measure bore the names of Sens. Schoepel (R-Kan.), Metcalf (D-Mont.), and Cooper (R-Ky.) as co-sponsors. By the time the bill reached the Senate floor, 14 more co-sponsors had climbed aboard. They were Sens. Pastore (D-R.I.), Monroney (D-Okla.), Smathers (D-Fla.), Yarborough (D-Tex.), Engle (D-Cal.), Bartlett (D-Alaska), Hartke (D-Ind.), McGee (D-Wyo.), Kefauver (D-Tenn.), Butler (R-Md.), Cotton (R-N.H.), Case (R-N.J.), Morton (R-Ky.), Scott (R-Pa.).

Majority Leader Mansfield (D-Mont.) called up the Magnuson bill March 16 as the next item of Senate legislative business. A vote on it was scheduled for March 20.

**CONGRESS EDGY ABOUT WHITE HOUSE:** Republican charges that the White House is trying to seize control of such regulatory agencies as FCC flew thick & fast week, following disclosure that President Kennedy had instructed the agencies to file monthly reports on how they are doing.

As demands for investigations were heard in the House—and rumblings of protest spread through the Senate—the White House made haste to stop the storm by releasing the text of a Feb. 7 letter sent to all agency & dept. heads by Presidential asst. Frederick Dutton.

"The President is most interested in being kept closely informed on important policy & administrative action taken or proposed and of concern to him as chief executive or in his other Constitutional responsibilities," the letter said. "He is particularly interested in having major problems of the agency flagged for his attention."

FCC Chmn. Minow & other agency heads were asked to submit brief & informal reports to the White House on the first Tuesday of each month so that President Kennedy would be armed with information on issues he might be asked about at his Wednesday news conferences. The letter stressed that "decisions pending before independent boards or commissions should not be included."

Repercussions in Congress—which is always sensitive to any White House moves to assume direct control over regulatory agencies—were not stilled. Republicans in particular voiced suspicions that President Kennedy's agency advisor James M. Landis was trying to be a "czar."

Demanding that Chmn. Harris (D-Ark.) of the House Commerce Committee launch an immediate probe, Rep. Springer (R-Ill.) said: "I think [President Kennedy's] intent is to influence the agencies in their actions & policies. There never has been a greater effort by the chief executive to gain control over a part of the legislative branch than is now being attempted through this memo."

Joined in his protest by Rep. Avery (R-Kan.), another Commerce Committee member, Springer said he saw the fine hand of Landis (to whom the reports to Kennedy will be channeled) in the new White House procedure. He recalled the way the Commerce Legislative Oversight Subcommittee had forced the resignation of President Eisenhower's asst. Sherman Adams for interfering with work of the agencies, and said the Dutton letter was "a more flagrant violation" of White House ethics.

On the Senate side, Sen. Cotton (R-N.H.) was among those who took umbrage. At Commerce Committee confirmation hearings for FTC Chmn.-designate Paul Rand Dixon (see p. 2), Cotton demanded to know whether FTC would be taking its orders from the White House—instead of Congress—from now on in. Dixon said he was keeping the President "fully informed" about FTC's work.

Arguments about the issue spilled over into a D.C. bar Assn. meeting, too. Before the storm broke, the lawyers had invited Harris as a panelist to discuss "who should regulate the regulators—Congress or the White House?" Harris acknowledged at the meeting that he was "concerned" when he first heard about the White House memo. But he added he saw "nothing wrong" if the agency information requested was nothing more than "in the general nature of how the Commissions are progressing with their business."

Add daytimer bills: Rep. Gray (D-Ill.) has introduced a measure (HR-5626) changing operating hours of daytime radio stations from sunrise-sunset to 6 a.m.-6 p.m.

Alleged political misbehavior by broadcasters in a half-hundred 1960 equal-time cases will be explored next week by the Senate Commerce Freedom of Communications Subcommittee (Vol. 17:11 p12). Chief counsel Creekmore Fath of the "watchdog" unit headed by Sen. Yarborough (D-Tex.) told us that he had booked "46 or 47 cases—out of several hundred or a thousand") for March 27-29 hearings to see how TV & radio operated last year under the Communications Act's Sec. 315. Identities of prospective witnesses were withheld by the Subcommittee pending definite scheduling of hearing appearances. Fath said, however, that the number of witnesses wouldn't total the number of cases, since in some instances challenged stations were involved in more than one complaint by politicians that they hadn't been treated fairly.

FCC red-tape-cutting bill (S-1371) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.) would eliminate "needless duplication" in the Commission's processing of radio-license modification & renewal applications in safety & special fields. Requested by FCC, the measure would permit the Commission to grant renewals of licenses at the same time modifications are approved. In fiscal 1959 alone, FCC Chmn. Minow said, the Commission issued 10,500 modified licenses, then had to go through the same paper work again to renew them.

## The FCC

Allocation of Ch. 37 for the exclusive use of radio astronomy, requested by the U. of Ill. (Vol. 16:20 p15, 23 p14) has been refused by FCC. The Commission said it was unfortunate that the university had already begun construction on a 600-by-400 ft. parabolic antenna scooped out of the ground but: "The tenets of good frequency management require that equipment design fit an established table of frequency allocations rather than adjustment of the table to fit equipment designed in disregard of such a table, if order is to be maintained in the spectrum." The Commission noted that there are many other services clamoring for a chunk of the uhf and "it would be difficult to argue that the needs of radio astronomy transcend those of these other petitioners . . ." Furthermore, FCC said, it would be premature to do anything until a final conclusion had been reached in the long-range TV allocations study.

CP-holder WRMP-TV (Ch. 62) Allen Park, Mich. seeks a shift to Ch. 20, asking FCC to substitute Ch. 20 for Ch. 62, replacing Ch. 20 in Ann Arbor with Ch. 66, Ch. 34 in Port Huron with Ch. 62. The addition of Ch. 19 to Huntsville, Ala. is sought by North Alabama Bcstrs., which requests substituting Ch. 19 in Ft. Payne with Ch. 65.

Several uhf CP-holders were again denied an extension of time to build, as FCC rejected their petitions for reconsideration: KMYR (Ch. 34) Los Angeles, WCBF-TV (Ch. 15) Rochester, WPHD (Ch. 23) Philadelphia, WXEL (Ch. 38) Boston, WOCN (Ch. 52) Atlantic City. Comrs. Hyde & Lee dissented.

Valuable new volume, compiled by FCC, is a 135-page loose-leaf document combining the Communications Act (including amendments up to Sept. 13, 1960), Administrative Procedure Act, Judicial Review Code and sections of the Criminal Code pertaining to broadcasting. Copies are available at 50¢ from the Govt. Printing Office.

Comr. Bartley has been designated Defense Commissioner, replacing Comr. Lee who becomes first alternate. Chmn. Minow is 2nd alternate.



**FCC LOOKS AT PLUGS IN L.A.:** Dick Fishell, who had originally declined to testify at FCC's Los Angeles investigation into film (Vol. 16:43 p6) on the ground that plugola was beyond the scope of the Commission, agreed to testify after chief hearing-examiner James D. Cunningham had denied a motion by MCA, Fishell, and Betty Langley and Mary Rothschild of Promotions Unlimited to quash the subpoenas against them (Vol. 17:11 p6). So did all the others, except Taft Schreiber, MCA vp and Revue Studios pres., against whom civil & criminal actions have been recommended by Cunningham for his refusal to talk about MCA's TV activities.

Fishell's story of plugola on the Pacific was interesting & candid as he explained how he went about arranging for plugs of clients' products on TV & radio shows. He admitted that he usually paid the producers, directors, writers or whoever else might have been "helpful" with gift certificates, a case of whiskey, or—rarely—cash. He estimated that he had given as much as \$600 in cash, but the average was \$100.

Fishell said arranging for plugs on TV & radio is general practice, 40 to 50 PR firms have departments which do nothing else, and—wryly—"things haven't been as good in the past year" (an obvious reference to the anti-payola act which went into effect last September).

#### Fishell's Modus Operandi

He said he paid for the gifts given to those who cooperated, but conceded that his expenses came out of the fees charged his 50-60 clients. The clients did not know how the results were obtained, he said.

Payment to Fishell was a flat fee, or on a per-exposure or per-mention basis. He also dealt in the "institutional" plug—for an entire industry, not merely a brand. Examples: pretzels, wallpaper. "Anyone who mentioned bourbon on the air got a case of it," Fishell disclosed.

The plug merchant said he also supplied film shows with wardrobes for the stars in return for clothier credit on screen. Such arrangements, providing 20 to 30 wardrobe changes, are commonplace, he said, eliminating a costly item from the budgets of many weekly shows.

In one case he helped producers obtain gratis a mock-up of a jet plane, which cost the aviation company \$60,000. Cars are commonly loaned to producers for personal use as well as use in films for \$1 a year, Fishell said. Most studios have direct deals with the auto companies which furnish them with new cars each year. Fishell said he once had furnished cars to a series (*The Dennis O'Keefe Show*) that the manufacturer subsequently sponsored.

Formerly Fishell supplied production personnel with lists of his clients, but now this is done by phone, he said. He carefully spoke of his various activities as taking place before Sept. 1960.

Fishell said most production companies have departments which seek out plugs and weed them out of the finished product whenever they are spotted.

Asked by Cunningham if there was any noticeable difference in the plug field since Sept. 13, Fishell replied that since that date most studios have been crediting on the show the name of the firm supplying the product.

Next witness, Mrs. Mary Rothschild of Promotions Unlimited, said her activities generally paralleled those of Fishell, but were not as broad in scope. She said that she usually paid cash (\$150 tops; \$75 average), and that her "gifts didn't amount to much—a salt & pepper set" or similar small items. She said she represented products

such as tractors, lawnmowers, clothing, boats, vacuum cleaners. Her firm is paid \$200-\$500 per exposure.

Mrs. Rothschild explained that she tried to get mentions of client products into scripts, particularly comedy shows, by contacting producers, writers, or directors.

Like Fishell, she made a point of saying her testimony applied to events preceding Sept. 13—except for the clothing tie-ups. She also agreed that top management in TV-film companies was not aware of the arrangements, and kept a constant watch to edit out plugs.

Both Fishell and Mrs. Rothschild were asked by Cunningham to furnish FCC with estimates of the largest total amount they had given production personnel for favors in a year's period. Both agreed to do so.

Cunningham, at the opening of the hearing, after asking Bryant about the status of proceedings against MCA and its vp, Taft Schreiber, was informed that his recommendations for civil & criminal action were being implemented, and that the records of the FCC hearing had been turned over to the U.S. Attorney in Los Angeles.

Noting that everyone involved in the Hollywood phase of the hearing except MCA and Schreiber had testified, Cunningham recessed the hearing until further notice.

Bryant said later that it's possible there may be a resumption of the hearing in Los Angeles if the U.S. District Court rules against MCA and Schreiber. In any event, the FCC investigation will continue, since it still must hear from live-TV producers and advertisers and has not finished its quizzing of network operations, he said.

Short-spaced Ch. 8 drop-in for Milwaukee is requested of FCC by WXIX (Ch. 18) which proposes to operate on both channels. WTVO (Ch. 39) Rockford, Ill., asked for the shift of Ch. 3, Madison, Wis., now used by WISC-TV, to Rockford. Radio KTCI Terrytown, Neb. sought the assignment of Ch. 13, Ch. 8 or Ch. 11.

## Foreign

German viewer protests are being drawn by a documentary film series currently on the govt.-controlled German TV network, according to co-producer Hainz Huber. The 14-episode series dealing with the Hitler era, *The Third Reich*, was a year in the making and cost the Bonn govt. \$3 million. Describing the reaction from "a cross-section of German society" as "frightening," Huber said the show's producers are being accused of "trying to spread concepts of the Germans' collective war guilt." Similar protests arose recently after an Italian govt. telecast caricaturing the Mussolini regime. Right-wing newspapers termed the program a "vilification of an epoch that had become part of Italy's history." Italian producers were forced to cancel the 2nd installment.

Castro opposes commercials, too. Cuba's govt.-run CMQ TV network announced it is eliminating commercials from its programs because: "Commercials are largely unnecessary in our economic structure, since most large industries are in the hands of the people, eliminating the free-enterprise competition which motivates commercials.

When the fare grows too adult for the youngsters on French TV, parents will henceforth receive suitable warning. A small white square appears in the lower right hand corner of the screen—and remains there until the s-e-x-y subject is finished. The new device, used for the first time last week, is in addition to the announcements which are already employed preceding this type of material.

## Networks

**CBS-TV LIFTS BAN ON PLUG PRIZES:** CBS-TV, which a year ago issued a stern edict against using free plug items on its giveaway shows, has reversed its ruling and is now working with the plug merchants for such items. This came out during FCC's investigation into TV film last week in Los Angeles (see p. 5), at which plug merchant Dick Fishell testified that a network had reversed its policy after spending almost \$100,000 on prizes in the past year.

While the witness was not asked by FCC attorney Ashbrook Bryant to identify the network, Fishell later told us that he had been referring to CBS-TV. That network, he added, had asked him in the last 10 days to provide giveaway items for its new audience-participation shows. He was told CBS-TV would again give a product mention in return for the merchandise.

The other 2 networks never had banned acceptance of giveaway gifts for plugs, Fishell testified, because they had no budget to buy such merchandise.

In Hollywood, CBS-TV confirmed to us it had decided to return to a system whereby it will arrange for prizes from the various plug merchants. However, it emphasized that under its new policy the network, and not the show, will control these arrangements.

For this purpose, a new department has been set up headed by John Palumbo, formerly CBS-TV purchasing agent. He will arrange for gifts on a basis whereby the product will be mentioned during the show but will not get a screen credit, we were informed by William Tankersley, dir. of program practices for CBS-TV on the Coast.

Tankersley explained that once Sec. 317 had been clarified and the network knew precisely what the ground rules were, "we decided to go back to the former system." He emphasized that the new department was established not only to arrange for gifts, but to make certain there would be no pay-offs. CBS-TV will watch carefully for any "sneak plugs" or "plants," he stressed. "We are operating strictly within the law," said Tankersley.

CBS will continue to buy some giveaway gifts, another network source told us. He pointed out that gifts on one show—*Art Linkletter's House Party*—had cost \$100,000 during the past year. With the network adding daytime giveaway shows to its schedules, the budgets would have soared astronomically, he said.

In N.Y., program-practices vp Joseph H. Ream told us that to keep overhead down on giveaway shows, the network is "identifying prizes with brand-name mentions, but not plugs, within the scope of the Harris recommendations."

Bing Crosby special will go on ABC-TV March 20, with Carol Lawrence as guest star, despite the attempt to block the scheduling of the pre-taped show by CBS show host Garry Moore. An injunction against General Motors (sponsor of the special) and ABC-TV was dismissed March 17 by N.Y. Supreme Court Justice Louis J. Capozzoli. ABC expressed "satisfaction at the outcome" and said that the dispute "merely involved a clash of parallel contractual rights concerning one of the performers." Translation: Moore had claimed that Carol Lawrence, signed as a guest on his show, was violating a 21-day exclusivity clause when GM and ABC decided to re-schedule the special to avoid rivalry with the March 13 Patterson-Johansson bout.

**News Bureaus Expand:** The networks are expanding their Latin American news coverage:

ABC announced last week that it would open a Buenos Aires bureau, to be headed by Robert N. Lindley. James C. Hagerty, special events & public affairs vp, described the move as the network's "first step in the realization of increased coverage, not only in South America, but also in Central America & Mexico."

CBS is eyeing additional Latin American coverage, although the network now has stringer coverage in Buenos Aires, Sao Paulo, Santiago, Rio de Janeiro, Mexico City, and Caracas. Stuart Novins of CBS News is currently in Mexico City on a tour of Central & South American news centers. Part of his assignment will be to gauge the need for bureau operations in these areas.

NBC will open fully-staffed news bureaus April 1 (it has hitherto operated with stringers or roving reporters) in Rio de Janeiro & Buenos Aires. Wilson & Lee Hall will head the Rio bureau; Kenneth Bernstein the one in Buenos Aires. NBC's 3rd bureau, in Havana, is already operative, but will be headed now by Richard Valeriani.

Network TV's top time-buyer in 1960's 4th quarter was Procter & Gamble, with gross time billings of \$11.9 million, TvB reported last week. Runners-up (in millions): American Home Products \$8.5, General Motors \$8.4, Lever Brothers \$5.8. Anacin took top honors as the quarter's leading brand advertised, with billings of \$2.9 million. Winston cigarets placed 2nd, with \$2.3 million.

Lar Daly has filed a \$69.6-million "equal-time" suit against the 3 major TV-radio networks. In an action entered in Chicago District Court recently, Daly charged that ABC, CBS, NBC and their o&o's denied him in the 1956 Presidential campaign program time equal to that granted to former President Eisenhower during the Mont., Ill. and Ind. primaries, in which Daly competed.

### NETWORK SALES ACTIVITY

#### ABC-TV

Silents Please, Sun. 6:30-7:30 p.m. Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. April.  
*Quaker Oats* (Compton)

The Law and Mr. Jones, Fri. 10:30-11 p.m. Hong Kong, Wed. 7:30-8:30 p.m., part. eff. March & April respectively.  
*P. Lorillard* (Grey)

The "Oscar" Awards, April 17, 10:30-12:30 p.m.  
*Procter & Gamble* (Grey)  
*Kitchens of Sara Lee* (C&W)

Daytime Programming, part. eff. immediately.  
*Campana Sales* (EWR&R)

#### CBS-TV

Daytime Programming, part. eff. March.  
*Tek-Hughes* (Young & Rubicam)  
*Lever Bros.* (BBDO)  
*Gerber Prod.* (D'Arcy)  
*Kellogg* (Leo Burnett)

Way Out, Fri. 9:30-10 p.m., full-sponsorship eff. March 31.  
*Liggett & Myers* (D-F-S)

#### NBC-TV

Tournament of Champions, May 7, 5-6 p.m.; National Open Golf Championship, June 17, 5:30-7 p.m.  
*Wilson Sporting Goods* (Campbell-Mithun)  
*Kemper Insurance* (Clinton E. Frank)

## Programming

**L&M EXITS 'UNTOUCHABLES':** That threatened boycott of Liggett & Myers products by Italian-American organizations, because of the tobacco firm's sponsorship of *The Untouchables* (Vol. 17:9 p12 *et seq.*), last week seemed to be getting some results. L&M pulled nearly \$10 million worth of billings from ABC-TV's fall schedule. Among the cancellations: Participations in *Adventures in Paradise* and *Asphalt Jungle* (an MGM-TV show due to replace *The Islanders*)—and what amounts to a half-sponsorship of *The Untouchables*. (L&M has alternated as a two-thirds & one-third sponsor on the Desilu-produced series.)

The battle between *The Untouchables* and Italian-American factions seemed to be reaching the armistice stage late last week, however. On March 17, Desi Arnaz, Desilu pres.; N.Y. Surrogate S. Samuel Di Falco, chmn. of the National Italian-American League to Combat Defamation; and former N.Y. Supreme Court Justice Ferdinand Pecora announced that "the various divergent views" concerning the show had been "resolved."

Agreed-on among Arnaz, the Italian-American interests, and ABC-TV:

1. There'll be no more fictional hoodlums with Italian names in future productions.

2. There'll be a greater stress on the law-enforcement role of "Nick Rossi," the Italian detective who is Eliot Ness's right-hand man in the series.

3. There'll be a counterbalancing emphasis on the "formidable influence" of Italian-American civic officials in reducing crime, and emphasis on "the great contributions" made to American culture by Italian-Americans.

In New York, the official reason for the L&M pull-out, according to McCann-Erickson, L&M's agency, was that the tobacco firm was "displeased" with the re-scheduling of the canceled shows to later time periods. (All 3 shows move from 9:30-10:30 to 10-11 p.m. slots this fall.)

An agency source admitted privately to us, however, that the Italian-American picketing had "been influential" in triggering L&M's decision. Similarly, ABC said that the cancellations came in the wake of a dispute with L&M over time periods—but refused to name the 3 advertisers who had signed for some \$6 million in participations in *The Untouchables*. Reason, off-the-record from an ABC vp: "We don't want them under fire from pressure groups."

The show itself, said ABC-TV Pres. Oliver Treyz, will "definitely be back next fall, completely sold out for the entire year through September 1962." One place where nobody seemed particularly concerned about the Italian-type names frequently sprinkled in *The Untouchables* was, according to overseas dispatches, Rome. There, L&M cigarettes were still a popular luxury item on the Via Veneto, and nobody seemed aware of a boycott.

Results of NBC's private poll—of 12 million viewers in 35 major markets to determine the 10 most popular NBC-TV shows—have been tabulated. Conducted on the local-station level, the survey asked audiences to see each of the NBC evening shows at least once before submitting their favorites. Viewers whose choices most closely matched the local rating-service rankings won prizes "valued at more than \$100,000," the network said. Top 3 audience choices in the "You're the Critic" contest: *Wagon Train*, *Perry Como's Kraft Music Hall*, *The Price Is Right*.

President Kennedy's news conferences are a hit, ABC news commentator Edward P. Morgan told his audience last week, but the reporters who ask the questions are not. "Too often," said Morgan, "I'm afraid we are the authors of fuzzy or inconsequential queries which could be minimized if we did our homework better or had the topic more securely in hand . . . It has been observed . . . that the President is 'using' the news conference to his own advantage. He is & he is entitled to. When we [reporters] make our part more pointed & responsible, it will be to the advantage of everybody, especially the public." Added Morgan: "One of the difficulties is that too many people in the information business, particularly on the publishing in contrast to the broadcasting side, have not quite accepted the fact that radio & TV are here to stay as instruments of journalism. It behooves representatives of all media to realize that we are all now an inseparable part of the act."

"The Roosevelt Years" is planned for ABC-TV's 1962-63 season as a follow-up to its 26-episode Winston Churchill series. Mrs. Eleanor Roosevelt will serve as consultant & advisor for the series, which will cover the 1932-45 Roosevelt-era period and will be produced by the same team responsible for *The Valiant Years*. Initially, the series will be seen in a prime-time evening slot, said ABC-TV Pres. Oliver Treyz. It will then get a 26-week rerun in an earlier slot to reach school-age viewers. It will be available for sponsorship. Said Mrs. FDR: "I think [the series] will be very interesting from an historical point of view. When I speak at colleges today, I find I have to explain what a depression was."

Broadcast editorials aid stations, the public and sponsors, said John McClay, WJZ-TV Baltimore gen. mgr., at a March 14 RTES seminar in N.Y. Ben Strouse, WWDC Washington, D.C. pres., and Terry Lee, WAGA-TV Atlanta managing dir. agreed that "valid editorials which inform & stimulate public thinking also lend credence to commercials." McClay and Strouse said their stations maintained a policy of attacking "any controversial issue on which executive staff members agree, offering equal time to opponents, and editorializing on the local-level only." WWDC, which began editorializing Jan. 1, 1960, runs spot editorials throughout the day, usually limited to 150 words, said Strouse. WJZ-TV does not adhere to "a regular schedule," has devoted "up to 17 min. for a single editorial."

Dispute between Jack Paar & Ed Sullivan over the prices to be paid TV talent (Vol. 17:11 p5) reached the name-calling stage last week before it finally fizzled out in a shower of condemnatory comments by the press. Both networks got into the act, CBS somewhat reluctantly, NBC wholeheartedly. "Paar has our warm support for his forthright position upholding the freedom of all performers," said NBC. (Paar brings in \$15 million a year in gross ad billings—on a budget of \$50,000 a week. Sullivan earns \$12 million for CBS, with a weekly outlay in the neighborhood of \$110,000.)

"Fireside chats" on TV, reported planned by President Kennedy in a new move to spell out basic administration policies (Vol. 17:11 p4), may not come off after all. Tossing down news stories that the President contemplated a TV series of talks, starting with a speech on foreign aid, White House press secy. Pierre Salinger said there's been no "formal discussion" of such a plan. Other members of the White House staff may have talked among themselves about a "fireside" format, but Mr. Kennedy himself has no present intention of using TV beyond broadcast coverage of his regular news conferences, Salinger said.

## Advertising

**New Threat to Ratings:** N.Y. State Assemblyman Bruce Manley (R-Fredonia, N.Y.), who once told us that "I'm not a TV expert" when he tried to promote legislation to license TV programs for a \$50 fee apiece (Vol. 15:4 p6), was hot after another TV quarry last week. In Albany, he announced that a new bill he's sponsoring was likely to come to a vote shortly in the state Assembly. The bill proposes an amendment to the state's penal law making it unlawful for TV-radio research firms in N.Y. to issue rating reports—unless they're willing to divulge their exact research methodology, and the identity of those sampled.

In N.Y., major research firms we contacted generally took a "no comment" position, but A. C. Nielsen, ARB, Pulse and Trendex indicated they had no objection to revealing the exact manner in which they measure broadcast audiences. (Such information, of course, is usually an intrinsic part of the rating reports.) What irked researchers privately was Manley's call for a full statement of identity & location of persons contacted in TV-radio surveys. ("Absolute nonsense," snapped one N.Y. research executive, who added: "The U.S. Census makes projections based on samples—and doesn't tell you who was in the sample. Why should we?")

Likely to be affected by the bill to a large extent was A. C. Nielsen, which operates with a small fixed sample, identity of which is a close secret. Nielsen executives told us unofficially that the firm's high standing in TV-radio research ranks would be open to question if the sample were available to rating-conscious promotion men for "hypo" direct-mail campaigns. Some months ago, Time Inc., while preparing an article on TV research, spent a good deal of time & effort in trying to locate Nielsen homes. They managed to contact one in the N.Y. area—which was promptly (and expensively) replaced by Nielsen with another.

At the opposite extreme is Trendex, whose sample constantly varies. A Trendex executive told us: "Telephone numbers, picked at random, are all we have to give out, and that's all we will give if that bill goes through."

Said ARB dir. James W. Seiler: "We are vigorously opposed to bills such as Manley's. Most research firms' clients can & do require all pertinent information, and companies refusing to disclose it will not long survive economically."

Colgate-Palmolive Co. has been ordered by FTC to stop using TV commercials—already abandoned by the company—which claim that its dental cream "with Gardol" provides complete protection against tooth decay. Denying an appeal from an initial decision last year by hearing examiner Leon R. Gross (Vol. 16:32 p6), the Commission ruled that Colgate-Palmolive's "protective shield" commercials misrepresented the dentifrice. The opinion by Comr. William C. Kern noted that the company had argued it had dropped the device and that it had been "co-operative throughout the investigation" by FTC. "Nevertheless," Kern said, "respondent did not revise its advertising to eliminate the protective shield theme until after complaint issue." Moreover, Kern went on, "respondent has persisted in its argument that the advertising is not false." FTC concluded that "the public interest" required a don't-do-it-again order because Colgate-Palmolive hadn't convinced the Commission that "the practice charged has been surely stopped and will not be resumed."

FTC consent order against "false & misleading demonstrations" on TV for "new super-strength Alcoa Wrap" has been signed by Aluminum Co. of America, its subsidiary Wear-Ever Aluminum Inc. and its agency Ketchum, MacLeod & Grove. The agreement between the 3 companies & FTC's Bureau of Litigation settled a Jan. 1960 complaint charging that commercials for the wrap were deceptive (Vol. 16:3 p8). The consent order specified that the firms must stop: (1) "Using demonstrations purporting to prove Alcoa Wrap's properties in preserving the quality or appearance of food, or its strength, durability or any other characteristics, when such proof is not actually given," and (2) "disparaging competitive products by untruthful statements or deceptive or misleading methods." In signing the pledge, neither Alcoa, its subsidiary nor its agency conceded that FTC law had been violated, however.

False TV & radio advertising for analgesic preparations is charged by FTC in simultaneous complaints against American Home Products (Anacin), Bristol-Myers (Bufferin), Plough (St. Joseph Aspirin) and Sterling Drug (Bayer Aspirin). FTC cited such claims as these in commercials and in print-media ads as examples of misrepresentations: Anacin—"Special ingredients to . . . relieve pain . . . fast." Bufferin—"Acts twice as fast as aspirin." St. Joseph Aspirin—"Faster than all 3 other leading pain relief tablets." Bayer Aspirin—"Fastest, most gentle." FTC observed acidly: "The truth is . . . there is no significant difference in the rate of speed with which these or any other such analgesics relieve pain."

Dog owners dial TV to the extent of 19% more viewing than non-pet-owners, and families owning pets of any kind watch 16% more TV than pet-less households. So reported Westinghouse-owned TvAR last week. In a checkup in the 5 major markets in which Westinghouse Bestg. Co. owns TV outlets, Robert Hoffman, TvAR mktg. & research dir., learned that households with dogs watched TV an average of 6 hrs., 6 mins. daily. TvAR's moral for advertisers in the study: "Advertisers of pet foods & related products can reach these prospective consumers readily & repeatedly through spot TV," said TvAR vp & gen. mgr. Larry Israel.

Newspaper circulation for 1960 reached a record high, N. W. Ayer & Son's *Directory of Newspapers & Periodicals* will report this month. The 1961 compendium indicates that total English-language daily circulation reached 58,240,065—which is up 628,618 over 1959. Sunday papers remained almost at the same figure, rising a slight 2,297 to 47,356,384. The number of dailies fell by 4 to 1,850.

### U.S. Station Rate Increases

Stations	Base	Hour	Minute	Date
WXYZ-TV Detroit .....	\$2600	(no change)	\$725 to \$1000	Mar. 15
KYW-TV Cleveland .....	2200	(no change)	600 to 700	Mar. 1
KMSP-TV Minneapolis .....	1200	to \$1600	240 to 340	Apr. 16
WNHC-TV New Haven .....	1600	(no change)	355 to 450 <sup>1</sup>	Feb. 1
KRLD-TV Dallas .....	1300	to \$1430	300 to 330 <sup>2</sup>	Mar. 1
WKBW-TV Buffalo .....	1250	to 1400	280 to 320	Apr. 1
WCIA Champaign .....	1000	to 1100	215 to 250	Apr. 1
WPST-TV Miami .....	900	to 1000	250 to 275	Feb. 1
KVOO-TV Tulsa .....	750	to 825	192.50 to 212	Mar. 1
KENS-TV San Antonio .....	700	to 800	200 (no ch'ge)	Mar. 1
KSL-TV Salt Lake City .....	600	to 750	150 to 170 <sup>3</sup>	Feb. 1
WLSL-TV Roanoke .....	725	to 750	190 to 205	Mar. 1
WNEP-TV Scranton .....	625	to 675	135 to 160	Mar. 15
WBDO-TV Orlando .....	600	to 650	120 to 130	Mar. 1
WDSM-TV Duluth .....	450	to 600	90 to 120 <sup>3</sup>	Feb. 1
KTBC-TV Austin, Tex. ....	525	to 575	120 to 130	Mar. 1
WTPA Harrisburg, Pa. ....	450	to 500	95 to 100	Mar. 1
WLOF-TV Orlando .....	500	(no change)	90 to 110	Feb. 1
WCNY-TV Carthage, N.Y. ...	300	to 375	60 to 80	Mar. 1
WAFG-TV Huntsville, Ala.	165	to 225	38.50 to 45	Feb. 1

<sup>1</sup>New Class AAA rate for spots only. <sup>2</sup>New Min. rate, 20 Sec. remains \$300 <sup>3</sup>20 Sec. only.

Madison Ave. too has its "rubes." Red-faced security officials at CBS, at least 2 major film companies and several ad agencies and firms are on the watch for a sandy-haired, somewhat-seedy middle-aged man who calls himself, variously, "George Morgan" and "George Stevens." His con-man pitch, which he has worked on several TV admen & program executives, is a variation on an old theme, but it has been successful in an increasing number of offices. The *modus operandi*: He calls on an executive, stating he's a program buyer or representative of Britain's ATV. He has a large budget to spend for film shows (or for publicity in the U.S. for ATV). He discusses prices and British TV knowledgeably. Then, as "Morgan" is leaving, he mentions as a casual afterthought that he's out of funds for the moment ("a poker game on the plane coming over, y'know") and could he borrow \$10 (or \$20 or \$30, depending) until he can cash his travelers cheques? Oddest touch: "Morgan" has been working his con game for nearly 2 years, and it hardly ever varies. Meanwhile, his sucker list keeps growing.

Advertising Council re-elected Lee H. Bristol, Bristol-Myers, as board chairman at the annual meeting last week. Also re-elected were 3 vice chairmen—Leo Burnett, Leo Burnett Co.; Edwin W. Ebel, General Foods; Edward C. Von Tress, Curtis Publishing Co. Five new directors were elected—Max Banzhaf, Armstrong Cork; Raymond F. Sullivan, Sullivan, Stauffer, Colwell & Bayles; Gov. LeRoy Collins, NAB; Robert Hurleigh, MBS; Edward G. Gerbric, Heublein Inc. Re-elected were Pres. Theodore S. Repplier and vps Allan M. Wilson & George P. Ludlam.

NAB Pres. LeRoy Collins, who called on advertisers at last week's RTES luncheon in N.Y. to help make TV better (see p. 2), will be a headlined speaker at the annual American Assn. of Advertising Agencies meeting April 20-22 in White Sulphur Springs, W. Va. He is billed for a morning-session address April 22. Others tentatively listed for the session include 4-A Chmn. Harry Harding (Young & Rubicam), William Bernbach (Doyle Dane Bernbach), Edward G. Gerbric (Heublein Inc.), co-chmn. of the ANA-AAA Committee for Improvement of Advertising Content. The annual dinner April 21 will feature a special "Roaring 20s" show produced by ABC-TV.

American TV Commercials Festival judges have begun screening more than 1,200 film & video-tape commercials. Holding daily sessions throughout March, judges are selecting 150 top commercials and 25 "commercial classics." Final winners will be chosen in April and announced at the May 4 festival awards luncheon in N.Y.

**Ad People:** William C. Dekker, ex-Ted Bates, joins Lambert & Feasley as vp & media dir. . . . Robert Margulies named Ted Bates vp for commercials production.

James C. Douglass, administrative vp of Ted Bates, a dir. & member of the exec. committee, is leaving Bates to establish his own firm in N.Y. & Geneva, to advise business on international operations. . . . Pres. Dan Smith & exec. vp Philip W. Abrams of Chicago's Phil Gordon agency, merging with Bozell & Jacobs, will join the latter as vps & members of the plans board.

Hugh H. Johnson retires as dir. of media, Kudner Agency, continuing to serve the agency as a consultant . . . William W. Mulvey, former Cunningham & Walsh exec. vp, April 1 joins McCann-Erickson as a senior vp . . . Jack Peix, ex-BBDO, elected a vp & gen. mgr., J. S. Fullerton Inc. . . . Pierre Garai elected a vp of Ogilvy, Benson & Mather.

## Film & Tape

**Jencks On Happy State Of Film:** In what amounted to a "state of the union" address on TV film, Pres. Richard W. Jencks of Alliance of Television Film Producers, last week pronounced the film industry prosperous. He said Hollywood will produce almost 3,000 new TV-film segments this year. Almost 90% of network nighttime programming is Hollywood-produced film, he added in an address to the industrial div. of the Hollywood Chamber of Commerce.

The executive cited Cal. State Dept. of Employment figures of last December showing that more than 42,000 are employed in the movie & TV-film industries in Hollywood—a 12-year peak. Almost 75% of this number work in TV film, he said.

Jencks attributed TV film's rise to 2 "miracles:" (1) Business organization, in which film executives learned to retool for the smaller-budgeted TV film; and (2) the creative miracle which produced such successful series as *I Love Lucy*, *Burns & Allen* and *Dragnet*.

Among his general observations on TV film:

The govt. will not set up controls over TV programming. Foreign competition is unlikely to threaten domestic production because of Hollywood's efficiency. No foreign producer can recover a sufficient portion of his cost from his home market. It is much more difficult for the foreign producer regularly to satisfy the tastes of American viewers than it is for U.S. producers to please foreign viewers. U.S. TV-film producers will derive substantial income from the foreign market, particularly if import restrictions and govt. quotas are eased.

There is little likelihood of so-called "runaway production" becoming a threat to TV production in Hollywood.

The small or one-series producer will always be with us despite the increasing mortality rate of first-year series.

The decline in the syndication market has not yet resulted in a production loss because of an increase in the amount of film used by the networks. The share of next season's nighttime network schedules to be taken by 60-min. series will be over 50%.

Hollywood TV-film producers will watch the upcoming pay-TV test in Hartford with great interest and are ready to produce entertainment for any medium. Nobody knows if the American public will respond to pay TV.

Ratings are not slavishly followed. While many low-rated shows are canceled, a substantial number stay on.

Feminine casualties this season were June Allyson, Barbara Stanwyck, Dinah Shore, Loretta Young, Ann Sothern and Shirley Temple—almost the entire roster of series starring women. Thus TV, which has never had many shows starring the distaffers, will reach a new low in this area next season. And the accent for next season is more heavily than usual on masculine action & adventure. Miss Shore may return with a different sponsor, Miss Young is seeking time & sponsorship for a number of 60-min. shows; and Donna Reed will be back with her situation comedy.

Writers Guild of America membership has voted 405-325 against filing by the Guild of an *amicus curiae* brief in federal court in support of the \$7.5-million "blacklisting" suit filed against the Motion Picture Assn. of America and the Assn. of Motion Picture Producers by a dozen writers & actors (Vol. 17:1 & 8). WGA West membership had previously voted in favor of such intervention, but because the margin was close the Guild took the issue to the membership by mail referendum.

## NEW YORK ROUNDUP

ITC 1961 sales were up 43% over the Jan.-Feb. 1960 period, syndication vp William P. Andrews announced. He pointed to ITC's *Best of the Post*, now in 151 markets (with new sales including WLOS-TV Asheville, WJBF Augusta) and *Diver Dan*, sold in 34 markets (the most recent including WWJ-TV Detroit, WFBM-TV Indianapolis). ITC's Javelin Productions Div. chalked up recent sales for *Campy's Corner* (WCKT Miami) and *Magic Moments in Sports* (WROC-TV Rochester). The network sales div. scored a Jan. sale of *Danger Man* to CBS-TV.

Ziv-UA sees a new trend, with advertisers "turning directly to the market-by-market field in a measure far exceeding their previous participation," according to syndication sales vp Len Firestone. The percentage of direct advertiser buys on *Miami Undercover* "soared past the 60% mark," *Case of the Dangerous Robin* 54%, and, among new signers for *Sea Hunt*, advertisers outnumber stations as purchasers by 20%, said Firestone.

NTA's first TV sale to the Soviet Union has been completed after 2 years of negotiations with the official agency, Sovexport Film. The deal—for "Gulliver's Travels," a full-length, color-cartoon feature—"resulted through several visits to Moscow by NTA gen. mgr. Vernon Burns," according to Pres. Oliver A. Unger. "NTA is now arranging for additional film sales with Sovexport," Unger said.

BBC has signed a distribution agreement with Peter M. Robeck for its 15-episode, 60-min. documentary series, *An Age of Kings*. Now in its 10th week on WNEW-TV N.Y. and WTTG Washington, "its overwhelming reception under Standard Oil of N.J. sponsorship has prompted us to release it commercially throughout the U.S.," said BBC's U.S. TV rep Dennis Scuse.

Add syndication sales: Sterling TV has sold its 60-min. special, "The Legend of Valentino," in 25 major markets. It is scheduled for broadcast the week of May 21 under Peter Pan Foundations sponsorship . . . NTA has sold its 30-min. adventure series *Assignment: Underwater* to 20 Western markets, upping the total to 70. New sales include KOB-TV Albuquerque, KTVR Denver, KNXT L.A.

Videotape Productions' taping of 4 commercials for Nabisco set "a new record," according to production mgr. Charles Holden. The 60-sec. spots, using 8 scenes, full sets, special lighting effects, were completed "in only 9 takes, with a start-to-finish time of just over 3 hours," Holden said. The commercials, narrated by Carol Reed, were produced for Nabisco agency McCann-Erickson.

ATAS in N.Y. has named Alvin L. Hollander Jr., WCBS-TV program dir., and Ted Yates, WNEW-TV creative programs dir., to head the production group planning the colorcast of N.Y. area Emmy Awards. The Emmys will be presented to N.Y. winners on WNBC-TV Sat., May 13, 10:30-11:15 p.m., live from NBC's Ziegfeld Theater.

ABC Films re-alignment of div. mgrs. was announced last week. Albert G. Hartigan was named Eastern div. mgr.; James Delaney, Southern div. mgr.; Michael G. Gould, Central div. mgr.; James Tobin, Western div. mgr.; William D. Hannah, Canadian div. mgr.

People: Russ Raycroft has been named Official Films vp and gen. asst. to Pres. Seymour Reed . . . J. Remi Crasto has been appointed NTA foreign sales supervisor.

## HOLLYWOOD ROUNDUP

\$3.5 million damage suit has been filed in N.Y. Supreme Court against RKO General by Television Industries, from which Matthew ("Matty") Fox resigned recently as pres. & dir. (Vol. 17:11 p8). The complaint charges RKO General with failure to comply with several film-distribution contracts. The suit was brought by TI in the name of C&C Films and C&C International, both TI subsidiaries. Principally, TI's beef is that RKO allegedly made deals with "third parties" to distribute pictures whose rights are held by TI.

Hollywood Museum Associates, which will equip the Los Angeles County Motion Picture & Television Museum, has invited 200 TV, movie and community leaders to become founder-members (price: \$1,000). Among those who have signed are Bing Crosby, Robert Cummings, Desi Arnaz, Walt Disney, Ralph Edwards, Frank Sinatra, Dore Schary, Jack L. Warner and Jack Wrather. HMA Pres. Sol Lesser, meanwhile, has named Max Goodland as his exec. asst.

David L. Wolper Productions has acquired from Artkino the first movie footage showing actual Russian space exploration to be released outside its borders by the U.S.S.R. He plans to include it in his special, "Project: Man in Space," sponsored by Tidewater Oil Co. in 50 markets (week of May 7).

Filmaster Productions has signed Otto Graham to star in the pilot of *Touchdown!* which goes into production March 24. Fritz Goodwin is producer.

Production on the tentatively titled *The Robert Young Show* begins June 5 at Desilu Gower Studios. Eugene Rodney is producer of the CBS-TV series.

Warner Bros. has begun production on its new series, *Solitaire*, starring Ray Danton & John van Dreelen. Fenton Earnshaw is producer.

Bill Burrud Productions' *Treasure* series has been sold to 4 markets: WOR-TV New York, WWJ-TV Detroit, XETV San Diego and KTVU San Francisco-Oakland.

Don Fedderson Productions has a new pilot, tentatively called *Myrmalene*. The comedy is being produced by Peter Tewksbury.

MPO TV of California Inc., TV commercial film producers, opened new Hollywood studios last week.

NBC-TV's *Bonanza* series, produced by David Dortort, has finished production for the season.

Screen Actors Guild has appointed Conrad Nagel to the newly-created office of 4th vp, to give SAG an officer in N.Y.

People: Warner Bros. promoted 2 asst. producers to producers, William Stuart taking over *Bronco* segments of *The Cheyenne Show* and Joel Rogoslin producing segments of *SurfSide 6* and *77 Sunset Strip* . . . Albert Ruben named associate producer of *Have Gun—Will Travel* . . . Producer Peter Kortner, who was in charge of *The June Allyson Show*, has left Four Star Television . . . Gene Levitt is named producer of *Adventures in Paradise* at 20th Century-Fox TV . . . Het Manheim will head Format Films' new program dept. for TV & movie films . . . Howard Keel is named to Screen Actors Guild's board, as an alternate for Charlton Heston.

## Stations

**NEW & UPCOMING STATIONS:** This week's starter is educational WIPM-TV (Ch. 3) Mayaguez, P.R., which received program test authorization March 17 for start on March 19. Owner is Dept. of Education of P.R. which has operated WIPR-TV (Ch. 6, educational) San Juan for over 3 years. The new outlet raises the on-air total to 583 (90 uhf), of which 55 are educational non-commercial outlets (15 uhf). Also reporting its debut is a surprise Texas-border Spanish-language station—XEPM-TV (Ch. 2) Juarez, Mexico-El Paso, Tex. It began last Jan. 16 as a companion to the other El Paso-area Spanish-language outlet, XEJ-TV (Ch. 5). Owner of both stations is Pedro Meneses Hoyos.

WIPM-TV has a 6-kw RCA transmitter and a 202-ft. Ideco tower. R. Delgado Marquez is gen. mgr. of both WIPM-TV & WIPR-TV. Pedro J. Boscio is WIPM-TV resident program dir. and Domingo Albino, resident engineer.

XEPM-TV is using Mexican gear to put out a 6.3-kw ERP signal from a 1,000-ft. tower. M. D. Heredia is gen. mgr.; Sergio D. Molinar Jr., sales mgr.; Juan Gaytan Muruato, film buyer; Miguel Garcia, program dir. Base hour is \$100. Reps are National Time Sales and Harlan G. Oakes.

\* \* \*

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

XEFA-TV (Ch. 2) Nogales, Mexico (which will also serve border town Nogales, Ariz.) has changed to April 15 target for start as Spanish & English language outlet, writes Reed N. Haythorne, operations dir. It's installing a 1-kw Electron transmitter and work is also proceeding on 230-ft. Liberty tower. A specially designed Electron dipole directional antenna is on hand and is scheduled for installation on tower March 20, when transmitter also is scheduled to be ready for use. Base hour will be \$150. Rep will be Sonora Television Sales Co.

WLTV (Ch. 13) Bowling Green, Ky. hasn't set a target for programming, but has a 40-kw Standard Electronics transmitter scheduled for delivery in "approximately 60 days," writes owner George A. Brown Jr. Studio-transmitter building also is to be ready in about 60 days. Anchors are now being laid out for 600-ft. Stainless tower for which an RCA antenna has been ordered. Network affiliation, base hourly rate and rep not chosen.

CHCC-TV (Ch. 10) Coronation, Alta. has changed target to May 15 for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer, Alta., writes Pres. G. A. Bartley. A 2-kw Canadian GE transmitter is due to arrive in mid-April and work on a 200-ft. Wind Turbine tower started March 1. It will be an unattended repeater station and will be sold as a bonus to CHCA-TV which has a \$200 base hour.

CKRT-TV (Ch. 7) Riviere-du Loup, Que. plans September programming, reports Luc Simard, pres. of owner radio CJFP there. A 5-kw Canadian Marconi transmitter has been ordered. It is building a road to the transmitter site and expects to have a studio-transmitter building there ready by the end of June. A 170-ft. tower is scheduled to be ready by July when an Alford 3-bay antenna is due. Base hourly rate not reported. Rep will be J. A. Hardy.

Canadian TV stations must pool their efforts to help each other meet Canadian-content programming requirements (55% Canadian by April 1, 1962; Vol. 17:8), BBG Chmn. Dr. Andrew Stewart told the CAB annual meeting in Vancouver last week. He asserted that no single station could make the quota on its own resources, and recommended that stations exchange their local programs freely in order to build Canadian content without sacrificing quality. Recognizing the need to increase sources of Canadian TV talent & programs, CAB voted \$100,000 for use over the next 5 years to assist the Dominion Drama Festival. New CAB officers elected: Pres., Don Jamieson (Newfoundland Bcstg.); vps J. A. Pouloit (CFCM-TV Quebec City) & Alan Waters (radio CHUM Toronto).

Westinghouse will cover next month's Eichmann trial in Israel with its own newsmen, Jim Anderson, asst. chief of the WBC European News Bureau. He leaves for Israel this week and will remain throughout the trial, with his reports supplementing network-fed coverage. A special 60-min. documentary on the moral, historical and legal aspects of the case is now being produced by WBZ-TV Boston for use on the 5 WBC stations. At the network level, all 3 networks have outside-courtroom coverage plans and pre-trial specials to supplement pool films of the actual proceedings (Vol. 17:8 p5). The Israeli govt., presently reviewing courtroom coverage problems, is expected to sustain the original "exclusive world rights" agreement with Capital Cities Bcstg. Corp.

TvB membership increased by 11 stations last week, reported William B. MacRae, TvB dir. of station relations. New members outside the U.S. include TWW Ltd. England; CFTO-TV Toronto; Frankfurt-Fries Fernsehen GmbH. New U.S. members include KFYZ-TV Bismarck, N.D.; KTVI St. Louis, Mo.; KMTV Omaha, Neb.; WTOC-TV Savannah, Ga.; WGN-TV Chicago; WPIX N.Y.; KDAL-TV Duluth-Superior, Minn.; KXLY-TV Spokane, Wash.; latest TvB membership total: 240 stations, 3 networks, 16 station reps, and 4 ETV members.

Vhf-uhf operation for an additional 90 days is sought by KFRE-TV Fresno which is switching from Ch. 12 to Ch. 30. The station informed FCC that it needs the additional time to devise means of filling in areas inadequately served by Ch. 30, and that dealers & servicemen are having delays in getting enough Ch. 30 conversion units to meet demand. The Commission recently rejected request of KJEO (Ch. 47) & KMJ-TV (Ch. 24) which asked for immediate cessation of the Ch. 12 operation (Vol. 17:11 p11).

Triangle Stations will produce a 30-min. color and b&w TV film documentary of the March 25 Sebring (Fla.) Sports Car Endurance Race for availability to its own & other stations throughout the country. Triangle also is scheduling direct radio coverage from Sebring, in the form of 3-min. reports every half hour by sports-commentator Bill Webbe.

Facility changes: WTOC-TV (Ch. 11) Savannah, Ga. boosted power to 316 kw March 8 • WAFG-TV (Ch. 31) Huntsville, Ala. boosted to 204 kw Jan. 7 • KVIQ-TV (Ch. 6) Eureka, Cal. boosted to 100 kw Dec. 24 after moving to new site.

Sale of WROC-TV (Ch. 5) Rochester for \$6.5 million to Ch. 10 share-timers WVET & WHEC-TV (Vol. 17:5 p14) should be denied or set for hearing, according to petitions filed with FCC by NABET & AFTRA, which charged seller Transcontinent TV Corp. with abrogation of contracts.

# Television Digest

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**Personals:** James A. Jurist, ex-CNP dir. of business affairs, joins NBC News in same capacity . . . Gerald Mar-enoff, ex-CBS-TV stations div., named business mgr., CBS-TV Spot Sales, succeeding Ben Margolis, who joins TvAR as admin. asst. to gen. mgr. Larry Israel . . . Philip E. Silverberg named a CBS-TV senior attorney . . . Burroughs H. (Buck) Prince, *Monitor* managing editor, named NBC N.Y. news mgr.

Mrs. B. Gail Yingling, ex-Grey Advertising, appointed comptroller & treas., Storer TV Sales Inc. . . . David N. Simmons, ex-Simmons Associates & John Blair & Co., named TV vp for rep Devney-O'Connell . . . Walter A. Schwartz named WBC national radio sales mgr. . . . Milton H. Blackstone appointed advertising & exhibit coordinator for 1961 American TV Commercials Festival . . . Joseph A. McDonald, of Smith, Hennessey & McDonald Washington law firm, former NBC vp-treas. and veteran negotiator with ASCAP, named associate counsel of all-industry TV Station Music License Negotiating Committee, joining gen. counsel Ralstone R. Irvine, N.Y. (Vol. 17:11 p14).

Kenneth Adam, BBC TV program controller, will become TV network dir. in June, succeeding Sir Gerald Beadle. The latter, with BBC for nearly 38 years, will lecture-tour the U.S. this fall . . . John F. Cundiff, named WNHC-TV New Haven station mgr., will also continue as gen. sales mgr.

Robert D. Squier, ex-TV producer-dir., Walter Reed Army Medical Center, named U. of Texas TV program dir., succeeding Harvey R. Herbst, on leave to assist forthcoming educational Ch. 9 Austin . . . John Baade Jr. advanced to new post of local sales mgr., WOAI-TV San Antonio.

## Obituary

Richard A. Cullinan, 52, exec. vp of Albert Frank-Guenther Law, died March 12 in Morristown (N.J.) Memorial Hospital after a brief illness. He had been with the national ad & PR agency since 1929, became a vp in 1947, a director in 1949. He was elected a member of the agency's 4-man executive committee last year. He is survived by his wife & 2 daughters.

Alvah H. Chapman Sr., 71, pres. of R. W. Page Corp. which operates WRBL-TV & WRBL Columbus, Ga., died March 12 at his home. He is survived by his wife, a daughter and a son.

Meetings this week: IRE international convention (March 20-23). Waldorf-Astoria & the Coliseum, N.Y. • RTES meeting (21). Author Martin Mayer will speak on the function of TV columnists. Hotel Lexington, N.Y. • Assn. of National Advertisers workshop on shows & exhibits (22). Plaza Hotel, N.Y.

Edgar G. Shelton Jr., ABC Washington vp, resigns to form his own public & government relations firm—the name to be simply “Shelton.” Before joining ABC in 1957, he served as dir. of the U.S. National Security Training Commission. During the 1960 campaign, he took a leave of absence to handle promotional & public relations projects for Sen. Lyndon B. Johnson.

## Auxiliary Services

**CCTV RECORDER SHOWN:** Ampex demonstrated its low-cost single-head TV tape recorder designed for closed-circuit uses (Vol. 17:11 p14) last week at its Redwood City, Cal. labs. The new VR-8000 will carry a basic price of \$20,400, less than half the price of a broadcast-type Videotape recorder.

Ampex said the new machine, which is not recommended for broadcast use and is incompatible with broadcast VTRs, has been under continuous development since 1957. The VR-8000 has a single record-reproduce video head, using a helical-scan recording technique, significantly reducing the electronic complexity of the recorder. Here are the other features, as explained by Ampex Video Products Co. mgr. Leonard E. Good:

(1) Long-life performance, with no maintenance adjustments normally required during an operational span of 250 hours. (2) Full fidelity of the camera pick-up is maintained in the recording. (3) Standard 2-in. video tape is used, but tape speed is 7½ in. per second (as opposed to 15-in. on broadcast recorders), permitting the recording of 2 hours of material on a 12½-in. reel of tape. (4) Tapes made on any VR-8000 may be played back on any other VR-8000. (5) The unit weighs about 500 lb. and is self-contained in a cabinet 24-in. deep, 56-in. high & 42-in. wide, occupying 7 ft. of floor space.

Officials stressed that Ampex will continue to offer further improvement & refinement of the standard 4-head Videotape broadcast recorder—of which more than 760 are now in broadcast use.

NCTA reorganization plans under new Pres. William Dalton were approved last week at his first full-scale meeting with the executive committee of the community-antenna operators' organization in Washington. NCTA's committee structure will be revamped and a “complete overhaul” of hq communications & publications will be undertaken. In an analysis of legislative problems, Dalton said he's “confident that self-regulation rather than legislation is the ultimate key to harmony between CATV operators & local TV stations.” A feature of the sessions was a Broadcasters Club reception at which members of Congress, govt. officials, broadcasting executives and trade-press representatives were introduced to Dalton.

Translator starts: K82AM Waimea, Kauai, Hawaii started tests March 4, repeating parent & owner KGMB-TV Honolulu. • K72BF, K76BD & K80AY Booker, Tex. have set March 25 target for starting to repeat KGNC-TV, KVII & KFDA-TV Amarillo.



# Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW:** One subject on which TV set makers seem substantially agreed is their opposition to FCC's proposed legislation which would require production of all-channel vhf-uhf sets (Vol. 17:5 pl et seq.). The issue ranks among industry's major ones, along with foreign imports (see story below).

Edward R. Taylor, of Motorola, chmn. of EIA's consumer products div. executive committee, put receiver-legislation situation this way at a news conference following his committee meeting at EIA's Spring Conference in Washington last week:

"The FCC should decide the allocation policy first. It makes no sense to force 93% of the people to buy something they can't use now. We're opposed to any edict of that sort by the government. We don't believe govt. should dictate what manufacturers should produce. Making such sets would penalize the consumer about \$20-\$25. There are enough elements of confusion in our business as it is. Further confusion would stop the market."

Noting that FCC Chmn. Minow believes that set makers would enlarge their market if they produced all-channel sets (Vol. 17:11 pl), Taylor said: "We might—if FCC settles the allocations first." Asked whether an all-uhf system could serve the nation adequately, Taylor said that viewers are getting good service where uhf stations offer good programs. "If the FCC were to move TV to uhf in, say, 5 years at the minimum, we might be able to get some agreement" on such a plan. Here are his comments on other major topics:

FM stereo—"We see a tremendous market—perhaps a little slow to start at first. Some people ask whether it's going to hurt stereo phono. We think one will help the other. But we all hope that manufacturers will get the best out of the system—not produce a pseudo multiplex radio."

Color TV—"It wasn't on our agenda. Speaking for Motorola, we're not planning to make a set. We were in it in 1954 & got out. Things were wrong with the transmission & the tube. We need a better tube. The present tube with its 65-degree deflection is too bulky. But we want color to come, and we recognize that Zenith's entry into the field, with power & prestige, is bound to add impetus."

Public relations program—"We need a program—but we haven't been able to get adequate support from major manufacturers yet. People seem to regard a TV set like auto brakes; they're damn near worn out before you notice them. The picture gets grayer & grayer, and the owner isn't aware of it unless he looks at a new set—which he seldom does. It isn't like a new car parked out front."

Deceptive advertising practices—Committee again discussed code for retailers patterned after that of American Home Laundry Assn. (Vol. 16:38 pl6) but no final action was taken. "AHLA will review the results of a year [of its code] in April," Taylor said, "and we'll see what they report."

Closed-circuit TV—C. Russell Cox, of Andrew Corp., chmn. of EIA industrial electronics div. executive committee, told newsmen: "The market has been most disappointing—but manufacturers are still hopeful."

**GOVT. & EIA PONDER IMPORT PROBLEM:** Simmering import problem bubbled with renewed heat on a variety of fronts last week. EIA restated its strong opposition to free & easy marketing of imports. Commerce Dept. headed off a threatened boycott of Japanese components. A top TV-radio manufacturer defended use of imported components, called them job-makers for American workers.

EIA Board, meeting in Washington last week, voted support of 3 bills in import field: (1) HR-1149—to prevent the advertising of any foreign-produced article unless the ad states country of origin. (2) HR-2484—to amend the Tariff Act to provide that imported goods, unpacked & repacked in U.S., be remarked with

country of origin. (3) HR-4693—to require marking of articles (as contrasted with marking of packages) with country of origin throughout chain of distribution to consumer. (See p. 15 for other board actions.)

Conference also heard strong plea, in luncheon speech by Trade Relations Council Pres. H. B. McCoy, for support of legislative & administrative action to protect domestic industries. "It seems almost inconceivable to me," he said, "that the U.S. market can be virtually thrown open as a free market to all commerce with little control of any kind, when, at the same time, new governmental policies & programs to reduce unemployment are intended to be effective. At the moment, these 2 contradictory policies would seem to present a real dilemma to the administration and certain members of Congress."

Administration's concern "over the welfare of any group of American workers who may be adversely affected" by imports was expressed last week by Secretary of Commerce Luther H. Hodges. He obtained a 90-day postponement of the boycott of Japanese components scheduled by IBEW's Chicago local (Vol. 17:5 p15). The union had voted to handle no Japanese parts after May 1. Hodges met with Local 1031 Pres. M. Frank Darling and "conveyed to him my appreciation, and that of the Administration, of his willingness to work with us in a genuine effort to evolve some equitable solution." One solution indicated as in the wind: Allocation of additional defense contracts to the Chicago area.

"Fallacious" was the label slapped by Motorola Pres. Robert W. Galvin on thinking that "Japanese imports represent any great loss of jobs in the Chicago area. I don't think it has affected 500 jobs," he told a news conference last week. "We at Motorola have never lost a job because of Japanese imports," he was quoted as saying. "In fact, it has created jobs for us. We probably create twice as many jobs as we lose by buying imported components." Galvin said Motorola studied comparative costs of assembling Japanese radios both in Japan & in the U.S., concluded U.S. assembly is some 20% cheaper after compensating for import duty, transportation and insurance.

Wall St. Journal editorialized on "The Only Way to Win" the import contest in its March 15 editions: "Any boy knows that when you're faced with a challenge, economic or otherwise, you don't win by barricading the door & crawling under the bed. You win by opening the door and meeting the competition with the best you've got."

**ELECTRONICS IN '60—SALES UP, PROFIT DOWN:** Sales rose 5.9% but net profit slipped 16.3%. That sums up our tally of 1960 financial results of 27 "weathervane" companies in various branches of electronics. The profit drop in electronics apparently was considerably steeper last year than in most other segments of industry—at least judging from Wall Street Journal's recent tabulation, which showed 481 industrial firms down just 2.1% in profits from 1959 to 1960.

Electronics' aggregate profit decline of 16.3% doesn't tell the whole story, however. The larger companies, harder hit than many smaller specialized electronics firms, weigh heavily in any aggregate measuring of profits. Of the 27 firms tallied, 11 (or more than 40%) reported profit increases in 1960 over 1959. Sales increases were shown by 20 of the 27.

We divided the 27 electronics firms in to 3 rather arbitrary categories—(1) Widely diversified companies; (2) companies known primarily as consumer-product manufacturers, and (3) parts, tube & transistor firms. Diversified group showed largest profit drop; parts group reported slight profit increase; consumer group had lowest increase in sales. Details:

Diversified group (10 companies): Aggregate sales in 1960 up 6.4% from 1959; aggregate net profit down 17.5%. All but one of the firms showed a sales increase for 1960, and 4 reported earnings increases.

Consumer-products group (7 companies): Aggregate sales up 1.6%; net profit down 16%. Sales increases shown by 5, profit increases by 2.

Parts-tubes-transistors group (10 companies): Aggregate sales up 8.7%; net profit up 1.9%. Six of the 10 reported sales increases; 5 reported profit increases.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 10 (10th week of 1961):

	March 4-10	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	103,323	104,528	102,939	1,018,531	1,243,590
Total radio	277,470	269,441	350,468	2,749,607	3,468,711
auto radio	75,154	84,612	149,147	856,618	1,501,044

**NEW SETS—SOME PRICES LOWER:** Admiral announced an all-new "1962" line of 19-in. TVs with some technical innovations, plus its 1962 transistor radio line and 2 portable phonographs last week. Zenith launched 7 new spring-summer promotional TVs & 2 radios. RCA introduced 3 radios & 2 portable phonos. In each case, some tendency to lower list prices was showing.

Admiral's 19-in. portable TV line became the first to incorporate the GE-designed Compactron multi-element tube (see p. 16)—in this case a triple-triode including gated AGC, automatic sync separator and automatic interference rejector. Among other engineering developments in the Admiral sets: DC restoration circuit (automatic contrast restoration), thermistor picture stabilizer, adjacent-channel sound trap.

Only 3 of the 19-in. portables & consolettes carried suggested list prices as we went to press. The price news was made by a single-button, remote-control portable at \$199.95. The low-end set in the line lists at \$169.95, with step-up at \$179.95.

In the radio line, Admiral introduced "the smallest all-American shirt-pocket radio ever produced"—a 6-transistor unit (3 3/8 x 7/16 x 1-in.) at \$24.95, with step-ups at \$34.95 (7 transistor) & \$44.95 (8 transistor). Other transistor portables run up to \$275 for a 9-transistor, 9-band, 4-antenna set. Admiral also showed portable phonos at \$49.95 & \$59.95.

\* \* \*

Zenith's promotional "spring special" line begins with a 19-in. portable at \$169.95, and features the return of a 21-in. set to the line—a table set which will list (with matching swivel base) at about \$199.95. The models also include one step-up 19-in. portable, 4 other 23-in. sets. Zenith also is introducing a low-priced AC-DC table radio and a special on the Royal 275 transistor radio with carrying case & batteries at \$39.95.

\* \* \*

RCA's 3 radios & 2 portable phonos "each represents the lowest RCA Victor price in years," according to RCA Sales Corp. mktg. vp Raymond W. Saxon. The new sets: A 5-tube table-model radio at \$14.95 ("the lowest priced RCA Victor table radio in 20 years"); an unpriced step-up; a 6-transistor pocket radio at \$24.95; an automatic monaural portable phono at \$49.95, and an open-list stereo version.

\* \* \*

Other new products announced last week: (1) Granco FM-AM radio at \$29.95. (2) Zenith ear-level hearing aid, weighing 1/3 oz. with battery, at \$275.

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RCA Chmn. David Sarnoff proposed last week the establishment of a national medical clearing house linked electronically with every major hospital & medical school in the nation. Addressing the National Health Council Forum in N.Y., he said computers "enable us to store accumulated knowledge compactly, update it continuously, recall it instantly. Through a blend of electronic computation & communication techniques," he continued, "it would be possible to establish a central repository for all the latest medical information." He called upon the AMA and the electronics industry to create a joint group to explore the feasibility of the idea, forecast an eventual "medical school of the world" via global TV.

### More about

**EIA Board Actions:** In addition to voting support of 3 bills affecting imports (p. 13), EIA board took these votes last week at the spring conference in Washington:

(1) To oppose S-836, requiring Small Business Administration supervision of certain kinds of govt. contracts. EIA spokesman said that EIA "doesn't believe there should be another govt. agency involved in any already complex procurement setup."

(2) To organize a "massive effort," enlisting other trade associations, opposing efforts in Congress to require govt. take title to patents developed under govt. contracts.

(3) To approve legislation permitting judicial review of the Secy. of Labor's Walsh-Healey determinations (wage minimums for govt. contracts) in U.S. Federal District Courts other than solely in District of Columbia Circuit.

Board also received report of an *ad hoc* committee, headed by RCA's B. J. Haley, on internal EIA reorganization—"proposing far-reaching changes & expansions in the association organization in line with industry growth." The board decided to study the report, indicated that action, if any, wouldn't come for at least a year.

\* \* \*

EIA board members elected at the Association's Spring Conference in Washington last week: T. A. Johnson, Collins Radio; Clarence H. Hopper, CBS Electronics; Maj. Gen. W. P. Corderman, Westrex Corp. Consumer-products div. elected to its executive committee Herschner Cross, GE, and the military-products div. elected to its executive committee Dr. Carl A. Frische, Sperry Gyroscope.

\* \* \*

EIA is lobbying in Congress for legislation indemnifying defense manufacturers against uninsurable claims resulting from missile & rocket accidents. Meeting at EIA's Spring Conference in Washington (see p. 13), the Small Business Committee headed by Rixon Electronics vp C. J. Harrison decided to press for enactment of such a space-age law. It was pointed out that component manufacturers could be liable for multimillion damages if a runaway rocket—say—should hit a heavily-populated area.

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**Mergers & acquisitions:** General Instrument plans to acquire through a stock exchange Pyramid Electric, Darlington, S.C. manufacturer of capacitors (1960 sales: about \$7.4 million). The proposed amalgamation, subject to the approval of stockholders of both concerns, calls for the issuance of one share of GI common for each 17½ Pyramid common shares and one share of GI common for each 6½ shares of Pyramid preferred • Astrex stockholders have approved merger with Radio Electric Service, Philadelphia parts jobber (Vol. 17:5 p19) • Standard Kollsman's proposal to purchase Casco Products' approximately 46,000 shares still outstanding for \$10.15 a share was approved by Casco stockholders last week. Standard Kollsman owned more than 90% of Casco's shares (Vol. 16:29 p15).

Hoffman has merged its consumer-products and industrial-products divisions into a new commercial-products div. "in order to provide the consumer-product marketing & sales facilities to our industrial-product line." Ray B. Cox, former consumer-products div. vp-gen. mgr., takes over the same title & duties for the commercial products div.

Dr. Jerome B. Wiesner, ex-MIT, and President Kennedy's special asst. for science & technology, receives EIA's 1961 Medal of Honor, first govt. official to get the award.

**JAN. RETAIL SALES OFF:** EIA last week officially reported January retail sales of TV sets were down 32%, radios down 28% from the Jan.-1960 levels. There was some optimism, however, in unofficial preliminary figures for February, which showed retail TV sales down only 12%, radio sales down 9% from the year-ago figure. The preliminary February sales also showed a continuing reduction in inventories of both TVs & radios.

Here are EIA's official TV-radio production & retail sales statistics for Jan. 1961 compared with Jan. 1960:

**TELEVISION**

	Total Production	Uhf Production	Retail Sales
January 1960 .....	590,867	50,119	590,867
January 1961 .....	399,791	25,270	803,388

**RADIO**

	Total Production	Auto Radio Production	FM Radio Production	Retail Sales (excl. auto)
January 1960 .....	1,355,788	632,461	40,162	803,388
January 1961 .....	1,090,073	387,136	50,421	580,680

\* \* \*

Factory sales of picture & receiving tubes in January dropped below the year-ago levels both in unit & dollar volume, EIA reported last week. TV picture tube sales in 1961's initial month totaled 707,835 units valued at \$14,430,755—down from 795,250 units at \$15,831,430 in Jan. 1960, but ahead of Dec.-1960's 531,747 at \$11,042,159. Receiving tubes in Jan. 1961 sold 26,343,000 units at \$22,227,000—down from both the year-ago month's 31,367,000 at \$26,872,000 and Dec.-1960's 27,066,000 at \$23,571,000.



Electronics industry's sales volume will double to \$20 million in the next 10 years, Motorola Pres. Paul W. Galvin told a meeting of the Investment Bankers' Assn. of America last week in Chicago. He predicted a "big change" in the electronics industry during that time—the trend toward solid functional circuits and away from interconnected components. "The essence of the electronics business of the long-term future," he said, "will be materials, not components or their circuitry." As a result, he added, physicists, chemists, metallurgists & mathematicians will assume more important roles in electronics labs, and equipment manufacturers will make more of their components as well as finished products. He said the electronics industry will remain "fiercely competitive" and expressed concern over inflated prices of electronics stocks. Limited earnings, plus the need for much higher than traditional capital investment, he added, will force retention of large portions of earnings and higher debt-to-equity ratios than in the past.

Recession is "bottoming out" and the U.S. economy is now returning to post-slump levels, market-researcher Sindlinger & Co. concluded last week after exploring "10 areas of statistical evidence." One of them: An increase in used-car buying plans, running ahead of the previous year for the first time since April 1960.

Japanese TV-radio manufacturer Sanyo Electric Co. is establishing a U.S. subsidiary, Sanyo Electric (America) Corp., to handle sales in American markets, according to an Osaka-dated report in *Home Furnishings Daily*. Channel Master Corp., which sells Sanyo radios & other products in U.S. under its own brand label, reportedly will have "managerial participation" in the new U.S. firm.

**Compactrons & Nuvisitors:** Those new advances in electron-tube technology, on which we have reported regularly, are now finding their way into increasingly more electronic equipment. GE's multi-unit Compactrons (Vol. 16:27 p14), offering potential cost savings, appeared last week for the first time in TV sets, and RCA is demonstrating 13 commercial uses for its tiny nuvisitors.

First TV set to employ a Compactron is the new Admiral 19-in. portable, which uses a triple triode for 3 separate functions (see p. 15). GE last week announced availability of 4 new Compactrons in addition to the 2 placed in production previously: A dissimilar double triode for TV vertical-deflection oscillator & amplifier; a duplex-diode twin triode for TV horizontal oscillator & horizontal phase-detector service; a 3-section triode for amplifier applications; a damper diode for TV horizontal deflection circuits.

RCA announced last week that production of nuvisitors now totals "many thousands a week" and it expects to manufacture "several million units" in 1961. Five commercial types are now available, and 7 new triodes & one tetrode will soon be added to the line.

At this week's IRE convention, RCA will show 13 nuvisitorized devices made by RCA and other manufacturers. These will include RCA & Standard Kollsman vhf TV tuners, Harman-Kardon FM tuner, Ampex microphone preamplifiers, Daven plug-in video pre-amplifier, Packard Bell industrial TV camera and beacon IF amplifier, Collins weather radar.

RCA will also show a military & industrial version of its new 21-in. color tube at IRE convention (Vol. 17:11 p16).



**ITT-Wells-Gardner Deal:** ITT has acquired approximately 10% of Wells-Gardner's stock and is entering into an "engineering & manufacturing assistance" agreement with the Chicago private-label TV-radio firm. ITT last week confirmed to us that the step is being taken "as part of the further development of our world-wide radio & TV receiver manufacturing program." A company spokesman said Wells-Gardner will supply ITT with "engineering & manufacturing assistance."

The agreement carries no implication that ITT will re-enter domestic TV-radio manufacturing, the company spokesman stressed. ITT made TVs & radios for the U.S. market from 1949 to 1956 through its Capehart-Farnsworth Co. It sold the Capehart name in 1956 to Benjamin & Robert Gross, who re-sold it in 1959 to the present Capehart Corp. (formerly Dynamic Electronics-N.Y. Inc.). ITT, through affiliates of its International Standard Electric Corp., manufactures TVs & radios in Australia, Austria, Belgium, Brazil, Chile, West Germany, Spain & Great Britain, and is part owner of Japanese TV-radio manufacturer Nippon Electric Co.

Wells-Gardner, of Chicago, is one of the largest private-label consumer electronics manufacturers, and makes products for Montgomery Ward, Western Auto Supply, Gamble-Skogmo and others. At currently quoted stock prices, ITT's 10% of Wells-Gardner's 422,400 outstanding shares would be worth something over \$1 million. In 1959, Wells-Gardner reported sales of \$24,259,901, net profit of \$747,728 (\$1.77 per share). The company's 1960 report is due in the next few weeks.



Entering magnetic tape field, Burgess Battery Co. announces it will make & market acetate & mylar audio recording tape. Burgess is a division of Servel Inc.

**Magnavox to Make Organs:** The long-rumored Magnavox electronic organ will make its debut at the NAMM Music Trade Show in Chicago in July, Pres. Frank Freimann announced last week. Magnavox, it is believed, will thus become the largest U.S. electronics company manufacturing organs.

Freimann predicted a \$500-million market for electronic organs within a decade. "Electronic organs already surpass pianos in dollar volume and are pressing hard in unit sales," he said. "The sale of organs has increased 20% per year since 1955, and has now reached an annual retail sales mark of \$185 million."

Like Magnavox TV & stereo, the Magnavox organ will be sold directly to franchised dealers. The company has established a separate division, which will manufacture & sell the line "on a highly selective franchise basis."

The Magnavox organ, said Freimann, "will be the first transistorized organ in the popular price range, and the only instrument with a truly high-fidelity acoustical sound system." Music stores are slated as principal outlets.

Emerson Argentina S.A. has been established in Buenos Aires to manufacture & market Emerson TV, radio, hi fi, air conditioners, air purifiers and dehumidifiers under license from Emerson Radio Export Corp., a subsidiary of Emerson Radio & Phonograph. Emerson is "negotiating for the acquisition of a stock interest in the Argentine firm," according to Emerson Pres. Benjamin Abrams. The company has bought land for a new plant in Buenos Aires, will operate in rented quarters until permanent facilities are built. Production is due to begin within 3 months. Emerson Argentina has been established with initial capital of \$1 million. Its principal stockholders include Argentine industrialists Manuel Sielecky, pres., Rodamotor S. en C.; Moises Vainer, pres., Aurora S.A., and Carlos Glucksmann, pres., Cia. Comercial Condor. Emerson will be represented on the Argentine company's board by vp Joseph Kattan of Emerson Radio Export Corp.

**New plants & expansions:** International Resistance has established a \$2-million automated facility at its Burlington, Iowa, div. for the mass production of precision metal film resistors • RCA will add a 3-story, 33,000-sq.-ft. wing to its Princeton, N.J. labs this year. The new facility will house 40 labs, is to be ready early in 1962 • GE has increased the capital investment in its new Space Technology Center, now under construction at Valley Forge, Pa., to \$30 million from \$14 million. The additional funds will be used to speed construction and to increase floor space to 800,000 sq. ft. from the 500,000 sq. ft. originally planned. The completion date has been advanced from late 1963 to the end of this year • Space-Tone Electronics, Washington maker of hi-fi phonos & components, will open new manufacturing facilities next month in Central Industrial Park, Badensberg, Md.

GE accused IUE last week of waging a propaganda campaign to destroy public confidence in the company. GE employe relations service mgr. Philip D. Moore made the charge in a letter to John H. Callahan, chmn. of IUE's national GE conference board. Moore claimed that IUE Pres. James B. Carey, in a recent statement, sought to equate GE's antitrust conviction with the company's collective bargaining practices by saying that GE officials in both instances demonstrated "an uncontrollable greed." Moore protested that there was no connection, warned that such statements, should they ruin public faith in GE, could threaten the jobs of IUE members.

**Trade Personals:** Charles J. Urban, Westinghouse radio & TV div. mktg. mgr., transferred to marketing post with another Westinghouse division (announcement due within a month); his former duties will be shared by TV-hi-fi product mgr. J. J. Eagen and radio-phono product mgr. E. D. Smithers . . . David R. Hull, ex-EIA president, resigns as Hoffman exec. vp, continuing with the firm as advisor to Pres. H. Leslie Hoffman.

William F. Rueger, Sylvania secy., named also general attorney . . . Hans R. Richner appointed dir. of planning, Packard Bell home products div. . . . Goodwin G. Mills, ex-Allied Radio, appointed exec. vp-gen. mgr., National Radio Co. . . . Edward A. Williams elected vp, operations control, Collins Radio Co. . . . Dr. Peter Wargo named engineering mgr., GE cathode-ray tube dept.

G. Richard Tingley named vp, military & industrial sales dept., CBS Labs . . . Isidore B. Finkel retires April 1 as vp-gen. mgr. of govt. contract & OEM divs. of JFD Electronics Corp., remaining on board . . . Martin W. Krenzke, ex-Webcor, joins Warwick Mfg. Co. as product sales mgr., record changers & tape recorders.

Robert F. Halligan, 36, has been elected president of Hallicrafters, succeeding his father, William J. Halligan Sr., who continues as chairman & chief exec. officer. The new president is succeeded as exec. vp & gen. mgr. by Stanley E. Rendell, advanced from operations vp & asst. gen. manager.

Robert P. Dutton has been elected govt.-representation vp by Collins Radio. He'll continue to head Collins' Washington office, in addition to his new duties . . . Arthur C. McCarroll, formerly with Chrysler's L.A. office, joins Hoffman Electronics as PR dir.

Dario Soria, former pres. E.M.I. (U.S.) Ltd., has been named RCA Victor Record Div. vp for commercial records international liaison.

George R. Marek, RCA Victor, was re-elected president of Record Industry Assn. of America at the group's board meeting last week. Vice-president elected: Arthur Maxin, MGM Records, first vp; Jack Holzman, Elektra Records; Leon Hartstone, London Records; Dave Kapp, Kapp Records. Jack Stevenson, Children's Record Guild, was elected treasurer; Henry Brief, re-elected exc. secy.

New electronics specialty journal, *Medical Electronics News*, has been launched with a March issue by Instruments Publishing Co. Inc., 845 Ridge Ave., Pittsburgh 12 Pa. The subscription price of the publication, "exclusively devoted to serving the interests of the bio-medical instrumentation & electronic field," is \$6 per year.

Westrex Co., Alpine, newly formed Litton Industries subsidiary (Vol. 17:11 p18), has been named exclusive distributor in the U.S. & Canada for Polz, Germany-based Tefi Weke, GmbH. The Litton subsidiary will sell Tefi Weke's radios & tape players under the Westrex label.

### Obituary

Herbert Riegelman, 56, named manager of the GE Radio & TV Div.'s new distribution planning operation on March 1 (Vol. 17:10 p19), died March 11 in Syracuse's Memorial Hospital after a short illness. He would have assumed his new post April 1, after serving as TV Dept. gen. mgr. since 1953. He had joined GE the preceding year, as TV mktg. manager. Previously, he had been a Montgomery Ward vp, a furniture buyer for R. H. Macy for some 12 years. He is survived by his wife and a son, H. Allen Riegelman, who is district rep in Detroit for GE radio.

## Finance

**MOTOROLA PROFIT DROPS:** "The downturn in the economy" sliced Motorola's 1960 profit to \$12.6 million from \$14.2 million in the preceding year, despite a rise in sales to a record \$299.1 million from \$291.5 million (see financial table). Pres. Robert W. Galvin, in the annual report to 7,017 stockholders last week, forecast that 1961 "total sales & earnings should exceed 1960," but warned that "consumer-products volume may approximate 1960."

Galvin noted that sales of Motorola TVs, radios and phonos declined "substantially" in 1960's 2nd half. "The degree of downturn was not anticipated," he said. The consumer-products budgets "were purposely geared to a higher volume, resulting in an adverse effect on earnings."

The annual report pinpointed another adverse factor in 1960's TV sales picture: "The highly competitive condition caused by some manufacturers pricing TV sets unreasonably low, ostensibly to make room for the newly-introduced 19- & 23-in. models." Motorola, the report continued, "refrained from this unwarranted price-cutting." The company concentrated on upgrading quality, and "facts revealed by EIA figures show that the average Motorola factory TV selling price is 11% higher than that of the industry as a whole."

"Despite intensified competition of low-cost imported models," Motorola's portable radio sales were "the highest in company history." In stereo, Motorola accounted for 32% of industry sales of over-\$150 portables, 20% of over-\$300 consoles, the report said.

Galvin pointed to the Semiconductor Div. as one of the brightest spots in the Motorola picture. Earnings rose to a record high as sales of semiconductors more than doubled the 1959 volume. He said that more than 75% of Motorola's semiconductor output is now sold to outside customers.

At year's end, Motorola's working capital totaled \$66,161,511, up from \$57,061,939 the preceding year. The cash situation was \$8,678,462, vs. \$9,764,963. Net investment in plant & equipment rose to \$44,594,599 from \$33,436,676.

Crowell-Collier Publishing Co. plans a subscription offering to stockholders of \$12 million of convertible subordinate debentures due 1981, \$3 million of the proceeds to be used to repay 50% notes held by Loew's Theatres in its \$11-million sale of radio WMGM N.Y. to the publishing firm (Vol. 16:50 p12). Crowell-Collier's SEC registration statement (File 2-17719) also said \$1 million to be realized from the debentures would be applied to reduction of a bank loan used to put up \$8.1 million cash for WMGM. The balance of the proceeds may be applied toward payment of the remainder of the station's purchase price.

Victoreen Instrument Co. plans a public offering of 350,000 common stock shares through Val Alstyne, Noel & Co. at the current market price of outstanding shares at sale time. An SEC registration statement (File 2-17731) said \$900,000 of the proceeds would be used for new equipment, \$450,000 for expansion and opening a new West Coast operation of Victoreen's subsidiary Kulus Corp.

Lafayette Radio Electronics Corp., Jamaica, N.Y.-based mail-order distributor of electronic parts & hi-fi components, has placed on the market \$2.5 million of 5½% convertible subordinated debentures (due 1976) at 102½% and 130,000 shares of common (\$18 a share). The offering is through C. E. Unterberg, Towbin Co.

\$12-million civil suit was filed by the govt. & the Tennessee Valley Authority last week in a joint action against 5 makers of heavy electrical equipment convicted recently of price fixing (Vol. 17:7 p18). The defendants: GE, Westinghouse, Federal Pacific Electric, I-T-E, Allis-Chalmers. Because of the price-fixing conspiracy, the govt. charged, T.V.A. was forced to pay some 66% more than it should have for large circuit breakers purchased from the 5 defendants from 1951 to 1960. The suit, in U.S. District Court, Philadelphia, seeks triple damages. Attorney General Robert F. Kennedy said the action is the first of several contemplated by the govt. to recover alleged damages from the 29 corporations involved in the price-fixing indictments • \$750-million suit against GE for price fixing was dismissed by Federal District Judge Frederick O. Mercer in Peoria, Ill. last week. The action had been brought by 2 Peoria residents seeking triple damages for themselves & 50 million other GE retail customers.

NTA proxy fight is threatened by minority stockholders Leonard Davis, N.Y. insurance broker, and Philip L. Handsman, N.Y. lawyer. In a notice of intentions filed with SEC, they said they had decided to organize a stockholders' group to oppose NTA management (now headed by Oliver A. Unger) because of "large losses sustained by the company." Davis & Handsman told SEC "drastic steps" are needed to protect them & other shareholders from "further injury." Davis holds 1,500 of 2.8 million outstanding shares of NTA, which has put its WNTA-TV N.Y. on the block to pay off debts (Vol. 17:10 p13). Handsman owns 104 shares.

Paramount Pictures is buying Vocaline Co. of America, manufacturer of intercoms, synchronous motors & timers, according to reliable reports at last week's end. It was presumed that Vocaline would be merged with Paramount subsidiary Autometric Corp., successor to Chromatic TV Labs. At Vocaline's Old Saybrook, Conn. hq, Pres. Carroll T. Cooney declined specific comment, saying only that discussions had been carried on with "a number of companies" and "nothing has been resolved." Paramount officials were unavailable for comment. As of Dec. 31, 1959, Vocaline's total assets were listed as \$1,646,956. In 1959, its sales totaled \$1,807,872, net income \$71,941 (15¢ on each of 518,550 common shares). Vocaline stock (over-the-counter) closed March 16 at 2½ bid, 2¾ asked.

Avnet Electronics profit in the 1961 fiscal ending June 30 should at least equal the combined fiscal-1960 earnings of Avnet and its new British Industries subsidiary, acquired late last year (Vol. 17:1 p20). Pres. Lester Avnet noted: "We anticipate fiscal 1961 net will be between the combined 74¢ a share that the 2 companies earned in fiscal 1960 and 85¢. Sales should be between \$18.5 million & \$19 million—up from last year's combined sales of \$15.8 million." The company has about \$6 million in cash, he said, adding: "Personally, I am more interested in using our cash to buy earnings than to pay dividends. We have been discussing mergers & acquisitions steadily, but none is imminent."

Varian Associates sales & earnings "are running well in advance of last year," Pres. H. Myrl Stearns noted recently. He predicted that sales in fiscal 1961 (ending Sept. 30) would climb to \$60 million from \$46.5 million in fiscal 1960. The company also called for redemption April 10, at 104½% & accrued interest, its \$3,773,000 of 4½% convertible debentures due July 15, 1974. If all debentures are converted, Varian will issue 94,325 new common shares.

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

Allied Artists. Roger W. Hurlock bought 500, held 21,000. Herman Rifkin sold 200, held 14,061 personally, 13,007 in Rifkin Theatres Corp. Albert Zugsmith bought 1,300, held 375,800.

AB-PI. Edward L. Hyman sold 1,000, held 5,120.

Ampex. Leonard E. Good sold 315, held none. John Jipp bought 1,500, held 2,200. Nathan W. Pearson sold 500, held 1,750. Walter T. Selsted sold 1,000, held 625.

Amphenol-Borg. C. J. Seifert exercised option to buy 600, held 1,100.

Avco. C. Coburn Darling bought 2,000, held 8,000. James R. Kerr exercised option to buy 3,334, held 9,334. Benjamin H. Namm bought 500, held 3,306. Arthur E. Rasmussen exercised option to buy 3,500, held 11,038. Curry W. Stoup sold 2,000, held 7,220. Kendrick R. Wilson Jr. bought 6,000, held 17,000.

Avnet Electronics. Charles Avnet sold 100, held 204,821 personally, 1,262 in foundation. Robert H. Avnet sold 54,000, disposed of 1,126 as gift, held 316,467. Charles L. Morse Jr. bought 100, held 1,452.

Belock Instrument. Donald C. Walton sold 500, held 17,371, personally, 1,743 for wife.

Cinerama. Nicolas Reisini bought 200 through Robin International Inc., held 244,050 in Robin International Inc., 350,000 personally.

Clevite. Curtis B. Hoffman exercised option to buy 900, held 1,300.

Collins Radio. J. G. Flynn bought 1,300, held 2,045.

Columbia Pictures. Bernard Birnbaum acquired 312 under stock purchase plan, held 319. Irving Briskin exercised option to buy 8,288, held 8,288. Leonard L. Ernst bought 102, held 102. Arthur Levy acquired 312 under stock purchase plan, held 319. Mo Rothman acquired 624 under stock purchase plan, held 639 personally, 114,188 in Fico Corp. Harvey S. Shaw acquired 199 under stock purchase plan, held 209. Gordon Stulberg bought 307, held 307.

Corning Glass. L. Roy A. Amylon exercised option to buy 400, held 400. Amory Houghton Jr. sold 1,600, held 400 personally, 25,000 in trust, 1,230 as trustee.

Decca Records. Milton R. Rackmil bought 300 as co-trustee, held 18,000 as co-trustee, 1,713 personally.

Desilu Productions. Milton A. Rudin bought 170, held 300.

Electronic Communications. Charles L. Lord bought 500, held 500. James B. Williams bought 100, held 100.

Electronics Research Associates. Henry W. Reed bought 1,000 for trust, held 1,000 in trust, 113 personally.

Electronics International Capital. Jerome Kohlberg Jr. bought 294,000 through Bear Stearns & Co., sold 270,000 through Bear Stearns & Co., held 24,000 in Bear Stearns & Co., 1,000 personally.

Esquire Radio & Electronics. Israel Steiner bought 100, held 100. Filmways. M. R. Dubin received 1,000 as compensation, held 2,617.

General Dynamics. Frederic de Hoffmann sold 700, held 23. J. V. Naish sold 2,900, held 7,700. Rex L. Nicholson exercised option to buy 15,000, held 15,000.

GE. Hubert W. Gouldthorpe bought 133, held 1,873. George I. Haller exercised option to buy 550, held 1,200. Clarence H. Linder sold 4,650, held 12,010.

General Instrument. Fred C. Rummel sold 1,000, held 2,256. Louis Scadron sold 1,300, held 5,578.

General Precision Equipment. Gaylord W. Whitaker sold 500 from trusts, held 22,225 in trusts, 6,576 personally.

General Tel. & Electronics. Herbert L. Nichols sold 1,000, held 4,400.

IBM. John J. Bricker sold 150, held 1,145. William J. Mair sold 225, held 2,551. H. M. Sibley exercised option to buy 172, held 1,372. Bernard F. Wiegard exercised option to buy 219, held 890.

International Resistance. Walter W. Slocum exercised option to buy 300, held 1,300.

ITT. Henri G. Busignies received 113 as bonus award, held 436. Charles D. Hilles Jr. received 130 as bonus award, held 14,062. M. Richard Mitchell received 48 as bonus award, sold 400, held 3,548. Edward D. Phinney received 38 as bonus award, sold 210, held 4,013.

Lear. Roy J. Benecchi sold 1,989, held 4,177. Harold J. Downes exercised option to buy 925, held 925. A. C. Keske sold 871, held 600.

Ling-Temco. D. H. Byrd sold 2,850, held 73,953. Robert McCulloch bought 4,000, held 26,876. Clyde Skeen bought 3,000, held 3,240.

Litton Industries. Roy L. Ash sold 500 as custodian, held 2,285 as custodian, 14,178 in partnership, 117,894 personally. Charles B. Thornton sold 600, held 282,551 personally, 31,191 in partnership.

Loew's Theatres. Arthur M. Tolchin bought 2,000, held 5,500.

Magnavox. Gerard M. Ungaro sold 1,000, held 10,629.

Microwave Associates. Herman H. Kahn sold 3,200 through Lehman Bros., held 20,000 in Lehman Bros., 200 personally.

Minn. Mining & Mfg. Joseph C. Duke sold 1,500, held 99,507. John G. Ordway sold 25,000 through Ordway Trust, held 4,806,704 in Ordway Trust 1,500 in Dellwood Foundation, 4,500 personally.

National Theatres & TV. Eugene V. Klein sold 29,700, held 22,623.

National Video & Rico Electronics. H. Cole sold 100, held 1,500.

Packard Bell. Kenneth R. Johnson exercised option to buy 510, held 2,040. William H. Moore sold 300, held 500.

Paramount Pictures. Randolph C. Wood sold 3,100, held 8,000.

Philco. David B. Smith sold 100, held 2,652.

Philips Electronics & Pharmaceutical. James J. Colt sold 200 through Liberty Factors Corp., held 62,413 in Liberty Factors Corp., 3,834 personally.

RCA. Kenneth W. Bilby received 118 as incentive plan award, held 1,444. Meade Brunet received 80 as incentive, sold 200, held 915. John L. Burns received 102 as incentive, held 21,442. Charles R. Denny received 131 as incentive, held 1,396. Douglas H. Ewing received 133 as incentive, held 323. Frank M. Folsom received 165 as incentive, held 10,436. Ernest B. Gorin received 113 as incentive, held 1,700. Charles B. Jolliffe received 138 as incentive, held 1,809. Donald H. Kunsman bought 1,000, received 78 as incentive, held 1,081. Howard L. Letts received 104 as incentive, held 389. Arthur L. Malcarney received 129 as incentive, held 1,020 personally, 208 jointly with wife. George R. Marek received 113 as incentive, exchanged 82, held 2,933. Robert W. Sarnoff received 123 as incentive, held 10,403. Frank Sleetter received 108 as incentive, held 2,299. Douglas Y. Smith received 106 as incentive, held 1,564. Theodore A. Smith received 143 as incentive, held 2,848. Edward M. Tuft received 125 as incentive, held 1,459. William W. Watts received 118 as incentive, held 2,969. Robert L. Werner received 130 as incentive, held 1,578.

Raytheon. Thomas H. Johnson exercised option to buy 212 in April 1960 and 1,894 in Nov. 1960, held 2,894. N. B. Krim exercised option to buy 661, held 1,322. Robert L. McCormack sold 600, held

none. Thomas C. Wisenbaker exercised option to buy 716, held 1,350.

Reeves Soundcraft. David L. Terwilliger bought 500, held 500.

Milton F. Untermeyer bought 100, held 400.

Siegler. W. G. Ullman exercised option to buy 4,285, held 7,499.

Texas Instruments. W. D. Coursey sold 100, held 5,120. Robert C. Dunlap Jr. sold 300, held 22,850. Eugene McDermott sold 10,000 in private transaction, held 274,113. R. W. Olson sold 1,000, held 10,422. Bryant F. Smith sold 400, held 8,659 personally, 172 in trust.

Thompson Ramo Wooldridge. Harold L. George sold 2,000, held 25,935. Burton F. Miller sold 157 and 500 more from trust, held 3,000 personally, 7,500 in trust.

Trans-Lux. Richard Brandt sold 500, held 12,452 personally, 1,106 as custodian. Jay Emanuel bought 100, held 14,695.

Transitron Electronic. David Bakalar sold 625,000, held 2,551,325.

20th Century-Fox. J. B. Codd sold 200, held 100. Daniel O. Hastings bought 100, held 1,401.

Varian Associates. H. Myrl Stearns bought 10, sold 500, held 28,234 personally, 3,800 as trustee, 20 as joint tenant.

Warner Bros. Serge Semenenko sold 1,000 from trust, held 1,000 in trust, 1,800 personally.

Westinghouse. C. H. Bartlett sold 1,000, held 1,150. Leslie E. Lynde bought 4,300, held 8,106. John J. McCloy sold 370 from trusts, held none in trusts, 200 personally. A. C. Monteith sold 3,000, held 4,006 personally, 2,000 in trust. John E. Payne exercised option to buy 1,350, held 3,890. W. W. Sproul Jr. exercised option to buy 3,000, held 5,807.

Zenith. Karl E. Hassel sold 200, held 700.

International Rectifier shipments currently are running about 10% ahead of a year ago, Pres. Eric Lidow told the N.Y. Society of Security Analysts recently, but earnings are virtually unchanged. He would not project sales & earnings for fiscal 1961 (ending June 30) in view of "a tremendous uncertainty about military procurement because of the change in administrations, although we think this is clearing up."

GE's consumer products & industrial components accounted for about 53% of the company's total 1960 sales of \$4.2 billion (Vol. 17:6 p20), according to the annual report. Defense products & heavy goods produced the balance.

Axe Science & Electronics Corp. mutual fund reports a strong gain in net assets for the year ended Dec. 31:

	1960	1959
Net assets .....	\$19,428,288	\$12,521,784
Net assets per share ..	11.34	12.42
Capital shares .....	1,712,599	1,008,346

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

Thursday, March 16, 1961

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

Stock	Bld	Asked	Stock	Bld	Asked
Acoustica Associates	19 1/4	21 1/4	Maxson Electronics	19 3/4	21 1/8
Aerovox	8	9 1/8	Meredith Pub.	42	47 1/4
Allied Radio	26	28 3/8	Metropolitan Bcstg.	22 1/2	24 1/4
Astron Corp.	1 1/2	2 1/8	Milgo Electronics	26	28 1/4
Baird Atomic	25	27	Narda Microwave	5 7/8	6 1/2
Control Data Corp.	85 1/2	89 3/4	Nuclear of Chicago	46 1/2	50 3/8
Cook Elec.	14	15 1/2	Official Films	2 1/2	3
Craig Systems	15 1/2	17 1/4	Pacific Automation	5 1/8	6 1/4
Dictaphone	35 1/4	37 3/4	Pacific Mercury	8	8 7/8
Digitronics	27 1/4	29 1/2	Phillips Lamp	166 1/4	172
Eastern Ind.	17 1/4	18 1/2	Pyramid Electric	2 1/2	2 7/8
Eitel-McCullough	19	20 1/2	Radiation Inc.	28	30 3/8
Elco Corp.	14 1/4	16	Howard W. Sams	46 1/2	49 3/8
Electro Instruments	30	32 1/2	Sanders Associates	55	59
Electro Voice	12	13 1/2	Silicon Transistor	7 1/4	8 1/8
Electronic Associates	36 1/2	39 3/8	Soroban Engineering	53	57 1/4
Erie Resistor	13 1/2	14 1/2	Soundscribe	13	14 1/2
Executone	20 1/2	22 1/4	Speer Carbon	22 1/4	24 1/4
Farrington Mfg.	20	21 1/2	Sprague Electric	63	66
Foto-Video	2 1/2	3-7/16	Sterling TV	1 1/2	2
FXR	27 3/4	30 1/4	Taft Bcstg.	16 1/8	17 1/4
Hallcrafters	39 3/4	42 1/4	Taylor Instrument	46 1/2	50 3/8
General Devices	16 3/4	18 1/2	Technology Inst.	6 3/4	7 1/4
G-L Electronics	9 1/2	10 3/4	Telechrome	16 1/2	17 3/4
Gross Telecasting	21	23	Telecomputing	7	7 1/2
Hewlett-Packard	37	39 3/8	Time Inc.	94	99
High Voltage Eng.	220	234	Tracerlab	12 1/2	14 1/8
Infrared Industries	17 3/4	19 1/2	United Artists	5 3/4	6 1/8
Interstate Engineering	24	25 1/2	United Control	19 1/2	21 1/4
Itek	55	59 1/2	Universal Trans.	1	1 1/8
Jerrold	7 1/2	8 1/2	Vitro	20 1/4	21 3/4
Lab for Electronics	52	55 1/2	Vocalline	2 1/2	2 7/8
Lel Inc.	7 1/4	8 1/4	Wells-Gardner	26	28
Magna Theater	2 1/2	2 7/8	Wometco Ent.	14	15 1/8
Magnetics Inc.	11	12			

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1961—6 mo. to Jan. 31	\$ 20,594,645	—	\$ 570,145	\$0.54	1,065,098
	1960—6 mo. to Jan. 31	17,448,535	—	592,805	.57 <sup>4</sup>	1,019,739
	1961—qtr. to Jan. 31	11,780,488	—	367,055	.34	1,065,098
	1960—qtr. to Jan. 31	10,180,918	—	390,639	.38 <sup>4</sup>	1,019,739
Decca Records	1960—year to Dec. 31	85,408,692	\$14,694,666	5,524,757 <sup>1</sup>	4.29	1,285,701
	1959—year to Dec. 31	79,181,724	6,524,608	2,321,923	1.81	1,285,701
Fairchild Camera & Instrument	1960—year to Dec. 31	67,940,000 <sup>1</sup>	—	3,755,000 <sup>1</sup>	3.07	1,222,168
	1959—year to Dec. 31	43,442,000	—	2,071,225	1.69	1,036,890
Famous Players Canadian	1960—year to Dec. 31	—	—	1,857,252	1.07	—
	1959—year to Dec. 31	—	—	2,259,058	1.30	—
Hallicrafters	1961—6 mo. to Feb. 28	27,203,600 <sup>1</sup>	—	751,400 <sup>1</sup>	.68	—
	1960—6 mo. to Feb. 28	14,776,900	—	461,000	.42	—
	1961—qtr. to Feb. 28	15,520,400 <sup>1</sup>	—	395,200 <sup>1</sup>	.36	—
	1960—qtr. to Feb. 28	6,885,800	—	187,800	.17	—
HazelTine	1960—year to Dec. 31	67,177,934	5,221,466	2,586,466	1.68	1,528,826
	1959—year to Dec. 31	55,883,841	—	2,724,772	1.77	1,528,826
Lafayette Radio Electronics	1960—6 mo. to Dec. 31	10,991,625	722,480	376,348	.37	1,025,000
	1959—6 mo. to Dec. 31	8,314,681	411,419	214,080	.27	800,000
MGM	1961—20 wks. to Jan. 19	51,900,000	10,407,000	4,639,000	1.84	—
	1960—20 wks. to Jan. 21	45,574,000	7,076,000	3,019,000	1.19	—
Motorola Story on p. 18	1960—year to Dec. 31	299,065,992 <sup>1</sup>	26,176,813	12,633,813	3.14	4,028,652
	1959—year to Dec. 31	291,543,290	27,406,237	14,171,237	3.59 <sup>2</sup>	1,975,131
Pacific Industries	1961—6 mo. to Feb. 28	8,692,000	—	783,000	.55	1,415,354
	1960—6 mo. to Feb. 28	9,109,108	—	275,000	.24	1,145,354
Radio Shack	1960—6 mo. to Dec. 31	8,365,250	—	235,236	.40	584,651
	1959—6 mo. to Dec. 31	6,158,044	—	172,419	.40	430,560
Silicon Transistor	1960—year to Dec. 31	1,142,313 <sup>1</sup>	—	150,924 <sup>1</sup>	.30	—
	1959—year to Dec. 31	167,779	—	(89,003)	—	—
Stewart-Warner	1960—year to Dec. 31	107,348,373	12,940,294	6,180,294	1.86	3,315,795
	1959—year to Dec. 31	114,309,343	16,498,729	7,883,729	2.40 <sup>5</sup>	3,288,902 <sup>5</sup>
WJR, The Goodwill Station	1960—year to Dec. 31	4,420,727	559,280	341,033	.54	631,903
	1959—year to Dec. 31	3,966,251	416,059	256,098	.41	632,143
Wometco Enterprises	1960—year to Dec. 31	12,673,650	—	1,013,429	1.01	—
	1959—year to Dec. 31	10,396,241	—	707,550 <sup>3</sup>	.79	—

Notes: <sup>1</sup>Record. <sup>2</sup>Adjusted for July-1960 2-for-1 split. <sup>3</sup>Before non-recurring gain of \$228,786 (24¢ a share). <sup>4</sup>Adjusted for Nov.-1960 2%

stock dividend. <sup>5</sup>Adjusted for Jan.-1960 2-for-1 split.

Reports & comments available: Philco, Polarad Electronics and Sperry Rand, comments, Purcell & Co., 50 Broadway, N.Y. 4 • Paramount Pictures, report, A. M. Kidder & Co., One Wall St., N.Y. 5 • "Investment Opportunities in the Electronics Industry," pamphlet, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Storer Bestg., prospectus, Reynolds & Co., 120 Broadway, N.Y. 5 • Lafayette Radio Electronics, prospectus, C. E. Unterberg, Towbin Co., 61 Broadway, N.Y. 6 • Rixon Electronics, prospectus, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Zenith, profile in March 15 *Forbes* • Stanley-Warner, profile in March 15 *Financial World*.

Storer Bestg. offering of 210,000 common shares (\$30 a share) went on the market last week via an underwriting group headed by Reynolds & Co. The shares were offered by 2 Storer officers and a third stockholder.

Telectro Industries Corp., which has negotiated a merger deal giving Emerson Radio & Phonograph a 5-year option to buy controlling interest (Vol. 17:11 p19), was slapped March 15 with an SEC order suspending trading in its common stock. "In the interest of protecting investors," SEC banned American Stock Exchange & over-the-counter Telectro trading for 10 days "to prevent fraudulent, deceptive or manipulative acts or practices" in the stock. Accompanying the SEC order was an explanation that the Commission had "inadequate" information on Telectro's "inventories, accounts receivable and results of 1960 operations." The suspension, which can be renewed by SEC at the end of the 10-day period, will be in effect until "the factual situation is clarified," SEC said.

Thompson Ramo Wooldridge will acquire a 50% interest in West Germany's Teves & Co. GmbH in exchange for 25,807 common stock shares of the Cleveland-based firm, according to an SEC registration statement (File 2-17710). TRW also listed stock deals by which it has taken over 83.6% of Good-All Electric Mfg. Co. and all of the outstanding shares of Radio Industries Inc.

Automatic Radio Mfg. has been listed for trading on the American Stock Exchange. Symbol: ART.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Canadian Westinghouse	—	\$0.15	Apr. 1	Mar. 22
Motorola	Q	.25	Apr. 13	Mar. 31
Western Electric	Q	.90	Mar. 31	Mar. 20
Western Union	Q	.35	Apr. 13	Mar. 31



# WEEKLY **Television Digest**

MARCH 27, 1961

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

## SUMMARY-INDEX OF WEEK'S NEWS

### **FCC**

**FCC SLUGS KDWB WITH \$10,000 FINE** under new law, charging station with willful violation of technical rules (p. 1).

**WESTINGHOUSE, GE & ANTITRUST** still being studied by FCC. Westinghouse gives FCC a "clean bill of health" letter (p. 6).

### **ETV**

**ETV AID HITS HEW SNAG** in unexpected opposition by Secy. Ribicoff. Magnuson bill passes Senate despite administration objections, but House outlook is cloudy (p. 2). Dept. (p. 14).

### **Congress**

**RATINGS GET GOOD RATING** from American Statistical Assn. following year-long study for House Commerce Committee (p. 3).

**EQUAL-TIME PROBE SET** by Senate's Yarborough "Watchdog" Subcommittee at 3-day hearings this week (p. 15).

### **Programming**

**FEWER STATION CLEARANCES** are achieved by public-affairs shows as compared to straight-entertainment shows in almost every case on all 3 networks (pp. 3 & 11).

**\$10,000 TV TAPE SYSTEM** shown by Sony at IRE show. Transistorized video recorder weighs 440 lb., can be transported in station wagon. Due in 10 months (p. 7).

### **Advertising**

**AUTOS RETURN TO TV WITH FALL CONTRACTS**, despite indications of major cutbacks forced by large unsold inventory. NBC is chief benefactor of renewed auto TV interest (p. 8).

### **Consumer Electronics**

**COLOR SET DEVELOPMENT** accelerated by GE, with emphasis on post acceleration tube, possibly single-gun version. But any imminent GE sets will use RCA tube (p. 19).

**FLAT-SCREEN TV** brought closer through new piezoelectric solid-state display device developed by GT&E, described at IRE (p. 19).

**NEW-LINE CALENDAR** gives dates & locations of showings of 1962 merchandise by major manufacturers (p. 20).

**TAPE WITH GROOVES**, made in Germany, introduced by Westrex in compact music-reproducing system combining features of disc & tape (p. 21).

**JAPANESE EXPORTS** of electronic products to U.S. increased 24% to \$94 million last year, indicating signs of leveling off (p. 22).

**"SHEEP-DIP" PICTURE TUBE**—with implosion plate applied in molten form—is subject of experimentation in tube lab (p. 22).

### **Film & Tape**

**DEBUT OF OUR FILM BOXSCORE**. Revue leads all companies in number of network shows. Four Star is runnerup (p. 10).

### **Finance**

**AB-PT REPORTS RECORD** revenues & profits for 1960; receives final payment of \$5.5 million on its \$7.5-million sale of stock interest in Disneyland Park (p. 24).

### **Other Departments**

**NETWORKS** (p. 11). **STATIONS** (p. 13). **AUXILIARY SERVICES** (p. 17). **FOREIGN** (p. 17). **PERSONALS** (p. 18).

**FCC SLUGS KDWB WITH \$10,000 FINE:** First fine for rules violation—whopping maximum of \$10,000—was proposed by FCC last week against radio KDWB Minneapolis under new Sec. 503(B)(2) of the Communications Act enacted last year.

FCC voted unanimously that station had "willfully" & "repeatedly" violated technical rules by using 5 kw at night, with a daytime DA, instead of the proper 500 watts with nighttime DA. What happened, FCC said, is that its investigating engineer found the station operating with wrong facilities at 1 a.m. Jan. 25, told the station about it officially Jan. 27. Then, Commission said, licensee Crowell-Collier Bcstg. Corp. noted that the violations were going on when it bought the station in Aug. 1959.

Station stopped improper operations immediately upon receiving FCC's notice of violation. But that didn't satisfy Commission. Though it didn't say so, FCC obviously believes that management should have known what was going on and stopped it long ago.

Crowell-Collier promptly issued statement denying violation was willful or repeated, noting that the operating practice began under previous ownership "apparently on the basis of some misinterpretation of FCC engineering rules and misunderstanding of the advice of a consulting engineer . . . When Crowell-Collier acquired the station," it said, "the technical staff was retained and this phase of the operation was not reviewed." FCC sources say that this "lack of supervision" is what disturbed the agency. Licensee said it would contest FCC's ruling "in further appropriate proceedings."

We can find no one at FCC who expects station ultimately to pay full \$10,000—but they are determined that the case serve as a lesson for whole industry.

On another front, programming, a new majority appears to have emerged last week. In 4-3 vote (Comrs. Hyde, Craven & Cross dissenting), Commission voted to conduct renewal hearing in Pasco, Wash. for radio KORD, on grounds that its performance didn't match promises. FCC found that station had no educational or discussion programs as promised and that there were too many interruptions for spots.

Vote could prove historic, first of its kind in many years. It differs substantially from previous week's unanimous vote for renewal hearing in Kingstree, S.C. for WDKD which is alleged to have broadcast obscene material (Vol. 17:12 p1).

**ETV AID HITS NEW SNAG:** Federal-aid-to-educational-TV legislation won Senate approval—again—last week, as expected (Vol. 17:12 p3). But the plan for \$1-million govt. grants to states & D.C. for station equipment ran into unexpected Kennedy administration opposition which could delay or doom it in the House, where outlook has been hopeful.

Senate voted 67-13 to pass \$51-million bill by Sen. Magnuson (D-Wash.). He succeeded March 21 in pushing his measure (S-205) through for the 3rd time in 3 successive Congressional sessions. He had to climb over a last-minute floor hurdle put up by Welfare Secy. Ribicoff, however. It nearly caught him by surprise. On House side, Commerce Communications Subcommittee was similarly taken aback by Ribicoff's action, which came in midst of routine 4-day hearings on companion ETV legislation which was endorsed by a long string of witnesses. Subcommittee ended sessions March 23, but left record open for anti-aid testimony or statement from Health, Education & Welfare Dept., whose Office of Education would administer the program.

"We recommend against enactment of S-205," Ribicoff said bluntly in his belated message to Magnuson. Statement explaining Democratic administration's objections—repeating some criticism voiced repeatedly by HEW Dept. during Eisenhower administration—was dated March 17. But Magnuson didn't mention it as he opened floor debate 4 days later with plea for quick approval of his bill. This gave ammunition to Republican opponents—joined by such Democrats as Sens. Lausche (O.) & Thurmond (S.C.)—for barrage against measure.

Gleeful suggestion that Magnuson tried to hide Ribicoff's letter came from minority leader Dirksen (R-Ill.), who led opposition in debate. "I saw it only this morning, because it arrived this past weekend," Magnuson retorted, reporting he had been trying since January to get Ribicoff's ETV-aid position on record.

President Kennedy's support had been counted on confidently by Magnuson & other advocates of govt. ETV subsidies. "I pledge you that I will back actively suitable legislation," the President had said during election campaign. But, Ribicoff said, Magnuson's plan for outright grants didn't suit the administration's over-all aid-to-education program.

Ribicoff ticked off these objections: (1) Precise ETV needs won't be known until National Assn. of Educational Bcstrs. completes country-wide survey under an Office of Education contract (Vol. 17:10 p10). (2) State & regional ETV planning hasn't jelled sufficiently. (3) "More attention needs to be given" to state commitments of ETV operating funds after stations are built. (4) ETV aid in any event should be fitted into "framework of more comprehensive federal action to improve the quality of education."

Magnuson said he was not dismayed by criticism of his bill, which he watered down by accepting amendment by Sen. Keating (R-N.Y.). It limited recipients of any govt. ETV grants to the states themselves, although they could parcel out funds to private non-profit ETV groups. As written, Magnuson bill permitted such groups to get grants directly. "I just had to be an old frontiersman for a day," Magnuson said after his 67-13 victory. "We showed the New Frontiersmen where they are wrong on this issue."

Thrice-told testimony by supporters of ETV aid was heard meanwhile in House hearings. They included House members & ETV pros, many of whom had presented the same arguments at the last 2 sessions, when legislation failed to reach House vote.

Something new was added by FCC Chmn. Minow in House proceedings. For the first time at any ETV hearings, the Subcommittee heard an FCC Chairman support the idea of govt. grants. But Minow, making his initial appearance in Capitol Hill legislative proceedings, repeated FCC's official non-committal position on subsidies, said Commission's proposal for law requiring manufacture of all-channel sets would be big help to ETV. Then, speaking for himself, he reiterated his personal endorsement of subsidies, expressed earlier in statement to Magnuson (Vol. 17:11 p7), who used it on Senate floor to counter-balance Ribicoff's letter. Sitting with Minow on witness stand was ex-Chmn. Ford.

**RATINGS GET A GOOD RATING:** Long-awaited, much-delayed Congressional bombshell for broadcasters—the critical study by American Statistical Assn. of TV & radio rating systems and how they're used (Vol. 17:11 p12)—exploded with a gentle thump last week.

There are "potentials" for errors & abuses in all broadcast audience-measurement systems, an ASA team of experts found after a year of contract work for House Commerce Committee (which paid \$31,000 for findings). "But on the average, the rating services were doing a pretty good job," reported Stanford Research Institute's William G. Madow, who headed the team.

Have ratings been misused by networks & stations? ASA's researchers said they never did pin anything down, although they tried to "relate the accuracy of the ratings to the uses made of the ratings." They got answers to questionnaires sent out to users, but "information received in response to this request did not permit the determination of any specific techniques of using the ratings."

"Persons with preconceived attitudes about ratings will probably find something in the report to bolster their attitudes, whether favorable or unfavorable," commented Commerce Committee Chmn. Harris (D-Ark.). He said he had no plans to pursue the subject further with staff investigations or hearings.

Harris said he was baffled by statisticians' language used in much of the 138-page report (plus 23 scholarly pages of annotated bibliography). "I hope you don't expect me to explain too much of it," he told newsmen in releasing the study, which for Congressional archives purposes became House Report No. 193.

But he pointed to "general conclusions": (1) "There are important sources of error in the methods used by each rating service." (2) "The services seem to be estimating the ratings fairly well on the average." (3) "The sheer number of rating estimates that each service issues will lead to a number of . . . errors."

As for much-talked-about program improvement through improvements in rating systems, Harris said in effect that there's little hope now for that. He put it this way: "It is unlikely that technical improvements in methods of estimating the ratings will lead to any support for a change in programming policies."

Two recommendations by Madow's ASA team were singled out by Harris, however: (1) "Rating services should publish in their reports or have available for distribution to clients or others, sufficiently detailed descriptions of what they do, and of the quality of the ratings they provide." (2) "Rating services should provide adequate information in their pocket pieces and reports on the accuracy with which their estimates approximate the values estimated."

Sampling methods of 7 major services—ARB, Hooper, Nielsen, Pulse, Sindlinger, Trendex, Videodex—were covered in separate sections of final Chapter 6 of report. Asked by reporters to specify actual faults found in them, Madow demurred. However, he said "potentials" for errors are implicit in methods used by all. He posed these questions: How are samples selected? Are telephone selections representative of area populations? Are diaries kept accurately? How many in audience would be willing to be metered? Answers to such questions, Madow said, can run every which way.

Establishment of single industrywide rating service—often proposed by broadcasters themselves—wasn't recommended by ASA's technical committee. But it did suggest it would be a good idea for industry to set up its own "office of methodological research" to keep an eye on service operations. Madow's colleagues for study were Columbia U.'s Herbert H. Hyman and Raymond J. Jessen of CEIR Inc. They were aided by Paul B. Sheatsley of National Opinion Research Center and Charles R. Wright of U. of Cal.

**UNDEREXPOSURE PLAGUES PUBLIC-AFFAIRS SHOWS:** Prestige informational shows seldom receive network clearances as good as adjacent straight-entertainment shows—even when they're sponsored by influential advertisers. That's the key finding in a checkup we've made among the 3 networks.

Difference can be more than 60 stations between back-to-back slottings of public-affairs and entertainment packages. The usual drop-off between the 2 types is about 20 stations. One result: Viewers tempted by national publicity to watch a public-affairs show may become annoyed at a show, a network and even a sponsor when they find that what they want to watch isn't carried by their local network outlet.

Sustaining shows, as usual, don't command the line-ups their sponsored counterparts do. It often takes quite a bit of coaxing by network station-relations depts. to deliver a line-up for an unsponsored show at night, no matter how appealing its subject matter. And sponsorship isn't necessarily the answer—sponsored public-affairs vehicles sometimes have the most difficulty in clearing local airtime. (For 3-network breakdown, see p. 11.)

**RERUNS PACK SUMMERTIME PUNCH:** There's no appreciable drop in cost-of-audience efficiency for reruns of film episodes on summer network schedules. This was the highlight last week of a special A. C. Nielsen analysis of 57 network film shows which used repeat episodes last summer. The odds are generally in favor of advertisers, agencies and producers who ride through the warm-weather months with their winter film shows:

Original-vs.-rerun share: Average audience share for winter-season original telecasts of 57 series examined was 33.8%. There's a summertime set-usage drop, of course, but of the available audience, summer reruns averaged 32.5% share.

Behavior by program type: Apparently, viewers like action shows (apart from Westerns) even more in summer than in winter. Shows classified as "adventure" & "mystery" made average share gains of from 1% to 5% in summer. Suspense dramas, comedies, Westerns, and dramatic anthologies dropped in share comparisons from 2% to 10%.

New audiences reached: You get a large slice of "new audience" with summer film reruns. A special sampling of evening film series by Nielsen revealed that "at least half of the rerun audience was new" and hadn't seen the episode during the winter months.

Cost efficiency: All 3 networks adjust rates to compensate for the summer set-usage drop of 37% (6-8:30 p.m.) to 15% (10:30-11 p.m.). Said Nielsen: "If production costs for the reruns are 40% below original, then the total cost of airing the rerun will be at least 40% lower than the original." Result: The rerun will then "represent as good a buy as the original on a CPM basis."

**REACTION TO MCA RELUCTANCE:** FCC members aren't saying anything about it publicly, but some of them are extremely burned up about what they regard as MCA's contempt for the Commission through vp Taft Schreiber's refusal to testify in the network investigation (Vol. 17:11 p3). For what it may portend, here are comments of one Commissioner who has been seething:

"I think I'm coming around to the view that networks must own all their programs so that we can hold them responsible for them. I don't go for their excuse that they can't do anything about a lot of shows because they don't control them.

"I'm not sure I agree with [former anti-trust chief] Bob Bicks. He thought it was monopolistic for networks to control programs. I'm not sure that's the problem."

This Commissioner doesn't want to license networks because he believes that licensing would tend to make affiliates less responsible for themselves—and he believes that FCC can be given adequate authority to regulate networks without licensing.

At week's end, MCA challenged FCC's authority by filing an appeal in the D.C. Court of Appeals—beating the Commission to the draw. The Commission was expected to go to the Federal District Court in Los Angeles in an effort to force MCA to testify. Now a jurisdictional question is raised—and FCC has to decide whether to go along in the Court of Appeals or try to get the case moved to another court. MCA based its appeal on the grounds that FCC doesn't have authority to seek the information it wants, that it has abused its discretion, that MCA was deprived of rights to counsel, that FCC hadn't established ground rules for investigative procedures.

**MURROW 'OFF ON WRONG FOOT':** Ex-CBS commentator Edward R. Murrow had no sooner been sworn in as USIA dir. March 21 than he created public controversy by attempting to stop BBC from showing CBS-TV's "Harvest of Shame" documentary on migratory workers—which he himself narrated.

"Mr. Murrow Is Off on the Wrong Foot" was head of N.Y. Herald Tribune editorial which complained sadly that this censorship move by USIA's new chief "isn't the sort of thing one expects" from Murrow. Other newspapers also deplored incident. "Foolish & futile" said Washington Post. "Incredible intrusion on the free informational medium of an ally," said Jack Gould in N.Y. Times, suggesting Murrow should have resigned his govt. job first.

Murrow took full personal responsibility for his call to BBC, which ran "Harvest of Shame" for British viewers March 21 despite Murrow's plea that film on plight of farm laborers was produced for U.S. viewers only, and that he feared his narrator's role in it would give impression abroad that it had official govt. approval. CBS itself said it would continue to make such films available for circulation anywhere in world.

"Pressure & politics" in Congress (which coincidentally received request from President Kennedy to raise USIA's fiscal 1962 budget \$11 million to \$121.6 million) were blamed by Herald Tribune—among other newspapers—for Murrow's maneuver. "Harvest of Shame" had been denounced on Senate & House floors as distortion of U.S. conditions. At Murrow's Senate confirmation hearing, critics singled it out as example of what they said was his lack of "objectivity" as a newsman (Vol. 17:12 p2). Murrow had stoutly defended such documentaries, however: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted."

Murrow's messy baptism as govt. bureaucrat started with floor speech by Sen. Holland (D-Fla.), bitter critic of "Harvest of Shame." Berating CBS for selling the film abroad in first place, Holland related how Murrow had tried to stop BBC showing. Holland also disclosed that he had enlisted NAB Pres. LeRoy Collins in effort to suppress film. Holland reported Collins "expressed serious concern about the national interest, [then] contacted high officials of the CBS network and asked their urgent consideration of steps to avoid the showing." All protests failed, Holland complained—but he & other network critics who will vote on USIA budget had high praise for Murrow's conduct.

**TECHNICAL ELECTRONICS? BUT YOU'RE INVOLVED, TOO:** If you think "they've gone about as far as they can go" in TV & consumer electronics, take a look at some of the reports in this issue. Technological advances, major & minor, in the labs & on the market, are continuing to add excitement in the "mature" field of TV where "nothing ever happens any more." You'll find these developments described in the pages of this week's Digest:

- (1) One of the most significant steps taken to date toward a flat-screen picture-on-the-wall solid-state TV set, utilizing new simplified methods (p. 19).
- (2) Encouraging progress toward single-gun color-TV picture tube (p. 19).
- (3) A transistorized TV-tape recorder ready to be marketed at about \$10,000 (p. 7).
- (4) Progress toward an entirely new method of protecting consumers from picture-tube implosions—by dipping the tube in melted plastic (p. 22).
- (5) A new & unheralded German approach to recorded music—placed on the U.S. market last week—combining features of tape & discs and resulting in a 4-hour LP (p. 21).

Major or minor, these potential & present technical innovations may well affect your business & business decisions—ten years from now, next year or tomorrow. Whether you build TV sets, buy or sell time, make film or manage stations, you are deeply involved in a field fathered by science & technology. In your business, research & development cycles are at least as important as business cycles. It will pay you to keep in close touch with them.

## The FCC

Court hears Miami Ch. 10 argument: Court of Appeals Judges Prettyman, Washington & Danaher again heard the much-told Miami Ch. 10 tale last week as attorneys offered an unprecedented 3½ hours of argument. Judge Prettyman, through his questions & comments, seemed shocked that anyone—including Congressmen—would make any kind of approach to FCC in an adjudicatory case even though the Communications Act doesn't specifically prohibit certain types of inquiries. Judge Danaher, on the other hand, was much intrigued with "climate of the times," i.e., "everyone" was in the habit of talking to Commissioners. Judge Washington's questions were less indicative—if it can be concluded at all that the others' comments were indeed straws in the judicial wind.

New ETV assignment: Ch. 28 has been reserved for ETV in Newark, O., coming from Lancaster where it was replaced by Ch. 68.

FCC staff grants first CPs: Under newly delegated authority, FCC chief examiner James Cunningham has granted his first AM CP—to Hennepin Bestg. Associates, Minneapolis. Competing with Robert E. Smith, River Falls, Wis. applicant, Hennepin agreed to pay Smith \$5,051 for his expenses to date. Cunningham approved the agreement, granted Hennepin. The Broadcast Bureau also granted its first translators, under a similar delegation. The Commissioners have thus begun to rid themselves of time-consuming trivia, as critics have for years urged them to do.

Top FCC staff appointments, previously reported (Vol. 17:11 p2), have been announced officially: Max Paglin, general counsel; Henry Geller, associate general counsel; Gerald Cahill, asst. general counsel (legislation); Daniel Ohlbaum, asst. general counsel (litigation); James Juntilla, asst. to chief of Broadcast Bureau. Chmn. Minow's own office staff was announced as follows: Tedson Meyers, administrative asst.; Joel Rosenbloom, legal asst.; William North, engineering asst.; James Sheridan, special asst.; Gloria Coe, confidential asst.

**Westinghouse, GE and Antitrust:** While FCC has been studying the impact of electrical equipment antitrust convictions on the TV-radio licenses of Westinghouse & GE (Vol. 17:7 p8), the 2 companies have been moving to deflect any possible onus from their licenses.

Westinghouse went quickly to the Justice Dept., got what it considers to be a clean bill of health. On March 14, vp E. V. Huggins sent to the FCC a copy of the March 10 letter it received from W. Wallace Kirkpatrick, acting antitrust chief. In it, the latter quoted Justice Dept.'s attorney's statement to the court in the antitrust case:

"The government does not claim that any member of the Westinghouse board of directors had personal knowledge of the conspiracy pleaded in the indictment nor does the government claim that any Westinghouse director personally authorized or ordered commission of any of the acts charged in that indictment."

Three Westinghouse Bestg. Co. directors are also directors of the parent Westinghouse Electric Corp.—WEC Pres. Mark Cresap, WEC Chmn. Gwilym Price and Huggins.

The Kirkpatrick letter then went on to say: "The recent Philadelphia cases related solely to the manufacture & sale of electrical products used in the generation, transmission and distribution of electrical energy. These cases did not relate to radio or TV broadcasting, nor did they involve the manufacture or sale of radio or TV apparatus."

Therefore, Huggins told the Commission, there is an "absence of any relationship between these antitrust cases and the operations of the Westinghouse Bestg. Co."

GE has a letter to FCC under preparation, presumably similar. Last week, J. Milton Lang, mgr. of GE's broadcast properties, issued a statement declaring that there is no relationship between the antitrust case and GE broadcast operations. He said he was sure FCC wouldn't hold the antitrust convictions against the stations.

At FCC, even the most experienced people vow that they're unable to predict how FCC will react.

Landis concedes FCC gains: In a copyrighted 4½-page interview in March 27 *U.S. News & World Report*, President Kennedy's regulatory advisor James M. Landis cites recent improvements in FCC procedures & policies. The Commission has taken steps in right directions, he says, by delegating more authority to hearing examiners and by trying to do something to make programming better. But Landis adds that he has no easy answers to questions re regulation of networks & federal supervision of network shows.

**Another vhf for Pittsburgh sought:** The addition of Ch. 6 or 7 to Pittsburgh has been requested by off-air WENS (Ch. 16) which has petitioned FCC for allocations changes affecting stations in Johnstown, Clarksburg, Weston, Altoona and Wheeling. The changes involve short spacings, site changes, channel shifts, moves to uhf, etc.

**Eaton short license:** Radio WOOK Washington, owned by Richard Eaton, has been granted a renewal until July 1, 1962. Five other Eaton stations have also been given short permits by FCC which said that he had failed to give his outlets adequate personal supervision (Vol. 16:50 p3).

**Three left in Wilmington:** Wilmington TV Co. was granted permission to drop out of the race for Wilmington, Del. Ch. 12 last week, leaving 3 contestants—Metropolitan Bestg. Corp., Rollins Bestg. and WHYY Inc. Previously, NTA had bowed out.

**Vhf-uhf-set legislation delayed:** FCC's recommended bill to require manufacturers to make only all-channel TV sets is still stalled at the Budget Bureau, which has the duty of studying all legislation proposed by govt. agencies. Submitted in early February, the bill has been delayed longer than expected. Word at FCC is that the measure is so substantial that the administration is giving it extra consideration, and the betting at the Commission is that it will be forwarded to Congress with a non-committal attitude. It's understood that the Justice Dept. has concluded that the measure would be Constitutional and has so advised administration leaders.

**FCC money prospects bright:** House Appropriations Subcommittee under Rep. Thomas (D-Tex.) gave FCC "the most favorable hearing" on the Commission's budget last week. Members of the Subcommittee, it's reported, even went so far as to ask the Commission whether it was asking enough money for certain functions. FCC made to receptive ears a particularly strong pitch for funds to conduct renewal hearings in the field and to support activities of its Complaints & Compliance Division. The Commission also put considerable thrust into its plea for money to support its space communications work.

**Bakersfield deintermixed:** All-uhf allocation for Bakersfield has been ordered by FCC as anticipated (Vol. 17:11 p6). KERO-TV's Ch. 10 is deleted and the station is ordered to shift to Ch. 23. Ch. 51 is added to the city and Ch. 39 is reserved for ETV, while Ch. 45 is substituted for Ch. 37 in Delano. Fresno's Ch. 12 is assigned to Santa Maria. Comr. Cross dissented. The shift of KERO-TV to Ch. 23 was made effective Dec. 1, 1962, which is the date when the station's license expires—"or on any earlier date that station ceases its Ch. 10 operation." The Commission also ordered a hearing on the shift.

**FCC seeks N.Y. uhf bids:** Bids for installing 1,000 vhf-uhf sets for its N.Y. uhf experiment are now being sought by FCC with a closing date of April 5. It's expected that bids for the receivers themselves will be invited in about a month. Meanwhile, the Commission's engineers have been working with receiver manufacturers, examining & testing their current models. Bids for measuring vhf-uhf signals at 5,000 locations during the experiment are being accepted by the Commission until April 27 through the chief of its Administration Services Division.

**Committee dropped:** Telecommunications Advisory Board is one of the 17 interdepartmental committees abolished as unnecessary by President Kennedy. Membership: OCDM, FCC, USIA, FAA, Post Office, CIA and departments of State, Treasury, Defense, Commerce.

**Program comments delayed:** At the request of NAB, FCC has extended the deadline for industry comments on the proposed revision of its program-service form (Special Supplement, Feb. 27) from April 3 to May 1. Reply comments are due May 10 instead of April 17.

**Transfer of radio KRKD & KRKD-FM Los Angeles** to the International Church of the Foursquare Gospel for \$1.5 million has been approved by FCC (Vol. 17:1 p9). KRKD has been sharing time with the church's KFSG; 24-hour operation is planned, using KRKD call letters.

Charles E. Escola, FCC asst. general counsel in charge of administrative laws & treaties div., resigns to join Kansas Public Utilities Commission, Wichita, as special counsel on oil & gas cases.

## Technology

**\$10,000 TV TAPE SYSTEM:** In a tiny exhibit at last week's IRE show in the N.Y. Coliseum, Japan's Sony Corp. pulled large crowds with the first showing of its low-priced transistorized video-tape recorder. Since it's incompatible with Ampex & RCA broadcast TV tape recorders, Sony doesn't recommend it for broadcast use. (The Sony machine also presumably will be incompatible with the recently announced RCA & Ampex closed-circuit recorders [Vol. 17:11 p14, 12 p12], which will also be incompatible with each other.)

Although the pictures we saw on the monitor were not of highest quality, there is no reason to dispute Sony's claim that "both video & audio signals are unbelievably reproduced with true fidelity." Sony says the recorder, to be available in about 10 months, will be priced at around \$10,000, including transistorized vidicon camera & monitor. The RCA & Ampex broadcast recorders begin at just under \$50,000 and their upcoming closed-circuit machines will be priced at \$20-25,000.

The neatly packaged Sony recorder is housed in a desk-type console, measuring 3x3x2 ft., small enough to fit in a station wagon, and weighing only 440 lb. It has 2 rotating heads (instead of the 4 in broadcast recorders) and uses a helical (spiral) scan technique. The heads rotate at 1800 rpm and the tape speed is 7½ in. per second—both figures just half of the comparable broadcast recorder speeds. Each of the 2 heads records one field of video information, a combination of the 2 heads making up one frame. A unique feature of the Sony recorder: The tape can be stopped at any position, producing a still image on the monitor.

The tape recorder has 96 transistors, 101 diodes, will record 66 minutes on 2,400 ft. of 2-in. tape. The signal-to-noise ratio is given as 36 db or more. The camera has 14 transistors, 3 diodes, the camera control unit 50 transistors, 22 diodes. The recorder is capable of 280 lines of resolution on the U.S. 525-line system. It will be imported by Sony Corp. of America, 514 Broadway, N.Y. 12. A Sony spokesman said it will not be exhibited at the NAB convention.

**International TV Symposium:** East will meet West in the first worldwide interchange of TV technical data May 17-21 in Montreux, Switzerland, under the auspices of the International Telecommunication Union. As a part of the May 15-27 International Festival of TV Arts & Sciences, the Symposium will feature papers by leading TV scientists from all over the world. As described in a news conference last week at the IRE convention by Symposium Chmn. John H. Gayer & ITU Deputy Secy. General M. B. Sarwate, these will be highlights: Honored guests, receiving citation and presenting papers, will be: RCA Chmn. Brig. Gen. David Sarnoff; British Marconi Chmn. Sir Noel Ashbridge; French Prof. J. Boutry; Swedish Posts & Telegraph Technical Dir. Erik Esping; Leningrad TV Institute Prof. P. V. Shmakov; Japan Victor Managing Dir. Kenjiro Takayanagi. Discussions will center on TV systems in various countries and on new technical developments. Most interest will be focused on papers on space TV relays and on plans for worldwide broadcast use of the first proposed TV-relay satellite—Project Relay, due in 1962. A TV equipment trade fair will be held simultaneously with the festival.

**AT&T "no space monopoly":** Disturbed by widespread new reports that it may be seeking to dominate satellite communications, AT&T last week informed FCC it wants nothing of the kind. James E. Dingman, vp & chief engineer, wrote: "We do not seek a monopoly in satellite communications. We do not wish to exclude other international carriers either from establishing such systems or from sharing the use of the system we propose. We seek only the opportunity to employ private initiative, management and capital in the public interest & under public regulation in a manner wholly consistent with traditional public policy with respect to international communications . . . Ownership of the facilities involved could be handled in the traditional way. The foreign terminals would be owned by the foreign telecommunication agencies. We have had many years of mutually satisfactory operating experience with these agencies all over the world and are completely confident that we can come to an equitable arrangement with them concerning the ownership and use of the satellites. Use of the U.S. portion of the satellite system would be made available, of course, to all international communications carriers servicing the U.S. for any services they now are, or may in the future, be authorized to provide by the FCC . . . We believe the low-orbit system proposed by the AT&T is the preferred system at this time. The technology is well advanced for the low-orbit satellite."

High-altitude airborne TV system has been developed by RCA for remote control of a 36-in. telescope suspended from a balloon 15 miles above the earth. The balloon telescope, Stratoscope II, will include 2 transistorized TV cameras, each weighing about 58 lb. and incorporating a new ultra-low-light image orthicon tube. A wide-angle TV camera will look directly into space and send to the ground a large-area picture to be used by astronomers in selecting targets for detailed viewing. The 2nd camera will be positioned to look through the telescope to show astronomers what the telescope is seeing. It will guide the ground station for exact control of the telescope. The telescope's views will be recorded by a film camera in the airborne assembly. The smaller Stratoscope I project (with 12-in. telescope) in 1959 resulted in the clearest photos ever recorded of the surface of the sun and the areas surrounding sunspots. The project is being prepared by Princeton U. under the sponsorship of the Office of Naval Research and the National Science Foundation, supported by NASA.

7 steps to interstellar TV are diagrammed by March *Fortune*, which notes: "A multitrillion-mile TV link may carry some of the first communications between man & other intelligent beings in the universe. TV would be ideal, because pictures can be readily understood even if parts of them are erased or distorted during transmission. Any beings sophisticated enough to communicate with us would be bound to know TV. Cornell physicist Philip Morrison believes he could easily teach another civilization how to receive our pictures by the scheme diagrammed [in article 'Are We Being Hailed from Interstellar Space?']."

Good primer on TV propagation for non-technical people is a lecture by Washington consulting engineer Howard T. Head of A. D. Ring & Associates, delivered recently at the Capitol Radio Engineering Institute. Copies may be obtained from the firm at 1710 H St., N.W.

"FCC Relation to Space Communication": That's the title of a new 4-page informational release issued by the Commission describing its activities & duties. It's Public Notice G, Mimeo 1627, available from the Commission.

## Advertising

**Autos Stepping on Gas Again:** Indications earlier this season that auto companies would cut back fall TV expenditures (Vol. 17:9 p10) weren't, apparently, so indicative after all. Last week, ignoring a large unsold backlog of cars and banking on an upturn in the nation's economy, Detroit auto makers were back in strong position in the ranks of bigtime network TV advertisers.

Chrysler is the latest to get back on TV's bandwagon, signing with NBC for a large package of special events. Included: Co-sponsorship (with Gillette) of the World Series, both All-Star baseball games, the Rose Bowl and Blue-Gray post-season games. (Chrysler's sports co-sponsorships, incidentally, run counter to a reported trend away from major-sponsorship baseball buys.)

NBC-TV, which last season had approximately 50% of all network auto billings, is likely to repeat its high score. Also signed by that network: Ford Motor Co., for full sponsorship of *Alfred Hitchcock Presents* (Tue. 8:30-9 p.m.), *Ernie Ford* (Thu. 9:30-10 p.m.), and participations in *Wagon Train* (Wed. 7:30-8:30 p.m.). Buick has bought a segment of *Sing Along with Mitch* (Thu. 10-11 p.m.) and Dodge is reportedly interested in the planned Wed. 10:30-11 p.m. public-affairs series with David Brinkley.

ABC has re-signed Chevrolet for full sponsorship of *My Three Sons*, (Thu. 9-9:30 p.m.) CBS can count on Ford TV dollars for the 1961 pro-football games, but Chevrolet & Plymouth renewals for *Route 66* and *Gary Moore Show* are doubtful.

Dealers were also deep in spring sales promotions last week. One such was a joint sales scheme devised by 2 Levittown, N.Y. dealers, one of whom sells Fords and the other Chevrolets. When an ad-attracted customer came in to test-drive a Ford (or Chevy), he was given a gift—one cuff link. The matching link could be had by buying the car, or by going to the rival dealer across the street to make a comparison. Both dealers have recorded "substantial sales increase."

\* \* \*

Success (cover) story: Latest *Time* magazine cover story is devoted to Jim Moran who "through hard work, hard sell and his TV pitches on behalf of his autos, has built his firm [Courtesy Motor Sales, Chicago] into the nation's biggest auto dealer in business at the same stand & the world's largest Ford dealer." When TvB dug further, Moran told the industry organization: "I believe we have been successful because we have attempted to dominate & use our TV shows to their fullest potential power, not only as far as advertising our dealership, but in public relations, charitable benefits and good institutional promotion."

When to sell groceries & drugs: A new study by rep Avery-Knodel Inc. is being circulated to agency time-buyers and admen who handle TV-spot-sold products that are retailed in supermarkets & drug chains. Divided into 4 basic regional station groupings (Eastern, Midwestern, Southern, Western), the study gives basic data on the 32 markets in which there are Avery-Knodel-repped TV stations, includes: (1) Names of leading supermarket & drug outlets, and what they stock. (2) What nights these chains are open. (3) The days & nights of heaviest buying volume. (4) Working hours for industrial labor shifts. (5) Opening & closing hours for businesses. (6) Saturday business schedules. (7) Home-ownership statistics. Copies of the study are available to admen from Avery-Knodel, 720 Fifth Ave., N.Y. 19.

**Dixon Takes Over FTC:** The "life & death struggle" of democracy depends in part on FTC's success in helping to maintain a free U.S. economy, new Chmn. Paul Rand Dixon said March 21 at his swearing-in ceremonies.

Dixon, confirmed by the Senate a week earlier (Vol. 17:12 p2), pledged his "best effort" to enforce FTC laws governing unfair advertising & trade practices. Outgoing Republican Chmn. Earl W. Kintner, who presided at the ceremonies in FTC's big meeting room, said he was "delighted" with his successor. Like Kintner, Dixon is a longtime govt. career man.

The oath was administered by U.S. Court of Claims Judge Samuel Whitaker while Dixon's old Senate boss—Chmn. Kefauver (D-Tenn.) of the Judiciary Antitrust & Monopoly Subcommittee—held the Bible.

Dixon started out in the FTC business with an admonition from House Small-Business Committee Chmn. Patman (D-Tex.) to do something to clear up a "shocking situation" represented by the agency's big backlog of cases left.

"The tragedy of it is that all the improvement possible cannot bring the resurrection of the many small firms which have been destroyed as a result of the practices & conditions challenged by cases which have all but withered & died on the vine at the FTC," Patman said.

Meanwhile, the Senate Commerce Committee put off until April 11 its vote on confirmation of Philip Elman, political independent from the Solicitor General's office who is President Kennedy's choice to take over Republican Edward K. Mills' FTC chair. There were no reports that Elman was in trouble, however.

**No Squawks on New NBC Rules:** Far from being unhappy about NBC-TV's relaxed rules on nighttime "product protection," major ad agencies are accepting the changes "without a single negative reaction," an NBC sales official told us last week. Generally, agencies have indicated that the narrowing of "protection" traditionally given to advertisers to prevent back-to-back scheduling of competitive products will bring more advertisers & more products to network TV.

The major changes in NBC's policy are these:

(1) In weekly or alternate-week sponsorships, competitive products won't be sold within 10 minutes of a sponsored period. (Exception: "Programs of indeterminate length, news, sports, public-affairs programs.") Previously, the rule was 15 minutes.

(2) Daytime strip shows, participation-type series, and various kinds of specials are excluded from the revised protection. They will operate under a separate set of rules. For example: Advertisers are allowed 2 "protected products" per quarter-hour segment in daytime strip shows, with a 10-minute leeway.

(3) Recognizing the trend toward sponsorship of 60-min. shows on a "one-third" or "one-sixth" basis, NBC now allows advertisers to designate up to 2 products as "protected" with no competitive products permitted within the show and within 10 minutes in adjacent shows (but not in adjacent specials, news, etc.).

One segment of the TV industry reportedly quite pleased with NBC's move: Station reps. Since multi-product advertisers juggle products around frequently on network TV shows, it's long been a headache for reps, agencies & stations to avoid product conflicts at station-break local periods. The relaxed NBC rules, reps feel, will thus make their job easier, since affiliates generally apply a policy similar to that of the networks.



**Ideal Toy doubles TV dollars:** \$2 million of the \$3 million Ideal Toy 1961 ad budget is set aside for a network show, local spots and TV specials—"twice as much as we spent in 1960"—according to Ideal ad mgr. Melvin Helitzer. "We are presently negotiating with all 3 networks for a show," Helitzer told us. "We have until July 1 to decide which network we will go with." NBC probably has a bargaining advantage however, because Ideal "is very interested" in color commercials. A 40-market spot schedule on children's shows will include some color commercials, Helitzer said. "You'd be surprised how many local stations make color available for kids' shows, for instance WGN-TV Chicago & KHJ-TV Los Angeles." Ideal will again sponsor the Thanksgiving Day Parade in N.Y. and is eyeing a number of other local TV specials. Helitzer predicted more emphasis this year on the medium-priced toy. "We [the toy industry] are still smarting under public attacks on 1960's high-priced toys," he said.

**FTC toy parade:** The toy industry, now involved with NAB's TV Code Review Board in a hassle over Christmas-season commercials (Vol. 17:10 p14), also is embroiled in 2 big FTC test cases. In formal answers to FTC complaints, Santa's Official Toy Prevue Inc. of Philadelphia & 33 wholesalers and Billy & Ruth Promotion Inc. of Philadelphia & 16 wholesalers have denied charges that they induced discriminatory promotional payments from suppliers. Toy catalogs published by Santa's and Billy & Ruth carried advertising solicited from manufacturers by the wholesalers in allowance deals which prevented other manufacturers from competing on equal terms, the FTC complaints alleged.

**New toy ad "guide lines,"** issued early this month by NAB's N.Y. Code Office (Vol. 17:10 p14) is "a good thing," according to Edward P. Parker, pres. of Toy Mfrs. of the U.S.A., "but it is surprising that we were not consulted, since toy manufacturers are directly concerned with the presentation of their products."

**"Untouchables" (cont.)—Now it's Armour:** Last week's truce between Desilu Pres. Desi Arnaz and the National Italian-American League to Combat Defamation (Vol. 17:12 p7) apparently won't alter plans of the original N.Y. group to protest *The Untouchables*—the Italian-American Democratic Organizations of N.Y. The latter group has announced a boycott of products of Armour & Co., another *Untouchables* sponsor, effective March 23. IADO also plans to picket the March 8 annual meeting of Liggett & Myers stockholders. According to IADO, the tobacco firm's agency, McCann-Erickson, indicated that it had asked ABC-TV to keep L&M commercials out of upcoming shows which made "excessive use of Italian names in fictionalized stories." Whether ABC would do so, IADO didn't know—and until it did know, the boycott would remain in force. Meanwhile, ABC had reportedly lined up Miles Laboratories, J. B. Williams, and Alberto Culver to fill the half-sponsorship gap created by L&M's planned exit from *The Untouchables* this fall. ABC denied, when we asked, that L&M's agency had officially requested a re-scheduling of L&M commercials. McCann-Erickson didn't throw any light on the situation either. Late last week, no one at the N.Y. hq of M-E knew whether a schedule change had been sought.

**Quote:** "Figures covering past 3 years indicate 80% of all TV sales were national—only 20% local. Radio's picture is just the reverse with over 60% of sales made in local retail trading zones."—Robert Hurligh, pres., MBS.

**How to make good commercials:** Be simple, make a definite point and tell the client's story directly, Stephen Elliot told the Art Directors Club of N.Y.'s 6th annual Visual Communications Conference March 22-23. The exec. head of Elliot, Unger & Elliot (TV commercial production firm owned by Screen Gems) went on to say that some art directors "are just plain crazy." He challenged his audience to "find better ways of saying things that we hear over & over again in the same old way." Many agencies, added Elliot, now realize that the art dir. must be "an integral part of the creative group," that over-specialization is disastrous, that all-around creative men or "visualizers" are necessary to supervise the production procedure. At the conference's awards luncheon, TV medals were presented to: Helmut Krone, Doyle Dane Bernbach art dir. for a Volkswagen dealer-use film commercial; Stephen Frankfurt of Young & Rubicam for Bristol-Myers and Bill Melendez of J. Walter Thompson for Ford Dealers of Southern Cal. commercials. Ogilvy, Benson & Mather (Schwepps, Bristol-Myers, Maxwell House, Pepperidge Farm, etc.) was also cited "for distinctive merit" in TV. Louis Dorsman, CBS-TV sales promotion & advertising creative dir., received 2 Distinctive Merit awards—one in the packaging classification for his promotion kit for affiliate use, the other for his program-promotion announcements using live-action film.

**TV grows in favor:** A survey of 6,663 men & women by the Chicago research firm Louis Cheskin & Associates shows that in January this year 55% of them reported "favorable associations" with TV advertising. In Jan. 1960, following quiz scandals the figure was 49%—down from 83% in 1957. Despite the "favorable" attitude, most of the viewers surveyed in January considered TV commercials "insincere" or "deceptive," the Cheskin firm said. As for advertising "impact," TV was far ahead of other media. Magazines (4th in 1960) were 2nd; newspapers (2nd in 1960), 3rd; radio (3rd in 1960), 4th. Billboard ads ranked lowest of all in both years.

**Ayds needs aid:** Ayds, diet control candy, stung by the inroads made into the reducing market by Metrecal & other liquid diets, is moving into TV with hard-hitting, competitive, one-minute commercials. Agency Erwin Wasey, Ruthrauff & Ryan, reports *Printers' Ink*, had been trying for 2 years to switch Ayds into TV from print & radio.

**Newspapers are 60% commercials:** Newspapers ran 23.11 pages of advertising to 14.39 editorial pages in 1959—giving ads the better of a 60-40 relationship, reports the American Assn. of Newspaper Representatives. Commercial time represents only 11% of nighttime network TV, 15% of daytime and in radio something under 20%.

**Magazine ad volume dips:** A "substantial" 7.7% fall-off in magazine ad lineage for the first quarter of 1961 from the same period of 1960 was reported by *Printers' Ink* March 24. In March alone magazines were off 11.4% from March 1960, "the largest monthly loss this year," according to *PI*.

**Ad People:** John D. Leinbach, BBDO TV-radio supervisor, elected a vp . . . Sylvia Dowling named a Benton & Bowles vp . . . R. B. Collett, ex-Lever Brothers, named senior vp, McCann-Erickson (Canada) Ltd. . . . Leonard Carlton and Carroll Pfeifer elected vps, Kenyon & Eckhardt . . . William E. Holden, ex-Doherty, Clifford, Steers & Shenfield, named Fuller & Smith & Ross senior vp & mgr., N.Y. office . . . Lewis Snyder, ex-Leo Burnett, named J. M. Mathes vp.

## Film & Tape

**DEBUT OF FILM BOXSCORE:** Our boxscore of Hollywood TV-film companies producing & selling network shows indicates that Revue Studios is this season's leader. Its 14 series compare with runner-up Four Star Television's 12. These 2, plus Warner Bros. (3rd), Columbia Pictures' TV subsidiary Screen Gems (4th) and CBS-TV (5th) turn out 48 series—more than half of the network product made in Hollywood.

Revue, as the chart below shows, has been a consistent leader in the field. But Four Star did not achieve its powerhouse status until 2 years ago, when the William Morris Agency became its sales agent.

One surprising point brought out by our tabulation is that Desilu Productions, generally regarded as a leader in the industry, has never had more than 4 network series a year for the past 5 years, and sometimes has had only one. Desilu rents its facilities to many series, owns few.

Warners and Screen Gems are thus far the only major studios to rate favorably in the network boxscore. While both 20th Century-Fox TV and MGM-TV have reorganized their TV departments, are making comebacks and are expected to hit record production levels next season, their history in TV film has been at best sporadic. The other major movie studios are not doing so well in TV. Walt Disney has one series, but Allied Artists, Universal-International and Paramount have no TV production. UI doesn't even have a TV-production unit. Looking ahead to next season, now—in the midst of the buying season—Revue Studios leads in total sales (new series & renewals) with 11. Next comes Warner Bros. with 7, followed by CBS-TV at 5; Four Star, MGM-TV and Screen Gems, 3 each; Desilu and 20th Century-Fox TV, one each.

### TV FILM BOXSCORE

The leading Hollywood TV-film production companies ranked in order of the number of series each supplies to the networks.

	1960-'61	1959-'60	1958-'59	1957-'58	1956-'57
Revue Studios	14	12	9	10	3
Four Star Television	12	11	4	3	2
Warner Bros.	9	8	5	3	1
Screen Gems	7	6	7	6	7
CBS-TV	6	6	6	5	5
Desilu Productions	4	4	2	1	1
Ziv-UA	4	3	5	3	1
20th Century-Fox TV	3	3	2	2	1
MGM-TV	3	0	2	1	1
NBC-TV	3	1	0	1	1

**Westinghouse-Desilu Talks Confirmed:** Confirmation that discussions were held between Westinghouse Bcstg. Co. and Desilu Productions regarding the sale of Desilu—reported exclusively in TELEVISION DIGEST (Vol. 17:10 p3)—was made last week by Desilu administrative vp Edwin Holly.

He stressed that Westinghouse has made no firm offer to date, and said he had not met with WBC Pres. Donald McGannon since early this month—a meeting first reported here.

Holly said that he & Desilu Pres. Desi Arnaz are always ready to listen to offers and there could be a sale "if the price is right."

## HOLLYWOOD ROUNDUP

**MGM-TV Hits Production High:** MGM-TV will have a record TV-film production next season, with series on each network. It's an impressive upsurge for a studio which had been floundering in TV—an impetus which has taken place since Robert M. Weitman became production vp last year. MGM-TV will have before the cameras three 60-min. series and one half-hour show. This contrasts sharply with last season when the studio had nothing on the networks at all.

The latest MGM-TV sale is *Father of the Bride*, which will be on CBS-TV next season. Previously, the studio had sold its *Dr. Kildare* and *Cain's Hundred* series to NBC-TV. Its *Asphalt Jungle* will debut on ABC-TV April 2.

*Father of the Bride* will be sponsored by General Mills and Campbell Soup. GM financed the pilot via BBDO. It's a 30-min. show; the others are 60. Another MGM-TV entry is *National Velvet*, on NBC-TV this season.

**The Most Expensive Pilot:** *Counterintelligence Corps*, a 2-part 60-min. pilot financed by Desilu Productions and McCann-Erickson, is undoubtedly the most expensive pilot ever filmed. Originally budgeted at \$500,000 and with a 17-day shooting schedule, the two 60-min. shows were completed at a cost of \$750,000, and were 5 days over schedule. M-E sources told us they weren't concerned about the pilot going over budget, because it is planning to release the hour-long shows as a movie abroad. This is expected to recoup the investment.

Danny Thomas, whose own series had such a wobbly start that there was doubt it would continue, has achieved the status of a TV tycoon, by Hollywood standards. In addition to his own well-rated series on CBS-TV, Thomas & his partners, producer-director Sheldon Leonard and exec. producer Louis Edelman, financed *The Andy Griffith Show* (also on CBS-TV); *All in a Day's Work*, the comedy starring Dick Van Dyke, which has been sold for next season; and *The Joey Bishop Show*, which has just been sold to NBC-TV for next fall. Thomas is following the example of other TV stars (e.g., Dick Powell, Desi Arnaz) who branched out from one-series companies into multiple production.

Screen Gems has transferred UCLA-SG fellowship winner John Rhone to its production staff, following completion of his fellowship study-period with SG. He will be asst. to exec. producer Harry Ackerman.

NBC-TV has bought Screen Gems' *Donny Dru* series for next season. Scott Lane, Jeff Donnell, Del Moore and Cheryl Holdridge are cast in the show Clarence Greene & Russell Rouse produce; Robert Sparks is exec. producer.

Revue Studios is filming a pilot, *My Uncle Louie*, starring Eddie Albert, this week. The comedy will be seen on the studio's *GE Theater*.

Four Star Television Pres. Dick Powell & exec. vp Tom McDermott were in N.Y. last week conferring with sponsors regarding next season's shows.

Revue's *Thriller*, *GE Theater* and *Laramie* have been renewed for next season.

## NEW YORK ROUNDUP

Where MCA's money comes from: Music Corp. of America has come a long way from the days when it existed on a 10% slice of dance-band earnings. Last year, according to MCA's latest financial statement (see financial table), slightly less than 13% of its \$67-million income resulted from talent commissions. By far the largest share of MCA's income (85%) came from its own telefilm activities (Revue Productions network shows, syndication distribution, Paramount backlog sales) and studio rentals at the Universal City lot. Compared with 1956 income, 1960 MCA agency commissions show an increase of only about \$1 million. But telefilm & studio rental income has nearly doubled from 1956's \$23.7 million.

BBC signed another U.S. distribution agreement last week, this one with Lester M. Malitz Inc. of N.Y. covering special-events shows. A contract signed earlier this month with Peter M. Robeck was for distribution of *An Age of Kings* (Vol. 17:12 p10). Malitz will handle BBC-TV's "outside broadcast" dept., which devotes 8 hours a week to sports and 2 hours to national & world events. U.S. network interest has been expressed in films of the Grand National, the University Boat Race, other events, said BBC.

Add syndication sales: Seven Arts has sold its post-1950 Warner Bros. feature-film library in 57 markets to date. New sales: KOLQ-TV Reno, WHEN-TV Syracuse, WISH-TV Indianapolis. Alfred Hitchcock's "Dial M for Murder" has been added to the Warner package, replacing "Prince & the Showgirl." Interesting sidelight: During last year's writers strike, Warner Bros. TV made a 60-min. adaptation of "Dial M" for its 77 *Sunset Strip* series on ABC-TV, later repeated it.

Bankruptcy film sale: Creditors of Guild Films have been notified that Latin American rights, title & interest for 5 years in 4 TV film series, will be sold at auction at 10 a.m. April 3 in U.S. Courthouse, N.Y. before Referee Herbert Loewenthal. The series: *Sherlock Holmes*, *Paris Precinct*, *Captain Grief*, *I Spy*. Starting price is \$5,000. Daniel Glass is trustee in bankruptcy.

UAA has taken over syndicated distribution of the Lopert Pictures backlog, forming a new Lopert Films div. which Harvey Reinstein, ex-Lopert sales mgr., will head. Among the Lopert Pictures available to TV, all post-1954, are "La Parisienne," "The Horse's Mouth," and Laurence Olivier's "Richard III."

Film Producers Assn. of N.Y. has extended an "official endorsement" to the 1961 American TV Commercials Festival, scheduled for May 4. "We are firmly convinced the Festival is an activity which will advance the progress of the entire film industry," said exec. dir. Harold Klein.

People: John Rhone, first Screen Gems-UCLA fellowship winner, has joined the SG production staff as asst. to vp & exec. producer Harry Ackerman.

### Obituary

Lloyd L. Lind, 49, vp & gen. sales mgr., Interstate TV Corp., TV-film production & distribution subsidiary of Allied Artists, died March 19 following an operation. He had formerly been with Monogram, Republic and Pathé. Surviving are his wife and 2 daughters.

## Networks

### More about

**THE CLEARANCE PROBLEM:** One reason why public-affairs shows generally lag behind entertainment shows in national audience figures is simply that their station line-ups are generally shorter (see p. 3). Here are some network-by-network highlights of the current season's station-clearance situation among informational series:

ABC-TV public-affairs shows: The Ralston-sponsored *Expedition* series, carried (in station-option time) Tue. 7-7:30 p.m., has a line-up average of 74 stations. *Bugs Bunny*, which follows it (also in station time) at 7:30 p.m., has a clearance of 140 stations—a figure which equals the ABC nighttime program average. There's a drop-off from the Sun.-night *The Islanders* (9:30-10:30 p.m.) with its 140 stations to the Mead Johnson-sponsored Winston Churchill series which closes the network schedule (10:30-11) with 115. Bell & Howell's *Closeup* series of specials averages 104 stations, but can range all the way from 64 (Feb. 16, 1961) to 147 outlets (the Dec. 7 telecast of "Yanki, No"). The subject of the lower ranking special was school integration in New Orleans, but it should also be pointed out that this program had the handicap of very late scheduling.

CBS-TV public-affairs shows: This network has a unique distinction—its *20th Century* series, from which Prudential is exiting at season's end, actually has a larger station clearance (161 stations) in its Sun. (6:30-7 p.m.) slot than does *Lassie*, following at 7-7:30 with 145 stations. The relationship between *Gunslinger* (Thu. 9-10 p.m.) on 156 stations (similar to the CBS-TV nighttime all-program average) and the prestige-laden following show, *CBS Reports*, on 106 stations, is more in line with the usual drop-off pattern. It's interesting to note that CBS-TV's *Woman*, daytime public-affairs special, has averaged 130 stations—a respectable clearance rate.

NBC-TV public-affairs shows: The same problem exists here that faces the other networks. The Tue. 10-11 p.m. news specials ("J.F.K. Report No. 1" etc.) average about 150 stations, vs. a clearance for the preceding show, *Thriller*, (9-10) of 168 stations. Similarly, the Sat.-night *The Deputy*, 9-9:30 p.m., is seen on 160 outlets, but the 9:30-10:30 *The Nation's Future* (unsponsored) drops to 99. The line-up for the shows which lead off NBC's Sun. night parade reveals an odd pattern. *Omnibus* (5-6 p.m.) is carried on 71 stations—principally because Aluminium Ltd., the show's sponsor, wanted a short line-up. The next show, *Meet the Press* (6-6:30) is seen on 117 stations—a fairly good line-up, achieved by the fact that stations can earn local-level revenue with the show on a co-op basis. In the 6:30-7 period is slotted *People Are Funny*, with 119 stations—not much higher than *Meet the Press*. NBC-TV nighttime public-affairs shows on a pre-emption basis are seen on an average of 150 stations—the same average as for all nighttime NBC pre-emption shows, including entertainment specials. Average NBC-TV daytime line-up (all shows), 140. Average clearance for NBC daytime specials (Purex shows, etc.), 134—a figure considered good since such shows often occur in non-network periods.

Shreveport affiliation switch: ABC-TV affiliate in Shreveport, La. will be KTBS-TV, eff. Sept. 3, when KTAL Texarkana, Tex.-Shreveport takes over NBC-TV programs for the area (Vol. 17:10 p12). KTBS-TV has been an NBC-TV affiliate which also carried ABC-TV programs.

## NETWORK SALES ACTIVITY

### ABC-TV

- Naked City, Wed. 10-11 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. Sept.  
*du Pont* (N.W. Ayer)
- Lawrence Welk Show, Sat. 9-10 p.m., part. eff. Oct.  
*Union Carbide* (William Esty)
- The Hathaways, Fri. 8-8:30 p.m., part. eff. fall.  
*Ralston Purina* (Guild, Bascom & Bonfigli)
- Daytime Programming, Mon.-Fri., part. eff. March.  
*Hartz Mountain* (George H. Hartman)
- 5 Musical Specials, 60-min. each, full sponsorship eff. Nov. 21.  
*Westinghouse Electric* (McCann-Erickson)

### CBS-TV

- The Million Dollar Incident, Fri., April 21, 8:30-10 p.m., full sponsorship.  
*Timex* (Warwick & Legler)
- Daytime Programming, Mon., part. eff. immediately.  
*Lever Bros.* (JWT and SSC&B)
- Alvin and the Chipmunks, Wed. 7:30-8 p.m., part. eff. fall  
General Foods (Benton & Bowles)
- 6 Original Dramas, 60 min. each, full sponsorship eff. Jan. 12.  
*Westinghouse Electric* (McCann-Erickson)

### NBC-TV

- JFK Report No. 2, Tue. April 11, 10-11 p.m., full-spon.  
*Procter & Gamble* (Benton & Bowles)
- Purex Special for Women, Thu. April 13, 4-5 p.m., full-spon.  
*Purex* (Edward H. Weiss)
- Project 20, (Gen. Grant) fall & (Gen. Lee) Jan., full-spon.  
*Union Central Life Insurance* (no agency)
- Westinghouse Preview Theatre, Fri. 9:30-10 p.m., full-sponsorship eff. summer.  
*Westinghouse Electric* (McCann-Erickson)
- Daytime programming, Sat., part. eff. immediately.  
*General Mills* (Dancer-Fitzgerald-Sample)
- 6 Specials, 60-min. each, full sponsorship eff. fall 1961.  
*Westinghouse Electric* (McCann-Erickson)

**2nd Canadian Network Looms:** Canada's second TV network is ready to begin operations in 3 cities in September if it gets a go-ahead from the BBG. Spencer Caldwell, pres. of Canadian Television Network, reports that under agreements concluded last week, CFTO-TV Toronto, CJOH-TV Ottawa and CFCF-TV Montreal will serve as the nucleus of the Dominion's first privately-owned TV network. Tentative approval to form a private network was granted by BBG last year (Vol. 16:50 p3).

Caldwell said that the new network will be extended to include 5 other private "key" stations across Canada as microwave facilities become available. He estimates it will take 18-to-24 months to complete the microwave links. The 8 "key" stations, which represent 27 studios & some \$30 million in equipment, compete with CBC outlets.

**Top billings % gainer:** The publishing & media classification topped all others in percentage increase of network-TV timebuying last year with an 8,331% soar in billings to \$2,242,022 from \$26,593 in 1959. TvB also reported last week that 1960-over-1959 increases were posted by 23 of the 29 classifications surveyed.

## Programming

**Westinghouse Plans \$8-million Specials:** A 3-network series of 60-min. specials will be Westinghouse Electric Corp.'s TV spearhead next fall. The \$8-million schedule will span the entire entertainment spectrum, including drama, comedy, music, entertainment, world events and public affairs, according to marketing vp J. H. Jewel.

CBS plans 3 Westinghouse-sponsored original dramas—"a writers' theater" according to program vp Oscar Katz. Gordon Duff will produce the series, which begins in October. Westinghouse will also sponsor a Jan. 12, 1962 Leland Hayward special based on Walter Lord's *The Good Years*.

ABC has scheduled 5 Westinghouse musicals. The first, a Robert Saudek production entitled "An Old-fashioned Thanksgiving," is set for Nov. 21. To follow are: "Nutcracker Suite," the Dartmouth Winter Carnival, an adaptation of "Destry Rides Again," and a variety show featuring Meredith Willson.

NBC's 6 shows will include 2 entertainment specials. The other 4 will feature Chet Huntley & David Brinkley in a series of high-budget public-affairs shows.

Another Westinghouse TV move announced last week: The company will sponsor a 12-episode, 30-min. comedy series this summer on NBC-TV (Fri. 9:30-10 p.m.). Titled *Westinghouse Preview Theater*, this is a series of pilot films "new to TV," each starring a different personality "ranging from Vivian Blaine to Milton Berle."

**Role of TV critics:** TV critics are "indispensable," but only to the extent that they serve "as a conscience," author Martin (*Madison Avenue, U.S.A.*) Mayer told a March 21 RTES seminar. TV critics have modeled themselves after "service critics," who perform a function for theatergoers, movie fans and book buyers, he said. "But the TV critic can't perform this sort of service, because what he reviews was here last night & gone today." What is needed, Mayer challenged, is service, not to the reader as a consumer, but "to the art form criticized & its current executants." TV criticism must follow music criticism, he said. "The music critic has served his art by making people ashamed of shoddy work . . . If ever a group of people needed a conscience, it is the people in TV." No critic has gotten very far, he charged. "Even Jack Gould, far & away the leader in the field, has won only a very limited influence over the people who do the work."

**Quiz-show renaissance:** Under the euphemism of "game shows," quiz programs have been quietly edging back into the fall program plans of all 3 networks—although there won't be any giant jackpots. Late last week, NBC-TV announced plans to include *Stop the Camera* in its 1961-'62 prime time schedule. The show is packaged by Harry Salter, who once packaged radio's *Stop the Music*. ABC-TV has scheduled an April 3 daytime debut for *Seven Keys*, a Wellington Productions audience-participation show with Jack Narz as host. CBS, first to chop quiz shows from its schedule after the Van Doren quiz scandal, has announced 3 fun-packed game shows" in its 10 a.m.-noon schedule (Vol. 17:8 p14).

**Court won't review censorship issue:** Joint media appeal to the Supreme Court for reconsideration of its Jan. 23 decision that cities & states may pre-censor movies (Vol. 17:10 p16) has been turned down. In a brief order March 20, the Court refused to reopen the case, in which NAB and newspaper & magazine organizations had joined with movie-industry lawyers in pleas for another hearing.

**Morgan Sees Hope for TV:** ABC commentator Edward P. Morgan, winner of an Alfred I. du Pont award for jumping into "matters of controversy," lit into TV last week in Washington—but said its "sinful sloppiness" isn't hopeless.

Sharing a National Civil Liberties Clearing House mass-communications panel program with movie producer Dore Schary & *The Reporter's* Washington editor Douglass Cater, Morgan said recent developments in the industry show that TV's "promising potential" may yet be realized.

"There are hopeful signs here & there that the broadcasting industry is experiencing twinges of guilt over its huckstering, its practice of a kind of mass hypnosis to induce desires for opulent excess," he told the 13th annual NCLCH conference.

Among signs noted by Morgan: (1) "Bracing" speeches by NAB Pres. LeRoy Collins. (2) Fresh breezes at FCC from "lively" new Chmn. Minow. (3) Willingness by the networks to pre-empt "*Bugs Bunny & The Early Show*" to make way for [such] sobering "spectaculars" as White House news conferences. (4) "Growing evidence that broadcasting is beginning to do a better job of informing the public than many if not most newspapers."

Morgan also cautioned representatives of 100 national organizations at the conference that more govt. control of broadcasting leading toward censorship isn't the answer to the industry's troubles. "It would only pose another problem," he said.

TV show delays court sentence: Convicted kidnaper-murderer Melvin Davis Rees Jr. won postponement of his sentencing by Federal Judge Roszel C. Thomsen following an hour-long re-enactment of jury deliberations by WBAL-TV Baltimore. The station described the show, in which 9 jurors participated, as an "unprecedented public revelation of juryroom activity." But defense counsel told Judge Thomsen that the taped program was a "shocking" departure from court tradition. Among other things, the defense said the show revealed that the jurors discussed issues which weren't introduced at the trial of Rees. Judge Thomsen agreed to delay sentencing until the lawyers could study the script to see if they had grounds for arguing that Rees didn't get a fair trial.

First family favors TV: President John F. Kennedy will open the first ATAS International Assembly—"a much needed effort in the field of international communications," according to the President. The Assembly, set for Nov. 4-11 in N.Y., will include 50 discussion sessions in a global exchange of information & ideas. Arrangements for other world leaders to participate are being coordinated by ABC news vp James C. Hagerty, a member of the Assembly's agenda committee. Mrs. Jacqueline Kennedy, making her first TV appearance since the Inauguration, graced CBS-TV's March 19 *Accent* show as guest on a show saluting the National Gallery of Art.

Official Films will distribute a 30-min. documentary series on Africa, produced by William Alexander and narrated by Alexander Scourby. Vp Russ Raycroft called the series a "departure" for Official, "but we feel the U.S. audience wants authentic informative programs in line with today's headlines." Other new Official Films properties: A 26-episode, 60-min. documentary series utilizing the recently acquired Paramount newsreel library, and a 39-episode, 30-min. series on explorers, sports figures and other interesting personalities, set for fall release. Ready for June delivery will be 260 five-min. shows called *Humor in the News*—gleaned from the Paramount library.

## Stations

**NEW & UPCOMING STATIONS:** Educational KCSD-TV (Ch. 19) Kansas City, Mo. began program tests March 22 and planned a formal opening April 2. It has a GE 1-kw transmitter in the City Hall and a GE helical antenna on a stub tower on the roof. Studios are in the Board of Education Bldg. Owner is Kansas City School Dist., with James A. Hazlett as supt. Zoel Parenteau is producer-dir. and Clyde Howe chief engineer. The new starter changes the U.S. operating total to 584 (91 uhf) of which 56 (16 uhf) are non-commercial outlets.

From Canada comes a report of another new station. It is satellite CHCB-TV (Ch. 10) Banff, Alta. which began repeating parent CHCA-TV (Ch. 6) Red Deer, Alta. on March 17. Banff outlet is an unattended automatic repeater and is sold as a bonus to CHCA-TV. It has a Benco 5-watt transmitter and a Gates antenna on a 65-ft. tower supplied by Beatty Bros. The new satellite boosts the Canadian operating total to 87 stations.

\* \* \*

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

KYMA (Ch. 9) Flagstaff, Ariz. hopes to begin testing next fall-winter and to start programming shortly thereafter, writes F. Keith Tranton, pres. of grantee Coconino Telecasters Inc. Offices have been established at Suite 1900, 15 Broad St., New York 5, N.Y. A firm order has not been placed for equipment, but the station plans to purchase a 5-kw Gates transmitter. It also proposes to use a newly-developed Jampro 8-section antenna on a 200-ft. Utility tower. A September delivery date has been tentatively set for the antenna. Plans for the studio & transmitter buildings are on the drawing board. Base hour hasn't been reported and rep has not been chosen.

CHAT-TV-1 (Ch. 4) Pivot, Alta. now plans an April start as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, Alta., according to Sid Gaffney, CHAT-TV chief engineer. It has a studio-transmitter building ready for a 2-kw Canadian GE transmitter, which was scheduled to arrive there March 24. Construction of 500-ft. Wind Turbine tower began March 19 and GE antenna is scheduled for installation in the first week of April. The station will be sold as a bonus to CHAT-TV.

CHCB-TV-4 (Ch. 5) Salmon Arm, B.C. expects to start about mid-May as a satellite of parent CHBC-TV (Ch. 2) Kelowna, B.C. However, construction awaits official government ratification of the BBG recommendation for a license, reports T. E. Wyatt, CHBC-TV chief engineer. The station will have a Benco 5-watt transmitter and the tower will be a 50-ft. wood pole. It will be the 5th unattended automatic satellite that repeats CHBC-TV, which already has such outlets in Lumby, Keremeos, Vernon and Penticton, B.C. The Salmon Arm station will be sold as a bonus to CHBC-TV.

CBC's tower for Montreal TV & FM stations will be built by Canadian General Electric and is expected to cost about \$625,000. The 238-ft. structure in Mount Royal Park will have space for CBC's o&o French language CBFT, English language CBMT (latter to boost to 100 kw) and privately-owned CFCF-TV & CFTM-TV, as well as all Montreal FM stations. It also will have space for 12 vhf and 6 uhf services for public safety and commercial use.

**East Lynne at WNTA-TV:** Ch. 13 N.Y. was putting on a real cliff-hanger: Would fearless ex-NTA Chmn. Ely A. Landau raise the money to pay the mortgage on WNTA-TV N.Y.? Would Squire David Susskind, backed by Paramount Pictures to the tune of \$6.6 million, purloin the deed to the independent-station TV homestead? Would a vigilante committee of ETV-minded citizens (whose \$4-million initial bid has already been turned down by owner NTA) ride through the night to the rescue with \$5.5 million in the group's saddlebags? Was wealthy John Hay ("Jock") Whitney's Corinthian Bestg. Co. casting a roving financial eye in WNTA-TV's direction? Or, was movie magnate Spyros Skouras in the wings, discussing a possible acquisition of the station for 20th Century-Fox? Last week, the sale of WNTA-TV resembled nothing so much as "The Perils of Pauline," with each day bringing a fresh plot twist. Meanwhile, NTA officials and NTA general counsel Justin M. Golenbock, were maintaining a poker face that would have befitted Dangerous Dan McGrew. If there was a high bidder, they weren't saying.

In Hollywood for a board meeting, NTA Pres.-Chmn. Oliver A. Unger told us: "Maybe in this next week one of these deals will come to a head." He added that there are no negotiations on with 20th Century-Fox, terming the brief 20th talks so tenuous that they didn't deserve the description of "negotiations."

**WBC switches to Grey:** Westinghouse Bestg. Co.'s ad account, and those of TvAR, AM Radio Sales, and WBC Productions, have been switched from the N.Y. office of Ketchum, MacCleod & Grove to Grey Advertising, effective April 1. WBC meanwhile announced a star-studded guest list for its forthcoming (April 9-12) public-affairs programming conference to be held in Westinghouse's home city of Pittsburgh. Due as participants: Mrs. Eleanor Roosevelt, Pa. Gov. David Lawrence, producers Fred Coe & Albert McCleery, Ambassador William Attwood, Dr. Bergen Evans, Garry Moore, White House press secy. Pierre Salinger, TIO Dir. Louis Hausman and critic Marya Mannes. Previous WBC conferences have been held in Boston (1957), Baltimore (1958) and San Francisco (1959).

**Collins at White House:** NAB Pres. LeRoy Collins, who presided at the Democratic convention which nominated John F. Kennedy, asked the President March 22 to speak at NAB's May 7-10 Washington convention. Collins won no final commitment during his White House call but said Kennedy was hopeful that he could accept. Another convention speaker was scheduled definitely. New FCC Chmn. Minow will address a May 9 luncheon session. Minow & other Commission members will join in the traditional FCC q-&a panel session May 10.

**NAB labor unit set up:** A special NAB subcommittee has been formed to recommend ways in which TV stations can get better representation in national AFTRA & SAG negotiations for contracts covering spot commercials & syndicated programs. Named by NAB Labor Relations Advisory Committee Chmn. Ward L. Quaal (WGN-TV Chicago), members of the new unit are Joseph O. Schertler (Westinghouse), William C. Fitts Jr. (CBS), Abiah A. Church (Storer), Charles H. Crutchfield (WBTW Charlotte).

**WOAI-TV San Antonio expanding facilities:** Addition of a 3rd TV studio is part of a \$350,000 expansion program whereby the station extends its building to cover the remainder of the city block on which its present plant is located at 1031 Navarro St. Work is to be completed by next October.

**Fines for ad infractions only:** Canada's BBG believes fines are fine to punish TV stations which violate ad regulations, but it would levy fines for no other infractions. BBG Chmn. Dr. Andrew Stewart stated this position in response to a suggestion of the Parliamentary Bestg. Committee that fines be applied for breach of regulations banning dramatized political broadcasts. Responding to Committee suggestions that short-term license renewals be used to enforce over-all adherence to regulations, Dr. Stewart said short-termers have an effect on programming, but he believes that such threats must be followed eventually by suspension or cancelation of license.

**Dot denies payola complaint:** FTC payola charges have been denied by Dot Records Inc., accused last year of making illegal payments to TV & radio disc jockeys and other station personnel to increase sales of its records (Vol. 16:31 p9). The Hollywood firm & its officers R. C. Wood & Christine Hamilton asked dismissal of FTC's complaint.

## Educational Television

**Airborne ETV demonstrations:** Stratovision ETV in the Midwest Program on Airborne TV Instruction will be tested in tune-up demonstrations this spring at 31 elementary & secondary school locations in Ill., Ind., Ky., O., Mich. and Wis. "Each demonstration school will serve as a showplace for visitation by school people and parents & students over a period of time," said MPATI Pres. Dr. John E. Ivey Jr. The experimental operations, leading into the system's first full academic year starting in September, had first been scheduled for January (Vol. 17:6 p14). Most of the demonstration schools are being equipped without cost by such firms as Admiral, GE, Motorola, Philco, RCA, Westinghouse, Zenith, Jerrold, Blonder-Tongue.

Another ETV "patron" joined the growing roster recently when the Joseph Horne Department Store signed to underwrite NTA's *Open End* series on WQED Pittsburgh. The store will get a "WQED wishes to thank . . ." corporate message in compliance with FCC rules. Recently, San Francisco Brewing Co. bought *Open End* on educational KQED San Francisco, and Bank of America made a similar deal with the same station for CBS Films' *Robert Herridge Theater*. Both patrons have reported very favorable public reaction and "a definite increase in sales" (Vol. 17:10 p10).

**Educational-commercial program swap:** Two Columbus, Ohio stations—commercial WBNS-TV and educational WOSU-TV—have set up a programming exchange. The initial trade involves the televising of WOSU-TV's *University Hall* on WBNS-TV weekdays at 7:30 a.m., in return for which WOSU-TV will show *Play of the Week*. (WBNS-TV purchased the right to give the educational station a run of 13 episodes in the series.)

**Albany ETV:** Another channel in Albany, N.Y., Ch. 23, is sought by the State Board of Regents even though educators hold an unused CP for WTVZ (Ch. 17) there. FCC started rule-making to reserve Ch. 23, noting that the Regents say they'll put both channels to work just as soon as the legislature gives them the money.

**ETV trust fund of \$50,000 for the Greater Washington Educational TV Assn.** has been established under the will of the late U.S. Register of Copyrights Arthur Fisher, who died last November. An early ETV enthusiast, Fisher was GWETA chmn. from 1957 until his death.

## Congress

**Equal-time Probe Set:** A score of witnesses—some of them “mystery” figures whose identities were carefully withheld—have been lined up by Chmn. Yarborough (D-Tex.) for this week’s hearings by his Senate Commerce Freedom of Communications Subcommittee on political equal-time complaints against broadcasters.

In announcing the “watchdog” unit’s schedule for March 27-29 proceedings in Room 5110 of the New Senate Office Bldg., Yarborough listed only 2 broadcasters for testimony. But he said “50 selected complaints” would be explored before the sessions are adjourned.

Broadcasters known to have been summoned for questioning by “watchdogs” Yarborough and Sens. McGee (D-Wyo.) & Scott (R-Pa.) are: (1) Pres. Peter Straus of radio WMCA N.Y., which aroused Republican ire by coming out editorially in 1960 for John F. Kennedy for President (Vol. 16:45 p3). (2) Pres. W. Boler of KXGO-TV Fargo, who got in a hassle with Subcommittee counsel Creekmore Fath over Subcommittee’s equal-time inquiries (Vol. 16:43 *et seq.*).

Other witnesses on Yarborough’s list include Cal. state Democratic Chmn. Roger Kent, GOP National Committee Chmn. Thruston B. Morton, N.D. state Sen. Charles L. Murphy. FCC spokesmen also were expected to go back on the Hill to expand on equal-time data submitted by the Commission to the Commerce Communications Subcommittee in February (Vol. 17:6 p2). FCC Chmn. Minow is due to introduce the Commission presentation, then turn it over to Renewal & Transfer Div. chief Joseph H. Nelson.



**The Ev & Charlie Show:** New political show on TV, featuring GOP floor leaders Sen. Everett M. Dirksen (Ill.) & Rep. Charles A. Halleck (Ind.) in weekly news conferences, has been dubbed *Ev & Charlie* by the *Washington Post*. Staged in the Capitol’s old Supreme Court chamber and covered regularly by the networks which use clips in news programs, it replaces TV reports by Dirksen & Halleck from the White House steps during the Eisenhower Administration. Noting that the legislative leaders relish their exposure on the air in the new format, the *Post* reported that unnamed Republican “progressives are frankly getting nervous” about the old-line party “image” presented to viewers. A “long run” for the Dirksen-Halleck show was predicted, however. Long-time GOP staffer Robert Humphreys has been signed up (at a reported \$25,000 per year) by the Republican National Committee “to handle public relations, if not write the script.”

**Govt. subsidies for political broadcasts:** Senate hearings on a proposal (S-227) by Majority Leader Mansfield (D-Mont.) for govt. subsidies to help pay for political campaign broadcasts (Vol. 17:3 p16) have been set tentatively for late April. Chmn. Cannon (D-Nev.) of the Rules & Administration Committee’s Privileges & Elections Subcommittee said he’d invite spokesmen for TV & radio networks to testify. Under Mansfield’s plan, Democratic & Republican parties would be entitled to \$1-million reimbursements from the U.S. Treasury for broadcasts in behalf of Presidential tickets. Minority parties could qualify for \$100,000 TV & radio subsidies if they polled more than 1% of the vote in a national election.

**Tariff exemption asked:** Magnetic tape & other sound recordings for radio music broadcasts would be placed on the Tariff Act’s free list under a bill (HR-5856) by Rep. Van Pelt (R-Wis.).

**Crime charges challenged:** Senate testimony by the National Council on Crime & Delinquency that TV & movies contribute to juvenile delinquency (Vol. 17:11 p13) has been questioned by 2 N.Y. specialists. In a letter to Judiciary Juvenile Delinquency Subcommittee Chmn. Dodd (D-Conn.), Donal E. J. MacNamara of the Institute of Criminology said: “While many programs & movie scripts are admittedly not educational, elevating, or even entertaining—and some are immoral & unnecessarily sadistic—there is no adequate research or case material to support the conclusion that such shows incite, stimulate, or cause the commission of criminal acts.” In a separate letter, N.Y.U. sociology teacher Paul W. Tappan cautioned Dodd against accepting the charges as arguments for official censorship: “The control of children’s exposure to mass media should be left to the judgment & discretion of their parents and not to a govt. agency.” MacNamara & Tappan asked that their letters be in the Subcommittee’s hearing record.

**Exploring industry’s role in space:** Outer-space TV prospects will be explored soon by the House Science & Astronautics Committee in public hearings planned by Chmn. Brooks (D-La.). He said he wants to develop the role to be played by private industry in exploiting use of communications satellites for intercontinental TV & telephone transmissions. The Committee especially wants to know what problems—as well as possibilities—are presented in the space realm, Brooks said. Meanwhile, Communications Workers of America Pres. Joseph A. Beirne warned the House Labor Unemployment Subcommittee that proposed satellite systems could affect jobs of “hundreds of thousands” now employed in conventional communications jobs. The head of the AFL-CIO telephone-workers union pointed out (for one thing): “There won’t be one inch of wire from the earth to that satellite. And there are hundreds of thousands of persons in the U.S. who are manufacturing wire.”

**Deintermixture proposal:** Shifts from vhf to uhf, if ordered by FCC without the licensees’ consent, would be forbidden under a bill (HR-5570) by Rep. Bray (R-Ind.) unless the moves are a part of a general deintermixture program. The measure, referred to the House Commerce Committee, is a by-product of the Commission’s long-litigated proposal to move WTVW Evansville from Ch. 7 to Ch. 31 (Vol. 14:51 p2). The Evansville case has been in & out of court, is in an FCC hearing phase now. Bray’s bill would amend the Communications Act’s Sec. 316, governing modifications of CPs & licenses, by tacking on a new subsection spelling out limitations on FCC’s authority to make uhf assignments.

**Probe demand renewed:** House Commerce Committee member Avery (R-Kan.) has called again for a Congressional review of White House relationships with & influences on such regulatory agencies as FCC. Raising new questions about President Kennedy’s memorandum asking for monthly reports from the agencies (Vol. 17:12 p4), Avery said such “intervention” was cause for “much apprehension” in Congress. He noted that the President’s “secret” request for information went to agencies which control TV & radio licenses and pipeline certificates—“many valued in the multimillion-dollar bracket.”

**Reorganization bill cleared:** The House Govt. Operations Committee has approved proposals authorizing President Kennedy to revamp federal regulatory agencies in plans which would go into effect unless the Senate or House vetoes them by majority vote. Similar legislation has been passed by the Senate (Vol. 17:7 p14).

**Wants PR man for Cabinet:** A Dept. of Public Relations with Cabinet status would be established under a bill (HR-5788) by Rep. Anfuso (D-N.Y.). A leader in Italian-American boycott moves to force censorship of ABC-TV's *The Untouchables* (Vol. 17:12 p7), he said a Madison Ave.-style White House set-up is needed to "screen" govt. statements & releases before they are made public. Such a Cabinet dept. could combat Communism more effectively, Anfuso argued. Appointed by the President and advised by 9 "public-relations experts," the Public Relations Secy. would assume USIA jurisdiction as well as keep a close watch on what govt. officials say.

**FCC license curb:** The House has passed a bill (HR-4469) by Un-American Activities Committee Chmn. Walter (D-Pa.) forbidding FCC to issue radio licenses to any merchant seamen who refuse to answer questions at Congressional or agency hearings about "subversive" activities. Pushed through the House without debate, the measure would also bar recalcitrant witnesses from employment "in any capacity abroad any merchant vessel of the U.S. or within any waterfront facility." It specifies that such witnesses must tell what they know about "the Communist Party, Fascist Party, or other subversive party" if they want to hold their jobs.

**Cal. Assembly vs. foreign sound:** Imported TV soundtracks threaten "the future of American music," the Cal. State Assembly told Congress in a petition calling for enactment of laws "to prevent these abuses." Backing up the AFM in its long campaign against foreign recordings, the Assembly expressed its "condemnation of the unregulated importation of foreign-made sound tracks and their use in wholly American TV productions."

**Raise for hearing examiners:** A bill (HR-5655) sponsored by House Judiciary Committee Chmn. Celler (D-N.Y.), provides pay raises applicable to examiners in all administrative agencies. The measure would promote them as high as the GS-18 Civil Service classification, in which the present salary is \$18,000. FCC examiners are paid from \$13,730 to \$15,030 now. A similar bill introduced last year by Rep. Broyhill (R-Va.) got nowhere (Vol. 16:18 p11).

**Communications Act amendment** permitting FCC to eliminate duplication in processing modifications & renewals of licenses for safety & special radio services has been introduced by House Commerce Committee Chmn. Harris (D-Ark.). His bill (HR-5710) duplicates FCC-drafted legislation (S-1371) submitted by Commerce Committee Chmn. Magnuson (D-Wash.) earlier (Vol. 17:12 p4).

**Shipboard radio inspection:** FCC-requested bill (S-1288) to simplify Communications Act requirements for inspection of shipboard radios has been introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Identical legislation is sponsored in the House by Chmn. Harris (D-Ark.) of the Commerce Committee (Vol. 17:9).

**Robert W. Lishman,** chief counsel of the old House Commerce Legislative Oversight Subcommittee, has turned down a bid to carry on with its successor, the Regulatory Agencies Subcommittee (Vol. 17:11 p12). He told Chmn. Harris (D-Ark.) that he preferred to return to private law practice in Washington. Lishman's desk is being taken over by his staff legal asst. Charles Howze.

**Honor for hams:** National Amateur Radio Week would be celebrated in the 3rd week of June each year under a proposal (H. J. Res. 340) by Rep. Montoya (D-N.M.)

**Handy booklet:** *Govt. Public Information Officers* available from Carl Byoir office, National Press Bldg., Wash.,

## Auxiliary Services

**Telemeter's Breakeven Point:** Although Telemeter continues reticent regarding the P&L of its Etobicoke pay-TV experiment, its forward-looking Pres. Louis Novins recently pegged the operation's breakeven costs—in terms of future expansion.

Operating with 20,000 customers, more than triple the current Etobicoke registration, the make or break for pay TV would be \$1 per home per week, he told *Daily Variety*. This breakeven cost is based on Canadian Bell service charges & programming costs. An operation with 10,000 homes, he estimated, would have a breakeven of \$1.30 per week per subscriber. Although Novins offered no breakeven figures for Telemeter's actual 6,000-home experiment, the profit-loss divider is estimated by observers to be about \$2 weekly (Vol. 16:38 p6).

Particularly heartening to Novins in the Etobicoke experiment, he noted, is the apparent successful co-existence of movie houses & pay TV. Attendance at Etobicoke's 2 theaters has not been affected materially by the presence of pay TV, he said, adding: "One house actually did better in 1960 than was the general trend for second-run houses in the Toronto area." Conversely, pay TV may have tapped a vein of movie viewers who do not go to theaters.

Novins said that Telemeter, in 1960's last quarter, offered 11 pictures which had been shown previously by Etobicoke's 2 movie houses. Telemeter grossed two-thirds of the combined gross of the 2 theaters. The only picture he would identify, "Psycho," was televised 2 weeks after its movie run. It pulled a TV gross of \$2,550, compared with a total \$2,241 for the 2 theaters.

\* \* \*

**Exhibitors' pay-TV appeal:** The expected court appeal of theater owners is now definite, said Philip Harling, chmn. of the Joint Committee Against Pay TV. He announced the plans during a board meeting of the Theatre Owners of America in Washington. Said he: "The FCC in its Third Order said it would act on pay TV only after sufficient information indicated it was in the public interest. Yet in granting the Phonevision authorization, the FCC took the position that such a test would be in the public interest. These 2 statements are inconsistent. We do not believe the public airwaves can legally be subjoined by private interests for private profit, and therefore the FCC has no authority to make such a grant. We shall ask for a court ruling on these points, and if necessary, carry our appeal right up to the Supreme Court."

**Hotel network proposed:** Plan to connect 125 midtown N.Y. hotels via TV cable to pipe special programs & ads into rooms is being studied by Manhattan Dir. of Franchises James J. Thornton. The project was proposed by Sterling Information Services, 375 Park Ave., which has applied for permission to run coaxial cables through wiring ducts under Manhattan between 23rd & 86th Sts. Sterling said the closed-circuit telecasts would include information on entertainment & other N.Y. City attractions, traffic and weather, with not more than one minute of paid commercials every 5 minutes. Thornton said he would report on the project to the Board of Estimate in late spring.

**Translator starts:** K72BF, K76BD & K80AY Booker, Darrouzett & Fallet, Texas began March 13 repeating KGNC-TV, KVII & KFDA-TV Amarillo • K8OAX Big Fork, Mont. began March 20 with KXLY-TV Spokane.



Closed-circuit TV system utilizing long-distance telephone lines was announced recently by ITT. The new "Videx" system is designed principally as an inter-plant communication system for transmitting maps, charts & photos. It's a slow-scan system, won't transmit moving images, but is described by ITT as one of the fastest image-transmission systems of its kind. A complete picture can be scanned in 15 to 60 seconds. The entire system is transistorized & portable. In addition to telephone-line transmission, ITT suggested these possible applications: (1) Ship-to-shore picture transmission via marine radio channels. (2) On-the-spot news picture transmission from location via radio voice channels. (3) Recording & storage of still pictures on a standard audio tape recorder.

**CATV Sales:** Coleman, Tex., Midwestern Co. Inc., to Charles Nolen, local rancher & oilman; Prescott, Ariz., TV Services Inc., to H&B American Co.; Leadville, Colo., Leadville Community TV Co., to Televents Inc. All 3 negotiations were handled by broker Daniels & Associates which reports that 3 more "large" sales will be announced within 3 weeks. Pres. Bill Daniels has also formed Fine Arts Bestg. Co. which has bought radio KFML Denver.

**Legal test case** to determine whether CATV & wired pay-TV systems are or can be made subject to Canada's general broadcasting regulations (Vol. 17:10 p8) was suggested recently by CBC Pres. Alphonse Ouimet. He recommended to the Parliamentary broadcasting committee that it ask the Justice Dept. for an opinion and then, if desired, submit it to the Supreme Court of Canada.

**Uhf translator CPs:** Ch. 70, Columbus, N.D., to Columbus Lions Club; Ch. 75, Phillips County Mont., to Phillips County TV Assn.; Ch. 78, Carroll, Ia., to Carroll Area TV Inc. • **Four vhf translator CPs** were granted: Ch. 11, Terry, Mont., to Prairie TV Club; Ch. 7, Center, Neb., to Village of Center; Ch. 13, Kadoka, S.D., to Kadoka Commercial Club; Ch. 12, Troy, Mont., to Troy Non-Profit.

**Leland B. Hallett** has been named area supervisor in the Pacific Northwest for CATV properties which H&B American Corp. operates through its subsidiary, Transcontinent Communication Systems Inc. H&B owns CATV systems in Wenatchee, Walla Walla and Richland, Wash., and will soon announce acquisition of another in that state.

**CATV-station conflict resolved:** The protest by WIBW-TV Topeka against microwave grants to Mid-Kansas Inc., which plans to feed CATV systems in Manhattan, Junction City and Salina, Kan., has been called off. FCC closed the case at both parties' request.

**New TV projectors:** Giantview General TV Network last week announced 2 new transistorized TV projection systems—one for portable & the other for fixed operation. No prices were given. Information is available from Giantview General, 1280 Fifth Ave., N.Y. 29.

**Jerrold loses in Supreme Court:** Antitrust decision against Jerrold electronics, covering its relationships with CATV customers, was upheld by the U.S. Supreme Court in a brief ruling which affirmed the decision of Philadelphia U.S. District Court Judge Francis L. Van Dusen.

**Boosters get more time:** FCC has extended from April 1 to June 1 the deadline by which unauthorized vhf boosters must apply for FCC-approved facilities.

**TelePrompTer** has moved its executive offices to 50 West 44 St., N.Y. and has grouped all engineering & technical functions at 311 West 43 St. headquarters.

## Foreign

**CBS ON GLOBAL TV:** Worldwide TV penetration is approaching, said Howard L. Kany, CBS stations div. dir. of international business relations, last week. Kany told a March 22 joint session of the International Ad Assn. and the International Executives Assn. that from 1952 to 1956 the number of TV homes in non-Communist countries outside the U.S. grew "from a few thousand to 9 million." Since 1956, the number has expanded to 33 million, he said. "If this growth rate continues, at the end of 1962 there will be more free-world TV sets in use for the first time outside the U.S. than inside."

Foreign TV differs sharply from the U.S. version, said Kany. In many countries TV has emerged as "a community function," with sets in clubs, hotels & special "TV theaters." Single-channel TV is common, as is complete govt. ownership & operation. The latter has resulted in "strongly nationalistic" programming fare, but regional associations of broadcasters have been formed in Western Europe, Latin America, Asia and Africa to "work toward minimizing traditional barriers at national frontiers," he said. In many underdeveloped countries, TV is primarily "an educational tool," he added.

"Stubborn govt. opposition in many countries is yielding to private-industry demands for commercial TV operations," Kany said. Although overseas commercial TV is now largely abbreviated & experimental (except in Canada, England, Australia, Japan and Latin America), "it is readying itself for expansion as soon as political & economic restrictions are removed."

### Expansion of Commercial TV

Other highlights of Kany's report:

In Canada, authority was granted only recently for the formation of a 2nd TV network, to begin operations in September and to subsist on commercial income alone. In Western Europe, fully commercial stations operate in Finland, Luxembourg and Monaco. In Japan there is a 27-station govt. network, and 35 independent stations joined into 3 commercial networks. Australia has 10 privately-owned stations, and 13 additional commercial outlets will begin telecasting this year.

Soviet Russia began telecasting in 1953, said Kany, and there are now 84 TV centers & 75 relay stations in operation. Some 4 million sets are in use. At the present rate of growth, "Moscow will have 3 TV channels producing a total of 25 program hours daily within the next 4 years."

The sale of U.S. programs overseas has "experienced a phenomenal rise," Kany told the session. During 1960 CBS Films increased its international sales by 30% over 1959 and by 250% over 1957. It provides more than 1,100 half-hour programs, dubbed into more than a dozen languages for 40 countries.

**CATVN scores sales:** ABC-TV scored 5 more U.S. sales last week for the Central American TV Network, which it represents & in which it has an interest. Scott Paper, S. C. Johnson & Son, and Super-Det (a Central American detergent product) will sponsor *Star Performance* beginning April 17. Pan American has signed for *Markham*, and Corn Products Refining Co. for *Circus Boy*, both effective in mid-April. U.S. sponsors already on the 5-station, 5-country network: Goodyear, Parker Pen, Vick Chemical and Nestle.

# Television Digest

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**Personals:** James L. Wilson, ex dir. of engineering administration & advance planning, named NBC engineering dir. . . . Larry H. Israel promoted from gen. mgr. to pres., TvAR, succeeding Donald H. McGannon, now chairman. Robert M. McGredy promoted from gen. sales mgr. to exec. vp. Lamont (Tommy) Thompson, mgr. of TvAR's Chicago office, named a vp . . . Joseph P. Dowling, ex-CBS-TV Spot Sales, named sales promotion mgr., Storer TV Sales . . . Frank LaTourette appointed liaison executive between news dept. & international div. of ABC.

Shaun F. Murphy promoted from national sales mgr. to vp-gen. sales mgr., KTVI St. Louis . . . Ray Owen, ex-WTVN-TV, named chief engineer, WKRC-TV Cincinnati . . . Julian Anthony, ABC News correspondent, elected pres., Working Press Foundation.

Robert D. L'Heureux, formerly FCC's liaison with Congress, recently counsel to Senate Commerce Committee's transportation study group, named house counsel of NCTA . . . John V. Buffington, veteran FTC staffer, named ast. to new FTC Chmn. Paul Rand Dixon.

Sam Zelman returns to Los Angeles as West Coast bureau mgr. of CBS News and news dir. of KNXT after 18 months in N.Y. as asst. to the vp-gen. mgr of CBS News. William T. Corrigan, who was West Coast bureau chief during Zelman's absence, has been assigned by CBS to represent the 3 networks in supervising video-tape coverage of the Adolph Eichmann trial in Israel . . . Edna K. Hanna, sales promotion mgr. of KOMO-TV & KOMO, Seattle, was married March 11 to John T. Strosnider . . . Gil Stratton, KNXT Los Angeles sports dir., and actress Dee Arlen were married March 18.

Ray Niblack, radio WINA Charlottesville, Va. news dir., joins Federal Housing Administration as special public-information asst. . . . James F. O'Grady named exec. vp, Adam Young Inc. and Young-TV (he had been associated only with the TV company). Stephen A. Machcinski appointed gen. sales mgr. & vp, both companies.

William E. Rine named to new post of administration vp, Storer Bestg. Co., succeeded as radio vp by Lionel F. Baxter, who was radio operations dir. . . . John McArdle, mgr. of WTTG Washington, reportedly is joining Metropolitan Bestg. Corp. hq in N.Y., to be succeeded by Donn Colee from Metropolitan's WTVH Peoria; Colee's wife Lee is sales mgr. at WTVH. . . . Howard K. Smith appointed

chief correspondent & gen. mgr., Washington Bureau, CBS News, effective April 3 . . . Jack Dolph promoted from asst. dir. to dir., CBS-TV Sports. Don Hamilton, former business affairs dir., CBS News, named to same position, CBS Sports . . . Richard J. Wright named publicity & promotion dir. KGW-TV Portland, Ore.

**Awards:** Thomas Alva Edison Foundation mass media awards have been presented to *The 20th Century* (CBS-TV) for "the TV program best portraying America," *Lamp Unto My Feet* (CBS-TV) for "the best children's TV program," *Expedition!* (ABC-TV) for "the best science TV program for youth," WBC for "distinguished educational service to the nation through imaginative public affairs radio & TV programming such as *Lab 30* and 'Anne Frank: the Meaning & the Purpose,'" NBC for "distinguished public service through meaningful reporting" of the national political conventions of 1960, Bell & Howell for "courageous & distinctive public service" in sponsoring "Cast the First Stone" (ABC-TV), CBC for TV & radio science series *The Nature of Things* and *Science Review*.

• Alfred I. du Pont TV-radio awards of \$1,000 each went to KDKA-TV Pittsburgh, radio WAVE New Haven, and ABC's commentator Edward P. Morgan. (KDKA-TV has announced that it will contribute its prize to the college education of a local student.)

"NBC White Paper No. 2" ("Sit-In") received the only 1960 George Polk Memorial Award presented for TV or radio. The award was established by Long Island U. for "significant achievement in journalism" • NBC also received the Outstanding Citizenship Award from the American Heritage Foundation for news coverage of last year's political conventions & campaigns • David Mark, N.Y. novelist & playwright, won the \$5,000 top prize in the first International Teleplay Writing Competition.

Meetings next week: Audio Engineering Society, West Coast spring convention (April 4-7). Ambassador Hotel, Los Angeles • Ohio Assn. of Bcstrs. meeting (5-7). Vincent Wasilewski, NAB govt.-affairs vp, will speak. Greenbrier, White Sulphur Springs, W.Va. • Mont. Bcstrs. Assn. annual meeting (6-8). Billings • N.M. Bcstrs. Assn. convention (7-8). Howard Bell, NAB industry-affairs vp, will speak. Angiers Motor Hotel, Farmington • Southwest Assn. of Advertising Agencies annual convention (7-8). Mariott Hotel, Dallas.

Meetings this week: Academy of TV Arts & Sciences, Los Angeles chapter (March 30). CBS-TV City, L.A.

John FitzGerald, retiring FCC general counsel, on Sept. 1 joins the faculty of Southern Methodist U., Dallas. Meanwhile, he'll serve as a legal consultant to the minority of the Housing Subcommittee of the House Banking & Currency Committee. Harold Cowgill, retiring chief of the Broadcast Bureau, says he hasn't made definite plans, will take an extended vacation.

Alexander A. Klieforth, who has been in charge of Radio in the American Sector, American German-language station in Berlin, is the new Voice of America program director. The RIAS executive replaces Barry Zorthian in the USIA post in Washington.

Glen A. Wilkinson, Washington TV-radio attorney, has bought former Vice President Nixon's Washington home he had added about \$26,000 in improvements since then. for about \$102,000. Nixon paid \$75,000 for it in 1957, said

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**GE—COLOR SETS & NEW COLOR TUBES:** It's still a toss-up whether GE will be offering color sets to its dealers next fall. If it does—and we should know soon—they'll use the only color tube now available: the 21-in. RCA shadow-mask tube. No other type will be ready for production for a long time.

GE's tube & receiver operations, nevertheless, have stepped up their color engineering work in a crash effort to come up with a color set which is completely different, and, presumably, less expensive—but it won't be for this year and probably not for next. In a big way, the company is now taking up where it left off in color tube & set development in 1956 & 1957.

GE is devoting attention to the "post acceleration" tube which it showed to the industry in 1955 (Vol. 11:40 p2). It was demonstrated at that time in a 22-in. rectangular version. It differs from the shadow-mask type in that it uses "electron-optical" masking, with parallel color stripes instead of dots. Like the RCA tube, it used 3 guns in the 1955 version. We saw the 1955 demonstration, and at that time observed that brightness was extremely good, but picture quality was inferior to that of shadow-mask tube.

There are strong indications GE is working on a single-gun version of this tube. This could simplify circuitry, cut set costs by as much as \$150 at retail—if it can succeed where other attempts at a single-gun tube have failed. Such a tube would be an important color breakthrough. One of GE's big problems in this approach, we understand, is tube life.

GE cathode-ray tube dept. gen. mgr. David Scott told us, in answer to a question: "GE is continuing laboratory development work on many types of color tubes, just as we have for many years. Several years ago we demonstrated to the industry a satisfactory 3-gun post acceleration tube which offered performance superior to anything then available. It was never put into production because it did not then offer a potential of cost reduction to the degree necessary to generate a large-scale market for color TV. However, we have recently decided to re-examine the post acceleration approach to color." He declined to answer any of our questions about a possible single-gun version of the tube.

Single-gun or 3-gun—or possibly both—it's obvious that GE engineers are working feverishly & excitedly in color tube & circuit research again. And they're not the only ones with renewed interest. But any fruits of this research probably will take 1½ to 2 years to get to market—or longer. And it has to find a market, has to be considerably cheaper or better than the present much-improved production color set.

There may be breakthroughs coming. But they're still in the research department. That's why you may see GE, and others, come out with RCA-type color sets, while accelerating their own unique color work in the labs.

**AN ADVANCE TOWARD FLAT-SCREEN TV:** Picture-on-the-wall TV isn't here—and nobody knows how many years it will be in coming. But this week there's a feeling that it's somewhat closer than the 15-to-20 years away most engineers had believed it to be.

New optimism is the result of work described at last week's IRE convention toward "a solid-state display device" by GT&E Labs chemistry-lab-section head Stephen Yando. Developments he described surprised even his co-workers at GT&E and electroluminescent scientists at GT&E's subsidiary Sylvania.

Yando's work started as "a minor project" and "is rapidly becoming a major project—perhaps the major project" at GT&E Labs, a company spokesman told us. For military & industrial purposes, Yando's tubeless display is described as "not too far away." For TV—nobody knows yet.

The development is described by Yando as "an entirely new combination of electrical phenomena

that have been in general use for a number of years—piezoelectricity & electroluminescence." (Piezoelectricity is the ability of certain materials to expand & contract under electrical charge, and to develop electrical charges when mechanically stressed. Electroluminescence involves production of light through excitation of a phosphor coating on a flat panel.) The result is "a solid-state device of low complexity" which can produce a moving, lighted image.

The panel described at the IRE convention is less than ½-in. thick, can be controlled by electronic drive mechanisms 12 ft. or farther from the screen. How far has the work gone? Yando says he is now completing a 5x5-in. unit to display a 1-mc image (which could show a very crude TV picture).

Present prototype, however, can display only one line of scanned information. Obviously, many problems remain to be solved, including: (1) Development of unit which can scan 525 lines. (2) Increase in size. (3) Development of satisfactory phosphor colors for TV displays. (4) Boost in brightness (forthcoming developmental unit will provide only about ½ foot-lambert).

As to applicability to TV, Yando himself said: "It is anticipated that a means of displaying TV signals can ultimately be achieved by employing [these] principals & structures . . . It should be emphasized that much work remains to be done in the years ahead before the commercial feasibility of piezoelectric-electroluminescent display can be fully established."

**CALENDAR OF TV-RADIO-PHONO SHOWINGS:** Most of the 1962 lines will be shown to distributors (and, in some cases, dealers) in late May or June again this year.

We've compiled all the latest information into a table for easy reference. Among the missing—with plans still incomplete or unannounced—are Du Mont, Emerson, Motorola, Philco & Westinghouse. We'll fill you in on them as details are made available.

Miami is most popular site for those taking their new lines on location—RCA, Sylvania and Zenith plan showings there. Las Vegas attracts Admiral this year for its large-scale airlift of dealers (in 4-day shifts over an 18-day period), and RCA will host its Western distributors & dealers at Las Vegas.

Manufacturer	Items Shown	Dates	Event & Location
Admiral	TV, radio, phono	May 16-June 3	Dealers, 4-day meetings, Las Vegas
Capehart	TV, radio, phono	July 16-20	Music Show, Chicago
General Dynamics/Electronics	Stromberg-Carlson stereo	March 28-30	Key dealers, Rochester, N.Y.
GE	TV, console stereo	May 22-June 2	Distributors, Louisville, Ky.
Motorola	TV, radio, phono	_____	Dates & location not yet decided
Olympic	TV, radio, phono	June 18-22	Distributors, Congress Hotel, Chicago
Philco	TV, radio, phono	June	Details to be announced
RCA	TV, radio, phono	May 16-17	Distributors & dealers, Las Vegas
		May 23-24	Distributors & dealers, Miami Beach (Dealers will see color-TV line only)
Sylvania	TV, radio, phono	May 24	Distributors, Miami Beach
Symphonic	TV, phono	July 16-20	Music Show, Chicago
Zenith	TV, radio, phono	June 5-8	Distributors, Miami

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 17 (11th week of 1961):

	March 11-17	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	95,479	103,323	106,733	1,114,010	1,351,510
Total radio .....	285,464	277,470	349,896	3,035,071	3,819,682
auto radio .....	80,313	75,154	132,255	936,931	1,633,327

Tube complaints settled: Four companies—National Television Tube Co., Saddle Brook, N.J.; Hi-Glo & Sylvan Electronics Corps., Goodrich, Mich.; Ultravision Mfg. Corp., Hawthorne, N.J.; Mercury Tube Corp., Newark—have signed FTC orders forbidding misrepresentation of rebuilt TV picture tubes as new. The consent orders, closing the FTC cases, require them to label their products clearly.

Closed-circuit ad campaign: Sylvania Electro-Specialties is starting a 6-month ad campaign to familiarize business executives with its closed-circuit vidicon camera, which lists at \$650. Ads will appear in *Business Week*, *Fortune* and *The Wall Street Journal*.

Prices of Grundig-Majestic German imports are due to go up 7% because of increases by the manufacturer.

**TAPE WITH GROOVES:** Combining features of phono records & tape, Westrex has placed on the U.S. market a new German-made music reproducer different from anything previously sold in this country. The device is currently being sold at Macy's in N.Y. and Polk Bros. in Chicago under the Westrex trade name, but the firm says it is now negotiating with TV, radio & auto makers for inclusion of the unit in car radios as well as domestically made TVs & radios.

The Westrex grooved tape comes in completely self-enclosed plastic cartridges. The tape is wound around a hub in a continuous belt. Made of a strong polyvinyl material, the 3/5-in. wide translucent red tape contains 75 to 100 microgrooves which run lengthwise, spiraling along the endless tape. A tape 10 yards long can play for one hour, a 30-yard tape 4 hours. Also available: 20-min. tapes.

The playing mechanism, extremely compact, uses a standard Ronette pickup cartridge & stylus. The best way to visualize the Westrex concept is to imagine taking a group of grooves from an LP disc and placing them on an endless belt, which revolves 57 to 100 times as the needle travels from the top groove to the bottom groove, playing all the recorded material on the record. Tape speed is 7½ inches per second.

The tape cartridges and Westrex tape-playing equipment are manufactured by Tefi Werke, Polz, Germany, and have already been marketed in Europe.

Westrex now is offering 4-hour tape cartridges at \$18.95 each, one-hour units at \$6.95, and 20-minute cartridges at lower prices. Playing mechanisms being offered initially include: (1) A 110-volt AC player without amplifier (demonstrated at Macy's playing through a TV set), for \$69.94. (2) A battery-operated tape player with amplifier at \$89.94. (3) A battery-operated tape-player with AM-FM radio at \$149. The system is designed for playing pre-recorded tapes only; recording equipment won't be offered. A stereo version is forthcoming.

The cartridge is dropped into the playing mechanism, like placing of a record on a turntable. Westrex vp Harry Rich told us the tapes are extremely tough and show little wear. He said Westrex will record the library of "one of the largest" record labels to supply program material in addition to the small catalog now available. Cartridge program material will be recorded in U.S. by Westrex. The "Westrex 111" grooved-tape recording system is one of the first products to be marketed by the new Westrex Co., Alpine (76 Ninth Ave., N.Y.C.), newly created consumer-products subsidiary of Litton Industries (Vol. 17:11 p18).

**First thermoelectric appliance:** Westinghouse will begin production next month of its first thermoelectric appliance—a bottled-water cooler for homes & offices which will retail for under \$100. Unlike conventional compressor-equipped coolers, the thermoelectric model will have no moving parts. Its refrigerating qualities come from the passage of electricity through junctions of 2 dissimilar materials. John W. Craig, Westinghouse vp & gen. mgr. of the major appliance div., explained: "We have just recently uncovered materials which can be used efficiently enough to permit practical applications, such as in the thermoelectric water cooler." Westinghouse estimates that one million homes in the U.S. depend upon bottled drinking water in areas of water scarcity or impurity.

**It was bound to happen:** Spinning in the juke boxes is "He Couldn't Resist Her with Her Pocket Transistor."

**Actions by EIA:** Public relations drives in the fields of imports and FM stereo broadcasting are in the planning stage at different EIA levels. At the recent spring conference in Washington, EIA's Board of Directors approved recommendations by Electronic Imports Committee Chmn. Robert C. Sprague "to intensify the Assn.'s public-relations program on the effects of foreign competition on employment & the economy by providing more information to member companies."

At the same time, the Consumer Products Div. executive committee heard from its radio section that plans were under way to develop a consumer & trade information program on FM stereo broadcasting, to be released after the FCC decides on transmission standards for the new service. Other EIA actions, in addition to those reported last week (Vol. 17:12 pp14 & 15):

(1) The Industrial Parts Marketing Committee released results of a survey by a trade-show subcommittee, revealing that the average cost of exhibiting at trade shows is \$12-\$15,000 a year, but some manufacturers spend more than \$100,000 annually on shows.

(2) The Educational Coordinating Committee received a recommendation from its PR subcommittee for the publication of an electronics-career booklet to be distributed through high schools. The full Committee will make a definite recommendation in May.

(3) The Industrial Electronics Div. exec. committee voted to form 2 new sections—educational & institutional (marketing of products to educational institutions, hospitals, churches, prisons, etc.) and RF transmission component (with subsections on antennas, coaxial cables, waveguides).

(4) Tube & Semiconductor Div. exec. committee elected C. R. Hammond, Raytheon, chairman of its imports committee, succeeding L. S. Thees, RCA.

**Mergers & acquisitions:** Telectro stockholders last week approved the proposal to grant Emerson Radio & Phonograph a 5-year option to purchase a controlling 800,000 shares of unissued capital stock (Vol. 17:11 p19). Prior to the vote, Telectro Pres. Harry Sussman reported a 1960 loss of \$800-850,000, warned that the company would "probably have to close up shop" if shareholders rejected the Emerson agreement • Loral Electronics is negotiating to acquire Accurate Specialties, Hackensack, N.J. producer of high-purity metals & ceramics for semiconductor components. The proposed amalgamation would exchange one share of Loral common for each 2½ of Accurate Specialties • Oak Mfg. and Hathaway Instruments have suspended their merger talks for an indefinite period. Oak Pres. E. A. Carter said his firm would accelerate its program to acquire electronics companies & products soon.

**RCA sells a business:** After nearly 2 decades of plugging its electronic beverage-inspection equipment, RCA has sold the entire business to Crown Cork & Seal Co. for an undisclosed sum, effective this week (March 31). Crown will manufacture the \$20,000 electronic inspectors in its Philadelphia plant, anticipates annual sales of more than \$1 million. The units electronically inspect bottled liquids, detect & reject bottles containing foreign particles. RCA will continue to furnish service for the machines.

**Record standards revised:** Record Industry Assn. of America has published standards for the manufacture of the new 7-in. 33½-rpm record. They're contained in Bulletin E 4, along with standards for LP & 78-rpm records, available on request from RIAA, 1 E. 57 St., N.Y. 22.

**1960 JAPANESE EXPORTS:** Shipments of Japanese electronic products to the U.S. showed a 24% increase in 1960 over 1959—totaling \$94 million, up from \$75.6 million. The 1960 export figure shows the beginning of what may be a tendency to level off—since the increase isn't comparable with the previous jumps from \$7.6 million in 1957 to \$21.8 million in 1958 to \$75.6 million in 1959.

The figures, as compiled by the Electronics Div. of the Commerce Dept.'s Business & Defense Services Administration, show a gain of 11% over 1959 in dollar volume of radio exports. The hotly competitive pricing situation in transistor radios is evidenced by the fact that exports of radios with 3 or more transistors increased by 4% in number of units, but declined by 4% in dollar volume. Offsetting the decline in the 3-or-more-transistor class were sharp increases in exports of tube-type sets and "toy" radios (fewer than 3 transistors). Radios accounted for 74% of total electronics shipments.

About 10,000 TV sets were shipped to the U.S. last year, at a total value of \$507,000—averaging out to less than \$51 per set. Other products showing large gains were recorders, radio-phonos, speakers & receiving tubes. The U.S. received 48% of Japan's total electronics exports in '60.

Here is the BDSA's table of Japanese exports of electronics products to the U.S. in 1960, compared with 1959 (converted to dollars at 360 yen=\$1):

Product	Units (add 000)		Value (add 000)	
	1959	1960	1959	1960
TV receivers & chassis .....	*	10	*	\$507
Radio receivers & chassis.....	6,052	7,871	\$62,373	69,317
tube type .....	457	881	2,552	6,277
3 or more transistors .....	3,990	4,149	57,272	55,056
other .....	1,605	2,841	2,549	7,984
Radio-phonographs .....	21	39	547	1,252
Sound recorders & reproducers ..	41	199	1,617	6,068
Amplifiers .....	34	97	460	765
Microphones .....	161	248	321	446
Speakers .....	455	1,940	1,155	2,023
Capacitors .....	8,925	16,604	533	972
Earphones .....	2,741	2,724	619	573
Electron tubes, total .....	7,911	16,572	2,088	4,598
receiving tubes .....	7,704	16,289	2,034	4,470
other .....	207	283	54	128
Transistors .....	2,393	3,415	1,581	1,758
Semiconductor devices, other ...	597	776	92	88
Electronic components, other ...	.....	.....	2,815	3,545
Phono parts & accessories .....	.....	.....	824	973
Other electronic products .....	.....	.....	617	1,130
<b>TOTAL .....</b>	<b>.....</b>	<b>.....</b>	<b>\$75,642</b>	<b>\$94,015</b>

\*Less than 500 (units or dollars).

**"Buy Japanese" campaign:** Series of ads "to counteract anti-Japanese trade propaganda" is being planned by the American Radio Importers Assn. (ARIA). The initial ad will emphasize "the dealer sales & profits stimulated here by the opening of new markets by Japanese transistor radios and will also point out that Japan is one of the few countries with which the U.S. has a favorable trade balance." It will quote from a recent report by Sen. Mansfield (D-Mont.) to the Senate Foreign Relations Committee on U.S. exports to Japan. Said ARIA Publicity Chmn. Richard Stollmack, gen. mgr. of Transistor World Corp. (Toshiba): "The American people are not aware that U.S. electronics exports to Japan increased by 70% in 1959 over 1958, and again by 15% in 1960 over 1959." The campaign will be handled by Milton Samuels Advertising.

**Emerson to Canada:** Fleetwood Corp., Montreal, has been licensed by Emerson Radio Export Corp. to manufacture & merchandise Emerson TVs, radios & hi fi in Canada. Fleetwood is already licensed to make & market Emerson's Du Mont line.

**'Sheep-Dip' Tube Coming?** A completely new approach to laminated picture-tube implosion shielding—in which the tube is dipped into liquid plastic, as an Eskimo Pie is dipped into chocolate or a lamb into sheep-dip—is being explored in the labs of at least one tube maker.

At present, the Corning laminated twin-panel, or bonded-shield, method is the only widely used approach to affixing safety shields directly to picture tubes. A new Pittsburgh Plate Glass lamination technique is attracting the attention of tube & set makers, and du Pont is pitching for adoption of its developmental Mylar plastic safety shield, which is also laminated directly to the tube's face.

One tube maker—which will have to remain unidentified for the time being—is experimenting with a safety shield which can be applied in molten form. It is currently using various forms of polyethylene plastics into which the tube face can be dipped. The process hasn't been successfully developed yet, but this tube maker wants: (1) A plastic dip which will harden on the face of the tube, as it cools, into a clear, transparent shield of adequate strength, without bubbles. (2) A plastic shield which can be removed easily from the face of rejected tubes simply by re-melting.

We know that the manufacturer hasn't yet reached these goals—but we also know that its efforts in this direction are continuing.

**Watts predicts color growth:** Color TV unit sales by distributors "will be up at least 30%" in 1961, while black-&-white sales will be down 8%. So said RCA group exec. vp W. Walter Watts last week in an address to National Retail Merchants Assn.'s 7th annual Home Furnishings Conference in N.Y. He pointed out that 7 companies, "together accounting for close to 50% of the TV business," are now making color sets, and "by the end of the year it should be 65%." He said that RCA key dealers, who pledged late last year to sell 51,500 color sets between Nov. & March have topped that pledge with 54,100 sets sold. One of every 2 visitors to the RCA Exhibition Hall now asks about color, Watts added—up from one in 6 just 2 years ago. There's profit in color—"the average color sales ticket is at least 2½ times greater than b&w," and for the last 3 years profit margins have been "maintained without liquidation or dumping."

**New GE portable radios:** 7 basic models were introduced last week, bringing total in the line to 9 (including 2 hold-overs). The line starts with a 5-transistor set at \$19.95, the lowest-priced transistor set ever marketed by GE. Highlight of the line is a unique 8-transistor set in camera-type case, "The General," with adjustable whip antenna and spring clip to use as stand or to clip to car window, bicycle handlebars, etc. The 3-lb. set lists at \$59.95. Other sets are: 7-transistor full-sized portable, \$49.95; 6-transistor full-sized, \$39.95; "flyweight" (7½ oz.) 6-transistor, \$29.95; shirt-pocket 6-transistor, \$24.95.

**More Compactron TVs:** Admiral, which recently introduced its 1962 line of 19-in. TV sets and became the first manufacturer to use GE's multi-function Compactron tubes (Vol. 17:12 p16), last week announced that it would license GE to use its "Picture-Guard" interference-rejection circuit, which is built around a triple-triode Compactron. The special circuit is designed to eliminate electrical interference, provide cooler operation, greater reliability & life. GE has requested a license for the new circuit, on which Admiral has filed for a patent. At last week's IRE Convention, meanwhile, GE's Tube Div. displayed a 1962 GE 23-in. TV chassis containing 2 Compactrons.

**Trade Personals:** W. Allen Bridges named to new post of European operations dir., Dynamics Corp. of America, headquartering in London.

L. A. Bown named Ottawa resident mgr., Philco Corp. of Canada Ltd. . . . Boyce Adams named sales mgr., Omnitronics Inc., a Borg-Warner subsidiary . . . A. David Russell named div. counsel, Sylvania electronic tube div.

Harold W. (Bill) Johnson, ex-RCA, named gen. sales mgr., General Television Network (TV projection systems). John L. Mayer promoted from mgr., closed-circuit TV & videotape operations, to vp, Giantview div. . . . John J. Raney named mktg. mgr., Wurlitzer electronics div.

Thomas Fitzgerald named consumer-products regional sales mgr., Motorola Midwest area, succeeding Robert Hennessy, resigned . . . Dr. John J. Brennan Jr., Electronics Corp. of America vp, named treas. & a dir. . . . Carl F. Miller named to new post of patent & licensee administrator, Westinghouse electronic tube div. . . . Glenn A. Dusch will direct Cornell-Dubilier's new mkt. research & product planning dept.

Donald S. Parris, dir., Electronics Div. of Commerce Dept.'s Business & Defense Services Administration, will participate in a regional conference of commercial officers of the U.S. Foreign Service to be held in Hong Kong, April 3-7 . . . Theodore A. Flynn named to newly-created job of mgr., Packard Bell Sales Corp. Western sales & sales promotion. . . . Herbert J. Hannam, ex-GE Research Labs, named mgr. of indicator & pick-up devices engineering (including TV camera tubes), GE cathode ray tube dept.

Lt. Gen. Bernard A. Schriever, chief of the USAF Air Research & Development Command, being introduced as speaker at EIA's annual govt.-industry dinner in Washington was identified as an accomplished golfer. Introducer Robert Sprague, EIA past president, noted that a Schriever golfing exploit "had appeared in Ripley"—but he didn't tell what it was. By curiosity possessed, we asked the General for details which he gave as follows: "At my home course in San Antonio, the 17th hole is about 330 yards. In one month, I dropped my tee shot on the green 3 times, and holed my putt for an eagle 2 each time."

**Praise for Sarnoff:** RCA Chmn. David Sarnoff "is a man of great accomplishment & of great vision," Sen. Hill (D-Ala.) said in a *Congressional Record* statement. Sarnoff's latest proposal—establishment of an electronically-linked national medical clearing house (Vol. 17:12 p15)—was cited in particular by Hill. It's "a challenge to all who would advance the cause of medicine, protect & strengthen the health of our people and help build the peace of the world," he said.

"RADC Reliability Notebook," compiled by the Air Force as a specifications handbook for ground electronic equipment at the Rome (N.Y.) Air Development Center, has been made available to industry by the Commerce Dept. Copies at \$4 each may be ordered (PB 161 894) from the Office of Technical Services in Washington.

**Obituary**

Irving Sarnoff, 60, brother of RCA's chairman, and a founder, principal stockholder and exec. vp of Bruno-New York, died March 19 of cancer in N.Y.'s Roosevelt Hospital. A pioneer in radio sales, Sarnoff had been associated with the industry since 1925. He was vitally interested in military applications of radio and he forecast as early as 1929 the role the new medium would play in military communications & reconnaissance. He is survived by his wife, a daughter, and a son.

**Finance**

Ampex, which turned in a \$1.3-million loss for the first 9 months of its 1961 fiscal year (see financial table), expects "a considerable improvement" in the year's final 3 months. The quarter's profit picture still is uncertain, officials said, and the Feb.-April performance will be insufficient to overcome the 9-month deficit. "We expect an improvement in results this quarter & next year, but we can't go beyond that statement," said Pres. George I. Long Jr. He explained that inventory writedowns, a major cause of the 9-month deficit, will not affect the final quarter.

**WB stock sale:** Warner Bros. subsidiary Warner Bros. Pictures International has sold one million of its 3 million shares of Associated British Pictures. The purchaser & price were not disclosed, but the value of the shares sold was estimated at \$7 million.

Reports & comments available: Dynamics Corp. of America, report, Herzfeld & Stern, 30 Broad St., N.Y. 4 • Electro-Science Investors, review, Russ & Co., Alamo National Building, San Antonio 5 • Automation Labs, offering circular, Sandkuhl & Co., 39 Broadway, N.Y. 6 • U.S. Components, offering circular, Arden Perin & Co., 510 Madison Ave., N.Y. 22 • Monarch Electronics International, prospectus, Russell & Saxe, 50 Broad St., N.Y. 4 • "Electronics Still Have Long-Term Glitter," profile on "electronics leaders" in March 22 *Financial World*. movies, owns motion picture houses and has a stock interest in A.B.C. Television Ltd., TV programmer.

Corporation	Common Stock	Dividends	Stk. of Record
	Period	Amt. Payable	
General Dynamics . . . .	Q	\$0.25 May 10	Apr. 6
MPO Videotronics "A" . . . .	Q	.10 Apr. 14	Mar. 31
Howard W. Sams . . . .	Q	.15 Apr. 25	Apr. 10
Terminal-Hudson Elec. . . .	Q	.06 Apr. 24	Apr. 10

**OVER-THE-COUNTER  
COMMON STOCK QUOTATIONS**  
Thursday, March 23, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates . . . .	22 3/4	24 3/4	Maxson . . . . .	20	21 1/2
Aerovox . . . . .	8 1/4	9 1/4	Meredith Pub. . . . .	39 1/2	43
Allied Radio . . . . .	24 1/2	26 3/4	Metropolitan Bcstg. . . . .	21 1/2	23
Astron Corp. . . . .	17 3/8	2 1/4	Milgo Electronics . . . . .	8 1/4	9 1/4
Baird Atomic . . . . .	25 3/4	27 3/4	Narda Microwave . . . . .	6 3/4	7 1/4
Cetron . . . . .	13 1/4	14 3/8	Nuclear of Chicago . . . . .	47 1/2	50 3/8
Control Data Corp. . . . .	93	98	Official Films . . . . .	2-11/16	3-1/16
Cook Elec. . . . .	14	15 1/2	Pacific Automation . . . . .	5 3/4	6 1/8
Craig Systems . . . . .	18	19 5/8	Pacific Mercury . . . . .	7 1/4	8 3/8
Dictaphone . . . . .	36 1/4	38 3/4	Philips Lamp . . . . .	169 1/4	175
Digitronics . . . . .	28 3/4	31 1/8	Pyramid Electric . . . . .	2 3/4	3-1/16
Eastern Ind. . . . .	20 3/8	21 7/8	Radiation Inc. . . . .	26 3/4	29 3/4
Eitel-McCullough . . . . .	19	20 3/8	Howard W. Sams . . . . .	46 1/2	49 3/8
Elco Corp. . . . .	13 3/4	15 3/8	Sanders Associates . . . . .	58	62
Electro Instruments . . . . .	34	37 3/8	Silicon Transistor . . . . .	7	7 7/8
Electro Voice . . . . .	13 1/8	14 1/4	Soroban Engineering . . . . .	64	69 1/2
Electronic Associates . . . . .	37 3/4	40 3/8	Soundscribe . . . . .	14 1/4	15 3/4
Erie Resistor . . . . .	14	15	Speer Carbon . . . . .	21 1/4	23
Executone . . . . .	19 1/2	21 1/4	Sprague Electric . . . . .	63 1/2	66 3/4
Farrington Mfg. . . . .	17 3/4	19 3/8	Sterling TV . . . . .	1 3/4	2 1/4
Foto Video . . . . .	3 1/4	3-13/16	Taft Bcstg. . . . .	16 1/4	17 1/2
FXR . . . . .	27 3/4	30 3/8	Taylor Instrument . . . . .	46	49 1/4
General Devices . . . . .	17 1/2	18 3/4	Technology Inst. . . . .	7 1/4	8 3/8
G-L Electronics . . . . .	9	10 1/4	Technochrome . . . . .	16 1/4	17 1/2
Gross Telecasting . . . . .	20 1/2	22 1/2	Telecomputing . . . . .	7 3/4	8 1/4
Hallcrafters . . . . .	42 1/2	45 7/8	Time Inc. . . . .	96	101
High Voltage Eng. . . . .	212	227	Tracerlab . . . . .	13 1/2	14 7/8
Infrared Industries . . . . .	20 1/4	22 1/4	United Artists . . . . .	6	6 3/4
Interstate Eng. . . . .	24 3/8	25	United Control . . . . .	20 1/2	22 3/4
Itek . . . . .	61	65	Universal Trans. . . . .	1 1/4	1 3/4
Jerrold . . . . .	7 3/4	8 1/2	Vitro . . . . .	22 1/4	23 7/8
Lab for Electronics . . . . .	61 1/2	65	Vocaline . . . . .	3 3/8	4 1/4
Lel Inc. . . . .	8 3/4	9 3/4	Wells-Gardner . . . . .	26 1/4	28 3/4
Magna Theater . . . . .	3 1/4	3-11/16	Wometco Ent. . . . .	17	18 3/8
Magnetics Inc. . . . .	11	12 3/4			

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT Story below	1960—year to Dec. 31	\$ 334,437,000 <sup>1</sup>	\$22,870,000	\$10,475,000 <sup>1-3</sup>	\$2.50 <sup>2</sup>	4,232,731
	1959—year to Dec. 31	287,957,411	18,825,351	7,967,371 <sup>5</sup>	1.87 <sup>2</sup>	3,995,735 <sup>11</sup>
Ampex Story on p. 23	1961—9 mo. to Jan. 31	53,073,000	(3,571,000)	(1,303,000)	—	7,718,257
	1960—9 mo. to Jan. 31	51,527,000	4,376,000	2,528,000	.33	7,644,115
	1961—qtr. to Jan. 31	17,372,000	(4,217,000)	(1,762,000)	—	7,718,257
	1960—qtr. to Jan. 31	17,685,000	883,000	659,000	.09	7,644,115
Automatic Radio Mfg.	1960—qtr. to Dec. 31 <sup>4</sup> 1959 <sup>2</sup>	3,096,954	—	408,411	.20 <sup>2</sup>	1,960,015
Avco	1961—qtr. to Feb. 28	73,693,944	4,876,375	2,451,375	.24 <sup>2</sup>	10,349,959
	1960—qtr. to Feb. 28	78,005,358	4,369,590	2,087,590	.20 <sup>2</sup>	10,295,432
Collins Radio	1961—6 mo. to Jan. 31	112,428,074	5,865,822	2,602,222	1.18 <sup>2</sup>	2,205,170
	1960—6 mo. to Jan. 31	91,779,750	9,304,523	4,211,447	2.08 <sup>2-6</sup>	1,935,749
Electronics Assistance	1961—year to Jan. 31	3,745,000	—	211,005	.35 <sup>2</sup>	591,074
	1960—year to Jan. 31	911,000	—	67,116	.13 <sup>2</sup>	511,264
Emerson Radio	1961—13 wks. to Jan. 28	—	262,460	126,524	.06	2,191,872
	1960—13 wks. to Jan. 31	—	—	675,512	.31	2,191,872
Erie Resistor	1960—year to Dec. 31	25,902,646	—	616,517	.66	—
	1959—year to Dec. 31	24,506,568	—	359,340	.34	—
General Bronze	1960—year to Dec. 31	29,026,753	(75,382)	2,618 <sup>7</sup>	—	384,137
	1959—year to Dec. 31	35,379,193	1,205,895	619,895	1.61	383,937
General Dynamics	1960—year to Dec. 31	1,987,748,715	(61,770,851)	(27,055,851) <sup>13</sup>	—	9,982,079
	1959—year to Dec. 31	1,811,871,384	54,156,069	31,056,069	3.12	9,944,488
Hewlett-Packard	1961—qtr. to Jan. 31	16,265,000	2,499,000	1,286,000	.13	9,859,971
	1960—qtr. to Jan. 31	13,539,000	2,425,000	1,185,000	.12 <sup>8</sup>	9,804,573 <sup>8</sup>
ITT	1960—year to Dec. 31	766,768,806 <sup>1</sup>	—	30,569,938 <sup>1-9</sup>	1.96	15,580,226 <sup>10</sup>
	1959—year to Dec. 31	705,557,267	—	27,529,574	1.80	15,287,468 <sup>10</sup>
Ling-Temco Electronics	1960—year to Dec. 31	148,447,484	5,737,132	3,051,172	1.25	2,553,098
	1959—year to Dec. 31	148,723,916	6,030,068	3,029,550	1.22	2,428,648
MCA Story on p. 11	1960—year to Dec. 31	67,317,103 <sup>1</sup>	12,962,433	6,270,230 <sup>1</sup>	1.55 <sup>2</sup>	3,995,735 <sup>11</sup>
	1959—year to Dec. 31	57,786,616	10,617,466	5,186,066	1.28 <sup>2</sup>	3,995,735 <sup>11</sup>
National Co.	1960—year to Dec. 31	10,999,491	656,888	327,288	.40 <sup>2</sup>	785,806 <sup>11</sup>
	1959—year to Dec. 31	12,942,987	590,568	293,504	.37 <sup>2</sup>	785,806 <sup>11</sup>
Sonotone	1960—year to Dec. 31	20,776,364	890,610	490,610	.40 <sup>2</sup>	1,158,745
	1959—year to Dec. 31	24,756,708	2,432,302	1,132,302	.96 <sup>2</sup>	1,148,287
Sprague Electric	1960—year to Dec. 31	64,523,956 <sup>1</sup>	—	4,882,042 <sup>1-14</sup>	3.40	1,433,449
	1959—year to Dec. 31	56,351,571	—	3,502,328	2.61	1,340,229
Universal Pictures	1961—13 wks. to Jan. 28	—	1,967,653	1,000,653	1.09 <sup>2</sup>	888,390
	1960—13 wks. to Jan. 28	—	3,732,039	1,857,039	2.03 <sup>2</sup>	893,390
Victoreen Instrument	1960—year to Dec. 31	14,042,698	861,496	490,496 <sup>12</sup>	.31	1,598,947
	1959—year to Dec. 31	7,776,761	854,940	390,940	.25	1,537,961

Notes: <sup>1</sup>Record. <sup>2</sup>After preferred dividends. <sup>3</sup>Excludes capital gains of \$1,342,000 (32¢ a share) in 1960 & \$186,792 (5¢) in 1959. <sup>4</sup>From American Stock Exchange report. <sup>5</sup>No comparison available. <sup>6</sup>Adjusted to reflect Aug.-1960 4% stock dividend. <sup>7</sup>After \$78,000 tax credit. <sup>8</sup>Adjusted

to reflect Sept.-1960 200% stock dividend. <sup>9</sup>Excludes \$7,902,032 (51¢) from sale of investments. <sup>10</sup>Average. <sup>11</sup>Outstanding Dec. 31, 1960. <sup>12</sup>Includes \$100,000 tax credit. <sup>13</sup>After \$34,715,000 tax credit. <sup>14</sup>Includes non-recurring profit of \$795,279 (55¢).

**AB-PT Sets Record Pace:** Peak sales & earnings were racked up by AB-PT in 1960 as operating profits soared 31% on a 16% gain in gross income (see financial table). The corporation's TV-radio operation also recorded record income & earnings. Income of the ABC Div. rose to \$222,439,000 from \$172,469,000 in 1959.

Pres. Leonard H. Goldenson also announced that AB-PT has received from Walt Disney Productions the \$5.5 million balance on the \$7.5-million sale of AB-PT's 37% stock interest in Disneyland Park (Vol. 16:28 p8). This prepayment, originally payable over 5 years, will add a net capital gains of about \$3.8 million (91¢ a share) to AB-PT's first-quarter 1961 earnings.

Commenting on the 1960 performance of ABC-TV,

Goldenson remarked: "At the year end, it held the largest share of the TV audience in the prime evening period in markets where the 3 networks have equal competitive facilities. Again for 1960, ABC-TV Network reported the largest dollar & percentage increase of all networks in gross time sales [see Vol. 17:10 p6 for TvB report on 1960 network TV gross time billings]."

Goldenson noted AB-PT's continued expansion in foreign TV in 1960 with acquisition of minority interests in TV stations in Venezuela, Ecuador and one to be established in Lebanon. "With the promise of international TV in the coming years," he added, "further expansion is expected which will enable AB-PT to gain a broader position in the foreign TV field."