

# WEEKLY **Television Digest**

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

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### Educational TV

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**EXCITEMENT IN NEW TV LINES:** Philco shows cordless portable; Admiral plans full line of color sets, 23-in. b&w models; RCA promises historic "innovations" (p. 20).

**1959 TV SALES AT 5.5-MILLION** pace, based on past years' performance, indicating 7% greater sales this year than last. Acceptance of new models could push sales up (p. 20).

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**TALK—NOT ACTION—ON TV-RADIO BILLS:** Many TV-radio bills, much talk, no legislation. That's record of 5 months of 86th Congress. And as first session heads toward its final-quarter stretch & late summer recess, chances grow that its tally of broadcasting industry laws enacted will be nearly nil.

You name it, Congress has a bill on it—none passed. For broadcasters & FCC: Equal time, pay TV, FCC ethics, baseball TV blackouts, federal aid to educational TV, FCC control of networks, boosters, CATV systems, protection of newscasters' sources. For admen: Bans on liquor commercials & subliminal techniques. For manufacturers: Fair trade, exemption of uhf sets & co-op ads from excise taxes.

Only signs of real legislative life so far have come from ETV proposals, approved by Senate & passed along to uncertain House fate. House Commerce Committee, whose legislative oversight sensations set Capitol Hill fires last year, has fanned no new ones. It will barely get under way again this month with renewed FCC hearings (Vol. 15:20) and spectrum study (see p. 4). Usually counted on for exhaustive work in TV-radio fields, Senate Commerce Committee also is late starter with mid-June equal-time hearings (see p. 4) and June-July look-see at boosters, CATV, FCC housekeeping, etc. (Vol. 15:21).

Promised—or threatened—investigations in other TV-radio areas to see if more new legislation ought to be drawn up have been equally unproductive. They range all the way from exposes of rating systems by Sen. Moroney (D-Okla.) and probes of time-selling practices by Rep. Brown (D-Mo.) to sweeping overhaul of all regulatory agencies by Sen. Carroll (D-Colo.). None has got off ground.

In fact, biggest broadcasting-area achievements of 86th Congress may turn out to be those accomplished by threat instead of law. House Commerce Committee Chairman Harris (D-Ark.) brought FCC around to his rigidly-restricted pay-TV test plan (Vol. 15:16) by proposing to prohibit all toll TV. House brought FCC capitulation on home-district issue of legitimizing boosters by staging floor revolts (Vol. 15:16).

There may be some law-making action on equal time yet. But time at this session is running out. And unless there's some unexpected stirring on Capitol Hill soon, it's likely that 86th Congress otherwise will give no more priority to TV-radio legislation than did 85th, which passed none of more than 150 bills. Few issues are more public—or more popular with legislators—than broadcasting issues. But they seldom seem to be more than talking issues.

**TOP-LEVEL RESIGNATIONS AT CBS:** Sudden rift within CBS had resulted at week's end in resignation of 2 top officials and a flurry of reports and rumors that more would soon follow. These were last week's developments at the network heretofore noted for its stability of personnel:

Young, dynamic James Aubrey, ex-ABC, was promoted to high-ranking post of exec v.p. after a year with the network. Then programming exec. v.p. Hubbell Robinson Jr. quit to assume new post as head of own production firm in charge of Ford TV specials (for NBC). This was followed by resignation of CBS program v.p. Harry Ommerle, who will join J. Walter Thompson as program coordinator for the Ford specials, working with Robinson. Thus top CBS program team takes over an NBC series.

Still unsubstantiated but persistent reports indicate possibility that at least 3 more of CBS's top executives are about to resign.

Solid CBS, strong in billings, programs & ratings, thus faces operation under a new team—but exactly who will be on team (besides Aubrey) won't be known until dust settles. (See p. 6.)

**WHEN CAN YOU TALK TO A COMMISSIONER?** Congress intended FCC to have freedom to acquire "experience & expertise" in many matters, rejecting proposals that would limit all the Commission's deliberations strictly to a formal record. That's the essence of FCC Chairman Doerfer's views on "ex parte" (off-the-record) discussions, as outlined in speech before FCC Bar Assn. last week.

Everyone agrees, he said, that statutes limit FCC to the record in "adjudicatory" matters, such as competitive hearings. "The trouble comes in rule-making," he went on, obviously thinking about such situations as St. Louis Ch. 2 case—the channel-shift rule-making which was overturned by Court of Appeals because of "ex parte" conversations (Vol. 15:19-20). Here's how he'd handle such cases: "When you change rules and affect 2 people competing for a valuable right, then FCC should question whether it's properly rule-making. The Commission should be allowed to declare it adjudicatory. I don't believe that the deintermixture proceeding was rule-making. Rule-making is nothing more nor less than a declaration of what the future policy will be—a guide to the industry."

Elaborating on congressional intent, Doerfer said: "When I was appointed to the FCC, I wasn't an expert. Congress doesn't even require us to be lawyers [he is one]. I had no doubts about discussing anything except adjudicatory matters with anybody, anywhere, anytime. These complex problems require the freedom to explore, freedom to discuss, freedom to go to the Library of Congress, etc. . . . If we regress to what was once claimed by lawyers—that it was unconstitutional to delegate certain powers to administrative agencies—you may as well abolish the Commission and its staff. You don't need 1200 people.

"But if you give it to the courts, you'll be hobbled with long delays & heavy expenses. The courts found that out when they tried to regulate the railroads, gas lines & turnpikes."

Doerfer gave as an example of what he wanted to be free to do: "I've heard assertions about the performance of uhf—some of it perfectly ridiculous. I've gone out & seen for myself."

In question period after the talk, he was asked: "Why not use the expertise of your staff?" Said he: "If Congress had intended that, it would have said that the staff is your sole adviser. I don't always agree with the staff, and I can't carry it with me wherever I go."

At end of his talk, Doerfer added with a grin: "I'm speaking for myself." Fact is, he's probably the most liberal of all FCC members in his measurement of latitude given them by the statutes. This is in keeping with his personality—open, informal.

**HYDE NOMINATION HEARING—QUICK & EASY:** There was no strain at all in FCC Comr. Rosel H. Hyde's hearing before Senate Commerce Committee last week, on his nomination to a new 7-year term starting July 1, and committee is expected to favor him unanimously when it votes June 2. Chairman Magnuson (D-Wash.) set the stage by noting that whole Commission will meet with Committee within next 2 weeks for big annual policy pow-wow, and then said there was no need to question Hyde about big pending problems. The brief (20-min.) session did touch on following, with most questions from Sen. Hartke (D-Ind.):

(1) Political equal time. Hyde said that Commission hopes to have decision on reconsideration of Lar Daly case by June 12, when Pastore subcommittee has hearings scheduled on bills to amend Sec. 315 of Communications Act.

(2) Multiple ownership. Hartke asked about recommendation of FCC's network study staff—that Commission should aim toward one-station-to-a-customer policy. Hyde opined that this view is "extreme" but that he's a firm believer in FCC's 5-vhf-to-a-customer policy. "I'm in favor of a competitive system, so that need for detailed regulation is minimized. "We should make competition the regulating force."

(3) Local ownership. An important, but not decisive, factor in competitive hearings, said Hyde.

(4) Grants to "speculative" applicants—trafficking in licenses. Said Hyde: "We try to avoid grants to speculative interests. But we also keep in mind that a grantee may run into financial or other difficulties that force him to sell."

(5) TV allocations. Asked Magnuson: "Are you hopeful that the FCC will take action in individual cases, in markets with one or 2 stations?" Hyde: "I am. It would improve the competitive situation."

Session closed with compliments. Magnuson: "I don't know of anyone with better background than Mr. Hyde." Thurmond (D-S.C.): "I've heard fine reports about his work."

**RATINGS NEED A GOOD P.R. JOB:** NAB-sponsored "image campaign" need look no further than current controversies over TV ratings, if it wants a class-A problem to tackle. Public relations for the multi-million-dollar ratings industry are at what may well be the all-time low. Those most concerned run for cover at the prospect of facing the situation. Everybody wants everybody else to do it.

Research executives prefer ivory towers. Those we queried (at all leading firms) told us "it's a job for networks & agencies." But network publicity brass feels the problem should be faced by the rating firms, singly or in a group campaign. Agencies, generally, claim "we don't want to get into media fights," although as many as two-thirds of all major agency TV decisions are based directly on TV research data.

Turn-the-other-cheek philosophy, long popular with professional research men when lambasted by consumer press, is a major contribution to the poor "image" of ratings. Researchers have a good excuse—in theory. Most rating firms have tried to educate the press about ratings, only to be slapped down when the story breaks in print. "Having no TV research training or background, columnists just look for the sensational angle" is how ARB's N.Y. mgr. Jack Gross puts it.

Even advertising agencies are in the act. Early this month, John B. Cunningham, C&W agency chairman, spoke to an Ohio State U. audience of hoping to be "emancipated from the slavery of ratings," as a step toward using "programs of different audience appeal" in ad campaigns. Not the least among offenders are TV's energetic press agents, who enjoy playing the numbers game with ratings. Coupled with editors in search of a story, they make a team which provides confusion on top of confusion.

Ratings are thus blamed for many TV ills, even though researchers rarely make recommendations on specific programs except at client request. Popular concept persists, however, that poor ratings automatically kill a TV show, ignoring fact that sponsors have dropped out of high-rated packages such as Wells Fargo & The Texan, while retaining lower-rated vehicles like Lawrence Welk or You Bet Your Life because of attractive cost-per-1,000, merchandising factors, or audience composition.

All industry professionals—telecasters, salesmen, producers and admen alike—know the rating story; but probably few professionals know all of it on an updated basis. The reason, of course: constant changes & additions in the services. For that reason, we are presenting Background No. 2 this week (see p. 12) to get your files up to date on the who-what-when-where-and-why of ratings.

If the rating business is ever successful in launching a PR counterattack to the unceasing stream of brickbats tossed at it by press, public and politicians, it might do well to concentrate first on trying to prove to these critics the statistical validity of the small cross-section sample. Of this more on page 6.

## Congress

**FCC IN LINE OF FIRE:** FCC was in the middle of political infighting in which the Justice Dept. got the old one-two last week from Democrats on 2 House subcommittees in unrelated communications cases.

By a 4-3 party-line vote at a closed meeting, the Commerce legislative oversight subcommittee headed by Rep. Harris (D-Ark.) demanded to know by what right Atty. Gen. William P. Rogers urged FCC to reverse its Lar Daly equal-time ruling (Vol. 15:19).

At the same time the Judiciary anti-trust subcommittee headed by Rep. Celler (D-N.Y.) battered the Justice Dept.—and took some swinging swipes at FCC—in a 357-page report on its 1957-58 investigation of a 1956 AT&T anti-trust consent decree (Vol. 14:9). Parts of the indictment, signed by 4 of 6 Democratic subcommittees but repudiated by 3 Republican members, were previewed by ex-oversight counsel Dr. Bernard Schwartz in his *The Professor & The Commissions* (Vol. 15:7).

Following the Commerce subcommittee's action, ranking minority member Bennett (R-Mich.) called a press conference, protested that letters sent by Harris to Rogers & FCC Chairman Doerfer constituted a Democratic charge that the Justice Dept. was "exerting improper influence on the FCC" in the hotly-controversial equal-time case (Vol. 15:8-16, 18-21). In his view, said Bennett, "the committee itself is exerting improper influence."

Bennett cited "15 or 20 cases" in the past in which Justice had intervened—unchallenged—in proceedings of federal regulatory agencies. But Harris wrote Rogers that the subcommittee "would appreciate learning from you the statutory or other basis" for the Attorney General's Lar Daly brief. Harris told Doerfer he'd "like to be advised as to what is the role of the Attorney General" in such cases. There was no immediate response from either Rogers or Doerfer.

Meanwhile the Senate Commerce communications subcommittee, headed by Sen. Pastore (D-R.I.), took the first real legislative steps to explore freedom-of-newscast issues raised by FCC's interpretation of the Federal Communications Act's Sec. 315. He scheduled hearings starting June 12 on 4 bills to remove newscasts from equal-time requirements. Authors of the amendments (S-1858, S-1585, S-1604, S-1929) are Sens. Hartke (D-Ind.), Thurmond (D-S.C.), Allott (R-Colo.) & Holland (D-Fla.).

The House Judiciary subcommittee report, dubbed "a partisan political document" by the Republican objectors, charged that: (1) Ex-Atty. Gen. Herbert Brownell Jr. displayed partiality "incompatible with the duties of his public office" in settling anti-trust complaints against AT&T and its equipment supplier Western Electric. (2) FCC under ex-chairman George McConaughy "converted its contribution to the anti-trust settlement into a distorted & inadequate set of half-truths" about the Commission's "machinery to supervise Western's prices to the operating companies." (3) FCC "has neglected in the 24 years of its existence to establish fundamental principles or standards by which to judge the reasonableness of Bell System's interstate telephone rates."

The Celler subcommittee called on the Justice Dept. to "re-evaluate" the 1956 AT&T settlement and seek court "relief from the decree's inadequacies." And it called on FCC—"in the public interest"—to move "promptly" for "a comprehensive, formal rate investigation to determine on a public record a fair rate of return" for Bell toll services.

When investigations of FCC and other federal regulatory agencies are reopened June 15 (Vol. 15:21), minority counsel representing Republicans on the House Commerce legislative oversight subcommittee will be on hand for the first time. Appointed by Chairman Harris (D-Ark.) at the insistence of the group's GOP members to serve with chief counsel Robert Lishman, he is Jack Marshall Stark, 31, a Yale & Harvard man who since 1957 has been an asst. U.S. attorney in Washington. Earlier he was a trial attorney in the Justice Dept. The subcommittee staff now totals 16, including clerical help.

**Spectrum Study Lineup:** Three categories of witnesses for June 8-9 panel hearings in the House Commerce communications & power subcommittee's spectrum investigation (Vol. 15:19-20) were listed last week by chairman Harris (D-Ark.). The lineup:

Govt.—Leo A. Hoegh, OCDM director; Paul Goldsborough, Defense Dept.; E. R. Quesada, FAA Administrator; FCC Chairman Doerfer & Comr. Bartley.

Private organizations—NAB pres. Harold E. Fellows & engineering dept. mgr. A. Prose Walker; EIA pres. D. R. Hull, spectrum study chairman H. Leslie Hoffman, educational equipment chairman Paul Chamberlain; Howard Head, Assn. Maximum Service Telecasters engineering counsel; AT&T chief engineer Howard R. Huntley.

Individuals—chairman Victor E. Cooley and members Frank G. Kear & Irvin Stewart of last year's President's Special Advisory Committee on Telecommunications; U. of Ill. engineering dean Dr. William L. Everitt.

USIA has disapproved 82 Hollywood films for showing abroad under the international media guaranty program, because they would create false & misleading impressions of U.S. life. This was revealed during the agency's budget hearings before a House Appropriations subcommittee. The agency exerted control by barring the films from the govt. program, under which exhibition earnings in 12 blocked-currency countries are exchanged for dollars. Later, as expected (Vol. 15:21), USIA budget cuts totaling nearly \$7.5 million were voted by the House. This reduced USIA's overall funds to \$113 million for fiscal 1960. The action came, with little debate or discussion, in an omnibus \$650 million appropriations bill (HR-7343) for State & Justice Depts., and related agencies. Their total budget requests were slashed \$32.5 million. The big money bill now goes to the Senate.

"Dangerous trend" in Govt.—"to conduct the people's business behind closed doors"—was deplored by NAB's Howard H. Bell in a speech to the Ia. Bcstrs. Assn. in Des Moines. He urged broadcasters to help curb encroachments on press freedoms from Congress to municipal councils. The asst. to NAB pres. Harold E. Fellows cited the American Bar Assn.'s Canon 35 and the courts as "primary obstacles to this freedom by refusing radio & TV coverage of their proceedings." In another speech, to the Neb. Bcstrs. Assn. in Lincoln, Bell said broadcasters' prestige in public affairs can be increased by use of "sound" on-air editorials.

California's state legislature has sidetracked a bill to limit commercials to not longer than 2 min. nor more frequent than every 10 min. The Senate business & professions committee asked for a 2-year study, when members agreed with legislative counsel that the bill is probably unconstitutional, because stations are under FCC regulation.

## The FCC

**BIG-CITY UHF VS. VHF:** FCC's uhf proponents are taking heart from an intra-Commission memo from chief engineer Edward Allen's staff, comparing estimated uhf & vhf coverage in major metropolitan areas such as N.Y., Chicago, etc. They conclude that the report indicates uhf can do just as good a job as vhf.

The report compares Ch. 2-13 (with a center frequency of 69 mc), a 25-channel system with a 195-mc center, a 50-channel system with 300-mc center, and the uhf with 650-mc center. The 3 vhf proposals are based on an assumption of 750-ft. antennas.

The memo concludes that a "passable" or fringe-type signal would be obtained out to the following distances in big-city non-downtown areas: Ch. 2-13 (100 kw), 11 miles with indoor antenna, 29 miles with outdoor; 25-channel system (316 kw), 16 miles (indoor), 33 miles (outdoor); 50-channel system (500 kw), 16 miles (indoor), 30 miles (outdoor); uhf (1000 kw), 14 miles (indoor), 25 miles (outdoor).

In downtown areas, the report states, these are the distances for a passable signal: Ch. 2-13, 3 miles (indoor antenna), 18 (outdoor antenna); 25-channel system, 3½ miles (indoor), 19 miles (outdoor); 50-channel system, 4 miles (indoor), 19 miles (outdoor); uhf, 3½ miles (indoor), 17 miles (outdoor).

The memo also states that uhf is better able to take advantage of the following methods of improving big-city coverage: Multicasting (several transmitters for each station, each on a different channel), circular polarization, receiving antenna directivity.

Meanwhile, FCC has scheduled a special session June 1 to consider its "interim" vhf drop-in proposal (Vol. 15:17-20). The proposal has disturbed at least one Congressman, Rep. Boland (D-Mass.), who represents Springfield. He noted the possibility that FCC may add a vhf channel to Hartford and said this "will absolutely drive 2 uhf stations in my congressional district . . . right out of business"—referring to WWLP (Ch. 22) & WHYD-TV (Ch. 40). He went on: "Ch. 3 in Hartford is a CBS affiliate and it provides more than fringe vhf service to western Massachusetts, as the FCC would imply. As a matter of fact, it is so effective in blanketing my area that uhf Ch. 40 is about ready to lose its CBS affiliation.

"Ch. 8, vhf, which is affiliated with ABC, is also providing good coverage to the same area because of its increase in power output. The reports that another vhf channel will go into the Hartford area, naturally will lead me to believe that NBC wants a Western New England outlet. If so, uhf Ch. 22 at Springfield might just as well fold up."

Type-approved TV monitors—frequency & modulation—aren't mandatory until June 1, 1960, FCC extending the deadline last week. Said the Commission: "In view of the continued development of more stable frequency control circuits in AM, FM, & TV transmitters, the Commission is considering a review of its requirements regarding continuously operating frequency monitors to ascertain whether such apparatus is still needed or is adequate to ensure that the operating frequencies of broadcast stations are maintained within the prescribed frequency tolerances. If it appears that the rules relating to such monitors should be amended, a rule-making proceeding will be initiated."

**Oversight Echoes:** Over last-ditch objections of defense counsel, testimony by Miami lawyer Thurman A. Whiteside at last year's house FCC hearings was ordered read into the record last week at his Miami Ch. 10 conspiracy trial in Washington (Vol. 15:15-21). U.S. District Court Judge Burnita S. Matthews ruled that what Whiteside said at oversight subcommittee hearings—which led to co-defendant Richard A. Mack's resignation from FCC—was pertinent. The ruling in favor of govt. prosecutors paved the way for admission of Mack's own House testimony, which was expected to wind up the Govt.'s case early this week—nearly 2 months after the trial's start. Then Whiteside & Mack will open their defense against charges that they plotted to throw the Ch. 10 grant to National Airlines' WPST-TV. One of the first defense witnesses was scheduled to be Sen. Kefauver (D-Tenn.), who interceded in the Miami case for his friend, A. Frank Katzentine of loser WKAT.

Grant of Ch. 7, Buffalo, to WKBW-TV was affirmed by the Court of Appeals last week as judges Washington, Danaher & Bastian turned down the appeal of WWOL. The latter had asserted that FCC erred in reopening the record to permit WKBW-TV to "demonstrate its continued financial capacity" and "modify its engineering proposal." WKBW-TV had shown that a bank was to lend it \$200,000, contingent upon its obtaining a network affiliation by Sept. 29, 1956. FCC hadn't rendered a final decision by then, so it reopened the record to determine the status of the loan. Testimony then showed that WKBW-TV could get the loan without an affiliation. Regarding the engineering matter, the Commission originally had said that coverage was no issue in the hearing. But a subsequent Court of Appeals decision (Hall vs. FCC) held that the Commission "is required to consider proffered evidence of coverage based on the Commission's propagation curves." FCC then permitted all 3 applicants (including Great Lakes TV) to amend—but only WKBW-TV did. The court summarized: "We think the Commission properly found that the further hearings in these 2 challenged respects were necessitated, and that the amendments were correctly allowed. In no other way could there have been adequate record before the Commission on the points mentioned."

Amendment of Communications Act, Sec. 318—to permit FCC to waive the requirement that an operator be on hand at vhf boosters—requested by the Commission in connection with its proposal to license the boosters (Vol. 15: 16), is meant to apply to all broadcast stations. Answering a query from Rep. Don Magnuson (D-Wash.), acting FCC Chairman Hyde stated: "The Commission felt that it could appropriately authorize translator stations & probably also the booster stations without having an operator on duty, but that it would be advisable to remove any possible doubt on this point by appropriately amending Sec. 318. Present Sec. 318 was enacted in 1934 and has not been amended since. However, in the meantime there have been wide technological improvements in broadcast operations. In the Commission's judgment it is appropriate to amend Sec. 318 to dispense with the statutory requirement of an operator in the broadcast services, letting rules & regulations provide for the varying requirements necessary to protect the public interest. Specifically we would prefer to have the amendment to Sec. 318 broad and not confined solely to the operation of vhf translator stations, although we initiated it primarily for them." Magnuson had said that he thought the amendment was unnecessary—or should be applicable only to boosters.

## Networks

### More about

**CHANGES AT CBS:** Major executive changes at CBS-TV last week (see p. 2) presaged perhaps a series of others to come. Not, said the rumors, that CBS is "in trouble." The network is in a strong (possibly, the strongest) position in almost any direction you look—sales, fall lineup, ratings, over-all billings, diversifications, program properties. It's a case of quietly reshuffling the 20th-floor echelon to fit in with long-range network plans & personal preferences of present executives—or so the stories go. The reports were strengthened by several public moves:

1. The promotion of ex-ABC executive Jim Aubrey to the high-ranking post of exec. v.p., with other department heads reporting to him, after just a year with the network. It's known that Aubrey is being groomed for important things to come by CBS Inc. pres. Dr. Frank Stanton & chairman William S. Paley.

2. The resignation of Hubbell Robinson Jr. (see story in next column), with Robinson assuming a new post in charge of Ford's NBC-TV specials and as head of his own production firm. Robinson, it's said, was not particularly delighted at the Aubrey promotion as it related to his own program bailiwick—particularly since Robinson had been with CBS in high program posts since 1947.

3. The resignation on May 28 of Harry G. Ommerle, v.p. in charge of network programs, to join J. Walter Thompson as program coordinator for the Ford series. He was picked for the post by Robinson, who reportedly was given his choice between Ommerle and NBC's Bob Lewine.

There are several contenders for the topmost program job, notably program v.p.'s Bill Dozier in Hollywood (who denied to our bureau there the rumor that he would resign to join Robinson), Mike Dann (N.Y.), Robert Weitman (new program development) and Oscar Katz (day-time programs). Where would the laurels descend? Probably, said the rumorists, on Mike Dann. Dann, like Aubrey, is something of a jet-propelled boy wonder.

In any case, some of the tightest security this side of the Kremlin was being clamped on CBS-TV headquarters late last week while the TV world wondered what the next move would be in the game of musical chairs.

Recent NABET-NBC hassle by-product: G. Tyler Byrne has been "relieved of his duties" as NABET's dir. of network affairs, and has been replaced by Clifford Gorsuch, dir. of NABET region 3 in the South. Move was made May 25, and will be decided officially when NABET's policy-making board meets in Hollywood June 8. Byrne's future position with the union is undecided, but there is a possibility that he may be reinstated in his pre-strike post.

Johnny Bradford has resigned as head writer on the *Dinah Shore Show* on NBC to form his own TV production company . . . William Asher has been signed to produce the *Fibber McGee & Molly* series for NBC.

NBC has signed writer Richard Berg to a 3-year producer-writer-consultant contract to develop new TV series for the network, also to act as programming consultant. Berg is the creator of 2 new series to be on NBC next season (*Johnny Staccato* & *5 Fingers*). He will form his own TV production company, with NBC to finance.

**Hubbell Robinson, Producer:** "My own firm will submit as many good ideas for Ford specials as we can create, and I'll be working on at least 3 or 4 series ideas apart from that. It's a wonderful opportunity both to create shows, and to figure in them financially, as I will have residual rights on my own packages for Ford." That's what Hubbell Robinson Jr. told us last week in discussing his resignation (rumored for months) from the post of exec. v.p. in charge of programming at CBS-TV and the formation of his own creative package firm, Hubbell Robinson Jr. Associates Inc.

In his new setup, the soon-to-depart (a week or 2) CBS executive will supervise production, in association with MCA, of the 39-program lineup of network specials for Ford slated for a Tues.-night spot this fall on NBC-TV (budget \$12 million). And, with MCA as sales agent, he'll open shop in Los Angeles with a creative programming staff of producers, writers & directors now being gathered.

Robinson has been a well-known figure on the network programming scene since he joined CBS as a program v.p. in 1947. Credited with the creation of *Playhouse 90*, he has been active in many of CBS-TV's top program projects. He was offered the Ford post 6-8 weeks ago.

In discussing his new plans with us, Robinson answered another question with characteristic candor: "As far as I know, the lineup of specials for Ford does not include any shows with the Bolshoi Ballet produced by Matty Fox—but it's an interesting idea!"

**Add Another Image:** NBC-TV hopes to "out-image all the other image makers in [the] business" chairman Robert W. Sarnoff told TV-radio editors in the latest of his periodic letters last week. Highlighting the letter was his announcement of a new live-on-tape drama series *The Sunday Showcase*, in the 8-9 p.m. slot.

Sarnoff noted that public image campaigns are "spreading like brush fire" and NBC apparently is not side-stepping the flames. The return of N.Y.-originated live drama, added to 150 prime-time specials & informational programs, and a 60% new nighttime schedule, is the basis of NBC's new image, Sarnoff said.

Government-level NTA plans are in the works with the BBC-TV and with the French Government, involving areas of "co-production, facilities exchange and distribution of each other's shows" says Harold Goldman, pres. of NTA International, now back from a visit to the Cannes Film Festival. Goldman, who talked to film buyers from "all European countries including the Iron Curtain ones," forecasts that West Germany will be on a par with Great Britain as an overseas market for U.S. telefilms within a year, although German viewers "don't like U.S. crime or violence shows."

Gomalco Enterprises, George Gobel's production company, has filed a \$1 million damage suit against NBC in Los Angeles over the use of kinescopes of 2 of his shows on BBC without his knowledge or consent. The Gomalco complaint said that while its contract permits use of Gobel shows in Canada, Cuba, Bermuda and Mexico, use in the United Kingdom is not authorized. Late last week, NBC declined comment to us on the suit, "pending study by our attorneys of the situation."

The NBC Opera Company will step up its 2-opera season to 4 for its 10th season, which gets under way with a 2-hour color production of Beethoven's "Fidelio" in November. All the operas will be in color & English.

## NETWORK ACTIVITY

Prime interest in the week's activity was not in business registered but in business hoped for. And the big money in question is Armour & Co.'s available budget, reportedly around \$7.5 million, which seems likely to move in the direction of ABC-TV's hour-long series, according to agency sources. Those series with segments still unsold include *Sugarfoot*, *Bronco*, *Alaskans*, and *Adventures in Paradise*.

### ABC-TV

*Bourbon Street Beat* (Mon., 8:30-9:30 p.m.) next season. One-third sponsorship. Van Heusen Shirts (Grey). Other two-thirds previously purchased by P. Lorillard & Libby-Owens-Ford.

### CBS-TV

*Twilight Zone*, new series based on fantasy, which debuts Oct. 2 (Fri., 10-10:30 p.m.). Co-sponsorship.

Kimberly-Clark (Foote, Cone & Belding) & General Foods Corp. (Young & Rubicam).

*Space*, new half-hour series, which debuts Sept. 2 (Wed., 8:30-9 p.m.). American Tobacco Co. (BBDO).

*GE College Bowl*, renewal of Sun. afternoon show, eff. in fall. General Electric (Maxon Inc.).

*Hotel de Parec*, new Western series set to replace *Yancy Derringer* next fall. P. Lorillard (Lennen & Newell) & Johnson's Wax (Foote, Cone & Belding).

### NBC-TV

*The Price Is Right* (Mon.-Fri., 11-11:30 a.m.), 52-week renewal of 4 quarter-hour segments weekly on daytimer—plus order for additional segments on *Price*. Also *County Fair*, (Mon.-Fri., 4:30-5 p.m.).

Lever Bros. (Needham, Louis & Brorby).

*The Price Is Right*, renewal of segments for 1 year and additional quarter-hour participations in *Treasure Hunt*, *Tic Tac Dough*, *It Could Be You* and *County Fair*.

Miles Labs (Geoffrey Wade).

*M Squad* (Fri., 9-9:30 p.m.), renewal of alternate sponsorship during 1959-60 season, eff. Sept. 11.

American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles).

*St. Lawrence Seaway*, sponsorship of a telecast based on the official dedication, June 26.

American Safety Razor Co. (Kenyon & Eckhardt).

*It Could Be You* (Sat., 10:30-11 p.m.), weekly sponsorship—also 13-week alternate sponsorship of Arthur Murray Party (Mon., 10-10:30 p.m.) and *You Bet Your Life* (Thurs., 10-10:30 p.m.).

Pharmaceuticals Inc. (Parkson Adv.).

*Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.), sponsorship for 6 months, eff. June 29.

Texaco (Cunningham & Walsh).

NCAA Football Games, one-fourth sponsorship of 10 games in next season's Sat. afternoon games.

Bayuk Cigars (Werman & Schorr).

Daytime's increase represented the biggest part of network-time billings' gain for the first quarter. According to TvB, Jan. through March 1959 was up \$12.7 million over the corresponding period of 1958 (Vol. 15:19), but of this amount, daytime's increase was the lion's share of \$11.1 million. Daytime's jump represented a 26.4% improvement from first-quarter 1958's \$42,184,408 to first-quarter 1959's \$53,325,550. Nighttime billings for the same period rose 1.6% from \$101,548,445 to \$103,154,868.

"The image of radio is on the upswing again. Agency men have noted an increasing change of face. More & more stations are trying to develop distinctive program formats that will attract new advertisers on a 52-week basis. One important step in particular to improve the individual station image is the trend to editorializing. The networks have encouraged their o-&o stations to voice their views on important local issues—a practice that demands extensive research, but also lifts the stature of the station image."—*Printers' Ink*.

ABC-TV has acquired the rights to the 1960 Olympic winter games and will cover the 11-day event with live & tape telecasts. Games are scheduled for Squaw Valley, Cal., Feb. 18-28. Opening, closing and victory ceremonies, to be staged by Walt Disney, will highlight telecast.

**NBC Tools Up for Detroit:** NBC-TV's latest study of the cause-&-effect relationship between TV auto advertising & showroom sales is due for presentation to top-level Detroit management at the end of June. Last season's study by NBC-TV of the same subject (Vol. 15:7) is considered by NBC officials to have been a whopping success, since it presented research facts & figures showing that viewers of shows sponsored by auto makers definitely bought more cars of the advertised make than non-viewers; and the payoff can be seen in NBC's TV auto billings.

With sizeable budgets already committed by Ford, Plymouth and Chevrolet, NBC-TV now claims to have "about 50%" of all of the auto billings on all 3 networks. And, NBC officials tell us their previous research study was "very helpful" in building their auto business.

The newest study, field work for which was done this spring, was previewed at an executive session May 25 attended by chairman Robert Sarnoff, pres. Robert Kintner, exec. v.p. Walter Scott, and research v.p. Hugh Beville. Reportedly, all agreed it would merit a VIP treatment, including personal presentations by NBC-TV executives to individual auto manufacturers.

One factor likely to draw immediate Detroit interest, according to NBC insiders: the new study contains TV-slanted facts concerning the "small car market"—a hot topic, of course, in auto circles. To provide sales ammunition for its TV affiliates, NBC-TV also will distribute much of the study to stations for their use at local levels.

**Firestone's Farewell:** Firestone Tire & Rubber Co. pres. Raymond C. Firestone will bid a not-so-fond adieu to viewers of *The Voice of Firestone* when the long-standing musical series gets bumped from ABC-TV this week (June 1), ending a 31-year era in broadcasting. "ABC advised us that our present time period would not be available for . . . next fall, and they have offered only a late evening half hour for our program. The other networks did not offer a satisfactory time," he will say.

Firestone's father, Harvey S. Firestone appeared on the first "Voice" broadcast in December 1928, saying "If we make your half hour with us each Monday evening a wholesome feature in your household, we will have achieved our purpose." ABC-TV and Firestone had an agreement whereby, as long as the advertiser underwrote the series on a 52-week basis, the time period would be guaranteed. Firestone cut back to 39 weeks a few years ago.

Unusual ABC-TV diversification finds the network entering the restaurant business as one-third owner of New Orleans' famed Absinthe House. Warner Bros. owns another third. The move was made to protect the use of the bistro's name in *Bourbon Street Beat*, new private-eye series starring Richard Long that debuts this fall on ABC. Some location shooting will be done at Absinthe House. Nature, however, will imitate art in this case, as the restaurant is to be remodeled to resemble the permanent Absinthe House set on the Warner Bros. lot.

CBS o-&o stations program & publicity dirs. will meet in N.Y. June 8 & 9 to discuss audience & sales promotion, and public relations. On the agenda: public affairs projects, demonstrations of new live & film production techniques and general programming matters. Craig Lawrence, v.p. in charge of CBS o-&o's, will preside, with the promotion & publicity sessions to be coordinated by adv. & sales prom. v.p. John Cowden & information dir. Charles Oppenheim. Program sessions will be run by CBS stations' program dir. Hal Hough.

## Stations

### More about

**RATINGS' P.R. PROBLEM:** For an advertising medium that prides itself on its sales ability & research sophistication, TV is falling flat on its publicity face in getting a basic mathematical concept—that a large “universe” can be measured with a small sample—across to a few hard-headed members of the press.

“Most TV editors are rigidly convinced that the more homes questioned, the better the answer,” an executive of A.C. Nielsen’s N. Y. office complained bitterly to us last week. Added Gene Reilly, Trendex’s sales dir.: “I usually tell editors ‘If you don’t believe in statistical sampling, next time you go to the doctor for a blood test, tell him to test it all’—but it doesn’t seem to get across.”

Blood-sampling the nation’s TV pulse produces an error much smaller than most people believe. Nielsen, whose 1050-home sampling technique has been approved by U.S. Census officials & Advertising Research Foundation, is quite candid about this “standard error” in its regular NTI “Pocket Piece” reports.

For a 30 rating, it’s 1.3. In simple terms, this means (according to Nielsen) that in 68 out of 100 cases the difference between what Nielsen figures a rating to be, and what you’d get if you actually raced around and counted all the TV homes watching a network show, is less than the 1.3 standard error.

It’s possibly one of the toughest concepts for the general public & press to buy outside of nuclear theory—particularly since there’s no loud bang to show that fission can be achieved.

Tucked away in Nielsen’s files, for instance, is a cross-check made a few seasons ago between the Nielsen sample & a U.S. Census of a total of over 45 million households. On a factor like “ownership of a mechanical refrigerator,” the big complete census showed an ownership of 73.3. A checkup in the Nielsen sample—tiny in numbers by comparison—showed an ownership figure that was only 1.7 points off. Other factors checked out as closely, seldom going more than 2 points one way or the other, and usually much less on types of dwelling, family size, ownership of appliances, etc.

Videodex is another research firm that uses a cross-section sample of U.S. homes (9200) in TV audience measurement. Managing dir. Allan Jay said last week that Videodex has experimentally doubled & tripled the sample size—just to see what would happen. “We cut down the margin of error a little bit, but found our results to be the same, and therefore did away with the idea,” he said.

The situation is similar at other research firms. Most can make out a good case for small-sample measurement—but few have managed to make it clear to non-professionals, who generally stick to the samples-should-be-larger-for-accuracy theory.

Enlarging the sample *can* decrease the “standard error” of research in a mathematical formula well-known to research men. To do so, you must multiply your sample 4 times to decrease the margin of error 50%. But, this will also increase 3- or 4-fold the costs of the research (most agencies & clients generally feel they are spending up to the limit of their research budgets right now) without making any drastic change in the over-all findings, provided the margin of error is already small.

How can the small sample measure the large universe?

Research firms, whose rating figures may not be similar for a given show, were in complete agreement when we asked them this poser. All said, in effect, that a cross-section sample works—provided “all the homes in whatever area you’re trying to measure have an equal chance of falling into your sample.”

ARB’s pres. Jim Seiler has a theatrically effective stunt he occasionally stages to get this point across, using a large bag of multi-colored buttons, and a “random sample” (selected by the audience with a cup.) Seiler invariably draws applause when the sample of button checks within a point or two of the totals—and it always works.

Another research executive puts it this way:

“Let’s say you want a cross-section sample of 1000 homes in a city of slightly more than a million homes. If you count off the first 1000 homes you come to, it won’t work. But, if you start at some arbitrary point—like the 13th home—and walk up & down every block in town, and put every thousandth home in your sample, you’ll wind up with a mathematical cross-section. What’s true of your sample is then true of the whole.”

It is on the basis of such national sampling methods that most of the rating services using fixed samples work, adjusting their sample periodically to conform to national characteristics shown by the U.S. Census. Trendex, however, comes up with a sample that has special limitations (only telephone homes, and only in cities that have 3-network rivalry) that prohibit “national” projections of ratings, although the ratings can be stretched to include all the homes falling inside the specialized limits.

Nielsen’s sample is organized, serviced and controlled by field researchers. ARB and Videodex operate primarily through the mails, with service controls. Pulse and Trendex samples are more hit-or-miss (interviewers pick the homes at random, within limitations of metropolitan areas or telephone books).

Advertising agency & client research experts usually have little trouble in knowing the difference between rating services, and understanding what’s being measured & how (“We talk the same language,” said an ARB executive). But, witnessing the growing public furor over ratings, most observers agreed last week that it was high time a better public translation of the language was made.

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Eight new metropolitan areas are anticipated by *Sales Management* in its new 784-page “Survey of Buying Power,” in advance of decision by the Bureau of Budget’s Technical Committee on Area Definitions. The directory, issued last week, lists the areas as: Anderson, Ind.; Ann Arbor, Mich.; Bakersfield, Cal.; Champaign-Urbana, Ill.; Lewiston-Auburn, Me; Lynchburg, Va.; Muskegon-Muskegon Heights, Mich., and Pensacola, Fla. In the new manual, the publishers note with regret the elimination of county-by-county TV-home counts, because set-saturation has effectively lessened differences in major-market penetration.

Reports about KCOP in Los Angeles last week that the independent station was up for sale, brought quick denials from Al Flanagan, station v.p.-mgr., and Bing Crosby, one of the partners in the syndicate which owns

WSM-TV (Ch. 4) Nashville received program test authorization May 19 to resume with 100-kw, following series of gradual moves whereby station changed from 575-ft. tower at 14th & Compton Aves. to new 1360-ft. structure on Watts Lane.

Sale of WDAU-TV (Ch. 22) Scranton to WGBI Radio Inc., for \$700,000 has been approved by FCC.

**NEW & UPCOMING STATIONS:** Two stations won authorization to go on the air this week—but neither planned to begin programming for about 3-4 weeks. Program test authorization went May 27 to WENH (Ch. 11, educational) Durham, N.H., but it doesn't plan to begin until June 22 with a regular program schedule. Special temporary authorization was given the same day to WXIX (Ch. 18) Milwaukee, which is being revived as an independent outlet by Gene Posner, operator of Milwaukee radio WMIL, who acquired the facility from CBS for \$50,000 (Vol. 15:13, 16, 19). STA allows WXIX to operate temporarily up to June 30, but the station won't begin programming until July 1, although it plans to start on a test pattern basis June 1-10. Base hourly rate is \$395. Rep is Gill-Perna.

Week's on-air totals change to 553 (83 uhf) as educational WNED-TV (Ch. 17) Buffalo left air May 29 after operating from temporary site, with STA, since March 30 (Vol. 15:13). It plans to resume next fall after move of transmitter to Lafayette Hotel quarters being vacated by WGR-TV (Ch. 2).

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

KVOG-TV (Ch. 9) Ogden, Utah, with 5-kw Gates transmitter scheduled for July delivery, has changed programming target to approximately Oct. 1, reports David B. Affleck, asst. mgr of radio KVOG. Network affiliation hasn't been signed and studio-transmitter construction remains at half-way mark (Vol. 15:17). It will use 400-ft. Gates tower with 6-bay RCA antenna. Base hourly rate not set. Rep will be Grant Webb.

WKBM-TV (Ch. 11) Caguas, P.R. has again rescheduled programming target—this time to Aug. 1, writes owner Ralph Perez Perry, also operator of WSUR-TV (Ch. 9) Ponce & radio WKVM San Juan. New studios at 657 Condado St., San Juan have just been finished. Du Mont 5-kw transmitter and 200-ft. Lehigh tower with 6-bay RCA antenna have been ready for some time. Base hour will be \$265. Rep not chosen.

A "spectacular" for 7 local Midwest stations will preempt 2½ hours of prime time each evening, June 14-20. The show: United Artists' 1942 movie, "Yankee Doodle Dandy," starring James Cagney as George M. Cohan. The program will be telecast during the 7:30-10 p.m. and 8:30-11 p.m. time spots—normally network time. During the following week, it will be shown at 10:30 p.m. The sponsor for what is said to be the first such local special during prime time in the Midwest, is Oklahoma Tire & Supply Co. Participating stations: KVOO-TV Tulsa, WKY-TV Oklahoma City, KTEN Ada, KSWO-TV Lawton, Okla.; KAKE-TV Wichita, Kan.; KNAC-TV Fort Smith, KARK-TV Little Rock, Ark.

Spot TV billing increases in overall shares of major advertiser's budgets has been pointed up in a report on the generally accelerated trend of spot spending by the TV division of Edward Petry & Co. Procter & Gamble, top spot spender, showed a 31% increase last year, whereas General Mills, number 10 spot user, showed a 231% increase over 1957.

KTVE (Ch. 10) El Dorado, Ark. has been granted a waiver of rules by the FCC to identify itself with Monroe, La. as well as El Dorado.

**Half Hour of Commercials:** KTTV Los Angeles is selecting commercials to present in a 13-week all-commercial half-hour series to begin in June. KTTV pres. Richard Moore tells us no one will be paying for the half-hour each week, but that he is doing it because "we're going to prove that people like advertising." Moore believes that advertising & TV have produced commercials which are entertaining & informative. "All these people have been knocking commercials. Now we're going to do this to show American business that commercials interest people, and we're going to show people in the West commercials they haven't seen before—commercials from the East or from around the world."

KTTV is presently collecting prize-winning commercials, domestic & foreign, and will have more than enough material for the 13-week series. The commercial half-hour will be slotted in the early evening at 6 or 6:30 p.m. Rep. Blair is soliciting agencies to run the commercials free.

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Mary Pickford & her husband Charles (Buddy) Rogers should be paid \$133,243 for their one-third interest in WSJS-TV (Ch. 12) Winston-Salem, N.C., it was ruled in a Los Angeles court last week, in a suit brought by Piedmont Publishing Co. to enforce an alleged option agreement for sale of the couple's stock equity (Vol. 14:19). Pickford & Rogers, who were applicants for Ch. 12, acquired WSJS-TV stock for \$50,000 in 1953 (after withdrawing application) under merger agreement with Piedmont. They claim their stock is now worth \$500,000, and that Piedmont was trying to buy their interest at a low price. Piedmont has been offering \$126,816 for the stock. Judge John J. Ford also dismissed the Pickford-Rogers damage claims against Piedmont in the case.

Rule-making petitions denied by FCC last week: (1) Assignment of Ch. 5 to Pendleton, Ore. (2) Shift of Ch. 18 from Hartford to Waterbury, Conn. (3) Conflicting proposals to change Ch. 12 Wilmington, Del. from commercial to educational and to delete Ch. 12 from Wilmington and assign it to either Atlantic City or Atlantic City-Wilmington. (4) Plea to reconsider an order rejecting proposals to shift educational Ch. 2 from Denton, Tex. to Longview, Denton, Brownwood or Cooper, Tex. for commercial use by replacing it with a uhf assignment.

Allocations changes authorized by FCC: (1) Ch. 10 assigned to Appleton, Minn. for educational use. (2) Ch. 33 substituted for Ch. 61 in Moses Lake, Wash., Ch. 27 added to Wenatchee, Wash. in place of Ch. 67, and Ch. 36 allocated to Kellogg, Ida. in place of Ch. 33. (3) Ch. 7 traded for Ch. 8 in Wailuku, Hawaii, by deleting Ch. 7 from Hilo and changing Ch. 11 Honolulu from commercial to educational, replacing Ch. 7 there. (4) Ch. 14 allocated to Mount Pleasant, Mich. for educational use with Ch. 27 swapped for Ch. 21 in West Branch, Mich.

Canadian Board of Broadcast Governors May 20 recommended denial of TV application for Antigonish, N.S. (Ch. 9) by Atlantic TV Co. Ltd. (A. D. MacInnis, pres.). It deferred decision on satellite application for Baldy Mountain, Man. (Ch. 8) by CKOS-TV (Ch. 3) Yorkton, Sask. (Vol. 15:18).

Two applications for new TV stations were filed with FCC last week: For Ch. 10, Medford, Ore.; for Ch. 51, Louisville, Ky. Total outstanding is now 93 (16 uhf).

Shift from Deadwood to Lead, S.D. has been granted to CP holder KDSJ-TV (Ch. 5).

**'Double Exposure' Pays Off:** Two-station exposure can almost equal one deluxe time slot in syndication, Bristol-Myers & Sunoco have learned. *Sea Hunt*, co-sponsored by the two firms, was ousted recently from its choice Saturday 10:30 p.m. period on WCBS-TV N.Y. to make way for the network-aired *Markham* series. To salvage the situation, the clients moved it into a "double exposure" pattern on 2 N.Y. outlets, WABC-TV & WPIX, with the stations tossing in large (\$40,000 for WABC-TV) promotion budgets to publicize it.

In its last (April 22) exposure on WCBS-TV, the Ziv-produced show drew a 27.2 Arbitron in N.Y. Moving into the same time slot on WABC-TV, the underwater adventure series raised the time period's rating from a 3.3 to a May 24 level of 12.9. The WPIX airings (same episode, same week) in a Wednesday 10:30 period showed a similar boost, with the previous Arbitron level of 3.0 going to 9.9.

Combined rating (ARB feels there's little audience duplication between the double-exposed showings) is thus a 22.8—or about 84% of the original WCBS-TV level. In addition to providing Bristol-Myers & Sunoco with a sizeable audience, it's also a financial bargain. Rate comparison shows the combined basic price of the 2 time periods to be only 74.5% of the costs of the single WCBS-TV slot, with program charges remaining approximately the same.

Ironic twist to the story is that the current Arbitron of *Markham* is a 14.4—more than 8 rating points less than what *Sea Hunt* is drawing in the twin exposure.

Both WABC-TV & WPIX have utilized extensive audience promotion to backstop their program acquisition, including newspaper & magazine tune-in ads, transit cards, on-the-air plugs and mailings to dealers & jobbers.

**Negro Market Growing:** The economic status of the Negro has improved, stronger advertising media are serving him, & he is moving into more accessible urban groupings, May *Media/scope* reports. Census figures show that a 13-million Negro population in 1940 had grown to an estimated 18 million by 1958. Between 1950 & 1956, Negro households increased 26.2% compared with the 10.7% for white. Negro purchasing power is greatest in cities of 50,000 or more (in 1955, \$11.6 billion or 67% of disposable Negro income). Higher proportions of income are spent by Negroes for certain types of goods, e.g., furniture, clothing, house furnishings, recreation, alcoholic beverages, personal care products.

A Negro student has charged bias during May 23 *Dance Party* telecast by WGR-TV Buffalo. Clayton Johnson, 15, one of 40 Toronto students, was seen on camera dancing with Patty Banks, a white schoolmate. When protesting phone calls were received during the show, m.c. Pat Fagan is said to have asked one of the chaperones to do something "to alleviate the situation," and Johnson was asked to stop dancing. The Ontario Labor Dept. has been requested to investigate the incident.

N.Y. radio WOV, English & Italian language outlet, has been sold for approximately \$1.5 million to Bartell group (Melvin Bartell, pres.) by joint owners Morris Novik, Ralph N. Weil & Harold Hartley. The new owners operate AMs in Milwaukee, Atlanta, San Diego, Boston, Birmingham & San Francisco as the Bartell Family Radio Group. After FCC approves transfer, Melvin Bartell will move to N.Y. to take over as gen. mgr. of WOV, with Hartley remaining as v.p. for programming and Weil, present WOV gen. mgr., becoming v.p. of Bartell Sales Co., headquartering in N.Y.

**TV No Threat to Press:** Newspapers face a big challenge from TV, but aren't endangered by the rival medium, publishers & editors from 26 countries agreed last week. Up for discussion at the 8th gen. assembly of the Internatl. Press Institute (IPI) in W. Berlin was this question: "What has been the impact of TV on the financial & editorial position of daily newspapers?" There was general concurrence with answers by editors Barry Bingham & Shinichiro Kudo of such widely-separated dailies as the *Louisville Courier-Journal & Times* (WHAS-TV) and *Mainichi* of Tokyo. Said Bingham: "TV is more & more drawing the attention of the people. But at the same time its pattern is highly monotonous. Nevertheless, the press has lost its fresh impact of spot news to TV . . . If we fail . . . it will be our own failure & not the triumph earned by a competing medium." Said Kudo: "TV as a news medium is merely supporting the press in Japan and not undermining it."

**Catholic Broadcasters to Meet:** A 3-day meeting June 17-19 will be held in Detroit by the Catholic Broadcasters Assn. The theme of the gathering will be "Miranda Prorsus," title of an encyclical of Pope Pius XII on TV & radio. Among lay speakers: WBC pres. Donald McGannon, CBS Radio pres. Arthur Hull Hayes, Ed Sullivan, TV & radio chief Frank Dunham of the U. S. Office of Health, Education & Welfare.

Bishop John King Mussio will discuss "Miranda Prorsus in the American Context," and Bishop Fulton J. Sheen will talk on "Making Religious Broadcasting Religious." Stations & others who produce educational or Catholic-theme programs may compete for the assn.'s Gold Bell awards, to be presented at the meeting. Forms are obtainable from the Assn. at 111 Briggs Bldg., U. of Detroit, Detroit 21.

Disc Jockey Convention in Miami was warned that a "somewhat terrifying" responsibility rests on the men who spin platters & make patter, by NAB pres. Harold E. Fellows. He told the jockeys' Second Annual Programming Seminar: "There are hours of the day, and important ones, too, when you alone are in direct communion with most of the citizens of the United States, and upon you alone—in your comportment & judgment—depends the reputation of the entire American system of broadcasting." Fellows urged jockeys to "be aware of this great challenge to your integrity & decency & good judgment."

WRCA-TV's prime 10- and 20-sec. spots will be sold on a revolving basis to give sponsors a more varied audience—via a horizontal & a vertical "orbit plan." The horizontal orbit, which is at the 8 p.m. level, moves an advertiser's spots from 8 p.m. Monday, to 8 p.m. Tuesday the following week, and so on in a 6-week rotation. This plan excludes Thursday which is "vertical orbit" day. On a 6-week cycle involving Thursday, spots will be moved across prime hours (8-10:30 p.m.), a half-hour each week. According to station mgr. Max Buck, the plan "can increase an advertiser's cumulative ratings by as much as 25% per 6-time rotation."

Further home-built automation for KETV Omaha has been achieved by the TV station's engineers. An automatic tape programmer has been built to play pre-recorded commercials & station breaks, actuated by an audio tone on the tape. The new equipment works in conjunction with KETV's automatic pre-set switching system, which cues in the station's audio, video & projection equipment.

## Educational Television

**NEW GOVT. ETV GRANTS:** Cost of govt.-financed research in audio-visual teaching techniques has reached \$3 million with awards by U.S. Education Comr. Lawrence G. Derthick of the second batch of 53 grants—most of them for TV projects—under Title VII of the National Defense Education Act.

Following up initial grants for 15 projects in March (Vol. 15:13)—and approval by Congress of a \$1 million supplemental appropriation for the program until June 30—Derthick last week announced recipients of 29 grants in educational broadcasting fields. In addition, 7 Title VII contracts for related dissemination-of-information studies have been signed.

Winners of the new research grants (specific amounts not finally determined) and their proposals included:

American Institute for Research, Pittsburgh. Use of quiz materials & practice machines in TV courses.

Santa Barbara, Cal. High School District. Foreign language instruction by electronic media.

U. of Ark., Fayetteville. Closed-circuit TV experiment in speech improvement.

U. of Ala., University. Effects of participation in lab work in conjunction with ETV lectures.

Michigan State U., E. Lansing. (1) Development of problem-solving ability through TV & films. (2) Uses of new media in languages, science, mathematics.

U. of Ind., Bloomington. Video tape uses to improve teacher performance.

Metropolitan Pittsburgh Educational TV Stations. ETV stimulants of suspense, anticipation, competition.

U. of N.C., Chapel Hill. Why some teachers resist use of audio-visual materials.

Ore. College of Education, Monmouth. Uses of motivational research principles in audio-visual techniques.

Mass. Council for Public Schools, Boston. In-service ETV language teacher training.

National Assn. of Educational Bcstrs., Urbana, Ill. "Understanding media."

U. of Oklahoma, Norman, and Okla. Educational TV Authority, Oklahoma City. In-service TV & radio teacher training.

Compton College, Compton, Cal. ETV techniques for teaching English composition.

U. of Houston, Houston. Effectiveness of high school ETV physics courses.

Fontana Unified School District, Fontana, Cal. Closed-circuit TV tests of teacher effectiveness.

Ohio State U., Columbus. (1) ETV's contributions to teachers as well as students in elementary science courses. (2) Mobile media lab experiments.

Pa. State U., University Park. Teacher-parent experiment in reading instruction by TV.

N. Y. U. College of Dentistry, N.Y. Closed-circuit TV instruction in dental techniques.

Boston U., Boston. Elementary science teaching by TV.

U. of Ore., Eugene. Why ETV encounters "resistance."

M. I. T., Cambridge, and WGBH-TV, Boston. Out-of-classroom audience surveys.

Baylor Medical College, Houston. Physiology instruction via data broadcast system.

U. of Cal. Medical Center, San Francisco. Use of video tapes in health sciences.

U. of Ga., Athens. Mass media in teacher training.

Ore. State System of Higher Education, Corvallis. ETV uses in junior colleges.

U. of Tex., Austin. Closed-circuit microwave experiments.

Syracuse U., Syracuse. Superior teachers' influence in ETV courses.

Special contracts for ETV-related studies have been signed with:

N. Central Assn. of Colleges & Secondary Schools (TV subcommittee). ETV seminar.

Stanford U., Stanford, Cal. Annual new-media conferences.

Washington County Public Schools, Hagerstown, Md. Technical ETV evaluations.

National Educational TV & Radio Center, Ann Arbor. Filmed case reports.

National Assn. of Educational Bcstrs., Urbana. ETV network plans.

National Education Assn., Washington. Workshop pilot project.

Columbia U., N.Y. Educational media research information service proposal.

*Note:* Next deadline for audio-visual research applications in Derthick's office in the Health, Education & Welfare Dept., Washington, is Sept. 1. His advisory committee will meet Oct. 21-22 to examine new proposals.

**TV Teaching—How, Not If:** With more than a half million students receiving part of their education via TV classroom instruction, it is "no longer a question as to *whether* TV can play an important role in education, but *what kind* of role it can play most effectively." So said a joint report last week by the Ford Foundation and the Fund for the Advancement of Education.

The report pointed out these pertinent ETV facts: As of Feb. 1, 117 colleges & universities offered credit courses on TV; 569 school districts made regular use of televised instruction; and 241 colleges & universities offered credit for *Continental Classroom*, NBC's TV physics course.

According to experiments supported by both the Foundation & the Fund, students learn as much "and in some cases more" from televised instruction. Most experiments, the report said, show no significant difference in achievement between students in TV courses & in regular classes.

"This finding in itself is remarkable in view of the newness of TV, the relative inexperience of those who have been using it and the fact that existing school & college classrooms and TV equipment are not designed for TV instruction," the report points out.

Further observations: Virtually every course in the school & college curriculum is being taught somewhere on TV. Superior teaching over TV stimulates better learning. Students accept more responsibility for their learning. Elementary & secondary school students make more extensive use of their libraries as a result of TV instruction. The use of superior teachers has raised the quality of other teachers, particularly those just starting.

NBC's "Continental Classroom" will be expanded to a full hour in the fall with the addition of a 2-semester course in modern chemistry to be presented in color at 6:30-7 a.m. Dr. John W. Baxter, prof. of Chemistry, U. of Fla., will instruct. The current course in atomic age physics will be repeated via tape recordings & kinescopes at 6-6:30 a.m. An estimated 300 colleges & universities are expected to carry the chemistry course for academic credit. This year 241 such institutions are carrying the physics course.

**Army honors ETV:** A full-dress infantry post parade honoring the Greater Washington Educational TV Assn. was scheduled for May 31 at Ft. Myer, where the Capital's ceremonial troops are quartered. A citation for community service was drawn up by Army Secy. Wilber M. Brucker for Mrs. Edmund D. Campbell, pres. of the ETV group, which produces *Time for Science* daily on WTTG for 5th & 6th grade students.

NYU's first TV Master of Arts degree will be presented this month to Ronald Richards, who recently produced & directed his own TV drama as his graduate studies project. The production originated in NYU's own studios and was viewed by guests in one of the university's auditoriums, via a large-screen projection system. Richards is NYU's sole candidate for an MA in TV this June.

# BACKGROUND

No. 2

## THE RATING SERVICES—June, 1959

Who they are, what they do, when, where and how they do it

COMPANY	TV SERVICES	FORM	NO. OF EMPLOYEES	METHOD	BASIC CHARGES
<b>American Research Bureau Inc.</b> Founded 1949 Ammdendale Rd., Beltsville, Md. (WEbster 5-2600) James Selter, pres. 400 Park Ave., New York 22, (PLaza 1-5577) Jack Gross, dir. 2105 Tribune Tower, Chicago 11 (SUperior 7-3388) 6223 Selma Ave., Hollywood 28 (HOLlywood 9-1683) Subsidiary: ARB Surveys Inc., Don Cahalan, pres.	ARB TV NATIONAL ARB METROPOLITAN AREA REPORTS (1-week & 1-week 4-week reports) ARBITRON (N.Y. & multi-city)	Monthly survey of U.S. TV homes published 3-4 weeks after last survey date. <i>Measures</i> : % of coverage (% of TV audience that can receive show), ratings, homes and viewers reached (actually receiving show), audience composition. Monthly to biennial report, depending on market size, and published 3-4 weeks after last survey date. <i>Measures</i> : ratings, sets-in-use, audience composition and in 1-week/4-week reports, 4-week average ratings. A continuous survey with report supplied the following day. <i>Measures</i> : N.Y. sets-in-use, ratings, audience composition (from 251 diaries placed in homes). Multi-city report covers Baltimore, Chicago, Cleveland, Detroit, N.Y., Philadelphia and Washington sets-in-use, ratings, number of cities program is telecast in. <i>Features</i> : special tabulations of audience flow by means of 90-sec. meter ratings.	200 full-time employees, 4000 part-time interviewers.	Diary (with entries made by viewers after watching set). <i>Sample</i> : 2000-2200 different homes each month in major cities, diaries placed in homes after phone conversation or by mail. <i>Period</i> : first 7 days of month, alt. wk. programs following 7 days. <i>Projectable</i> : U.S. TV homes. Diary. <i>Sample</i> : 200-500 different phone homes each month, different homes each week in 1-week/4-week reports. <i>Period</i> : First 7 days of month, 1-week/4-week reports 4 consecutive weeks. <i>Projectable</i> : to TV homes with phones in survey area. Electronic instantaneous meters wired to sets in sample homes. <i>Sample</i> : 251 homes in N.Y.; 454 homes in multi-city report with number of N.Y. homes reduced to 160. <i>Period</i> : Continuous. <i>Projectable</i> : TV homes in survey area.	\$255-\$1400 monthly for agencies and advertisers, depending on billings; \$300-\$6000 monthly for stations, depending on size of market & station rate card; \$1,500 monthly for networks
<b>A. C. Nielsen Co.</b> Founded 1923 2101 Howard St., Chicago 45 (HOLlycourt 5-4400) 575 Lexington Ave., New York 22, N.Y. (MURray Hill 8-1020) A. C. Nielsen Sr., chairman A. C. Nielsen Jr., pres.	NIELSEN TELEVISION INDEX 24-CITY REPORT (Multi-network areas) NATIONAL-AUDIENCE COMPOSITION REPORTS NIELSEN STATION INDEX	Semi-monthly "pocket piece" report to subscribers. <i>Measures</i> : Sets-in-use, ratings, share of audience (% of audience watching each show at a given time), homes reached, % of coverage, hourly & seasonal trends in set usage, and ratings by program types in total U.S. (i.e. rating of all Westerns as opposed to all comedies). Also bi-monthly Complete Reports, showing min.-by-min. audience flow, duplication (different shows viewed by the same audience), cumulative ratings & audience by breakdowns. Supplement to the national ratings, although sometimes in advance. <i>Measures</i> : Similar to NTI in many respects, but covering 24 cities where there is simultaneous live network competition on at least 3 channels. Supplement to national ratings. <i>Measures</i> : Audience composition of network sponsored TV shows, 3 times a year, from sample matched to NTI equipped with Audilogs (diary). Local reports, 3-12 annually, depending on size of mkt. <i>Measures</i> : Similar to NTI, but on a local level. Also contains qualitative audience data.	Approx. 3500 (including market researchers) on full-time basis	Set attachments: Audimeter (electronic recording device), plus Recodimeter (simplified recorder). Also Audiolog (diaries maintained by viewers). Recorded data is sent to Chi. office for processing. <i>Sample</i> : National fixed sample (U.S. cross-section) of 1050 homes in U.S. Local samples vary from 300 to 700 homes; not less than 150 homes reporting a minimum of 1 week each per report month for individual areas. <i>Period</i> : Continuous for national TV measurement. For local ratings, monthly reports in 4-week cycles; bi-monthly reports cover 8 weeks of telecasting. <i>Projectable</i> : National measurements are projectable to U.S. Local measurements are projectable in station area. The 24-city report is projectable to homes in areas covered (about 41% of U.S. TV).	Varies widely, running from minimum of \$60 per year for Nielsen Station Index for stations in small markets to over \$1 million annually for large agencies, clients & networks.

**NIELSEN COVERAGE SERVICE**

County-by-county report, issued periodically but not on fixed schedule. *Measures:* Coverage of U.S. TV stations. (Special network coverage data available.)

Various special TV research studies

Special reports done on order, on program audiences, duplications, relationships to retail sales, etc. for subscribers.

**U.S. PULSE TV**

Monthly report published 15th of each month. *Measures:* ratings & audience composition in 22 individual markets, and "weighted average" ratings for network programs and spot film programs (sum of local ratings corrected to avoid overlapping of markets).

**TELEPULSE REPORTS**

Monthly, except as noted, published 5 weeks from time report is started. *Measures:* programs at local level, sets-in-use, map of area, share of audience. *Features:* Audience composition revised twice a year.

**The Pulse Inc.**  
 Founded 1941  
 730 Fifth Ave.,  
 New York 19, N.Y.  
 (Judson 6-3316)  
 Dr. Sydney Roslow, dir.  
 6399 Wilshire Blvd.,  
 Los Angeles 48  
 (Olive 3-7733)  
 Edwin Cahn, dir.  
 435 N. Michigan Ave.,  
 Chicago 11  
 (Superior 7-7140)  
 George Herro, dir.

Roster recall (personal interview with viewer, using program roster). *Sample:* 6000 minimum for national ratings, 400 minimum for local reports. *Period:* Usually first 7-days of each month. *Projectable:* To TV homes in survey area (total U.S. if weighted).

120 full-time admin. staff, 3000 part-time interviewers.

Full service subscribers \$8500.

**TV PROGRAM POPULARITY**

Monthly report to subscribers, published approx. 15th of each month. *Measures:* Sets-in-use, share of audience, program ratings in 25 cities where there is simultaneous live network competition on at least 3 channels. *Special Features:* A Sponsor Identification report, published 3 times a year, drawn from data used in Program Popularity report.

**Trendex Inc.**  
 Founded 1950

535 Fifth Ave.,  
 New York 17, N.Y.  
 (Murray Hill 2-1182)  
 Edward G. Hynes Jr., pres.  
 Subsidiary:  
 Qualitative Research Inc.;  
 Jack Boyle, pres.

Telephone coincidental interviews. *Sample:* Varies with program length and number of cities airing show on competitive live basis. Typical measurement is 1000 calls per half-hour for evening programs; 1500 calls per 15-min. daytime segment. *Period:* 1st through 7th days of each month. *Projectable:* To TV-telephone homes in 25 metropolitan areas.

For TV Program Popularity: Minimum of \$50 for 1 program measurement in 1 city. Overnight natl. Trendex: \$200 for subscribers, \$300 for non-subscribers. Annual charges to large agencies & networks is in \$100,000 class, covering several TV services.

**TV ADVERTISERS' REPORT**

Bi-monthly report to subscribers, supplying "depth" information on program audiences. *Measures:* Audience composition, sponsor identification, program selection by family member.

Various special market research studies

Special reports. *Measures:* New product testing, brand switching, media efficiency, coupon redemption, logo recognition, "product image," newspaper & magazine readership, etc. on special request.

**NETWORK TV RATINGS**

Monthly report to subscribers, published during the 4th week of the report month. *Measures:* sets-in-use, number of homes reached, number of cities carrying telecast (all network shows) and multi-market syndicated film program ratings. *Features:* Viewer opinions of program & commercials.

**Videodex Inc.**  
 Founded 1949

342 Madison Ave.,  
 New York 17, N.Y.  
 (Murray Hill 7-8837)  
 Allan Jay, managing dir.

Diary is maintained by viewers. *Sample:* 9200 homes, permanent cross-section. *Period:* 7-day period early in the month. *Projectable:* To all TV sets available to program being telecast.

36 full-time admin. & exec., 3000 part-time interviewers, 36-member full-time IBM crew, working 10 days each month.

\$380-\$650 per month for local report to advertisers & agencies.

**INDIVIDUAL CITY VIDEODEX REPORTS.**

A monthly, quarterly or 3-times annually report, published 2-3 weeks following last day of survey period. *Measures:* Share of audience, by quarter-hour, rating, % of audience share, viewers per set, audience composition. *Features:* Cost-per-1000 spot breakdown, giving cumulative total, broken down by men, women, product user.

Diary. *Sample:* Varies from 250 minimum in a single channel market to 600 minimum in N.Y. & L.A. Sample size varies with no. of sets & stations in market.

## Auxiliary Services

**EIDOPHOR'S HAT IN RING:** The latest entry into the ranks of closed-circuit telecasters is the huge Swiss chemical combine of Ciba. On May 27, Ciba announced the organization of subsidiary Eidophor Inc., and staged a demonstration, in color and b&w, of a pair of \$30,000 Eidophor projectors that are part of Ciba's \$1 million investment in new closed-circuit gear.

Former Asst. Secretary of State Roderic L. O'Connor is pres. of the new Ciba subsidiary. Since the first of the year, he's also been pres. & chief counsel for Ciba States Ltd., the American parent of the new closed-circuit firm.

Although the Eidophor name has long been linked with Hollywood's 20th Century-Fox in the film & TV press, the movie firm will play no role in Ciba's invasion of the U.S. closed-circuit field.

By means of a pre-filmed speech projected on a 17-by-13 ft. screen, Eidophor Inc. pres. O'Connor (who was actually in Washington attending the funeral of John Foster Dulles) outlined Eidophor's background & plans. Patent rights to the Eidophor projector (which uses an external light source passed through a TV picture captured in a thin layer of oil on a concave mirror) are "now owned by Ciba, and the only company presently manufacturing the machine is a wholly-owned subsidiary of Ciba," O'Connor stated. Projection of a b&w picture 40 x 30 ft., or a color picture (via a field sequential system) 20 x 15 ft., is possible with the Swiss-developed projectors, of which a total of 40 have been ordered for the U.S. operation.

O'Connor also stated that the 2 projectors shown had just completed a 6-month tour of U.S. cities (Vol. 14:40, 48, 51). Additional equipment is expected before April 1960, and Eidophor plans to provide "the best color TV in the industry at as many as 6 locations" in closed-circuitcasts this fall, and b&w coverage in 42 cities by spring.

To illustrate the various uses of Eidophor's large-screen system in the realm of business TV, Teletalent Inc.—a package firm headed by Louis Tyrrell & Jay Raeben, under contract to Eidophor to produce business, medical, scientific & educational closed-circuit shows—took over the demonstration.

Effective use was made of closeups of the working insides of the new Hamilton line of electric wristwatches during a demonstration of how new merchandise could be previewed to a far-flung sales force.

Not as effective were the use of film clips of ski trials for the Winter Olympics, which took on a blurred, grainy effect as compared to live. Color projection during the N.Y. test of fashion & food segments was just so-so, with the tints coming through primarily as pastels, and with the whole effect not unlike that of early bi-color film processes like "Trucolor."

At present, Ciba is maintaining a completely mobile color TV unit housed in a 35-foot motor trailer. The unit includes 4 TV cameras, 2 Eidophor projectors, a P.A. system, and 2 screens.

Manufacturing of the Eidophor projectors will probably be confined primarily to the Swiss electronics subsidiary of Ciba. GE is licensed to manufacture the equipment but "has given no indication of doing so," N.Y. preview audience was told. Cost of the projectors is \$20,000 for b&w models, and \$30,000 for color.

Named as v.p. & gen. mgr. of Eidophor Inc. is Felton Davis Jr., who headed the medical TV unit of Ciba Pharmaceutical Products Inc.

Fight promoters of future will be closed-circuit telecasters, rather than old-line sports promoters, said Irving Kahn, pres. of TelePrompTer, to *Variety's* Hy Hollinger in a page-one interview last week. "Just as a major film company assembles a package and assigns a producer to execute it, or finances a package that is put together by an independent producer, so would an electronics firm arrange a boxing match," said Kahn, who helped promote the recent Patterson-Harris bout and who offered a \$250,000 guarantee to Basilio to meet Sugar Ray Robinson for the middleweight crown.

Those small-city telecasters who have been boosting vhf boosters of the type that FCC proposes to license are keeping a close watch on activities of the new National TV Repeater Assn., which had as a "prime" topic on its May 29 agenda in Denver the concept of using microwaves to bring big-city signals long distances—just as community antenna systems are doing. This potential source of additional competition to small-city operators is particularly vexing in light of FCC's assertions that it doesn't intend to block competition from boosters, CATV, etc.

Annual pole rental increase from \$3 to \$5, charged to community antenna operator Ceracche TV Co. Ithaca, N.Y. by N.Y. Bell, has been upheld by the Public Service Commission of N.Y., which dismissed Ceracche's complaint on the ground that it doesn't have jurisdiction over CATV.

Four translator CPS granted by FCC last week: Ch. 73, Clarks Summit, Pa., to WNEP-TV Scranton; Ch. 79, Clarks Summit, Dalton & Waverley, Pa., to WBRE-TV Wilkes-Barre; Ch. 71 & 76, Burns, Ore., to Countrywide TV.

## Foreign

International commercial TV directory, *The Intam Data Book*, has just been published by Intam Ltd., Romano House, 399 Strand, London, W.C. 2, England, the international div. of the London Press Exchange, at 10 guineas (about \$30). The book gives details on commercial TV in 18 countries, including rates, numbers of sets & viewers, transmitter locations & coverage areas, production facilities & requirements and regulations covering TV advertising. In book's introduction, editors state that more than 240 million people in 32 countries are now reached by commercial TV, and "it is reasonable to assume that within the next 5 years, the total world audience for TV advertising may well be upwards of 360 million, or about 20% of the anticipated population of the non-communist world." It points out, too, the wide variations in rates—for example, in different countries, a 30-sec. spot at peak time reaching 300,000 sets varies from \$56 to \$1540.

New Brazilian TV station at Recife, Pernambuco, is now under construction and is due to begin programming early next year. The modern station will be housed in a "luxuriously styled contemporary building," reports British Marconi, which is supplying complete equipment. It will have 3 studios with seven 4½-in. image orthicon cameras, 2 vidicon film chains, a 3-camera remote van and an 18-kw transmitter. The ERP will be 110-kw. Marconi adds: "It will be capable of handling a compatible color service when required to do so."

St. James' Palace guardroom in London, reports UPI, lists these emergency telephone numbers: Buckingham Palace, Scotland Yard, the War Office and a firm of TV repairmen.

Transmitters for 5 Swedish TV stations have been ordered from Marconi of England.

## Programming

**PREPARING FOR '60:** Now that the selling season is about finished for next season, Hollywood producers & executives are planning their TV film projects for the 1960-61 season. It's one of the earliest starts on record for the telefilmmers, probably an indication they expect there may be some cancellations in Dec. or Jan.

Our check of top executives in Hollywood found a few who were specific about their projects, but others cagily ducked answers with the explanation: "If we tell what our plans are now, they'll be stolen."

Not surprisingly, there is a division of opinion as to what should be planned for the 1960 season. Revue and CBS are planning Westerns, but 20th-Fox feels TV has enough of them. CBS and Four Star are plotting private-eye series, expecting a boom in that category.

While it's early in the planning game, there appears to be a feeling that comedy shows will be in demand.

Revue Productions, the No. 1 production company in Hollywood, is planning a half-dozen projects for 1960, of both hour & half-hour formats.

Revue pres. Taft Schreiber tells us his projects include "comedy, adventure shows, Western, period, mystery & suspense." Not one to concern himself about trends, Schreiber comments, "A great show in any of these categories will get an audience. But it's a difficult business," he adds, in what may be the understatement of the year.

Martin Manulis, production chief at 20th-Fox TV, tells us "We're planning a few things for 1960. The TV market is glutted with Westerns & private eyes, and we don't plan any such series. I want to do comedy shows, and a drama with a music background. We are also contemplating pilots on 3 half-hour shows, *Formula for Adventure*, a science-adventure series; *The Peggy Lee Show*; *Mr. Belvedere*; and *The Frog Men*, exploits of U.S. Navy undersea fighters." The last-named is based on the studio's movie of the same title.

CBS coast program v.p. Bill Dozier is in N.Y. conferring with network executives on programming concepts for 1960, but it's known the net is planning an hour-long modern Western series called *Empire*, set in New Mexico; also 2 private-eye series, *Johnny Dollar* and *Cool & Lamb*. Upon Dozier's return from the East, work will get under way on additional 1960 projects.

Four Star is hewing closely to the private eye & Westerns for 1960, planning an hour-long private-eye series, *Michael Shane*, and an hour pilot of *Stagecoach West*, which was originally produced as a half-hour pilot but didn't sell. In addition, Four Star pilots aimed at the January selling season include 2 Westerns, *The Man From Denver* & *Secret Orders*. The company also has *District 7*, a series about a newspaperman.

Screen Gems v.p. Irving Briskin, and his son, Fred, exec. producer for Briskin Productions, are in N.Y. discussing policy & programming matters.

While it's much too early to know which way the TV wind will blow in 1960, particularly regarding the Westerns, it's significant that 20th-Fox's Manulis has dropped from his production schedule 2 Western projects, *Arsenal Stone* & *The Gunfighter*. Also, NTA, which owns rights to a TV series, *High Noon*, has no immediate plans for its production. Some TV companies seem to be taking a wait-and-see-if-the-public-has-had-it attitude on Westerns.

A special *Father Knows Best* film entitled "24 Hours in Tyrantland" is being used by the U.S. Treasury Dept. to spearhead the 1959 Savings Bond Drive. The 30-min. film will be shown in schools, factories, etc., not on TV.

**Canon 35 Caucus:** Agreement to disagree on the need for the American Bar Assn.'s Canon 35 ban on courtroom camera & microphone coverage was reached at a Washington conference of lawyers & representatives of all news media. But the ABA's special committee on Canon 35 & the media group (including NAB) did come to terms on a 3-step plan to see if the court coverage issue can be resolved: (1) Foundation funds will be sought to finance a preliminary "objective survey" of the problem by "some established organization." (2) If financing is obtained, joint consultations will decide "whether & how" such a study can be made. (3) If a study is conducted, it "undoubtedly would provide reliable information of value to all concerned." If it isn't, "that would end this specific joint effort." NAB spokesmen at the conference were Robert D. Swezey and Howard H. Bell. Also represented: Radio-TV News Directors Assn., Radio-TV Correspondents Assn., Radio-Newsreel-TV Working Press Assn., ANPA, ASNE, Natl. Editorial Assn., Natl. Press Photographers Assn. ABA participants included Canon 35 committee chairman Whitney Seymour and 7 members of his group.

**TV & The Pentagon:** Hollywood TV producers are becoming wary of fictional series made in conjunction with the armed services, because (1) a series of this type has yet to be a hit in TV, and (2) multiple censorship. The latest made in cooperation with the Pentagon is *Steve Canyon*, which has just been canceled after a year on NBC.

While the producers' original deal was with the Air Force, and called for censorship of technical matters only, producers David Haft & Mike Meshekoff found that the Dept. of Defense and the State Dept. also took a hand in approval of their projects. This caused some knotty problems when combined with the already existing multiplicity of censors—the network, agency and sponsor—who have a voice in program content. The need for 6 outside okays meant production slowdowns & numerous policy conflicts.

The only telefilm series scheduled to be made with service cooperation next season is Ziv TV's *Space*, which will deal with man's newest frontier. Series previously made with the okay-from-Washington stamp include *Navy Log*, *Silent Service* and *West Point*—now out of production but still being syndicated.

Jerry Lewis & his TV producer, Ernest Glucksman, tell us they will abandon the variety format for the comedian's 5 NBC shows next season. The programs, each representing a change in pace, will include an original comedy story with dramatic interpolation, a tabloid musical comedy, a musicalization of a play, a potpourri comedy show (to have a week's break-in at a theater or night club), and another property to be selected from 3 others available. There will be no one-man shows; each will have guests with tailor-made material. Lewis' production company at Paramount studios is also planning 5 telefilm series, 2 of which are *Gunlaw* & *My Dear Friends*.

Preliminary injunction against RKO, to prevent TV distribution of movies produced by Ben Bogeaus was issued in Los Angeles last week. Plaintiffs in the action were Pinecrest, Alpine & Filmcrest Productions of which Bogeaus is pres. & principal stockholder. Two other Bogeaus-produced movies involved were excluded from the order, as proceeds from them were assigned to Pacific Thrift & Loan Co. Bogeaus charges RKO with breach of its distribution agreement & refusal to deal with talent guilds on residuals for TV showings.

## Television Digest

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**Personals:** Edward DeGray to be promoted from ABC radio v.p. to pres. of radio div. at next AB-PT board meeting.

Lawrence E. Spivak of *Meet the Press* (NBC-TV & radio) has received an honorary doctor of laws degree from Wilberforce U., Wilberforce, O. . . . James S. McMurry, ex-station mgr. of off-air WVUE Wilmington, Del., appointed national sales mgr., WSIX-TV Nashville . . . Si Palmer promoted from production supervisor to program dir., KOA-TV Denver, succeeding Heyward Siddons, transferred to sales dept. as an account exec. Dick True becomes asst. program dir. & chief director . . . Charles T. Donley, WSTV-TV Steubenville sports dir., promoted to PR & special events v.p.

Dean Borba appointed program mgr. of Corinthian's KXTV Sacramento . . . Hugh Hole, ex-Maxon Inc. named coordinator of ABC Western div. . . . John R. Allen named United Artists TV central div. mgr. . . . Jacob H. Karp, recently named administrative head of Paramount Pictures Hollywood studio, elected a v.p.

Clifford J. Barborka Jr., v.p. & Midwest (Chicago) office mgr., to head new creative & mktg. services div., John Blair & Co. Robert E. Galen, ex-Daren F. McGavren, named John Blair & Co. research dir. Charles C. Allen, ex-BBDO, named to head research & merchandising, Blair-TV and Blair Television Associates . . . Stephen J. Rooney named gen. mgr. of NBC's radio WAMP Pittsburgh.

Herb Pearson, ex-Guild Films, appointed asst. sales dir., Official Films . . . Jack Lynn, ex-program dir., WNTA-TV Newark-New York, named program mgr. of WNEW-TV New York, succeeding David Yarnell . . . Walter Liebler, ex-secy. of Allied Artists International Corp., has joined Samuel Hacker & Co., CPAs representing motion picture & TV producers . . . Paul A. Wagner, former pres., Video Pictures, named public information dir. of National Foundation (March of Dimes) . . . Jerry Bower, ex-WGN-TV Chicago named chief engineer of WPTA Ft. Wayne. Bob Carter promoted to production mgr.

Clark B. George, gen. mgr. of CBS's KNXT Los Angeles and the CBS-TV Pacific Network, was presented May 21 with NAFBRAT's Lee De Forest Award—3rd time the award has been made since its establishment in 1953. George was cited for "KNXT's program series which have so consistently . . . served the cultural & social interests of the Los Angeles area."

Hill & Knowlton Inc. has moved its Washington office to the Solar Bldg., 1000 16th St. NW (Sterling 3-0270).

Mementos of broadcasting will be collected by Broadcast Pioneers in a "visual history" project to be headed by W. D. (Dub) Rogers, pres. of KDUB-TV Lubbock, Texas. He'll recruit a committee with members in every state, to gather manuscripts, photos, early equipment, & significant film, tape or recorded firsts. John F. Patt, pres. of WJRT Flint & WJR Detroit, heads the committee to explore the construction (Vol. 14:20) of a permanent Archives-Museum building to house the relics.

Edward R. Murrow & Eric Sevareid, CBS news commentators, have been honored by the Belgian government for their "contributions in the field of understanding of foreign affairs." Murrow was named an officer of the Order of Leopold, and Sevareid an officer of the Order of the Crown.

Videotape recorder, contributed by the Ampex Foundation, was put into use May 25 on a special "5th Anniversary Show" by educational KQED San Francisco. Ampex Foundation chairman T. Kevin Mallen made the formal presentation during the show, explaining that the recorder had been donated "for use in experimental programs."

Kern Tips, McCann Erickson Houston v.p. & former football announcer, has been honored by the Assn. of Bestg. Execs. of Texas (ABET) for his contributions to the broadcasting industry. This will be the first of ABET's "Betty" awards, to be presented annually.

Some kind of TV milestone was passed when 4 Providence (R.I.) movie-theater exhibitors—members of a business group which, of all groups, has probably harbored the harshest feelings toward TV (because it was hurt most)—went before the cameras of WJAR-TV's panel show, *The World Around Us*.

Total of 17 station reps are now members of TvB, says pres. Norman E. Cash. Latest to join is NBC Spot Sales. Two recently-added Canadian stations have brought the total of Canadian members to 3. In addition, Associated TV Ltd. of London, and TV Corp. Ltd. and Amalgamated TV Services, both of Sydney, Australia, have become international TvB members.

John Lewis chair in Jazz Composition will be established by the School of Jazz Inc. through a \$1000 grant by BMI. The school holds 3-week sessions each summer.

### Obituary

Edward T. Cheyfitz, 49, Washington labor-management consultant and onetime admin. asst. to Motion Picture Assn. of America pres. Eric Johnston, died in Washington May 24, after suffering a massive coronary thrombosis. He is survived by his wife, 2 sons, his mother, his father and 2 sisters.

Ethel Blume, wife of Washington TV-radio attorney Jack Blume, and sister of Joseph Nelson, chief of FCC's renewal & transfer div., died of cancer May 27. Also surviving are a son & a daughter.

Dr. John Wesley Holland, 82, who had retired in 1958 after 26 years as radio pastor of *Little Brown Church of the Air* (WLS Chicago), died May 15.

Joe Kelly, 60, quizmaster on the venerable radio *Quiz Kids*, died May 26 of a heart disease. He is survived by his widow and a son.

Harry A. Treyz, 69, father of Oliver Treyz, ABC-TV pres., died May 26 in Livingston Manor, N.Y., following a heart attack.

## Advertising

A new agency job—"executive producer"—has been set up by Hicks & Greist. Its function: to work with local station personalities throughout the country for best integration of spots into their program formats. *Printers' Ink* reports that Milton E. Stanson, first of 4 H. & G. executive producers, promoted Cocoa-Marsh, a chocolate milk amplifier, by buying spots on WOR-TV's (N.Y.) *Terrytoon Circus*, and using them as appropriately as possible to blend with the personalities & content of the show. The success of the campaign made it possible to move on to the next market, Philadelphia, and so on, from there.

TV commercials cost 20% more than 5 years ago, *Sponsor* finds. The big jump is in talent costs—estimated to be 85% more than in 1954. Processing is up 50%, & animation 5% to 10%. The smallest increases are in producer profits, ranging from zero to 2%, & ad-agency commissions, now 2% to 3% more. However, there's a bright note: the increases are ascribed to better commercials, more creativity.

Best TV approach to teen-agers is to treat them "as young adults" who have "about \$9 billion in spending money," TV disc jockey Dick Clark advised the 6th annual Student Marketing Institute Clinic in N.Y. last week. Clark, who received a special "key of achievement" award for his two ABC-TV shows, stated that the principal money problems of teen-age viewers are "where they can go to spend it on themselves." Added Clark: "Adult ignorance of teen-agers' way of life is frightening."

TV saturation of Canadian homes is now up to 79%, reports the Canadian Bureau of Broadcast Measurement, Toronto. It estimates that TV households have increased to 3,328,400 from the 3,074,000 reported a year ago (Vol. 14:24). Estimates for individual provinces are: Quebec, 937,600 (88%); Ontario, 1,295,900 (86%); Nova Scotia, 134,600 (80%); British Columbia, 309,000 (71%); Manitoba, 157,800 (70%); New Brunswick, 86,800 (69%); Prince Edward Island, 15,600 (68%); Alberta, 216,100 (68%); Saskatchewan, 147,000 (62%); Newfoundland, 28,000 (33%).

**Advertising People:** William F. James, Gardner Adv. v.p., elected exec. committee chairman . . . Lawrence Berger, John F. Bergin, Martin F. Conroy, Bernard Haber, John R. Kelly, Allen R. McGinnis, Ralph C. Rewcastle, George Sanders, elected v.p.'s at BBDO . . . William D. Gargan Jr. promoted from commercial producer to TV production supervisor, Kenyon & Eckhardt.

Glenhall Taylor resigns as N. W. Ayer's Hollywood mgr. to return to TV production, effective Aug. 1 . . . Theodore Braude, ex-Hazel Bishop adv. & sales promotion mgr., named adv. mgr., Lanolin Plus . . . James English, ex-Y&R, named assoc. media dir., Kenyon & Eckhardt.

Edward T. Baczewski, associate media dir., elected v.p., Cunningham & Walsh . . . Russel A. MacDonnell, ex-Warwick & Legler, named v.p. & management supervisor, Benton & Bowles . . . Charles K. Ramond, ex-Du Pont mgr. of adv. research, appointed technical dir., Advertising Research Foundation, succeeding Prof. Darrell B. Lucas, who will remain for a short period as consultant . . . Richard M. Prentice named adv. mgr., Ward Baking Co.

## Obituary

Llewellyn Brooke White, 59, author of *The American Radio*, which declared that advertising men were running radio broadcasting, died May 15 of a coronary thrombosis.

## Film & Tape

**TV STANDARDS CONVERTER:** Want to convert a U.S.-made TV tape to British or European standards? Or a European or British tape to U.S. standards? Or even put a live British TV picture on tape which can be played directly on U.S. video-tape recorders? You can do it now through a privately-operated service available to all networks, station groups, ad agencies, etc.

The "translation" service is offered by Britain's Granada TV Network, with headquarters in Manchester—and is made possible by the "Granada Converter," an optical standards converter associated with an Ampex Videotape recorder. Developed by Granada engineering dir. R. H. Hammans, the converter had its first workout for U.S. audiences last Nov., when it put on U.S. 525-line tape a British 405-line picture which had already been converted from a European 625-line standard. The occasion was the coronation of Pope Pius XXIII (Vol. 14:45-46).

According to Hammans, "overall picture quality obtained is quite definitely better than a good film telerecording and the whole process (even including 'stock' in the form of tape) is much cheaper." Elaborating on the quality, he states that, in converting a British to an American-standard picture, "the chief limitation is the definition and signal-to-noise ratio of the tape recording system. A 405-line test chart showing 3 mc is easily resolved on the output of the converted picture channel . . . This is [near] the top limits of the [recording] system, but is, in any case, no worse than straight video tape recording on U.S.A. TV." Possibly the most severe limitation is a tendency to smearing caused by rapidly moving objects—but the effect is not bothersome for such events as football games, Hammans tells us.

The Granada Converter uses a system basically similar to BBC's technique, which has been used for several years to change 625-line Eurovision pictures to 405-line British standards when they cross the English Channel. That is, a camera of one standard is aimed at a monitor of the other.

Granada's system uses a high-quality display monitor modified to accept a 14-in. Ferranti willemite-phosphor CR tube with a 6-millisecond decay time. For conversion of British pictures to U.S. tape, a 4½-in. Marconi camera system running at the U.S.-standard 525 lines & 60 frames is used. A special lens with flat field is fitted to the camera which is equipped with a special Marconi low-noise head amplifier and a low-noise 4½-in. image orthicon pickup tube (English Electric type P. 812). The 60-cycle equipment (TV recorder, sync pulse generator, camera units & viewing monitors) is powered from a 60-cycle AC generator driven from the regular British 50-cycle line power.

Spot wobble is used to eliminate conflicts between the lines of the 2 different standards ("line strobing"). Electronic corrections enhance contrast & prevent flicker.

The advent of TV tape, says Hammans, now permits the international interchange of programs "which would otherwise have had to be committed to cinema film and inevitably suffer the pictorial degradation which has long been associated with that form of what might be called 'standards conversion.'

"Furthermore," he adds, "the video-tape recording process is most valuable in spanning barriers which have hitherto been insurmountable, such as the Atlantic. It was with this obstacle in view that we developed the Granada Converter, which first of all aimed at interchangeability between British & American video-taped programs.

The plan, however, from the start has always been to bring about complete interchangeability among the 3 best-known systems, namely the American, the European (and Australian) and the British."

The advantages to Granada TV Network are obvious. It opens the way to widespread use of "live" U.S. programs on British stations. But by the same token, it also makes it possible for U.S. audiences to see the best of British "live" programming, and opens for international advertisers a means of using originally live or taped commercials overseas at little extra production expense.

**Have Tape, Will Travel:** With the question of network union jurisdiction on overseas tape shows largely resolved by the NABET-NBC dispute (Vol. 15:18-21), Intercontinental TV—the Paris-based independent that taped the *Garroway Today* segments on location—is now enjoying a business spurt. Hugo Seiler, exec. sales v.p., reports their latest firm order is for location-taping of the "Festival of Two Worlds" in Spoleto, Italy, from June 22 to 28. Highlights of the annual Gian Carlo Menotti music festival to be held there are due for airing on the *Ed Sullivan Show* this fall. Another order is for a Victor Borge special to be taped for Pontiac in Copenhagen that had been temporarily in abeyance (until the NABET situation cleared). Tentative shooting date is in mid-August.

Intercontinental is also discussing co-production deals on 3 specials starring Ingrid Bergman, and produced by her husband Lars Schmidt. No sponsor for the Bergman vehicles ("Anna Karenina," "Camille" and "St. Joan") has been set, but they may be offered to Ford & MCA for the auto firm's 39-show package.

U.S. Steel is interested in a pair of Paris-taped specials being blueprinted by Intercontinental. One would be a Maurice Chevalier-hosted tribute to Mistinguette in the form of a musical tour of the Folies Bergere. The other would be a low-pressure comedy revue, somewhat like "La Plume de Ma Tante," featuring comedian Jacques Tati.

Also in the planning stage at Intercontinental is a taped tour of Monte Carlo to be hosted by her Serene Highness, former actress Grace Kelly. Sponsor interested in this project is high, Seiler says, although no sale has been made pending clearances from Monacan officials.

**Formula for Tape Progress:** Syndicated tape shows will become widely successful when program producers offer low-priced dramatic shows that can be aired as program strips, and when stations agree among themselves on uniform tape service-charges, shipping & storage facilities.

That's the opinion of Dick Pack, Westinghouse Bcstg. v.p. in chg. of programming, who's in the unusual position of being both a syndication tape producer (*American Forum & Youth Wants to Know* on a total of 15 stations) and one of the key program buyers in the TV station field.

"Tape shows offered to us fall into 2 categories. Either they are talky, low-budget jobs that resemble the early TV days of Faye Emerson or Maggi McNellis, or they are the poor man's *Commedia Dell'Arte*, with cameras hauled into every legal location except the Supreme Court," says Pack. What he'd like to see developed is "a half-hour drama series that can be stripped in either a daytime or nighttime period, and delivered at a price competitive with what we're offered in film syndication."

Another tape idea in Pack's crystal ball is that of taped "featurettes"—low-budget dramatic shows geared to the same themes as feature films.

**Movie-into-TV:** The movie studios believe that one easy way to get a hit TV series is to transform an established movie property. Although the history of such attempts is generally failure, the studios keep trying. (The latest such project is from Paramount, which is blueprinting an hour-long TV series based on its hit Western *Shane*.) Apparently the flaw in the process is that the TV version doesn't have a movie-sized budget to afford sufficient time & stars.

Here's the record for movie-to-TV projects: MGM-TV: *Northwest Passage & The Thin Man*, cancelled after one & 2 years respectively; *Father of the Bride*, pilot rejected by General Foods; *Maisie, You're Only Young Once*, and *Johnny Eager*, pilots not sold.

Paramount: *Destination Space*, pilot not sold. Warner Bros.: *King's Row & Casablanca*, part of trilogy series, cancelled after one year; *Cheyenne*, part of same trilogy, still on TV; *Public Enemy*, pilot not sold. Twentieth-Fox: *How to Marry a Millionaire*, syndicated series still on TV and going into 2nd year of production; *Mr. Belvedere*, pilot not sold; *The Gunfighter*, pilot project just dropped.

Other movie-to-TV pilot projects include Hecht-Hill-Lancaster's *Bachelor Party*, pilot just produced, and *Vera Cruz & His Majesty O'Keefe*, in preparation; Bryna Productions' *The Indian Fighter*, in preparation; independent producer Michel Kraike's *Trader Horn*, project recently collapsed & shelved; Sindee Productions' *Pancho Villa*, pilot recently completed.

There was also the Gross-Krasne series based on *The Lone Wolf*, starring Louis Hayward, but this went out of production after a year in syndication. NTA has in production a TV series based on *The Third Man*, and in preparation, *High Noon*.

Three high rated Westerns—*Wells Fargo*, *The Texan* and *The Restless Gun* have lost their sponsors. The first 2, however, will be back next season with new sponsors.

A total of 9 Westerns have been cancelled, and the figure likely will be higher when the buying season is over. The other 6: *Cimarron City*, *Jefferson Drum*, *Buckskin*, *The Californians*, *Trackdown*, and *Yaney Derringer*.

**The Silent Six:** Barring any last-minute sales, not now anticipated, 6 Hollywood telefilm companies will have no series production going into next season—for the first time since they were formed: Hal Roach Jr., Jack Webb's Mark VII Ltd., George Burns' McCadden, MGM-TV, John Payne's Window Glen, and Pegasus. (This, of course, does not refer to reruns.)

Roach, one of Hollywood's first TV producers, isn't so much a victim of the TV casualty rate as of financial difficulties stemming from his sale of the Roach studio to Scranton Corp (Vol. 15:15). His only TV series, the *Gale Storm Show*, has been taken over by Jack Wrather.

McCadden had 2 series last season, the *George Burns Show* and the *Bob Cummings Show*. Both were canceled. Pegasus' *Steve Canyon*, Window Glen's *The Restless Gun* and MGM-TV's *Northwest Passage & The Thin Man* are all casualties. As for Mark VII, its *Pete Kelly's Blues* is virtually through, and little hope is held for a renewal for next season of Webb's *The D.A.'s Man*.

Bing Crosby tells us a deal is in negotiation for ABC to telecast the Ryder Cup matches from Palm Springs in October. If the deal goes through, Crosby will act as narrator of the telecast, he states. Crosby will also star in 2 ABC specials and his Pebble Beach golf tournament will be telecast on ABC.

**Hollywood Roundup:** Shaeffer Pen is shopping around for an hour-long musical variety special which it wants to telecast early in Sept. BBDO represents the sponsor . . . Rocket scientist Willy Ley & columnist Eve Starr have formed Monastra Productions Inc. to prepare a TV anthology series based on science fact. Ley will host.

Du Pont has awarded its TV film commercial account to Warner Bros. and Screen Gems. They will turn out institutional commercials for the *Show of the Month* and the June Allyson anthology series. BBDO negotiated the deal for Du Pont. Du Pont commercials were formerly produced by U-I, but that company ended its film commercial operation when it sold its studio to MCA (Vol. 15:20).

Producer Sandy Howard is planning 3 TV film series, *Emergency Squad & Police Station*, to be distributed by Official Films, and *The Fantastie*, which Teleworld will syndicate . . . Out-of-court settlement was reached in Robert Cummings' suit for \$40,450 damages against Official Films and Don Sharpe, in which he charged breach of contract on Cummings' TV series, *My Hero*.

Ilka Inc. has been formed by producer Felix Jackson for production of TV, radio and movies. The company is named after his wife . . . William Castle Productions has been formed by movie producer-director Castle, Vincent Price and writer Robb White for TV film production. Donna Holloway is an associate. An adventure series starring Price is planned as the initial project.

Producer Jack Gross (of Gross-Krasne Productions) will supervise production in England of 2 telefilm series for NTA, *Rogue for Hire*, starring Jerome Thor, and *Fate* . . . Producer Julian Lesser is preparing a new TV film series, *The Unexplained*.

Television Producers Guild last week elected Ben Brady pres. He was unopposed . . . CBS's Rod Serling series, *Twilight Zone*, will be telefilmed at Metro . . . Goodson-Todman have signed David Victor as associate producer & story editor of its new ABC series, *The Rebel* . . . Blake Edwards' Spartan Productions has moved from Revue studios to Metro, where it resumes filming *Peter Gunn* July 13. . . . Producer Larry Harmond planed to Paris last week for discussions of several TV series to be made abroad . . . Screen Directors Guild has set up a retirement plan to provide members 65 or over with a guaranteed income of \$350 monthly. It goes into effect July 1.

United Artist TV plans to buy from 39 to 52 of the 200 unsold pilots in Hollywood, to package them as an anthology series for network or syndication sale, according to UA-TV exec. v.p. Bruce Eells. He says 3 to 5 of the pilots may be placed in regular series production for his company's 1960 production slate, adding that UAT would pay a top price of \$35,000 for pilots, with escalator clauses in event of a network sale.

Gene Barry, star of Ziv's *Bat Masterson* series, is the latest telefilm actor to hit the road on an extensive p.a. tour. Currently, he's in the East doing charity appearances & guest shots as part of a 9-week, 30,000-mile circuit.

Desilu Productions, which made pilot of *Grand Jury* some time ago, has received NTA approval to proceed with the series, for the syndication field. NTA hasn't yet decided on 2 more Desilu pilots, *You're Only Young Twice & The Man Nobody Knows*.

California National Productions has a \$5.5 million schedule this year, says pres. Earl Rettig. In addition to *The Lawless Years* and *Philip Marlowe*, the latter a co-production with Goodson-Todman, and both set for networks this fall, Rettig is launching production in Honolulu of *Not for Hire*, starring Ralph Meeker, and *Pony Express* on location in Arizona.

**New York Roundup:** Film syndication's own TvB is the recommendation of Leslie Dunier, TV-radio v.p. of the Mogul, Lewin, Williams & Saylor agency, who last week wrote letters to 15 leading film syndicators & producers urging the formation of a film-supported research organization because "your research, if it exists at all, is primitive and archaic." Dunier's chief complaint: "There's just not enough research material available that could counter the abundant audience data compiled by spot TV interests (on behalf of) a saturation schedule."

Full-sponsorship experiment on WCBS-TV N.Y.'s *Late Show* May 23, in which Schaefer Brewing bought all the commercials in the 105-min. "It Happened One Night," appears to have been a success. Fast ratings made by Trendex and Arbitron in N.Y. gave Schaefer a Trendex average of 22.7 against another feature (also starring Clark Gable) which pulled a 6.4 on WRCA-TV, and an Arbitron score of 21.3 against 6.3. In both ratings, the share of audience was over 70% for Schaefer, and the homes-reached estimate was 1,032,260. Brewing firm's policy of only 4 commercial breaks drew applause from the public, Schaefer dealers report, and from the press. Now, Schaefer adv. mgr. John Nemes says "plans are under consideration" for further one-shot movie sponsorships.

Moscow exposure for Trans-Lux's *Felix the Cat* series has been arranged, starting July 25, although it's not strictly a program sale. The color TV cartoon series will be screened in the RCA-NBC section of the American National exhibit in the Russian capital on closed-circuit.

Trans-Lux, meanwhile, is continuing its domestic sales policy of aiming its small (4-man) sales force's tactics primarily at multi-market station group sales. Newest sale is to the 4-station Transcontinent TV Corp. (WROC-TV Rochester, WGR-TV Buffalo, part-ownership of 2 others). Other sales have been scored with Triangle, Westinghouse and Metropolitan groups. Total gross on "Felix" in 60 days of U.S. selling: \$1.5 million in close to 50 markets.

Chic Western: to get away from the look-alike cow-town sets that contribute much to the feeling of "sameness" in Westerns, Ziv-TV has hired Frank Hotaling, a veteran Hollywood art director, to work on the second-year production of *Bat Masterson*. Hotaling's specialty is settings for the big-budget outdoor saga, having just completed art direction of *The Horse Soldiers* for Mirisch Co. and UA (see story on fight sponsorship, this issue, p. 24), and with such credits as "Rio Grande," "The Big Country," and "The Searchers."

MGM-TV may be due for an executive shakeup, sources in N.Y. reveal. Metro is currently not represented (alone among major movie firms involved in TV) in network fall film lineups, and is on the hook for some \$750,000 in unsold pilots and in non-productive personnel. A series of closed-door meetings was held in N.Y. last week between MGM-TV production boss Richard Maibaum, sales v.p. George Shupert, and Loew's pres. Joe Vogel. Metro officials declined comment as to the nature of the talks.

ABC Films Inc. will distribute a new 39-episode half-hour film series titled "Congressional Investigator" being produced by Howard-Wolper Productions Inc. H-W is hopeful series will be sufficiently advanced in production to be available for fall starts.

CBS Films Inc. branch office managers, numbering 9, met in a closed three-day sales conference at the St. Regis Hotel, N.Y., last week to hash over new sales strategies and methods. Key speakers included Sam Cook Digges, administrative v.p., and Merle S. Jones, pres. of CBS-TV stations div.

**PLENTY OF EXCITEMENT IN NEW LINES:** Curtain began to rise at week's end on "TV 1960"—and first glimpses indicate it will be an exciting performance, with nearly every major set maker going all-out with something new in attempt to excite customers to buying pitch.

Philco chalked itself up a "first" last week with an ingenious all-transistor cordless portable at \$250, slated to go on market right away in time for this summer's sale.

Admiral will take wholehearted plunge into color, when it reveals full line of color sets this week at distributor convention in Chicago. Its new b&w line will heavily feature new 23-in. square-cornered twin-panel picture tubes, entire line being extensively redesigned.

RCA's new TV-hi-fi line, also being unveiled in Chicago this week, will have "more innovations than any line in RCA's history." You can expect some styling surprises.

Zenith will use completely new TV chassis and add "a lot of exciting new merchandise." Its premiere showing in Chicago won't include any 23-in. picture tubes, but there's strong possibility of 23-in. drop-ins before year's end. Same is true of color—none at this week's showing, but Zenith's own highly touted approach to color reception conceivably could be offered to public by Christmas.

Philco's 15-lb. transistor portable, shown at distributor convention in Acapulco at week's end, is neat gimmick, should keep store traffic moving—whether it sells or not. As reported here early in April (Vol. 15:14), it uses vertical 2-in. picture tube with projection system to throw picture on mirror at rear of hooded shadow-box at top of leather-clad camera-type cabinet.

Called the "Safari," little set is 8 $\frac{3}{8}$ -in. wide, 16 $\frac{5}{8}$ -in. high, 5 $\frac{5}{8}$ -in. deep. Visored viewing box gives what Philco describes as "80 sq. in. of viewing area, approximately the same size as a 14-in. picture tube"—depending on how close you sit. Actual mirror screen measures closer to 10 in. diagonally. Set has 21 transistors, uses printed circuits, has \$5.25 Eveready rechargeable dry cell which will run for 4 hours on a charge. It may be recharged overnight on house current. Transistor set will also run from electric outlet.

Other features of the portable: Built-in telescoping antenna, 3-position "range" switch and manual dial to keep track of hours in use. Production begins June 6, national distribution end of month.

Much of remainder of Philco TV line is built around redesigns of this year's separate-screen "Predicta" models, with 17-in. versions added. One is designed as room-divider, in which picture screen will swivel 180 degrees for viewing from either side. Another model, at \$229, is equipped with timer-clock. Cheapest 17-in. Predicta carries suggested list of \$199. Also new this year is wireless "Directa" remote control system for changing channel & volume. New "Mastercraft" high-end line places emphasis on fine furniture. As to prices—initial indications were that, although new higher-priced models have been added, most others are about comparable with their predecessor models.

**'59 TV SALES AT 5.5-MILLION PACE:** We're deep enough into 1959 now to do a little statistical handicapping in the TV sales race—and if this year follows past patterns, historical indicators all point to retail sales of about 5.5 million units this year, 7% better than last year's 5.1 million.

Not a large increase—considerably smaller than most industry predictions at first of year (Vol. 15:1)—but nevertheless a recovery from bad 1958, considering that average price per set is believed to be rising. Of course, final figure may be considerably higher than 5.5 million if new models entice public to increase buying over & beyond normal seasonal patterns. But from today's vantage point, here's how full-year 1959 looks on basis of market data on seasonal TV sales patterns for last 7 years:

Historically, first 3 months account for about one quarter of full year's retail sales. On basis of 1959's first-quarter sales of 1,375,626 (Vol. 15:19), full-year sales would project to about 5.5 million.

April is traditionally TV's poorest sales month (exception: recession-ridden 1958, when May was lower)—and that month's retail sales have constituted an exceptionally stable barometer of annual production in the past. In the 7 years for which sales have been tabulated by EIA (1952-1958), April sales have constituted exactly 5.1% of year's totals in 4 separate years, 4.7% twice (including last year) and 5.5% once. In no year has there been deviation of more than 0.4% from 5.1% norm.

Retail sales in April 1959 are estimated at about 275,000—although official EIA figures aren't due until this week. This compares with 425,000 the preceding month and is up from 243,000 in April 1958. If we assume that April will run true to form and constitute 5.1% of year's total sales, we again project to about 5.5 million set sales in 1959.

First 4 months' sales historically average to about 30% of year's total. With Jan.-April 1959 sales totaling some 1.65 million, we come up with same statistical estimate of 5.5 million sets for year.

Feb. was 1959's strongest TV sales months to date, on seasonally adjusted basis. Sales in Jan. ran at rate of 5.64 million a year, in Feb. 5.74 million, dropping in March to 5.25-million rate—and up again in April to about 5.5-million level. Statistically, 8.9% of year's sales are made in Jan., 7.8% in Feb., 8.1% in March. If 5.5-million pattern continues, May sales should total around 313,500.

But past performance isn't always followed to the letter—as 1958 showed so dramatically—and we don't quarrel with those set makers who still predict 1959 sales of more than 6 million. Steadily improving economic conditions & complete restyling of new TV lines hold real key to whether TV sales follow statistics this year or blaze new trail.

Note: Because of early printing schedule due to Memorial Day holiday, we are unable to include EIA's regular weekly TV-radio production figures in this issue. Next week's Digest will recap production statistics for 2 weeks.

**EVERYONE WANTS SPECTRUM SPACE:** FCC and its staff, faced with incessant demands for more radio *leben-sraum*, questioned witnesses closely as the oral testimony began last week in the long-range 25-890-mc hearing (Vol. 15:14).

For example, RCA Communications pres. Thompson H. Mitchell was asked why he's seeking bands in the 35-38-mc region for scatter communications but still hasn't used those allocated in the 47-mc area. Mitchell's answer: Such circuits are too costly now but there will be need for them in the future. He also urged that frequencies be set aside now for satellite relay systems.

Four AT&T witnesses—J. J. Hanselman, Robert Bright, Paul W. Blye & H. R. Huntley—insisted that 765-890-mc should be taken from uhf TV, where it's now little used, and allocated for a nationwide public mobile telephone service. They also insisted that Bell System should provide the service exclusively. Vigorous opposition is expected from other mobile services, which would like to get into such an act—as well as from the TV industry, whose witnesses are due later in the hearings, which resume June 3 when EIA is due to testify. On June 17, there will be witnesses from National Assn. of Educational Bcstrs., Joint Council on Educational TV and FM Bcstrs. On June 18: WQXR N.Y., NAB and Assn. of Maximum Service Telecasters.

Also pitching for vastly expanded mobile phone system was Joseph A. Anderson, gen. mgr. of General Motor's AC Spark Plug div., Lenkurt Electric's Alan F. Culbertson and U.S. Independent Telephone Assn.'s Thomas R. Warner & R. H. Herrick.

Major mobile communications manufacturer Motorola, through witnesses Robert W. Galvin, Daniel E. Nobel, Lowell White & William J. Weisz, proposed a complete overhaul of entire 25-890-mc band, including moving TV into 30 channels in 174-354 mc. The TV allocation is similar to one being explored by the FCC and military services; it would mean dropping Ch. 2-6 and acquiring space in the 216-354-mc area from govt. services.

Chief FCC counsel in the case is Dee W. Pincock, chief of the Rules & Enforcement div., Office of General Counsel. Cross-examination of common carrier witnesses was conducted by Arthur A. Gladstone, chief of the Domestic Radio Facilities div.

**INDUSTRY SEES \$9.35-BILLION YEAR:** EIA pres. D. R. Hull's prediction of a \$9-billion sales year (Vol. 15:21) has been confirmed by the electronics industry itself. In an industry-wide survey conducted by the Office of Naval Material, 578 firms said they plan to produce a total of \$9.359 billion in electronic equipment this year. Accuracy of the statistics should be quite high. Last year the 561 firms surveyed estimated their total 1958 output would be \$8.278 billion; this year they said it actually turned out to be \$8.261 billion.

The survey showed the industry plans \$5.14 billion in military production in 1959. The military production backlog on Jan. 1, 1959 was \$5.534 billion vs. \$4.923 billion a year earlier. Among other industry facts shown:

The electronics industry is capable of producing \$12.635 billion worth of equipment on a single-shift basis, operating at capacity—up from \$11.519 last year. In 1958, a total of 513,636 employes worked in electronics plants, compared with 492,391 in 1957. The industry averaged \$15,654 sales per employe last year, an increase of \$429 over 1957. Of the 578 companies, 111 (19%) planned to be occupied 100% with military production in 1959, while 94 (14%) said they would be devoted exclusively to civilian production.

A breakdown by number of electronics employes gives this size-up of the industry: 1-50 employes, 174 firms; 51-100, 79; 101-200, 98; 201-500, 96; 501-1000, 54; 1001-2000, 29; 2001-5000, 29; over 5000, 19.

The complete survey is part of the Office of Naval Material's publication, *Manufacturers of Electronic Equipment, Facilities Data, Ratings & Production Capabilities*.

\* \* \*

Most complete census of electronics production ever projected is now being conducted among end-equipment manufacturers by the U.S. Census Dept. for the Electronics div. of Commerce Dept.'s Business & Defense Services Admin. Questionnaire sent to all electronics firms asks company-wide number of employes & dollar value of shipments. The 1958 civilian & military unit and dollar shipments are requested in a wide variety of categories (all of them broken down) including navigation aids, radar, sonar, communication gear (not including broadcast equipment, but including closed-circuit TV), missile electronics, test gear. BDSA plans to make general statistical totals public.

**ELECTRONICS IN SPACE:** Men will have to learn to walk & talk first before they can run in the coming space age, but electronics techniques are being unfolded to show the way, 4 experts agreed last week in a matter-of-fact panel discussion at the second National Missile Industry Conference in Washington.

Arranged by the EIA in cooperation with the National Rocket Club, the conference heard these descriptions of electronic developments on the way—and already on hand:

Elmer W. Engstrom, RCA senior exec. v.p.: The ultimate destiny of electronics takes in “environmental control for man in space, the programming of trajectories and the guidance of vehicles, new methods of propulsion, and all manner of communications. [But] our immediate capabilities and our greatest present opportunities are to be found in the development of communications to, from and through earth satellite systems.” Engstrom said the simplest approach now is through a passive satellite chain of several dozen aluminized balloons in a polar orbit at 3000 miles.

David B. Smith, Philco v.p.: “Propulsion is adequate now to place communications satellites in orbit because of the relatively modest weights involved. However, a payload of some 50,000 lb. by 1968 will be necessary to make such satellites economically feasible. There are economics involved but these problems will be resolved by engineering advances.”

Sir Robert Watson-Watt, chairman of Sir Robert Watson-Watt & Partners Ltd.: “Politics is bound to creep in, but the proper function of communications satellites can be carried out by: (1) Technological regimentation and the proper allotment of channel space. (2) Constant watch over program content and channel utilization. (3) Exercise of vigilance over clandestine operations.”

William F. E. Long, EIA marketing data mgr.: “The electronics industry can be expected to make contributions in 3 areas: (1) Design & fabrication of the payload. (2) Data acquisition, reduction & transmission. (3) Guidance & control.” Long said, however, that it’s “doubtful whether the assembly-line technique associated with mass production will be applicable during the space age.” He said early output of space vehicles “will be measured in dozens rather than in the hundreds.”

\* \* \*

“Earth Net Dialing System,” capable of reflecting TV signals to distant parts of the globe, is being developed by ITT, chairman Edmond D. Leavey said at the annual meeting May 27. The system would use 3 unmanned satellites, 22,300 miles in space, holding fixed positions relative to the earth, rather than circling it. Leavey said he thought the system might be ready in a few years, capable of reflecting 15,000 two-way voice circuits & several TV channels, or facsimile, high-speed code & teletype. Reviewing earnings prospects, he said he expected 1959 to be the best in the company’s history.

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Sharp increase in Japanese tube & transistor exports to U.S. in first-quarter 1959 over the same 1958 period is noted in a May 25 Tokyo dispatch in *Electronic News*, reported as compiled from Finance Ministry records. According to the report, 728,000 vacuum tubes were sent to the U.S. during the first quarter of this year (vs. 32,000 in the same 1958 period), 42,000 transistors (vs. 2000), 46,000 speakers (vs. 24,000), 24,000 microphones (vs. 16,000), 44,000 variable capacitors (vs. 10,000), 1.6 million fixed capacitors (vs. 1 million).

**Trade Personals:** Frank X. Banko named adv. & sales promotion coordination mgr., RCA electron tube div. James P. Jannuzzo appointed adv. & sales promotion mgr., industrial market, same div.; Gerald E. Ryan appointed shows & exhibits administrator . . . William R. Wilson, Philco treas., named to new post of financial v.p. & treas.

Robert E. Lewis, Sylvania president, elected to the board of Harris-Intertype Corp. . . . Dudley J. Scholten named mktg. v.p., Sylvania International.

Donald C. Power, chairman & chief exec. officer of Gen. Telephone & Electronics Corp., named “business executive of the year” by National Sales Executives-International at its 24th annual International Distribution Congress in New Orleans last week . . . Conrad Young, former govt. contracts mgr., named industrial products mktg. mgr., Philco govt. & industrial div.

Richard M. Osgood named gen. mgr., Sylvania Electronic Systems Lab at Waltham, Mass. H. C. Tittle appointed Buffalo, N.Y., operations gen. mgr.; E. J. Vigneron data systems operations gen. mgr., headquartering at Needham, Mass.

James Vrungos, former mktg. mgr. of “digimatic” products, Stromberg-Carlson electronic control systems, named industrial mktg. mgr., electronics div. . . . Martin Sheridan has rejoined Admiral as PR director after 1½ years as director of information & PR, New England Council, Boston.

Charles M. Volkland, West Coast asst. regional sales mgr., Philco’s Govt. & industrial div., promoted to sales mgr. of subsidiary Sierra Electronics Corp., Menlo Park, Cal. . . . Jerome G. Friedman, ex-Design Service Co., RCA and Westinghouse, appointed customer relations dir., Adler Electronics . . . Frank M. Hickey promoted from Northeast regional sales mgr. for distributor sales, CBS-Hytron, to new post of industrial products sales merchandising mgr. . . . Willard H. Sahloff, v.p.-gen. mgr. of GE housewares & radio receiver div., elected to Rutgers U. board of governors . . . Samuel M. King named RCA West Coast missile & surface radar dept. mktg. mgr. . . . George Howitt promoted from senior research engineer to asst. mgr. of Du Mont Labs’ military electronic operations communications & radar lab . . . Charles F. Cheney appointed mktg. research mgr., telecommunication div., Stromberg-Carlson.

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**Distributor Notes:** Admiral has consolidated its Washington, D.C. branch with the Metropolitan div., headquarters of which are in Newark, N.J. New building for Admiral distribution in Washington is at 2911 V St., NE. Samuel Schwartzstein is Newark gen. mgr.; William Oppenheim, ex-Baltimore mgr., is Washington mgr. . . . Elmer J. Young named dealer sales mgr., GE sales & distribution dept., N.Y. branch, succeeding Francis Hanlon, resigned. George Ligelis named TV receiver sales mgr., metropolitan N.Y. dist. . . . T. D. Stephens named distributor sales mgr., Atlanta, Ga. office of Tung-Sol . . . Samuel Jacobs Distributors, Philadelphia, named regional wholesaler for phonograph, tape recorder, stereo console & record changer lines, V-M Corp., Benton Harbor, Mich. . . . Hoffman appoints Godwin Electronic Supply, Birmingham, Ala. for TV, stereo hi fi & radio in North Central Alabama.

Dan Jacobs, ex-Norge products sales mgr. at Apollo Distributing Corp., named Motorola div. sales mgr., Cooper Distributing Co., Newark, N.J., succeeding William Goldberg, who becomes sales mgr., Philadelphia branch, Admiral Corp., metropolitan div., succeeding William Geiger, resigned . . . Sylvania appoints J. S. George Supply Co., Burlington, Vt. for TV, radio & phono in northern Vermont.

**Electronics Personals:** George T. Scharffenberger resigns as pres. of ITT's Kellogg Switchboard & Supply Co. to become eastern regional v.p. of Litton Industries & pres. of subsidiary Westrex Corp. . . . Brig. Gen. Charles M. Baer, ex-SHAPE, named commandant of Army Signal Corps School, Ft. Monmouth, N.J.

Thomas V. Jones, former senior v.p., elected president of Northrop Corp., succeeding late Whitley C. Collins. James Allen promoted from v.p. & asst. to the pres. to corporate v.p. & asst. to the chairman . . . Walter R. Williams, ex-chief of staff communications for AEC, has been named a consultant to the National Aeronautics & Space Administration . . . Robert H. Dreisbach promoted from chief engineer of radio communications, Magnavox, to mgr. of newly formed anti-submarine warfare div.

George B. Kistiakowsky, Harvard U. chemistry professor, named President Eisenhower's special asst. for science & technology, succeeding Dr. James R. Killian Jr., resigned . . . Jacob M. Roey, ex-procurement chief, Watertown, Mass. arsenal named small business adviser of National Aeronautics & Space Administration.

Brig. Gen. David Sarnoff, RCA chairman, left for England last week aboard the Queen Mary to attend the London conference of the Atlantic Congress, sponsored by NATO.

EIA's consumer products div. voted at the May 20-22 convention (Vol. 15:21) to form separate sections for TV, radio & phono manufacturers and later to establish tape recorder & hi-fi equipment sections. Among other actions, industrial electronics div. chairman Ben Adler named these section & committee chairmen: A. K. Ward, RCA, amplifier & sound equipment section; E. C. Tracy, RCA, broadcast & closed-circuit TV equipment; W. W. Simmons, IBM, computer & data-processing systems; H. Van Aken, GE, land mobile communications; L. G. Walker, Motorola, microwave; G. E. Wright, Bliley, piezoelectric quartz crystal; N. Anton, Anton Electronics, nuclear instrumentation; Irving Koss, Motorola, special programs committee; C. R. Cox, Andrew Corp., membership & scope; H. Van Aken, GE, finance. These firms were admitted to EIA as active members: Pilotless Aircraft div., Boeing; Continental Electronics Corp. of America; Land-Air Inc.; Premier Metal Products Co.; Rheem Semiconductor Corp.; Servo Corp. of America; Sperry Rand Corp. Admitted as a special member was Windsor Electronics, Glen Ellyn, Ill.

Germanium diode so tiny that 650 will fit in a cubic inch and 350 weigh an ounce is being manufactured commercially by General Instruments' semiconductor div. The initial output of the paper-thin wafers is going to RCA as prime contractor in the Army's micro-module program, but eventually they'll be available to the industry for all types of micro-module systems.

### **Obituary**

William J. Morlock, 50, special consultant to GE's industrial electronics div. and until recently gen. mgr. of its technical products dept., died May 24 at his home in Syracuse after an illness of several months. Since joining GE in 1947, he played major roles in development & design of broadcast equipment, microphones and photophone, sound & facsimile equipment. He had been with RCA 17 years. Surviving are his wife, a daughter & a sister.

Walter E. Husselrath, 57, gen. superintendent for all Du Mont Labs plants, died suddenly May 25. He had been associated with Du Mont since 1942. He is survived by 2 daughters, 8 grandchildren, 3 brothers and a sister.

### **Finance**

Ampex's sales for the year ended April 30 totaled \$43,691,000, a 45% increase over the \$30,000,000 for fiscal 1958, pres. George I. Long reported. He stated that the net profit exceeded the \$2,500,000 previously estimated, as compared with \$1,540,000 reported for the preceding year. Total sales for the current fiscal year will exceed \$60,000, he predicted, with the outlook for each of the company's product divisions still "excellent."

Crosby-Teletronics Corp., formed in April by the merger of Crosby Labs Inc. and Teletronic Lab Inc. (Vol. 15:17), plans to offer the public 250,000 shares of common stock through Myron A. Lomasney. The company is active in research, development & production of electronic test equipment & radio communication gear, and owns the patent covering the Crosby compatible FM stereo multiplex system.

Packard-Bell has placed an offering of 120,000 common shares on the market at \$42.75 a share through White, Weld & Co. (Vol. 15:19). Of the total, 100,000 are offered for the account of the company, 20,000 for chairman H. A. Bell.

Varian Assoc. has filed an SEC registration statement (File 2-15125) listing \$2 million interests in its employee stock purchase plan and 70,244 capital stock shares which may be acquired in it.

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**Capital Cities TV in Black:** Capital Cities Television Corp. (WTEN & radio WROW Albany, with satellite WCDC Adams Mass.; WPRO-TV & WPRO Providence; WTVD Durham, N.C.) ended 1958—its first year of public stock ownership—with a net income of \$314,050, after operating in red during its 1957 organization period (Vol. 14:35). Broadcasting income after commissions totaled \$2,458,606, non-broadcast income increasing the figure to \$2,464,034.

The TV station group, largest stockholders of which are commentator Lowell Thomas and pres. Frank M. Smith, reported it now has 857 stockholders and that the question of a listing on the American Stock Exchange is "still pending."

Its balance sheet shows total current assets of \$800,375, fixed assets \$1,695,683, total assets \$4,061,108. Current liabilities total \$1,138,086. The acquisition of WPRO-TV & WPRO for \$6,505,808 (Vol. 14:51) plus the refinancing of \$686,948 of long-term indebtedness, the report notes, was accomplished through a 5-year loan from 2 banks for \$6 million on unsecured 5% promissory notes and the private placement of \$1.5 million in 5-year 6% subordinated debentures with warrants for the purchase of 214,286 shares of common stock at \$7.

National Co. directors have voted a 2-for-1 stock split Aug. 2 to stockholders of record July 20, subject to approval of stockholders at a special meeting July 10.

**Title Fight Rights Sold:** TelePrompTer Corp. stepped into the network program packaging ring last week with a \$100,000 sale of radio rights for the June 25 closed-circuit Patterson-Johansson heavyweight match. The radio coverage (reportedly to be aired on ABC Radio) was bought by United Artists and a production firm whose product it distributes, the Mirisch Co.

The sell will be for "The Horse Soldiers," a \$4 million Western about to be released, and it's the first movie sponsorship of a title fight. Commercials for the film, in which stars John Wayne & William Holden are expected to be heard, will be slanted "to reach an audience particularly interested in a rugged action picture," say UA officials. The radio package is part of a \$1 million ad-promotion budget that's been scheduled by UA and Mirisch for the movie.

TelePrompTer pres. Irving Kahn, who tried unsuccessfully last summer to sell radio rights to Patterson-Roy Harris fight for a similar figure, stated he felt the price paid by UA was "a bargain computed on the usual cost-per-min. rates for prime commercial time."

Kahn, whose UA deal takes him a long step forward toward recouping his \$300,000 payment for broadcast rights, is involved in other non-closed-circuit deals for the fight. "We've sold radio rights in England, and we're discussing a sale to British TV of a filmed version of the fight—not kine, not tape, but film," he told us on May 25. He has also negotiated for Swedish-language and Spanish rights side radio coverage of the bout.

Although there's the usual 75-mile blackout on theater telecasting of the fight in the N.Y. area, Kahn said he felt the radio version would not hurt the live or theater TV gates because "the bout is such a tremendous attraction." UA adv. dir. Roger Lewis says ads will be taken for the radiocast on amusement and TV-radio newspaper pages.

Twentieth Century-Fox reported a decline in first-quarter earnings at its annual stockholders' meeting in New York City. After the meeting pres. Spyros P. Skouras said, "Earnings were adversely affected because several important films did not meet expectations." He cited "A Certain Smile," "The Barbarian & the Geisha," & "The Roots of Heaven." Discussing TV, he said rental of pre-'48 films for telecasting had been "a great mistake." (In the annual report, dated April 22, Skouras noted, "In each of the past 2 years, over \$6,000,000 of our gross income has come from the rental to TV of our pre-1948 library . . . This source can be expected to continue in 1959 & for many years to come.") Voicing the expectation that telefilm production might some day equal in importance the company's movie production, Skouras pointed out that 4 series had been sold for fall network showing: "Adventures in Paradise," "The Last Frontier," "5 Fingers" & "The Many Loves of Dobie Gillis." For quarter to March 31:

	1958	1959
Net earnings . . . . .	\$2,147,711	\$929,976
Earned per share . . . . .	84¢	41¢
Shares outstanding . . . . .	2,564,686	2,293,186

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt.	Payable	
Amphenol-Borg . . . . .	—	\$0.35	Jun. 30	Jun. 16
Arvin . . . . .	—	.25	Jun. 30	Jun. 8
Bendix Aviation . . . . .	—	.60	Jun. 30	Jun. 10
British Industries . . . . .	Q	.12½	Jun. 30	Jun. 16
British Industries . . . . .	—	2% stk.	Jun. 30	Jun. 16
GE . . . . .	—	.50	July 25	Jun. 19
National Co. . . . .	—	2% stk.	Jun. 30	Jun. 19

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# WEEKLY **Television Digest**

JUN 8 1959

JUNE 8, 1959

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

## SUMMARY-INDEX OF WEEK'S NEWS

### **FCC**

**FCC STUDIES 130-MILE VHF DROP-INS** for certain major markets—no decision yet. Baton Rouge gets Ch. 9, nothing final on Fresno & Columbus, Ga. (p. 1).

**FCC TOUCHINESS ABOUT CONGRESS** & 'pressure' shown in Commissioners' sharp questions about Motorola letters to Congress in mobile phone conflict (p. 3).

**PASTORE WAITS FOR FCC** to act on Lar Daly issue, postpones opening of Senate equal-time hearings from June 12 to 18. Other Sec. 315 developments (p. 4).

### **Networks**

**NBC STEPS UP COLOR** with 30% increase in programming, conversion of 2 more Burbank studios and addition of second \$300,000 color mobile unit (p. 6).

**NETWORK TV BILLINGS** for April total \$52 million, maintaining pace of 9% ahead of 1958. All 3 networks share in seasonal dip in gross time sales from March (p. 6).

### **Educational TV**

**FEDERAL ETV AID SHELVED** in House by Commerce subcommittee led by chairman Harris (D-Ark.), but it plans field trips to study need for govt. grants (p. 2). Other stories (p. 5).

### **Auxiliary Services**

**QUICKENING RATE OF CATV** system sales expected by operators & brokers. National Theatres said to be buying big Williamsport, Pa. system (p. 2). Other stories (p. 11).

### **Advertising**

**BIGGER SYNDICATION DEALS** are this year's trend as national advertisers move into multi-market film buys of 60 or more markets (p. 12).

**HOLDING SUMMER VIEWERS** is warm-weather trick best done with 52 weeks of fresh program material. Reruns hold their own, but replacement shows are often losers, says Nielson study (p. 12).

### **Manufacturing & Distribution**

**TV-STEREO INNOVATIONS** are stressed as more new lines are shown. Admiral emphasizes 23-in. tube, RCA has hidden-screen set, built-ins, Zenith pushes high end (pp. 2, 17 & 18). **JAPANESE IMPORTS UP FOURFOLD** in first-quarter 1959 compared with 1958 period, totaling \$7.9 million in factory value. First Japanese TV sets to be shown here this month (p. 16).

**EIA AND THE MOBILE SPECTRUM.** Witnesses seek 41 mc for land services, foresee 5,000,000 transmitters by 1978. AT&T proposal attacked (p. 18).

### **Film & Tape**

**TAPE STANDARDIZATION** is being explored from standpoint of producers by new FPA group in N.Y. which seeks "universal distribution" of tapes (p. 14).

**TV TAPE'S MOST AMBITIOUS** project to date, Bolshoi Ballet, creates unique problems in studios—and in executive offices (p. 14).

### **Other Departments**

**CONGRESS** (p. 3). **STATIONS** (p. 7). **PROGRAMMING** (p. 9).

**FCC STUDIES 130-MILE VHF DROP-INS:** FCC continued gingerly palpating its TV allocations structure last week but didn't come up with a final prescription. However, it did tell its staff to examine drop-in of vhf channels into a number of major 1- & 2-vhf markets—with co-channel mileages reduced to as low as 130 miles in some instances. It's another "study," nothing final.

Meanwhile, Commission again tackled 3 markets wherein conventional vhf drop-ins have been proposed (requiring no change in existing rules governing spacing): Baton Rouge, Columbus, Ga., and Fresno. It finalized Baton Rouge situation by shifting Ch. 9 there from Hattiesburg, Miss., giving Baton Rouge 2 vhf's—including WBRZ's Ch. 2. Columbus & Fresno decisions still hang fire, although it's understood Commission still leans toward making them all-vhf.

**WDAM-TV (Ch. 9) Hattiesburg,** controlled by Edgar B. Stern Jr. who heads WDSU-TV (Ch. 6) New Orleans and uhf WAFB-TV (Ch. 28) Baton Rouge, had asked for the Ch. 9 shift in the first place. It had hoped to move with the channel to Baton Rouge, and asked FCC to permit it to make the shift immediately. However, FCC declined to give it Ch. 9 in Baton Rouge, even temporarily, because city's WIBR told Commission it also wants to have a crack at the channel. Thus, a competitive hearing is in prospect. It's possible that the competitors may get together and ask FCC to let them operate Ch. 9 temporarily, pending a final decision. Or WDAM-TV can continue to operate on Ch. 9 in Hattiesburg until the grant is made in Baton Rouge.

Uhf proponent Comr. Lee sees uhf doomed in Baton Rouge sooner or later, now that 2 vhf channels are assigned there instead of one. He issued a dissent stating: "Not only is this action a blow to uhf broadcasting & to the manufacture of uhf receiving sets, it constitutes a shortsighted disservice to the communities.

"In Baton Rouge it is obvious that the area is appropriate for uhf broadcasting, that uhf receiving set saturation is high. If channel 2 [occupied by WBRZ] were to be either deleted or reserved for educational broadcasting, there would be more than 2 commercial stations operating there in a short time as evidenced by a uhf authorization which has since been surrendered.

"Adding a second vhf channel with little prospect for adding a third—to say nothing of a fourth or fifth, which is entirely feasible in the uhf—denies the city & surrounding areas of TV service for generations."

Comr. Bartley also dissented. Although he issued no formal statement, he told us: "It's premature. We ought to know where we're going first—whether we're going to get more vhf from the military, etc."

**ADMIRAL, RCA, ZENITH DISPLAY NEW LINES:** "New" was key word in Chicago set showings. Each of three big set makers went off in its own direction with unique, eye-appealing innovations. Admiral stressed 23-in. square tube, complete color line. RCA announced it would have 23-in. sets next fall, and showed line with "10 innovations" including clever hidden-screen set, built-in wall color and b&w chassis, clock timer sets. Zenith pushed hard on high-end quality-furniture sets, new chassis, and used 110-degree tube for first time, in its 17-in. portables. In stereo, all manufacturers used ingenious new methods to project sound beyond confines of single cabinet. (For full details see pp. 17 and 18.)

**FEDERAL ETV AID SHELVED IN HOUSE:** There's no chance this year that Congress will vote \$51 million—or any part of it—to help states buy educational TV equipment. Legislative dead end for Senate & House proposals for govt. grants was reached last week in House Commerce communications & power subcommittee. It decided to "defer action" on all such plans at least until 2nd session of 86th Congress.

Doubts about need for federal aid to ETV—if not outright hostility to whole idea—were voiced by Republicans & Democrats at House hearings last month (Vol. 15:20). They followed Senate approval of \$1 million-per-state-&-D.C. bill (S-12) by Sen. Magnuson (D-Wash.), whose measure also got through Senate in 1958 before it died in House (Vol. 15:16). So House subcommittee's vote to shelve it—and 7 similar House bills—wasn't unexpected. It nevertheless was blow to ETV advocates who had counted on Senate momentum to carry project through both houses this session.

All is not lost to plan's advocates, however. Subcommittee headed by Commerce Chairman Harris (D-Ark.) also decided by 4-3 unrecorded voice vote at executive session to conduct "field study" of ETV operations across country after first session adjourns. No schedule was drawn up but presumably subcommittee members will make summer & fall trips to ETV stations to find out—at grassroots—just how they are making out and how urgent their chronic financing problems are.

Projected ETV tour was seen as ray of light in otherwise dark situation by exec. dir. Ralph Steetle of Joint Council on Educational TV (JCET), who for 2 years has marshalled witnesses & statistics in congressional campaign for help. "It's a big disappointment," he told us after subcommittee refused to make any recommendation on ETV bills. "But we'll be delighted to show subcommittee members the value, significance—and national needs—of educational TV on our home grounds."

When federal aid proposals are revived again—as they will be next year—Steele will bank on subcommittee being persuaded by its own grassroots findings to endorse ETV grants. If that happens, it's likely that what comes up for House floor action won't be Magnuson plan for outright \$1 million govt. outlays. All subcommittee members already have indicated that any federal aid in any event should be predicated on state legislatures putting up matching money for ETV—as provided in alternative bills (HR-2926 & HR-3043) by their Commerce colleagues Roberts (D-Ala.) & Moulder (D-Mo.). JCET won't object to such strings on federal help.

**QUICKENING RATE OF CATV SYSTEM SALES:** You can expect brisker trading in community antenna systems from here on out—principally because many CATV operators have used up their depreciation and are suffering heavy tax bites. There are many more would-be buyers than ready sellers, but CATV people look for accelerated sales.

Prices are handsome indeed. Just last week, for example, Charles B. Persons sold his Ely, Minn. system & radio WELY to V. P. Hallett—getting \$137,500 for system, \$37,500 for station—through broker Blackburn & Co.

We hear there's a huge transaction in the works—National Theatres buying Williamsport (Pa.) TV Cable Corp. which has 8-9000 subscribers. Pres. Clive Runnels and associates had bought the system in 1955, when it had some 6000 connections, for reported \$1 million-plus. Presumably, it's going for much more now.

Another growth index: Pioneer CATV operator Martin F. Malarkey, who started with a system in Pottsville, Pa. and now owns 4, bought Harrisonburg, Va. setup for \$65,000 three years ago when it had 400 subscribers. It now has 2000, and he has refused \$200,000 for it. He predicts there will be considerable system swapping—with operators avoiding big taxes on sales while acquiring new period of depreciation.

CATV broker Bill Daniels, Denver, stresses that the number of subscribers is by no means sole factor in price setting. "It's net profit that counts," he says. Other factors: Age & condition of equipment, number of channels carried, potential for more channels, degree of market's saturation. Taking all things into account, prices are running \$75-\$150 per subscriber—and are going up. Daniels reports that there have been 17 systems sold in last 12 months, 14 through his organization.

Prices are seldom revealed. Unlike broadcasters, CATV operators don't have to disclose figures. With NCTA holding its annual convention in Philadelphia's Sheraton Hotel June 23-25, dickering season should reach a peak.

**FCC TOUCHY ABOUT CONGRESS & 'PRESSURE'**: Good example of FCC's irritation about & sensitivity to whole question of "influence" came last week during Commission's 25-890-mc allocations hearing—as members made it clear they resent appeals to congressmen made by parties to the hearing.

The exchange came when Motorola pres. Robert Galvin was on the stand, and FCC counsel Arthur Gladstone produced May 25 letter from Sen. Dirksen (D-Ill.), member of Judiciary Committee. Dirksen enclosed letter from Galvin, which charged that AT&T's request for 765-890-mc for mobile phone use (Vol. 15:22) "could lead to monopoly of all mobile radio by the telephone companies to the exclusion of many small & medium sized business enterprises." Gladstone also introduced letter to FCC from Walter B. Stults, staff director of Senate Small Business Committee, asking for Commission's comments on a similar "monopoly" letter from Galvin to Chairman Sparkman (D. Ala.).

Gladstone asked Galvin: "Are you looking to these committees for relief in this situation or are you expecting that the Commission will make a decision with respect to these matters?" Galvin: "We are not looking to these committees for relief at this time, or for any expression of influence." He explained that it's Motorola's policy to inform Congress "on matters having to do with our general business & the public welfare."

Chairman Doerfer: "You have no information or any grounds or any reason to believe that any Commissioner sitting in this case has been approached, privately, or any other way, with respect to the subject matter of this proceeding?" Galvin: "We have no such information, no such concern . . . and I think if we had, we probably would have withheld even sending these if it would have cast any suspicions or if it would have assumed casting suspicion. . . . This is a perfectly normal procedure that we are doing on tax matters & all kinds of matters with our congressmen."

Comr. Bartley: "Mr. Chairman, in light of your statement with respect to the discussion of this matter, off the record, so to speak, for the past 4 or 5 years, I have been talking about this to anybody I could talk to about it, and if anyone here has any notion that I would be prejudiced by any of my conversation about this, I would like to know it now." Galvin again assured Commissioners that he never had any doubt that FCC would give the case impartial consideration, that Motorola had no intention of bringing "any pressure to bear on anyone." (For other aspects of last week's hearing, see p. 18.)

## Congress

No private talks between Federal Power Commission members and members of Congress or private citizens on the merits of pending cases would be permitted under strict new rules proposed by the agency. In advance of next week's panel hearings by the House Commerce legislative oversight subcommittee for a half-dozen regulatory commissions (Vol. 15:21), FPC said it also may open for public inspection all letters to individual commissioners on pending matters. Interested parties were invited to submit comments on the suggested rules by June 30.

Senate investigation of the use of foreign-made sound tracks in U.S. TV films, causing "serious unemployment among our own musicians," has been demanded again by Sen. Morse (D-Ore.). Renewing a campaign he started last year at the request of the American Federation of Musicians (Vol. 14:28), he introduced a resolution (S. Res. 126) calling on the Finance Committee to explore "runaway cut-rate film making abroad" by TV & movie industries. Morse said he'd "be especially interested in the explanation of the broadcast industry, which—unlike the average commercial entity—employs some of these questionable practices by virtue of a . . . free monopoly of the air waves."

## The FCC

**PASTORE WAITS FOR FCC:** Delays by FCC in making up its mind what to do about its Lar Daly equal-time ruling (Vol. 15:8-16, 18-22) brought postponement last week of scheduled Senate hearings on the cause-celebre issue of whether newscast appearances by candidates are political appearances.

Chairman Pastore (D-R.I.) of the Senate Commerce communications subcommittee had scheduled sessions starting June 12 on 4 bills exempting newscasts from equal-time requirements and otherwise amending Sec. 315 of Federal Communications Act (Vol. 15:22).

But Pastore got word from FCC that its Sec. 315 legislative recommendations—if any—wouldn't be ready by then. So the hearings were put off until 10 a.m. June 18 in room 5110 of the new Senate Office Bldg. Meanwhile there was no sure indication of FCC's probable course in the Lar Daly case. Among the alternatives: (1) Stand pat. (2) Reverse itself. (3) Offer new Sec. 315 language to clarify the law. (4) Tell Congress to do its own Sec. 315 rewriting if the lawmakers think it should be changed.

First scheduled witnesses on Pastore's revised 5-day hearing agenda: (1) FCC chairman Doerfer, who was in the minority on the 4-3 equal-time ruling in Feb. and has suggested repeal of Sec. 315 (Vol. 15:12). (2) A spokesman—possibly Attorney General William P. Rogers—for the Justice Dept., which has urged FCC reconsideration & reversal of its newscast interpretation (Vol. 15:19,22). (3) CBS Inc. pres. Frank Stanton, a leader in the industry's campaign to erase the ruling.

Other Senate witnesses in the June 18-19 & 23-25 sessions will include NAB pres. Harold E. Fellows, Westinghouse Bcstg. Co. pres. Donald H. McGannon, spokesmen for NBC & ABC—and Lar (America First) Daly, the one-man Chicago political party who started it all.

[Pastore also has scheduled a series of communications subcommittee hearings starting June 9 on a potpourri of other FCC legislation ranging from rules for ex-parte representations in cases—to legitimization of boosters (Vol. 15:21). The CATV-booster phase of these hearings had been set for June 23-25, but will be rescheduled to follow the NCTA June 23-25 convention in Philadelphia.]

In another development on the equal-time front last week, Attorney General Rogers sent a sharply-toned letter to chairman Harris (D-Ark.) of the House Commerce legislative oversight subcommittee expanding his intervention with the FCC in the Lar Daly issue.

Harris had demanded to know the "statutory or other basis" for the Justice Dept.'s move, which Harris implied was an attempt by the administration to influence an independent administrative agency (Vol. 15:22). In his reply, Rogers cited a score of legislative & court precedents for his "request of the United States for leave to file memorandum." He said that the Lar Daly ruling's "threat to news coverage of political events by TV & radio is a serious matter" affecting "the interest of the United States." Rogers wound up with these punchlines:

"I would hope that the committee's inquiry in this matter was not intended to reflect & will not be construed to be in opposition to the position of the United States in the matter. Certainly the best interests of the nation require a reversal of that [FCC] decision."

There was no rebuttal from Harris, who had been accused by Republicans on his oversight subcommittee of

playing politics with the "influence" issue. He has not yet moved to schedule hearings himself on a batch of House bills amending Sec. 315, but has expressed his personal opinion that something should be done to spell out broadcasters' equal-time obligations.

And in yet another FCC filing in the Sec. 315 case, CBS Inc. said Lar Daly was "attempting to make a mockery" of the equal-time requirement by insisting that as a Republican & Democratic candidate for the Chicago mayoralty nomination he was entitled to multiple free-time appearances on CBS' WBBM-TV.

CBS protested that Sec. 315 "was not designed as a gimmick to enable the ubiquitous Mr. Daly, or others, to obtain, ad infinitum, rights to air time by the device of cross-filing or announcing as a candidate in the several primaries for the same public office."

Meanwhile Dr. Paul Tillett, asst. director of Rutgers U.'s Political-Science Eagleton Foundation, announced that it would start a \$100,000 study project next fall to see how Sec. 315 works. The survey will cover "many areas of interest to broadcasters, ourselves as educators and politicians as candidates," he said.

FCC stepped aside last week and left the parties involved in the KXII (Ch. 12) Ardmore, Okla. sale hassle to fight it out among themselves in Okla. courts (Vol. 15:15, 17). FCC denied Texoma Land TV's request for an extension of time to effectuate the sale of the CP. The Commission ruled that Texoma failed to consummate the deal within the allotted 45 days after FCC approval. Also denied and set aside was the authorization to change transmitter site, decrease power and increase antenna height.

Procedure for appeals from rulings by FCC and other federal agencies would be relaxed by a bill (HR-7559) introduced by chairman Celler (D-N.Y.) of the House Judiciary Committee. Requested by the Administrative Office of U.S. Courts, the measure would permit appellants to give "reasonable"—instead of 5-day—notice to the agencies of applications to the court of appeals for relief from agency orders. The change would affect CAB, FAA, AEC, Federal Maritime Board & Agriculture Dept., in addition to FCC.

Vol. II of FCC Rules & Regulations in new loose-leaf form will be available later this month, the Commission reports. It combines Part 2 (Frequency Allocation & Radio Treaty Matters), Part 5 (non-broadcast Experimental Radio Services), Part 15 (Incidental & Restricted Radiation Devices) and Part 18 (Industrial, Scientific & Medical Service). Copies will be available from Supt. of Documents, Govt. Printing Office, Washington, at \$2 (\$2.75 foreign), including subsequent changes & amendments.

Swift confirmation of FCC Comr. Hyde for another 7-year term starting July 1 was voted by the Senate last week just 2 days after the Commerce Committee endorsed him unanimously following a hearing (Vol. 15:22). Also confirmed: FTC gen. counsel Earl W. Kintner to be an FTC member, filling out the unexpired term of retiring chairman John W. Gwynne to Sept. 1960 (Vol. 15:19).

Plea by Western Nebraska TV Inc. for dismissal of its application for Ch. 13 in Alliance, Neb. was granted by the FCC last week. The applicant was grantee for the Alliance channel, but the grant was set aside by the Court of Appeals last March (Vol. 15:11) and remanded to FCC for further hearing on financial issues & character qualifications. Deciding not to go to hearing, Western filed for dismissal of application.

**Mack Defense Delayed:** The turbulent but slow moving Miami Ch. 10 conspiracy trial of ex-FCC Comr. Richard A. Mack (Vol. 15:15-22) rolled through its 9th week with no end in sight last week. Attorneys for Mack and co-defendant Thurman A. Whiteside, charged with plotting to throw the Miami grant to National Airlines' WPST-TV, were due to open their defense June 1 in Washington's U.S. District Court. Instead, the Govt.'s case was stretched through the week by defense motions & objections against testimony by 2 final prosecution witnesses—Washington Lawyer A. Harry Becker, who represented loser North Dade Video Inc. in the Ch. 10 case, and FBI agent Milton Singman. Despite repeated protests by Mack-Whiteside counsel, Becker swore that Mack once said he was "committed" to the Miami award. FBI accountant Singman was called to the stand—but only after heated bench arguments—to identify financial transactions involving Miami's Stembler-Shelden insurance agency, which the Govt. claimed was used by Whiteside to funnel money to Mack in return for his FCC vote. At the week's end Judge Burnita S. Matthews had been unable to catch up with all the defense challenges of prosecution exhibits. She deferred rulings until later.

FCC celebrates its 25th anniversary June 19, marking the date that the Communications Act became law—combining the broadcast, telephone & telegraph regulatory functions exercised by the Federal Radio Commission, ICC, Post Office and State Dept. The first commissioners, who took office July 11, 1934, were Eugene O. Sykes, chairman, Hampson Gary, Irvin Stewart, Thad H. Brown, George H. Payne, Norman S. Case and Paul A. Walker. Stewart, Case and Walker survive. During its first year, the FCC had 108,000 radio authorizations (transmitters and operators); it now has more than 2,340,000. Its budget has increased from \$2 million to \$9 million, while staff enlarged from 500 to 1200. Special 7-page mimeographed release (No. 73762 dated June 1) recapitulating FCC's quarter century is available from the agency on request.

Three applications for new TV stations were filed last week: For Ch. 9, Flagstaff, Ariz., by Greentree Communications Enterprises, headed by Stanley N. Schultz (export-import firm); for Ch. 3, Escanaba, Mich., by WBAY-TV (Ch. 2) Green Bay, Wis.; for Ch. 8, Iron Mountain, Mich., by WFRV-TV (Ch. 5) Green Bay, Wis. Total pending: 95 (16 uhf).

Still sustaining FCC examiner H. Gifford Irion's initial decision (Vol. 15:13) which recommended denial of Ch. 70 translator application in San Jon, N.M., the Commission last week instructed staff to draft decision looking toward denial. Irion proposed denial on grounds that the applicant built facilities without an FCC permit.

Control of WDAU-TV (Ch. 22) Scranton reverts to Mrs. M. E. Megaree and members of her family (already holding 50%), now that FCC has approved sale of 50% interest by *Philadelphia Evening Bulletin* to the Megaree's Scranton radio WGBI for \$700,000 (Vol. 15:16).

Our "Tall Tower Tally" of stations using antennas higher than 1000 ft. (Vol. 15:21)—based on a compilation supplied by the FCC—should show that WISC-TV (Ch. 3) Madison, Wis. is now operating with a 1107-ft. structure, rather than having a 1104-ft. antenna under construction.

Deadline for comments on FM stereo broadcasting has been extended from June 10 to Dec. 11 at the request of EIA, Comr. Bartley dissenting.

## Educational Television

**ETV Cum Laude:** Teaching by TV, as a N.Y. State educational project, passed its first year with honors, Dr. E. L. Nyquist, Deputy State Commissioner of Education, reported last week. More than 900 N.Y. schools within range of WPIX utilized the TV course provided by the State Board of Regents, and 304,920 students saw one or more programs a week in the classroom. Some 2096 TV sets were in operation in school buildings.

Commenting on the successful debut, Jack Gould, *N.Y. Times* columnist, pointed out that various groups are seeking clarification of the N.Y. educational TV pattern. He suggested that interested groups join for the common purpose and, "at the very least, clear away the organizational confusion that has prevailed too long. An educational station that could provide in-school teaching during the daytime hours and adult cultural & public service presentations in the evening could be one of N.Y.'s most exciting & important new assets."

The report by the Ford Foundation and the Fund for the Advancement of Education, *Teaching by Television*, has been issued. It describes the results to date of TV teaching projects in more than 25 colleges & universities and 100 school systems, adding: "The beginning of a new era in American education may well be marked by the experiments described in this report." Much of the results, which show that students seem to learn better by TV than by direct teaching, had already been released earlier (Vol. 15:7). Copies of the report are available from the Ford Foundation, Office of Reports, 477 Madison Ave., N.Y. 22.

NBC-TV's *Tactic*, the 6-week educational TV project cancer-control program series, is being carried by 90 NBC stations throughout the country, says Marilyn Kaemmerle, producer. The series, made with the American Cancer Society, was designed originally for the country's 33 ETV stations, all of which have already carried it. *Tactic* has featured as performers Alfred Hitchcock, Wally Cox, Steve Allen, Ilka Chase, Mata & Hari, as well as leading editors, publishers, cartoonists, choreographers and dancers.

Dr. C. C. Clark, reputed to be the first professor in the U.S. to teach on TV, retires this year after 33 years in N.Y.U.'s School of Commerce, Accounts and Finance. On May 19, 1938, Dr. Clark lectured over NBC's TV facilities, transmitting from the Empire State Bldg., predicting at the time great possibilities for ETV. He has also served as TV consultant for NBC and Du Mont.

KQED (Ch. 9) San Francisco held an auction on TV last week to raise funds to support the ETV station's operations. Viewers bid by telephone for French lessons, round-trip to Paris via Sabena Belgian Airlines, a lamb for the deep freeze and a live Guernsey calf. The merchandise was donated by manufacturers, merchants and distributors in the Bay Area.

U. of Texas has TV-taped a series of programs for commercial stations—believed to be the first such activity by a university. The 11-part series, *Science Close-up*, features faculty scientists. WOAI-TV San Antonio started showing the series June 7, with episodes being rotated on tape & kine to other Texas stations.

New filmed ETV series, *Twentieth Century Revolutions in World Affairs*, is being syndicated to educational stations by National Educational TV & Radio Center.

## Networks

**COLOR TV STEP-UP:** NBC's 1959-60 colorcasting plans reflect an all-out effort with parent RCA to promote color-set marketing. A minimum of 250 hours of color programming will be telecast in the fourth quarter of this year, 30% more than on the same period of 1958, Don Durgin, v.p. NBC-TV sales, told the annual RCA distributors convention in Chicago June 5.

Highlights of the fall season's color schedule include prime-time color shows every night, 2 Saturday morning children's shows, 3 series of specials (Sun., Tues. & Fri.) plus additional specials spotted throughout the season, an increased sports schedule, and one hour of weekday color in addition to *Continental Classroom's* new chemistry course.

"The total number of color-equipped NBC affiliates has jumped from 22 in 1954 to 169 at present," Durgin pointed out. "CBS has 155 color affiliates, ABC 138. NBC's color programming hours have increased from 68 in 1954 to 668 in 1958 with 1959 expected to exceed this," Durgin told the distributors.

NBC-RCA color plans also include a \$1-million color conversion of the 2 remaining Burbank, Cal. studios, giving the network 4 West Coast & 5 East Coast color studios. RCA also will construct a 2nd color mobile unit costing \$300,000, to "handle the vastly expanded color sports schedule." This will include the World Series, 11 football games, including 4 bowl games and the Davis Cup Championship tennis matches.

**Who Replaces Robinson?** No Hubbell Robinson replacement had been announced by CBS-TV late last week, although there were plenty of rumors circulating concerning who would get the top program vice-presidency in the wake of Robinson's resignation to head his own package firm (Vol. 15:22). One strong contender is Benton & Bowles program chief, exec. v.p. Tom McDermott, who is still in the process of making up his mind about CBS-TV's offer of Robinson's job. McDermott left N.Y. Wed. on a routine trip to the Coast, but could not be reached there to confirm or deny.

Meanwhile, another executive resignation hit the CBS-TV program department in the wake of the Robinson-Harry Ommerele departures. Thomas H. Ryan, whose title is that of gen. exec. in the TV program dept., quit to join Robinson as a v.p. in the latter's new firm.

Canada's interconnected TV system—longest in the world—will be increased to 4200 miles June 18 when Newfoundland is connected with the CBC-TV network. Canadian National Telegraphs is expected to complete construction of the microwave link between Sydney, Nova Scotia, and St. John's, Newfoundland, by June 15. The biggest hop in the new extension will be a 69-mile jump across Cabot Strait in the Atlantic, which separates Newfoundland from the mainland. CBC hopes to have its new TV station at Corner Brook, Nfld., on the air in time for the special 60-min. inaugural telecast which will be highlighted by live coverage of the arrival of Queen Elizabeth & Prince Philip at Torbay airport, near St. John's, the first stop of their visit to Canada. Also connected to the new link—which will extend Canada's TV network system from St. John's to Victoria, British Columbia—will be CFSN-TV, the U.S. Armed Forces station at Harmon Air Force Base, Nfld.

## Network Television Billings

April 1959 and January-April 1959

(For March report, see TELEVISION DIGEST, Vol. 15:19)

**Sales Gains Continue:** Gross time billings of the 3 TV networks continued in April at a pace about 9% ahead of 1958—exactly 9% ahead for the year's first 4 months, and 9.2% for the month of April. Sales declined seasonally from March, all networks sharing in the drop. While March has been the best month this year, April billings were about equal with those of January. The report for April:

NETWORK TELEVISION						
	April 1959	April 1958	% change	Jan.-April 1959	Jan.-April 1958	% change
ABC .....	\$10,193,663	\$ 8,739,456	+16.6	\$ 42,430,232	\$ 35,752,460	+18.7
CBS .....	22,093,785	20,628,511	+ 7.1	88,255,638	83,344,337	+ 5.9
NBC .....	19,753,172	18,283,379	+ 8.0	77,835,168	72,287,402	+ 7.7
<b>Total</b> ....	<b>\$52,040,620</b>	<b>\$47,651,346</b>	<b>+ 9.2</b>	<b>\$208,521,038</b>	<b>\$191,384,199</b>	<b>+ 9.0</b>

### 1959 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January .....	\$10,647,078	\$22,129,248	\$19,299,853	\$52,076,179
February .....	10,024,460	20,806,220	18,053,828	48,884,508
March .....	11,565,031	23,226,385	20,728,315	55,519,731
April .....	10,193,663	22,093,785	19,753,172	52,040,620

**Note:** These figures do not represent actual revenues 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 network rates, or before frequency or cash discounts.

**Net TV Gains Again:** Network TV's 12% ad-volume gain for March 1959 over March 1958 is healthiest by far of all major media categories in *Printers' Ink's* latest compilation. Up 3% from February, TV closed out the quarter with a cumulative (for 1959 thus far) gain of 9%. Although network radio showed the deepest cumulative drop (minus 19%) and is minus 7% on the March-vs.-March reckoning, it scored a February-to-March increase of 17%. Newspapers & magazines improved 9% & 6% respectively on March-to-March basis, although magazines were down 5% from February.

Medium	Index March 1959	Index March 1958	% Change from 1 month ago	% Change from 1 year ago	% Cumulative Change
General Index .....	219	210	0	+ 4	+ 2
Total Magazines ....	157	148	- 5	+ 6	+ 4
Weekly .....	161	159	- 5	+ 1	+ 1
Women's .....	126	114	- 9	+10	+ 7
General Monthly..	209	183	- 5	+14	+10
Farm .....	104	104	+ 9	0	0
Newspapers .....	199	182	+ 2	+ 9	+ 5
Network TV .....	474	423	+ 3	+12	+ 9
Network Radio .....	28	30	+17	- 7	-19
Business Papers ....	232	237	+ 3	- 2	0
Outdoor .....	127	157	-18	-19	-12

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which cover the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through March, 1959.

Rotating sponsorship of 3 hour-long film shows to provide more audience for advertisers is an NBC-TV package deal being offered for next season. The programs are *Riverboat* (Sun., 7-8 p.m.); *Laramie*, (Tues., 7:30-8:30 p.m.), and *Bonanza* (Sat., 7-8 p.m.). An advertiser may make a minimum purchase of 6 half-hours, all to be scheduled in 1959, on a weekly or alternate weekly basis, in any combination of programs. The rotation allows the advertiser's half-hour to move from program to program over the weeks. The network's theory is that by being in 3 different shows on 3 different nights against varying competition, the unduplicated audience growth will be greater than the one-show accumulation.

## NETWORK ACTIVITY

Colgate-Palmolive's \$12-million buy on CBS involving alternate-week full hours on both Sat. & Sun., headlines the week's activity (see below). Colgate has been out of Sun.-night TV since NBC's *Colgate Comedy hour*, which, after competing with Sullivan for 5 years, gave way Dec. 25, 1955. Colgate's heavy network activity now centers in CBS. Other Colgate shows on CBS-TV include *The Millionaire*, *The Big Payoff*, *Top Dollar*, and participations in *Robin Hood* and *Mighty Mouse*.

### ABC-TV

*The Record Years*, pop-music special with Dick Clark, June 28 (9:30-10:30 p.m.).

AMF Pinspotters Inc. (Cunningham & Walsh).

*Lone Ranger* (Sun., 5:30-6 p.m.), 26 alt. half-hours over 53 wk. period starting in Sept.

General Mills (Dancer-Fitzgerald-Sample).

*Cheyenne* (Mon., 7:30-8:30 p.m.) and *Sugarfoot, Bronco* (Tues., 7:30-8:30), 1/6 alt.-wk. sponsorship starting Sept. 21.

American Chiclé (Bates).

*Cheyenne* (Mon., 7:30-8:30 p.m.), weekly segments, eff. next Sept.

Procter & Gamble (Benton & Bowles).

### CBS-TV

*The Ed Sullivan Show* (Sun., 8-9 p.m.) and *Perry Mason* (Sat., 7:30-8:30 p.m.), full-hr. alt. sponsorship.

Colgate-Palmolive (Ted Bates).

*Dennis the Menace* (Fri., 8:30-9 p.m.), debut Oct. 2.

Kellogg Co. (Leo Burnett).

*Johnny Ringo* (Thurs., 8:30-9 p.m.), next season.

Johnson's Wax (Needham, Louis & Brorby) and P. Lorillard (Lennen & Newell).

### NBC-TV

*The Deputy* (Sat., 9-9:30 p.m.), alt.-wk. sponsorship eff. next fall.

Kellogg Co. (Leo Burnett Co.).

*Groucho Marx—You Bet Your Life* (Thurs., 10-10:30 p.m.), alt.-wk. sponsorship next season; *The Arthur Murray Party* (Mon., 10-10:30 p.m.), renewal of sponsorship for summer months, eff. June 29.

Pharmaceuticals Inc. (Parkson Adv.).

*The Loretta Young Show* (Sun., 10-10:30 p.m.), co-sponsorship next season.

Toni Co. (North) and Philip Morris (Leo Burnett).

*Johnny Staccato* (Thurs., 8:30-9 p.m.), alt.-wk. sponsorship eff. next fall.

Bristol-Myers (Young & Rubicam).

12 *Bell-System specials*, 11 of which set for Fri. 8:30-9:30 p.m. "specials" slot on alt. wks., beginning Oct. 9. 12th tentatively set for Easter Sun. Eve.

Bell-Telephone (N. W. Ayer).

"We are still in the novice & virgin stage in terms of the effective use & evaluation of TV's impact in the furtherance of information, political viewpoint, philosophic ideas, education & the humanities, the moralities, the furtherance of religious growth & experience." So said Selig J. Seligman, ABC v.p. & KABC-TV Los Angeles gen. mgr. to the San Francisco ad club last week.

Mutual Bcstg., virtually counted out a year ago, is celebrating the 2nd anniversary of its *Operation Newsbeat* programming concept with a bright outlook. In a special message to affiliates, the following comparisons were noted: Mutual today schedules 27 hrs. 55 mins. of news & news features as compared with 12½ hours two years ago. There is a 31% increase in newscast sponsorship this year. Affiliates have increased from 351 in 1957 to 450 today.

## Stations

**Less TV for Lestoil:** In Buffalo last week, Lestoil switched from TV to newspaper advertising exclusively, reports *Editor & Publisher*. Buffalo will be an interesting test case for Adell Chemical Co., since it marks the first time that 1958's top brand TV advertiser (Vol. 15:17) will be TV-less there. Asserting that the city's 3 TV stations "priced themselves right out of my business," pres. Jacob L. Barowsky opined that "this may happen elsewhere in the country. It would seem to me that now is the time for newspapers to take real steps forward in their much discussed plans to provide incentives for volume advertisers."

Buffalo's WBEN-TV and WGR-TV told us that their rates were increased in Dec. and that when Lestoil's rate protection expired last week, the company did not choose to renew at the new rates. Nor did the stations choose to make concessions. WKBW-TV has never carried the account. The *Buffalo Evening News*, affiliated with WBEN-TV, said the Lestoil ads are at the regular rates.

Meanwhile back in Adell's home area, in nearby Springfield, Mass., the detergent market's relatively new Formula 409 was making headway—on TV. Using part of his \$15,000 investment for a saturation schedule of spots on WWLP (Ch. 22), 409's Fred Spinney has pushed sales to a new level and started to cast around for new markets to cleanse.

No station swap between Westinghouse and NBC involving WBC's KPIX San Francisco and RCA's WRCV Philadelphia is planned. "Absolutely without foundation" is the way executives of both NBC and Westinghouse characterized the published trade report. NBC is preparing for trial in Philadelphia before Federal Judge Kirkpatrick, probably this fall, to defend itself against charges by the Justice Dept. that it pressured Westinghouse into exchanging its Philadelphia TV-radio stations for NBC's Cleveland outlets. Court of Appeals & U.S. Supreme Court had held that NBC wasn't immunized from anti-trust prosecution by FCC's approval of the station exchange (Vol. 15:9). Executives of NBC & Westinghouse asserted that they hadn't discussed any Philadelphia-San Francisco swap with each other or with Justice Dept. The Justice suit against NBC seeks to divest the network of its Philadelphia outlets & to prevent it from acquiring stations in other major cities without court approval. Meanwhile, Philco has asked FCC to hurry up & conduct a hearing on its protest against the renewal of NBC's Philadelphia licenses, noting that 4 months have elapsed since the Court of Appeals sent the case back to the FCC for a hearing. Philco had asserted that NBC lacks the qualifications to be a licensee because of its "consistent course toward monopoly."

Seven Montana newspapers owned by the Anaconda Co. were sold last week for an undisclosed price (reportedly \$4 to \$10 million) to Lee newspapers, a Midwestern group with papers in Ill., Ia., Mo., Neb. and Wis. and interlocking ownership in KGLO-TV (Ch. 3) & KGLO Mason City, Ia., KHQA-TV (Ch. 7) Hannibal, Mo.-Quincy, Ill., WMTV (Ch. 33) Madison, Wis. and radio WTAM Quincy, Ill. Sold by the mining firm, which entered the newspaper field during the famed "war of the copper kings" at the turn of the century, were *Billings Gazette*, *Butte-Anaconda Standard & Post*, *Helena Independent-Record*, *Livingston Enterprise* and the *Missoula Missoulian* and *Sentinel*. For Lee papers and other interests, see page 379, *TV Factbook* No. 28.

**NAB's Image Makers:** The forthcoming improve-TV's-image campaign of NAB took another step toward reality last week with the June 2 meeting in N.Y. of the special 5-man study group appointed by NAB pres. Harold E. Fellows. Unit examined the proposals of the earlier "image committee" headed by Corinthian stations pres. C. Wrede Petersmeyer.

In addition to looking at the basic proposal, the 5-man group also began plowing through what chairman Clair R. McCollough (Steinman Stations pres.) told us was "a maze of data & suggestions" submitted by outsiders—network executives, station reps, broadcasters, agency men, program producers—at NAB's request.

McCollough said he was "delighted" by the additional suggestions, and indicated he felt they would be "very helpful" in drafting the final, master plan that's due to be submitted to the NAB's TV board next week (June 17).

What the final shape of this plan will be (it's due to cover a 3-year effort at an estimated cost now reportedly scaled down to \$600,000 per year), McCollough declined to guess, saying "it's too early, and we still have many recommendations to consider." However, he felt that "the campaign will be in line with the original proposal." Next meeting of the group will be in Washington on June 10.

Sale of KPTV (Ch. 12) Portland, Ore. for \$1,026,000 plus approx. \$2,775,000 in obligations to NAFI Corp. (National Automotive Fibres Inc., maker of auto interiors, which has recently branched out into oil production) by Detroit lawyer & industrialist George Haggarty was announced last week. Bing Crosby and Kenyon Brown, who are stockholders of KCOP (Ch. 13) Los Angeles, will be chairman & pres., respectively, of KPTV. NAFI Corp., which is buying all of the stock of Oregon TV Inc. (licensee of KPTV), is traded on the N.Y. stock exchange and is headed by J. G. Bannister of Detroit. Interest in NAFI Corp. held by Crosby & Brown was not revealed, but is reported to be "substantial." Also involved in purchase of KPTV by NAFI, which has some 5000 stockholders, are George Coleman & Joseph Thomas, partners with Crosby & Brown in KCOP.

Cal. State Assembly committee last week killed 2 bills aimed at outlawing pay TV, by sending measures to interim study. Skiatron v.p. Jerome Doff of Los Angeles has argued against the bills, contending "free TV isn't free. You pay for it in the advertisers' ad budgets." Hollywood unions, hopefully seeing pay TV as a job-supplier, had also opposed the measures.

Jack R. Poppele, ex-v.p. of MBS & WOR N.Y. and one-time dir. of the Voice of America, is building radio station WAUB in Auburn, N.Y., having acquired the CP for \$5400 from Herbert P. Michels in an FCC action last week. Station will operate on 1590 kc with 500 watts, daytime only.

Joining the list of editorializing stations, WTOP-TV Washington, D.C., this week starts a prime-time, across-the-board, 2-min. editorial each night—on local, national or international issues. It's the first capitol city station to institute regular TV editorials.

RAB plans committee has placed the following research, promotion and sales projects on its operational agenda for the coming 6 months: listening habit studies, print media studies, more tape commercials, radio co-op drive, new basic presentation for retailers and local advertiser clinics.

**New Look At TV Audience:** Daytime TV is doing an impressive job of reaching women viewers, a soon-to-be released study for TvB by Nielsen and Pulse will show. Preliminary figure, released last week by TvB: half of all the women in U.S.—49.9%—have watched TV by 6:00 p.m. on the average weekday. The combined Nielsen-Pulse research team turned up these other eye-opening findings on TV's audience:

Two-thirds of all U.S. population over 4 yrs. old (66.9%) watch TV during the prime evening hours between 7:30 & 10:30 P.M. on the average day.

The big viewing peak occurs between 8:00 & 8:30 p.m., when nearly half—49.8%—of the country's population over 4 is watching TV. TV advertisers are thus getting a total "circulation" figure of about 77.4 million men, women and children.

On an all-day basis, better than 8 out of 10 people watch TV at some time during the day. Exact figure: 82.7% of U.S. population over 4 years—about 128.6 million people—have watched TV between 6:00 a.m. & midnight.

Full details of the survey, from which the above advance figures are drawn, will be released by TvB to members & the press in July.

There is no crisis in TV for children, declares Mrs. Harry Christopher, natl. communications chairman for the Gen. Federation of Women's Clubs. GFWC, meeting in Los Angeles last week, didn't share the opinion of Parent-Teacher Assn. leaders, who had earlier demanded reforms in children's TV. A survey of GFWC membership, taken by National Audience Board education dir. Mrs. Mary Coogan, revealed 89% of the 11,000,000 members approved present TV programming for children, while the rest objected to violence in movies on TV.

"Triple-A orbit plan," newly-inaugurated at WRCA-TV (Vol. 15:22), should insure the station its "most successful first half-year" to date, mgr. Max Buck said last week. Buck also announced that WRCA-TV posted its highest May, with billings up 16% over May 1958.

World-wide TV and how it will be achieved is the subject of an article by ITT Labs pres. Henri G. Busignies in spring issue of *Industrial Research* magazine. The methods described are over-horizon relays, man-made gas or metallic "mirrors" high above the earth, and ITT's "Earth Net Dialing" system (Vol. 15:22), using 3 unmanned satellites orbiting in fixed positions relative to the earth.

Procter & Gamble, the leading TV advertiser, displaced General Motors as the No. 1 advertiser in America in 1958, TvB reports. P&G, which allots 85% of its ad budget to TV, spent \$98,154,000 in 7 major media categories last year, GM dropping to 2nd with \$91,755,000. P&G's total TV expenditures in 1958 were \$84,471,710, of which \$50,638,650 was spent on network, \$33,833,060 on spot.

Special NAB plaque symbolizing broadcasters' "Learn—and Live" public service campaign for Space Age education has been awarded to Reino M. Takala. He is the Clarendon Hills, Ill. high school mathematics instructor who was designated "teacher of the year" by the General Federation of Women's Clubs.

Dedication ceremonies of WXYZ Detroit's new broadcast house, were simulcast June 4 in a half-hour featuring AB-PT pres. Leonard H. Goldenson; ABC Western div. v.p. James G. Riddell, and Mich. Gov. G. Mennen Williams.

**Block-Booking Film Suit:** KTVR Denver is seeking \$375,000 in damages in an anti-trust suit filed against Loew's div. MGM-TV, charging "block booking." The suit was filed in N.Y.'s Federal District Court May 29. According to MGM-TV's legal dept., KTVR's action is a counter-suit, prompted by Loew's pending suit in N.Y. Supreme Court against Gotham Bestg. and Founders Corp.

Gotham & Founders are guarantors of Loew's 1956 deal with the station for MGM-TV's pre-'48 library of features. MGM-TV claims the guarantors haven't paid the film rental according to the 1956 contract (\$900,000 over a 60-month period) and is suing for \$813,570, which covers the remainder of the contract plus court costs & attorneys' fees. Phillips, Nizer, Benjamin & Krim is handling the litigation for Loew's and offered no comment regarding the KTVR suit, when queried by us Thursday, June 4.

KTVR, meanwhile, is continuing its film-purchasing activity. Last week (June 4) the station bought features & 2-reelers from Screen Gems for a reported \$100,000 to be paid over a 4-year period.

**Editorial Brings Results:** An on-air editorial by Westinghouse's KYW-TV & KYW—urging that Cleveland authorities recognize TV-radio as news media with standing equal to the press—has been effective, station officials say. The editorial blast at municipal officials was cued by the City Planning Commission's release of a long-awaited report to the press, bypassing TV-radio (Vol. 15:21).

Following the stations' editorializing, KYW-TV gen. mgr. George Mathiesen & KYW gen. mgr. Gordon Davis were contacted by both the majority & minority leaders of the city council, who pledged to work for equal access to city news for broadcast stations. While the mayor and other top city authorities remained officially silent, station sources said unofficial assurances from municipal figures and comments of viewers & listeners indicate that there's now "far better understanding" of broadcasting's place as a news medium—as a direct result of the editorial.

New type of talk show featuring author-critic Marya Mannes (named by Fund for the Republic's Patrick M. McGrady Jr. [Vol. 15:5] as one of the 10 best TV critics) was set to premiere on WNEW-TV yesterday (June 7) in 9-9:30 p.m. spot. *I Speak for Myself* will aim away from the usual interview or exposé type of program but will follow an informal discussion format with "men & women of intelligence, wisdom and wit who enjoy playing with ideas," says Miss Mannes.

**Note to commercial managers:** Don't fret if your best time salesman leaves you, just when you feel he has been trained to tip-top skills. Chicago employment specialist Tom McCall holds that salesmen should change jobs every 5 years. Mobility, he says, improves a salesman's ability.

KHJ-TV Los Angeles is preparing *Raw Deal* as a series for taped syndication, with Ralph Andrews as producer. Also projected for tape syndication by this station: *Sherwood Affair* and *The Oscar Levant Show*.

CP for KAKJ (Ch. 4) Reno, Nev. was revoked by FCC last week, concluding proceedings which started 3 years ago (Vol. 12:24)—on the grounds that some of the principals had deceived the Commission about ownership.

General catalog of broadcast, microwave, amateur and aviation equipment, etc., has just been published by Collins Radio Co., Cedar Rapids, Ia.

## Programming

**Watch the Fords Go Buy:** TV's most ambitious single project for next season—the Tues.-night Ford specials on NBC—will feature the TV drama debuts of Ingrid Bergman and Alec Guinness. MCA, packaging, will go all out to provide exec. producer Hubbell Robinson with established properties and names new to TV. It is likely that such personalities as Gregory Peck, Marlon Brando and Marilyn Monroe will also appear—if the right properties can be found for them. "We don't want to use names indiscriminately, but only when we have a property appropriate for the talent" our MCA source said.

From 8 to 12 of the 39 will be filmed shows, the rest live. The filmed segments will be dramatic properties, which can best be done on film. The series will consist of both dramatic & variety shows, with the variety portions using names like Dean Martin (set for 2) and Jerry Lewis (who will star in 2 book shows).

Production budget for the Ford series is \$7.8 million. While MCA & Robinson haven't yet signed producers for the series, some stars—Lewis, Martin and Gregory Peck—would produce their own contributions, working closely with Robinson.

A report that the tapes being made by Matty Fox of the Bolshoi Ballet would be seen on this series was promptly denied by MCA.

"The total answer to TV's future seems to me to lie in the matter of balance. If it tips unmistakably toward pattern programming, toward every producer industriously seeking to duplicate precisely the hits of the season before, it will surely deteriorate. 'What trend do you see—more Westerns, more private eyes, etc?' is the favorite and usually the foremost question of every interviewer seeking copy from us hapless creatures who are supposed to foresee these things. The question itself is disturbing. It presupposes an inevitable and compulsive tendency to copy the current successes. It assumes the industry is inexorably dedicated to slavish imitation of whatever has worked before."—Hubbell Robinson, in a guest column for John Crosby.

TV comic Carl Reiner took a poke last week at the timidity of agency men in selecting comedy film series. "If they don't laugh while viewing a situation-comedy pilot, they say 'Well it didn't make me laugh.' If they do laugh, they say, 'Well, I laughed, but will the viewers?'" said Reiner, via Marie Torre's *Herald Tribune* column. Reiner & actor Peter Lawford have produced a pilot of a situation comedy called *Head of the Family* which has been repeatedly passed over in favor of more established types of series. "All the tradesmen agree I have a quality product, but nobody buys it," said Reiner, adding "and it's too late to work a private eye or Western theme into the show."

St. Lawrence Seaway official opening June 26 will find TV on hand en masse. Both ABC & CBS will utilize the facilities of the Canadian Bestg. Co. in their coverage. ABC plans a live simulcast from 11 a.m. to noon. CBS's 2-hour offering, starting at 10 a.m., will be live & film and will show the dedication ceremonies attended by President Eisenhower & Queen Elizabeth. NBC's program will be an hour-long prime-time special (8-9 p.m.) on tape, and will be sponsored (Vol. 15:22).

First production unit of RCA's magnetic disc recording system was delivered last week to WDAS Philadelphia.

**Susskind Specials:** While he still has a couple of deals in negotiation, producer David Susskind will have 33 specials, an overall production budget of \$25 million for next season, he tells us. His Talent Associates, certainly the most active producer of live shows in TV today, produced 16 specials this past season.

Susskind, in Hollywood recently on negotiations for some of his projects, told us that next season his TA will produce 9 DuPont *Show of the Month* specials (CBS); 8 Art Carney specials (NBC); 7 MGM specials for General Mills & Westclox, network not set; probably 2 Sid Caesar specials for *U.S. Steel Hour* (CBS); *Armstrong Circle Theater* (CBS). Also, a deal has been signed for TA again to produce specials for Rexall Drugs—6 hour-long shows for next season.

The ubiquitous Susskind also has his *Open End* show (distributed by NTA), and will produce 2 movies for Columbia, *Raisin in the Sun & Revival*. For his MGM specials, produced in conjunction with Metro, Susskind has lined up thus far these Metro properties: *Ninotchka*, *Random Harvest* and *The Citadel*.

As usual, Susskind had a few acid remarks for his critics: "If I tried to get Garbo for *Ninotchka*, they'd say I was playing it safe, so I won't try . . . Other producers criticize me for one reason—envy. They wish I would have a flop. Eventually, I will—that's the law of averages. They say I'm playing it safe by taking established properties, but everytime you put on a show you're taking a chance . . . I don't know why Dick Powell has criticized me. I have never mentioned him by name. Personally, I think he's quite a guy, but he's in the TV film business. I've never met him . . . I will only do live shows, and from New York. California is a lovely place for retired people."

"A tragedy for TV and a blow to people who are dedicated to good music" is the passing from ABC-TV of *Voice of Firestone*, says Sen. Neuberger (D-Ore.). He took space in the *Congressional Record* appendix to record his wish to "join in mourning" for the end of the show which "could not compete successfully—in the opinion of network business managers—with . . . cowboy thrillers & comedy shows."

Public service TV programming—\$270 million worth of time donated in 1958 alone to civic causes—is one answer to the industry's critics, according to Rep. Lindsay (R-N.Y.), a Judiciary Committee member. In the *Congressional Record* he called his colleagues' attention to a March 9 *Television Age* commentary by publisher S. J. Paul which advised TV's critics to acknowledge its civic contributions before "carping from the sidelines or hunting headlines."

CBS News' prime-time specials, set for next season, have been outlined by Sig Mickelson. Producers will include Fred Friendly, Leslie Midgley, Burton Benjamin, Don Hewitt, Paul Levitan, Albert Wasserman and Stephen Fleischman. "All production units within CBS News will take part in the series," Mickelson told the Canadian Bcstrs in Toronto, last week. Subjects of 2 of the monthly specials were announced: "The Population Explosion" (population growth & its implications for the future), and "600,000,000 miles per hour" (the space age).

Jack Paar has signed a new NBC-TV network contract, effective July 6, cutting back live appearances to 4 nights (Mon.-Thurs.). Starting July 10, and each Fri. thereafter, a program of taped highlights from former Paar shows, or a live show hosted by a guest m.c., will be presented. After each 13-week cycle, Paar will take a 2-week vacation.

"Birth of a Nation" in a history-of-the-movies anthology, will not "arouse racial feelings," Sterling TV pres. Saul J. Turell has told the NAACP in a letter to exec. secy. Roy Wilkins. Turell assured that "We have never had any intention of releasing 'Birth of a Nation' in its original version. In fact, we would oppose its release in its present state almost as vigorously as you do . . . We intend only to use certain excerpts in our TV series (on motion picture history)". When Sterling acquired a package of old D. W. Griffith movies, it toyed with the idea of selling the controversial film as a Civil War TV special. Wilkins had sharply protested use of the film on TV claiming it glorified the Ku Klux Klan.

Sid Caesar, has been signed to a long-term exclusive contract with CBS-TV, pres. Louis G. Cowan revealed June 4. Under the terms of his contract, Caesar will star in a series of one-hour comedy specials, the first of which will be presented this fall. The series will be produced by the Shellrick Corp. with Hal Janis as exec. producer. Audrey Meadows has been signed as a regular featured performer on all the shows. Caesar's first series appearance—also his first on CBS-TV—will be on *The U.S. Steel Hour* Wed., Oct. 21, 10:00-11:00 p.m., when he will present a satirical comedy treatment of the auto industry.

No divorce of TV advertiser and his programming is foreseen by ad men queried by *Advertising Age* on John B. Cunningham's recent prediction. The chairman of Cunningham & Walsh last month predicted that TV's advertising & editorial functions ultimately will be autonomous, as in the print media. Agency, advertiser, and network executives spot-checked by AA, not only saw no divorce but anticipated a stronger marriage, because of sponsors' growing concern with the total image created by programs' message, mood, and merchandising impact.

Westerns appeal most to semi-skilled & white-collar workers, and in that order, according to a Ph.D.-thesis scrutiny of the TV viewing habits of 1200 people. Alex Runciman, producer-host-editor of KNXT Hollywood's *Television Journal*, made the survey, given an assist by Nielsen and ARB. It also showed that white-collar workers & college graduates go for drama, that interest in mysteries decreases with age, and that college-educated groups have a lower preference level for comedy & variety shows.

Producer Dore Schary, whose contract with NBC calls for five 90-min. Civil War specials in 1961, tells us some of those shows will be live, some film. Schary is now in Hollywood, already working on details of the specials. ABC has shelved its plans to have Warner Bros. produce Civil War specials in 1961. Schary on TV generally: "TV is an important & exciting medium for non-fiction, but it doesn't attract me as a medium for fiction. I'm accustomed to the wide-screen for dramatics."

Art Linkletter has added himself to the growing list of performers and producers visiting Russia to shoot TV segments. Linkletter, and a crew of 3, will arrive in Moscow June 22 for 4 days to film stunts involving Russian-speaking contestants with interpreters, and English-speaking Russians. Similar jaunts to Berlin & Paris will follow. The films will be on NBC's *People Are Funny*.

Saddled-up soap opera is being planned by ABC-TV in a bid for daytime ratings. Set tentatively for a half-hour between 12 & 1:30 is *Hope Springs*, currently on the block before various daytime advertisers. ABC terms it a "new daytime serial of the frontier West" playing up "the women's point of view."

## Television Digest

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**Personals:** Payson Hall, treas. & TV-radio dir. and Karyl Van, v.p. & adv. dir., named directors, Meredith Publishing Co. (WHEN-TV & WHEN Syracuse, WOW-TV & WOW Omaha, KPHO-TV & KPHO Phoenix, KCMO-TV & KCMO Kansas City, radio KRMG Tulsa) . . . Jim Silman promoted to program dir., WTOP-TV Washington, succeeding Thomas B. Jones, named to similar post at WJIM-TV Lansing.

William M. Fromm, adv. and promotion mgr., NBC Spot Sales, named sales development and promotion mgr.; Anthony Liotti promoted from research supervisor to research mgr. . . . William Shelton named sales mgr. for Continental Europe, NTA International, headquartering in London . . . Warren Baum, chief of FCC's Office of Network Study, resigns after 3½ years on network investigation to join European dept. of International Bank's economic staff, headquartering in Washington.

Jack Sonntag named Four Star Films production mgr., succeeding Frank Baur, resigned . . . Philip Kranz, ex-NTA non-theatrical sales dir., named educational film sales dir., Pathe News . . . George Greaves resigns as station mgr. of KXTV Sacramento.

Charles (Chuck) Olson, ex-WREX-TV Rockford, Ill., appointed WITI-TV promotion mgr. . . . Howard O. Peterson resigns as gen. mgr. of KTVH Hutchinson-Wichita . . . Roger L. Micheln promoted to local sales mgr. of WFRV Green Bay, Wis.

Sherman C. Hildreth named station technical facilities dir., NBC radio o-&o stations . . . Maurice Guillerman promoted from account executive to natl. sales mgr., WWL-TV New Orleans.

Harry Ackerman, Screen Gems production v.p., back at his desk after recuperation from an ulcer attack.

Norman Knight, pres. of WNAC-TV & WNAC Boston and the Yankee network, received the American Heritage Committee's Freedom Book award for "continuous cooperation with worthwhile patriotic measures to protect our American heritage, in particular his support of the radio program *Dangers of Apathy*."

Robert W. Sarnoff, NBC board chairman, is scheduled as principal speaker at the commencement exercises of Franklin & Marshall College, Lancaster, Pa. June 8. He will be awarded honorary doctor of laws degree.

Southern Cal. Bcstrs. Assn. has elected Howard Gray, KGIL San Fernando Valley, chairman; Herb Comstock, KAVL Lancaster, vice-chairman; Cliff Gill, KEZY Anaheim, secy., Norman Boggs, KHJ Los Angeles, treas.

Japanese viewers will see in color NBC's Perry Como-Kraft offering next season via tape. Negotiations were completed last week between NBC International Ltd. and Nippon Television, Tokyo. Deal marks 2 firsts: First time a U.S. broadcaster has supplied a tape show to a foreign broadcaster on a regular basis, and first color tapes sold in the foreign market. Total number of foreign countries to view the Como series next season will be 16.

Warren Hull, TV-radio performer & producer, joins David Jaret Corp. brokerage firm, where he will be associated with pres. David Jaret in negotiating sales of TV-radio stations. This is an entry into a new field for the 36-year-old business brokerage house, located at 150 Montague St., Brooklyn, N.Y. (Ulster 2-5600). Hull will also continue as a performer.

"Explosive" is the word for TV, says Philip Ward Burton in his latest book on advertising, *Making Media Work*, published by Printers' Ink Books (448 pp., 80 illus. & charts, \$8.50). "The basic reason why a national advertiser uses TV is clear-cut. He uses TV because he can thus deliver the most effective selling message to the greatest number of people." The book analyzes all media.

First annual \$1,000 scholarship established by Broadcasting Executives Club of New England for Boston U.'s School of Public Relations & Communications went to William Colclough, Hamden, Conn. He will enter Boston U. in the fall as a junior, majoring in broadcasting.

Howard K. Smith, CBS newsman, received an honorary doctor of humane letters degree from Alfred U., June 7. The day before, Dr. Bergen Evans, moderator of CBS-TV's *The Last Word*, received an L.H.D. from his alma mater, Miami (Ohio) U.

Assn. of Federal Communications Consulting Engineers, at recent annual convention in Ottawa, elected: Howard Head, pres.; Robert Silliman, v.p.; William Bennis, secy.; Edward Lorentz, treas.

Editorial effort, "Thou Shalt Not Kill," a 60-min. documentary & statement of position on capital punishment presented by KNXT Los Angeles (Sept. 10) has won for the station the Sigma Delta Chi award.

Blair Walliser, exec. v.p. of MBS, elected pres. of Broadcast Pioneers, N.Y. chapter, for the coming year.

## Auxiliary Services

National Community TV Assn. annual convention June 23-25 at the Sheraton Hotel, Philadelphia, includes the following on its agenda: Luncheon address June 23 by Sen. Randolph (D-W. Va.); Discussion of "State Legislative Problems" by Pa. state Sen. William Z. Scott, stockholder in Lansford, Pa. CATV system; "Experience with long distance TV fields used for re-transmission," by Warren Braun, asst. gen. mgr., WSVA-TV Harrisonburg, Va.; educational TV & CATV, by Dr. Warren L. Hickman, Ithaca College dean of liberal arts; public relations, by U. C. Whelchel, Celanese Corp. mgr. of regional community relations; addresses by presidents of manufacturers Entron, Jerrold, Spencer-Kennedy Labs and Westbury Electronics; round-table discussion of CATV problems by 7 operators—plus talks on sales promotion, insurance and advertising.

Translators granted by FCC last week: Ch. 70, Springerville & Eager, Ariz. to the town of Springerville; Ch. 70 & 74, Navajo Compressor Station, Ariz. to El Paso Natural Gas Co.

## Advertising

**BIGGER SYNDICATION DEALS:** A new trend has been evidencing itself this year in the sizes of syndicated telefilm sales to advertisers. The big sales are becoming bigger but fewer; the medium-sized regional purchases (15 to 30 cities), once the bread & butter deals of the business, are slacking off; the small 4-to-10 market buy is on the increase.

Reason: National, or near-national advertisers—many with long track records of network program sponsorship—have been moving quietly & steadily into the syndication field. This was clearly revealed last week by our checkup of N.Y. sales headquarters of all leading syndication firms & producer-distributors.

On the downgrade are the number of purely-regional buys made by regional advertisers who aren't likely to map a national syndication invasion, say telefilm sales sources. They're still in evidence—as witness last month's Ballantine Beer purchase of MCA-TV's *Shotgun Slade* series for a 52-week run starting this fall in its full list of 28 Eastern markets. But, big regional buyers tend today toward market-by-market buys that may range from telefilms to spot saturation campaigns.

The latest example of this syndication trend is the 60-market, alternate-week purchase of Ziv's new *Lock-Up* by American Tobacco Co. via BBDO—a series which will follow immediately on the heels of a 26-week run, in a similar market list, by the tobacco firm with MCA-TV's *SA-7* espionage series for both Lucky Strike & dual filter Tareyton. American Tobacco, of course, has a long history of network TV sponsorship, but is relatively new to the ranks of major syndication advertisers, signing its latest deal only last week.

Most of the major syndicators can point to king-sized deals of this nature this season, usually built around a medium-sized national advertiser buying a fairly expensive syndicated telefilm series for alternate-week exposure, with local & regional clients buying the other half (although a few clients are traveling first-class with full program sponsorships on a long station list).

CBS Films Inc. is in a particularly strong position in this area, having scored a total of 4 major sales (2 renewals, 2 new buys) during the past 6 months that top 60 markets on each deal: Continental Baking's 5th-year renewal on *Annie Oakley* (76 markets); Conoco's 3rd-year renewal of *Whirlybirds* (alt. wks., 67 markets); Carling Beer's purchase of *The Phil Silvers Show* reruns (2/3 alt. wks., 1/3 full sponsorship, 63 markets); and Amoco's first-run buy of *Border Patrol* (alt. wks., 63 markets).

National Telefilm Associates claims the biggest recent non-network sale of them all—a 100-market spread, mostly on an alternate-week basis, of *U.S. Marshal* for Budweiser, with virtually all of the brewing firm's market lineup cleared since the first of the year. NTA's next-largest deal in 1959 has been a 47-market spread for one of the pacific coast's largest breweries, Olympia, with full sponsorships of the first-run *Glencannon* series that NTA took over from Gross-Krasne-Sillerman.

NTA's feature-film variation of this formula—the NTA network sale of participations in old Shirley Temple movies—has racked up similar long lineups. It's interesting to note that last Dec., 5 national advertisers (Samsonite, Ideal Toy, Necchi-Elna, Westinghouse, Philips-Van Heusen) bought into a 63-market spread of the Temple films. NTA expects to repeat the formula this year.

**HOLDING SUMMER VIEWERS:** A sponsor's best bet for boosting the share-of-audience his program gets in the summer months is to freshen it with a steady flow of new program material. If he uses program reruns he'll do about as well in audience share as he does during the peak winter months. But, if he uses a summer replacement series, he's betting against tough odds, and is more likely to lose than gain his share of viewers.

The above, says A. C. Nielsen Co. in its 1959 report on warm-weather programming, is the general situation that confronts advertisers & program planners. Nielsen's study is based on the July-Aug. behavior of a total of 77 network TV programs last summer measured against what the research firm describes as "equivalent winter performance standards."

\* \* \*

Here's the summertime program picture as outlined in the new report:

1. 52-week show, new material: This is usually the most expensive course (since winter talent-cost levels remain similar), but it "usually improves share performance." On film shows, this of course means a fresh episode each week. With live shows, it means retaining the winter format & the same, or similar, star values. Of 15 shows that maintained a year-round new-material approach, Nielsen found that 14 "maintained or improved winter share levels." Seven shows produced a minimum of 5% improvement in grabbing a share of homes using TV. Only one show (not identified) showed a 5% decline in audience share. Over-all winter share average for the group: 33.5%. Over-all summer share: 35.3%—an average improvement of 7%.

2. 52-week show, selected rerun episodes: This is the most-traveled program route in the summer months on major networks, accounting for 61% of the 77-program total. The share-of-audience track record was generally in favor of repeating the best shows (usually 13 out of 39) during the summer. Of a total of 47 shows using repeats, 19 improved audience share by at least 5%. But 22 declined in share, usually not very drastically. Six shows were on the fence, maintaining a winter level of audience share. The general picture: "43 shows out of the 47 performed within 5% of, or better than, winter share of audience levels."

3. Summer replacement program: Time costs during the summer are the same as those in winter when figured on a 52-week basis. Therefore program costs on summer fill-in shows, because of generally lower performance, must be considerably below even the prices for rerun shows in order to match Nielsen's warm-weather form chart on a cost-per-1,000 basis. Of 15 summer replacement series checked by Nielsen, only one show came up with a 5% improvement in audience share. All the others fell off, some drastically. Five shows declined less than 15%, and 9 declined more than 15%, with one ill-fated replacement series in the latter group losing 47% of the regular winter share-of-audience level.

\* \* \*

Nielsen sums up the situation thusly:

"Lower per-broadcast TV audience levels in the summer present an even greater need for careful program evaluation. Since the time & production costs are independent of potential audience size, summer challenges the advertiser to continue broadcasting to the many viewing homes without overpaying for, or forfeiting this large audience."

**In Other Media:** Following *Life's* example, *Reader's Digest* is making a 54-city test of newsstand prices at 29¢ & 25¢ (cut-rate under its regular 35¢) . . . A *Newsweek* study has determined that liquor advertisers spent \$32,-927,052 for 3219 pages in magazines during 1958. This represented a gain over 1957 of 6.4% in money and 1.9% in pages . . . Advertising, which comprised 59% of all space in America's weekly newspapers in 1957, was down to 55.2% last year, reports the Natl. Editorial Assn. & Newspaper Assn. Mgrs. At the same time, circulation increased for the weeklies, states N. W. Ayer's latest *Directory*—up 700,000 to a 1958 total of 22,708,982. The number of weekly newspapers increased 71 to a 1958 total of 9396. Total paid circulation for weeklies is up 30% since 1950.

\* \* \*

Quality, not quantity circulation should be the magazine industry's line of defense against TV's encompassing coverage, *Coronet* publisher Arthur Stein recently told a Direct Mail Advertising Assn. workshop on circulation techniques. "No magazine can hope to reach the total audience offered by TV," he said, underscoring the futility of competing with TV for the advertising dollar in the area of mass circulation. "The race for numbers so many of us are in hasn't proved successful or profitable." To beat the current magazine industry slump in earnings he suggested reduction of circulation totals to reasonable levels, with emphasis on selectivity of audience, and hiking of subscription rates, to take some of the burden off advertisers. (*Coronet's* latest 6-months statement shows its single copy sales down to 867,949 from the 1,023,084 of the year before. Subscriptions, on the other hand, went from 1,952,350 in the 1957 period to 2,200,481 in the 1958 period.)

\* \* \*

Ben Hibbs, editor of *The Saturday Evening Post*: "It would be a bit silly, of course, to deny that TV has had an impact on the magazines. Our new competitor has been taking an increasingly large bite of national advertising budgets, and of course some of this revenue has come right out of the hides of the magazines. However, I have noticed that surging changes of this sort have a way of leveling off, and this is what seems to be happening now in the national advertising field. In the end, I suspect, each medium will get a fair share of the take, and there will be enough for all. The long-range business outlook for the magazines is by no means as dismal as some of our electronic competitors would have you believe."

\* \* \*

Ad dollars buy more on TV than in Sunday supplements, concludes a study recently completed by TvB for its 1959 sales clinics. In coverage & economy, both network & spot TV deliver more by far than the 4 major national supplements. The study includes, for example, an analysis of the cost & impact of a full-page 4-color ad in *American Weekly*, a 5-a-week schedule of 20-sec. 6:30 p.m. TV spots and participating sponsorship in five 15-min. daytime net TV shows. The spot schedule costs slightly more but reaches 50 markets & almost 12 million unduplicated homes, compared with the supplement's 34 markets & 10,105,800 circulation. Net TV also costs slightly more than the supplement ad, but reaches 140 markets and 10,765,000 unduplicated homes. More to the point, the average number of ad noters for a 4-color page in AW is 7,631,100. In comparison, the net & spot TV schedules draw 17,224,000 and 30,465,000 unduplicated viewers respectively. The cost-per-1000 viewers is \$2.42 for net and \$1.38 for spot TV, compared with AW's \$5.13 cost-per-1000 noters.

**Advertising People:** Anthony V. B. Geoghegan promoted from senior v.p. and plans board chairman, Young & Rubicam, to exec. v.p. . . . Myron P. Kirk named senior v.p. & management account supervisor, Lennen & Newell . . . Michael Donovan, ex-Benton & Bowles v.p. & associate media dir., has joined BBDO media dept.

Lawrence D. Reedy appointed acting head of AAAA's headquarters' section IV, which includes TV & radio administration. He succeeds v.p. August A. Nelson, resigned . . . Thomas D'Arcy Brophy, former chairman of Kenyon & Eckhardt, and Samuel C. Gale, former v.p. in chg. of adv., home service, public services & mktg. research, General Mills, are to receive the first annual Adv. Fed. of America Awards for distinguished service.

Mrs. Mary-lou Jorgensen named information services mgr., Assn. of National Advertisers, succeeding Miss Alice Kennedy who will be married June 15 to Thomas Ahern . . . Chester R. (Chet) Cooper, ex-WNHC-TV New Haven and WFIL-TV Philadelphia, has joined TV-radio dept., Gray & Rogers.

Joseph D. Nelson Jr., elected senior v.p. & dir., Cunningham & Walsh; Laurence W. Scott, Chicago office v.p., also named dir. . . . Walter W. Stumpe named v.p., Needham, Louis & Brorby.

\* \* \*

Latest executive switch in N.Y. in the big-time program field (not, however, involving CBS-TV) finds Charles C. (Bud) Barry moving from his present post as pres. of the NTA TV Network to the job of v.p. in charge of programs & talent at Young & Rubicam, reporting to v.p. Peter Levathes. Presumably, his program role at NTA—that of preparing a fall lineup of taped specials that could be sold in the manner of last season's Shirley Temple films—will be taken over by Ted Cott, v.p. in charge of NTA's o-&o stations.

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**Decade of Furness' Line:** TV's best-known saleslady—Betty Furness—completes her first 10 years for Westinghouse this week (June 8). By McCann-Erickson's count, she will have rattled off some 312,000 words on TV, for everything from air conditioners to portable radios, on *Studio One*, the hour-long Desilu series, and other Westinghouse-sponsored shows. Average-per-show: About 650 words. She's been on the air some 1,980 minutes of 475 shows and her 33-hour on-camera total is longer than many a one-season program series.

—■—

Jes' keeps Rolaiding along: Many magazines have been carrying the story, picked up from a May 24 Washington-dateline UPI dispatch which was played by dailies, that the FTC and American Chicle Co. had signed a consent order against man-in-white-coat TV commercials for Roloids. The UPI's Sun. dispatch, marked for "release at 6:30 p.m. DT" for Mon. AM's, was correct in every who-what-when-where detail except one: it was a year old. What happened was that the news service's Washington bureau had asked the FTC for a copy of a 1958 handout, marked for release to AM's of Mon. May 19, announcing the Roloids agreement (Vol. 14:20), because the UPI's N.Y. headquarters wanted the copy for office file purposes. The old release arrived in weekend mail at the Washington bureau, where it was dutifully processed for the wires by a skeleton staff which noted the Mon. advance timing—but not the date.

New rep: KTVW Tacoma-Seattle to Richard O'Connell Inc. May 22 (from Hollingbery).

## Film & Tape

**TAPE STANDARDIZATION (cont.):** "The future of videotaped programs & commercials will be limited—unless the industry gets together right now on operational standards that will make possible a completely universal distribution of tapes from station to station," commercial producer Bill Unger told us in N.Y. last week.

Unger, who's a founder of the Screen Gems-owned production firm of Elliot, Unger & Elliot, voiced his comment while discussing a new role he's playing as chairman of a special subcommittee of the video-tape facilities committee of the Film Producers Assn., the N.Y. industry group of some 35 telefilm & commercials producers. Working with him on the subcommittee will be Filmways' technical operations dir., Harry Sombor.

Currently exploring opinions of FPA members on tape standards, the subcommittee is working closely with NAB and the Soc. of Motion Picture & TV Engineers, Unger adds. The current problem of station-level tape charges (Vol. 15:18) is not involved.

"From the producer's point of view we are only indirectly concerned with basic technical standards," Unger said. "But there's much to be clarified in terms of what you do within those standards. For instance, such factors as reel sizes, shipping containers and rapid visual identification of a tape reel's contents affect both agency & producer costs, and should be standardized before they become diverse."

Unger admitted that few FPA members are tape-equipped now, but stated that "the problem of operational standardization is ultimately going to affect the whole industry."

**Bolshoi's Taping:** Undoubtedly the most ambitious TV-taping to date took place at Paramount-Sunset's huge stage 6 in Los Angeles last week. There the Bolshoi Ballet spent 5 rehearsal days & 3 days before the cameras, doing four 1-hour shows which Matty Fox of Skiatron intends to show on TV. Just how, he isn't saying (Vol. 15:20). The production will cost about \$1.2 million, including tape & production costs, and the \$550,000 which impresario Sol Hurok is guaranteed by Fox. "It's the most expensive single project TV has ever had," producer Ted Mills tells us.

Signs in Russian posted all over the Paramount studio, directed the troupe, which took over 5 stages for the taping. A 68-piece orchestra occupied an adjacent stage, sound equipment took another. Milton Cross narrated.

KTLA, (Ch. 5), whose tape equipment was used for the show, employed 76 technicians on the project—a record. The station hopes the ambitious taping will lead to more such special projects at the Paramount-owned studio.

NBC provided the sets, with Fox paying for them. Fox has been working on a deal with NBC whereby he would buy 4 hours of prime time (est. cost \$400,000), to show the ballet programs. While he would not be allowed to pitch for \$1 on TV from each viewer to pay for the show (NBC contends the air is free and it would therefore be against FCC regulations to allow such a pitch), Fox plans widespread newspaper-ad campaigns calling attention to programs and asking viewers to send \$1 if they like the show. Apparently the Bolshoi stunt is a push for the Skiatron pay-TV system via free TV. The Fox-NBC deal is one of those on-again-off-again propositions. Deadline for signing passed this week and the agreement officially was off—but it could still be revived, NBC officials admit.

**Paramount's Post-1948's:** A backlog of feature movies, untapped for TV is even better than having cans of money in the vault, since the value keeps growing, Barney Balaban, Paramount pictures pres., feels. Paramount, therefore, is in no hurry to get rid of its post-1948 pictures, and wants to explore all of the possibilities for pay-TV exposure (via its own International Telemeter Co.) before it makes a move to sell its recent pictures in the free-TV market.

This philosophy was crystalized last week in N.Y. by Balaban for stockholders attending the film firm's annual meeting. Balaban noted that Paramount "does not include TV income from its film library as part of its normal operating revenue." (For report on earnings, see p. 20.)

The current supply of pre-1948 pictures available to TV is likely to last "for another 2 or 3 years, or possibly longer," said Balaban. Meanwhile, as this supply shrinks, TV's demand for features "would increase accordingly, enhancing the value of our product," he added, pointing out that "in any consideration of our post-'48 library, there is the ever-alluring potential of pay-TV."

Not that Paramount, apparently, has anything against free-TV—if the money is right. Balaban told shareholders that sales contracts written so far by MCA-TV on the pre-1948 Paramount backlog have reached the \$50-million mark, under which Paramount is guaranteed \$35 million starting in 1960. And, "prospects appear favorable" for a guarantee of an additional \$15 million as MCA heads toward a total gross level of \$75 million.

Balaban stated "with confidence" that he expects pay-TV, however, to be "in operation in several thousand homes by 1960." He also said that International Telemeter would move its office from Los Angeles to N.Y. within the next month or so, and stated that the division's technical progress has reached a point "where the administrative emphasis in the development of pay TV can now shift to programming, development of markets and other basic phases." Added Balaban: "Some form of pay TV is inevitable."

A pay-TV experiment by Telemeter this fall "in an undisclosed Toronto suburb" has been openly discussed in film trade journals recently. If the autumn experiment proves successful, Telemeter plans to expand it to the entire Toronto area, Paramount officials in N.Y. tell us. No starting date for the Toronto project was revealed.

The Paramount pres. was more cautious on the subject of the firm's own telefilm making, saying that he believed "production for TV could have a profitable potential for us," but that he expected to be "feeling our way as we go along." None of Paramount's current crop of pilots, incidentally, have been sold either for network or syndication.

**New Directions for Screen Gems:** An expansion of Screen Gems activity in the domestic telefilm market, via a new subsidiary that will specialize in programs-for-time barter swaps, and an increase in Latin American sales were announced by the Columbia Pictures TV subsidiary pres., Ralph M. Cohn, last week.

The barter deals—a new sales area for Screen Gems—will be handled through a newly created offshoot, Telescreen Advertising Inc. Heading the Telescreen operations will be Charles Weigert and Sidney Barbet, pioneers in film bartering, who have resigned from Regal Advertising Associates (house agency of Exquisite Form bras) to supervise the project. Screen Gems is currently lining up old film properties to be exchanged for spot time.

**New York Roundup:** Second Ampex tape unit has been installed in the N.Y. film studios of Elliot-Unger-Elliot, commercial production subsidiary of Screen Gems. In addition, E-U-E has also installed new 35-mm kinescope equipment to provide film as well as tape copies of video-taped commercials.

Nucoa's funny TV commercials have been drawing laughs, but not sales. Last week, Nucoa (Best Foods div. of Corn Prods. Co.) switched back to the straight-sell, moving the \$1 million account from Guild, Bascom & Bonfigli agency, specialists in the low-pressure, off-beat TV sell, back to Dancer-Fitzgerald-Sample, the "hard-sell" agency from which it had been yanked 2 years ago. GB&B retains, however, Best Foods Skippy Peanut Butter, which is worth some \$2 million in total billings. The Nucoa switch is effective July 1. The bulk of the margarine's spending is in spot TV advertising.

UA-TV's first network show is close to contractual reality, the film firm's N. Y. headquarters tells us, with NBC-TV considering the hour-long proposed anthology for a mid-evening Sunday slot this fall. Although episodes to be filmed by various UA movie producers (such as Kirk Douglas & Burt Lancaster) may run as high as \$200,000 in production costs, there's no pilot film of any kind on the series. Price to a sponsor may be reduced by UA-TV retention of potentially valuable overseas theatrical & TV distribution rights.

WCBS-TV is doing better with its *Late Show* feature strip than any of N.Y.'s big movie houses, with one exception. Currently, the CBS-TV flagship is grossing approximately \$60,000 weekly (before agency discounts) from participation advertisers, \$10,000 more than last week's gross on "Pork Chop Hill" at the Roxy, and \$24,000 more than Marilyn Monroe's "Some Like It Hot" at Loew's State. Top movie money in N.Y.: the \$142,000 take at the Music Hall with "Ask Any Girl."

Sir Winston Churchill is now part of a TV deal wrapped up in N.Y. during the statesman's recent visit. TV & motion picture rights to his 6-vol. memoirs have been assigned to Jack LeVien, Hearst TV newsman & former Colonel on Gen. Eisenhower's staff in Europe. Development for TV is expected to be along the lines of the *Crusade In Europe* series.

Features are expensive these days. A package of 78 films from the Columbia and U-I backlogs was bought for \$1 million by WOR-TV N.Y. last week from Screen Gems. They'll be used, appropriately, to freshen up the station's *Million Dollar Movie* feature showcase, and represent WOR's biggest buy since it took the plunge on the RKO backlog 5 years ago.

NTA-BBC co-production series, *The Third Man* with Michael Rennie starring, starts British production during the week of June 22 at Shepperton Studios, with 19 episodes scheduled. The first 20 were shot in Hollywood at the TCF-TV lot. A network sale to Lever Bros. has been rumored, but not confirmed.

Ziv is giving space-age training to 7 telefilm writers due to be working on the new *Space* series scheduled to debut Sept. 30 on CBS-TV. Special briefings will involve trips to Air Force & missile-launching locations and lectures by experts from the Research & Development branch of the armed services.

United Press International is entering program syndication via sales & distribution of taped telecasts of 1959 Notre Dame football games. Other sports programs, in collaboration with Newspix Inc., are also in the planning stage at UPI.

**Hollywood Roundup:** Revue Productions has quit production on its *State Trooper* series starring Rod Cameron, and begun preparing Cameron's new series, *Coronado 9*, in which he plays a private eye . . . Columbia will film a movie version of its Screen Gems telefilm series, *Rin Tin Tin*. That completes the circle for this property, which began in the movies.

Herts-Lion Productions plans a new telefilm series, *13 Demon Street*, created by Curt Siodmak . . . A \$750,000 breach of contract suit against ABC, brought by Maxon F. Judell, has been dismissed in Los Angeles. Judell claimed a show titled *What's the Joke?* was based on his format.

Goodwill Caravans, soon to make a trip to 16 South American nations, has signed Crusader Films' Alfred Frantz Stury to film 16 half-hour telefilms of the journey . . . Bob Cummings will receive \$2,595,000 over a 3-year period for reruns of *The Bob Cummings Show* he has sold ABC . . . KTTV has made a deal to telecast 90-min. taped Cuban baseball games beginning next September.

NBC's new Western series, *Bonanza*, goes into production June 29 at Paramount. Producer David Dortort is preparing 12 hour-long episodes . . . Normand Houie Productions is preparing a new telefilm series, *My New Country*.

Ellsworth-Waller Productions has been formed by James Ellsworth & Ron Waller, to produce a new series, *Theatre of Champions*. Jerry Stagg will be exec. producer . . . Steckler-Smith Productions, recently formed by Roy P. Steckler & Bob Smith, are planning *Missile Men*, a TV series.

Veteran director Norman Taurog has formed Prithon Productions, an independent company, to film TV series . . . Jonan Productions, an independent company formed by agent Mitchell Gertz, is in negotiations with ABC on a new TV series, *Marshal of the Last Frontier*.

Screen Gems and Writers Guild of America West have finally signed their long-pending deal whereby SG will produce an anthology of 39 half-hour TV films from scripts supplied by WGAW members. WGAW will get a royalty of \$1500 on each episode. SG's Harry Ackerman will be exec. producer.

20th-Fox TV in a unique title switch, has changed the name of *The Last Frontier* telefilm series to *The New Frontier*, believing this to be more appropriate for a series located in modern Alaska . . . Johnny Fletcher Productions has been formed to produce a telefilm series based on Frank Gruber's *Johnny Fletcher* stories. Gruber is pres.

Warner Bros. is still searching for a producer for its *Maverick* series, to replace Roy Huggins, who has been put in charge of low-budget exploitation movies which will also serve as pilots for TV series . . . Charles Bole, attorney & asst. to Metro exec. Sol Rittenburg, joins Four Star as v.p. in charge of business affairs.

Tele-records has been formed in Hollywood to film promotional programs for recording companies. Film sequences would be synchronized with records the artists had made, and the promotional films would be furnished to stations free of charge. Alan Lane, a Skiatron v.p., heads the new company which plans to film 25 shows a month to match dubbed records.

ITC's syndicated tape series *Ding Dong School* has been sold to KTLA Los Angeles for 52 weeks, placing the program in 50% of the 75 markets anticipated for next season. The show is being offered on tape with an option to take it on kinescope. ITC estimates 20-25% of the stations contracting for the series will select tape. H. G. Saperstein & Associates are handling the taping.

# Trade Report . . .

JUNE 8, 1959

**JAPANESE IMPORTS UP FOURFOLD IN YEAR:** Imports of electronic equipment (mostly transistor radios) from Japan to U.S. totaled \$7.9 million in first-quarter 1959—up from \$2.1 million in the same 1958 period. That's in terms of factory value—translated to retail, it means perhaps \$24-\$32 million in this year's first 3 months.

These figures are detailed in new tables we compiled from official Japanese trade statistics for 1958 & 1959 and never before published in U.S. to our knowledge. The tables, showing imports of selected Japanese electronic items & total electronics imports from Japan on month-by-month basis, delineate these facts:

Radios still account for more than 80% of dollar volume of Japanese exports to U.S.—and radio shipments increased more than fourfold (to nearly \$7 million from \$1.7 million) in first-quarter 1959 over first-quarter 1958. Radio figures shown in table are 20%-30% too high in terms of U.S. market, since that percentage is believed to be re-exported from U.S. to Latin America. Other figures in table don't include re-export.

Growth of other electronic export specialties is demonstrated by table. Phonos still are small potatoes—but going up. Tube imports from Japan are up about 40-fold, and probably next big area of competition (Vol. 15:18). Transistors don't amount to much yet—except units shipped in Japanese end-products.

Japanese diversification in U.S. electronics market will be demonstrated graphically in whole new series of products to be introduced at Japan Electronic Show June 16-20 in N.Y.'s Statler Hilton Hotel.

First Japanese TV sets will be shown in this country by Hayakawa Electric, Hitachi, Mitsubishi Electric and Matsushita Electric Industrial Co., although plans for export haven't yet been stated. Many manufacturers will be showing hi-fi equipment at the show, plus these interesting new specialties: FM tuner, by Fukuin Electric Works; stereo radio by Hayakawa; TV microwave and other station equipment, by Hitachi; TV tuner, by Kataoka Electric; auto radio, by Kobe Kogyo; industrial TV gear, by Mitsubishi; recording tape, by Nippon Electric; TV-radio test equipment, by Ohmatsu Electric.

Here is the monthly breakdown for 1958 & first-quarter 1959 of Japanese imports by selected product types and total electronics-communications imports (columns do not add due to rounding of cents):

## U.S. IMPORTS—SELECTED JAPANESE ELECTRONIC ITEMS

1958

Month	RADIOS		PHONOS		TUBES		TRANSISTORS		TOTAL \$ Electronics- Communicat'ns
	Units	Cost	Units	Cost	Units	Cost	Units	Cost	
January .....	34,431	\$285,264	0	—	5,120	\$1,644	1,600	—	\$394,881
February .....	62,649	561,316	0	—	245	2,593	0	—	674,618
March .....	102,628	852,320	0	—	11,624	3,979	0	—	1,054,486
April .....	147,213	882,132	0	—	35,610	11,371	0	—	1,112,868
May .....	131,249	751,988	3	\$101	14,422	4,771	0	—	985,286
June .....	193,526	1,039,965	55	1,828	88,568	23,873	150	\$204	1,278,110
July .....	208,319	1,240,898	200	6,658	189,647	48,700	109	160	1,454,404
August .....	236,028	1,651,874	825	25,777	35,195	13,642	2,109	1,252	1,888,177
September .....	309,021	2,081,881	30	938	210,638	46,065	1,419	874	2,303,552
October .....	474,110	3,546,178	297	10,738	304,162	79,276	1,474	969	3,901,699
November .....	353,088	2,882,544	343	12,468	130,275	31,811	918	543	3,101,619
December .....	254,258	2,269,341	41	1,322	197,760	48,524	2,841	2,120	2,542,865
1958 TOTAL	2,506,520	\$18,045,701	1,974	\$59,830	1,223,266	\$316,249	10,620	\$7,021	\$20,692,570

1959

January .....	169,991	1,424,503	19	515	178,148	44,570	1,229	960	1,641,707
February .....	351,467	2,737,442	1,003	29,005	73,350	21,039	1,680	1,142	3,044,344
March .....	373,895	2,809,089	798	13,689	476,475	128,383	38,870	27,434	3,287,110
1st Qtr. '59 TOTAL	895,353	\$6,971,034	1,820	\$43,209	727,973	\$190,992	41,779	\$29,536	\$7,973,162
1st Qtr. '58 Total	199,708	1,698,900	0	—	16,989	8,216	1,600	899	2,123,985

First detailed breakdown of imports of Japanese radios by types (tube, transistor & "toy") was made for first 3 months of 1959. Similar data is not available for 1958.

## U.S. IMPORTS OF JAPANESE RADIOS, 1959

### By Category

(includes re-exports to Latin America)

Month	TUBE RADIOS		3 OR MORE TRANSISTORS		LESS THAN 3 TRANSISTORS		TOTAL RADIOS	
	Units	Cost	Units	Cost	Units	Cost	Units	Cost
January .....	15,835	\$108,847	84,334	\$1,245,628	69,822	\$70,028	169,991	\$1,424,503
February .....	34,220	192,839	179,618	2,432,119	137,629	112,484	351,467	2,737,442
March .....	33,177	174,583	172,397	2,492,790	168,321	141,716	373,895	2,809,089
TOTAL ..	83,232	\$476,269	436,349	\$6,170,537	375,772	\$324,228	895,353	\$6,971,034

**MAJORS STRESS TV-STEREO INNOVATIONS:** Three more industry majors—Admiral, RCA, Zenith—showed their new TV-stereo lines last week. As expected, emphasis was on the unique, the new. These are highlights, as we see them:

Admiral is going all-out for new 23-in. tube, showing 31 versions of 11 basic models, as opposed to 7 basic 21-in. models. We attended Midwest dealers' convention in Chicago, found dealers enthusiastic about appearance of new set & tube. The 23-in. receiver and its picture are clean-looking, uncluttered—and in side-by-side comparison, 21-in. appears to shrink. Price differential between 23- & 21-in. is \$40.

Color sets were shown by Admiral in 5 models (14 versions). They'll be available in August, are as yet unpriced. Pres. Ross Siragusa predicted there'll be no reduction in cost of color sets in foreseeable future, adding that current list prices (presumably meaning RCA's) are too low for profit. "We are correcting this profit margin," he said, without elaboration.

"We believe that color TV has crossed the threshold of a burgeoning era," he told distributors June 1. "I am happy to announce that once again, side by side with RCA, Admiral has moved into color TV all the way." He said big ad-merchandising campaign is planned, with 4000 dealers expected to have color sets on display by fall. Admiral sets carry "unconditional" year's warranty on parts, including its RCA-made picture tube. Siragusa predicted a 20% increase in color set sales this year.

RCA's line was loaded with new gimmicks, for first time carried no suggested list prices. Following practice adopted by GE, RCA will let distributors suggest prices. Outstandingly attractive unit of line was "hideaway" TV set, which looks like fine living-room table. Counterbalanced 21-in. screen swings out for viewing. Company spokesman said this would be priced at "less than \$400."

Two clock-timer sets were shown. "Programmer" permits viewer to pre-select up to 12 hours of viewing, turns set off & on, changes channels at predetermined times. Portable set designed for bedroom use has clock timer for wake-up viewing, slumber switch to turn set off at night.

"Mural TV" line of one color & 3 b&w chassis is designed for custom installation by builders, to capitalize on rapid pace of new-home building and craze for built-ins.

New color line has 10 sets with new styling, pre-set fine tuning, includes 3 remote-control receivers. Prices are similar to last year, again starting at \$495. As additional color-TV boost, distributors were told NBC-TV plans 30% increase in color programming this fall (see p. 6).

Zenith is putting emphasis on high-end quality furniture sets, with new 20,000-volt chassis used almost completely through line. While eschewing 23-in. tube, Zenith showed 3 basic 24-in. models. Stressed again was Space Command remote control, now extended even to portables. New lower-priced "Space Command 300" was introduced.

While continuing to lean heavily on 90-degree tube, Zenith incorporated 110-degree units in its line for first time, in all 17-in. portables.

"Home entertainment center" concept—TV-stereo combinations, with or without radio—is getting more stress this year. TV sound, too, is now important, "hi-fi" TV chassis and multi-speaker systems becoming commonplace, even on medium-priced sets. Even in its new portables, Zenith has speakers facing front, for better sound. (More details on new lines and distributor conventions on p. 18.)

Among TV-radio manufacturers which will show TV and/or hi-fi-stereo lines at June 15-26 International Home Furnishings Market in Chicago's Merchandise Mart are Admiral, Columbia, GE, Magnavox, Motorola, Philco, RCA, Sylvania, Westinghouse & Zenith.

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 29 (21st week of 1959):

	May 22-28	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV .....	109,239	115,952	64,957	2,209,694	1,798,357
Total radio .....	250,224	274,571	147,506	5,676,549	3,874,852
auto radio .....	122,227	120,205	43,099	2,260,072	1,230,485

**More about**

**INNOVATIONS IN NEW LINES:** Prices of the 4 major TV lines shown thus far—last week's 3 lines plus Philco (Vol. 15:22)—seem to correspond roughly to similar models of last year. Rather strong exception is Philco's portable line which has been cut \$10 across the board.

Philco's little \$250 transistor portable aroused considerable comment in trade this week. Admiral showed a developmental 17-in. 25-transistor battery set but said it had decided not to go into immediate production because of high cost of transistors. A company spokesman said Admiral believes 17-in. is the smallest marketable size. RCA spokesmen were even more cautious, stating they have no current plans for cordless TV, but will watch market to see if public is willing to buy such sets, considering their high price and short battery life.

Zenith hopes to increase its sales by 100,000 units in this year's 2nd half over its first-half record, exec. v.p. Leonard C. Truesdell said, predicting industry sales of possibly 5.6 million sets this year. Truesdell differed sharply with Admiral both on color and the 23-in. tube. He foresaw "no breakthrough in color" soon. In fact, he said, "there appears to be less interest in color than there was 6 months ago." Introduction of 23-in. tube, he said, was a "monkey-wrench" thrown into the industry machinery. He said only about 100,000 bulbs for the new tube would be turned out by glass makers through August. It's known, however, that Zenith—like other set makers—will watch the public's response to the new shape very closely, and may add 23-in. models later.

In another controversial field, setmakers are still at loggerheads: printed circuits. Zenith again is emphasizing its "handcrafted horizontal chassis." As a counter to Zenith's no-printed-circuit advertising, Admiral announced 5-year factory warranty on all printed-circuit boards in its 1960 chassis.

\* \* \*

Manufacturers have made full use of their ingenuity to help solve the stereo furniture problem. Zenith has 2 new stereo sound systems. "Extended Stereo" system uses mixer circuits to separate stereo from monophonic material and permits listener to adjust stereo separation so that speakers "acutally seem to move out beyond the cabinet." Zenith's "Radial Sound" system employs 2 shelf-size remote speakers. Admiral's high-end stereo has a basic cabinet which can be used 3 ways: Speaker wings swivel out and can direct sound to any part of room, or speakers can be separated from main console, or entire unit can be used in one piece. Winning distributor applause was Admiral's "phantom 3rd channel" circuit which gives illusion of center sound source between 2 stereo speakers.

RCA also uses the swing-out speaker approach—some-what like Admiral's. In addition it introduced "the Satellite," which has separate attractive cylindrical speakers, which may be placed vertically in any corner or hung on the wall, requiring a minimum of space. They may even be made into table lamps. And RCA finally introduced its tape cartridge player (Vol. 15:21) in one table model at \$300.

RCA answered Zenith's claim to be biggest producer of TV at its Chicago set showing last week. In response to a newsman's question, group exec. v.p. Charles M. Odorizzi cited special surveys made for RCA by Trendex and Starch showing more consumers buy RCA sets than any other make. Measuring consumer purchases—not distributor or dealer buying—is the only real yardstick, he said.

**EIA & THE MOBILE SPECTRUM:** To justify a recommendation that 41 mc be added for the use of land mobile services, EIA witnesses in FCC's 25-890-mc hearing last week came up with this yearly table of the number of transmitters used or projected in the public safety, industrial and land transportation groups:

1948—86,000; 1958—695,000; 1963—1,390,000; 1968—2,650,000; 1978—5,000,000.

Testimony was offered by EIA pres. David R. Hull; Russell C. Dubois Jr., RCA; Richard P. Gifford & Robert Casselberry, GE; Henry Magnuski & Angus A. Macdonald, Motorola.

They predicted that the demand for facilities will outstrip technical advances (single-sideband, split channel, etc.)—also that the only way to provide relief is through the allocation of more spectrum space. EIA suggests that frequencies be set aside in 25-100 mc (rural needs), 100-300 mc (suburban), 300-890 mc (urban).

Regarding AT&T's request for 765-890 mc (Vol. 15:22), Casselberry criticized the phone company for making "only a paper study." He said that the FCC should establish an experimental program to determine whether there will be need for the mobile phone service proposed. "The members of the EIA," he said, "will then participate with the Bell System, if invited to do so, in development of equipment, creation of system specifications, tests, and market studies, the results of which would be offered to the Commission prior to the close of the 5-year period. Based on this evidence, the Commission could then act to establish or to reject the proposed service."

Casselberry also offered, "for reference only," this percentage breakdown of current 25-890-mc allocations: Commerce & industry, 2.2%; education & entertainment, 59%; federal govt., 25.3%; personal convenience, 0.7%; public correspondence, 0.5%; public safety, 1.8%; research & development, 5.2%; travel safety, 4.6%; non-communication, 0.7%.

—■—

Relaxation of British import controls from dollar-market sources may open way for some U.S. TV-radio-hi-fi exports to England—but industry trade experts say they don't anticipate any large flow. Reflecting Britain's improved balance of payments, effective June 8 import restrictions are being removed from a long list of products, including TV, radio & radar apparatus and sound-reproducing equipment. Duties are unchanged on all items. Several U.S. TV-radio manufacturers have British subsidiaries or licensees. Others aren't expected to find England a very lucrative market because of the adequate British production & lower-wage-scale European imports which already are well entrenched. Import restrictions on receiving tubes will be retained.

**Trade Personalis:** Glen McDaniel, one-time EIA pres. & gen. counsel, elevated from v.p.-gen. counsel of Litton Industries & pres. of Westrex div. to Westrex chairman. He's succeeded as Litton v.p. & Westrex pres. by George T. Scharffenberger, former gen. mgr., Kellogg Switchboard & Supply Co. (ITT communications div.). William F. Boyd, former operations v.p., replaces Scharffenberger in the Kellogg post.

Lawrence R. Smith, formerly natl. adv. mgr., Thomas Organ Co., named adv. & sales prom. dir., Hoffman consumer products div. . . . Jerry Friedman named adv. mgr., Trav-Ler Radio Corp. . . . Gilbert C. Larson, ex-Westinghouse radio & TV div., named to new post of industrial apparatus div. engineering mgr., Raytheon.

Andy Adler promoted from Olympic field service engineer to natl. service mgr., replacing Donald Packer, resigned. Jerry LeBoyer, ex-RCA & Westinghouse, appointed Olympic sales administration mgr., succeeding Clark Lambert, named to new post of mktg. analysis div. mgr.

Harold F. Bersche promoted from distributor products dept. merchandising mgr. to distributor products dept. mgr., RCA electron tube div., succeeding L. F. Holleran, recently elected pres., RCA Victor Distributing Corp. (Vol. 15:20) . . . Dr. Herbert Trotter Jr., formerly engineering & development mgr. of Sylvania's V-T proximity fuze program, and more recently exec. v.p. of the Sharples Co., Philadelphia, named senior v.p.-engineering & research, Sylvania Electric.

Sol Schneiderman, ex-Instruments for Industry and Radio Receptor Co., appointed customer engineering mgr., Adler Electronics . . . Lt. Gen. Clarence S. Irvine (USAF, ret.) named v.p. & planning dir., Avco Corp.

John H. Riddel, ex-Sylvania, named to new post of mkt. research & services mgr., RCA semiconductor & materials div. . . . Louis R. Wanner named to new post of parts div. chief engineer, Sylvania Electric . . . Jack D. Ewan, ex-GE, named Motorola PR dir. succeeding Allen H. Center, who becomes PR v.p., Leo Burnett, effective July 6.

Manufacturers' shipments of TV sets in 1958 totaled 5,281,000 at total factory value of \$691,242,000, compared with 6,347,000 at \$809,009,000 in 1957, the U.S. Census Bureau reported last week from its census of industry. The figures agree substantially with EIA statistics, and show the average price of a TV set in 1958 was \$130.89—up from \$127.46 in 1957. Among other items shown: home radios, 8,012,000 at \$160,074,000 in 1958 vs. 8,604,000 at \$164,443,000 in 1957 (including 2,438,000 transistor portables at \$63,101,000 in 1958). The one-page table, which also gives figures on phonos, auto radios, etc., is *Facts for Industry* Series M36M-08, available for 10¢ from Bureau of the Census, industry div., Washington 25.

Leonard C. Truesdell, Zenith exec. v.p. in charge of marketing, was named "Sales Executive of the Year" at the New Orleans convention of National Sales Executives International. NSE long range planning committee chairman Tony Whan, in making the presentation, cited Truesdell's "spirit of confident selling and contribution to the material advancement of his nation." Pointing to Zenith's 15% TV sales increase in 1958 over 1975, he said: "He has demonstrated unusual ability in selling quality over price.

Glaser-Steers Corp., Newark manufacturer of record changers, has been purchased for an undisclosed cash sum by American Machine & Metals Inc. It will be operated as wholly-owned subsidiary with Julius Glaser continuing as pres., Fred Steers as v.p.

## Finance

General Precision Equipment Corp. asked the SEC (File 2-15155) to register 105,927 shares of cumulative convertible preference stock to be offered for subscription by holders of its common stock and \$1.60 cumulative convertible preference stock. Underwriters of the offering, which is on the basis of one share of new preferred for each 11 common shares and each 16½ shares of the \$1.60 preference series, are the First Boston Corp. and Tucker, Anthony & R. L. Day. Proceeds of the sale & of \$10 million borrowings on a 5½% promissory note due in 1974 would be applied to working capital.

Philips' Lamp Works, big Netherlands-based electronics-electrical combine, reported for the first time the ownership of its share capital by investors in various countries: U.S. 15%, France 15%, Britain 8%, Netherlands 53%. The Dutch figure includes shares held for foreign owners. It's estimated that foreign owners hold more than 50% of total stock First-quarter sales were \$237,000,000, net profit of \$16,417,600, compared with \$205,485,000 & \$11,651,200 in first-quarter 1958.

Litton Industries reports 54% increase in profits for the 9 months ended April 30, on 45% higher sales, compared with the same 1958 fiscal period. Earnings-per-share for 1959 include 39¢ from a special income credit of \$700,000. The per-share earnings for 1958 are adjusted for stock dividend in Jan. 1958. For 9 months to April 30:

	1959	1958
Sales .....	\$89,191,000	\$61,509,000
Net earnings .....	4,226,000	2,753,000
Earned per share .....	\$2.29	\$1.55
Shares-outstanding .....	1,732,000	1,732,000

Oak Mfg. Co. reports a 23.5% improvement in net sales for the first-quarter 1959 over the year-ago quarter. April sales were 40% ahead of a year ago, continuing the first quarter trend. For 3 months to March 31:

	1959	1958
Net sales .....	\$4,271,905	\$3,459,158
Net earnings .....	218,140	30,654
Earned per share .....	33¢	5¢
Shares outstanding .....	655,894	655,894

Eitel-McCullough, maker of Eimac tubes, reported at the stockholders' annual meeting that first-quarter earnings were 35¢ a share—exceeding earnings of 26¢ for all of 1958 year, and the 6¢ earnings of first-quarter 1958. Jan.-Mar. sales were \$5.5 million—\$2 million more than the like 1958 quarter. Stockholders voted to enlarge the 3-man board to a minimum of 5, maximum of 7 directors.

Fanon Electronic Industries Inc., Brooklyn maker of stereo phonos & conversion kits, proposes a 150,000-share common stock offering at \$3 per share in an SEC registration statement (File 2-15179) listing L. D. Sherman & Co. as principal underwriter. Part of the proceeds would be applied to a bank loan.

Radar Design Corp., Syracuse maker of radar components and other electronic parts, has filed an SEC registration statement (File 2-15159) for 120,000 shares of common stock for public sale at \$3 per share through Charles Plohn & Co. Part of the proceeds would be used to liquidate notes and retire an equipment mortgage.

Emerson reports net income of \$1,001,317 (49¢ a share on 2,044,023 shares) for 26 weeks ended May 2, compared with \$165,090 (8¢ on 1,950,887 shares) for the corresponding 1958 period.

General Instrument Corp. reports record sales for the year ended Feb. 28, pre-tax income double that of fiscal 1958 (\$2,004,808 vs. \$1,020,840) and a 26% increase in per-share earnings. At the end of the period, current assets were nearly \$16.9 million, current liabilities \$3.8 million, net working capital \$13 million, total assets \$22.7 million, total liabilities \$9.5 million, net worth \$13.2 million. The annual report states that GI TV tuners were used in the last year in sets made by Admiral, Emerson, GE, Magnavox, Olympic, Philco, RCA, Sylvania & Westinghouse as well as sets made in Canada, Europe, South America & Mexico. It added that sales of TV deflection components increased over the previous year and that GI continued to be the nation's largest producer of IF transformers, although "the increasing number of radio sets imported from Japan is a matter of continuing concern." Military-industrial electronics accounted for 42% of the company's volume for the year. For 12 months ended Feb. 28:

	1959	1958
Net Sales .....	\$46,562,300	\$39,195,749
Net income .....	1,317,828	1,020,840
Earned per share .....	93¢	74¢
Shares outstanding .....	1,416,173	1,373,273

Reports & comments available: Philips' Lamp (N. V. Philips' Gloeilampenfabrieken) reviewed by W. E. Hutton & Co., 14 Wall St. N.Y. . . . Westinghouse by Walston & Co., 265 Montgomery St., San Francisco.

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**Electronics Funds Booming:** Record-breaking performances were reported last week by 2 major electronics investment funds. Television-Electronics Fund announced total net assets & shares outstanding at record highs of \$297.2 million and 18,432,342 at the close of fiscal midyear, April 30, increases of 91.2% and 24.1% over the 1958 period. Electronic Investment Corporation had total net assets of \$29,273,203 at the end of fiscal year April 30, an increase of 89% over a year ago.

Television-Electronics Fund's portfolio changes:

New stocks added: 30,000 shares of Cincinnati Gas & Elec., market value \$1,023,750. 16,400 Consolidated Edison of N.Y., \$1,051,650. 52,000 Ford Motor Co., \$3,347,500. 26,250 Iowa-Illinois Gas & Elec., \$987,656. 23,300 Rochester Gas & Elec., \$1,025,200.

Holdings were increased in Acoustica, Admiral, Borg-Warner, Champion Spark Plug, Eaton Mfg. Co., Gen. Railway Signal, International Nickel, Leeds & Northrup, 20th Century-Fox.

Part of holdings were sold in American Electronics, Dictaphone, Globe-Union, Technicolor, TeleAutograph, Texas Instruments. Holdings were eliminated in Consolidated Electronics and Liquidometer Corp.

Electronics Investment Corp. purchases since previous quarterly list: 600 shares of ACF Industries (making total of 12,000). 3,000 American Bosch Arma Corp. (total 13,000). 7,100 Bell & Gossett (total 20,870). 1,200 Bendix (total 7,500). 1,300 Borg-Warner (total 9,000). 3,800 Electronic Associates Inc. (total 3,800). 300 Haloid Xerox (total 750). 1,600 Hewlett-Packard (total 15,100). 5,200 Ling Electronics (total 5,200). 5,000 Lockheed (total 15,000). 1,900 Minneapolis-Honeywell (total 3,000). 100 Packard Bell (total 12,200). 100 Philips' Lamp (total 550). 8,000 Seeburg (total 8,000). 3,000 Siemens & Halske (total 3,000). 1,000 Sperry Rand (total 17,000). 5,000 Standard Coil (total 5,000). 3,000 Stewart Warner (total 12,000). 7,000 TelePrompTer (total 7,000). 1,000 United Aircraft (total 5,000).

Sales: 5,400 Beckman Instruments (retains none). 3,000 Cohu Electronics (retains 15,182). 5,000 Cook Electric (retains none). 1,580 Fischer & Porter (retains none). 3,142 Friden (retains 9). 7,900 General Transistor (retains none). 3,400 High Voltage Engineering (retains none). 1,800 Siegler Corp. (retains none).

Paramount Pictures estimates decreased consolidated net earnings for the first quarter, compared with the same period in 1958. On 157,600 fewer shares, earnings-per-share were 1¢ better. Total consolidated income below includes special income of \$2,327,000 in 1959, and \$6,947,000 for the 1958 quarter. No breakdown was given for Paramount's TV activities. For 3 months to March 31:

	1959	1958
Total income .....	\$3,645,000	\$8,352,000
Net earnings .....	1,318,000	1,405,000
Earned per share .....	76¢	75¢
Shares outstanding .....	1,727,316	1,884,916

Corporation	Common Stock	Dividends	Stk. of
	Period	Amt. Payable	Record
Clevite Corp .....	—	\$0.30	Jun. 25
Collins Radio .....	Stk.	4%	Aug. 15
Columbia Pictures ...	Stk.	2½%	July 30
Cornell-Dubilier .....	Q	.20	Jun. 25
Corning Glass .....	—	.25	Jun. 30
Decca Records .....	Q	.25	Jun. 30
RCA .....	Q	.25	July 27
Sonotone Corp. ....	—	.07	Sep. 30
Speer Carbon .....	—	.25	Jun. 19
Wells-Gardner .....	—	.20	Jun. 15

# WEEKLY **Television Digest**

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

## SUMMARY-INDEX OF WEEK'S NEWS

**WITH THIS ISSUE:** Special 22-page Supplement—Financial Data on TV-Electronics Companies

### **FCC**

**TV ALLOCATIONS**—a mid-stream appraisal. The uncertainties of mileage cuts, new vhf-channel negotiations, all-channel receiver legislation (pp. 1 & 6).

### **Congress**

**FCC BILLS GET BRUSH-OFF** treatment as Senate Committee holds perfunctory hearings on "reform legislation" (p. 3).

**SPECTRUM LINES DRAWN** before Harris group, as top Govt. & industry panelists debate "super board," etc. (pp. 4 & 5).

**NO CATV-MICROWAVE FREEZE** possible, because of court ruling, FCC says in turning down Sen. Magnuson (p. 6).

### **Stations**

**SLOW GROWTH OF AUTOMATION** for TV stations but equipment makers see gradual increase (pp. 3 & 9).

**TV CODE SHOWDOWN** over Preparation H commercials again faces NAB. At least one disciplined station quits (p. 11).

**FM GETS TOP PRIORITY** in NSRC's stereo radio system deliberations; AM & TV considered secondary now (p. 5).

### **Networks**

**DWINDLING SINGLE-SPONSORSHIP** is evident on all 3 networks—to "spread" ad impact (pp. 4 & 8).

### **Manufacturing & Distribution**

**HOW DID ZENITH GET THAT WAY?** Pres. Wright attributes rise to quality, inventory control, original engineering (p. 21). Zenith prepares to apply for pay-TV tests (p. 11).

**NEW TV LINES:** "Selling-up" trend emphasized by high-end furniture models, gadgets, new shapes. GE shows 70-model line. Sylvania drops 21-in. for 23-in. tube (p. 21)

**PRODUCTION-SALES FIGURES:** Retail TV sales in April slightly ahead of last year, but 4-month sales lag Home & auto radio continue to show healthy sales tone (p. 22).

### **Advertising**

**THE TOP 100 AD BUDGETS** list shows all but 4 in TV, 2 of whom are distillers (pp. 12 & 17).

### **Film & Tape**

**41 HOLLYWOOD SHOWS CANCELLED**—but it's about par for the course (p. 18).

**WILLIAM MORRIS VS. MCA**—the most intense behind-the-scenes competition in TV. How they differ (p. 19).

### **Other Departments**

**PROGRAMMING** (p. 15). **FINANCE** (p. 24).

**TV ALLOCATIONS—A MID-STREAM APPRAISAL:** Let's put the TV allocations picture in perspective, in all of its uncertainties. First thing to remember is that FCC definitely committed itself to a certain program, in a formal statement to the Senate Commerce Committee (Vol. 15:17):

(1) To try to acquire up to 38 more vhf channels from govt. users, to add to the present 12 vhf channels—in exchange for uhf TV channels.

(2) To ameliorate the scarcity of outlets in major cities by an "interim" plan, adding vhf assignments in Ch. 2-13 by breaching its hitherto sacred spacings between co-channel & adjacent-channel vhf stations.

(3) To seek legislation requiring all receivers built to be capable of getting all TV stations—those on present Ch. 2-13 plus new vhf channels (or uhf).

This was almost 2 months ago. Where do we stand now?

FCC's liaison, Comr. Frederick Ford, is still dickering with govt. spectrum users, principally military. He plays it close to the chest, hasn't indicated results to date. A status report is due by July 15—but we understand that it can't possibly give a definite answer on new-channel availability. Matter of fact, we'd be surprised to see a flat answer this year.

FCC has given the "interim" drop-in, mileage-cut concept a real whirl—but nothing's definite there either. Some weeks ago (Vol. 15:20), Commission indicated there are 37 major markets among top 103 with

1 or 2 vhf channels which it would like to build up to 3 vhfs each. More recently (Vol. 15:23), it was learned that FCC is studying mileage cuts down to 130 miles (in Zone 1, presumably comparable cuts in Zones II & III) in an effort to provide 3 vhfs for 20-odd markets among top 75. (For the 2 lists, see p. 6.)

You'll hear about more such lists before anything is final. FCC has not yet devised precise criteria for selecting markets, and everyone is wondering how it can produce a defensible "cut-off" below which it won't go, in mileages, in market size, etc.

Several Commissioners tell us they don't know whether 130 miles is "correct." "We've got to see what the staff comes up with," says one. "We've got to know what it will cost in lost fringe service." Another states: "I went along with the 130-mile study, but I'm not committed to such a cut—except maybe in 1 or 2 instances. I've never thought that an interim plan should involve 20 or 30 drop-ins. I'm thinking of 5 or 10. If you do more than that, it's no longer 'interim.' It would be very difficult to revert back to the old mileages if we were to acquire more vhf from the military."

A top staff member puts it this way: "When the Commissioners see how many existing stations have to be shifted to other channels, maybe they won't buy it at all. The more you shift, the better allocation you can make. Would they go for dozens of shifts? Hundreds? I don't know."

One savvy FCC lawyer points to legal problems. "If you cut mileages, you're modifying an existing station's license—and it's entitled to a hearing, and don't think those won't take years! Same thing for channel shifts. Maybe we'll have to seek legislation to eliminate such hearings."

The search for all-channel-receiver legislation is FCC's smartest move yet, vis-a-vis Congress. Clobbered by Senate Commerce Committee for years, Commission has in effect said: "Okay. There's the tool that will expand TV for generations to come. Please give it to us."

The Commission proposal isn't a feint or a phoney. It's sincere—and Sen. Magnuson, Rep. Harris & Co. may eventually find good reasons for respecting it. But they now have the burden of decision.



Where does this all lead? Well, we can give a consensus of allocations & politics veterans:

- (1) "A TV system comprising the present Ch. 2-13, getting more & more crowded with the years."
- (2) More vhf channels from the military? "Ridiculous—not a chance."
- (3) All-uhf or a revived vhf-uhf system? "Uhf got its death warrant years ago."

And what does FCC think of such gloomy forecasts? Several Commissioners, probably a majority, say, in effect: If we end up with a 12-channel TV system—compared with 107 channels in AM, 100 in FM—you're going to see this industry regulated so tightly that BBC will look good by comparison. It will mean the end of free broadcasting. It will just be a matter of time. As the U.S. population & economy grow, those 12 channels will look more & more monopolistic. We're trying to keep that from happening. But if it does, the public should know that Congress refused us help when we needed it.

TV Allocations Study Organization, meanwhile, finally has its complete printed report available to anyone with \$10. First shipments of the 731-page document went out June 12. Exec. director Dr. George Town had 2100 copies run off, and they may be obtained from him at 104 Marston Hall, Iowa State U., Ames, Ia.—checks to be made out to "TV Allocations Study Organization."

**FINANCIAL DATA ON TV-ELECTRONICS FIRMS:** Scorecard on the constantly expanding electronics industry—our completely updated & enlarged annual tabulation of Financial Data on Television-Electronics Companies—is included with this issue as a Special Supplement.

We have waited until nearly all first-quarter 1959 reports were in before updating report this year—and some of these first-quarter results show interesting contrast between healthy 1959 & sluggish 1958.

This year 129 companies are detailed in the financial supplement. The tabulations made for us by Greenebaum & Associates, financial consultant firm specializing in electronics and headed by Edgar N. Greenebaum Jr., show for each company (from 1950 through first-quarter 1959) sales, pre-tax profits, net profit, net per share, dividends, total assets, price ranges.

Tabulations include all top companies in broadcasting and in home, industrial & military electronics. Extra copies of Supplement are available at \$2 each, 10 for \$15, 25 for \$25.

**FCC BILLS GET BRUSH-OFF TREATMENT:** Congressional reluctance to get down to business on much-talked-about FCC "reform" legislation (Vol. 15:22) was seldom better demonstrated than by perfunctory hearings in Senate last week on 8 bills—7 of them hopefully submitted by Commission itself in gestures toward self-improvement & streamlined housekeeping.

All told, only 3 hours were spent by Senate Commerce communications subcommittee in 2 days of scheduled hearings on FCC measures—averaging out to little more than 20 min. of study per bill. At no time did more than one member of 8-man unit turn up to hear testimony & ask questions. Those who did show—chairman Pastore (D-R.I.) and Sen. Thurmond (D-S.C.)—took turns presiding. Other members presumably had more pressing Senate business to tend.

And speed of hearings was no token of legislative urgency. As Pastore put it in winding up 2-day meeting: "We are coming to the twilight of this session." He gave no indication that any of the 8 bills—among a dozen slated for subcommittee attention in on-&-off hearings running to July (Vol. 15:21)—have much chance of getting onto Senate floor for vote this year.

Let's-get-it-over meetings took just one hour of work by Sen. Thurmond to get through 5 FCC-proposed Communications Act amendments (S-1734-6, S-1738, S-1740) which were sent to Congress in April (Vol. 15:16). They would (1) forbid ex parte "influence" approaches to Commission & staff. (2) Strip FCC members of their legal privilege to collect "honorariums" for extra-curricular speeches. (3) Substitute federal perjury law for Commission requirements for sworn statements in some cases. (4) Give FCC's review staff greater latitude in making recommendations. (5) Extend FCC authority over common-carrier microwave & other point-to-point circuits.

There were almost no questions for FCC Comr. Hyde, who was on stand to answer them. Only spirited discussion was evoked when only other witness—Percy H. Russell of Federal Communications Bar Assn.—objected to review staff proposals. He said they're "unwise," that there'd be danger of staff "impinging" on Commission's own responsibilities. Hyde retorted indignantly: "We are not asking for an opportunity for secret & undisclosed recommendations."

Remaining 2 hours of hearings—much of time taken up by more Hyde-Russell exchanges—were devoted by Chairman Pastore to ticking off remaining bills in first batch. Russell had no FCBA objections to FCC proposal (S-1737) to set up fines for rules violations by non-broadcast services. But he opposed one (S-1740) eliminating McFarland letters. Hyde argued that these pre-hearing notices of application deficiencies have been biggest factor in building up FCC's case backlog. Russell said McFarland procedure nevertheless "fills a real need" of applicants. Speaking for FCC majority, Hyde on his part opposed FCBA-sponsored measure (S-1898) to replace Communications Act's "protest" procedure with provisions for "pre-grant" objections (Vol. 15:19). Pastore suggested FCC & FCBA get together on "protest" procedures & "come back in January" at next session of 86th Congress.

Nor is FCC "reform" any closer in House. Panel hearings for half-dozen regulatory agencies (Vol. 15:20) will be opened this week by House Commerce legislative oversight subcommittee (see p. 5). But otherwise it as yet has done nothing to push along 14-point master plan for overhaul of FCC & other agencies which was presented last Jan. by Chairman Harris (D-Ark.) following subcommittee's sensation-packed 1958 probes (Vol. 15:1).

**SLOW GROWTH OF TV STATION AUTOMATION:** There has been no rush into automation by TV stations. Perhaps 2 dozen outlets can now be said to be more or less "automated"—that is, switching & timing is cued by pre-set electro-mechanical means, at least during "panic period" between shows.

Remainder of this year may see number of automated stations doubled, broadcast equipment makers say. Despite formidable obstacles, both equipment manufacturers & operators of automated stations see gradual changeover to automatic switching by all large & medium-sized stations as virtually inevitable.

Increasing complexity of control-room operations is one reason. Addition of new types of equipment—such as video tape and special effects generators—leaves more room for costly timing errors. During panic period, station engineers seem to need 100 hands to pull switches, start equipment, cue spots, IDs, network feeds—all at proper instant and in proper sequence. Increasing cost of TV time is gradually making automation more essential to cut down make-goods, prevent overhead from eating up profits.

Station managements have been unenthusiastic about automation—and equipment makers are facing up to fact that market for automatic station equipment will have to undergo slow, gradual development.

Biggest barrier is cost—not cost of automation equipment alone, but cost of modernizing & standardizing existing equipment which is to be automated. Basic control panel to centralize switching and permit ganging of many operations into single switch may be priced as low as \$2500. But total systems run much more. If a station buys punched-card or paper-tape controlled system, it's going to need bank of "source" units capable of being automated (if it doesn't have them already)—remote-controllable film & slide chains, turntables, etc.—and total automation bill could run as high as \$200,000 to \$300,000.

Lack of standard operating procedures is another barrier. Stations go pretty much their own way in operation and control of program sources. This makes it hard to develop standard system for automatic switching. One manufacturer says: "The number of things the station wants to control varies. Some want to control network feeds, others only local operations. Some want to switch at a faster rate than others."

"Automation" is still dirty word to some unions—and this is another obstacle station managements may have to face. In case of TV operations, automatic switching isn't intended to reduce personnel, but primarily to permit present employes to operate under less stress and consequently with fewer costly errors.

We've asked some leading equipment makers to comment on their activities in automation field and to give their views of its future. Their statements are digested on p. 9.

**DWINDLING OF SINGLE-SPONSORSHIP:** There's noticeable prime-time drop-off in number of fully-sponsored fall network shows, with major advertisers voting increasingly in favor of "spread" rather than "program identity," our check of networks reveals (see page 8).

Fall-off rate is almost identical on all 3 TV networks. CBS has slipped from 28 full-program sponsorships last fall to 22 this fall—a 27% drop. NBC is down from 14 to 11 full program buys—another 27% drop—and ABC is down from 10 to 8, a dip of 25%.

Behind trend is new approach to old argument. For years, admen have debated whether it's better to reach different TV audiences one time each, or to hit the same audience several times. Led by advertising giants like Proctor & Gamble, Colgate, Lever, General Foods and the big tobacco brands, the shift this season is more & more toward "magazine concept" of buying, letting sponsor identification fall where it may.

**SPECTRUM LINES DRAWN BEFORE HARRIS GROUP:** You've never heard so many opinions on the best way to manage the radio spectrum. They uncovered the basic areas of conflict last week—as some 20 panel members gave Rep. Harris (D-Ark.) & his Commerce subcommittee their views on various bills designed to improve efficiency & fairness of frequency distribution to non-govt. & govt. radio spectrum users. (For list of panelists, see p. 5.)

Although Harris & his colleagues did a lot of talking about "something must be done," chances of any legislation this session are virtually nil. It's too late in the session, and we came away with the belief that the subcommittee really doesn't consider the situation urgent.

There are 2 basic aspects of the problem. First, both industry & govt. users want to keep the frequencies they have & to get more. Second, several studies by experts, starting in 1950, have concluded that executive branch doesn't manage its telecommunications efficiently—but experts' recommendations have been given only token attention.

Telecasters trust Congress & FCC to preserve their channels, vigorously oppose establishment of any new board with power to overrule FCC. The executive branch, through Office of Civil & Defense Mobilization and Defense Dept., doesn't fear a "superboard" but doesn't see much need for it. Here's the nub of last week's panel discussion:

(1) Members of the "Cooley Committee"—the Special Advisory Committee on Telecommunications (Vol. 14:38 et seq.)—believe first job is to put the govt. frequency users' house in order, aren't worried right now about non-govt. users, such as telecasters. They want a law creating a permanent, high-level, 3-man board to rule over govt. users.

(2) Office of Civil & Defense Mobilization (plus Defense Dept.)—responsible for govt. users—believes it's doing its job reasonably well now but agrees that whole picture ought to be studied. It wants the President to appoint 5-man group to make 1-year examination. It opposes any organizational changes now, but it would like \$200,000 for more staff. Govt. users now allocate frequencies among themselves by negotiating through the Interdepartment Radio Advisory Committee (IRAC). They see no need for "Czar" or board to arbitrate differences.

(3) Federal Aviation Agency, itself a superboard created to cover both military & civil use of airways, likes the idea of overall impartial body which has no vested interest in the use of any frequencies.

(4) EIA favors a superboard and suggests it be called "Federal Spectrum Authority," empowered to allocate frequencies to FCC & to OCDM, which then would parcel them out to users.

(5) Telecasters, through NAB & AMST, insist that Congress, no one else, conduct study of frequency-use efficiency. They believe it's matter of policy too big for any other organization.

(6) Common carriers, through AT&T, go along with Cooley Committee on the theme of "Let's get the govt. users' house in order first." They have no feelings one way or another on a superboard.

**STEREO RADIO—FM FIRST, THEN AM & TV:** Proposals for FM stereo radio systems will be given top priority by industry-wide National Stereophonic Radio Committee (NSRC). Systems for AM & for TV are considered secondary at moment.

Full-speed-ahead-on-FM policy was dictated principally by fact that FCC already has FM stereo multiplexing inquiry under way, having just postponed deadline for filing comments to Dec. 11 at request of NSRC's parent EIA (Vol. 15:23). NSRC doesn't want to miss FCC's extended FM deadline because of preoccupation with AM & TV, although it would like to finish its work on all 3 services by next December.

Other reasons for favoring FM first: Engineers believe FM stereo multiplex systems have undergone more design & development than other systems, that they're closer to being ready. And FM broadcasters, by & large, have expressed more interest in establishing stereo standards than either AM or TV broadcasters.

NSRC's important system specifications panel (Panel 1), headed by Hazeltine's Charles J. Hirsch, met last week and reported good progress. Its classification subcommittee under Emerson's Dorman Israel presented tentative framework for grouping various systems which are similar. After discussion of report, it was returned to subcommittee for revisions—due by July 20—and full panel will meet again early in August to begin evaluation of the 17 proposals before it (Vol. 15:10).

NSRC is engineering group with no official standing, but with FCC's unofficial blessing. Composed of some of industry's top technical brains, it is charged with sifting, classifying & testing all compatible one-station stereo proposals submitted to it and giving data to FCC. It may or may not recommend specific systems.

RCA, which once was member but quit because of possible anti-trust implications, has its own AM stereo system which it has not submitted to NSRC, presumably will go it alone in seeking FCC approval for its technique.

## Congress

### More about

**Oversight FCC Panelists:** Lined up by the House Commerce legislative oversight subcommittee for June 16 panel discussion of FCC procedures, problems & faults (Vol. 15:21) are 16 participants grouped in 3 categories of interest in the proceedings—with one legal expert appearing as a disinterested consultant:

FCC: Chairman Doerfer, chief engineer Edward W. Allen, chief examiner James D. Cunningham, general counsel John L. FitzGerald.

Industry: E. B. Crosland, AT&T; Donald H. McGannon, Westinghouse Bestg. Co.; Ward L. Quaal, WGN-TV & WGN Chicago; Robert D. Swezey, WDSU-TV New Orleans; Robert L. Werner, RCA; Joseph H. Ream, CBS.

Communications lawyers: Donald C. Beelar, Frank U. Fletcher, Parker D. Hancock, William C. Koplovitz, Ralph L. Walker.

Consultant: Louis L. Jaffe, Harvard Law School.

The oversight subcommittee panel hearings under chairman Harris (D-Ark.) & chief counsel Robert Lishman open June 15 with discussion of CAB procedures. They are scheduled to run through June 23 or June 24 until rest of 6 major regulatory agencies—FPC, FTC, ICC, SEC—are covered. The last couple of days will be devoted to general summing up.

Panelists on spectrum analysis conducted by House subcommittee under Rep. Harris (D-Ark.) last week (see p. 4) comprised the following: OCDM: director Leo A. Hoegh, telecommunications chief Fred C. Alexander. Defense Dept.: Paul Goldsborough, former communications director to asst. Secy. of Defense & Wilfrid Dean Jr., office of asst. Chief of Naval Operations. Federal Aviation Agency: administrator E. R. Quesada. FCC: Chairman John C. Doerfer & Comr. Robert T. Bartley. EIA: pres. David R. Hull, H. Leslie Hoffman, Paul Chamberlain, Ira J. Kaar and Philip Siling. NAB: pres. Harold E. Fellows & engineering mgr. A. Prose Walker. Assn. of Maximum Service Telecasters: exec. dir. Lester W. Lindow & engineering consultant Howard T. Head. Communications Common Carriers: AT&T chief engineer Harold R. Huntley. Members of former Special Advisory Committee on Telecommunications: Victor E. Cooley, Dr. W. L. Everitt, Dr. Frank G. Kear, Dr. Irvin Stewart.

Federal aid to ETV will win out yet if the House Commerce communications subcommittee carries out a "field study" it promised when it pigeonholed legislation at this session (Vol. 15:23), Rep. McDowell (D-Del.) said last week. Himself the author of a bill (HR-4284) for \$1 million govt. grants to each state for educational TV equipment, McDowell told the House he hopes the scheduled survey will "isolate the major factors in the ETV controversy."

**NO CATV-MICROWAVE FREEZE:** Sen. Magnuson (D-Wash.), chairman of the Commerce Committee, stepped into the old CATV-station feud and asked FCC to re-impose its freeze on microwave grants to service CATV systems. However, it's understood the Commission last week informed him that the decision of the Court of Appeals in the Mesa Microwave case—involving a system feeding the Helena, Mont. CATV—prohibits it from withholding CPs.

Magnuson had asked the Commission to hold off pending hearing by Sen. Pastore's (D-R.I.) subcommittee on CATV, boosters, etc., slated for June 30, July 1 & 7.

The hearing is warming up. On May 27, KULR (Ch. 9) Kalispell, Mont. went off the air again, as it did last year (Vol. 14:42)—once more attributing its financial difficulties to competition with a local CATV system fed by microwave. In a letter to the FCC, KULR pres. Frank Reardon blasted its CATV-microwave policies. The local CATV system, part owner of KULR and headed by G. Norman Penwell, last year attributed station's troubles to poor management. Reardon then put Penwell in as manager.

\* \* \*

Western booster operators plan to hit Pastore hearings full force—sending a witness from each of 14 state booster associations making up the National TV Repeater Assn. (NTRA). The delegation will be headed by resourceful old Ed Johnson—a former chairman of Senate Commerce Committee and Colo. ex-governor. Pres. of the association is Jesse Slusser, former chief engineer of KOA-TV Denver. The 14 states are N.D., S.D., Neb., Kan., Colo. N.M., Ariz., Utah, Ida., Mont., Wyo., Wash., Ore., Nev.

Partial witness list includes: Ed Craney, KXLF-TV Butte; Rex Howell, KREX-TV Grand Junction, Colo.; Marshall Pengra, KLTW Tyler-Longview, Tex.; Frank Reardon, KULR Kalispell, Mont.

According to NTRA v.p. James Beamer, Livingston, Mont., the association plans to make these points during the hearing: (1) CATV microwaves should be prohibited to protect stations transmitting the signals used by boosters. (2) FCC should license all boosters operating at the time any new law authorizing them becomes effective. FCC had proposed to approve only those operating as of Jan. 1, 1959. Beamer believes that the engineering standards proposed by the FCC are generally satisfactory—though he thinks that the power ceiling should be raised above one watt for certain locations.

\* \* \*

CATV-booster bills (HR-7666 & HR-7667) by Rep. Thomson (R-Wyo.) have been added to a growing pile of measures introduced in the House & Senate (Vol. 15:19) to carry out FCC's legislative recommendations. They are identical with earlier bills submitted at FCC's request by Chairman Harris (D-Ark.) of the House Commerce Committee and Chairman Magnuson (D-Wash.) of the Senate Commerce Committee.

World-wide telecasts via satellites within 2½ years were predicted by White House pres. secy. James Hagerty last week in a commencement address at Allegheny College, Meadville, Pa., where he received an honorary doctor's degree and his son Bruce was graduated. He said he has about a "40% chance" of helping arrange such a telecast in which President Eisenhower would participate before he leaves office.

## The FCC

### More about

**THE 'DROP-IN' LISTS:** There are all kinds of "lists" of cities floating around the FCC as the Commission seeks to add vhf channels to major markets via mileage cuts (see p. 1). At first, the Commission had its eyes on the "top 103" markets (Vol. 15:20). Now it's aiming at "top 75."

The staff has been asked to present alternative plans to the Commission within a couple of weeks, and it has been directed to see what can be done with the following markets (including nearby associated cities):

Birmingham, Ala.	Rochester, N.Y.
Bakersfield, Cal.	Syracuse, N.Y.
Fresno, Cal.	Charlotte, N.C.
Jacksonville, Fla.	Raleigh, N.C.
Louisville, Ky.	Dayton, O.
Shreveport, La.	Toledo, O.
Flint, Mich.	Johnstown, Pa.
Grand Rapids, Mich.	Providence, R.I.
Jackson, Mich.	Wheeling, W. Va.
Binghamton, N.Y.	Knoxville, Tenn.

By adroit juggling, some of these cities could be assigned vhf channels without cutting mileages.

Most of the markets above were included in the original 37 under FCC consideration (Vol. 15:20). The 37:

Hartford, Conn.	Knoxville, Tenn.
Lancaster, Pa.	Raleigh, N.C.
Grand Rapids, Mich.	Cape Girardeau, Mo.
Charlotte, N.C.	Austin, Tex.
Providence, R.I.	Terre Haute, Ind.
Birmingham, Ala.	Evansville, Ind.
Dayton, O.	Sioux City, Ia.
Louisville, Ky.	Baton Rouge, La.
Champaign, Ill.	(Ch. 9 since added)
Toledo, O.	Jackson, Miss.
Syracuse, N.Y.	Quincy, Ill.
San Diego, Cal.	Columbus, Ga. (due for
Binghamton, N.Y.	another vhf without
Rochester, N.Y.	mileage cut)
Jacksonville, Fla.	Macon, Ga.
Johnstown, Pa.	Augusta, Ga.
Shreveport, La.	Corpus Christi, Tex.
Fresno, Cal.	Springfield, Mo.
Erie, Pa.	Topeka, Kan.
Madison, Wis.	Brownsville, Tex.

Witnesses from broadcasting industry slated to testify June 25-26 in FCC's 25-890-mc hearing (Vol. 15:23) are Harry Skornia, National Assn. of Educational Bcstrs. (NAEB); Ralph Steetle, Joint Council on Educational TV; Ben Strouse, FM Bcstrs.; Elliott M. Sanger, WQXR, N.Y.; Harold E. Fellows & A. Prose Walker, NAB; Howard Head, Lester Lindow & Harold G. Ross, Assn. of Maximum Service Telecasters. The Commission hopes to end hearings June 26 but may have to run into the following week, according to counsel Dee W. Pincock. Appearing last week were witnesses for Alaska Aviation Inc., Petroleum Equipment Suppliers Assn., Special Industrial Radio Services Assn., National Committee for Utilities Radio, NAM, American Transit Assn. and Aeronautical Radio Inc.

FCC again turned down the request of CP-holder WSLA (Ch. 8) Selma, Ala., for a new site & permission to build a 2000-ft. tower. Acting on the grantee's petition for consideration, the Commission concluded that WSLA principals hadn't proposed adequate financing for the tower, which they said would cost \$190,000. Furthermore, the Commission said, they hadn't presented an adequate showing that the tower would be structurally sound.

**Sec. 315 Offensive:** A late-session push to exempt news-casts from equal political time requirements of the Communications Act gets under way in the Senate this week (Vol. 15:23)—and the legislative campaign may be joined in the House by the end of June.

Five-day hearings on proposed Sec. 315 amendments will be opened by the Senate Commerce communications subcommittee June 18. A revised schedule by Chairman Pastore (D-R.I.) lists Sens. Holland (D-Fla.) & Allott (R-Colo.) as lead-off witnesses. They are authors of bills (S-1929 & S-1604) to erase FCC's Lar Daly ruling that a candidate is entitled to equal time if his opponent appears in a news show. Other first-day witnesses, previously billed: FCC Chairman Doerfer, a Justice Dept. spokesman, CBS Inc. pres. Frank Stanton.

First Senate hearing witness June 19 will be Rep. Cunningham (R-Neb.), author of a House bill (HR-5839) which set the pattern for Sec. 315 revision proposals on Capitol Hill—including a new one (HR-7602) by Rep. Chenoweth (R-Colo.). Others scheduled for the stand: ABC news v.p. John Daly—and Lar Daly himself. The witness list for concluding June 23-25 sessions under Pastore hadn't been completed last week. But it probably will include chairman Robert D. Sweezy (WDSU-TV New Orleans) of NAB's Freedom of Information Committee, which met in Washington, urged prompt congressional "relief from the restrictions" of the Lar Daly ruling.

Meanwhile the House Commerce legislative oversight subcommittee headed by Rep. Harris (D-Ark.) will be busy with panel hearings for FCC & other federal agencies (see p. 3). No equal-time hearings have been scheduled by Harris, but subcommittee sources told us it's likely that it will try to work them in by early July.

**Mack's Round Starts:** After listening for 2 months to govt. charges that he conspired with Thurman A. Whiteside to rig WPST-TV's Miami Ch. 10 grant (Vol. 15:15-23), ex-FCC Comr. Richard A. Mack finally began presenting his side of the case last week—but not from the witness stand. Despite govt. demands that Mack be subjected to questioning about FCC records in the case, his counsel Nicholas J. Chase argued successfully that his health would be injured permanently if he took the stand. Judge Burnita S. Matthews first ruled in Washington's U.S. District Court that Mack himself must explain defense contentions that he based his vote for WPST-TV on FCC staff reports—and not on financial help from his friend Whiteside. She reversed the ruling after Chase offered opinions by 2 doctors that Mack was unfit physically to undergo cross-examination.

The defense then submitted a 1955-57 Ch. 10 chronology intended to show that Mack always went along with staff recommendations & the FCC majority in favoring WPST-TV. Other defense exhibits, including Mack income tax returns, were submitted to support agreements by Chase that Mack's financial dealings were unrelated to Ch. 10 case. Earlier, after the prosecution closed its marathon case, Judge Matthews rejected a series of Mack-Whiteside motions for directed acquittal.

FCC granted a waiver of rules to WLOS-TV (Ch. 13) Asheville, N.C. to identify itself as a Greenville & Spartanburg, S.C. outlet as well as Asheville. Dissenting were Comrs. Bartley, Lee and Ford. They issued no statements, but it's understood that they considered Asheville to be too far (about 63 miles) from the other cities.

## Networks

**Firestone Show Echo:** The time may come when "the gigantic national TV networks will have imposed upon them a civic responsibility greater than they are now willing voluntarily to carry," warned Commerce Committee member Sen. Lausche (D-O.), last week.

Joining a chorus of Congressional protests against dropping by ABC-TV of *Voice of Firestone*—and failure of CBS-TV & NBC-TV to find prime time for the show (Vol. 15:23)—Lausche told his colleagues that "possibly legislation will be enacted declaring that the airways belong to the public." He has written FCC expressing his "disappointment" over the program's cancellation, which he termed "a grave mistake" by the networks. In his Senate floor speech, Lausche added:

"Huge are the profits [the networks] make in the sale of their stations. Huge are the profits which are being made through the operations of their stations. Yet when the public is to be considered on the one hand, and fiscal profits on the other, the recognition is of the fiscal profits, and not the public."

Note: Sponsor Firestone is headquartered in Lausche's home state—a circumstance which he mentioned at the end of the speech.

Anti-trust suit against CBS Inc. by Lou Poller, CP holder for off-air WCAN-TV (Ch. 25) Milwaukee (Vol. 11:6), will be carried to the U.S. Court of Appeals, his Washington counsel Cooke & Beneman said last week following a setback in Washington's District Court. CBS Inc. and other defendants in Poller's \$4.35 million triple-damage action, in which he alleges he was put out of business, won a ruling from Judge Alexander Holtzoff that in June 3-4 arguments he failed to show grounds for a jury trial. Instituted in 1956, Poller's damage claims stem from CBS Inc.'s 1955 acquisition of WXIX (Ch. 19) Milwaukee from the Gerald A. Bartell group, which also was named in the suit. Poller charges that CBS Inc. reneged on a promise to continue WCAN-TV as its Milwaukee outlet and spoiled a pending sale of WCAN-TV to Storer. WXIX itself was closed down by the network in March this year and is being revived by new owner Gene Posner (Vol. 15:22).

Major hassle between ABC-TV & NBC-TV on the subject of *Black Saddle*, a filmed Western that's been drawing routine ratings & reviews. Both networks told us they had the show, to be sponsored on alt. weeks by L&M for Oasis via McCann-Erickson. NBC-TV said it was to go into the Thurs. 7:30-8 p.m. period, moving over from Sat. 9-9:30 p.m. on the same network. ABC-TV said it was due to land there in a Fri. 10:30-11 p.m. slot. Sources at McCann-Erickson, however, took a pox-on-both-your-houses attitude, saying "the network has not yet been decided."

Daytime specials for women have definite commercial value, CBS-TV tells us. A special rating prepared by A. C. Nielsen on the May 19 *Woman*, one-timer starring Claudette Colbert, gave it an average-audience NTI rating of 8.9 & the strong share-of-audience figure of 50.3%. Normally, the show would not appear in the Nielsen roster, having been aired as a sustainer. Compared with other daytime shows in the second of Nielsen's May national rating reports, *Woman* technically drew a 4th place—virtually insuring that CBS-TV will do other feminine-angled one-shots in daytime periods this fall, and stands a good chance of selling them to advertisers.

**More about**

**SHARE-THE-TAB SPONSORS:** Program franchises, jealously guarded by leading advertisers in radio's heyday and in TV's growth period, are being increasingly abandoned this fall (see page 4). We find that the number of hours of full-sponsorship in prime-time is at best nearly one out of 3 hrs. (11½ total) on CBS-TV, less (8½ total) on NBC-TV, and nearly one in 6 (5 total) on ABC-TV in fall program lineups.

"It used to be that advertisers in the P&G class wouldn't be caught dead sharing sponsorship. Now, most major advertisers would rather have 1/3 sponsorship of 3 shows than 3/3rds sponsorship of one, to provide rating insurance and a broader reach in TV," is how one ABC-TV sales executive sums up the trend.

Some of the trend away from full-program sponsorship is caused by shifts in audience taste that leave sponsors on the low end of the rating totem pole and determined not to be caught again in the same position. Last fall, for example, P. Lorillard sponsored *Masquerade Party*, and P&G had *Tic Tac Dough* on NBC-TV. This year both shows are casualties.

Even successful shows are finding full-program sponsors holding back on TV dollars. Last season, Bristol-Myers was sole sponsor of *Peter Gunn*, one of the year's successes. This fall, the company bought alternate weeks.

Some staunch full-sponsorship buyers remain amidst the growing ranks of participation vehicles, rotating exposures & alternate-week, multi-product sponsorships. CBS-TV will have at least 8 sponsors in the fall lineup who have had the same time period for 5 years or more, and NBC will have 4. ABC, newest of the majors, has no sponsors riding in the same slot over a 5-year period.

**Grey-Flannel Guessing Game:** Hubbell Robinson Jr. moved out of his CBS-TV offices last week to take up his new role as head of his own production firm bossing the Ford specials on NBC-TV—leaving behind him the still-unsolved question of who is going to get his \$75,000-a-year (with stock options) job (Vol. 15:22).

For the third week in a row, the same question provided a fine guessing game for the TV industry, as the list of candidates (some, actually, self-appointed) grew longer.

One school of thought centered on the agency field, with Benton & Bowles' Tom McDermott still a strong contender. Others: McCann-Erickson's Terry Clyne (now on the Mc-E board of directors) & Tom McAvity; BBDO's Bob Foreman; J. Walter Thompson's Dan Seymour.

Another school cited ABC-TV (because of CBS-TV's new exec. v.p. James Aubrey's connections there) as a possible locale, naming Tom Moore programming v.p., & Dan Melnick, program development dir., as a likely team to replace Robinson & Harry G. Ommerle.

Still another school voted for an "outside" program executive, with such names as program consultant Pat Weaver (ex-NBC-TV pres.), Talent Associates' David Susskind, veteran specials producer Jess Oppenheimer and even playwright-producer Dore Schary being mentioned.

And, finally, there was still the chance that the spot might go to CBS-TV's Hollywood program v.p. Bill Dozier, although there were rumors that he, too, might leave the network. Odds that any other CBS program v.p.—Bob Weitman, Mike Dann, Oscar Katz, or Guy Della Cioppa—would get the Robinson spot began to lengthen.

From Robinson, who was busy clearing out his desk and clothes closet last week, no comment.

**NETWORK SALES ACTIVITY****ABC-TV**

Across the Board, Pantomime Quiz, Music Bingo, Day in Court, Gale Storm Show, Beat the Clock, & Who Do You Trust, 15-min. participations between noon & 4 p.m., total number of program segments not set.

*Johnson & Johnson, the Drackett Co., Beech-nut Life Savers, and Genl. Foods Corp. (Young & Rubicam); Armour & Co., Lever Bros. (Foote, Cone & Belding); Toni Co. Div. of Gillette (North Adv.); and Block Drug (SSCB).*

Keep Talking (Tues. 10:30-11 p.m.) eff. Sept. 29.

*Mutual of Omaha (Bozell & Jacobs).*

High Road with John Gunther (Mon. 8:30-9 p.m. eff. Sept. 7 for 3 weeks, then to Sat. 8-8:30 p.m. eff. Sept. 26). Program replaces *Bold Journey* series.

*Ralston Purina (Guild, Bascom, Bonfigli).*

**CBS-TV**

DuPont Show of the Month series of 9 specials, 90-min. each, various dates & time periods, eff. Sept. 28, 3rd yr. renewal.

*E. I. DuPont de Nemours Co. (BBDO).*

Hemingway Dramatic Specials, total of 4 in 1959-60 season, 90-min. each, starting Nov. 19 in 9:30-11 p.m. period, other time periods not set.

*Buick Motor Div. of Genl. Motors Corp. (McCann-Erickson).*

The Garry Moore Show (Tues. 10-11 p.m.), alt.-wk. 30-min. segments, total of 4 sponsor availabilities.

*Kellogg Co. (Leo Burnett) and Pittsburgh Plate Glass Co. (BBDO), both renewals. Polaroid Corp. (Doyle, Dane & Bernbach) and S. C. Johnson & Son (Benton & Bowles), both new sponsors.*

Goldie (Thurs. 8-8:30 p.m.), eff. Oct. 1.

*General Foods Corp., for unspecified products (Benton & Bowles).*

Spotlight Playhouse (Tues. 9:30-10 p.m.) eff. June 30. Summer replacement anthology for The Red Skelton Show with Julia Meade, Zachary Scott as co-hosts. Alt.-wk. sponsorship.

*S. C. Johnson & Son (Foote, Cone & Belding) and Pet Milk (Gardner).*

I Love Lucy (Fri. 8:30-9 p.m.), summer rerun series selected from episodes in original Mon. night show. eff. July 24 to Sept. 25. Not a summer replacement.

*Purex Corp. (Edw. H. Weiss)*

Armstrong Circle Theater (Wed. 10-11 p.m.) alt.-wk. with U.S. Steel Hour. eff. Sept. 30.

*Armstrong Cork Co. (BBDO)*

**NBC-TV**

Pontiac Star Parade, series of 8 colorcast 60-min. specials, 3 starring Gene Kelly, one starring Victor Borge (taped in Denmark), other properties not set. Series starts Dec. 10 in 8-9 p.m. slot, other schedulings irregular.

*Pontiac Motor Div. of Genl. Motors Corp. (MacManus, John & Adams).*

Bob Hope Show, series of 6 60-min. filmed specials, time periods not set but starting in Oct.

*Buick Motor Div. of Genl. Motors Corp. (McCann-Erickson).*

Texaco Huntley-Brinkley Report (Mon.-Fri., 6:45-7 p.m.), eff. June 29. *The Texas Co. (Cunningham & Walsh).*

Colgate Western Theatre (Fri. 9:30-10 p.m.), eff. July 3 through Sept. 4. Reruns of Western episodes in other series. It replaces *The Thin Man*.

*Colgate-Palmolive Co. (Ted Bates).*

USA-USSR Track Meet, live-&-tape from Philadelphia on July 18-19, 4:30-6 p.m.

*General Mills (Knox-Reeves)*

Hallmark Hall of Fame, series of 6 colorcast 90-min. specials, in 1959-60 season, eff. late fall.

*Hallmark Cards (Foote, Cone & Belding)*

## Stations

### More about

**TV STATION AUTOMATION:** Equipment makers haven't made much money selling automation to TV stations yet, but they're all looking forward to a growing market. Here's what some leading manufacturers are doing in the field—and what they think of future prospects:

**General Electric:** "Interest in automation is picking up considerably," says John Wall, mgr. of broadcast equipment sales. GE's Automatic Programmer, designed for TV or radio stations, operates from paper tape—controlling up to 7 pieces of equipment for a full 18-hour period.

"We still have problems to solve," Wall tells us. "One of the biggest is finding a standard philosophy of operation at stations, so that we can build a unit to fit this norm." Another problem, he says, is the existence at stations of non-automatic film & slide projectors, turntables, etc., which can't be adapted to automation. Many stations still have devices which must be loaded & controlled by hand. He says about 15 GE automation systems have sold to date. GE's tape editor (which sets up the automatic program schedule) sells for \$1750, the reader control unit (which controls switching & timing) is \$3500.

**RCA:** RCA developed its automation equipment first for NBC's o-&o stations. WRC-TV Washington claims to be the most fully automated station on the air. The first non-NBC-owned station to purchase a complete RCA automation system is WBRE-TV Wilkes-Barre, which hopes to have the new equipment operating in a couple of weeks. Its system controls network video & audio line, 4 film projectors, 2 slide projectors, audio tape, live studio cameras, and has spare capacity to control TV tape, when added.

Broadcast & TV equipment mgr. E. C. Tracy finds interest of TV stations in automation gear "sporadic"—some big ones highly interested, others not at all. "I can't give you a list of stations with RCA automation equipment," he says. "It's too early for that. I could answer that question in a year. We're negotiating with a number of them."

Attacking the problem of lack of automatic "source" equipment, RCA is offering fully automatic slide & film projectors, turntables, automatic gain control & light control specifically designed to be applicable to automation.

**Mechron:** This is the name given by *San Francisco Chronicle's* KRON-TV to the station automation equipment developed by chief engineer James E. Berryhill (Vol. 13:15). The first units were installed at *Chronicle's* KBAK-TV Bakersfield and at KRON-TV. Last year 6 more were sold—to WTOP-TV Washington, WNBF-TV Binghamton, WNHC-TV New Haven, WFIL-TV Philadelphia, WFLA-TV Tampa & KDUB-TV Lubbock, Tex.

The apparatus is designed principally for the "panic period" between shows, maintains a span of 3 minutes of pre-set switching. Berryhill tells us that station operators are showing "an awful lot of interest—along with considerable caution." He thinks that the idea of automation still may seem a little too drastic for some operators—but "it's inevitable that we'll see more of it."

**Visual Electronics:** This company provides a push-button-operated control for "building-block" automation systems, permitting a station to proceed from partial to complete automation at its own pace—ending with punch-card or tape-controlled programming on a full-day basis. Pres. James B. Tharpe says he expects to have 4-5 systems installed by the end of summer and 12 by year's end. Prices for the control units start at \$5000.

Tharpe sees bright prospects for station automation, although he believes most operators will want to sit it out for at least 6 months, carefully studying the operations of stations which are using the various automation systems.

**TelePrompter:** The Telemation system is different from other versions of station automation in that it uses aluminum foil contacts, attached to the regular TelePrompter script roll, to key slides, films, camera changes, dimming of lights, etc. No units have been installed yet at TV stations, although the system is widely used in instruction & business meetings. Ken Atwood, TelePrompter's eastern sales mgr. for TV, says he is close to concluding arrangements with several stations.

**Telechrome:** A developmental system, not yet on the market, would let stations use network-transmitted pulses to key IDs, switching, etc., between network shows. The technique makes use of the vertical interval blanking period (between frames). The networks could send a variety of pulses which would cue station equipment, making a smooth transition from network shows to local spots & announcements and back to network shows again. This system would require FCC approval.

Value of Conelrad is sometimes questioned, FCC Defense Comr. Robert E. Lee tells us, by broadcasters and others who wonder whether the development of ICBMs has obsoleted the system—originally designed to deny a navigation aid to enemy planes. Lee has a ready answer: The Defense Dept. insists that it needs Conelrad. In his meetings with broadcasters around the country, Lee quotes from a recent letter to him from Air Force Secy. James H. Douglas, who stated that Conelrad will be needed for 10 years. If Conelrad were discontinued, Douglas added, the U.S. would be giving an enemy valuable navigation aids for bombers. In addition, Douglas asserted: (1) Simple direction finders in enemy missiles would give them greater accuracy in hitting our major cities. (2) Enemy's navigation problems would be simplified. (3) Uncontrolled radiation by all kinds of devices would interfere with our missile tracking and control, early warning and defense communications. Lee concludes: "The Defense Dept. has the responsibility for defense. We're a technical body. They say they need it. That's good enough for me."

Of interest to all news media is the recent ruling by a Georgia Superior Court against 2 Atlanta newspapers for printing the criminal record of a defendant on trial for robbery. The publishers of *The Atlanta Journal* and *The Atlanta Constitution* have been convicted of contempt of court and ordered to pay a fine of \$20,000. Notice of appeal was filed immediately. Fulton County Superior Court Judge Durwood Pye said that "to circulate material calculated to come to the attention of jurors is unlawful."

Avoiding strike, KSD-TV & KSD St. Louis moved studio equipment from the building they share with the *St. Louis Post-Dispatch*, before the midnight deadline June 9 for a strike by newspaper stereotypers. Set up at their transmitter sites, both began programming June 10 on schedule. The stations & the newspaper are owned & operated by Pulitzer Publishing Company.

"Don't watch TV, go out & play," is the unusual theme of a summer series that was scheduled to be launched in the past weekend by KMTV Omaha, and aimed at juvenile viewers. Titled *Playground Champions*, the 30-min. series is produced by KMTV in association with the Omaha Recreation Commission, and features scenes of the variety of games & sports played by local youngsters in city parks.

**SPOT-TV UP SHARPLY IN 1959:** The nation's advertisers are really on the spot. During the first quarter of this year, their total expenditures for spot TV soared to more than \$156.4 million, according to a TvB reflection of reports from 341 stations. A comparison of 308 stations reporting on 1st quarter activities in 1958 & 1959 shows an increase of nearly 26% in spot TV spending. (For spot-TV's role in the *entire* media picture among 1958's top 100 advertisers, see p. 12.)

Not only are viewers seeing more spots, they're seeing new ones. Numbered among the top 100 spot-spenders for the first time are: Bissell Carpet Sweeper, Cannon Mills, Hertz-U-Drive-It, Pam Enterprises, Pan-American World Airways, Pepperidge Farms, & Vic Tanney's Gym.

A quarter-to-quarter comparison, 1958 vs. 1959, also shows marked increases in the spot treatment given various product classifications: sporting goods, bicycles & toys up 125%, household furnishing 103%, transportation & travel 78%, pet produces 65%, drug products 42%, food & grocery products 40%, dental products 39%.

Overall, for the 1959 quarter, announcements accounted for 77% of the spot spending, I.D.'s 10.4%, & programs 12.6%. Most money was spent at night, 51.6%. Late night got another 11.1% and daytime expenditures accounted for 37.3%. Compared with the like 1958 period, announcements & daytime scheduling showed the largest increases in the type & time categories, respectively.

By product classification, food & grocery products accounted for the major share of national & regional spot-TV advertising, with a total expenditure of more than \$46.5 million. Drug products were second but not even close, with nearly \$16.5 million. Interestingly enough, TV & radio set activity accounted for only \$162,000.

Outstanding among spot advertisers who increased their expenditures from quarter to quarter, are these 15 members of the 1959 quarter's 100 top TV-spot purchasers:

Advertiser	Jan.-Mar. 1958	Jan.-Mar 1959
Adell Chemical Co. ....	\$2,217,300	4,351,900
American Home Products Corp. ....	1,392,700	2,119,900
B. T. Babbitt Co. ....	2,500	1,242,200
Bristol-Myers Co. ....	588,600	1,297,600
Duffy-Mott Co. ....	43,500	584,800
Food Manufacturers Inc. ....	636,300	1,185,000
Kellogg Co. ....	263,000	1,364,900
Minute Maid Corp. ....	279,600	813,500
Procter & Gamble ....	7,768,700	10,679,400
Jacob Ruppert ....	222,800	763,800
Scott Paper Co. ....	73,400	647,400
Sun Oil Co. ....	25,400	740,600
Texize Chemicals ....	504,000	2,252,700
Vick Chemical Co. ....	206,100	1,088,900
Welch Grape Juice Co. ....	145,700	675,700

See the adjoining list for the top 100 national & regional spot TV advertisers of 1959's first quarter.

NBC's WNBQ Chicago increased sales 50% during the first 5 months of 1959 vs. the same 1958 period, v.p. & gen. mgr. Lloyd E. Yoder reported last week. The period included the highest April local & spot sales in the station's history. Radio WMAQ jumped its sales 30% for the comparable periods, paced by a resounding 56% increase in record-breaking May 1959 over May 1958.

Schaefer Brewing has scheduled 3 more full-sponsorship "movie specials" on WCBS-TV N.Y., following its May 23 rating success for buying all commercials in "It Happened One Night." The next one is to be Frank Capra's "Mr. Smith Goes to Washington" with James Stewart & Jean Arthur on June 26, with others (to be selected) due in the station's *Late Show* series on the Labor Day & Thanksgiving holiday weekends.

**100 Largest TV-Spot Advertisers of 1959's First Quarter**

Gross time costs only, as estimated by Television Bureau of Advertising (TvB) in cooperation with N.C. Rorabaugh Co.

Rank	Advertisers	Amount	Rank	Advertisers	Amount
1.	Procter & Gamble ..	\$10,679,400	51.	Drug Research ....	625,200
2.	Lever Brothers Co. ..	5,342,200	52.	Duffy-Mott Co. ....	584,800
3.	Warner Lambert ....	4,570,300	53.	Max Factor .....	573,200
4.	Adell Chemical .....	4,351,900	54.	Carter Prod., Inc. ..	568,200
5.	Colgate Palmolive ..	4,191,900	55.	Salada, Inc. ....	567,700
6.	General Foods .....	3,646,600	56.	E. & J. Gallo .....	564,000
7.	Continental Bak .....	2,844,800	57.	Revlon, Inc. ....	562,000
8.	Brown & William'n ..	2,278,700	58.	Wrigley, Co. ....	554,600
9.	Texize Chemicals ..	2,252,700	59.	Lanolin Plus, Inc. ..	549,100
10.	Am. Home Prod. ..	2,119,900	60.	Piel Bros., Inc. ..	530,800
11.	Intern'l. Latex .....	2,035,700	61.	Ward Baking Co. ..	527,700
12.	Miles Lab., Inc. ..	2,024,800	62.	Pharma-Craft .....	523,000
13.	Corn Prod. Co. ....	1,523,700	63.	Pabst Brewing ....	519,400
14.	Standard Brands ..	1,413,000	64.	Heublein, Inc. ....	517,800
15.	Kellogg Co. ....	1,364,900	65.	U. S. Borax .....	502,300
16.	P. Lorillard .....	1,352,700	66.	Nat'l. Bis. Co. ....	498,600
17.	Bristol Myers Co. ..	1,297,600	67.	Block Drug Co. ....	495,200
18.	Philip Morris Inc. ..	1,289,900	68.	Interstate Bak. ....	491,400
19.	B. T. Babbitt .....	1,242,200	69.	Falstaff Brewing ..	487,400
20.	Food Mfgs., Inc. ..	1,185,000	70.	Carling Brewing ..	465,200
21.	Vick Chemical Co. ..	1,088,900	71.	Esoo Stand. Oil ...	456,600
22.	Andrew Jergens ...	1,085,900	72.	Schlitz Brewing ...	452,700
23.	Amer. Chiclé Co. ...	1,011,500	73.	Standard Oil Ind...	452,600
24.	Avon Prod., Inc. ....	995,600	74.	Coty, Inc. ....	441,800
25.	Sterling Drug .....	992,700	75.	Pam Enterprises ..	441,800
26.	Liggett & Myers ...	987,700	76.	Hertz-U-Drive .....	436,500
27.	Chesebrough Ponds ..	953,200	77.	Nat'l Dairy Prod. ..	434,700
28.	Pepsi Cola Co. ....	940,200	78.	Nestle Co., Inc. ....	432,300
29.	Amer. Tob. Co. ....	910,300	79.	Rubinstein, Inc. ..	430,800
30.	Wander Co. ....	872,100	80.	Reily & Co., Inc. ..	429,900
31.	Borden Co. ....	869,400	81.	Plough, Inc. ....	425,800
32.	Robert Hall .....	867,000	82.	Exquisite Form ...	419,500
33.	Norwich Phar. Co. ..	863,800	83.	Pepperidge Farm ..	399,900
34.	Anheuser Busch ....	847,200	84.	Wilson & Co. ....	398,100
35.	General Mills .....	836,800	85.	Taylor Reed .....	393,900
36.	Continental Wax ...	836,300	86.	Chock Full O'Nuts ..	385,000
37.	Minute Maid Corp. ..	813,500	87.	Amer. Bak. Co. ...	382,000
38.	Peter Paul, Inc. ..	809,600	88.	Monarch Wine ...	380,700
39.	Coca Cola Co. ....	787,300	89.	Atlantic Ref. Co. ..	372,200
40.	J. A. Folger & Co. ..	774,800	90.	United Fruit Co. ..	371,000
41.	Jacob Ruppert .....	763,800	91.	Pan-American .....	368,800
42.	Charles Pfizer .....	761,000	92.	Bissell Sweeper ...	364,300
43.	Sun Oil Co. ....	740,600	93.	Cannon Mills .....	361,700
44.	Atlantis Sales .....	736,100	94.	Phillips Pet. Co. ..	359,800
45.	Shell Oil Co. ....	682,500	95.	Hamm Brewing ...	359,000
46.	Welch Grape Juice ..	675,700	96.	M. J. B. Co. ....	357,200
47.	Quaker Oats Co. ....	661,200	97.	Vic Tanney's Gym ..	353,100
48.	Tea Council U.S.A. ..	562,300	98.	Gulf Oil Corp. ....	338,600
49.	Scott Paper Co. ....	647,400	99.	Safeway Stores ....	332,800
50.	R. J. Reynolds Tob. ..	633,500	100.	Nat'l. Brewing ....	326,800

TV spots will be used to sell a home-decorating kit for Christmas use. Osborne-Kemper-Thomas Inc. is backing its new product with a \$1.1 million budget for packaging, distribution, and advertising. From Thanksgiving through Christmas, the ad emphasis will be on TV spots. The agency is Foote, Cone & Belding.

Ad taxes continue to die aborning, as witness the fate of state proposals (Vol. 15:11) in Maine & W. Va., which died in committee, in Texas, where the legislature adjourned without taking action, and in Mich., where the proposal never even got formally proposed. Proposals before the Ala., Fla., & S.D. legislatures are expected to have no better future.

More nighttime ads on Canadian radio are now permitted, it's been ruled by Canada's Board of Broadcast Governors in a move to aid radiomen reverse declining audiences. Heeding the plea of CAB, the board has increased the allowable amount of advertising on a 5-min. program from 60- to 75-sec., in 6 p.m. to midnight period.

Use of TV to reach doctors only is being tested by Ciba as a medium for direct promotion of prescription drugs to the physicians. The program uses medical jargon to discourage non-professional viewers. Described as a first, the test series, titled *This Week in Medicine*, is a 15-min., early morning roundup of medical news, spiced with esoteric product messages. The test series of 4 programs is being carried by WNBC-TV Binghamton, N.Y. (7 a.m.), KRLD-TV Dallas (7:15 a.m.), KCMO-TV Kansas City (7:30 a.m.) & WCKT Miami (10 a.m.).

**TV CODE SHOWDOWN:** Sticky problems of what to do about TV code subscribers who defiantly carry proscribed commercials for hemorrhoids Preparation H (Vol. 15:17-20) again confront NAB's code review board & TV board at Washington sessions this week.

The revolt against TV's self-disciplinary authority, which led TV board to withdraw code seals from 8 stations in April, already has brought the publicized resignation from NAB itself of John W. (Duke) Guider's WMTW-TV (Ch. 8) Poland Spring, Me. There were reports that other penalized subscribers also had walked out.

The code review board under chairman Donald H. McGannon of the Westinghouse Bestg. Co. meets June 15 to take stock of the situation and make recommendations to the full TV board, which has the Preparation H matter high on its June 18 agenda.

As is usual when code policies are at issue, nobody at NAB headquarters would talk freely last week in advance of the sessions. But one NAB source told us that "undoubtedly" the review board would move for further action by the TV board in an unspecified number of other Preparation H cases. "The review board has not reversed its unanimous stand on the issue," he pointed out.

The number of code subscribers stood at 303 just before the April disciplinary sessions. It now is reported down to 284—a loss of 11 in addition to the 8 whose seals were revoked.

"They've bitten off a big chunk here," WMTW-TV's Guider told us last week. "They'll have to back down. Who are these little tin Caesars to set themselves up to tell you what you can broadcast?"

In his formal NAB resignation letter, Guider protested that the review board is "100% wrong" in its policy against Preparation H, whose commercial WMTW-TV carries late Sat. night. He complained bitterly that otherwise nobody had ever questioned "highest ethical" operations of his station, which joined NAB when it went on the air in 1954. Guider himself was a communications lawyer in the Washington firm of Hogan & Hartson before taking command of the Poland Spring outlet as pres. mgr. He was a spokesman for broadcasters as long ago as NRA days in 1934.

**Image Project Progress:** NAB's TV "image-improvement" committee completed its work at a special meeting June 5, and chairman Clair McCullough (Steinman stations) sounds optimistic about approval of the committee's program by the NAB board at its Washington meeting June 17.

"The committee is satisfied with its recommendations," he said, "and we're quite hopeful that the board will endorse them. If approved, the program could move ahead immediately." He added that he was optimistic not only about the proposed techniques for putting TV's best foot forward but also about the prospects of raising funds—reportedly about \$600,000 annually for 3 years.

Serving with McCullough are: C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C.; and Willard E. Walbridge, KTRK-TV Houston, Tex.

Colorcast feature movies on a regular schedule began June 12 on WRCA-TV N.Y. "The Purple Plain," starring Gregory Peck, initiated the series in the Friday-night *Movie 4 Saturday Children's Theatre* will also be in color.

**ZENITH MOVING ON PAY TV:** In its first official statement on pay TV in many months, Zenith confirmed last week that it hopes to go ahead with on-air tests of its Phonevision system under the strict FCC test regulations (Vol. 15:13). Addressing the Security Analysts of San Francisco June 11, Zenith pres. Joseph S. Wright indicated his company is still as enthusiastic as ever about the subscription-TV concept.

He said Zenith is "actively exploring what needs to be done to initiate an operation under the terms & conditions of the latest FCC order." He added that preliminary discussions have been held with people & companies in the entertainment & broadcasting fields and the company hopes "to begin shortly to negotiate arrangements which may make it possible to proceed with an initial operation." Zenith is ready to start field-testing its latest equipment which can be "produced and maintained for pennies a day."

While giving credit to networks & telecasters for "a magnificent job of programming within the economic limitations of advertising support," he classified TV fare as a whole as "a big medicine show." He credited telecasting's present status largely to the availability of old Hollywood films. When these are gone, pay TV is the next logical step in the distribution of fine programs, he said.

He reiterated Zenith's scorn of proposed closed-circuit pay-TV projects: "Don't be taken in," he said, "by statements that someone is going to wire up San Francisco or Los Angeles or New York in some huge coaxial wire network for this purpose. The costs of such projects are fantastic. Subscription TV is inevitable, and when it comes it will be on an over-the-air basis."

\* \* \*

Pay TV will eventually provide the public with the cultural programs they desire, actor Ralph Bellamy told the House subcommittee on education last week. Testifying in favor of a bill to create a Federal Advisory Committee on the Arts, he said he didn't think that there was a basic anti-cultural feeling on the part of many people in the U.S. Responding to a question by Rep. Giaimo (D-Conn.) as to why there aren't more symphony & ballet programs on TV, the actor said that toll TV would prove that there is a very great demand for them. He asserted that TV is programmed according to some ad agency's policy, some sponsor's opinion of what the public wants, and someone's estimate of what will reach the greatest number of people. Demand for culture is so great, he said, that a subscription-TV Sanskrit program would make money at 5¢ per viewer.

\* \* \*

Sponsor of anti-pay-TV bills killed in the Cal. legislature last week (Vol. 15:22), criticized what he calls the "Hollywood lobby" (unions) and Skiatron for their opposition to the 2 measures. State Assemblyman Louis Francis accused Skiatron of "misleading representations," adding that every time Skiatron's Matty Fox announces a "definite" plan to begin televising San Francisco Giants baseball games (such as was promised last April) "only one thing happens: Skiatron stock goes up a point or 2."

A made-in-Mexico video tape of bullfights will be telecast by WBKB Chicago in a late July or early Aug. salute to the forthcoming Pan American Games. The tape was made by Telesistema Mexicano in Mexico City. WBKB program mgr. Dan Schuffman told us last week that the tape will be carried as a one-shot.

# The Top 100 National Advertisers of 1958

Dollar Expenditures in Major Media, Compiled by 'Advertising Age'

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Radio Advertising Bureau; Outdoor Advertising Inc.

Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Television	Spot Television*	Spot Radio	Outdoor
		\$	\$	\$	\$		\$	\$	\$
1. Practer & Gamble	\$98,592,297	\$ 6,972,897	\$ 6,693,743	\$ 15,650	\$ 438,300	\$50,638,647	\$33,833,060	5,400,000	8,898,446
2. General Motors Corp.	97,886,506	34,603,336	22,111,817	1,630,801	2,890,000	20,593,366	1,758,740	5,000,000	6,621,615
3. Ford Motor Co.	58,895,168	20,000,024	11,097,005	1,565,603	277,500	12,561,121	1,772,300	2,000,000	198,000
4. Lever Bros. Co.	52,817,674	9,220,071	2,739,596	122,774	302,000	21,958,373	16,578,860	750,000	734,189
5. Colgate-Palmolive Co.	46,911,250	8,276,947	3,562,470	141,556	999,100	14,341,471	635,460	2,300,000	655,822
6. Chrysler Corp.	43,348,773	16,049,691	7,844,399	444,463	279,400	20,733,118	1,020,780	925,000	1,184,146
7. General Foods Corp.	42,720,430	14,193,039	5,681,282	156,989	990,000	20,507,683	7,275,680	4,600,000	63,855
8. American Home Products Corp.	39,584,741	4,638,493	4,913,718	334,167	242,200	11,252,180	3,018,150	1,700,000	2,114,428
9. American Tobacco Co.	36,624,520	8,757,784	7,586,980	225,288	123,800	10,790,118	2,986,970	650,000	62,160
10. General Mills Inc.	28,861,722	5,679,067	4,113,020	336,491	590,500	16,072,802	2,845,530	1,200,000	126,111
11. Bristol-Myers Co.	26,433,475	1,255,596	8,376,978	58,769	3,284,700	876,022	583,770	4,700,000	932,939
12. Distillers Corp.-Seagrams Ltd.	25,830,824	12,099,291	9,561,308	5,505	220,200	5,295,996	500,500	2,700,000	—
13. General Electric Co.	25,601,934	7,004,632	9,077,465	376,481	—	9,791,226	6,717,450	1,600,000	—
14. P. Lorillard Co.	24,930,720	5,924,520	1,171,413	—	—	6,002,213	2,434,260	—	—
15. R. J. Reynolds Tobacco Co.	23,191,938	5,215,711	4,438,628	401,126	—	6,709,514	1,118,980	—	—
16. National Dairy Products Corp.	21,557,068	6,029,557	6,389,317	156,561	305,000	8,250,471	9,413,530	—	—
17. Brown & Williamson Tobacco Co.	21,415,081	1,034,509	2,694,971	21,600	471,000	16,132,360	2,000,110	—	—
18. Gillette Co.	21,188,046	2,249,120	806,456	—	—	10,849,983	1,865,830	—	—
19. Liggett & Myers Tobacco Co.	20,308,827	1,983,298	2,898,916	10,800	—	9,919,859	3,645,220	—	—
20. Sterling Drug Inc.	19,957,981	2,329,208	2,114,474	44,220	—	1,190,176	4,710,800	—	—
21. American Telephone & Telegraph Co.	19,919,231	4,880,608	7,544,546	488,798	—	4,967,012	4,066,710	—	—
22. Philip Morris Inc.	19,147,558	5,572,421	2,084,078	—	—	6,144,983	4,368,290	—	—
23. Standard Brands Inc.	19,140,291	2,768,516	2,724,747	327,016	531,100	10,290,885	2,549,440	—	—
24. Kellogg Co.	17,573,034	2,413,700	2,120,631	66,378	132,000	2,892,606	272,520	840,000	93,644
25. Warner-Lambert Pharmaceutical Co.	16,730,232	1,635,213	2,805,418	29,805	534,200	4,233,743	8,832,990	1,109,000	257,425
26. Campbell Soup Co.	16,371,719	4,588,350	6,180,115	163,347	—	4,927,240	3,191,790	1,600,000	—
27. Corn Products Refining Co.	15,733,084	3,044,049	2,895,627	29,353	285,600	4,785,393	7,895,950	—	—
28. Miles Laboratories Inc.	15,465,570	775,377	463,450	—	445,400	740,261	9,223,910	—	—
29. Continental Baking Co.	14,639,738	1,732,120	—	—	—	2,671,026	645,290	1,600,000	1,343,447
30. E. I. du Pont de Nemours & Co.	14,591,006	1,872,557	6,081,370	222,701	2,846,000	2,671,026	645,290	1,000,000	252,052
31. Quaker Oats Co.	14,363,973	3,889,910	2,494,734	177,610	400,800	4,693,728	1,679,690	—	27,501
32. National Distillers Chemical Corp.	14,070,158	6,702,284	4,935,819	—	350,000	—	—	—	2,082,055
33. Schenley Industries Inc.	13,823,304	8,896,019	3,058,038	—	530,000	—	85,880	—	1,283,367
34. Shell Oil Co.	12,741,136	2,465,433	1,491,608	204,913	325,000	2,672	3,323,630	1,700,000	3,227,880
35. Eastman Kodak Co.	12,706,540	872,952	4,138,707	—	1,500,000	5,937,361	257,520	—	—
36. Coca-Cola Co.	12,559,317	4,023,772	1,551,377	—	63,300	—	3,699,270	—	3,221,598
37. Adell Chemical Co.	12,374,882	35,792	—	—	—	—	12,339,090	—	—
38. National Biscuit Co.	12,238,565	2,982,993	946,974	237,800	237,800	3,596,818	4,022,960	1,800,000	451,020
39. Anheuser-Busch Inc.	12,063,530	1,479,731	1,462,906	116,700	116,700	—	3,058,690	—	4,145,503
40. Westinghouse Electric Corp.	12,034,649	3,061,347	2,155,856	116,535	1,930,500	4,639,231	131,180	—	—
41. Pharmaceuticals Inc.	11,235,394	733,284	126,113	—	—	10,173,557	202,440	—	—
42. Radio Corp. of America	11,100,484	1,123,108	2,608,673	76,217	410,500	6,458,126	423,860	—	—
43. Goodyear Tire & Rubber Co.	11,004,399	2,665,044	4,973,727	614,683	895,000	1,779,195	76,780	—	—
44. Pillsbury Co.	10,891,689	2,953,690	1,978,863	90,206	89,600	5,205,578	525,160	—	48,592

45. Revlon Inc. ....	10,815,068	1,070,000	1,801,681	247,553	1,035,500	6,309,037	847,850	750,000	36,500
46. Armour & Co. ....	10,508,129	2,225,387	2,648,145	42,090	371,500	3,532,737	738,350	—	80,457
47. Standard Oil Co. (New Jersey) .....	10,498,465	3,305,724	1,062,369	266,940	440,000	585,326	3,102,550	1,200,000	1,414,232
48. Standard Oil Co. (Indiana) .....	10,242,217	3,231,748	41,016	304,355	592,400	200,621	2,424,710	2,600,000	3,252,477
49. Texaco Inc. ....	9,552,978	656,463	1,927,524	66,940	490,000	—	1,660,400	—	1,611,215
50. Pepsi-Cola Co. ....	9,229,874	3,818,818	1,536,151	73,332	97,900	—	3,163,040	—	540,633
51. Gulf Oil Co. ....	9,050,403	2,854,696	1,511,463	88,448	344,300	—	2,031,280	1,000,000	671,204
52. Jos. Schlitz Brewing Co. ....	8,893,172	665,793	860,375	237,725	192,600	—	2,030,160	900,000	1,712,466
53. Carnation Co. ....	8,732,150	2,524,935	2,045,633	—	56,400	—	2,661,752	—	339,645
54. S. C. Johnson & Son Inc. ....	8,681,106	601,999	966,870	301,911	2,685,900	—	1,813,560	—	—
55. U. S. Steel Corp. ....	8,570,443	461,429	2,034,253	—	—	—	3,086,950	—	—
56. Carter Products Inc. ....	8,153,737	326,642	284,700	—	77,500	—	5,202,300	—	—
57. Hirom Walker-Gooderham & Worts Ltd. ....	8,066,360	3,172,957	4,030,815	—	—	—	1,750,940	—	785,088
58. Barden Co. ....	7,830,139	2,093,207	1,884,944	42,860	—	—	157,660	—	197,554
59. Johnson & Johnson .....	7,563,684	1,127,698	3,615,455	158,845	43,000	—	2,461,026	—	—
60. Swift & Co. ....	7,387,528	2,097,736	815,601	118,488	92,900	—	1,209,590	—	99,543
61. Nestle Co. ....	7,266,218	998,174	1,035,910	12,910	—	—	1,681,800	—	—
62. Kimberly-Clark Inc. ....	7,143,883	1,563,981	2,113,418	—	310,000	—	139,050	—	50,663
63. Wm. Wrigley Jr. Co. ....	6,960,523	1,982,706	533,602	—	79,200	—	2,071,990	—	2,293,025
64. Chesebrough-Pond's Inc. ....	6,883,171	657,907	1,444,116	—	58,000	—	1,625,070	—	—
65. Stanley Warner Corp. ....	6,797,011	995,358	123,143	—	—	—	5,678,510	—	—
66. Scott Paper Co. ....	6,505,807	893,119	1,137,322	—	200,000	—	488,270	—	369,000
67. Prudential Insurance Co. of America .....	6,375,845	2,348,539	102,350	24,000	52,000	—	3,418,096	—	—
68. Firestone Tire & Rubber Co. ....	6,333,013	1,278,607	2,744,742	425,313	247,200	—	3,826,756	—	—
69. Helene Curtis Industries .....	6,319,600	1,427,171	1,101,814	—	99,900	—	1,597,171	—	—
70. Socony Mobil Oil Co. ....	6,263,363	2,836,019	1,184,760	260,346	100,000	—	2,938,475	—	—
71. American Motors Corp. ....	6,115,475	4,295,899	1,370,486	—	366,900	—	1,709,593	—	134,445
72. Folsom Brewing Co. ....	6,013,670	237,341	—	—	—	—	82,190	—	—
73. Beech-Nut Life Savers Inc. ....	5,990,497	1,809,087	591,880	—	113,800	—	969,879	720,000	1,730,000
74. Aluminum Co. of America .....	5,823,616	980,553	1,748,805	67,391	1,100,000	—	2,476,177	715,000	162,793
75. General Telephone & Electronics† .....	5,801,501	267,217	2,299,510	—	422,100	—	1,531,362	—	49,595
76. Rolston Purina Co. ....	5,683,471	449,470	142,928	714,472	46,000	—	2,597,008	—	131,826
77. H. J. Heinz Co. ....	5,674,564	2,292,355	1,261,041	—	118,600	—	3,376,044	—	577,047
78. American Airlines .....	5,625,557	2,964,339	1,476,466	—	115,000	—	795,518	1,000,000	69,752
79. Armstrong Cork Co. ....	5,554,121	810,559	1,585,054	44,056	350,000	—	2,764,452	800,000	42,633
80. Union Carbide Co. ....	5,515,869	897,636	784,226	61,931	1,583,100	—	778,740	—	62,545
81. Wesson Oil & Snowdrift Co. ....	5,431,346	2,807,230	1,665,831	—	117,000	—	3,684,390	—	1,223,490
82. Pabst Brewing Co. ....	5,427,392	129,215	389,297	—	—	—	—	—	—
83. Sperry Rand Corp. ....	5,368,359	153,809	1,512,098	333,302	480,500	—	2,802,210	—	—
84. Heublein Inc. ....	5,359,891	1,723,817	2,200,860	—	131,900	—	1,129,070	780,000	174,244
85. Liebmenn Breweries Inc. ....	5,332,063	2,548,483	236,897	—	—	—	488,470	—	1,278,213
86. Pan American World Airways Inc. ....	5,325,923	2,386,489	1,735,464	—	123,800	—	1,002,600	—	—
87. American Chicle Co. ....	5,324,665	—	—	—	—	—	2,969,625	—	—
88. American Cyanamid Co. ....	5,308,963	131,824	1,038,519	988,110	2,950,000	—	200,510	—	—
89. B. F. Goodrich Co. ....	5,203,719	1,987,670	1,495,082	202,177	1,219,200	—	70,730	—	—
90. Sun Oil Co. ....	5,060,260	2,232,172	—	—	230,000	—	228,860	—	—
91. Seven-Up Co. ....	5,052,023	288,992	1,864,733	89,250	87,600	—	1,368,282	730,000	98,508
92. Norwich Pharmacol Co. ....	5,042,639	1,323,673	1,084,604	156,672	600,000	—	1,877,690	—	751,056
93. U. S. Rubber Co. ....	4,936,648	796,748	1,551,717	45,271	625,000	—	1,372,000	—	70,132
94. Vick Chemical Co. ....	4,916,491	610,658	1,002,443	300,759	136,000	—	510,621	—	75,800
95. United Merchants & Manufacturing Co. ....	4,876,552	—	157,702	—	—	—	3,993,850	725,000	—
96. Atlontis Sales Co. ....	4,750,820	1,376,254	1,057,089	52,400	—	—	942,090	—	—
97. Simoniz Co. ....	4,739,995	1,264,883	3,475,112	—	—	—	286,749	1,800,000	160,724
98. Canadian Breweries Ltd. ....	4,726,893	242,973	679,827	—	—	—	—	—	—
99. Texize Chemicals Inc. ....	4,704,170	—	—	—	—	—	—	—	—
100. Thea. Hamm Brewing Co. ....	4,688,642	184,982	—	—	—	—	366,480	650,000	1,797,000

\*In some instances spot tv figures include both parent company and dealer or distributor expenditures. †Corn Products Refining Co. od expenditures also include expenditures of Best Foods Co., which Corn Products purchased in 1958. ‡General Telephone & Electronics ad expenditures also include expenditures of Syltonia Electric Products Inc., which General Telephone purchased in 1958.

**Taft Stock Sale:** Taft Bcstg. Co., formally organized June 3 to take over business & assets of Radio Cincinnati Inc. and its TV-radio subsidiaries, is offering stock in the family-controlled broadcasting enterprise for public sale for the first time (Vol. 15:11). An SEC registration statement (File 2-15204) submitted last week proposed a secondary offering of 483,322 common shares—about 33% of the outstanding stock of the new company—to be underwritten by Harriman, Ripley & Co.

The shares will be sold by stockholders and no part of the proceeds will be received by Taft Bcstg. Co., which (like Radio Cincinnati) is headed by Hulbert Taft Jr., as pres. The Taft interests include WKRC-TV & WKRC Cincinnati, WTVN-TV & WTVN Columbus, WKYT Lexington, WBRC-TV & WBRC Birmingham, 30% of WBIR-TV & WBIR Knoxville. Approximately 87.2% of 1.5 million outstanding shares of Taft Bcstg. Co. stock is owned by—or held in trust for—17 members of the Taft family and 7 members of the Ingalls family, all descendants of or related to the late Charles P. Taft, founder of the *Cincinnati Times-Star Co.* The SEC prospectus listed 29 selling stockholders. Largest blocks are being offered by David S. Ingalls & Robert Taft Jr. (67,226 of 201,677 shares held) as trustees for Jane Taft Ingalls, the estate of Hulbert Taft Sr. (52,990 of 158,969), Hulbert Taft Jr. (56,730 of 170,189), David G. Taft (50,471 of 151,414), Wm. T. Semple et al. (50,419 of 151,258) as trustees of the Charles P. Taft Memorial Fund.

In addition to listing Hulbert Taft Jr. as pres., the preliminary prospectus shows David G. Taft, exec. v.p.; Kenneth W. Church & William H. Hansher, v.p.s.; Dorothy S. Murphy, treas.; Robert Taft Jr., secy. It also gives this 10-year table of revenue & operating profit for the Radio Cincinnati stations:

Year Ended March 31	Net Revenue		Operating Profit (or Loss) Before Depreci- ation & Amortization	
	TV	Radio	TV	Radio
1950 .....	\$ 229,044	\$ 835,465	\$ (221,853)	\$206,549
1951 .....	417,333	893,812	(145,170)	243,787
1952 .....	959,320	849,203	167,820	225,618
1953 .....	1,239,831	900,173	322,409	256,454
1954 .....	2,246,971	832,706	534,936	246,692
1955 .....	2,812,656	948,765	789,260	184,415
1956 .....	3,556,552	1,139,208	1,267,005	252,036
1957 .....	3,991,123	1,175,103	1,515,334	277,632
1958 .....	5,986,656	1,886,344	2,525,360	616,451
1959 .....	6,980,769	1,991,732	2,929,796	541,021

Net revenue & operating profit of WBIR-TV & WBIR Knoxville (the TV station began commercial operation in Aug. 1956):

Year Ended Dec. 31	Net Revenue		Operating Profit (or Loss) Before Depreci- ation & Amortization	
	TV	Radio	TV	Radio
1956 .....	\$339,335	\$166,649	\$ 76,974	\$19,994
1957 .....	975,814	165,627	304,943	27,818
1958 .....	907,983	182,007	253,329	38,849

During the year ended March 31, 1959, the prospectus notes, the Cincinnati & Birmingham TV stations "contributed the greater portion of the net revenue & the greater portion of the operating profit from TV broadcasting," while the Cincinnati & Columbus radio stations "contributed the greater portion of the net revenue & substantially all the operating profit from radio broadcasting. WKYT Lexington contributed 1% of the TV net revenue and operated at a loss of about \$112,000.

TV station revenue during fiscal 1959 came 25% from network, 43% from national spot & 32% from local advertising. For the AM stations, 54% of the revenue was local, 44% national spot, 2% from network.

Sale of 52% of WDMJ-TV (Ch. 6) Marquette, Mich. by Frank J. Russell to Morgan Murphy interests—for the assumption of approximately \$102,000 in obligations plus securing of a \$160,000 loan—has been negotiated, according to an application filed with FCC. Murphy's M & M Bcstg. Co., licensee of WMBV-TV (Ch. 11) & WMAW Marinette-Green Bay, Wis., will own 52% of new North Central Bcstg. Co.; WDMJ-TV licensee Lake Superior Bcstg. Co., owned by Russell's *Marquette Mining Journal*, will retain 48%. M & M has agreed to arrange a loan of \$160,000 to the *Mining Journal* by Murphy's *Superior (Wis.) Evening Telegram, Lafayette (La.) Advertiser-Gazette* and *Manitowoc Newspapers*—the lenders receiving an option to buy Russell's *Iron Mountain (Mich.) News* for \$550,000. In addition to WDMJ-TV, Russell also holds a CP for WDMJ-TV satellite WIRN (Ch. 12) Wakefield, Mich., owns radio WLST Escanaba, 80% of WMIQ Iron Mountain, 50% of WROD Daytona Beach, Fla. and publishes the *Escanaba Daily Press*. For Morgan Murphy's other interests, see WEAU-TV (Ch. 13) Eau Claire, Wis. in *TV Factbook No. 28*.

CP for KIRO-TV (Ch. 7) Seattle, Wash., was finalized last week by the FCC. The grant was set aside last Dec. after losers KXA & KVI had pleaded that Comr. Craven should not have voted because he had not heard the oral argument. The station was permitted to continue operating pending completion of the proceeding. It's expected that the full text of FCC's ruling, giving the basis for its decision, will be released this week.

Two stations leaving air are KULR (Ch. 9) Kalispell, Mont., which quit May 27 during CATV hassle (see p. 6) and KDPS-TV (Ch. 11, educational) Des Moines, which went dark May 29, but plans to resume Sept. 14 when new school year begins. We're not counting KDPS-TV as being permanently off the air, but demise of KULR changes on-air count to 552 (83 uhf).

Purchase of control of KIVA (Ch. 11) Yuma, Ariz. by Electro Investors Inc. for \$241,000 from Harry Butcher was approved by FCC last week. Majority of Electro Investors (67%) is owned by financier Floyd Odum. Second largest stockholder is Butcher, who retains 25%.

No hearings in Atlanta will be held by FCC to determine whether 9 AM stations & 1 FM have offered "balanced" programming (Vol. 15:21). It's understood that the Commission majority, considering renewal of the licenses, declined to order the *en masse* hearing, decided to consider each station's performance individually and schedule license-renewal hearings if warranted.

First TV coverage of the Hepbron case (Baltimore police commissioner charged with incompetence & misconduct in office) was allowed by Md. Gov. Millard Tawes at the June 12 summations in the State House at Annapolis. Although live coverage was still verboten, WJZ-TV Baltimore used the next best thing—video tape. Approximately 25-min. after the 2-hour session ended the station was on the air with complete coverage. In keeping with the edict that TV remain unobtrusive, the station's crew, program mgr. Joel Chaseman told us, neither used nor needed extra lights or mikes to pick up & pipe proceedings back to Baltimore for taping.

More competition for newspapers from TV was predicted last week in London by Stuart Hood, BBC deputy news editor. He said he expects big technical advances soon, whereupon "TV will at last be able to have news pictures from all parts of the world on the same day . . ."

## Programming

**TV'S NEW BLOOD:** TV film, criticized so often for its sameness & mediocrity, today has hopes of improvement, and these hopes are pinned on a comparatively small group of fairly-new-to-TV producers who have given a new flair to old formats.

Already, some of their series have skyrocketed to success in TV—not necessarily because they have found new formulas, but because of original slants and touches.

For example, there is Blake Edwards, producer-director of *Peter Gunn*. This show was at first criticized by Edwards' own TV colleagues with a scorn that didn't melt until Gunn found itself basking in the sun of public favor. Well aware of this intra-trade criticism, Edwards tells us: "Actually, I'd been doing private-eye shows for years. I felt *Peter Gunn* must have new elements if it was going to succeed. So I had Henry Mancini write a special music score, and we used live music on the show. I added a few other new elements to prevent Gunn from being just another private-eye. As for the criticism from other producers—my show cost a lot more money than the average half-hour; they knew this, and felt that they'd be forced to spend more money on their shows."

Other producers in the comparatively new crop of TV creators doing well today include ex-movie men Howard Christie (*Wagon Train*), Arthur Gardner, Jules Levy and Arnold Laven (*The Rifleman*), and Howie Horwitz, (*77 Sunset Strip*). The last-named show is based on a book by Warner Bros. producer Roy Huggins who conceived *Maverick*—a new approach to Westerns.

Other non-TV veterans who produce successful shows: Sam Rolfe (*Have Gun—Will Travel*), Rory Calhoun-Vic Orsatti (*The Texan*), Wilbur Stark & Jerry Layton (*Colonel Flack*).

**Kookie's Campaign:** Warner Bros. has launched an extensive merchandising campaign to cash in on the popularity of Edd Byrnes, who plays "Kookie" on *77 Sunset Strip*. Merchandising has, of course, become a very profitable by-product of TV for some stars or properties.

The Burbank lot became aware of jive-talking young Byrnes when he began receiving more fan mail than any other actor on the payroll. (Currently he gets an amazing 22,000-24,000 letters a month from teen-age fans.) First item in the merchandising campaign under the supervision of Sam Clark is a Kookie comb, which, with a color picture of Byrnes, sells for 39¢. The studio expects to sell 10 million. This item was a natural tie-in into Byrnes' best-selling record, "Kookie, Kookie, Lend Me Your Comb." Other teenage items in Warners' "Kookie" campaign: a tie with printed jive talk, girls' scarves bearing the name "Kookie," a Kookie jacket, an identification bracelet, sweatshirts, sport shorts, beach towels.

Echo of quiz-show scandal of last season sounded in N.Y. last week when General Sessions judge Mitchell D. Schweitzer ordered "impounded & sealed" a presentment prepared by the N.Y. county grand jury which has been looking into alleged frauds on TV quiz shows. Judge Schweitzer stated that the report had been "challenged" by sources he didn't reveal, which may cause it eventually to be expunged from the records. (Subsequently, it was learned that the challenge was by attorneys representing *The \$64,000 Question* & *The \$64,000 Challenge*.) Now it's up to the N.Y. office of DA Frank Hogan to furnish "the burden of legal proof" that public should get report.

**TV Baedeker:** A film tour of Venice is planned by NBC news for fall, with David Brinkley producing the hour tour of the city of canals. Rome is due to get a location tape profile by CBS-TV as part of the coverage of the 1960 Olympics. Spoleto, Italian mountain resort, will be seen by U.S. viewers in Intercontinental TV's coverage of the Gian-Carlo Menotti "Festival of 2 Worlds" for showcasing by Ed Sullivan this fall, although the composer is asking visitors to "tone down the tiaras." London's "Big Ben" on telefilm can be had for free by stations from the British Information Services, now distributing a 14-min. history of the landmark, James Mason narrating.

Same-day telecasting of 1960 Olympics using taped highlights will get prime time on CBS-TV under an exclusive arrangement between the network & the Italian Olympic National Commission. The individual shows will be up to an hour in length. The tapes will be jet flown to CBS-TV in N.Y. by Alitalia Airlines, enabling the network to "surpass its unprecedented feat of bringing an edited hour-long video-tape broadcast of the coronation of Pope John XXIII to American viewers less than 24 hours after conclusion," says pres. Louis G. Cowan. Not firmly set, however, is just who's going to make the tapes. CBS-TV has been discussing a tape contract for the show with Intercontinental TV (which taped the *Garroway Today* segments in Paris), but may send its own crew & unit over if cost estimates show that the network can handle the job for same price.

Always in search of new locales, TV film series next season will reach out to our 2 new states—as well as outer space. Warner Bros.' 60-min. series, *The Alaskans*, will be located in the 49th state, and 20th-Fox TV, is producing several pilots of another series, *The New Frontier*, in that setting. The other new state will serve as background for Warner Bros.' *Hawaiian Eye* and 20th-Fox TV's *Adventures in Paradise*, the latter a 60-min. show created by James Michener. It should all be a refreshing change from Dodge City & Tombstone. As for outer space, Ziv TV is working on *Space*, starring William Lundigan, dealing with the exploration of man's newest frontier.

BMI award of \$500 will go to the TV or radio outlet "which produces the best program dealing with state or local history during 1959," said a joint announcement last week from Broadcast Music Inc. and the American Assn. for State & Local History. An additional grant of \$500 will be made to the state or local history agency which cooperates in the production of the winning show, says Carl Haverlin, BMI pres. A soon-to-be-announced panel will judge. Participation in the contest is open to any TV or radio station in the U.S. & its possessions. Contest winners will be announced no later than April 1, 1960.

New 60-min. monthly dramatic series, live from N.Y. (some tape), will be seen on NBC next season, produced by Mrs. Mildred Freed Alberg. For the past 6 years producer of *Hallmark Hall of Fame*, she was in Hollywood last week conferring with James Lee (who will be associate producer & story editor) and lining up stars for the series. Mrs. Alberg tells us the series has been sold, but adds the sponsor will announce his own identity. In addition to the series, Mrs. Alberg is preparing several specials. One, *Undine*, is an original by James Costigan.

Librace has temporarily forsaken his piano stool for a testimony box in a British court where he is suing the *London Daily Mirror's* caustic Cassandra for casting questions about his manhood.

## Television Digest

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**Personals:** Leon H. Cagan has resigned as Latin American operations dir., NBC Internatl. to develop own projects in field of international TV & radio . . . Jack Gregory, ex-Ziv, named United Artists TV Western div. mgr. . . . Arthur J. Schissel, who resigned from FCC last fall to travel in Europe, has rejoined FCC broadcast facilities div.

George Stelzenmuller, engineer in FCC's frequency allocation & treaty div., joins OCDM's telecommunications office . . . Keith Gunther named program mgr., KSD-TV St. Louis. Frank Eckardt appointed traffic mgr.

Hal Moore, ex-WNEW, now N.Y. radio WCBS program dir., succeeding Allen Ludden, who has been named program services dir., CBS-owned stations . . . Gene Adams, ex-KIMA-TV Yakima, named sales mgr. of KEPR-TV Pasco, Wash. . . . Parker H. Jackson promoted to sales development & prom. dir. of KFMB-TV & KFMB San Diego, succeeding Dan Bellus, now sales mgr. of KFMB . . . Thomas C. Bostic, v.p.-gen. mgr. & 16.5% owner of KIMA-TV Yakima, elected mayor by other members of city council June 1.

Larry Marks, ex-Diners' Club Magazine, named advertising dir. of WNTA-TV & WNTA N.Y. Irv Lichtenstein, former NTA dir. of merchandising & licensing, named WNTA station mgr. . . . Paul Liebler promoted from asst. dir. to TV program dir., WTOP-TV Washington. Edmund Colbert promoted from floor dir. to asst. dir. . . . John O. Downey, ex-KMOX-TV, named programming mgr., KDKA-TV Pittsburgh, Pa. . . . Melvin B. Wright leaves Hawaiian Bestg. System (KGMB-TV Honolulu and satellites in Hilo & Maui) July 1 to become gen. & sales mgr. of Skyline Advertisers Sales Inc., sales organization for 5 Ida. & Mont. TV stations. Skyline mgr. C. N. (Rosy) Layne resumes as gen. mgr. of KID-TV Idaho Falls.

Errol Linderman, ex-Universal Pictures, named client relations supervisor, Elliot, Unger & Elliot . . . Myron A. Elges named regional sales mgr., United Artists Western div., headquartered in San Francisco . . . James W. Hulfish Jr. named dir. of information for the National Audio-Visual Assn., Fairfax, Va.

Ben Wolfe, WJZ-TV Baltimore chief engineer, elected chairman of Baltimore IRE section . . . Arch L. Madsen, ex-WLS Chicago, RAB and Intermountain Network, appointed asst. exec. dir. of AMST.

John Cowles, pres. of the Minneapolis Star & Tribune Co. (80% owners of KTVH Hutchinson, Kan., and 47% owners of WCCO-TV & WCCO Minneapolis) received an honorary LL.D. at the U. of Rochester June 7.

Fast rescue work by an NBC crewman working on location in Mt. Holly, N.J. with a unit filming scenes for "Secret of Freedom" saved the life of 6-year-old Dolores Terry, a local youngster who fell into quicksand in a nearby creek. Walter Engels, who is "first grip" in the crew, spotted the child struggling helplessly, plunged without hesitation into oozing mud, and pulled her to safety. The camera crew was completing 3 weeks of location filming on the hour-long dramatic special, which stars Tony Randall, Kim Hunter & Thomas Mitchell and is due for fall exposure.

Informal tete-a-tete between FCC chairman John Doerfer & members of the Assn. of Radio-TV News Analysts was conducted at luncheon last week at Williams Club, 24 E. 39th St., N.Y. The Association, currently headed by Robert Trout, has had as guests at the off-record meetings top news figures such as President Eisenhower, former President Truman, late Sen. Robert Taft. Recently, it has been examining broadcasting, has chinned with CBS Inc. pres. Frank Stanton & NBC chairman Robert Sarnoff, plans a session with AB-PT pres. Leonard Goldenson.

National Community TV Assn. has scheduled Pa. Gov. David L. Lawrence as June 24 banquet speaker during its June 23-25 convention at the Sheraton Hotel, Philadelphia. It has also announced the exhibitors: Alto Fonic Corp., AMECO, Amphenol-Borg Electronics Corp., Collins Radio Co., Entron Inc., Jerrold Electronics Corp., Motorola Communications & Electronics Inc., Phelps Dodge Copper Products Corp., Philco Corp., Plastoid Corp., RCA, Raytheon Mfg. Co., Spencer-Kennedy Labs, Times Wire & Cable Co., Westbury Electronics Inc.

Winners of the \$14,000 awards given by the Fund for the Republic in memory of the late Robert E. Sherwood will be announced this week (June 17) in N.Y. at a Plaza Hotel luncheon. Mrs. Eleanor Roosevelt, a member of the panel of jurors selecting the winners, will make the presentations. Prizes will be given to a minimum of 3 and a maximum of 7 programs dealing with "The American traditions of freedom & justice."

Merlin H. (Deac) Aylesworth, first pres. of NBC, was named posthumously to the Advertising Hall of Fame last week at the 55th annual convention of the Advertising Federation of America. He was elected pres. of NBC in 1926 when it was the only national network. NBC v.p. Walter Scott accepted Aylesworth's award.

NAB Seminar faculty at July 5-17 management-development sessions for 60 broadcasters on the Harvard Business School campus will be headed by Harvard U.'s business administration professor Dr. J. Sterling Livingston. Other Harvard teachers participating in the seminar will include William P. Gormbley Jr., Alva F. Kindall & C. Roland Christensen.

Herman Garlan named chief of the RF (radio frequency) devices branch, Glenn West chief of the experimental branch of FCC technical research div., new branches having been created by the reorganization of the experimental, incidental & restricted radiation branch of the chief engineer's office.

Louis G. Cowan, CBS-TV pres., addressed the "1959 Communications Dinner" June 13 at the U. of Chicago, of which he is an alumnus, on "What You Expect From TV."

Two translators were granted by the FCC last week, both to Wheeler County translator system, Wheeler County, Tex. for Ch. 70 & 76.

## Advertising

**THE TOP 100 AD BUDGETS:** The 1958 list of ad expenditures in all major media by last year's top 100 spenders has been compiled by *Advertising Age* and is reproduced by permission in this issue on pp. 12-13. It makes for fascinating study, ranging from Procter & Gamble's near-\$100-million budget down to the \$4.7 million spent by No. 100—Theo. Hamm Brewing Co.

As was the case last year (Vol. 14:26), each of the 100 giants was represented in TV (net and/or spot) except 2 distillers—and 2 names new to the list: Simoniz Co. and American Airlines. The airline company spent \$1 million in spot radio. Spot TV was on 94 of the 100 lists; net TV on 78; spot radio on 34. All but 3 of the 100 advertisers used newspapers; 93 used general magazines.

The preceding year's No. 1 advertiser (GM with \$104.2 million in 1957) was displaced on the list by P&G with \$98,592,297. In contrast to former list leader GM, which had devoted half its 1957 budget to newspapers, almost a quarter to general magazines, and only 14% to net & spot TV, 1958's leader P&G spent 86% of its total budget in TV. And although GM then cut its ad budget by some \$6 million in 1958, its percentage of expenditure for TV rose from 1957's 14% to 1958's 23%.

Of the 3 advertisers which did not use newspapers in 1958 (there were 3 stay-outs in 1957, too), 2 used TV exclusively, and the 3rd gave TV approximately \$4 million of its \$4.9 ad budget.

**In Other Media:** *True's* ad mgr. Clifford Curtis, quoted by *Business Week*: "TV has forced us into offering regionals [as opposed to magazines' former practice of selling total national print run]—we're not doing this just as a service. There's no question that TV has been hurting us." . . . *The New Yorker* found itself reminiscing about a 1957 Barry Gray radio dissertation on the perils to be faced by Jack Paar in launching his new program. Said Gray: "It's like starting off with a noose around your neck. You've got 26 weeks to make good, or they'll shoot you. That sword of Damocles can be a rough proposition." To which *The New Yorker* added: "As most of you know by now, Mr. Paar eventually made good before the sword could explode and throttle him." . . . Also in a jovial mood activated by the broadcasting world, *Vogue* reported the case of a 7-year-old who goes around the house singing "Joshua fit the Battle of Geritol, Geritol, Geritol." . . . Speaking of Paar, as we were a moment ago, the latest *Newsweek* devotes its cover & cover story to him.

\* \* \*

"Magazine Publishers Assn. is readying a market research study to prove to advertisers the effectiveness of a magazine's audience. A careful, authoritative, unhurried study with this objective is exactly what the magazine industry needs. But it's doubtful that the MPA-sponsored study is the answer . . . The aims of the study are fine . . . but . . . [it] . . . adds up to a biased competitive one that serves the advertisers no real purpose. Advertisers want facts. Instead, the study will give them a big chunk of opinion based on the 6-week use of the Market Research Company of America's panel. Advertisers want objectivity especially in competitive media studies. They get the opposite. For the sad fact of the matter is the MPA study does not have the much-needed approval of the Advertising Research Foundation. Without this stamp of objectivity, [it] is suspect from the word go."—*Gallagher Report*.

**BBDO'S 'TAPE REVOLUTION':** Video tape has caused a "revolution" in the approach of BBDO, one of the country's largest ad shops, to live TV. Writing in the first issue of a new BBDO newsletter for employes, Alexander Cantwell—who heads the agency's live TV-radio production dept.—called video tape "a lifesaver for many clients . . . probably the most important TV development since the invention of the picture tube . . .

"With just a few exceptions, we haven't produced a live commercial in a nighttime network show for over 8 months . . . If we consider broadcast playback dates as well, we can say that somewhere in N.Y. every day of every week last month there was a video-tape recorder running with a BBDO show or commercial." In terms of tape's over-all impact on the agency, Cantwell called it a "quiet revolution," which began when the agency taped the Philco commercials for the Miss America Pageant last Sept., turning out 12 min. worth of commercials in just 17 hours on a schedule in which film "would have been enormously expensive" and live production was "virtually impossible."

There's also a "definite trend" toward tape replacing film commercials, says Cantwell. One case in point is GE, which "has used film exclusively for 3 years, now is producing almost all its commercials for the *GE Theatre* on tape . . . and saving about \$2,000 per commercial." Another switchover from film to tape has been by Pittsburgh Plate Glass, once a heavy film user but now "heavily involved in tape commercials almost to the exclusion of film." For PPG, the agency has "duplicated on tape many techniques heretofore possible only on film." Cantwell cautioned BBDO admen (and outside readers) that "tape is not the answer to all commercial problems," but BBDO looks for "an increasing use of tape in the fall, as we continue to learn new ways to use this exciting new tool of our trade."

**Advertising People:** C. Terence Clyne, McCann-Erickson senior v.p., elected a director . . . A. F. Guckenberger, ex-Ward Baking Co. adv. v.p., named McCann-Erickson v.p. . . . Thomas J. King, ex-D.P. Brother, named v.p. in the Detroit office of McCann-Erickson.

Reg W. Twiggs, ex-McCann-Erickson, to v.p.-gen. mgr., Cunningham and Walsh Los Angeles office. William J. Peterson, v.p. in the Los Angeles office, named creative dir. and creative TV coordinator for all 6 C&W offices . . . George R. Gibson, v.p. in the N.Y. office of Gardner Adv., St. Louis, elected to the agency's N.Y. executive committee. Maurice A. Umans, account executive, named v.p. . . . John W. Heany Jr., ex-Raif Schockey & Assoc., named PR dir., Grant Adv. N.Y. office.

Frank C. Weber, D'Arcy Adv. v.p. & dir., elected exec. v.p. . . . Charles N. Crittenton, James T. O'Neil and James W. Rayen named Ted Bates v.p.'s . . . James S. Fish, v.p. & adv. dir. of General Mills, elected chairman, Advertising Federation of America, succeeding Robert M. Feemster, exec. committee chairman, Dow Jones & Co.

DuPont's anti-freeze Zerex has \$750,000 for TV in a 6-7 week period next fall, and BBDO has made a verbal commitment to spend it on NBC's Sun. specials, including 2 Milton Berle shows. However, the sponsor may buy into *Riverboat* (NBC) instead.

New rep: KCGR-TV Cedar Rapids to Branham June 9 (from Weed).

## Film & Tape

**41 HOLLYWOOD SHOWS OUT:** With the jittery cancellation season just about over, Hollywood's casualty list shows that 41 series have lost their sponsors. This figure, while high, is about par for the course. The cancellation rate on Hollywood-made series for the past few years has been between 35-45.

A breakdown shows 33 are telefilm series, the other 8 live. Only 5 of the 41 have found new sponsors for next season. The rest are through, barring an unlikely last-minute deal. Screen Gems led in cancellations, with 6. Revue lost 5, Four Star, 3. However, these companies have sold a lot of shows for next season, and they aren't hurt in comparison with McCadden Productions, which lost both its series, MGM-TV, which also lost its pair and Mark VII, which lost one and seems about to lose another.

While comedy series led in cancellations at the half-way mark (Vol. 15:15), that most popular of TV commodities—the Western—has since captured even this unsought lead. Ten Westerns have lost sponsors, as against 9 comedies. Cancellations also include 4 action series & 4 anthologies.

Among Western casualties are *Cimarron City*, *Track-down*, *Jefferson Drum*, *Restless Gun* and *Buckskin*. Comedies include *The Ed Wynn Show*, *George Burns Show*, *The Bob Cummings Show*, *December Bride* and *The Thin Man*.

Cancellation victims who have already found new sponsors include Jack Benny, George Gobel and *The Gale Storm Show*. On the whole, despite the sizable total of cancellations, Hollywood people aren't surprised. They've grown accustomed to the pace. And none of the leading telefilm companies has been hurt badly. Hardship cases are those 1- & 2-series firms which have wound up with none.

**International Sales Upbeat:** All the world's a TV market, 2 of the top syndicators reported last week, with sales of U.S.-made telefilms booming, and language barriers being hurdled neatly.

Ziv TV shows, 14 series in 9 languages, are now being seen in 37 countries, says Ed Stern, who heads the firm's international division. The Ziv re-voicing & subtitled ranges from Chinese titles (which run vertically on the screen image) for the Hong Kong market, to the more popular Spanish (Latin-America, Spain), French (France, Belgium, Luxembourg, Switzerland) and German (W. Germany). New Ziv syndication series are now being released—like U.S. theatrical movies—to the overseas market at the same time they are released in the states.

On the overseas sales front, Screen Gems reports a 50% sales increase in Latin America in the fiscal year ended May 31, with current dubbing commitments calling for completion of over 800 half hours of Screen Gems telefilm shows by the end of this fall.

Currently, Screen Gems has "just over 90 half-hours of Spanish-dubbed programming on the air each week through the 9 Latin American countries with active TV service," by SG's count.

For the 1-million-set Brazilian TV market, Screen Gems is now dubbing a total of 4 series in Portuguese, and claims to be the only U.S. distributor actually voicing shows in this language. In the Spanish-language field, Screen Gems is now launching dubbing operations on *Huckleberry Hound*, stating that it is "the first U.S. TV cartoon show" to get such a dubbing treatment.

**LOCATION TAPE TO ORDER:** Another video tape "mobile facility" made its bow in the race for location & below-the-line tape dollars in N.Y. last week. The newest entry is a \$238,000 twin unit built by RCA (but equipped with an Ampex recorder) for the Termini Video Tape Service Co. which staged a June 11 demonstration at Farkas Studios.

"This is the second completely mobile tape unit that RCA has built. The first one went to Dave Lown's Intercontinental TV in Paris," (Vol. 15:9, 13, 22) pres. Anthony Termini told us. "We're not in the program business, however, and we don't intend to bid competitively for TV commercial orders. What we will do is provide a 'tape service,' with complete below-the-line facilities, for anyone who wants to hire us to shoot a job."

The 2 trucks are equipped with 3 RCA model cameras specially designed for field work, as well as a Telechrome special effects matt amplifier, audio tape & disc recording facilities, portable lights, and control room, Termini pointed out to us, as well as to visitors from Wilding, Caravel & Van Praag Productions, BBDO, Grey, Theater Network TV, JWT, Teletudios, RCA & Minnesota Mining.

In the discussion stage, he admitted, is a junket to Detroit for one of the major auto firms to shoot tape commercials right at the plant proving grounds on one of the new small-car lines being readied for fall entry. "We'll be able to cut across the usual time losses of preparing storyboards, holding conferences, and sending completed auto commercials back & forth by going directly to manufacturers to shoot tape commercials," Termini said.

Termini's complete unit will have a per-diem rental of \$3500. Components of the unit, such as the recording truck only or camera equipment, can be rented in a sliding scale that goes down to \$1000 per day. Prices apply within a 50-mile radius of N.Y., and do not include a studio (if one is used), lights, generator, stagehands & grips, and out-of-town mileage. Closed-circuit telecasting, dubbing, editing & screening are available. Price for purchasing an original tape, or holding it for more than 28 days, scales down from \$400 per hour to \$50 per min.

**UA into Syndication:** United Artists' long-expected invasion of the syndication market will be with the Kirk Douglas-produced (Bryna Prod.) telefilm series *Tales of the Vikings*, exec. v.p. Bruce Eells told a N.Y. press conference assembled last week to meet the new lineup of 6 executives who'll head the firm's key sales territories.

Two more series, *Hudson's Bay* & *Miami Undercover*, will follow "Vikings," Eells said, with other new syndication series being launched by UA at the rate of from 4 to 6 per year. UA-TV hopes eventually to have a 45-man syndication sales staff, drawn from agencies, stations and other film companies.

The initial series, said Eells, will draw on the production facilities of Douglas' big-budget "Viking" feature film released last year—"\$.25 million worth of elements" including 400,000 feet of outdoor action scenes, a fleet of 3 seagoing Viking ships, a 30-acre Viking village in Germany, \$300,000 worth of costumes, and an original music score.

On the network TV front, meanwhile, UA has scored one "definite" and one "probable." Firmly set, Eells reported, is *The Troubleshooters*, sold to Philip Morris for a fall start in a Friday 8 p.m. spot on NBC-TV. Sold, but not set, is *The Dennis O'Keefe Show*, which Oldsmobile has purchased and for which it is seeking a network berth,

**MCA VS. MORRIS:** The most intense competition in TV film is not between a Desilu Productions & a Four Star, or a Screen Gems & a Warner Bros.—it's between the world's 2 largest talent agencies, William Morris and MCA. Between them, these companies represent most of the production companies & series on TV. When the decline of movies began, in the early 1950's, both agencies had the foresight to see the tremendous possibilities of TV film, and that's why each is prospering in TV today.

Each agency takes a different tack in TV. MCA is active in production through its subsidiary, Revue Productions, presently the leading telefilm company in Hollywood. Morris is a packager & representative of TV series, and has made more than 20 series sales for next season.

Unlike MCA, Morris doesn't own a percentage of the series it packages or represents. No. 1 man, Abe Lastfogel, proudly boasts that his agency will never own any part of a package, asserts instead that its role is to bring together the component parts of a TV package, then sell it. Morris clients include Four Star Films (7 series) and 20th-Fox TV (5 series), as well as a number of smaller TV film operations such as *The Danny Thomas Show*, *The Real McCoys*, *Barbara Stanwyck Theatre* and the recently sold Betty Hutton series, *Goldie*.

While MCA, of course, also represents series, it is known principally for its success in production through Revue and in syndication through MCA-TV Film Syndication. The huge operation also includes buyout of the pre-1948 backlog from Paramount & acquisition of the Universal-International studio for Revue.

The Morris agency and other competitors take a dim view of MCA's involvement in production, insisting that this places MCA in the untenable dual role of agent-employer. (Why should the agent, they say, seek a fair shake for his client, if the agent is the employer?) MCA stoutly denies the argument, insists its production arm has complete autonomy from MCA.

Screen Actors Guild exec. dir. Jack Dales, taking cognizance of the delicate MCA-Revue situation, points out MCA and Revue are closely policed by SAG regulations. He says while the Guild has never been too happy about an agency also being, in effect, an employer, the situation arose when MCA, in the early 1950's, stepped in to fill the vacuum in TV film production & packaging, and thereby created employment for actors.

MCA repeatedly insists that its Revue Productions never favors MCA or its clients in deals, and that the talent does benefit.

**Commercial Producers Branch Out:** Diversification moves into the TV program field by film commercial producers are gaining momentum. Filmways, which has a production liaison with Warner Bros., has named Al Simon, now a v.p. of McCadden Productions, to the post of pres. of a new Filmways subsidiary designed to package TV shows. Van Praag Productions has filmed a 30-min. pilot of an audience participation show, and is about to offer it for sale. Transfilm, now part of the Buckeye Corp., plans a step into TV cartoon films in the near future. Elliot, Unger & Elliot, now owned by Screen Gems, is reported scouting possible tape or film program properties. And Mrs. Franklin D. Roosevelt is scheduled to appear in the pilot film of a public affairs series to be made by Alexander Film Co., best known for its documentaries & TV commercials.

**Wanted—Production Genius:** Not a new problem, but recurrent is TV-film's real shortage of knowledgeable production executives, skilled men with ability & flexibility.

The problem came into focus again last week when MGM-TV renewed production chief Richard Maibaum's contract, following an unsuccessful search for a successor. Metro had offered the job to several TV executives, all of whom had turned it down. While MGM offered not only salary, but a percentage of series as an inducement, those approached felt they were doing better in their present situations. MGM-TV has lost 2 series, hasn't sold any new ones or a pilot. Meanwhile, it watches the progress of its prosperous studio rivals in TV (Columbia-Screen Gems, Warner Bros., 20th-Fox TV).

Four Star pres. Dick Powell has for years been seeking vainly a production chief to relieve himself of that post. But Powell retains the job although also busy with movie activities as a producer-director for 20th-Fox.

That studio, too, has had considerable trouble finding a production chief, but it now seems to have solved its problem by having persuaded Martin Manulis, former producer of *Playhouse 90*, to take the job. Manulis had originally been signed to produce movies for the studio, but 20th convinced him (a percentage deal in its series helped) to take the top TV spot. Since then, this studio has sold *The Many Lives of Dobie Gillis*, *Adventures in Paradise* and *5 Fingers*, (the 2 latter being 60-min. series), has 2 NTA series in production—*How to Marry a Millionaire* and *Man Without a Gun*—and several episodes of *The New Frontier* (for CBS). There is no decision yet on the *Frontier* sale, but the Manulis regime has 5 series, as against last year's 2, both syndicated.

The shortage isn't confined to TV film, as MCA discovered when it tried to find an exec. producer for its Ford specials on NBC next season. David Susskind, busy with Talent Associates, turned down an offer and MCA finally induced its original choice, Hubbell Robinson, to leave CBS for the post.

Several years ago Metro offered the job to Desi Arnaz, inviting him to come over with his entire Desilu operation. But Arnaz declined, reluctant to lose autonomy, and because he saw no percentage in toiling for Metro instead of Desilu, no matter what the terms.

**AFTRA-SAG Merger Study:** The merger of 2 of the largest talent unions—the American Federation of TV & Radio Artists and the Screen Actors Guild—appears to be moving further toward reality. David L. Cole, national consultant on labor affairs, has been named by the two unions to conduct a special study of “the feasibility of a merger.” Word of Cole's appointment came late last week in N.Y. in a joint announcement from Clayton (Bud) Collyer & Howard Keel, presidents of the TV-radio & movie unions respectively. Cole is a former dir. of the Federal Mediation & Conciliation Service, and is currently the permanent arbitrator under the national AFL-CIO “no raiding” agreement, as well as for such companies as Intl. Harvester, Inland Steel, Du Mont Labs., and Forstmann Woolen Co. The merger study, say the unions, will be started “immediately,” with Cole due to make his report, when completed, to the merger study committees of the 2 talent unions.

New telefilm distribution firm has been formed by Mel Schlank, who has resigned as v.p. in charge of sales of NTA's low-priced-films offshoot, Famous Films. New firm will be called Universal TV Distributors.

**New York Roundup:** Cal. Natl. Productions, NBC's syndication offshoot, has acquired 69 episodes of *The Californians* for off-network syndication sale . . . CBS Films Inc., in a similar move, will launch *Trackdown* in syndication as a once-weekly nighttime show . . . NTA has sold its 65-feature "international package," which mixes post-48's with old Shirley Temple films, in a total of 24 markets . . . MCA-TV has now sold its Paramount pre-1948 features in 58 markets.

Sales tax seminar will be held in N.Y. June 22 by the Film Producers Association to acquaint movie accountants & finance officers on the latest rulings concerning tariffs that must be paid on film commercial transactions in the city. Tax consultant Harry Rabinowitz will be on hand as guest expert.

Ziv pres. John Sinn says that "expanded distribution" of telefilms, both in the U.S. & overseas, will have to be achieved to fill the gap between per-episode budgets, which he figures are rising 20 to 40%, and the fall sales outlook, which is likely to increase by only 10 to 15% . . . John Oxberry, pres. of Animation Equip. Corp., back from 6 weeks in Europe, says that British equipment for making animated commercials is "at the stage it was at in the U.S. 7 years ago," although progress is being made. He rates Sweden as tops in animation technique, primarily for theatrical films.

Year-round film activity, minus the usual summer slump & hectic pre-fall rush, is how it's been going for Robert Lawrence Productions, N.Y., which is due to rack up 52 consecutive weeks of steady TV film commercial production on June 26. Says Lou Mucciolo, production v.p. of RLP: "The peaks & valleys are gone. As a result, the economies that can be wrought from steady production are now being effected."

First use of TV tape for armed forces recruiting & public service programs is being made by the Navy with 2 forum shows taped at WTTG Washington. The first show, produced by Cmdr. H. Harold Bishop, of Bureau of Personnel, in charge of media for recruiting, is discussion of *Why a Strong Navy?* Eight tapes of the 30-min. show are in distribution to stations along with companion animated film "commercials" for Navy recruiting. Second show, *Strength Through Sea Power*, will be taped July 1 as part of WTTG's *Georgetown U. Forum* and 8 tapes will be bicycled to stations.

ABC Films has sold *One Step Beyond*, (tefilm series dealing with the supernatural now seen on ABC-TV) as *Aleo Presents*, to the CBC-TV network in Canada, where it begins June 23 . . . NTA's Hour of Stars series, comprising 60-min. rerun episodes from the 20th Century-Fox & Warner Bros. network shows, has been sold in an additional 20 markets in the past month, bringing the total to 60 . . . MCA-TV claims a high rating score for its syndicated *State Trooper* series, with ARB reports putting the show in the "top 10" locally aired film shows in 75% of the 114 markets in which it's running.

New sideline for Goodson-Todman, best known for modest-budget quiz & panel shows, is in the field of retail promotions. Their first entry, "Word-a-Week," a game package that includes display material, newspaper mats, and TV-radio commercials, is getting an 8-weeks trial run in the Johnstown, Pa. Acme Supermarkets. The G-T package is basically a form of bingo in which store customers are given free envelopes of letters to be matched against daily winners listed by the stores. Acme has ordered 35 million entry blanks for the 8-week period. G-T also is in the publishing field, having formed Star Press books.

**Hollywood Roundup:** Screen Extras Guild board of directors has been authorized to take a strike vote against movie & TV producers, following unanimous rejection by the membership of counter-proposals submitted by the producers on a contract.

Revue Productions has finished reshooting a pilot of *Roadblock*, starring James Brown. The original pilot was made a couple of years ago for ABC, but didn't sell. Revue plans to push the pilot for a sale now despite the lateness of the season . . . Jack Webb's Mark VII Telefilm Co. is producing the pilot of a half-hour western, *Johnny Guitar*, this week . . . Four Star will place the *Junc Allyson Theatre* into production June 24 at Republic.

Highest priced writers in TV are those scripters who turn out the Lucille Ball-Desi Arnaz specials in the *Desilu Playhouse* series. Price: \$30,000. For the latest special, *Desilu* called in 2 more writers as consultants at \$17,500.

Screen Gems & production v.p. Harry Ackerman, are in negotiation on a 2-year renewal of his contract . . . Revue Productions is reshuffling assignments. Maxwell Shane is signed as producer of *M Squad*; Michel Kraike, producer of the Henry Fonda series, *The Deputy*; Everett Chambers, producer of *Johnny Staccato*; and William Frye exec. producer of latter 2 shows.

Ziv TV had to suspend production of its *But Masterson* series in Hollywood last week, when Gene Barry, star of the Western, refused to show up for work. Barry feels Ziv owes him more money for another season of *Masterson*. There was an Iron Curtain around the whole affair, with Ziv, Barry, and his producers all suddenly unavailable. Barry's agent, Bill Belasco, wouldn't comment on the standoff. One Ziv source tells us the company isn't worried, that it has an ample supply of telefilms already made.

Universal-International musical director Joseph Gershenson, leaving his exclusive contract deal for a non-exclusive contract, has formed Major Music Enterprises to service TV & movies . . . Metro's industrial & commercial film div. dir. Bill Gibbs is being transferred to the N.Y. office, to operate his division from there.

NBC's hour-long Western series *Trace Hunter*, originally planned for next season, has been shelved temporarily by producer Jack Chertok because of casting difficulties . . . Producer Clarence Eurst is preparing 2 telefilm series, *Conquistador* & *D.F.S.*, both to be produced in Mexico . . . World Television Programming, owned by ABC films & Joseph M. Schenk Enterprises, has signed David Janssen to star in its new series, *The Racer*. . . Arthur Marks has been named associate producer for *Perry Mason*, produced by Herbert Hirschman.

Ziv TV, Standard Oil of Cal. and producer Ivan Tors of *Sea Hunt* were named defendants in a \$1 million suit filed last week in Los Angeles, by actor-stuntman Frank Donahue, asst. director William Webb and TV producer Richard Ross. The plaintiffs contend an idea & material they had submitted to Ziv for an underwater series in 1955, entitled *Underwater Legion* was utilized for Ziv's *Sea Hunt* series . . . Rexall (via BBDO) is interviewing candidates to replace Jean Sullivan as hostess & commercial announcer on its specials next season.

Another TV title conflict looms (Vol. 15:20). Desilu Productions has been blueprinting a musical *Don Quixote* for at least 2 years, planning it for *Desilu Playhouse* (Vol. 15:17). Now agent Wynn Rocamora is packaging an hour-long musical telefilm entitled *Don Quixote*. When Arnaz first announced his project, a couple of other companies announced similar deals, but nobody has come up with a *Quixote* yet.

# Trade Report . . . .

JUNE 15, 1959

**NEW TV LINES—GE & SYLVANIA:** "Selling up" will be big emphasis of set makers on fall-winter market. Two more TV lines reinforce this trend which became apparent last 3 weeks (Vol. 15:22-23).

On model-to-model basis, prices seem similar to last year's (where direct comparison is possible). But this year's lines make strongest effort ever to entice buyers above low-end price leaders to sets with intriguing new shapes, beautiful furniture styling, useful gimmicks & gadgets, hi-fi sound.

GE & Sylvania showed new lines last week, and each, in its own way, followed trend toward offering public more for more money. GE's line was its longest in recent years—70 models vs. 50 last year—with "retail values" (GE doesn't suggest list prices) up to \$500.

GE has completely new high-end "Prestige Line" in quality-furniture category with new chassis & hi-fi speaker system. Like almost all major manufacturers, GE will push remote control—but GE's new system uses radio rather than ultrasonics, is battery-powered & transistorized. Following new trend to "bedroom" portable TVs, GE has clock-timer sets. And in "something new" category are 21-in. "Forecaster" in which the picture tube housing projects from front & top of cabinet, and a 17-in. "Custom Designer" portable which can be mounted on wall, on room-divider pole or used as regular portable. Unique in GE's line, too, are first uhf-only sets—without vhf tuner.

Only 21- & 17-in. tubes are used, but it's known that GE—like RCA and others—is designing 23-in. drop-in models for fall.

Sylvania introduced first line in recent history without single 21-in. set. Portables are 17-in. All others use new square-cornered 23-in bonded shield tube. There's a \$20 differential between 1959's low-end 21-in. set (\$199.95) and 1960's 23-in. leader (219.95). But it's difficult to make model-for-model comparisons in rest of line, which is topped with \$399.95 Sylouette Custom Console with HaloLight, dual speakers—same price price as previous high-end 21-in.

Sylvania thus becomes 2nd to show 23-in. sets, following Admiral (Vol. 15:23). Hoffman line, to be unveiled to distributors this week in Las Vegas, is also expected to emphasize 23-in. models. Sylvania Home Electronics pres. Robert L. Shaw predicted at week's end that "within one year the entire TV industry will offer 23-in. sets in greater volume than 21-in. receivers."

The 23-in. tubes are now coming off tube makers' production lines, with volume shipments due by month's end, and manufacturers concede that building the tubes is tricky proposition—"like any new picture tube." Admiral reports good distributor & dealer reaction to 23-in. tube at its current showings, despite the rather steep \$40 step-up from comparable 21-in. sets in its line. Admiral's feeling re the \$40 differential: This is an improvement customer can see, and it ought to be salable at price which will restore profit margins.

Coming TV attractions: This week—International Home Furnishings Market, Merchandise Mart, Chicago. Special showings of Olympic & Trav-Ler lines, Chicago. Hoffman line, Las Vegas. Next week—Music Show, N.Y. Magnavox line, N.Y. Packard-Bell, Los Angeles.

Emerson & Du Mont new-line showings, undecided when we printed our TV calendar last month (Vol. 15:19), will be held June 30-July 1 at Waldorf-Astoria, N.Y. Showing of Westinghouse line, scheduled for last week, has been postponed indefinitely because of strike at Metuchen, N.J., TV-radio plant, now in 12th week. Westinghouse says it's still selling sets out of inventory, expects a "good June."

**HOW DID ZENITH GET THAT WAY?** A phenomenon in a phenomenal industry, Zenith Radio Co.—in the 13 months since the death of founder Cmdr. Eugene F. McDonald Jr.—has reached heights probably undreamed of even by that merchandising genius. Last week, addressing Security Analysts of San Francisco, pres. Joseph S. Wright outlined formula which he believes led Zenith to its position of home-electronics eminence (and, presumably, to its current role as darling of Wall Street).

Orders from distributors at Chicago debut of Zenith's new TV-radio-stereo lines (Vol. 15:23) were biggest in history—with TV orders 50% ahead of those at 1958 showing, Wright said. He reiterated claim (disputed by RCA; see Vol. 15:23) that Zenith is now No. 1 in TV unit sales, and said that it had doubled its percentage of industry sales in 2 or 3 years. What's the secret? As Wright sees it, these are factors:

(1) "Our greatest asset is the reputation for a quality product"—through strict quality-control & quality-assurance programs. Wright took a strong jab at almost every other company in the business with: "We have studiously avoided being rushed into either cutting corners or marketing untried products."

He gave concrete—and controversial—examples: "It is often hard to resist the temptation to rush into the market with something like color TV or a 110-degree tube or a cheap vertical-chassis TV set. Rumor that someone else in the industry is coming out with a new gimmick often results in a product going to market before the bugs have been worked out, and what was heralded as the greatest thing since the wheel, turns out to be a miserable headache for all concerned. A good illustration may be the new 23-in. tube . . ."

(2) Efficient inventory control has prevented overproduction and price-cutting liquidation. By planning to produce only what it can sell, he said, Zenith has been able to do "nearly 20% of the industry business with less than 2% of the industry's factory inventory and with 5-8% of the distributor inventory in the field."

(3) Heavy emphasis on original engineering & research—a consequence of Zenith's "resignation" from RCA patent pool in 1946—resulted, Wright said, in important improvements in the products. As result of litigation with RCA, Zenith was forced to increase its research facilities & personnel "to design around many of the patents being asserted against us and to come up with our own innovations & improvements. This may have been the best thing that ever happened to Zenith . . ."

For TV industry as a whole, he predicted 5.5-6 million sets this year, "and ultimately a return to set sales of 7 million or more within the next few years." Obsolescence should finally catch up with large numbers of sets in use (last year's sales were only 10% of total in use) and steady increase in population & new families should add frosting to the cake.

Much of the careful planning and many of the astute merchandising policies of the controversial Cmdr. McDonald thus live on at Zenith. Another legacy left by founder is being pursued vigorously by company's new leaders, too—Wright concluding his address with reaffirmation of Zenith's faith in toll TV and a forecast that the company will participate in FCC's pay-TV tests (see p. 11).

**TV-RADIO PRODUCTION:** EIA statistics for the week ended June 5 (22nd week of 1959):

	May 29-June 5	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV .....	119,089	109,239	69,290	2,328,783	1,866,258
Total radio .....	276,604	250,224	156,899	5,953,153	4,025,224
auto radio .....	131,156	122,227	48,892	2,391,228	1,276,173

**PRODUCTION-SALES FIGURES:** Retail TV receiver sales for April, traditionally the year's poorest month, were slightly ahead of April 1958 (263,998 vs. 243,132), but Jan.-April sales for 1959 were still lagging behind the same 1958 period by more than 50,000, according to official monthly EIA statistics.

Production is still being geared closely to sales, the figures indicate—1,779,801 produced, 1,639,624 sold during the first 4 months of the year. Here are EIA's TV production & sales figures for Jan.-April, compared with 1958:

	1959		1958	
	Production	Sales	Production	Sales
January .....	437,026	501,704	433,983	581,486
February .....	459,492	448,173	370,413	448,727
March .....	494,032	425,749	416,903	416,756
April .....	389,251	263,998	302,559	243,132
<b>TOTAL .....</b>	<b>1,779,801</b>	<b>1,639,624</b>	<b>1,523,858</b>	<b>1,690,101</b>

\* \* \*

Sales of domestically produced home & auto radios continued at a rate well above last year. FM radio production totaled 31,425 units in April, down slightly from March's 32,994 (no 1958 comparison available). The EIA radio figures (revised 1958 radio figures do not add):

	1959			1958		
	Total Radio Output	Auto Radio Output	Sales (excl. auto)	Total Radio Output	Auto Radio Output	Sales (excl. auto)
January ....	1,124,737	420,052	700,490	944,780	349,679	489,086
February ..	1,125,385	432,551	474,888	794,397	268,445	385,419
March .....	1,347,554	511,219	515,563	865,067	234,911	502,920
April .....	1,040,183	422,346	388,863	630,156	190,435	375,271
<b>TOTAL....</b>	<b>4,637,859</b>	<b>1,786,168</b>	<b>2,079,804</b>	<b>3,255,838</b>	<b>1,043,470</b>	<b>1,699,554</b>

Sales of picture & receiving tubes the first 4 months were well ahead of 1958. April's 696,503 picture tubes at \$13,275,123 compares with 590,357 at \$11,591,733 in April 1958, and the 4-month total of 2.9 million at \$56 million compares with 2.4 million at \$48 million last year. Receiving tube sales in April totaled 29.8 million units at \$26 million vs. 32.6 million at \$28.8 million in 1958. For Jan.-April, the receiving tube figures were 113.9 million units at \$116.8 million in 1959 vs. 117.6 at \$113.4 million in 1958. The 1959 monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January .....	784,906	\$15,209,896	31,150,000	\$26,808,000
February .....	738,336	14,084,922	33,155,000	28,630,000
March .....	717,144	13,804,012	39,841,000	35,286,000
April .....	696,503	13,275,123	29,800,000	26,047,000
<b>TOTAL .....</b>	<b>2,936,889</b>	<b>\$56,373,953</b>	<b>133,946,000</b>	<b>\$116,771,000</b>

TV's rapid spread in the past 12 years to 86% near-saturation of the home market outpaced the early growth record of radios & other household consumer durable goods, the May *Survey of Current Business* points out. A special report on "recent experience of growth products" in the Commerce Dept's publication says the TV industry now has "a declining or stable market following an initial period of relatively fast growth." Analyst Francis L. Hirt cites these growth comparisons: "Twelve years after their introduction on a reasonably large scale, less than 2/3 of the number of households had radios, about 1/4 had refrigerators, and 1/5 had washing machines."

**Tape Cartridges Are Here:** Immediately following RCA's unveiling of its long-delayed cartridge tape recorder (Vol. 15:23), Bell Sound div. of Thompson Ramo Wooldridge announced a complete line of cartridge tape instruments—to be sold under the "Stereo-Pak" label—priced from \$99.95 to \$299.95.

RCA, which is concentrating on a single model stereo cartridge recorder-playback instrument at \$299.95, announced it is in capacity production and will have several thousands in trade channels within a week. The plastic cartridges, which slip onto the recorder as easily as a record is dropped onto a turntable, play 3¼ inches per second and have 4 sound tracks. RCA Victor Records announced that 150 pre-recorded stereo tape cartridges, at \$4.95-\$9.95, will be released in the next 12 months. RCA will have a \$350 automatic cartridge recorder next fall.

Magnetic Recording Institute of America, which last month voted to push 4-track 7½-inch-per-sec. open-reel tapes (Vol. 15:21), indicated that it thinks open-reel tapes can live side-by-side with cartridges. Its pres. Herbert L. Brown, of Ampex, stated last week that he thought cartridges would appeal to the mass market, while the discriminating listener would prefer reel-type stereo tapes.

**Network Stereocasts:** With parent RCA signed up as a sponsor, complete with 2-track commercials for RCA Victor stereo units, a 15-city stereocast series will be aired on NBC radio this week in a new "missionary effort" to promote stereo sound. The commercials will sell RCA stereo phonos & recorders.

The program vehicle for the experiment will be NBC's *It's Network Time*, a 12:05-2 p.m. daily daytime strip show that's a mixture of live & recorded music comedy, guest stars & variety acts. It's packaged by Frank Blair & Don Russell via their own On Air Inc. firm, with NBC's Robert Sadoff acting as coordinator on technical & program production stereo problems. The entire show will be in stereo. Although NBC tried out a limited (5-city) network radio stereocast a little more than a year ago, multi-market stereo has been pretty much in the stunt class at the network, both in TV & radio, being limited to a few specials since then. The stereo lineup this week, due to be fed over parallel lines using the Bell Labs-developed compatible "time delay" system (Vol. 15:8-9) and aired locally via AM-FM, is by far the biggest sustained NBC stereo effort.

Pushing its stereo system, Philco last week (June 10) filed comments in FCC's multiplexing inquiry (Vol. 15:23), although the Commission has extended the deadline to Dec. 11. Philco claims that the lab development phase of its work has been completed successfully and that its system is ready, willing and able to be put to use. It concludes: "The initial confusion with respect to FM stereophonic broadcasting has now been largely dissipated as a result of the technological advances in this area. There are relatively few technical issues now involved, and these can be resolved through the adoption of technical standards by the Commission. It is respectfully submitted that rule-making proceedings for this purpose should be initiated promptly by the Commission so that this exciting new service might be made available to the general public on existing broadcast channels." FCC had extended the deadline at the request of EIA, which had reported that more time is needed for the deliberations of the National Stereo Radio Committee.

**Trade Personals:** Louis R. Wanner promoted from manufacturing mgr. in charge of metal base and plastics operations, Sylvania Electric parts div., to new post of chief engineer, parts div. . . . B. T. Setchell, Setchell-Carlson pres., takes on additional post of gen. sales mgr. W. C. McKnight, adv. mgr., appointed asst. sales mgr. . . . William F. O'Boyle named national sales mgr., Symphonic Radio & Electronics Corp.

William H. Clark promoted from plant maintenance supt. (East Paterson, N.J. plant) to Du Mont Labs gen. supt., succeeding the late Walter H. Husselrath . . . Gilbert C. Larson, ex-Westinghouse, named engineering mgr., Raytheon industrial apparatus div. . . . David M. Knox promoted to Packard-Bell PR director. Jack D. Behr, ex-news editor of *Spotlight News*, succeeds him as dir. of advertising & PR, technical products div.

William M. Webster promoted from advanced development mgr., RCA semiconductor & materials div. to administrative engineer, RCA Labs . . . Dr. F. Kenneth Brasted, former pres., U. of Dallas, named administrative dir., Texas Instruments central research lab . . . Dr. Thomas T. Goldsmith Jr., Du Mont Labs' research & engineering v.p., was awarded an honorary LL.D. by Furman U., Greenville, S.C. . . . Lawrence R. Smith will not take the new Hoffman post of adv. & sales promotion dir., consumer products div., as was reported in Vol. 15:23. His future plans have not been announced.

Maj. Gen. E. Blair Garland (USAF ret.), joins Philco July 1 as mgr. of new military communications group. Henry E. Hockeimer named Philco AIRCOM project dir. . . . Maurice Friedman named v.p.-gen. mgr., General Instrument semi-conductor div. . . . Bradley Rosenthal, ex-Ford Instrument Co., appointed quality control dir., Adler Electronics.

**Distributor Notes:** Sylvania appoints Salt Lake Hardware Co., Salt Lake City . . . Eugene M. Longmire, former Sylvania southeastern district sales mgr., has resigned to establish L & S Distributors, appointed by Sylvania for the greater Tampa area.

Arthur Schnipper named electronics div. sales mgr., Philco Distributors, Chicago, succeeding Harvey Dickson, adv. & sales promotion mgr., who had been acting electronics mgr. . . . Granco appoints Corwin Hall, Los Angeles, for the Southern Cal. market.

Banks are competing with retailers for customers' credit dollars, NARDA pres. Joseph Fleischaker told the Memphis Retail Appliance Dealers last week. Referring to the growth of various check-credit and bank-charge plans, he said banks in many parts of the country are now dealing directly with the customer "and the dealer reserves that once were allowed now have, in effect, become a discount to the customer." Some West Coast banks no longer handle dealer paper, he added. This is one of the factors that have "triggered renewed activity on the part of factory-owned financing institutions." He advised appliance retailers to shop around for alternative credit sources.

Five-year warranty on silicon & germanium rectifiers in the low-voltage power supplies of its TV sets was announced by Sylvania June 12 at its distributor convention in Chicago. The warranty period previously was 90 days.

Excise taxes on TV & radio components and on luggage don't apply to leather carrying cases designed for portable radios, the Internal Revenue Service has decided (Rev. Rul. 59-202).

## Finance

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

Admiral, John F. Gilbarte exercised option to buy 900, holds 2700.  
 Ampex, Richard J. Elkus exercised right to buy 250, holds 2750.  
 Murray Innes Jr. sold 1000, holds 5000 personally 1667 in trusts.  
 Amphenol-Borg, George W. Borg sold 100,000, holds 44,000 personally, 13,333 in trust for wife, Matthew L. Devine bought 100, holds 200.  
 Wm. H. Rous exercised option to buy 300, holds 800.  
 Avco, John Mihalic Jr. exercised option to buy 1500, holds 4300.  
 Beckman Instruments, Frederick L. Ehrman bought 4000 through Lehman Bros., holds 4000 in Lehman Bros., 3000 personally.  
 Belock Instrument, Thomas F. Hanley sold 1000, holds 37,994.  
 Clevite, W. R. Burwell exercised option to buy 2000, holds 20,232 personally, 3400 in trusts.  
 Columbia Pictures, Louis J. Barbano sold 1721 through Fico Corp. in which 11 other officers & directors are holders, holds 94,566 in Fico Corp., none personally.  
 Consolidated Electrodynamics, Robert F. Bacher exercised option to buy 250, holds 350. Hugh F. Colvin exercised option to buy 900, holds 10,445.  
 Consolidated Electronics Industries, Charles G. Munn sold 500, holds 2200.  
 Corning Glass, George D. Macbeth sold 2000, holds 13,900.  
 Electronics Corp. of America, Burton E. Shaw sold 1000, holds 3000.  
 Filmways, Martin Ranschoff sold 12,900, holds 115,900 personally, 11,200 for children.  
 GE, John W. Belanger sold 1440, holds 14,048. Jack S. Parker bought 640, holds 1822.  
 General Instruments, Abraham Blumenkrantz exercised option to buy 15,000, holds 38,000. Malcolm C. Hutchison bought 500, holds 1300. Alois Konecny Jr. bought 5200, holds 9700. Moses Shapiro sold 8850, holds 30,100.  
 General Precision Equipment, George T. Link sold 1000, holds 5972. Joseph A. Zoek sold 1175, holds none.  
 Hazeltine, Philip F. LaFollette sold 1500, holds 500.  
 Hoffman Electronics, H. S. Hazeltine sold 100, holds 110.  
 Indiana Steel Products, Hubert S. Conover exercised right to buy 120, holds 960. Charles A. Maynard exercised right to buy 343, holds 2743.  
 IBM, T. Vincent Learson bought 300, holds 401.  
 ITT, Eugene Le Baron exercised option to buy 2000, holds 5373.  
 Litton Industries, Roy L. Ash acquired 10 in partnership through failure of performance by purchasers under contracts of sale, sold 200, holds 5672 in partnership, 2100 as custodian, 51,049 personally. Louis H. Howard sold 500, holds 3306. Carl A. Spaatz sold 200, holds 3083. Charles B. Thornton acquired 21 in partnership through failure of performance by purchasers under contracts of sale, sold 300, holds 12,576 in partnership, 125,330 personally.  
 Loew's Inc. Ellsworth C. Alvord bought 1000, holds 1000 personally, 600 in holding company. George Killion bought 2000, holds 9500.  
 Magnavox, J. S. Sturgeon bought 48 and exercised option to buy 2058 more, holds 2200.  
 P. R. Mallory, H. C. Buell bought 200, holds 1992.  
 Minn. Mining & Mfg. Herbert P. Bustow bought 6000, holds 23,265. Arthur E. Eggert exercised option to buy 1500, holds 2938.  
 National Telefilm Assoc. Eric H. Haight exchanged 10,000 for National Theatres securities, holds none. Oliver A. Unger exercised option to buy 20,000, exchanged 40,125 for National Theatres securities, holds 20,000.  
 Oak Mfg. Wm. Bessey sold 300, holds 15,000. Clarence B. Jennett bought 500, holds 625. John Rovelstad bought 180, holds 4000.  
 RCA, Elmer W. Engstrom exercised option to buy 500, holds 2093.  
 Raytheon, David D. Coffin sold 3000, holds 467. Ray C. Ellis sold 100, holds 2241. Wm. Gammell Jr. sold 300, holds 13,090. George Ingram Jr. exercised option to buy 2756, holds 2756. N. B. Krim sold 1000, holds 7450. Ernest F. Leatham sold 5000, holds 1437. Robert L. McCormack sold 200, holds 1396. P. L. Spencer sold 1000, holds 448.  
 Siegler, Frederick L. Anderson sold 5000, holds 43,026. Philip S. Fogg sold 800, holds 22,000. Pierpont M. Hamilton sold 4600, holds 30,444. Donald Royce sold 500, holds 9000.  
 Standard Coil Products, Walter F. Hermann exercised option to buy 1000, holds 1000.  
 Texas Instruments, F. J. Agnich sold 1000, holds 26,105 personally, 200 in trust, R. W. Olson sold 700, holds 13,000. C. J. Thomsen sold 280, holds 14,017.  
 Trans Lux, Harry Brandt bought 700 through foundations, sold 2000 through foundations, holds 29,430 in foundations, 1000 in Marathon Pictures, 2000 in Brapick Corp., 200 in Bilpam Corp., 17,600 for wife, 168,500 personally.  
 20th Century-Fox, S. Charles Einfeld exercised option to buy 5000, holds 5485. Robert Lehman sold 6200, holds 17,400.  
 Warner Bros. Albert Warner sold 6500 pursuant to option, holds 2700 in trust, none personally. Jack L. Warner bought 1632, sold 7000 pursuant to option, holds 1400 in trust, 237,431 personally.  
 Westinghouse, W. O. Lippman bought 200, holds 1421. L. B. McCully sold 1000, holds 1800. Harry E. Seim sold 1000, holds 1968. Fergus M. Sloan sold 400, holds 601.

Reports & comments available: Electronics stocks, The Value Line, 5 E. 44 St., N.Y. . . . Sterling Television Co., prospectus, Simmons & Co., 56 Beaver St., N.Y. . . . Electronic Engineering Co. of California, prospectus, Kidder, Peabody & Co., 17 Wall St., N.Y. . . . Electronics Capital Corp., prospectus, Hayden, Stone & Co. . . . RCA, analysis, James H. Oliphant & Co., 61 Broadway, N.Y. . . . Sperry-Rand, report, L. F. Rothschild & Co., 120 Broadway, N.Y. . . . AB-ITT, in *Investment Reader*, Merrill, Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y.

Electronics Capital Corp., new federally-licensed San Diego closed-end management investment company (Vol. 15:18), has signed 5-year employment agreements with pres. Charles E. Salik and exec. v.p. Richard T. Silberman. According to a preliminary prospectus issued by Hayden, Stone & Co. as principal underwriter of the firm's initial stock offering, Salik will be paid \$30,000 for the first year, \$45,000 for the second, \$60,000 for the next 3 years, but has waived his first year's salary. Silberman's salary will start at \$30,000, go to \$40,000 the second year and \$50,000 the next 3 years. Chairman-pres. of Electronic Investment Corp. (Vol. 15:23), Salik also is pres. & sole stockholder of Electronics Investment Management Corp., which has a consulting agreement with Electronics Capital Corp. Long active in the electronics industry, Silberman is a Cohu Electronics director and was 1952-59 pres. of its Kin Tel div. The prospectus lists these other Electronics Capital officers & directors: Bernard Koteen, Washington communications lawyer, secy. & counsel; Dr. Neil H. Jacoby, U. of Cal. graduate business administration school dean, economic adviser; Dr. Joseph M. Pettit, Stanford U. engineering school dean, technical adviser; Donald C. Duncan, Beckman Instruments contract sales director; L. J. Rice Jr., investment dept. mgr. of San Diego's First National Trust & Savings Bank; Alfred J. Coyle, Hayden, Stone & Co. partner; David Salik, chairman-pres. of Esskay and Westway clothing manufacturing firms. Outstanding now are 37,389 shares of \$1 par common stock, 83% of it owned by the Saliks, 7.4% by Silberman, the rest by other directors who paid \$9 per share for it. The public offering is 1.8 million shares at \$10 per share.

Pacific Mercury Electronics reports its net income for 9 months ended March 31 exceeded the full-year earnings of fiscal 1958. Net sales for the period set a new record for the company. Pres. Joe Benaron said sales to Sears Roebuck "continue at a favorable level and production of TV receivers for the balance of the current year may exceed previous expectations." In the 3 months to March 31, net income was \$115,813 (17¢ a share) on sales of \$4,904,112.

	1959	1958
For 9 months ended March 31:		
Net sales . . . . .	\$15,751,608	\$14,675,473
Net income . . . . .	347,923	312,950
Earned per share . . . . .	50¢	45¢

Standard Coil's directors "anticipate resuming dividends on the common stock before the end of the year"—first dividend since 1955—pres. James O. Burke told the annual meeting in Chicago. He called the current outlook "very favorable," noting that the company's order backlog stands at a record high of about \$70 million. He said that the company's commercial business usually declines during the 2nd quarter, but "it has stayed about level this year." Stockholders voted to double the presently authorized 2 million shares of common stock—earmarked for future acquisitions—although Burke said the company currently has no plans to issue any new stock.

Anti-trust suit against Jerrold Electronics Corp., charging the firm with monopolizing the CATV manufacturing industry and filed by the Justice Dept. Feb. 15, 1958 (Vol. 14:7), went through its first pre-trial conference June 9. It goes to trial Oct. 26 before Philadelphia Federal District Court Judge Francis Van Dusen. Wilford Whitley Jr. heads the Justice Dept. team of attorneys on the case; Philadelphia attorney Israel Packel represents Jerrold.

Hazeltine 2-for-1 stock split and an increase from 1.5 to 3 million shares of authorized common stock were voted by stockholders June 10. Distribution of additional shares will be made July 3, to shareholders of record June 22,

JUN 15 1959

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# WEEKLY Television Digest

SPECIAL SUPPLEMENT

JUNE 15, 1959

## Financial Data on Television-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies  
Including Major Component Parts Makers and Broadcasters

Compiled for TELEVISION DIGEST by

Greenebaum & Associates, Financial Consultants in Electronics,  
30 West Monroe St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange

ASE—American Stock Exchange  
Pacific—Pacific Coast Stock Exchange

Midwest—Midwest Stock Exchange

### ACOUSTICA ASSOCIATES INC. (Unlisted)

Year ending February 28

Capitalization—Common: 10 cents par, 292,927 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956	\$ 34,038	-----	\$ 12,802(d)	---	none	-----	-----
1957	347,105	-----	23,602(d)	---	none	\$ 144,825	-----
1958	1,096,760	-----	20,636	\$.08	none	-----	19 3/4 - 3 3/4
1959	4,857,999	-----	140,250	.44	none	-----	40 1/2 - 19

(d) Deficit.

### ADMIRAL CORP. (NYSE)

Capitalization—Debt: \$8,855,000. Common: \$1 par, 2,385,296 shares.

1950	\$230,397,662	\$37,775,281	\$18,767,554	\$7.95	\$1.00	\$ 67,960,665	31 3/4 - 13 1/4
1951	185,925,058	18,725,621	9,586,833	4.06	.88	68,756,734	23 1/2 - 16 1/4
1952	190,724,326	18,942,133	8,711,133	3.69	.88	87,530,549	26 3/4 - 19 3/4
1953	250,931,605	21,340,965	8,213,165	3.48	1.00 + 20% stk.	107,642,418	32 3/4 - 18 3/8
1954	219,565,089	15,581,974	6,547,974	2.77	1.00	109,126,766	29 1/8 - 18 1/4
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30 1/4 - 20 1/4
1956 (a)	185,880,606	2,740,024	1,504,024	.64	1.00	105,404,038	22 1/8 - 12 3/8
1957	172,663,167	1,176,067	965,067	.41	none	102,115,752	14 3/8 - 6 1/2
1958	170,777,126	2,616,317	1,375,017	.58	none	101,999,284	19 7/8 - 7
1959 (3 mo.)	44,739,388	1,422,076	711,644	.30	none	-----	29 1/2 - 17 1/4

(a) Restated to include domestic real estate subsidiary and all foreign operations in Italy, Mexico and Brazil.

### AEROVOX CORP. (Unlisted)

Capitalization—Debt: \$3,359,000 notes. Common: \$1 par, 868,720 shares.

1950	\$ 23,751,172	\$ 3,428,572	\$ 1,749,418	\$2.51	\$.30	\$11,682,140	12 1/4 - 4 1/8
1951	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10 1/2 - 6 1/2
1952	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10 5/8 - 6 1/2
1953	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12 3/4 - 9
1954	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8 7/8
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13 7/8 - 8
1956	25,095,656	1,633,693 (d)	909,893 (d)	1.05 (d)	none	15,379,924	8 3/4 - 4
1957	20,892,597	409,778	276,272	.32	none	12,835,934	6 1/4 - 2 7/8
1958	17,488,082	416,368	216,690	.25	none	12,696,067	6 3/8 - 3 1/4
1959 (3 mo.)	5,347,000	276,211	143,779	.17	none	-----	12 3/4 - 6 1/4

(d) Deficit.

### ALLIED CONTROL CO. INC. (ASE)

Capitalization—Debt: \$380,000, loan. Common: \$1 par, 236,071 shares.

1950	\$ 1,890,156	\$ 181,926	\$ 121,926	\$.42	none	\$ 1,254,251	-----
1951	3,560,128	592,268	329,235	1.34	none	2,011,046	-----
1952	7,146,610	796,532	257,910	1.02	none	2,680,725	4 - 2 3/4 (b)
1953	7,105,272	584,304	184,304	.69	none	2,755,572	3 1/2 - 3 (b)
1954	6,907,705	710,177	322,177	1.28	\$.20	2,526,405	18 1/2 - 14 1/4
1955	7,362,112	651,124	384,721	1.55	.80	3,233,731	19 - 12 1/2
1956	10,887,047	1,733,163	793,163	3.37	.80	3,603,247	21 3/8 - 12 3/8
1957	13,883,587	2,311,844 (a)	941,844 (a)	4.04 (a)	1.15	4,183,479	52 1/2 - 19 3/8
1958	9,755,173	1,026,500	531,207	2.11	1.60 + 5% stk.	4,352,942	46 1/2 - 33 1/8
1959	-----	-----	-----	---	.50	-----	65 3/4 - 36 1/4

(a) Adjustment giving effect to renegotiation. (b) Preferred stock.

### AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization

Debentures: \$814,000, 3 3/4s, due Nov. 1964

Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 17,225 shares

Common: \$2 par, 1,879,789 shares

1950	\$ 35,643,481	\$ 5,200,242	\$ 2,545,242	\$1.88	\$1.05	\$ 22,135,487	20 - 10 1/4
1951	75,898,047	7,894,820	2,607,820	1.91	1.20 + 20% stk.	45,580,299	17 1/2 - 12 3/4
1952	90,539,243	846,048 (d)	509,708 (d)	.54 (d)	.90 + 2% stk.	48,983,258	15 3/4 - 10 3/4
1953	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12 3/4 - 6 1/4
1954	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15 1/4 - 9
1955	73,805,025	6,533,568	3,383,568	1.86	1.00 + 2% stk.	41,290,499	22 1/4 - 14 1/4
1956	122,237,735	9,666,357	4,626,357	2.43	1.00 + 5% stk.	54,593,088	23 3/4 - 16 1/2
1957	134,339,863	10,510,387	5,080,387	2.67	1.05	66,114,872	27 - 16 1/4
1958	115,877,176	8,244,723	4,100,723	2.50	1.20	64,360,840	37 3/4 - 19 3/8
1959 (3 mo.)	31,177,327	3,005,995	1,444,995	.76	.30	-----	39 3/8 - 29 1/4

(d) Deficit.

**AMERICAN BROADCASTING-PARAMOUNT THEATRES INC. (NYSE)**

Capitalization  
 Debt: \$49,468,421  
 Preferred: 5% cumulative preferred, \$20 par, 320,799 shares  
 Common: \$1 par, 4,149,362 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$ 45,879,660	\$ 132,605	\$ 84,605	\$ .05	none	\$ 26,491,261	14 1/4 - 7 7/8
1951*	58,983,129	741,943	368,943	.22	none	31,025,927	14 1/8 - 10 1/8
1952	167,136,730	13,578,802	6,961,113	1.34	\$1.25	141,124,092	21 1/4 - 11 1/2
1953†	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15 7/8 - 12 5/8
1954	188,795,705	9,826,142 (a)	4,721,787 (a)	1.11 (a)	1.00	138,376,649	25 1/4 - 14 1/2
1955	198,350,068	16,011,623 (a)	8,218,017 (a)	1.89 (a)	1.20	138,593,905	33 1/2 - 22 1/8
1956	206,915,705	15,724,544 (a)	7,734,545 (a)	1.78 (a)	1.30	146,192,447	32 1/2 - 21 7/8
1957	215,877,026	9,779,524	4,894,524	1.10	1.00	154,125,813	24 7/8 - 11 5/8
1958	244,821,241	11,244,010	6,116,060	1.40	1.00	155,880,143	22 - 13
1959 (3 mo.)		5,025,000	2,313,000	.53	.50		29 3/8 - 20 1/2

\*1950 and 1951 figures for ABC only. †Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. (a) Excluding capital gains.

**AMERICAN ELECTRONICS INC. (ASE)**

Capitalization  
 Debentures: \$3,500,000, convertible subordinated 5 1/4s, due 1973  
 Debt: \$143,775 notes  
 Common: \$1 par, 869,994 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 340,000				none		
1951	1,510,000				none		
1952	2,518,964	\$ 245,118	\$ 62,774	\$ .12	none		
1953	3,900,300	452,489	180,879	.36	none		
1954	6,109,380	583,957	297,783	.59	\$ .22 1/2	\$ 3,204,561	15 1/4 - 4
1955	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10 1/2
1956	10,379,641	758,109	376,128	.73	.50	7,879,677	13 3/4 - 11
1957	17,908,135	1,180,042	603,650	.78	.50	14,484,448	21 1/2 - 11
1958	17,396,064	3,333,447 (d)	2,285,826 (d)	2.63 (d)	.25	13,917,622	15 1/8 - 9 3/4
1959 (3 mo.)	4,652,558	108,117	108,117	.12	none		19 3/4 - 11 7/8

(d) Deficit

**AMERICAN MACHINE & FOUNDRY CO. (NYSE)**

Capitalization  
 Debentures and Notes payable: \$85,207,100  
 Preferred: 3.90% cumulative, \$100 par, 59,500 shares  
 5% cumulative, \$100 par, 17,456 shares  
 Common: \$7 par, 3,540,881 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 27,577,242	\$ 3,405,846	\$ 2,015,846	\$1.53	\$ .80	\$30,470,533	17 1/4 - 12 3/4
1951	54,203,434	5,989,962	3,352,962	2.31	.80 + 2 1/2% stk.	53,855,489	20 3/8 - 14 1/8
1952	105,821,447	8,647,077	4,167,077	2.05	.80 + 5% stk.	78,872,791	24 3/8 - 16 3/4
1953	139,200,765	9,790,611	5,275,611	2.44	1.00 + 5% stk.	89,541,324	24 7/8 - 19 1/8
1954	126,507,387	7,868,022	4,023,022	1.64	1.00 + 2 1/2% stk.	105,826,171	28 3/8 - 21 3/8
1955	145,000,977	9,789,016	4,774,016	1.66	1.00 + 2% stk.	132,788,863	35 7/8 - 23 1/4
1956	198,057,542	18,976,676	8,975,676	3.03	1.05 + 4% stk.	182,385,380	40 3/4 - 24 1/4
1957	261,753,625	24,136,249	11,782,249	3.51	1.30	225,619,194	43 3/4 - 29 1/4
1958	230,877,341	22,996,658	11,007,658	3.19	1.70	231,404,225	59 3/4 - 32 1/4
1959 (3 mo.)	57,652,237	10,674,244	5,020,244	1.40	1.00	235,458,511	89 1/2 - 53 1/2

**AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)**

Capitalization  
 Debt: \$6,042,208,000  
 Subsidiary preferred: \$17,904,300  
 Common: \$33 1/2 par, 212,041,209 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$3,261,528,032	\$ 587,720,864	\$346,962,051	\$4.04	\$3.00	\$11,575,966,607	53 7/8 - 48 3/8
1951	3,639,462,365	704,221,388	364,874,176	3.67	3.00	12,774,216,000	53 3/4 - 50
1952	4,039,644,218	798,087,900	406,661,306	3.48	3.00	13,997,345,000	53 3/4 - 50 1/4
1953	4,416,729,614	937,599,573	478,512,265	3.77	3.00	15,434,549,000	53 3/4 - 50 3/4
1954	4,784,500,427	1,058,836,919	549,931,223	3.81	3.00	16,515,526,000	59 3/4 - 52
1955	5,297,043,174	1,291,183,107	664,243,416	4.37	3.00	14,479,641,983	62 1/2 - 57 5/8
1956	5,825,297,685	1,451,160,747	755,933,854	4.39	3.00	16,206,571,233	63 3/8 - 55
1957	6,313,833,200	2,098,371,577	829,779,296	4.33	3.00	17,677,875,672	60 - 53 3/4
1958	6,771,403,000	2,435,455,000	952,305,000	4.67	3.00	19,493,951,000	75 3/4 - 56
1959 (3 mo.)			198,520,000	.94	1.50		89 - 74 3/4

**AMP INCORPORATED (Unlisted)**

Capitalization:  
 Notes: \$1,100,000, 4 1/2% Promissory Note due 1969  
 Common: \$1 par, 2,131,896 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 5,480,538	\$ 1,342,201	\$ 590,201	\$ .31	none		
1951	10,188,612	1,776,868	458,868	.23	none		
1952	11,545,957	1,509,646	342,646	.17	none		
1953	15,312,235	1,644,021	409,561	.21	none		
1954	16,040,373	2,102,032	902,032	.46	none		
1955	21,647,301	3,709,128	1,605,588	.83	none	\$12,108,805	
1956	32,299,301	6,587,742	3,227,742	1.66	none	15,411,029	19 1/2 - 16 1/4
1957	36,097,574	6,542,779	3,350,779	1.66	\$ .50 + 4%	16,687,337	30 - 14 1/2
1958	31,377,891	4,802,933	2,596,933	1.29	.50	17,838,358	24 1/2 - 17
1959 (3 mo.)					.15		36 3/4 - 22 1/4

**AMPEX CORPORATION (NYSE)**

Year ending April 30

Capitalization  
 Debt: \$406,000 5% notes payable  
 Debentures: \$5,500,000 5%, due 1972  
 Common: 50 cents par, 1,835,662 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 387,514		\$ 60,601 (d)	\$ .10 (d)	none		
1951	968,472	129,931	114,931	.19	none		
1952	2,301,707	167,823	76,823	.13	none		
1953	3,548,593	202,020	88,520	.15	none	\$2,156,234	
1954	5,418,373	70,191	25,691	.02	none	3,769,231	
1955	8,163,663	762,222	365,736	.28	none	4,749,525	8 - 5 3/4
1956	10,196,967	607,275	311,275	.23	none	6,301,532	17 1/4 - 6 3/4
1957	18,737,000	2,212,000	1,087,000	.60	none	15,017,000	24 - 12
1958	30,115,000	3,223,000	1,540,000	.84	none		19 3/4 - 17 3/8
1959 (e)	49,091,000		2,500,000	.84	none		54 1/2 - 61 1/4

(d) Deficit. (e) Estimated.

**AMPHENOL-BORG ELECTRONICS CORP. (NYSE)**

Capitalization  
Debt: \$840,000, notes  
Common: \$1 par, 1,167,294 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 12,944,833	\$ 2,020,833	\$ 920,833	\$2.30	\$.70	\$ 7,757,607	10 <sup>3</sup> / <sub>8</sub> - 6 <sup>1</sup> / <sub>8</sub>
1951(a)	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12 <sup>1</sup> / <sub>4</sub> - 9
1952(a)	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17 <sup>3</sup> / <sub>8</sub> - 10 <sup>3</sup> / <sub>4</sub>
1953(b)	54,211,645	5,744,998	2,361,401	2.03	1.00	16,637,597	19 - 13
1954(b)	42,261,849	4,589,024	2,185,553	1.88	.75	15,066,063	15 <sup>1</sup> / <sub>4</sub> - 9
1955(b)	43,026,299	4,546,981	2,229,981	1.92	.57 <sup>1</sup> / <sub>2</sub>	13,540,996	19 - 12 <sup>3</sup> / <sub>4</sub>
1956(c)	47,080,916	5,538,886	2,638,886	2.27	.95	15,705,915	19 <sup>1</sup> / <sub>2</sub> - 15 <sup>1</sup> / <sub>4</sub>
1957(c)	54,127,643	7,591,819	3,519,590	2.00	1.15	22,442,042	33 <sup>3</sup> / <sub>4</sub> - 19 <sup>1</sup> / <sub>2</sub>
1958(c)	46,306,741	4,473,946	2,320,946	2.00	1.20	38,673,147	37 <sup>1</sup> / <sub>2</sub> - 22 <sup>3</sup> / <sub>4</sub>
1959 (3 mo.)	12,980,053	1,285,108	582,108	.50	.35	39,077,190	46 <sup>7</sup> / <sub>8</sub> - 32 <sup>1</sup> / <sub>4</sub>

(a) Amphenol Electronics only.  
(b) Pro-forma including Geo. W. Borg Corp. merged Jan. 1, 1959.  
(c) Includes Geo. W. Borg Corp. for June 30 years.

**APPLIED SCIENCE CORP. OF PRINCETON (Unlisted)**

Capitalization  
Debt: \$175,500  
Common: \$1 par, 419,436 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 1,062,700	-----	\$ 52,800	---	\$.15	-----	-----
1955	2,024,194	-----	114,365	\$.91	.10	\$ 3,044,295	-----
1956	3,570,574	-----	218,068	1.25	.10	4,907,300	-----
1957	6,168,542	-----	12,020	.03	.10	4,893,928	35 - 14
1958	3,940,591	-----	648,025 (d)	1.54(d)	.10 + 1 <sup>1</sup> / <sub>2</sub> % stk.	2,932,831	15 - 5 <sup>1</sup> / <sub>2</sub>
1959 (3 mo.)	548,500	\$ 256,700 (d)	256,700 (d)	.60(d)	none	2,709,500	15 <sup>1</sup> / <sub>4</sub> - 9

(d) Deficit.

**ARVIN INDUSTRIES INC. (NYSE)**

Capitalization  
Debts: \$2,500,000, 4<sup>1</sup>/<sub>2</sub>% secured notes  
Common: \$2.50 par, 1,125,600 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 53,684,138	\$ 6,940,396	\$ 3,605,126	\$3.24	\$1.34	\$ 23,565,630	24 <sup>5</sup> / <sub>8</sub> - 14 <sup>1</sup> / <sub>2</sub>
1951	63,997,212	6,841,405	2,691,063	2.42	1.60	26,578,148	32 <sup>3</sup> / <sub>4</sub> - 18 <sup>1</sup> / <sub>4</sub>
1952	64,289,781	4,459,536	2,209,733	1.78	1.60	27,364,995	26 <sup>1</sup> / <sub>4</sub> - 20 <sup>1</sup> / <sub>8</sub>
1953	73,395,197	4,692,147	2,255,001	2.02	1.60	27,135,716	26 <sup>1</sup> / <sub>4</sub> - 20 <sup>3</sup> / <sub>8</sub>
1954	53,372,759	4,630,593	2,231,198	2.00	1.28	27,978,690	21 <sup>5</sup> / <sub>8</sub> - 16 <sup>3</sup> / <sub>4</sub>
1955	67,421,583	8,445,322	4,052,091	3.64	1.36	32,033,832	21 <sup>1</sup> / <sub>4</sub> - 19 <sup>1</sup> / <sub>4</sub>
1956	64,612,775	7,875,165	3,784,839	3.22	1.60	32,122,082	25 <sup>1</sup> / <sub>4</sub> - 21 <sup>1</sup> / <sub>2</sub>
1957	69,705,700	7,676,370	3,689,976	3.28	1.60	31,346,329	29 <sup>1</sup> / <sub>4</sub> - 22 <sup>3</sup> / <sub>8</sub>
1958	54,015,225	3,085,970	1,487,878	1.32	.80	32,090,290	23 <sup>3</sup> / <sub>8</sub> - 18 <sup>7</sup> / <sub>8</sub>
1959 (3 mo.)	15,938,426	1,056,534	512,233	.46	.20	-----	29 <sup>1</sup> / <sub>2</sub> - 22 <sup>3</sup> / <sub>4</sub>

**ASTRON CORP. (Unlisted)**

Capitalization  
Debt: \$111,375  
Preferred: 4% cumulative preferred, \$10 par, 3,900 shares  
Common: 10 cents par, 645,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 1,461,687	N.A.	\$ 33,331	\$.05	(b)	(b)	(b)
1952	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953	3,164,983	N.A.	118,252	.18	(b)	\$ 836,579	(b)
1954	3,421,760	\$ 569,231	287,431	.45	(b)	1,206,212	(b)
1955	4,101,170	607,639	296,339	.46	\$.20	2,174,924	5 - 3 <sup>1</sup> / <sub>2</sub>
1956	5,128,525	460,519	227,519	.35	.40	2,281,279	4 <sup>5</sup> / <sub>8</sub> - 3
1957	4,841,129	352,708	185,708	.29	.20	2,202,612	3 <sup>1</sup> / <sub>2</sub> - 1 <sup>5</sup> / <sub>8</sub>
1958	4,147,744	83,079 (d)	24,079 (d)	.04(d)	.07 <sup>1</sup> / <sub>2</sub>	2,064,232	3 <sup>1</sup> / <sub>2</sub> - 1 <sup>3</sup> / <sub>8</sub>
1959 (3 mo.)	1,065,035	-----	9,929 (d)	.02(d)	none	-----	3 <sup>1</sup> / <sub>2</sub> - 2 <sup>1</sup> / <sub>4</sub>

N.A. Not available. (b) Privately owned. (d) Deficit.

**AUDIO DEVICES INC. (ASE)**

Capitalization  
Debt: \$127,525, mortgage  
Common: 10 cents par, 793,939 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,992,176	\$ 307,216	\$ 172,216	\$.34	\$.15 <sup>1</sup> / <sub>2</sub>	\$ 840,732	-----
1951	2,159,595	173,441	92,441	.18	.15	879,164	-----
1952	2,338,602	207,713	131,713	.26	.12	910,749	2 <sup>1</sup> / <sub>4</sub> - 1 <sup>3</sup> / <sub>4</sub>
1953	2,612,719	174,398	101,898	.20	.09	1,184,444	3 <sup>3</sup> / <sub>8</sub> - 2 <sup>3</sup> / <sub>8</sub>
1954	2,453,750	89,906	58,906	.11	.08 + 10% stk.	1,141,416	3 <sup>7</sup> / <sub>8</sub> - 2
1955	3,472,871	426,955	219,955	.36	.05 + 10% stk.	1,296,624	3 <sup>3</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>2</sub>
1956	3,707,576	417,457	212,457	.33	.05 + 5% stk.	1,645,225	6 <sup>3</sup> / <sub>4</sub> - 4 <sup>1</sup> / <sub>2</sub>
1957	4,774,523	283,241	151,241	.19	.05 + 5% stk.	2,646,083	12 <sup>3</sup> / <sub>8</sub> - 4 <sup>7</sup> / <sub>8</sub>
1958	6,015,845	23,284	18,284	.02	.05	3,358,357	17 <sup>3</sup> / <sub>8</sub> - 7 <sup>1</sup> / <sub>4</sub>
1959	-----	-----	-----	---	none	-----	26 <sup>1</sup> / <sub>2</sub> - 15 <sup>1</sup> / <sub>4</sub>

**AVCO CORP. (NYSE)**

Year ending Nov. 30

Capitalization  
Debentures: \$15,000,000 convertible sub. debenture 5s, due 1979.  
Debt: \$23,128,000, promissory notes  
Common: \$3 par, 9,546,923 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$256,966,971	\$28,735,633	\$12,635,633	\$1.47	\$.50	\$222,980,159	9 <sup>1</sup> / <sub>8</sub> - 5 <sup>3</sup> / <sub>4</sub>
1951	286,598,113	22,089,214	10,089,214	1.10	.60	186,977,718	8 <sup>5</sup> / <sub>8</sub> - 6 <sup>7</sup> / <sub>8</sub>
1952	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8 <sup>1</sup> / <sub>4</sub> - 6 <sup>7</sup> / <sub>8</sub>
1953	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8 <sup>3</sup> / <sub>4</sub> - 4 <sup>1</sup> / <sub>2</sub>
1954	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4 <sup>5</sup> / <sub>8</sub>
1955	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8 <sup>1</sup> / <sub>4</sub> - 5 <sup>1</sup> / <sub>2</sub>
1956	320,556,285	18,112,847 (d)	16,387,847 (d)	1.84(d)	none	181,728,051	7 <sup>5</sup> / <sub>8</sub> - 5
1957	314,882,677	10,552,601	12,832,794	1.38	.10	159,752,919	7 <sup>1</sup> / <sub>4</sub> - 4 <sup>7</sup> / <sub>8</sub>
1958	282,920,651	13,526,090	11,596,608	1.23	.40	183,029,175	13 <sup>1</sup> / <sub>8</sub> - 5 <sup>3</sup> / <sub>8</sub>
1959 (3 mo.)	67,679,974	2,899,557	1,349,557	.14	.20	-----	17 - 10 <sup>1</sup> / <sub>2</sub>

(d) Deficit.

**AVIEN INC. (ASE)**

Year ending June 30

Capitalization

Common: Class A and Class B, 10 cents par, 601,412 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 6,887,000	\$ 332,000	\$ 314,000	\$ .47	---	\$ 1,269,000	-----
1955	5,823,000	485,000	458,000	.69	\$.07 1/2	1,990,000	-----
1956	5,135,000	143,000(d)	148,000(d)	.22(d)	none	2,305,000	-----
1957	6,115,000	203,000	163,000	.24	none	3,541,000	3 - 1 1/2
1958	7,398,000	498,000	230,000	.34	none	3,668,000	5 1/2 - 1 1/2
1959 (9 mo.)	5,991,000	549,000	254,000	.42	---	-----	10 1/2 - 7 1/4

(d) Deficit

**BECKMAN INSTRUMENTS INC. (NYSE)**

Year ending June 30

Capitalization

Debt: \$9,245,000

Common: \$1 par, 1,356,464 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$ 5,207,856	\$ 1,431,353	\$ 694,853	\$ .69	\$.13	-----	(b)
1951*	8,215,712	1,918,190	628,090	.58	none	\$ 5,990,000	(b)
1952(a)	5,785,740	1,326,848	326,848	.30	none	7,148,028	17 1/2 - 10 1/2
1953	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11 1/2
1954	18,652,870	2,320,280	920,280	.85	none	12,726,495	27 1/2 - 13 1/2
1955	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29 3/8 - 19 3/8
1956	29,362,131	3,344,856	1,744,856	1.36	3% stk.	21,859,411	43 1/2 - 25 1/2
1957	38,088,730	349,432	209,432	.16	3% stk.	36,256,196	47 1/2 - 21
1958	39,823,317	1,792,923(d)	946,923(d)	.70(d)	none	35,792,392	40 1/2 - 18 1/2
1959 (9 mon.)	32,499,588	2,914,884	1,432,884	1.06	none	-----	74 3/4 - 36 1/4

\* 12 months ending Dec. 31. (a) 6 months to June 30. (b) Privately owned. (d) Deficit.

**BELOCK INSTRUMENT CORP. (ASE)**

Year ending October 31

Capitalization

Debt: \$1,000,000, convertible sub. debenture 5 1/4% s. due Dec. 1, 1973

Preferred: 6% cumulative, \$100 par, 1870 shares

Common: 50 cents par, 811,447 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	Incorporated Nov. 14, 1950						
1951(a)	\$ 907,308	-----	\$ 196,062(d)	\$ .27(d)	none	-----	(e)
1952	3,542,365	-----	78,319	.09	none	-----	(e)
1953	8,154,821	\$ 289,371	155,251	.19	none	-----	(e)
1954	10,259,380	745,810	348,375	.45	none	\$ 4,746,583	(e)
1955	14,896,878	1,426,310	679,443	.89	none	7,423,344	27 1/2 - 11 1/2
1956	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19 1/2 - 12 1/2
1957	13,255,083	280,950(d)	132,330(d)	.18(d)	3% stk.	9,244,144	14 - 6 1/4
1958	12,731,300	483,743	202,743	.24	1 1/2% stk.	10,438,904	13 - 7 1/2
1959	-----	-----	-----	---	2% stk.	-----	22 1/2 - 10 3/8

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

**BENDIX AVIATION CORP. (NYSE)**

Year ending September 30

Capitalization

Debt: \$1,345,000

Common: \$5 par, 5,091,273 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$219,419,794	\$30,599,434	\$16,954,116	\$4.00	\$2.37 1/2	\$143,366,391	26 1/4 - 17 1/4
1951	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23 1/4
1952	508,701,892	50,660,972	15,295,159	3.61	1.87 1/2	259,320,862	32 - 22 1/2
1953	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34 1/2 - 25
1954	607,711,607	61,796,575	25,537,771	5.35	1.50 + 7% stk.	285,430,724	52 3/4 - 30
1955	567,249,923	58,717,287	25,888,599	5.39	2.37 1/2	278,064,860	59 1/2 - 45
1956	581,418,734	48,348,993	24,278,263	5.04	2.40 + 5% stk.	321,783,177	64 3/8 - 48 1/2
1957	711,237,146	59,366,546	27,499,034	5.44	2.40	370,089,085	66 3/4 - 42
1958	623,731,537	42,734,746	21,171,902	4.18	2.40	325,561,339	74 1/2 - 44 1/2
1959 (6 mo.)	323,490,430	-----	10,926,801	2.15	.60	-----	89 - 66

**BRITISH INDUSTRIES CORP. (Unlisted)**

Capitalization

Debt: \$26,951

Common: 50 cents par, 300,157 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.	-----	-----	-----	-----	-----	-----	-----
1951 N.A.	-----	-----	-----	-----	-----	-----	-----
1952 N.A.	-----	-----	-----	-----	-----	-----	-----
1953 N.A.	-----	-----	-----	-----	-----	-----	-----
1954 N.A.	-----	-----	-----	-----	-----	-----	-----
1955	\$ 3,104,703	-----	\$ 138,146	\$ .69	\$.30	-----	-----
1956	5,404,612	-----	303,497	1.09	.30 + 20% stk.	\$ 1,753,619	5 3/8 - 3 3/4
1957	6,998,340	-----	464,243	1.67	.37 1/2 + 15% stk.	2,429,053	17 1/4 - 4 3/8
1958	8,120,809	-----	532,399	1.77	.60 + 8% stk.	2,731,835	31 - 13 3/8
1959 (3 mo.)	2,260,786	-----	167,420	.55	.12 1/2 + 2% stk.	-----	39 - 28

N.A. Not available.

**BURROUGHS CORP. (NYSE)**

Capitalization

Debt: \$2,450,000, loans and notes

Debentures: \$25,000,000, 4 1/2% s. due 1983; \$29,887,100, 4 1/2% s. due 1981; \$22,295,000, 3 3/4% s. due 1977

Common: \$5 par, 6,612,607 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 86,931,628	\$12,865,289	\$ 8,019,916	\$1.60	\$.90	\$ 73,137,809	15 1/2 - 12 3/8
1951	127,368,125	25,170,378	10,615,378	2.12	.90	103,157,757	18 3/4 - 13 3/8
1952	150,817,423	19,097,484	9,001,984	1.80	.90	129,201,094	18 1/2 - 16
1953	162,035,781	17,766,148	7,828,148	1.58	.80	134,688,043	17 1/2 - 13 1/2
1954	168,651,347	17,836,514	9,146,514	1.83	.85	138,083,933	25 3/4 - 15 1/4
1955	217,805,044	25,177,753	12,419,753	2.19	1.00	181,807,279	34 1/4 - 22 1/2
1956	271,775,887	27,064,021	14,197,021	2.35	1.00	233,787,716	46 3/8 - 28 1/2
1957	282,773,950	17,834,594	10,074,594	1.67	1.00	271,537,006	52 3/8 - 27 1/2
1958	292,567,798	10,959,934	6,407,934	.97	1.00	299,648,367	43 3/8 - 27 1/2
1959 (3 mo.)	80,922,856	3,183,408	1,533,408	.23	.50	-----	45 1/2 - 36 1/4

**CLAROSTAT MFG. CO. INC. (ASE)**

Capitalization

Debt: Mortgage, \$11,149  
Common: \$1 par, 417,993 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 5,985,241	\$ 772,099	\$ 406,780	\$ .99	\$.16	\$ 2,199,374	6 1/8 - 2 1/4
1951	5,914,310	968,763	316,265	.76	.30	2,336,293	6 3/8 - 4 1/8
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6 1/4 - 4 1/2
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 3/8
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7 1/2 - 5 3/8
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 1/8
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3 1/8
1957	7,207,102	276,543	132,710	.32	.15	2,472,742	5 - 2 1/2
1958	6,808,779	51,588	20,861	.05	none	2,984,557	5 1/2 - 2 7/8
1959 (3 mo.)	2,032,559	-----	88,591	.21	none	-----	10 1/4 - 4

**CLEVITE CORP. (NYSE)**

Capitalization

Debt: \$10,172,680, 3 1/4% notes, due serially until 1971  
Preferred: 4 1/2% cumulative, \$100 par, 45,634 shares  
Common: \$1 par, 1,852,152 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 42,187,243	\$ 7,914,228	\$ 3,914,228	\$2.88	\$1.30	\$ 25,283,265	15 7/8 - 11 7/8
1951	49,463,559	7,687,826	2,887,826	2.03	1.15	39,212,523	19 - 15 3/8
1952	53,307,874	8,144,240	3,444,240	1.97	1.15	53,748,600	27 1/2 - 17 5/8
1953	70,528,107	7,978,611	3,478,611	1.77	1.15	59,439,142	25 3/8 - 18
1954	59,204,627	5,618,648	2,668,648	1.33	1.15	58,536,954	24 3/8 - 18
1955	71,935,883	10,004,753	4,854,753	2.54	1.25	61,832,282	25 3/8 - 20 1/2
1956	73,581,604	7,671,593	3,971,593	2.06	1.15	61,465,000	24 1/4 - 18
1957	71,368,224	7,408,539	3,988,539	2.08	1.15	59,342,564	25 1/2 - 15 1/8
1958	63,354,991	5,899,246	3,109,246	1.60	1.15	57,828,463	25 3/8 - 15 3/4
1959 (3 mo.)	19,997,804	2,932,965	1,455,965	.76	.25	-----	33 7/8 - 24 3/4

**COLLINS RADIO CO. (Unlisted)**

Year ending July 31

Capitalization

Debt: \$4,967,891 notes, \$1,679,000, 1st mortgage bonds.  
Debentures: \$7,917,000 convertible subordinated 5s, due 1977.  
Preferred: 4% convertible preferred, \$50 par, 122,442 shares  
Common: \$1 par, 1,504,367 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 12,534,018	\$ 1,075,177	\$ 415,765	\$ .27	none	\$ 8,523,681	3 7/8 - 1
1951	19,325,837	1,093,704	753,732	.48	\$.11	19,125,921	4 3/8 - 3
1952	64,130,371	5,913,432	1,836,139	1.22	.11	31,116,050	6 3/4 - 3 7/8
1953	80,028,767	6,870,809	1,580,307	1.05	.13	34,398,396	7 7/8 - 5 1/4
1954	90,300,464	7,398,976	2,599,369	1.74	.14	42,794,136	23 - 6 3/8
1955	108,164,689	7,194,145	3,347,059	2.23	.35	47,558,771	28 1/2 - 17 3/4
1956	125,141,055	6,506,001	3,195,930	1.96	.35	59,127,378	32 1/4 - 21 3/4
1957	127,490,768	4,825,012	2,192,946	1.29	.35	72,485,543	28 1/2 - 9 1/2
1958	107,569,379	179,846 (d)	1,081,975*	.56*	none	71,297,869	23 - 11 1/8
1959 (6 mo.)	48,159,426	2,112,430	986,227	.59	none	80,358,212	39 1/2 - 22

\*After tax refund. (d) Deficit.

**COLUMBIA BROADCASTING SYSTEM INC. (NYSE)**

Capitalization

Debt: \$4,348,000, notes; \$3,523,152, mortgage; \$3,910,197 other deferred liabilities  
Common: \$2.50 par, 8,127,460 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 124,105,408	\$ 9,555,329	\$ 4,105,329	\$ .80	\$.53	\$ 53,833,265	13 3/8 - 8 3/8
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 3/4 - 5 5/8
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13 3/8 - 11
1953	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16 7/8 - 12 3/4
1954	373,380,139	23,214,645	11,414,645	1.62	.63	169,298,915	29 1/2 - 13 7/8
1955	316,572,766	29,897,427	13,397,427	1.79	.77+2% stk.	180,089,502	32 - 22 1/2
1956	354,779,843	35,083,462	16,283,462	2.13	.90+2% stk.	196,097,774	34 1/2 - 22 5/8
1957	385,409,018	48,593,367	22,193,367	2.82	1.00+3% stk.	222,870,272	36 1/8 - 23 1/2
1958	411,800,203	53,528,813	24,428,812	3.10	1.00	231,422,335	41 1/2 - 24 1/2
1959 (a)	111,052,290	15,463,686	7,032,686	.87	.60+3% stk.	-----	48 3/4 - 35

(a) 13 weeks, Apr. 4

**CONSOLIDATED ELECTRODYNAMICS CORP. (NYSE)**

Capitalization

Debt: \$5,487,139; debentures: \$7,616,500, 25-yr. conv. sub debenture 4 1/2s, due 1984  
Common: 50 cents par, 1,064,248 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,808,571	\$ 654,801	\$ 364,604	\$ .72	\$.30+15% stk.	-----	13 1/4 - 9 1/8
1951	5,614,550	1,062,591	437,591	.67	.40	\$ 5,081,798	14 5/8 - 13 1/8
1952	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17 1/2 - 10 3/4
1953	14,074,064	919,906	510,406	.57	.40	11,796,346	15 1/4 - 10 5/8
1954	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31 1/2 - 13 1/2
1955	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31 1/4 - 20
1956	25,036,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957	30,541,382	1,178,729	771,729	.73	.40	31,413,654	54 3/4 - 25 1/4
1958	32,079,116	2,470,196 (d)	1,178,496 (d)	.11 (d)	.40	31,048,119	47 1/2 - 27 7/8
1959 (3 mo.)	10,238,000	624,490	340,490	.32	.20	-----	42 3/8 - 33 1/4

(d) Deficit.

**CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)**

Year ending September 30

Capitalization

Debt: \$973,365, notes  
Common: \$1 par, 787,500 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$ 14,759,568	-----	\$ 716,365	\$2.45	\$.50	-----	13 1/2 - 8 3/4
1951*	12,432,733	\$ 517,208	222,208	.78	.90	\$ 4,460,578	11 1/2 - 7 7/8
1952*	7,203,564	299,035 (d)	299,035 (d)	1.06 (d)	.15	3,373,604	10 1/2 - 6 1/8
1953*	7,581,023	486,953 (d)	486,953 (d)	1.74 (d)	none	3,380,371	9 7/8 - 4 7/8
1954	6,824,076	202,190 (d)	202,190 (d)	.72 (d)	none	2,913,557	26 7/8 - 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44 1/8 - 23 7/8
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36 1/2 - 26 1/2
1957	28,537,288	4,186,931	1,971,931	2.50	none	18,493,641	35 1/2 - 18
1958	27,518,665	2,876,814	1,452,814	1.84	none	18,786,076	44 3/4 - 19 1/2
1959 (3 mo.)	8,627,983	1,348,987	653,087	.83	none	-----	46 7/8 - 33 1/4

\* Consolidated Electronics was formerly Reynolds Spring Co. (1950-53). (d) Deficit.

**CYOK ELECTRIC CO. (Unlisted)**

Year ending June 30

Capitalization

Debt: \$1,600,000, 5 3/4% notes, due 1967  
 Preferred: 6% prior cumulative, \$100 par, 20,000 shares  
 Common: \$5 par, 615,768 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,496,000	\$ 334,000	\$ 204,000	\$ .36	\$.33		
1951	6,390,000	879,000	334,000	.60	.19		
1952	11,396,052	1,647,839	447,839	.80	.25	\$ 5,419,995	17 1/8 - 7 1/2
1953	12,459,152	1,389,558	427,058	.76	.19+5% stk.	6,593,552	7 1/2 - 7
1954	14,103,369	1,216,664	511,664	.91	.30+5% stk.	7,292,342	16 3/4 - 15
1955	15,253,052	506,386	251,386	.45	.15+1 1/2% stk.	7,492,651	17 - 10 3/4
1956	15,218,090	208,101	103,101	.18	.10	7,819,576	14 1/2 - 8 1/2
1957	24,583,521	1,753,099	858,099	1.49	.20+1 1/2% stk.	11,246,916	18 3/4 - 12
1958	30,106,685	455,062	250,062	.42	.15	12,008,240	36 1/4 - 15 1/4
1959 (9 mo.)	28,842,979		1,091,900	1.62	.10+3% stk.	13,271,525(a)	49 - 32 1/2

(a) As of Dec. 31, 1958.

**CORNELL-DUBILIER ELECTRIC CORP. (NYSE)**

Year ending September 30

Capitalization

Debt: \$800,000 notes  
 Debentures: \$3,100,000, 3 3/4% 1972  
 Preferred: \$5.25 (no par) cumulative, 8,780 shares  
 Common: \$1 par, 512,390 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 23,927,117	\$ 2,888,524	\$ 1,747,524	\$3.07	\$.78	\$13,664,008	14 1/4 - 8 3/4
1951	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16 7/8 - 10 7/8
1952	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18 3/4 - 15 1/2
1953	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26 3/8 - 18 1/4
1954	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21 1/2
1955	34,955,172	3,909,002	1,809,602	3.41	2.10	21,769,804	37 3/8 - 29
1956	33,107,016	2,375,047	1,085,047	2.01	1.40	20,405,875	40 1/2 - 20
1957	32,494,378	1,364,928	754,928	1.38	1.20	21,411,350	27 1/2 - 12 1/2
1958	26,328,735	385,686	188,636	.28	.80	20,462,307	24 7/8 - 12 3/4
1959 (6 mo.)	12,429,731		100,294	.15	.20		29 1/4 - 20 3/4

**CORNING GLASS WORKS (NYSE)**

Capitalization

Debt: \$11,000,000, subordinate 4 1/2% mortgage.  
 Debentures: \$9,500,000, income 3 3/4% s, due 2002  
 Preferred: 3 1/2% cumulative, \$100 par, 64,480 shares  
 Common: \$5 par, 6,722,052 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$116,473,981	\$35,670,787	\$17,612,355	\$2.51	\$.80	\$ 81,362,634	18 1/8 - 11 1/2
1951	115,750,172	23,862,664	10,141,164	1.48	.80	84,691,192	31 1/4 - 15 1/4
1952	126,455,784	28,516,156	10,323,156	1.51	.80	105,635,436	35 - 26 3/8
1953	149,294,036	34,039,395	12,681,395	1.86	.80	113,463,467	36 1/4 - 28
1954	147,938,842	35,991,191	17,490,191	2.57	1.20	122,407,348	62 3/4 - 35
1955	157,663,837	38,966,671	18,626,671	2.76	1.50	130,872,665	73 3/4 - 54
1956	163,053,554	37,732,753	18,432,753	2.72	1.50	137,263,623	87 1/2 - 60 1/4
1957	159,069,721	31,033,404	16,533,404	2.43	1.50	142,696,906	106 1/4 - 57 1/4
1958	159,137,729	32,763,543	17,163,543	2.52	1.50	164,650,215	102 1/2 - 74 3/8
1959 (a)	43,108,268	11,439,754	5,756,754	.85	.25		129 - 89 3/8

(a) 12 weeks to March 22.

**CRAIG SYSTEMS INC. (Unlisted)**

Year ending July 31

Capitalization—Common: \$1 par, 758,862 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 802,207	\$ 91,835	\$ 56,573	\$.11	none	(c)	(c)
1951 (a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952 (a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953 (a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1951 (a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955 (b)	11,506,053	1,431,113	696,913	.95	none	\$ 5,835,985	(c)
1956 (d)	9,570,015	975,173	463,673	.64	.40+2% stk.	6,511,853	9 - 7
1957	12,840,360	1,058,841	502,841	.68	.30+2% stk.	6,678,837	9 1/8 - 4 3/8
1958	12,975,620	770,547	361,047	.48	.25	6,057,648	7 - 3 7/8
1959 (6 mo.)			232,000	.31	none		12 - 6 3/8

(a) Craig Machine Co. only. (b) Pro-Forma. Year ending Nov. 30.

(c) Privately owned until Feb. 7, 1956. (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

**DAYSTROM INC. (NYSE)**

Year ending March 31

Capitalization—Debt: \$1,399,207 notes. Debentures: \$7,783,000, convertible, subordinated 4 3/4% s, 1977. Common: \$10 par, 908,513 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 32,763,201	\$ 1,829,136	\$ 1,174,136	\$1.88	\$1.25	\$21,800,160	16 1/2 - 10 3/4
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20 1/4 - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16 3/8 - 13 1/2
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16 1/8 - 11 1/2
1951	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23 1/4 - 11 1/2
1955 (a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32 1/2 - 23
1956	63,192,498	3,514,181	1,784,181	2.01	1.20	40,244,242	30 3/8 - 22
1957	74,402,239	5,183,811	2,458,811	2.77	1.20	47,607,250	47 - 27 1/2
1958	81,713,986	4,785,493	2,333,493	2.57	1.20	52,685,322	39 3/4 - 30
1959 (9 mo.)	55,909,000	1,877,000	901,000	.99	.60		49 3/4 - 34

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955.

**DESILU PRODUCTIONS INC. (ASE)**

Year Ending April 30

Capitalization—Debt: \$3,863,193, notes, etc. Common: \$1 par, 584,400 shares; \$1 par, Class B, 565,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 Incorporated in Cal.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1952	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1953	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1954	\$ 4,668,660	\$ 315,679	\$ 143,933	\$.16	none	N.A.	(b)
1955	6,388,641	592,978	261,511	.29	none	N.A.	(b)
1956	9,361,130	1,416,695	674,728	.75	none	N.A.	(b)
1957	12,166,741	4,499,865	3,183,367	.54	none	N.A.	(b)
1958	15,094,806	208,213	92,336	.10	none	\$14,347,190(a)	14 1/2 - 10
1959 (c)	14,943,740	271,230	141,730	.12	\$.15		29 7/8 - 17 3/8

N.A. Not available. (a) Balance sheet as of 10-18-58. (b) Privately owned. (c) 40 weeks ending Feb. 7.

**DuMONT (ALLEN B.) LABORATORIES INC. (ASE)**

(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

**Capitalization**

Mortgages Payable: \$638,794  
 Preferred: 5% cumulative convertible; \$20 par, 122,016 shares  
 Common: \$1 par, 2,361,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	-----	---	\$1.00	-----	27 - 13 <sup>1</sup> / <sub>2</sub>
1951	N.A.	N.A.	-----	---	.25	-----	19 - 14 <sup>1</sup> / <sub>2</sub>
1952	\$ 62,013,191	\$ 2,897,903	\$ 1,424,603	\$ .72	.25	-----	19 <sup>3</sup> / <sub>4</sub> - 15
1953	72,305,202	3,093,362	1,544,362	.62	none	-----	17 <sup>3</sup> / <sub>4</sub> - 8 <sup>1</sup> / <sub>2</sub>
1954	71,457,950	1,739,102	870,273	.35	none	\$63,251,041	16 <sup>3</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>2</sub>
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17 <sup>1</sup> / <sub>2</sub> - 9 <sup>1</sup> / <sub>8</sub> *
1956	46,646,878	5,230,441(d)	3,886,734(d)	1.65(d)	none	39,349,410	10 - 4 <sup>3</sup> / <sub>8</sub> *
1957	42,691,148	534,616(d)	534,616(d)	.23(d)	none	35,412,247	6 <sup>1</sup> / <sub>2</sub> - 3*
1958	29,984,942	11,677,698(d)	9,503,698(d)	4.08(d)	none	20,600,411	8 <sup>1</sup> / <sub>4</sub> - 3
1959 (a)	4,457,000	-----	87,846(d)	.05(d)	none	-----	9 <sup>3</sup> / <sub>8</sub> - 6

(a) 12 wks. to March 29 N.A. Not available. (d) Deficit. \* Ex DuMont Broadcasting Stock.

**DYNAMICS CORP. OF AMERICA (ASE)**

**Capitalization**

Debt: \$3,000,000. V loan notes, due Jan. 31, 1960: \$473,500, 2% installment notes, 1959-1968; \$250,000, quarterly installment notes through Jan. 1, 1960  
 Preferred: \$1 cumulative convertible, \$2 par, 506,244 shares  
 Common: \$1 par, 2,667,094 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,780,757	\$ 1,287,895	\$ 1,287,895	\$ .51	none	\$13,751,583	7 <sup>1</sup> / <sub>4</sub> - 1 <sup>7</sup> / <sub>8</sub>
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5 <sup>3</sup> / <sub>4</sub> - 3 <sup>3</sup> / <sub>4</sub>
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4 <sup>1</sup> / <sub>4</sub>
1953	40,719,686	4,402,468	1,402,468	.54	\$ .20 + 5% stk.	27,089,811	5 <sup>3</sup> / <sub>4</sub> - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8 <sup>3</sup> / <sub>8</sub> - 4
1955 (a)	41,894,958	4,038,398	2,012,071	.61	.40	29,418,501	9 <sup>7</sup> / <sub>8</sub> - 6 <sup>1</sup> / <sub>2</sub>
1956	44,177,220	3,474,054	1,848,054	.54	.40	29,827,494	8 <sup>3</sup> / <sub>8</sub> - 5 <sup>5</sup> / <sub>8</sub>
1957	38,914,418	710,356	539,647	.02	.20	28,634,607	7 <sup>5</sup> / <sub>8</sub> - 2 <sup>1</sup> / <sub>2</sub>
1958	32,386,037	1,084,664	921,145	.16	none	22,226,253	5 <sup>1</sup> / <sub>2</sub> - 2 <sup>7</sup> / <sub>8</sub>
1959 (4 mo.)	8,000,000(e)	-----	421,000(e)	.10(e)	none	-----	12 <sup>3</sup> / <sub>4</sub> - 4 <sup>5</sup> / <sub>8</sub>

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955  
 (e) Estimated.

**EITEL-McCULLOUGH INC. (Unlisted)**

Capitalization—Debt: \$1,589,927, mortgage notes. Common: \$1 par, 825,272 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,944,472	\$ 2,408,717	\$ 1,170,925	\$1.55	none	-----	-----
1951	7,099,430	748,021	378,680	.50	none	-----	-----
1952	10,137,692	1,531,646	613,094	.81	none	\$ 5,597,669	-----
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877	-----
1954	9,452,689	1,263,099	622,761	.75	\$ .18	5,562,560	-----
1955	8,950,179	1,351,810	645,844	.86	none	6,455,077	-----
1956	13,879,779	2,644,722	1,254,488	1.60	.25 + 5% stk.	8,677,895	35 - 15 <sup>1</sup> / <sub>2</sub>
1957	15,786,229	1,621,850	736,376	.89	5% stk.	9,599,480	36 <sup>1</sup> / <sub>2</sub> - 20
1958	16,186,849	508,060	212,028	.26	none	11,619,966	29 <sup>1</sup> / <sub>4</sub> - 22 <sup>3</sup> / <sub>4</sub>
1959	-----	-----	-----	---	none	-----	45 <sup>1</sup> / <sub>2</sub> - 36

**ELECTRONIC ASSOCIATES INC. (Unlisted)**

**Capitalization**

Debt: \$1,210,000, convertible subordinated debenture 5s, due 1971  
 \$320,641 mortgage and notes  
 Common: \$1 par, 657,228 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	\$ 989,461	N.A.	\$ 75,668	\$ .34	none	N.A.	N.A.
1952	1,069,849	\$ 175,115	96,758	.23	.04	\$ 2,684,882	2 <sup>3</sup> / <sub>8</sub> - 1 <sup>1</sup> / <sub>4</sub>
1953	4,273,726	260,804	130,686	.28	.05	2,728,241	3 <sup>3</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>2</sub>
1954	4,059,927	498,037	244,558	.48	.06	3,676,912	7 <sup>1</sup> / <sub>4</sub> - 2 <sup>7</sup> / <sub>8</sub>
1955	5,484,287	1,012,548	491,523	.86	.12	4,480,672	18 <sup>1</sup> / <sub>4</sub> - 12 <sup>1</sup> / <sub>2</sub>
1956	8,816,953	2,018,529	929,811	1.61	.12 + 2 <sup>1</sup> / <sub>2</sub> % stk.	8,447,474	33 - 15 <sup>3</sup> / <sub>4</sub>
1957	12,298,274	2,134,344	1,001,998	1.64	5% stk.	10,491,739	59 - 27 <sup>1</sup> / <sub>4</sub>
1958	10,216,003	641,225	313,880	.49	2% stk.	10,830,091	52 - 32 <sup>1</sup> / <sub>2</sub>
1959 (3 mo.)	1,028,653	375,623	137,799	.21	none	-----	52 - 44

**ELECTRONIC COMMUNICATIONS INC. (ASE)**

(Formerly Air Associates, Inc.)

Year ending September 30

**Capitalization**

Debt: \$82,467 notes  
 Preferred: 6% cumulative convertible, \$10 par, 62,591 shares  
 Common: \$1 par, 382,866 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,113,201	\$ 32,734	\$ 18,014	\$ .05	\$ .10	\$ 3,558,563	7 - 3 <sup>7</sup> / <sub>8</sub>
1951	11,494,502	86,363	83,971	.22	.30 + stk.	7,884,861	9 <sup>1</sup> / <sub>2</sub> - 3 <sup>1</sup> / <sub>4</sub>
1952	16,244,452	112,695	46,695	.12	.40	12,227,422	9 <sup>7</sup> / <sub>8</sub> - 5 <sup>1</sup> / <sub>2</sub>
1953	19,034,877	141,659	141,659	.37	none	9,555,147	8 <sup>1</sup> / <sub>2</sub> - 6 <sup>1</sup> / <sub>4</sub>
1954	18,233,740	688,311	344,311	.90	none	8,219,234	13 <sup>3</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>2</sub>
1955	12,587,052	84,051	54,051	.14	none	7,898,622	12 <sup>3</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>2</sub>
1956	14,238,111	219,986	95,986	.25	none	9,131,950	13 <sup>1</sup> / <sub>2</sub> - 9
1957	16,980,451	515,311	245,311	.64	none	11,607,726	12 <sup>7</sup> / <sub>8</sub> - 8
1958	21,191,882	475,418	250,418	.65	none	12,961,164	32 <sup>1</sup> / <sub>2</sub> - 10
1959 (6 mo.)	17,971,480	1,009,348	496,203	1.25	none	-----	44 <sup>3</sup> / <sub>4</sub> - 28 <sup>3</sup> / <sub>8</sub>

**ELECTRONICS CORPORATION OF AMERICA (ASE)**

**Capitalization**

Debt: \$3,650,000 notes  
 Preferred: \$100 par 6% non-cumulative 4,586 shares  
 Common: \$1 par, 707,603 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,536,217	\$ 41,379	\$ 36,520	\$ .50	none	-----	(b)
1951	1,836,768	85,283	36,207	.05	none	-----	(b)
1952	3,627,215	191,342	76,884	.11	none	-----	(b)
1953	4,636,565	349,031	190,906	.27	none	\$ 2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16 <sup>1</sup> / <sub>4</sub> - 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11 <sup>1</sup> / <sub>2</sub>
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24 <sup>1</sup> / <sub>2</sub> - 9 <sup>5</sup> / <sub>8</sub>
1957	8,037,553	367,487	182,653	.22	none	8,398,768	12 <sup>1</sup> / <sub>2</sub> - 5 <sup>1</sup> / <sub>4</sub>
1958	6,639,121	241,644	208,001	.25	none	8,496,581	16 <sup>1</sup> / <sub>2</sub> - 6 <sup>3</sup> / <sub>8</sub>
1959	-----	-----	-----	---	none	-----	16 <sup>1</sup> / <sub>2</sub> - 9 <sup>1</sup> / <sub>2</sub>

(b) Privately owned. (d) Deficit.

**ELECTRO-VOICE INC. (Unlisted)**

Year ending February 28

Capitalization

Debt: \$375,000, 4% Promissory note, due 1967.  
Common: \$2 par, 473,650 shares,

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,201,100	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1951	2,228,178	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1952	2,830,740	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1953	2,755,631	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1954	4,201,822	\$ 164,049	\$ 63,540	\$ .21	\$ .04	N.A.	(a)
1955	4,339,782	275,156	135,455	.39	.04	N.A.	(a)
1956	5,765,059	465,484	230,532	.61	.04	N.A.	(a)
1957	7,863,814	777,656	381,210	.98	.04	N.A.	(a)
1958	9,379,132	710,618	353,188	.89	.04	\$ 3,737,095	(a)
1959	11,764,676	1,275,578	620,519	1.31	--	5,378,040	22 3/4 - 16

N.A. Not available. (a) Privately owned.

**EMERSON ELECTRIC MANUFACTURING CO. (NYSE)**

Year ending September 30

Capitalization

Debt: \$2,792,400, convertible subordinated debenture 5 1/2%, due 1977. \$6,116,000 notes  
Preferred: 7% cumulative, \$100 par, 8,831 shares  
Common: \$4 par, 829,049 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 40,651,495	\$ 4,456,348	\$ 2,073,767	\$3.48	\$1.06	\$20,526,096	18 1/4 - 10 3/4
1951	44,008,692	4,087,532	1,497,507	2.48	1.12	24,419,403	17 3/4 - 12 3/4
1952	55,368,442	1,974,006	1,467,506	2.43	1.12	23,392,004	13 3/4 - 11
1953	55,844,449	3,310,652	1,448,152	2.22	1.12	27,029,553	14 3/4 - 10 3/4
1954	44,718,095	2,213,495	1,013,495	1.52	1.12	23,219,061	16 1/4 - 11 1/2
1955	40,347,929	2,528,263	1,228,263	1.86	1.12	28,014,736	23 3/4 - 15 1/4
1956	56,498,889	4,562,926	2,247,926	3.47	1.19	31,809,083	32 1/2 - 21 5/8
1957	65,341,252	4,409,191	2,369,716	3.40	1.55	39,143,070	34 - 22 1/8
1958	72,040,054	5,314,395	2,527,395	3.49	1.60 + 3% stk.	42,807,609	56 1/2 - 29
1959 (6 mo.)	44,256,311	4,146,829	1,984,189	2.57	.40	---	69 3/4 - 48 1/8

**EMERSON RADIO & PHONOGRAPH CORP. (NYSE)**

Year ending October 31

Capitalization

Debt: \$5,775,000  
Common: \$5 par, 2,034,600 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 74,188,297	\$11,969,778	\$ 6,514,716	\$3.70	\$1.10	\$27,320,398	18 3/8 - 7 3/8
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16 1/4 - 12 3/4
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15 3/4 - 11 1/2
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15 1/8 - 9 1/2
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16 3/8 - 11 3/4
1956	73,882,029	331,748	84,852	.04	.30 + 1% stk.	44,280,455	13 1/4 - 5 3/4
1957	54,803,069	222,586	138,431	.07	none	41,326,467	6 7/8 - 3 3/4
1958 (a)	58,401,179	2,828,707	1,410,009	.72	3% stk.	38,557,594	16 1/2 - 4 1/2
1959 (3 mo.)	---	1,279,168	627,468	.31	none	---	26% - 13 3/4

(a) Includes Consumer Products Div. of Allen B. DuMont Labs, Inc., from July 2, 1958, date of acquisition.

**ERIE RESISTOR CORP. (Unlisted)**

Capitalization

Debt: \$1,605,000, 4% notes, due 1973  
Preferred: 90 cents cumulative convertible, \$12.50 par 100,000 shares  
Common: \$2.50 par, 738,541 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range	
1950	\$ 10,490,919	\$ 1,715,272	\$ 826,104	\$1.49	(b)	\$ 5,303,827	(b)	
1951	9,317,724	660,989	363,292	.62	\$.31 1/4	4,989,653	6 3/8 - 5 1/2	
1952	10,750,936	845,476	450,333	.81	.40	5,356,564	7 - 5 3/8	
1953	12,845,735	1,160,239	595,511	1.01	.40	6,531,130	7 3/4 - 6 3/4	
1954	14,866,836	700,418	317,767	.44	.40	9,951,069	8 1/2 - 6 1/2	
1955	22,358,644	1,771,490	959,433	1.60	.20	11,609,028	8 3/8 - 5 1/4	
1956	23,300,749	1,793,147	956,452	1.59	.40	13,261,328	11 1/2 - 7 3/4	
1957	24,737,643	1,009,998	542,811	.68	.40 + 3% stk.	13,497,514	13 1/8 - 6 3/8	
1958	21,202,186	1,109,438	510,441	.57	.15 + 4 1/2% stk.	14,064,053	9 3/8 - 5 3/4	
1959	---	---	---	---	.10	---	---	10 3/4 - 8 3/4

(b) Privately owned.

**FAIRCHILD CAMERA & INSTRUMENT CORP. (ASE)**

Capitalization—Debt: \$2,800,000, notes, etc. Common: \$1 par, 476,597 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 10,163,582	\$ 979,718	\$ 482,320	\$1.39	\$.75	\$ 8,855,012	30 1/2 - 20
1951	16,843,359	558,210	317,736	.76	.25	18,446,929	39 - 22 1/2
1952	25,549,096	1,490,097	759,610	1.82	.25	21,074,222	28 3/4 - 22
1953	25,694,982	1,697,741	883,549	1.93	.25 + 10% stk.	21,311,213	28 5/8 - 17
1954	42,439,864	3,251,790	1,606,790	3.51	.50	17,791,152	39 1/2 - 20 1/4
1955	33,069,647	850,743	791,743	1.66	1.00	19,160,746	37 1/4 - 21
1956	42,969,036	2,176,324	910,324	1.91	.75	24,238,825	25 7/8 - 19 1/2
1957	36,989,284	1,799,093	799,093	1.68	.50	20,746,336	27 3/8 - 16
1958	31,674,356	1,553,395	544,395	1.14	.50	23,214,797	64 3/4 - 19 1/2
1959 (3 mo.)	9,735,000	---	385,000	.80	none	---	138 3/8 - 50 3/4

**FRIDEN INC. (Pacific)**

Capitalization—Debt: \$6,600,000 notes. Common: \$1 par, 1,078,714 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range	
1950	\$ 16,467,239	N.A.	\$ 1,582,152	\$2.07	\$.44	N.A.	---	
1951	25,241,464	\$ 5,880,695	1,846,608	2.41	.50	\$14,234,704	---	
1952	21,923,873	4,294,249	1,775,916	2.32	.50	14,113,067	---	
1953	23,004,213	3,223,112	1,540,000	2.01	.50	14,744,864	---	
1954	25,016,663	3,773,208	1,850,144	2.42	.50	16,714,680	---	
1955	31,437,755	4,828,659	2,376,982	3.11	.65 + 2% stk.	19,387,179	35 - 23	
1956	50,624,940	7,641,694	3,591,625	3.60	.95	30,481,834	50 1/2 - 34 1/2	
1957	56,655,526	8,165,377 (a)	4,013,966	3.84 (a)	1.00 + 5% stk.	37,468,030	71 3/4 - 38	
1958 (a)	60,388,844	7,035,572	3,445,844 (a)	3.19	1.00 + 2 1/2% stk.	40,626,148	67 - 39 3/8	
1959	---	---	---	---	.50	---	---	76 - 59 1/4

N.A. Not available. (a) Includes Holland subsidiary.

**GABRIEL CO. (NYSE)**

Capitalization

Debt: \$183,750 notes  
 Preferred: \$5 cumulative pfd. \$10 par, 34,456 shares  
 Common: \$1 par, 661,038 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 12,670,521	\$ 1,591,672	\$ 824,272	\$2.20	\$.55 + 10% stk.	\$ 6,331,749	8% - 7%
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,922	9 1/8 - 7 3/8
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	22,663,000	N.A.	163,000	.20	none	9,974,912	7 1/4 - 4 1/2
1954 (a)	19,190,000	N.A.	10,000(d)	.06(d)	.30	8,486,682	7% - 4%
1955 (a)	16,215,000	N.A.	274,000	.38	.15	8,808,983	9% - 5%
1956 (a)	20,641,000	N.A.	434,000	.62	.60	10,186,071	9 1/4 - 6%
1957 (a)	24,665,000	N.A.	783,000	1.15	.60	8,890,317	10% - 6 1/4
1958 (a)	22,825,684	1,030,066	545,066	.80	.55	12,825,581	14 3/8 - 7
1959 (3 mo.)	6,714,748	459,981	220,791	.33	.15	13,083,301	33 - 13

(a) Pro-forma, including Talco Engineering Corp., acquired Dec. 3, 1958.  
 (d) Deficit.

**GENERAL DYNAMICS CORP. (NYSE)**

(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization

Debt: \$50,000,000 5 1/2% notes 1963-1978; \$25,000,000 notes; \$15,498,532 other debts  
 Common: \$1 par, 9,932,222 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 78,947,256	\$ 4,141,672	\$ 2,370,672	\$ .51	\$.42	\$ 51,963,237	10% - 8
1951	116,270,550	9,284,381	4,557,980	1.51	.33	62,917,034	13 7/8 - 8 7/8
1952	182,649,610	14,083,176	6,157,922	1.91	.75	94,715,067	22% - 12 1/4
1953	271,886,140	17,801,111	7,886,111	2.34	.75	110,690,126	23 1/2 - 15 1/2
1954	712,150,670	48,027,226	22,777,226	3.07	1.08	234,446,340	41 1/4 - 18
1955	687,274,182	44,254,386	21,254,386	2.82	1.43	294,816,011	53 3/8 - 24 7/8
1956 (a)	1,082,861,349	68,271,094	35,687,692	4.01	1.60	487,577,843	59% - 37 3/4
1957	1,562,538,900	91,828,763	44,278,763	4.80	2.00	570,604,595	68% - 46 3/4
1958	1,511,456,261	71,529,113	36,729,113	3.71	2.00	651,182,116	67 3/8 - 55
1959 (3 mo.)	330,633,782	11,200,385	5,925,385	.60	1.00	-----	66 1/2 - 56 1/2

(a) Pro-forma; includes operations of Liquid Carbonic, merged on Sept. 30, 1957.

**GENERAL ELECTRIC CO. (NYSE)**

Capitalization

Debt: \$300,000,000 3 1/2% debentures, due 1976; other liabilities, \$99,235,529  
 Common: No par, 87,717,255 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$2,233,800,000	\$397,100,000	\$179,700,000	---	\$1.27	\$1,335,415,000	16% - 13%
1951	2,619,600,000	434,100,000	143,700,000	---	.95	1,588,070,000	21 1/2 - 16 1/2
1952	2,993,400,000	447,000,000	164,900,000	---	1.00	1,579,523,878	24 1/4 - 18 1/8
1953	3,510,600,000	497,500,000	173,800,000	---	1.33	1,696,588,736	30% - 22 1/8
1954	3,334,708,206	407,164,027	204,371,317	\$2.47	1.47	1,691,979,938	48 1/2 - 37 7/8
1955	3,463,734,419	385,203,709	208,908,054	2.42	1.60	1,727,553,319	57 3/4 - 46 1/4
1956	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65 1/2 - 52 3/4
1957	4,335,664,061	507,851,871	247,851,871	2.84	2.00	2,361,318,604	72% - 52 3/8
1958	4,120,796,801	485,142,533	242,942,533	2.78	2.00	2,420,939,218	79 3/8 - 57
1959 (3 mo.)	976,568,000	105,963,000	52,778,000	.60	1.00	-----	84 3/4 - 74 3/4

**GENERAL INSTRUMENT CORP. (NYSE)**

Year ending February 28

Capitalization

Debt: \$5,716,228  
 Common: \$1 par, 1,416,173 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,634,582	\$ 107,184(d)	\$ 107,184(d)	\$ .22(d)	\$.40	\$ 8,749,655	13 1/2 - 8 1/4
1951	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11 5/8 - 7 1/4
1952	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11 1/8 - 6 1/4
1953	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14 1/2 - 9 3/4
1954	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12 1/4 - 8 1/8
1955	22,795,029	839,140(d)	412,220(d)	.50(d)	.37 1/2	8,749,655	13 - 7 5/8
1956	28,928,604	570,127	285,474	.21	.37 1/2	12,386,859	10 1/4 - 6 3/8
1957	33,254,735	1,004,419	505,407	.37	.15	15,747,899	8 1/8 - 4
1958 (a)	39,195,749	1,020,840	1,020,840	.74	.15	20,591,980	22 3/4 - 4 5/8
1959	46,562,300	2,004,808	1,317,828	.93	none	-----	38% - 16 1/2

(a) Includes Radio Receptor Co. Inc. from March 1, 1957, date of acquisition.  
 (d) Deficit.

**GENERAL PRECISION EQUIPMENT CORP. (NYSE)**

Capitalization

Debt: \$21,321,020  
 Preferred: \$4.75 cumulative, no par, 97,078 shares  
 \$1.60 cumulative convertible, no par, 59,224 shares. \$3.00  
 \$3.00 cumulative convertible, no par, 194,196 shares  
 Common: \$1 par, 1,125,810 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 27,072,360	\$ 1,591,899	\$ 1,141,098	\$1.45	\$1.00	\$ 26,371,314	21% - 12 1/4
1951	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27 3/4 - 17 1/2
1952	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24 1/2 - 16 7/8
1953	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27 3/4 - 21 1/4
1954	123,332,634	11,725,090	5,488,090	5.54	1.90	91,357,754	52 1/4 - 25
1955	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71 1/4 - 36 1/4
1956	153,261,864	5,194,729	2,394,729	1.64	2.40	119,117,579	53 1/2 - 34 1/2
1957	185,093,842	8,904,949	4,263,949	3.03	2.40	132,373,853	47 1/4 - 30 1/4
1958	168,333,316	484,267	304,267	.74(d)	.85	132,010,677	41 - 27
1959 (3 mo.)	47,035,711	-----	920,007(a)	.57(d)	none	-----	45 1/4 - 31 1/4

(a) Includes \$163,436 capital gains (\$.12 per share)  
 (d) Deficit.

**GENERAL TELEPHONE & ELECTRONICS CORP. (NYSE)**

Capitalization

Debentures (general): 4% convertible, due 1971, \$46,630,000  
 4½% convertible, due 1977, \$42,718,000  
 4½% sinking fund, due 1975, \$8,490,000  
 Debentures (mfg. subsidiaries): 3¾% sinking fund, due 1971, \$18,795,000  
 4% sinking fund, due 1978, \$16,250,000  
 4% sinking fund, due 1975, \$5,760,000  
 4¾% sinking fund, due 1980, \$19,500,000  
 4¾% sinking fund, due 1978, \$20,000,000  
 Debt (general): 3¾% notes, due 1960-64, \$6,675,000  
 Debt (mfg. subsidiaries): \$3,213,000  
 Funded Debt: \$435,357,000  
 Preferred: 4.25% convertible, \$50 par, 118,266 shares  
 4.36% convertible, \$50 par, 188,346 shares  
 4.40% not convertible, \$50 par, 3,255 shares  
 4.75% convertible, \$50 par, 6,869 shares  
 5.28% convertible, \$50 par, 152,514 shares  
 Subsidiary preferred: \$136,615,000  
 Common: \$10 par, 19,754,115 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 70,080,262(a)	\$12,961,343	\$ 4,135,727	\$1.17	\$ .89	\$306,606,171	13¼ - 10¾
1951	84,796,003(a)	18,478,234	5,528,812	1.17	.89	373,751,529	14¼ - 12
1952	102,004,210(a)	26,168,493	8,763,425	1.45	.89	369,288,812	15¾ - 13½
1953	127,946,088(a)	38,753,190	13,952,116	1.77	.98	419,646,338	20¼ - 15½
1954	625,680,000(b)	-----	36,096,000(b)	2.27(b)	---	-----	24¼ - 19¾
1955	698,320,000(b)	-----	48,189,000(b)	2.91(b)	---	-----	45¼ - 23¾
1956	780,208,000(b)	-----	57,226,000(b)	3.14(b)	---	-----	46 - 38
1957	842,551,000(b)	-----	57,378,000(b)	3.12(b)	---	-----	45¼ - 36½
1958	885,464,000(b)	-----	58,002,000(b)	2.94(b)	2.00	1,586,493,000	63 - 40¾
1959 (3 mo.)	87,022,000(b)	-----	14,958,000(b)	.77(b)	.50	-----	73¾ - 60¾

(a) Telephone subsidiaries only. (b) Pro-forma, including Sylvania Electric Products Inc., merged March 5, 1959.

**GENERAL TIRE & RUBBER COMPANY (NYSE)**

Year ending November 30

Capitalization

Debentures: 5½% subordinated, due 1982, \$25,000,000  
 subordinated 6s, due 1982, \$11,025,000  
 4¼% subordinated, due 1981, \$1,306,500  
 4¾% subordinated, due 1981, \$3,580,300  
 subsidiary debenture 5s, \$1,080,000  
 Debt: \$49,966,000, notes, etc.  
 Preferred: 5½% cumulative, \$100 par, 100,508 shares  
 4½% cumulative, convertible, \$100 par, 19,485 shares  
 \$5.00 cumulative, \$100 par, 101,969 shares  
 4¼% cumulative, \$100 par, 5341 shares  
 3¾% cumulative, \$100 par, 1045 shares  
 Common: \$2.50 par, 4,962,554 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$125,375,837	\$15,718,416	\$ 8,557,616	\$2.10	\$ .45	\$ 75,027,859	5¼ - 2¾
1951	170,771,522	19,992,236	7,016,641	1.69	.53	98,452,324	9¼ - 5¾
1952	185,914,247	12,378,477	6,147,918	1.46	.60	113,206,476	10 - 7½
1953	205,371,098	10,010,134	6,275,158	1.48	.60	120,241,084	10½ - 6¾
1954	216,986,110	7,542,980	4,502,645	.96	.60	150,811,696	14¼ - 8¾
1955	295,731,096	19,738,731	9,704,731	2.09	.67 + 3¼% stk.	183,243,797	21¾ - 13¾
1956	390,471,772	21,823,129	10,860,129	2.30	.67	237,908,652	22¼ - 15¾
1957	421,165,147	19,300,355	11,300,355	2.12(a)	.67½ + 4% stk.	261,349,571	32¾ - 18¾
1958	469,782,099	23,879,117	11,279,117	2.06	.70 + 2% stk.	276,834,832	50¼ - 22¼
1959 (3 mo.)	137,388,355	11,734,547	6,034,547	1.16	.17½	-----	83 - 44¾

(a) Includes RKO Teleradio Pictures Inc.

**GENERAL TRANSISTOR CORP. (ASE)**

Capitalization—Debt: \$183,649, notes; \$64,400, mortgage. Common: \$1 par, 832,000 shares.

1953 (Incorporated Nov. 30)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 130	\$ 18,512(d)	\$ 18,512(d)	\$.06(d)	none	-----	(a)
1955	112,573	5,720(d)	5,720(d)	.02(d)	none	-----	(a)
1956	1,131,748	335,035	183,055	.32	none	-----	5¾ - 1½
1957	3,261,144	751,346	346,346	.57	none	\$ 2,473,499	15 - 4¾
1958	5,484,407	1,073,647	533,647	.73	none	3,889,107	25¾ - 8¾
1959 (3 mo.)	1,841,797	319,759	142,909	.19	none	-----	44¼ - 24½

(a) Privately owned. (d) Deficit.

**GIANNINI CONTROLS CORP. (Unlisted)**

Capitalization

Debt: \$135,748, note.  
 Preferred: 5½% cumulative convertible \$20 par, 40,652 shares. Common: \$1 par, 313,189 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 952,418	-----	\$ 83,990(d)	\$.89(d)	none	-----	-----
1951	2,571,379	-----	194,619	1.46	none	-----	-----
1952	4,704,034	\$ 827,909	263,726	1.91	none	\$ 2,191,793	-----
1953	4,334,195	328,247	103,247	.39	none	1,873,305	-----
1954	4,308,467	222,617(d)	52,617(d)	.27(d)	none	2,138,192	-----
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9¾ - 4¾
1956	9,510,091	715,521	339,521	1.05	.25 + 200% stk.	4,253,037	13¾ - 9½
1957	10,553,918	604,736	310,736	.84	none	4,183,512	21½ - 11
1958	10,675,410	791,096	390,096	1.09	none	4,352,776	26½ - 12
1959	-----	-----	-----	---	none	-----	36¾ - 26

(d) Deficit.

**GLOBE-UNION INC. (ASE)**

Capitalization—Debt: \$3,638,000. Common: 5 par, 827,515 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 41,348,440	\$ 5,399,747	\$ 2,699,747	\$4.22	\$1.90	\$22,531,771	25¾ - 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼ - 20¼
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10 + 2½% stk.	23,359,305	27¾ - 22
1954	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955 (a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24¾ - 20
1956 (a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16¾
1957	65,036,285	2,879,282	1,339,282	1.62	1.20	27,570,612	20¾ - 16¾
1958	59,246,085	3,091,621	1,466,621	1.78	.80	26,739,170	21½ - 14¾
1959 (3 mo.)	14,113,097	-----	420,428	.51	.45	-----	26½ - 20¾

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

**GROSS TELECASTING INC. (Unlisted)**

Capitalization  
 Common: \$1 par, 200,000 shares  
 Class B. \$1 par, 200,000 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 515,317	N.A.	\$ 107,149	\$.27	none	N.A.	
1951	906,524	N.A.	196,508	.49	none	N.A.	
1952	1,452,531	\$ 749,599	357,077	.89	none	N.A.	
1953	1,857,326	927,933	419,891	1.05	none	N.A.	
1954	2,241,589	1,320,464	639,464	1.60	none	\$ 2,992,157	
1955	2,607,530	1,499,947	724,947	1.81	\$.90	3,268,490	
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	2,733,846	1,399,239	674,239	1.68	1.60	3,865,137	21 3/4 - 14 1/2
1958	2,769,918	1,581,373	766,373	1.91	1.60	4,399,563	18 1/2 - 14 1/2

N.A. Not available.

**HAZELTINE CORP. (ASE)**

Capitalization  
 Debt: \$145,769  
 Common: No par, 749,955 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,078,000	\$ 2,783,741	\$ 1,428,431	\$2.04	\$.87 1/2	-	12 1/2 - 8
1951	6,957,344	4,938,790	1,459,490	2.09	.87 1/2	\$25,090,342	23 3/4 - 11 7/8
1952	9,237,190	6,578,732	2,006,790	2.87	1.50	25,862,549	26 1/2 - 17 3/8
1953	10,057,032	7,256,906	2,085,706	2.98	1.50	26,266,608	30 - 19
1954	8,525,768	5,733,264	2,666,264	3.81	2.00	25,560,204	59 3/8 - 26 1/8
1955	5,947,166	3,531,824	1,604,824	2.24	2.00	22,798,931	59 3/4 - 36 1/2
1956	6,918,475	4,240,162	2,007,162	2.80	1.40 + 2 1/2 % stk	27,535,758	48 - 32
1957 (a)	55,700,484	4,296,612	2,030,612	2.77	1.40 + 2 1/2 % stk.	32,199,811	44 1/2 - 29 3/4
1958	58,869,907	4,722,227	2,246,227	3.00	1.40 + 2 1/2 % stk.	27,432,313	60 7/8 - 30 1/2
1959					.70		75 - 54 1/2

(a) 1957 figures reflect gross sales, prior years are reported on a net basis.

**HEROLD RADIO & ELECTRONICS CORP. (ASE)**

Year ending February 28  
 Capitalization  
 Debentures: \$1,500,000 subordinate convertible 6s, due June 15, 1974.  
 Preferred: \$5 par, 73,428 shares.  
 Common: 25 cents par, 567,984 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (incorporated March 2)							(a)
1951							(a)
1952	\$ 929,152		\$ 99,038(d)	\$.32(d)	none		(a)
1953	1,810,169		36,584(d)	.12(d)	none		(a)
1954	4,337,362		82,804	.27	none		(a)
1955	3,634,548		65,252	.21	none		3 1/4 - 2
1956	5,332,154		27,693	.09	2% stk.	\$ 1,808,306	2 - 1
1957	8,313,252		171,538	.55	.15	2,631,579	3 1/8 - 1 3/4
1958	10,111,253	\$ 270,063	166,063	.34	.20	5,045,593	8 1/8 - 2
1959	10,491,781	353,782	185,782	.31	.07 1/2	7,094,187	12 7/8 - 5 7/8

(a) Privately owned.  
 (d) Deficit.

**HEWLETT-PACKARD CO. (Unlisted)**

Year ending October 31  
 Capitalization  
 Debt: \$375,383.  
 Common: \$1 par, 3,055,383 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,301,744						(a)
1951	5,538,889						(a)
1952	10,952,980	\$ 2,337,955	\$ 705,839	\$.23	none		(a)
1953	12,839,406	2,579,544	765,866	.25	none		(a)
1954	12,599,096	1,491,784	640,770	.21	none		(a)
1955	15,338,179	2,874,057	1,316,236	.43	none		(a)
1956	20,161,621	3,738,990	1,083,266	.59	none	\$14,190,515	(a)
1957	27,948,790	4,998,448	2,402,557	.80	none	14,661,504	17 - 15 1/2
1958	30,296,647	4,580,926	2,212,497	.72	none	15,795,237	40 - 29
1959 (3 mo.)	7,900,000				none		48 1/2 - 37 1/2

(a) Privately owned.

**HIGH VOLTAGE ENGINEERING CORP. (Unlisted)**

Capitalization  
 Debt: \$834,524  
 Common: \$1 par, 385,986 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,094,516	\$ 97,311	\$ 54,213	\$.15	\$.10		
1951	1,155,250	115,837	62,631	.17	.10		
1952	1,113,336	120,268	59,520	.16	.10		
1953	1,452,557	126,193	66,651	.21	.10	\$ 1,450,595	
1954	1,681,004	171,446	86,998	.28	.10	1,479,327	
1955	2,007,101	205,453	106,452	.29	.10	2,749,132	
1956	2,812,885	322,852	167,852	.45	.10	4,642,995	31 - 20 1/2
1957	4,894,075	664,986	330,436	.89	.10	5,539,492	27 - 17 1/2
1958	5,768,509	884,139	434,139	1.12	.10	5,913,120	50 - 23
1959					.10		71 1/2 - 49

**HOFFMAN ELECTRONICS CORP. (NYSE)**

Adjusted for 100% stock dividend, June 25, 1959  
 Capitalization  
 Debt: \$2,000,000  
 Common: 50 cents par, 749,011 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 29,544,473	\$ 3,768,567	\$ 1,980,994	\$1.34	\$.12 1/2	\$10,720,620	10 7/8 - 3 1/2
1951	20,355,999	202,839	281,619	.19	12 1/2	11,936,215	7 - 3 3/4
1952	36,566,955	3,662,318	1,756,272	1.19	12 1/2	16,543,902	7 3/4 - 5 1/4
1953	50,415,146	3,036,380	1,167,380	.79	.50	15,657,392	8 1/4 - 6 1/2
1954	42,647,008	3,202,513	1,485,513	1.00	.50	16,272,669	12 - 6 3/4
1955	44,416,673	3,241,596	1,560,596	1.06	.50	22,472,037	15 5/8 - 10 1/4
1956	46,580,279	3,330,883	1,601,974	1.08	.50	18,446,923	12 5/8 - 9 1/4
1957	40,968,617	3,517,372	1,655,372	1.12	.50	18,669,699	12 7/8 - 8 5/8
1958	39,544,064	3,632,509	1,712,509	1.16	.50	19,709,241	22 3/4 - 10 1/2
1959 (3 mo.)	11,432,477	1,107,322	526,273	.35	.20		43 - 18 1/2



**JERROLD ELECTRONICS CORP. (Unlisted)**

Year ending February 28  
 Capitalization—Debt: \$2,727,500, convertible subordinated 6s, due 1975. Common: \$1 par, 1,096,660 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 840,808	N.A.	\$ 18,609	\$.02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	\$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	\$.10	\$ 4,645,300	4 - 2½
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾ - 1¾
1957	5,142,702	166,134	161,529	.15	none	4,805,297	3½ - 1½
1958	6,055,647	132,322	105,281	.10	none	4,802,609	5¼ - 1¾
1959	7,658,371	-----	397,656	.36	none	-----	6½ - 3¾

N.A. Not available.

**LABORATORY FOR ELECTRONICS INC. (Unlisted)**

Year ending April 30  
 Capitalization  
 Debt: \$790,000, 4½% notes, due 1959  
 Preferred: 6% cumulative convertible, \$100 par, 5,000 shares  
 Common: \$1 par, 433,219 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 905,395	\$ 43,633	\$ 23,983	\$.09	none	N.A.	-----
1951	2,001,072	93,961	52,561	.20	none	N.A.	-----
1952	2,759,187	260,637	124,137(d)	.83(d)	none	N.A.	-----
1953	5,129,772	89,549	49,549	.19	none	N.A.	-----
1954	5,641,386	5,338	11,783	.05	none	\$ 3,725,994	-----
1955	6,402,708	77,304(d)	160,174(d)	.61(d)	none	4,285,627	1½ - 9
1956	6,136,726	1,010,386(d)	985,011(d)	3.41(d)	none	4,154,837	7¼ - 2
1957	7,057,638	166,968	84,968	.29	none	4,355,528	8 - 2¾
1958	9,429,155	96,346	51,346	.18	none	4,954,770	26 - 3¾
1959 (6 mo.)	7,424,000	416,000	203,000	.47	none	-----	40 - 23¾

N.A. Not available. (d) Deficit.

**LEAR INC. (ASE)**

Capitalization—Debt: \$2,990,000 4¼% subordinated debentures, due 1970. Common: 50 cents par, 2,405,681 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,952,666	\$ 22,132(d)	\$ 22,132(d)	\$.01(d)	none	\$ 7,617,298	4½ - 1 13/16
1951	21,227,093	1,703,631	803,631	.40	none	10,978,105	6¾ - 3¼
1952	44,065,980	3,873,543	1,097,543	.53	none	16,755,709	4½ - 2½
1953	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5¼ - 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	\$.30	24,395,795	9¾ - 3¾
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13¾ - 7¼
1956	63,900,786	3,406,018	1,506,018	.65	.30	33,526,685	10¼ - 7¾
1957	64,692,576	2,108,921	858,921	.36	.30	32,418,665	8¾ - 4
1958	63,627,475	3,257,751	1,607,751	.68	.10	37,923,376	10¼ - 4¼
1959 (3 mo.)	17,222,656	843,923	395,923	.16	.20	-----	19¼ - 9¾

(d) Deficit.

**LEEDS & NORTHRUP CO. (Unlisted)**

Year ending May 31  
 Capitalization  
 Debt: \$4,000,000, 3¾% notes, due 1972; \$1,250,000, 4½% promissory notes; \$750,000, 3¾% notes due 1964.  
 Preferred: 5% cumulative convertible, series A, \$25 par, 125,060 shares.  
 5% cumulative convertible, series B, \$25 par, 28,136 shares  
 Common: 50 cents par, 690,053 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,750,000	\$ 954,000	\$ 570,000	\$.65	\$.50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,488,550	2,654,539	875,186	1.02	.44	\$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,516,523	2,267,816	1,163,816	1.92	.45	22,443,345	27½ - 13½
1957	37,156,180	3,612,552	1,649,152	2.23	.60 + 2% stk.	26,483,273	35 - 20¼
1958	35,261,501	2,610,527	1,112,127	1.35	.60	25,349,961	28 - 19¾
1959 (9 mo.)	25,441,352	1,893,477	856,977	1.03	.30	-----	30¾ - 27¾

**LING-ALTEC ELECTRONICS INC. (Unlisted)**

Year ending July 31  
 Capitalization (a) (b)  
 Debt: \$227,143  
 Debentures: \$2,200,000, 5½% subordinated, convertible, due Sept. 1970.  
 \$800,000, 5¾% subordinated, convertible, due Sept. 1970.  
 Preferred: 6% cumulative convertible, \$1 par, 822,911 shares.  
 Common: 50 cents par, 1,362,559 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 4, 1953						
1954 (c)	\$ 22,151	\$ 25,888(d)	\$ 25,888(d)	\$.04(d)	none	-----	-----
1955 (c)	237,776	66,334(d)	66,334(d)	.11(d)	none	-----	-----
1956 (e)	389,717	27,163(d)	27,163(d)	.03(d)	none	\$ 429,267	8 - 7
1957 (a)	1,109,144	1,224,106	577,793	.48	none	-----	8 - 7
1958 (a)	14,044,161	952,772	487,271	.38	none	14,225,009(b)	19¾ - 5*

(a) Pro-forma, giving effect to merger. (b) Approximate—Dec. 15, 1958. (c) Year ended October 31, Ling Electronics only. (d) Deficit.  
 \* 1959 price range is 29½-15¼.

**LITTON INDUSTRIES INC. (NYSE)**

Year ending July 31  
 Capitalization  
 Debentures: \$1,002,500, convertible, due 1965  
 Long-term debt: \$17,881,500.  
 Preferred: 5%, \$100 par, 31,970 shares  
 Common: 10 cents par, 1,778,071 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 2, 1953						
1951 (a)	\$ 2,980,051	\$ 347,420	\$ 154,420	\$.28	none	\$ 4,200,176	-----
1955	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9½
1956	14,920,050	1,995,703	1,019,703	.97	none	10,826,182	32¾ - 14¾
1957	28,130,603	3,232,493	1,806,492	1.51	none	16,823,383	56¾ - 29½
1958 (b)	83,155,473	7,044,439	3,702,203	2.13	none	57,750,861	90¾ - 36¾
1959 (9 mo.)	89,191,000	-----	4,226,000	2.29	2½% stk.	-----	123¾ - 72¾

(a) 9 months to July 31 (b) All figures in 1958 reflect acquisition of Monroe Calculating Machine Co. in January, 1958.

**MAGNAVOX CO. (NYSE)**

Year ending June 30

Capitalization

Debt: \$5,000,000, 4¼% installment notes, due 1969

Common: \$1 par, 1,117,056 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 31,716,630	\$ 3,207,982	\$ 2,007,982	\$2.55	\$ .46	\$12,625,236	24¼ - 10¾
1951	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼ - 12½
1952	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½ - 15%
1953	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼ - 15%
1954	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼ - 16%
1955	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41¾ - 23
1956	70,529,646	6,220,442	3,100,442	3.51	1.50 + 5% stk.	41,567,963	41 - 31½
1957	87,467,864	7,109,226	3,759,226	3.90	1.50 + 5% stk.	48,491,875	44 - 28½
1958	82,592,113	5,082,628	2,622,628	2.50	1.50 + 5% stk.	48,359,910	60½ - 30¼
1959 (9 mo.)	67,048,000	6,319,000	3,063,000	2.62	.75 + 5% stk.		70 - 48¼

**P. R. MALLORY & CO. (NYSE)**

Capitalization

Debt: \$12,329,560 notes

Preferred: 5% cumulative convertible, series A, par \$50, 78,709 shares.

Common: \$1 par, 1,410,044 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 39,158,150	\$ 5,403,758	\$ 2,553,758	\$2.82	\$ .63	\$19,079,931	15% - 8¾
1951	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20½ - 13¾
1952	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½ - 17%
1953	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32¾ - 25½
1955	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28%
1956	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42½ - 31¼
1957 (a)	77,579,878	7,228,357	3,138,357	2.08	1.40 + 2% stk.	57,972,949	50¾ - 23½
1958	68,286,563	5,952,526	2,872,526	1.89	1.40	55,448,341	39¾ - 23%
1959 (3 mo.)	20,511,471	2,004,681	978,518	.66	.70		48¾ - 36%

(a) Includes Radio Materials Corp, merged in Sept., 1957, for entire year.

**MAXSON (W. L.) CORP. (Unlisted)**

Year ending September 30

Capitalization

Common: \$3 par, 738,085 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 3,229,917		\$ 211,364	\$ .41	\$ .20		4¼ - 1¾
1951	7,453,985	\$ 770,496	614,012	.96	.125 + 4% stk.	\$ 5,742,010	5¾ - 3¾
1952	15,923,380	1,351,494	526,494	.91	.6% stk.	11,168,817	7 - 4
1953	34,377,128	2,160,502	1,085,502	1.78	.10 + 6% stk.	13,755,827	9% - 6%
1954	37,143,323	3,246,353	1,496,353	2.27	.40 + 8% stk.	16,161,773	17½ - 9%
1955	24,625,281	2,068,120	930,120	2.09	.375 + 2% stk.	12,670,505	22¼ - 11
1956	16,648,454	1,725,109 (d)	720,109 (d)	.97 (d)	.10 + 2% stk.	13,155,109	16¼ - 5%
1957	21,086,258	462,122	485,122	.66	.05	10,465,976	9¼ - 4
1958	15,185,233	701,877 (d)	631,877 (d)	.86 (d)	.05	7,913,816	12¾ - 4¼
1959 (6 mo.)	8,984,563	525,466	249,466	.34	.10		15¾ - 11¼

(d) Deficit.

**McGRAW-EDISON CO. (NYSE)**

Capitalization

Debt: \$5,856,000 notes.

Common: \$1 par, 5,602,400 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 80,337,202	\$15,260,064	\$ 7,795,063	\$2.31	\$ .88	\$ 44,198,971	13¾ - 9%
1951	86,702,917	15,370,585	6,245,589	1.82	.88	50,014,249	15½ - 11%
1952	104,895,000	15,388,000	7,121,000	1.76	.88	61,425,000	17¾ - 13¾
1953	121,248,000	15,795,000	6,987,000	1.73	.88	68,552,000	18¼ - 14¼
1954	132,804,000	18,420,000	9,417,000	2.30	1.00	77,861,000	28¾ - 17
1955	142,496,000	19,675,000	9,501,000	2.26	1.00	85,566,000	29 - 22½
1956	248,819,000	31,379,000	15,137,000	2.96	1.00	112,522,000	40% - 38½
1957 (a)	256,330,000	28,949,000	14,651,000	2.83	1.40	147,704,000	47 - 29¾
1958	240,893,000	21,643,000	10,285,000	1.84	1.40	157,407,000	41¾ - 31¾
1959 (3 mo.)	60,945,000	5,628,000	2,628,000	.47	.35		45¼ - 37¼

(a) Present name adopted Jan. 2, on merger of Thomas A. Edison, Inc.

**MEREDITH PUBLISHING CO. (Unlisted)**

Year ending June 30

Capitalization

Notes Payable: \$1,000,000

Common: \$5 par, \$1,298,475 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 24,469,838	\$ 5,041,376	\$ 3,117,560	\$2.42	\$1.75	\$16,151,715	15¾ - 12¾
1951	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼ - 14
1953	39,009,361	8,022,751	3,349,453	2.60	1.07½	32,717,314	20¼ - 15½
1954	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼ - 19¼
1955	42,753,555	7,623,865	3,623,865	2.81	1.35	35,049,149	32 - 22
1956	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957	53,071,711	9,542,200	4,644,417	3.59	1.90	41,536,847	34½ - 26½
1958	49,720,636	7,819,135	3,850,307	2.97	1.80	46,121,858	37 - 25
1959 (9 mo.)	38,041,236	6,662,202	3,204,802	2.47	.90		40½ - 35

**METROPOLITAN BROADCASTING CORP. (Unlisted)**

(Formerly DuMont Broadcasting Corp.)

Capitalization

Debt: \$2,332,824

Common: \$1 par, 1,541,387 shares (stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2½ held)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950							
1951							
1952	\$ 2,830,742	\$ 834,525 (d)	\$ 834,525 (d)	\$.88 (d)	none		
1953	4,534,401	84,433 (d)	84,433 (d)	.09 (d)	none		
1954	5,384,053	161,386 (d)	161,386 (d)	.17 (d)	none	\$ 2,732,416	
1955 (a)	2,697,185	222,359 (d)	222,359 (d)	.24 (d)	none		7% - 5%
1956 (b)	5,355,149		899,593 (d)	.95 (d)	none		7% - 5
1957 (c)	8,914,114	243,460	243,460	.16	none	13,217,301	10% - 6
1958 (e)	12,431,931	302,035	302,035	.20	none	12,710,988	13% - 6¾
1959 (f)	Not Stated	287,512	287,512	.19	---		18% - 13¾

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) 52 weeks to December 28. (d) Deficit. (e) 52 weeks to January 3, 1959  
(f) 13 weeks to April 4.

**MICROWAVE ASSOCIATES INC. (Unlisted)**

Year ending September 30

Capitalization

Debt: \$466,872, 5% first mortgage loan, due 1971

Common: \$1 par, 859,116 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (Incorporated Aug. 7)							
1951 (a)	\$ 81,800		\$ 7,000	\$ .01	none		
1952 (a)	259,000		18,400(d)	.02(d)	none		
1953 (a)	913,500		50,800	.06	none		
1954 (a)	1,436,049		78,929	.09	none		
1955 (b)	1,292,764		86,667	.10	none		
1956	2,321,108		156,456	.18	none	\$ 1,803,557	
1957	2,635,468		51,796	.06	none	2,491,108	
1958	4,326,681		228,107	.27	none	2,362,200	11 1/2 - 5 1/4
1959 (6 mo.) (c)	3,127,409		166,547	.19	---	3,627,241	26 - 10 1/2

(a) Year ending Dec. 31. (b) 9 months ending Sept. 30. (c) Includes Waveco Corp. from Jan. 29, 1959. (d) Deficit.

**MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)**

Capitalization

Debentures: \$5,300,000, 2 3/4s, due 1965

\$13,700,000, 3.10% due 1972

\$25,000,000, 3 3/4s, due 1976

Common: \$1.50 par, 6,992,063 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$109,281,673	\$25,866,656	\$12,500,656	\$2.39	\$1.25	\$ 82,696,070	21 1/4 - 15 1/2
1951	135,150,517	26,877,210	9,277,510	1.58	1.12 1/2	112,963,041	28 3/8 - 20 5/8
1952	165,710,384	20,605,003	9,081,003	1.50	1.12 1/2	123,910,675	31 1/4 - 26 3/4
1953	214,018,825	28,687,825	10,329,825	1.65	1.12 1/2	133,127,715	34 1/4 - 26 3/4
1954	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54 3/4 - 33 1/2
1955	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 50 1/2
1956	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90 1/2 - 58
1957	324,886,719	45,678,135	21,367,135	3.07	1.75	246,626,987	131 - 73 1/2
1958	328,480,122	48,150,243	22,562,243	3.23	1.75	263,816,450	126 - 76
1959 (3 mo.)	84,263,461	13,433,784	5,946,784	.85	.40	260,929,141	137 1/2 - 111 1/2

**MOTOROLA INC. (NYSE)**

Capitalization

Debt: \$18,050,000

Common: \$3 par, 1,935,131 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$177,104,670	\$26,669,569	\$12,809,247	\$7.28	\$2.05	\$ 55,008,726	25 7/8 - 10 5/8
1951	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57 3/4 - 40 1/4
1952	168,734,653	15,576,165	7,012,700	3.62	1.50	81,162,847	44 3/4 - 36
1953	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43 1/8 - 29 1/4
1954	205,226,977	16,523,889	7,572,024	3.91	1.50	94,531,084	53 3/8 - 30 1/4
1955	226,653,593	18,740,426	8,490,539	4.39	1.50	104,431,218	60 3/4 - 44 1/4
1956	227,562,168	16,887,834	7,966,817	4.12	1.50	113,721,148	51 3/4 - 37 1/2
1957	226,361,190	15,597,031	7,824,431	4.04	1.50	121,879,297	51 3/4 - 35 3/4
1958	216,590,325	14,931,213	7,356,213	3.80	1.50	127,901,786	60 1/2 - 35
1959 (3 mo.)	63,653,184	5,470,323	2,616,427	1.35	.75		130 - 57 1/2

**MUNTZ TV INCORPORATED (ASE)**

Year ending August 31

Capitalization

Debt: \$2,374,130, notes

Preferred: \$1 par, 3% preferred, 790,759 shares

Common: \$1 par, 1,115,376 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (Incorporated April 5)					\$ .15		4 5/8 - 2 1/4
1951 (a)	\$ 27,147,846	\$ 1,781,353	\$ 749,853	\$ .74	.15 + 10% stk.	\$ 5,946,466	2 3/4 - 1 15/16
1952 (a)	32,923,661	2,197,004	898,004	.81	none	7,027,960	5 1/8 - 2 1/2
1953 (a)	49,981,467	1,331,318	691,658	.62	none	9,194,911	4 5/8 - 1 1/2
1954 (a)	17,986,971	8,247,126(d)	8,301,472(d)	7.44(d)	none	2,968,251	17 3/8 - 7 1/8
1955	8,339,145	266,540	266,540	.24	none	3,166,583	2 3/4 - 1 1/8
1956	10,496,028	17,944	17,944	.02	none	2,739,323	2 5/8 - 1
1957	6,025,944	561,237(d)	561,237(d)	.50(d)	none	1,650,087	1 5/8 - 3/8
1958	4,056,716	23,648	23,648	.02	none	1,014,293	2 - 3/8
1959 (6 mo.)	2,652,746		252,752	.23	none	1,171,354	2 3/4 - 1 5/8

(a) Year ending March 31. (d) Deficit.

**THE MUTER CO. (ASE)**

Capitalization

Debt: \$600,000

Common: 50 cents par, 800,313 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,389,725	\$ 2,034,200	\$ 1,034,200	\$1.59	\$ .45	\$ 5,234,673	10 1/4 - 4 3/4
1951	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9 1/2 - 7 1/8
1952	12,653,060	778,018	345,573	.52	.60	5,371,762	9 1/2 - 7 1/2
1953	15,190,004	912,255	447,463	.66	.45 + 3% stk.	5,254,404	8 3/8 - 5 1/2
1954	12,175,971	468,595	280,436	.39	.15 + 2% stk.	5,144,773	7 3/8 - 4 3/4
1955	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4 1/8
1956	12,126,563	38,531	31,646	.04	none	5,200,529	4 7/8 - 2 1/2
1957	14,301,067	790,191	377,819	.50	none	5,880,020	3 3/8 - 2 1/8
1958	11,636,381	730,444	356,105	.44	5% stk.	5,864,103	7 1/4 - 2 1/2
1959 (3 mo.)	3,318,701	247,293	119,374	.15	5% stk.		10 7/8 - 5 1/2

(d) Deficit.

**NATIONAL CASH REGISTER CO. (NYSE)**

Capitalization

Debt: \$43,426,000, notes

Debentures: \$27,924,000, convertible subordinated 4 1/2s, due 1981

Common: \$5 par, 7,577,210 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$170,454,660	\$25,578,449	\$12,143,449	\$2.06	\$1.00	\$134,710,725	15 1/2 - 10 3/4
1951	211,927,501	35,620,635	11,702,635	1.98	1.00	153,390,606	19 3/4 - 14 1/4
1952	226,554,764	29,921,165	10,133,165	1.71	1.00	167,999,182	20 3/4 - 16 1/2
1953	260,912,851	26,987,738	11,087,738	1.71	1.00	174,941,792	20 1/8 - 17 1/8
1954	259,133,242	28,229,002	12,729,002	1.94	1.00	183,423,935	34 3/8 - 19 1/4
1955	301,180,342	37,187,861	15,387,861	2.33	1.07	210,724,358	47 - 33 3/8
1956	340,934,415	44,719,936	18,419,936	2.62	1.10	257,661,736	59 - 34 1/8
1957	382,512,387	43,290,065	18,190,065	2.57	1.20	267,537,464	70 5/8 - 46 1/4
1958	393,745,615	38,412,399	15,512,399	2.19	1.20	271,119,816	86 1/4 - 50 1/2
1959 (3 mo.)	91,917,418	9,015,755	3,670,111	.48	.60		80 - 66 1/4

**NATIONAL CO. INC. (Unlisted)**

Capitalization

Debt: \$950,000 debenture 5s due 1965; \$771,000 notes  
Preferred: \$360 cumulative preferred; no par, 3,180 shares  
Common: \$1 par, 307,827 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,175,229	\$ 17,476	\$ 17,354	\$ .02	\$.05	\$ 2,823,320	5 7/8 - 1 3/4
1951	4,525,219	46,859(d)	42,957(d)	.22(d)	none	4,228,097	4 3/4 - 3 1/2
1952	9,261,000	232,578	172,578	.65	.10	4,861,352	5 1/4 - 3 3/8
1953	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954	7,298,055	518,834	230,334	.84	.20 + 4% stk.	3,819,795	12 7/8 - 5
1955	5,125,607	780,965(d)	380,965(d)	1.44(d)	.20 + 4% stk.	5,414,524	18 1/2 - 9 3/4
1956	6,856,734	66,296(d)	36,296(d)	.17(d)	4% stk.	4,364,889	11 1/2 - 8 1/4
1957	5,566,627	148,104	72,104	.21	4% stk.	4,397,035	10 3/4 - 8 1/2
1958	7,433,813	336,063	109,063	.32	4% stk.	5,111,667	16 1/4 - 10
1959					none		24 3/4 - 16 1/4

(d) Deficit.

**NATIONAL TELEFILM ASSOCIATES INC. (ASE)**

Year ending July 31

Capitalization

Debt: \$4,350,000, 6% sinking fund notes, due 1962; \$4,289,233, other debt.  
Common: 10 cents par, 1,099,611 shares

Note: National Telefilm Associates, Inc. is being acquired by National Theatres, Inc.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952							
1953 N.A.							
1954	\$ 355,594	\$ 139,831(d)	\$ 139,831(d)	\$ .22(d)	none	N.A.	N.A.
1955	1,417,515	291,932(d)	293,008(d)	.45(d)	none	\$ 3,282,073	4 7/8 - 2 1/2
1956	3,818,627	653,877	441,877	.68	none	13,092,934	9 1/2 - 3
1957	10,976,479	2,148,031	1,094,031	1.07	none	32,143,270	9 3/4 - 5 5/8
1958	15,497,595	1,614,048	687,048	.63	none	45,763,748	9 3/4 - 5 5/8
1959 (3 mo.)	5,479,312		1,364,887(a)	1.24(a)	none		10 3/8 - 10 1/4

N.A. Not available.

(a) Includes \$1,114,756 (\$1.04 per share) net gain on sale of contract to purchase Assoc. Artists Productions Corp. stock.

(d) Deficit.

**NATIONAL THEATRES INC. (NYSE)**

Year ending September 30

Capitalization

Debt: \$16,504,295  
Debentures: \$18,573,896, 5 1/2s due 1974.  
Common: \$1 par, 2,699,486 shares.

Note: National Theatres, Inc. acquiring National Telefilm Associates Inc.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952 Incorporated May 1	\$ 64,452,552	\$ 4,352,391	\$ 1,877,391	\$ .68	none	\$59,214,736	5 5/8 - 3 3/4
1953	64,015,854	5,439,909	2,514,909	.91	\$.30	60,967,777	7 3/4 - 4 1/4
1954	64,497,254	6,056,850	2,856,850	1.03	.35	60,425,828	10 1/4 - 6 7/8
1955	61,692,043	5,736,008	2,886,008	1.04	.50	60,749,848	12 3/4 - 8 1/2
1956	59,707,251	6,698,057	4,648,057	1.72	.50	57,003,852	9 1/4 - 7
1957	58,927,856	4,466,096	2,266,096	.84	.50	54,982,420	9 1/2 - 7
1958	53,667,765	2,001,749	1,301,749	.48	.50	55,152,500	11 1/2 - 7 3/4
1959 (6 mo.)	26,265,880	1,633,838	903,838	.34	.25		12 1/4 - 10 1/4

**OAK MANUFACTURING CO. (Midwest)**

Capitalization

Common: \$1 par, 655,894 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 13,145,807	\$ 2,713,088	\$ 1,188,037	\$1.81	\$1.12	\$ 7,102,958	14 3/4 - 8 3/4
1951 (c)	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12 7/8 - 10 7/8
1952	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14 1/2 - 12 1/2
1954	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19 1/4 - 13 1/4
1955	22,783,785	3,588,483	1,688,483	2.57	1.26 + 25% stk.	10,140,303	24 3/4 - 16 1/8
1956	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24 1/4 - 19
1957	20,875,613	2,224,131	1,084,131	1.65	1.40	10,695,216	20 3/4 - 13 3/4
1958	15,537,850	1,179,426	624,426	.95	1.10	11,074,655	22 1/2 - 12
1959 (3 mo.)	4,271,905		218,140	.33	.50		21 3/8 - 16 3/4

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

**OXFORD ELECTRIC CORP. (ASE)**

Capitalization

Common: \$1 par, 348,940 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,554,998	\$ 179,044	\$ 95,450	\$ .40	\$ .10	\$ 1,499,230	
1951	3,955,141	180,312	91,201	.39	.15	1,344,610	3 1/2 - 1 5/8
1952	4,403,686	150,312	78,712	.33	.15	1,273,660	3 - 1 7/8
1953	5,712,801	130,338	99,886	.42	.15	1,277,240	2 7/8 - 2 3/8
1954	5,418,269	114,043	93,983	.40	.11	1,196,027	3 1/4 - 2 3/4
1955	6,714,304	188,961	130,037	.55	.14	1,485,392	4 5/8 - 2 7/8
1956	7,696,402	263,604	214,904	.91	.15	1,756,332	4 7/8 - 2 7/8
1957	8,615,903	217,480	118,480	.42	.10 + 10% stk.	1,877,175	4 1/2 - 2 3/4
1958	8,704,876	158,131	119,597	.40	.10 + 10% stk.	2,254,259	5 3/4 - 2 5/8
1959 (3 mo.)	2,300,534	60,562	36,562	.10	.10 + 10% stk.		10 - 5 1/4

**PACIFIC MERCURY ELECTRONICS (Unlisted)**

Year ending June 30

Capitalization

Debt: \$575,000  
Common: Class A&B, 50 cents par, 700,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 4,713,620				\$.05		3 4/5 - 2
1951 (a)	5,947,096	\$ 115,635	\$ 72,135	\$.14	none	\$ 2,414,365	3 1/4 - 1 1/2
1952 (a)	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1 5/8
1953 (a)	16,983,669	1,108,297	426,297	.61	none	6,637,000	5 3/4 - 2 1/2
1954 (a)	15,065,490	366,515	196,015	.28	none	5,032,151	4 7/8 - 2 3/8
1955 (a)	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956 (b)	17,332,982	921,752	482,752	.69	none	7,726,750	7 7/8 - 4 1/4
1957	20,001,656	1,184,754	557,754	.80	none	9,853,011	10 5/8 - 4 1/2
1958	18,477,918	755,235	329,235	.47	none	9,889,088	8 - 4 1/2
1959 (6 mo.)	10,847,496		232,110	.33	none		14 - 8

(a) Year ending March 31. (b) 15 months to June 30.

**PACKARD-BELL ELECTRONICS CORP.** (Unlisted until listed on NYSE in June)

Year ending September 30  
 Capitalization  
 Debt: \$1,547,932, notes  
 Common: 50 cents par, 791,600 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,894,713	\$ 2,168,510	\$ 1,308,510	\$2.61	\$1.50	\$ 4,378,079	8 3/4 - 4
1951	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10 3/4 - 7 1/2
1952	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15 1/4 - 10 1/2
1953	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13 1/4 - 11
1954	17,744,136	365,086(a)	164,296	.24	.80	9,358,050	12 - 7
1955	21,641,690	1,241,242	638,933	.92	.32 1/2	10,525,383	13 - 8
1956	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10 1/2 - 8 1/2
1957	32,262,878	1,394,447	704,447	1.02	.50	13,197,105	11 - 8 1/2
1958	37,371,081	2,092,594	1,002,594	1.46	.50	15,703,863	31 1/2 - 10 1/4
1959 (6 mo.)	24,125,962	1,517,723	717,723	1.04	.25	15,998,895	43 - 28 1/4

(a) Operating loss.

**PARAMOUNT PICTURES CORP.** (NYSE)

Capitalization  
 Debt: \$17,107,706  
 Common: \$1 par, 1,727,316 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 81,825,286	\$10,311,275	\$ 6,565,041	\$2.67	\$2.00	\$117,929,986	22 1/4 - 17 1/2
1951	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33 1/2 - 21
1952	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30 3/4 - 21 1/4
1953	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30 3/4 - 24 1/2
1954	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40 3/8 - 26
1955	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44 3/4 - 36
1956	96,579,079	10,101,568	8,731,568	4.43	2.00	133,672,234	36 1/2 - 27 3/4
1957	111,213,462	7,610,201	4,783,201	2.47	2.00	138,279,348	36 3/4 - 28
1958	104,682,090	13,705,266	12,554,266	7.15	2.00	141,671,830	47 3/4 - 30 3/4
1959 (3 mo.)			3,645,000	2.11	1.00		50 3/4 - 44

**PHILCO CORP.** (NYSE)

Capitalization  
 Debt: \$22,617,000  
 \$200,000, subordinate debenture 4s, due 1980, \$725,000, subordinate debenture 4 1/4s, due 1978; \$22,000,000, subordinate debenture 4 1/4s, due 1984.  
 Preferred: Series A \$3.75 cumulative, \$100 par, 100,000 shares  
 Common: \$3 par 4,069,629 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$335,318,054	\$33,703,616	\$15,483,616	\$4.50	\$2.55	\$121,294,609	23 1/4 - 20
1951	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27 3/4 - 20 7/8
1952	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36 3/4 - 26 3/4
1953	430,419,858	35,316,077	18,350,577	4.86(a)	1.60 + 5% stk.	168,468,430	36 1/2 - 26 3/4
1954	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	39 3/4 - 28
1955	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43 3/8 - 30
1956	347,901,014	557,690	398,690	.01	.80 + 1% stk.	203,768,503	36 1/2 - 16
1957 (b)	372,628,558	6,657,000	4,081,000	.93	4% stk.	195,166,979	18 3/4 - 11
1958	351,093,000	5,800,000	2,874,000	.61	2% stk.	182,427,000	26 3/4 - 12 3/8
1959 (3 mo.)	95,558,000	3,391,000	1,589,000	.37	none		36 3/4 - 21

(a) Including \$1.33 from sale of TV station. (b) Includes Canadian subsidiaries.

**PHILIPS ELECTRONICS INC.** (ASE)

Capitalization  
 Debt: \$1,100,000, note; \$426,733, mortgage  
 Common: \$5 par, 899,272 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,812,118		\$ 134,672 (d)	\$.54 (d)	none		
1951	6,324,065		207,299 (d)	.89 (d)	none		
1952	6,298,427		459,454 (d)	1.96 (d)	none		
1953	4,403,027		371,422 (d)	1.59 (d)	none		7 3/4 - 4 3/4
1954	3,743,074		530,151 (d)	2.27 (d)	none		8 1/2 - 5
1955	3,444,976		312,678 (d)	1.34 (d)	none		8 1/2 - 5 1/4
1956	2,671,377	\$ 948,273 (d)	954,941 (d)	3.71 (d)	none	\$ 5,587,700	12 3/4 - 6 1/4
1957	8,072,512	426,314	376,819	.42	none	12,886,630	20 3/4 - 10 1/2
1958	14,832,678	1,207,403	1,175,893	1.31	none	16,101,246	26 3/4 - 11
1959					none		48 3/4 - 23 1/2

(d) Deficit.

**PYRAMID ELECTRIC CO.** (Unlisted)

Capitalization  
 Debt: \$311,816  
 Preferred: 5% cumulative convertible, \$10 par, 75,000 shares.  
 Common: \$1 par, 745,875 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 3,010,531		\$ 80,087	\$.10			
1952	4,731,810	\$ 370,916	136,617	.18	\$.05	\$ 1,512,880	
1953	5,768,876	385,869	138,922	.23	.05	1,552,576	
1954	7,773,882	1,109,282	529,645	.71	.05	2,768,502	10 - 3 1/4
1955	9,631,956	262,202	126,236	.15	.20	3,827,672	12 5/8 - 6 1/2
1956	10,040,432	76,666 (d)	34,497 (d)	.10 (d)	none	3,533,017	6 3/4 - 2 3/4
1957	8,076,254	115,469 (d)	53,469 (d)	.12 (d)	none	2,939,635	3 - 5/8
1958	6,552,705	140,339 (d)	118,339 (d)	.21 (d)	none	3,366,483	2 3/4 - 5/8
1959					none		5 7/8 - 2 1/8

(d) Deficit.

**RADIO CONDENSER CO.** (Unlisted)

Capitalization  
 Debt: \$1,045,159  
 Common: \$1 par, 435,815

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 9,535,998	\$ 932,843	\$ 534,575	\$1.31			
1951	9,718,912	908,611	464,406	1.15		\$ 5,220,423	
1952	14,743,068	1,262,106	521,837	1.25		6,569,694	
1953	21,465,247	693,405	384,002	.92	\$.15 + 4% stk.	8,400,209	15 1/4 - 11
1954	13,039,972	294,890 (d)	138,082 (d)	.33 (d)	.10	7,952,391	12 - 10
1955	17,547,956	1,022,072	560,472	1.29	.20 + 4% stk.	8,772,481	11 - 8
1956	16,294,801	237,297	130,029	.30	.10	8,674,880	9 - 6
1957	15,654,029	482,144	238,421	.55	.20	8,399,310	6 - 4
1958	10,643,855	205,634	111,716	.26	.20	7,550,990	4 1/4 - 3

(d) Deficit.

**RADIO CORPORATION OF AMERICA (NYSE)**

**Capitalization**

Debt: \$100,000,000—3% notes due 1970-74; \$50,000,000—3% notes due 1973-77; \$99,995,100—3½% subordinated conv. debentures due 1980  
 Preferred: \$3.50 cumulative, no par, 900,824 shares  
 Common: No par, 13,848,696 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 586,393,000	\$ 96,992,865	\$46,249,865	\$3.10	\$1.50	\$311,846,886	24 ¼ - 12 ¼
1951	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25 ¼ - 16 ¾
1952	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29 ¾ - 23 ¼
1953	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29 ¾ - 21
1954	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39 ¼ - 22 ½
1955	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55 ¾ - 36 ¾
1956	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50 ¾ - 33 ¾
1957	1,176,277,371	77,048,794	38,548,794	2.55	1.50	720,772,768	40 - 27
1958	1,176,094,398	60,441,749	30,941,749	2.01	1.50	734,285,722	48 ¼ - 30 ¼
1959 (3 mo.)	321,816,000	25,831,000	12,931,000	.88	1.00	-----	71 - 43 ¼

**RAYTHEON CO. (NYSE)**

**Capitalization**

Debt: \$12,653,391  
 Preferred: 5½% series cumulative, \$50 par, 100,000 shares.  
 Common: \$5 par, 3,215,099 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 59,533,260	\$ 1,610,413	\$ 935,413	\$.49	---	\$ 32,331,492	13 ½ - 6 ¾
1951(a)	89,662,122	6,029,063	2,179,063	1.12	---	52,120,396	12 ¾ - 8 ¾
1952(a)	111,286,879	5,947,898	2,047,898	.84	---	75,196,765	12 ¾ - 9 ½
1953(a)	179,179,379	13,009,672	3,859,672	1.68	---	91,238,649	14 ¾ - 8
1954(b)	185,101,000	10,444,000	3,688,000	1.07	---	93,640,690	14 ½ - 7 ¾
1955(b)	190,700,000	9,953,000	4,992,000	1.48	---	82,836,163	25 ¾ - 18
1956(b)	183,522,000	4,950,000	1,548,000	.39	---	108,451,571	19 ½ - 13
1957(b)	270,135,000	10,814,000	7,255,000	2.13	---	127,219,842	23 ¾ - 16 ¾
1958(b)	385,378,000	19,968,000	9,841,000	2.85	---	145,894,405(b)	69 - 21 ½
1959(b) (3 mo.)	112,035,000	-----	2,485,000	---	none	-----	73 ¾ - 56 ½

(a) Raytheon Co. only Year ending May 31. (b) Pro-forma, including Machlett Laboratories, merged May 25, 1959.

**HOWARD W. SAMS & CO., INC. (Unlisted)**

Year ending June 30

**Capitalization**

Debt: \$109,034, mortgage note, due 1962; \$138,000 note, due 1962  
 Preferred: 5% cumulative, \$100 par, 1,965 shares  
 Common: 120,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 1,052,102	\$ 43,701	\$ 28,367	\$.23	\$.05 + 10% stk.	\$ 257,343	N.A.
1951(a)	1,378,036	112,831	34,451	.29	.10	367,695	N.A.
1952(a)	1,951,803	113,952	34,164	.28	.05	521,342	N.A.
1953(b)	1,293,225	83,745	26,343	.22	none	636,835	N.A.
1954	2,798,979	218,179	79,239	.66	.10	820,125	N.A.
1955	3,278,377	289,791	131,513	1.10	.30	1,048,892	N.A.
1956	3,707,874	364,984	164,852	1.37	.50	1,447,680	N.A.
1957	3,984,324	394,835	182,886	1.52	.50	1,509,831	N.A.
1958	4,555,716	443,059	210,171	1.67	.56	1,735,447	N.A.

(N.A.) Not available. (a) Calendar year. (b) Six months, Jan. 1-June 30, 1953. Note: This tabulation does not include The Waldemar Press Inc. nor The Howard Company Inc.

**SANGAMO ELECTRIC CO. (NYSE)**

Capitalization—Debt: \$4,250,000 note. Common: \$10 par, 803,622 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 24,496,846	\$ 3,970,403	\$ 2,105,403	\$3.58	\$1.75	\$17,953,512	18 ½ - 13 ½
1951	32,426,908	4,827,886	1,827,886	2.61	1.50	26,380,144	23 ½ - 19 ¾
1952	39,753,567	4,454,162	2,014,162	2.88	1.50	28,235,498	24 - 17 ¾
1953	37,037,072	3,972,623	1,967,623	2.81	1.50	27,386,920	27 - 21
1954	35,560,615	3,425,944	1,600,944	2.00	1.50	28,446,821	29 ¾ - 23 ¾
1955	37,910,588	5,611,978	2,731,978	3.41	1.50	31,985,465	32 - 25 ½
1956	44,277,105	5,616,731	2,751,731	3.43	1.58	38,467,849	37 ½ - 29 ½
1957	47,076,671	5,774,432	2,789,432	3.49	1.80	37,910,881	39 ¾ - 29 ¾
1958	42,422,691	3,293,225	1,648,225	2.05	1.43	40,202,365	36 ¾ - 25
1959 (3 mo.)	11,634,000	1,526,000	729,000	.91	.38	-----	51 ½ - 35

**SYLVANIA ELECTRIC PRODUCTS INC. (See General Telephone Corp.)**

**SEEBURG CORP. (ASE)**

Year ending October 31

**Capitalization**

Debt: \$2,337,500, 5% loan, due 1963; \$750,000 7% note; \$16.667 notes  
 Common: \$1 par, 1,189,650 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 24,551,000	\$ 1,551,607	\$ 884,528	\$1.49	\$.80	\$ 9,525,108	18 - 10 ½
1951(a)	21,746,000	962,651	470,028	.80	.60	9,608,632	13 ¾ - 8 ¼
1952(a)	13,698,900	249,936(d)	249,936(d)	.43(d)	.30	8,966,120	9 ½ - 6
1953(a)	15,347,900	67,373(d)	67,373(d)	.12(d)	none	8,805,348	7 ½ - 3 ¾
1954(a)	12,695,764	445,953(d)	445,953(d)	.77(d)	none	7,712,473	4 ¾ - 3 ½
1955(a)	11,603,523	924,537(d)	924,537(d)	1.59(d)	none	6,601,456	4 ¾ - 2 ¾
1956(a) (c)	7,682,717	185,343	185,343	.19	none	9,502,782	8 ¾ - 3
1957	26,626,625	516,763	516,763	.46	none	15,169,615	7 ¾ - 3 ¾
1958(b)	22,936,886	562,683	562,683	.50	none	10,745,967	14 ¾ - 3 ¾
1959 (3 mo.)	-----	-----	606,000	.54	none	10,569,925	20 ½ - 13 ¾

(a) Fort Pitt Brewing Co. to Oct. 23, 1956 then name changed to Fort Pitt Industries, Inc. (b) Present name adopted April 30, 1958.  
 (c) Includes Jacob Siegel Co. and Windsor Co. from April 24, date of acquisition. (d) Deficit.

**SERVOMECHANISMS INC. (ASE)**

**Capitalization**

Debentures: \$1,773,500, 5% convertible, due 1966  
 Common: 20 cents par, 798,801 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,364,818	\$ 416,764	\$ 199,397	\$.40	\$.75	\$ 4,552,164	N.A.
1951	8,374,043	1,295,207	412,207	.82	1.50	6,120,378	N.A.
1952	10,151,587	798,313	276,025	.36	.30	5,654,568	5 ¼ - 3 ¾
1953	13,332,746	846,441	305,089	.40	.40	6,530,721	7 ¾ - 5
1954	12,509,024	1,338,926	503,296	.66	.40	6,521,102	14 ¾ - 5 ¾
1955	12,412,756	921,716	441,367	.58	.40	7,478,124	13 ¾ - 8 ¾
1956	18,138,280	1,324,268	615,606	.81	.40	11,215,454	13 ¾ - 8 ¾
1957	23,591,781	593,276	308,776	.41	.40	13,519,473	12 ¾ - 6 ¾
1958	17,314,483	90,649(d)	43,094(d)	.05(d)	5% stk.	10,008,027	11 ¾ - 6 ¾
1959 (3 mo.)	3,260,000	-----	97,000(d)	.12(d)	none	-----	18 ¾ - 9

N.A. Not available. (d) Deficit.

**SIEGLER CORP. (NYSE)**

Year ending June 30

Capitalization

Debt: \$6,864,637, debentures and notes  
Common: \$1 par, 1,559,655 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 2,540,018	\$ 343,932	\$ 204,286	\$.39	(b)	(b)	(b)
1951(a)	3,532,564	754,312	379,568	.73	(b)	(b)	(b)
1952	3,698,466	282,530	140,530	.27	(b)	(b)	(b)
1953	22,997,505(e)	820,663(e)	411,598(e)	.89(e)	-	-	-
1954	24,510,584(e)	1,467,091(e)	737,531(e)	1.60(e)	-	-	-
1955	29,287,827(e)	2,429,932(e)	1,111,569(e)	1.80(e)	\$.15(f)	\$ 5,881,884(f)	14 - 10 1/2(f)
1956	47,119,300(e)	3,316,099(e)	1,704,880(e)	1.61(e)	.80(f)	15,436,832(f)	21 1/4 - 12 3/4(f)
1957	68,164,267(e)	3,142,827(e)	1,560,026(e)	1.34(e)	.80(f)	37,123,247(e)	21 1/8 - 12 3/8
1958	72,955,449	2,442,950	1,215,930	.80	.60	39,899,636	32 1/2 - 12 3/4
1959 (9 mo.)	60,269,081	-	1,732,080	1.11	.20 + 3% stk.	-	45 1/4 - 26 1/2

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955. (e) Pro-forma combining Siegler Unitronics and Hufford Corp., these companies having merged Sept. 13, 1957. (f) Siegler only.

**SONOTONE CORPORATION (ASE)**

Capitalization

Debt: \$945,498

Preferred: \$1.25, cumulative convertible, Series A, \$20 par, 15,227 shares  
\$1.55, cumulative convertible, \$20 par, 8,989 shares

Common: \$1 par, 1,070,169 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 10,664,241	\$ 879,633	\$ 534,633	\$.58	\$.32	\$ 5,254,318	5 3/4 - 2 3/4
1951	12,143,834	593,313	427,613	.43	.32	7,347,883	6 1/4 - 4 1/4
1952	14,736,777	1,005,456	464,056	.42	.32	9,121,481	4 3/4 - 4
1953	17,847,164	943,439	483,439	.44	.32	10,605,648	5 3/4 - 4
1954	16,003,488	684,112	371,112	.32	.23	9,760,266	5 3/4 - 4 1/4
1955	18,765,558	1,708,952	763,432	.74	.20	9,878,117	6 3/8 - 4 1/2
1956	18,426,563	1,777,515	847,515	.82	.28	10,256,197	6 1/2 - 4 3/4
1957	22,289,198	1,780,535	1,005,535	.93	.28	11,842,803	8 1/8 - 4 5/8
1958	21,513,064	1,720,473	800,473	.71	.28	10,708,344	12 1/4 - 5 1/8
1959 (3 mo.)	5,676,733	-	222,487	.19	.14	-	17 3/4 - 9 1/2

**SPEER CARBON CO. (Unlisted)**

Capitalization

Debt: \$4,229,558

Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares

Common: \$2.50 par, 440,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,818,516	\$ 3,685,784	\$ 1,760,759	\$6.62	\$1.20	\$12,938,802	27 1/4 - 13 1/4
1951	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20 1/4
1952	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24 1/4 - 19 1/4
1953	15,609,779	1,385,217	611,217	1.31	1.00	22,136,798	21 1/2 - 13
1954	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15 1/4 - 11 3/4
1955	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19 3/4 - 15 1/2
1956	20,045,530	4,171,346	1,925,346	4.30	1.50	25,972,553	33 - 19 1/4
1957	21,101,500	3,609,185	1,682,185	3.75	1.50	27,352,257	33 1/4 - 21 1/4
1958	18,338,899	2,568,034	1,176,304	2.60	1.00	27,249,066	31 3/4 - 20 1/2
1959 (3 mo.)	5,548,241	1,085,990	500,990	1.12	.25	27,890,780	40 1/4 - 28 1/2

**SPERRY RAND CORP. (NYSE)**

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)

Year ending March 31

Capitalization

Debentures: \$15,000,000, sinking fund 3 1/2s, due 1969

\$55,000,000, sinking fund 3 3/4s, due 1972

\$110,000,000, sinking fund 5 1/2s, due 1982

Debt: \$38,329,082 notes, etc.

Preferred: \$4.50 cumulative; \$25 par, 102,267 shares

Common: 50 cents par, 28,279,311 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$349,942,000	\$49,600,000	\$23,626,000	\$.92	--	-	-
1951 (a)	468,359,000	68,000,000	26,023,000	1.02	--	-	-
1952 (a)	631,720,000	75,500,000	28,081,000	1.10	--	-	-
1953 (a)	689,565,000	73,900,000	28,012,000	1.09	--	-	-
1954 (a)	696,206,000	85,500,000	44,851,000	1.75	--	\$483,922,636	-
1955 (c)	353,943,880	45,519,563	23,585,563	.92	\$.36	-	29 5/8 - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.80	557,492,756	29 1/8 - 21 3/4
1957	871,047,239	85,362,352	49,612,352	1.83	.80	708,536,343	26 1/8 - 17 5/8
1958	864,330,491	44,381,239	27,481,239	.96	.80	743,153,067	25 3/8 - 17 1/4
1959	989,601,559	47,544,092	27,644,092	.96	--	778,475,241	28 1/4 - 21 1/4

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

**SPRAGUE ELECTRIC CO. (Unlisted)**

Capitalization—Debt: \$1,330,000, 3% promissory notes, due Nov. 1, 1964. Common: \$2.50 par, 1,310,912 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 28,614,860	\$ 6,725,904	\$ 3,345,404	\$2.69	\$.60	\$15,350,554	15 1/4 - 6 5/8
1951	38,317,277	8,326,596	2,664,674	2.19	.89	21,096,487	18 1/4 - 13 5/8
1952	43,388,101	9,107,563	2,855,449	2.53	.93	21,866,421	37 3/8 - 17 3/8
1953	46,778,633	9,604,981	2,888,281	2.33	1.07	24,424,669	38 3/8 - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60 1/2 - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30 1/4
1957	46,187,841	4,199,201	2,220,101	1.78	1.20	29,447,694	38 - 21 1/2
1958	43,193,717	3,168,119	1,761,179	1.41	1.20	29,415,918	42 3/4 - 23
1959	-	-	-	-	.60	-	51 1/4 - 39

**STANDARD COIL PRODUCTS CO. (NYSE)**

Capitalization—Debt: \$2,726,725, 5% convertible subordinated due Dec. 1, 1967; mortgage \$62,303. Common: \$1 par, 1,849,779 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 35,632,396	\$10,464,265	\$ 5,266,442	\$3.58	\$.25	\$10,133,662	11 3/4 - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14 3/4 - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18 7/8 - 12 5/4
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17 1/4 - 12 1/2
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17 3/4 - 12 5/4
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20 1/4 - 10 1/4
1956	59,168,450	3,070,871(d)	1,819,371(d)	1.24(d)	none	29,739,718	12 3/4 - 6 1/4
1957	61,330,530	823,062	802,862	.56	none	37,394,605	9 3/4 - 5 3/4
1958	69,489,636	1,343,887	558,887	.36	none	35,075,931	17 3/4 - 6
1959 (3 mo.)	16,591,852	-	390,397	.21	none	-	21 3/4 - 14 3/4

(d) Deficit.

**STATHAM INSTRUMENTS INC. (ASE)**

Year ending May 31  
Capitalization  
Common: \$1 par, 938,500 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953-----	\$ 1,803,471	-----	\$ 81,190	\$ .10	---	-----	(a)
1954-----	2,134,180	-----	152,836	.18	---	-----	(a)
1955-----	2,418,960	-----	127,481	.15	---	-----	(a)
1956-----	2,943,402	-----	264,690	.32	---	-----	(a)
1957-----	4,470,264	-----	462,225	.59	---	\$ 2,128,211	12½ - 9¼
1958-----	5,088,659	-----	527,874	.56	none	3,744,207	28¾ - 12¼
1959 (9 mo.)-----	4,534,256	-----	278,851	.30	none	-----	43 - 23

(a) Privately owned until Sept. 1957.

**STORER BROADCASTING CO. (NYSE)**

Capitalization  
Debt: \$891,219  
Common: \$1 par, 2,474,750 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 6,657,114	\$ 1,895,085	\$ 926,475	\$ .39	\$ .06	-----	(b)
1951-----	9,560,086	3,406,327	1,464,776	.63	.10	-----	(b)
1952-----	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953-----	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7¾ - 7
1954-----	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19¾ - 7¾
1955-----	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29½ - 20¾
1956-----	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½ - 22¼
1957-----	26,214,828	11,287,076	6,396,164	2.58	1.80	31,504,942	29¼ - 18¾
1958-----	25,176,710	9,526,076	1,676,754	.68	1.80	30,783,015	26¾ - 20
1959 (3 mo.)-----	-----	-----	1,024,183	.41	.90	-----	33½ - 24½

(b) Privately owned.

**TAYLOR INSTRUMENT COMPANIES (Unlisted)**

Year ending July 31  
Capitalization  
Common: \$10 par, 396,778 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 11,264,251	\$ 190,936	\$ 115,936	\$ .32	\$ .55	\$ 9,086,923	12¾ - 9¾
1951-----	16,503,591	3,503,070	1,203,070	3.34	.80	13,079,114	17¼ - 12¼
1952-----	21,623,406	3,800,020	1,050,020	2.91	.80	14,986,674	19¾ - 15½
1953-----	18,037,008	1,328,241	653,241	1.81	.80	14,357,531	19¾ - 13½
1954-----	23,959,275	2,820,901	1,265,901	3.51	.80 + 5% stk.	16,884,938	40 - 15½
1955-----	23,298,872	2,862,690	1,190,690	3.15	1.00	16,214,313	40 - 24
1956-----	21,710,396	1,943,801	1,028,801	2.73	1.00	16,577,741	30½ - 13¾
1957-----	26,647,539	2,750,360	1,374,860	3.47	.30 + 5% stk.	19,521,066	37 - 27½
1958-----	24,997,954	914,328	501,328	1.26	1.20	17,840,822	34½ - 26
1959 (6 mo.)-----	-----	-----	239,256	.60	.60	-----	39 - 32¼

**TELECHROME MANUFACTURING CORP. (Unlisted)**

Year ending June 30  
Capitalization  
Common: Class A 10 cents par, 165,800 shares  
Class B 10 cents par, 137,200 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953-----	\$ 221,370	-----	\$ 16,106	\$ .12	---	-----	(a)
1954-----	1,116,338	-----	126,607	.95	---	-----	(a)
1955-----	356,461	-----	34,381	.26	---	-----	(a)
1956-----	504,514	-----	47,661	.36	\$ .18¾	\$ 548,846	6½ - 3
1957-----	1,096,415	-----	113,540	.86	.28¾	868,333	9 - 5¾
1958-----	1,352,316	-----	175,660	1.06	.30	1,010,293	13 - 5½
1959 (6 mo.)-----	19,634,532	-----	898,390	.34	2% stk.	-----	29 - 15¼

(a) Privately owned.

**TELECOMPUTING CORP. (Unlisted)**

Year ending October 31  
Capitalization  
Debt: \$165,000, 5½% unsecured notes; \$100,000, 4% note; \$200,000, 6% note.  
Preferred: 6%, \$100 par, 5,000 shares  
Common: \$1 par, 2,811,036 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)-----	\$ 441,620	\$ 66,915	\$ 37,243	\$ .31	none	-----	(c)
1951 (a)-----	780,779	44,451	31,451	.12	none	\$ 817,605	2¾ - 1¾
1952 (a)-----	1,664,840	126,844	56,844	.20	none	828,522	11½ - 2½
1953-----	27,790,471	2,127,596	1,110,756	.48	none	1,006,510	17¼ - 7
1954-----	28,990,592	1,417,459	428,562	.17	none	1,368,689	14 - 9½
1955-----	26,739,137	886,494	191,994	.06	none	4,089,716(b)	11½ - 6½
1956 (b)-----	29,592,074	1,165,557	551,557	.21	none	5,114,300(e)	8¾ - 6½
1957 (f) (10 mo.)-----	19,048,163	895,189	570,189	.21	none	13,776,888	5¼ - 2½
1958-----	29,490,049	349,677	343,677	.12	none	15,186,445	8 - 3¼
1959 (g)-----	12,242,374	1,003,449	590,449	.23	none	16,562,796	13½ - 7½

(a) Prior to merger with Whittaker Gyro, Inc. (b) After merger with Whittaker Gyro, Jan 27, 1956. (c) Privately owned. (e) From Balance Sheet, Dec. 31, 1956. (f) Includes Wm. R. Whittaker Co., Ltd., merged Oct. 31, 1957. (g) 4 months to February 28.

**TELEPROMPTER CORP. (ASE)**

Capitalization  
Debt: \$544,442  
Common: \$1 par, 356,591 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.-----	-----	-----	-----	-----	-----	-----	-----
1951-----	\$ 96,221	\$ 16,093(d)	\$ 17,243(d)	\$ .07(d)	none	N.A.	N.A.
1952-----	233,968	42,999	35,881	.14	none	N.A.	N.A.
1953-----	308,361	17,281	8,129	.03	none	N.A.	N.A.
1954-----	533,661	49,421	38,583	.15	none	N.A.	N.A.
1955-----	1,215,559	140,232	96,743	.32	none	\$ 1,006,863	N.A.
1956-----	1,784,607	270,141	206,841	.58	none	1,533,747	11 - 8
1957-----	2,264,345	265,694(d)	212,694(d)	.59(d)	none	1,913,638	10½ - 5
1958-----	3,414,499	37,324	41,956	.12	none	1,801,469	12¾ - 4
1959-----	-----	-----	-----	-----	none	-----	22½ - 9

N.A. Not available. (d) Deficit.

**TEXAS INSTRUMENTS INC. (NYSE)**

Capitalization—Debt: \$12,750,000. Common: \$1 par, 3,943,441 shares(c).

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)-----	\$ 7,583,000	\$ 609,000	\$ 348,000	\$ .12	none	-----	-----
1951 (a)-----	15,400,000	1,307,000	564,000	.19	none	-----	-----
1952 (a)-----	20,431,452	2,289,738	909,975	.30	none	\$13,396,944	-----
1953 (a)-----	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5 3/4 - 5 1/8
1954 (b)-----	51,415,881	-----	2,818,904	.77(c)	none	15,123,336	14 - 5 1/4
1955 (b)-----	61,636,805	-----	3,898,528	.99(c)	none	19,591,604	16 7/8 - 10 1/8
1956 (b)-----	79,506,902	-----	4,618,652	1.17(c)	none	27,288,083	18 3/8 - 11 5/8
1957 (b)-----	103,542,055	-----	5,339,684	1.35(c)	none	37,716,284	31 1/2 - 15 7/8
1958 (b)-----	136,348,773	-----	7,869,184	1.99(c)	none	79,099,581	86 - 26 3/4
1959 (b) (3 mo.)-----	42,731,000	-----	2,983,000	.76(c)	none	-----	131 - 61 1/4

(a) Texas Instruments, Inc., only. (b) Pro-forma, combined sales and earnings, including Metals & Controls Corp., merged April 17, 1959. (c) Common shares at year end, assuming Metals & Controls Corp. shares are converted into common stock.

**THOMPSON RAMO WOOLDRIDGE INC. (NYSE)**

Capitalization

Debt: \$11,622,000, debenture 3 1/4% due 1971; \$19,729,500 4 7/8% subordinated debentures, due 1982; \$9,095,150, other debt.

Preferred: 4% cumulative, \$100 par, 81,708 shares

Common: \$5 par, 3,028,263 shares

1950 (a)-----	\$123,312,550	\$16,630,266	\$ 8,252,459	\$3.41	\$ .66	\$ 73,276,414	21 1/4 - 16
1951 (a)-----	194,899,449	20,698,050	7,687,246	2.82	.91	120,331,473	23 7/8 - 16 1/4
1952 (a)-----	274,080,027	28,852,579	9,252,579	3.41	.91	167,225,800	29 3/4 - 21 1/8
1953-----	326,466,000	27,661,791	9,651,791	3.24	.93	151,834,249	30 3/4 - 20 5/8
1954-----	270,830,000	24,646,198	11,535,198	3.82	1.10	136,512,119	53 - 42 1/2
1955-----	295,906,915	22,601,764	10,771,764	3.49	1.40	146,159,287	60 1/2 - 43 5/8
1956-----	335,519,761	27,237,373	13,352,373	4.32	1.40	204,928,315	80 - 48 3/8
1957-----	412,608,506	25,441,723	12,137,723	3.90	1.40	210,838,165	89 3/4 - 46
1958-----	340,621,767	18,815,232	8,979,232	2.86	1.40	203,524,451	73 - 41 3/8
1959 (3 mo.)-----	91,281,091	4,257,304	2,236,704	.72	.70	209,959,749	70 1/4 - 56 1/4

(a) Thompson Products, Inc., only.

**TIME INC. (Unlisted)**

Capitalization

Debt: \$13,500,000, Subordinates 1st 4 1/2% due 1970

Notes Payable: \$33,378,767

Common: \$1 par, 1,954,819 shares

1950-----	\$134,719,833	\$15,812,416	\$ 8,500,693	\$4.36	\$2.75	\$ 82,393,453	36 3/4 - 25
1951-----	149,571,479	13,990,219	7,287,400	3.73	2.37 1/2	86,086,824	35 1/2 - 27 1/2
1952-----	156,785,799	15,796,597	7,750,475	3.97	2.37 1/2	93,824,010	35 1/4 - 29 3/8
1953-----	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30 3/4
1954-----	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35 1/2
1955-----	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58 1/2 - 46 1/4
1956-----	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80 1/2 - 54
1957-----	254,095,798	23,145,301	12,023,547	6.15	3.75	208,060,343	70 1/2 - 52
1958-----	245,107,397	16,737,172	8,737,313	4.47	3.25	212,071,802	68 3/4 - 52
1959-----	-----	-----	-----	-----	1.50	-----	72 - 66 1/4

**TOPP INDUSTRIES INC. (Unlisted)**

Year ending April 30

Capitalization

Debt: \$211,123, notes

Debentures: \$782,689, 3% 10-year subordinated convertible, due 1966; \$1,818,000, 6% convertible subordinated, due 1977

Common: \$1 par, 698,307 shares

1951 Incorporated Oct. 22-----	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1952-----	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1953-----	\$ 1,245,406	\$ 36,630(d)	\$ 36,630(d)	\$ .14(d)	none	N.A.	N.A.
1954-----	1,667,276	122,985	71,885	.28	none	N.A.	N.A.
1955-----	2,115,734	218,274	130,274	.50	none	\$ 1,326,863	N.A.
1956-----	3,053,054	186,562	92,062	.35	\$ .09 + 1% stk.	4,191,387(a)	9 1/2 - 5 3/4
1957-----	9,009,729	943,296	466,796	.82	4% stk.	8,768,201	14 - 8 3/4
1958-----	10,332,399(c)	920,963(b)	879,974(b)	1.26(b)	4% stk.	11,319,735	16 1/4 - 7 3/4
1959 (6 mo.)-----	-----	-----	-----	.25(d)	-----	-----	16 - 13

(a) Pro-forma, giving effect to acquisition of Haller, Raymond & Brown, Inc., Nov. 1956. (b) Before gain from sale of subsidiary company reported net loss of \$131,916, or 19c a share. (c) Including costs and fees under cost reimbursement type contracts. (d) Deficit.

**TRAV-LER RADIO CORP. (Midwest)**

Year ending April 30

Capitalization—Debt: \$1,000,000 debenture 6s, due May 15, 1967. Common: \$1 par, 761,995 shares.

1950 (a)-----	\$ 13,892,485	\$ 2,309,275	\$ 1,156,851	\$1.52	\$ .30 + 20% stk.	\$ 6,484,714	5 1/8 - 3 3/4
1951 (a)-----	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4 1/2 - 2 3/4
1952 (a)-----	11,860,387	388,565	291,565	.38	none	4,224,853	3 1/8 - 2 1/2
1953 (a)-----	14,470,145	735,847	316,641	.42	.10	4,602,709	3 1/8 - 2 1/2
1954 (a)-----	16,347,813	459,657	241,349	.32	.22 1/2	5,339,934	3 - 2
1955 (a)-----	17,497,351	264,275	222,982	.29	.07 1/2	6,380,841	4 1/4 - 1 7/8
1956 (4 mo.) (b)-----	4,900,868	929,876(d)	204,876(d)	.27(d)	none	7,103,739	2 1/2 - 1
1957-----	13,045,460	358,986(d)	370,737(d)	.49(d)	none	5,838,663	1 3/8 - 1
1958-----	15,126,697	14,667	10,617	.01	none	6,003,072	5 - 1
1959 (6 mo.)-----	7,809,000	113,000	107,000	.14	none	-----	9 1/4 - 4 3/8

(a) Year ending Dec. 31. (b) In 1956 changed from a calendar year to fiscal year ending April 30. (d) Deficit.

**TUNG-SOL ELECTRIC INC. (NYSE)**

Capitalization—Debt: \$5,790,000, notes. Preferred: 5% convertible, series 1957, \$50 par, 100,000 shares. Common: \$1 par, 906,747 shares.

1950-----	\$ 29,425,022	\$ 6,280,786	\$ 3,058,151	\$6.61	\$2.00	\$14,881,402	20 1/2 - 8 3/8
1951-----	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24 1/4 - 16 1/4
1952-----	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21 7/8 - 16 1/4
1953-----	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24 7/8 - 16 1/2
1954-----	39,052,458	4,302,062	2,077,062	3.15	1.25	26,228,555	30 1/4 - 16 1/4
1955-----	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33 1/2 - 25
1956-----	53,838,822	5,819,397	2,909,397	3.83	1.25 + 5% stk.	33,493,366	36 3/8 - 27
1957-----	64,106,913	6,754,916	3,129,916	3.31	1.40 + 3% stk.	43,262,704	37 1/2 - 21 1/4
1958-----	59,809,166	5,523,842	2,643,842	2.67	1.40	47,095,938	36 1/2 - 23 1/4
1959 (a)-----	17,613,971	1,680,923	770,923	.78	.70	-----	54 1/4 - 34 1/8

(a) 13 weeks to March 28.

**VARIAN ASSOCIATES (Unlisted)**

Year ending September 30

Capitalization—Debt: \$2,000,000 notes. Common: \$1 par, 3,016,874 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 460,035	\$ 48,478	\$ 35,980	\$.08	none	-----	-----
1951	1,756,879	88,935	24,734	.04	10% stk.	-----	-----
1952	3,826,702	151,540	76,336	.08	none	-----	-----
1953	5,023,272	172,299	86,255	.06	none	\$ 4,172,546	-----
1954	5,902,640	458,837	224,669	.16	none	4,451,641	-----
1955	7,162,350	912,896	432,896	.21	none	6,101,128	-----
1956	11,000,116	1,479,578	502,578	.21	none	10,295,360	9 - 6
1957	16,836,086	1,581,280	763,280	.28	none	15,248,307	10 - 7 1/4
1958	19,543,232	2,555,364	1,225,364	.45	none	15,503,899	21 3/4 - 7 3/8
1959 (6 mo.)	17,378,142	2,372,342	1,112,530	.36	none	24,083,210	40 1/2 - 21 1/4

**WEBCOR INC. (Midwest)**

Year ending June 30

Capitalization

Debt: \$600,000, 4 3/4% notes, due 1961.

\$1,400,000, 5 1/4% notes, due 1968.

Common: \$1 par, 650,737 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 19,086,151	\$ 2,324,494	\$ 1,212,050	\$2.69	\$1.50 + 20% stk.	\$ 8,713,877	20 1/4 - 10 3/4
1951	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16 3/8 - 11 1/4
1952	19,580,636	707,800 (d)	408,951 (d)	.90 (d)	.50	10,406,339	13 1/2 - 7 1/2
1953	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9 1/2 - 7
1954	31,741,046	1,139,198	564,198	1.09	.15 + 5% stk.	12,940,996	11 1/2 - 7 3/8
1955	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15 3/8 - 8 1/2
1956	34,305,837	1,894,753 (d)	994,753 (d)	1.53 (d)	.50 + 5% stk.	15,935,212	15 - 8 1/2
1957	40,374,042	4,011,297	1,961,297	3.01	.25	18,517,242	12 5/8 - 8 1/4
1958 (6 mo.) (a)	12,630,731	62,917	7,917	.01	.60	15,504,226	14 1/4 - 9 1/2
1959 (9 mo.)	26,496,000	1,130,486	532,486	.82	.15	-----	19 1/4 - 11

(a) Changed to June 30 fiscal year from calendar year. (d) Deficit.

**WELLS-GARDNER & CO. (Unlisted)**

Capitalization—Common: \$1 par, 414,300 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 17,825,098	\$ 1,674,235	\$ 954,235	\$2.33	\$.75	\$ 5,643,428	12 1/4 - 5 1/4
1951	12,758,749	588,099	451,447	1.10	.60	4,462,000	8 3/4 - 6 1/4
1952	16,301,043	969,976	459,976	1.12	.60	6,385,335	8 1/4 - 6 1/4
1953	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8 1/4 - 6 3/4
1954	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5 1/4
1955	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13 3/4 - 9 3/4
1956	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14 1/4 - 10 1/4
1957	15,687,999	201,573	76,573	.18	.40	7,372,406	14 1/8 - 5 3/8
1958	19,947,123	1,208,515	608,515	1.47	.30	8,399,825	12 1/4 - 5 3/4
1959 (3 mo.)	4,804,264	135,097	70,097	.17	.20	-----	18 3/8 - 10 1/4

**WESTINGHOUSE ELECTRIC CORP. (NYSE)**

Capitalization

Debt: \$6,337,949

Debentures: \$20,995,000, 2 3/4% notes, due Sept. 1, 1971

\$300,000,000, 3 1/2% notes, due Dec. 15, 1981

Preferred: \$3.80 Class B, \$100 par, 467,085 shares

Common: \$12.50 par, 17,193,608 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$1,019,923,051	\$159,664,532	\$77,922,944	\$5.26	\$2.00	\$ 800,461,178	36 - 29 1/2
1951	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42 1/2 - 34 3/4
1952	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48 3/8 - 35 1/4
1953	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52 1/2 - 39 1/2
1954	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50 1/4
1955	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83 1/4 - 53 1/4
1956	1,525,375,771	5,292,061	3,492,061	.10	2.00	1,264,469,283	65 3/4 - 50 3/4
1957	2,009,043,776	139,452,980	72,652,980	4.18	2.00	1,400,682,932	68 3/4 - 52 3/8
1958	1,895,699,358	128,972,541	74,772,541	4.25	2.00	1,411,507,606	74 1/2 - 55 1/2
1959 (3 mo.)	440,072,000	-----	14,409,000	.81	1.00	-----	92 - 70 1/2

**WJR THE GOODWILL STATION INC. (Unlisted)**

Capitalization—Common: \$1.25 par, 600,614 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 3,519,151	\$ 810,746	\$ 474,746	\$.92	\$.70	\$ 3,070,287	8 1/2 - 6
1951	3,422,626	987,630	477,630	.92	.70	3,307,127	12 - 7 3/4
1952	3,383,293	928,714	441,714	.86	.70	3,364,715	11 - 9
1953	3,369,943	992,096	457,096	.88	.70	3,491,433	10 3/8 - 8 3/4
1954	3,009,884	758,846	373,746	.72	.60	3,390,554	12 3/4 - 9 1/2
1955	2,759,803	569,736	274,739	.53	.45	3,308,551	15 1/4 - 10 1/4
1956	3,516,765	1,063,112	478,112	.88	.50 + 5% stk.	3,814,796	13 1/4 - 10 1/4
1957	3,570,773	1,038,681	495,681	.86	.50 + 5% stk.	4,077,273	13 - 10 1/4
1958	3,275,315	536,984	271,984	.45	.50 + 5% stk.	3,811,852	13 1/4 - 11 3/4
1959	-----	-----	-----	-----	.10	-----	-----

**ZENITH RADIO CORP. (NYSE)**

Capitalization—Common: No par, 2,954,784 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 87,704,071	\$11,527,903	\$ 5,627,003	\$1.91	\$.25	\$51,971,284	11 3/4 - 5 1/4
1951	110,022,780	11,771,940	5,370,740	1.82	.50	50,275,866	11 3/4 - 7 3/4
1952	137,637,697	13,222,133	5,845,933	1.98	.50	54,416,548	13 3/8 - 11 3/8
1953	166,733,276	13,157,701	5,631,701	1.91	.50	52,042,451	14 - 10 1/2
1954	138,608,360	12,056,264	5,676,264	1.92	.50	62,604,970	16 - 10 3/4
1955	152,905,005	17,104,491	8,034,491	2.72	.83	67,604,887	23 3/4 - 14 3/8
1956	141,529,855	13,298,717	6,178,717	2.09	.83	69,193,175	23 1/2 - 16 3/4
1957	160,018,978	17,340,577	8,165,577	2.76	.83	84,338,732	23 3/8 - 15 1/4
1958	195,041,624	25,741,165	12,116,165	4.10	1.67	98,505,958	69 1/2 - 20 1/4
1959 (3 mo.)	59,220,776	7,069,053	3,323,981	1.12	1.17	-----	122 - 59 3/8

(a) Year ending March 31

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## SUMMARY-INDEX OF WEEK'S NEWS

### Congress

**FCC STICKS BY GUNS** on equal-time newscast issue, rejecting protests by administration, Congress, industry, press. Sec. 315 hearings start (pp. 1 & 5).

**CONGRESS IS ASKED FOR "EX PARTE"** ground rules as FCC industry panel tells Rep. Harris' group that FCC should have complete freedom in gathering "general policy" information (pp. 2 & 6).

### Stations

**TV CODE HOLDS FAST** against revolt over Preparation H ban, 13 more subscribers losing NAB seals to make total 21. Code resignations reach 17 (p. 3).

**TV "IMAGE" PROJECT** blessed by NAB TV board. McCullough committee's report, calling for N.Y. office, \$600-700,000 budget, unanimously approved (p. 4). Other stories (p. 9).

### Auxiliary Services

**BURGEONING CATV** to plan defense strategy in June 23-25 annual NCTV convention. Powerful new capital entering field. Operators develop political sophistication (p. 3).

**TELEMETER REJECTS FCC TEST** as Paramount pay-TV system announces its preference for a wired setup as more economic (p. 10).

### FCC

**1958 TV PROFITS UP 7.4%**, radio down 30.9%, according to official FCC figures. TV broadcast revenues top \$1 billion for first time. Radio gross is static (p. 4).

### Manufacturing & Distribution

**JAPANESE TV EXPORTS** to U.S. being quietly explored. Exporters hoping to put transistor set on market within year and to supply chassis to U.S. set makers (p. 18). Canada's import crisis (p. 20).

**NEW TV SETS HIT MARK** at Chicago mart, leading to predictions of good 2nd-half upturn. High interest shown in 23-in. and transistor TV (pp. 19 & 21).

### Foreign

**ATLANTIC FILM TRANSMISSION** achieved by BBC, CBC & NBC TV networks, feeding some 2 minutes worth of news clips of Queen Elizabeth's departure from London via transatlantic telephone cable (p. 7).

### Programming

**PROGRAM "SATURATION LEVELS"** are gradually being reached in areas of drama, variety, and adventure shows, although Westerns keep galloping along, special Nielsen study reveals (p. 12).

### Film & Tape

**TV IS BUILDING** to a record list of new faces in next season's lineup of series (p. 15).

### Other Departments

**NETWORKS** (p. 8). **EDUCATIONAL TELEVISION** (p. 11). **ADVERTISING** (p. 14).

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**FCC STICKS BY ITS SEC. 315 GUNS:** Rights & wrongs of equal-time issues aside, FCC acted like a truly independent federal regulatory agency last week in standing fast by its majority opinion that newscasts featuring his opponents entitled Lar Daly to free political time on Chicago TV stations.

FCC was subjected to unparalleled pressures—from every direction—to change its mind. In recent Washington history, at least, no other federal agency has been confronted with such unanimous outcries of outrage & wrath as those aroused by Commission's Feb. interpretation of Communication Act's Sec. 315.

President Eisenhower himself led lineup against FCC on equal-time ruling. (Ridiculous!" he called it.) Attorney General William P. Rogers put full force of Justice Dept. into fight to force FCC to retreat. Big guns in Congress formed bi-partisan coalition to attack Commission. Nation's press became unaccustomed editorial allies of competing TV-radio medium on news-freedom issue. Networks (customarily referred to as "powerful" in Washington) and NAB were up in arms, naturally. Nearly nobody but Lar Daly stood up for FCC.

Commission could have eased itself off spot—and thereby saved Congress time & trouble of holding hearings on proposed Sec. 315 amendments (see p. 5)—by switch of one vote from 4-3 majority which decided Lar Daly issue in first place. Commission's disposition to bow gracefully to Congressional pressures on other issues had been apparent this year (Vol. 15:17).

Yet FCC stood firm. In 50-page single-spaced interpretive opinion, it traced legislative history of Sec. 315 since Radio Act of 1927, stoutly reaffirmed conviction that Lar Daly ruling was correct. And for cynics who are convinced that politics rules FCC, there were these disconcerting facts: Republicans Hyde, Lee & Ford—along with Democrat Bartley—rejected Eisenhower Administration's demands for about-face. Republicans Doerfer and Democrats Craven & Cross (latter concurring in part with majority) stuck to their original dissents on the ruling.

Few accolades have been going to Commission recently—particularly since House investigators began ripping into it last year for yielding to "influence." But its hold-fast Lar Daly action earned plaudits from FCC's severest critic—legislative oversight subcommittee Chairman Harris (D-Ark.), who himself wants news-casts exempted from Sec. 315. "I happen to think it [the decision] is wrong," Harris said at FCC panel hearings last week (see below). "But under the circumstances I want to compliment the Commission for standing on its own."

**CONGRESS ASKED FOR 'EX PARTE' GROUND RULES:** Just about everyone would like some guidance from Congress, to tell when FCC (& similar agencies) should be as insulated as a judge or as uninhibited as a news reporter. Congress, in turn, got a little guidance on the subject last week—not much—from an FCC-industry panel convened by Rep. Harris' (D-Ark.) legislative oversight subcommittee.

Question concerns freedom of FCC members to seek information before coming to decisions. Law is clear when it comes to "adjudicatory" matters such as hearings on competing applications for broadcast facilities. Trouble comes in "rule-making." Panel generally agreed that Commission should be free to gather data however it sees fit—including "ex parte" (off-the-record) discussions & demonstrations—when it comes to "general policy" type of rule-making such as the formulation of original nationwide TV allocation plan.

Things get tight, of course, when rule-making becomes more specific—as in case of shift of Ch. 2 from Springfield, Ill. to St. Louis. Court of Appeals held that ex parte discussions were improper in that instance because there were "conflicting private claims to a valuable privilege" (Vol. 15:19). When Harris asked him about the case, FCC Chairman Doerfer said: "I'd have no quarrel with declaring it adjudicatory." He also stated: "All rule-making affects privileges, regardless whether particularized or not."

Attorney Wm. Koplovitz suggested that all requests for changes in TV allocation table be decided solely on a record—although not necessarily the type of record compiled in an adjudicatory hearing. Attorney Donald Beelar likened such channel shifts to "spot zoning," said they should be adjudicatory. He called for legislation, too, stating: "The citizen has been chilled in talking to agency people. Some agency members are afraid to talk to anyone."

RCA v.p.-gen. attorney Robert Werner, asserting that "legislation is called for," posed the question of what to do about rule-making governing engineering standards. He noted that stereo standards will be considered by FCC before long. "Surely that is a matter of general application," he said, "but there are conflicting interests involved. Is that an ex parte matter?"

Robert Swezey of WDSU-TV New Orleans also asked for legislation but said he had spent several sessions with attorneys without coming up with a satisfactory draft.

Harris group was also interested in methods of speeding & improving Commission's work—and it received suggestions from Broadcast Bureau chief Harold Cowgill, general counsel John Fitzgerald and chief examiner James Cunningham (see p. 6).

Subcommittee also heard from representatives of CAB, FTC & ICC during week. They generally supported some sort of legislation but also warned of hamstringing agencies. This prompted Harris to complain:

"Everybody agrees our objective is worthy, that it would be wholesome to do something about this, but we have had every conceivable argument of doubt & caution raised to say why nothing should be changed."

Donald McGannon, Westinghouse Stations pres., submitted statement urging that legislation covering rule-making be enacted to "point the way and then let the Commission declare certain proceedings to be those in which no ex parte representations will be permitted." He also suggested that Congressmen & other govt. representatives be allowed to make "valid inquiry" but that their communications be in the record.

**TV CODE HOLDS FAST AGAINST REVOLT:** There was no retreat by NAB last week from its get-tough position (Vol. 15:24) that TV stations displaying its seal of good practice must observe industry's self-imposed code regulations governing acceptable commercials.

Seal was withdrawn from 13 more code subscribers, making total of 21 which have been so disciplined by NAB's TV board since code review board began moving in April against recalcitrants. All persisted in carrying commercials for hemorrhoids drug Preparation H despite repeated warnings—and one was also cited for "over-commercialization."

Serious extent of revolt against code restrictions was indicated by disclosure at Washington TV board sessions that in addition to 21 penalized stations, 17 other subscribers resigned rather than be subjected to discipline. And of these, it was understood that half-dozen TV members have quit NAB itself in protest.

Number of seal holders was reduced to 270 in good standing (vs. 306 in April) by loss of 38 stations, 2 new subscribers having joined up since storm over Preparation H broke. According to NAB's count, 222 code subscribers never carried Preparation H commercials—and of 84 which did at one time or another, 45 definitely cancelled them when code infractions were pointed out.

What does code review board do now? It continues to give "broadest possible demonstration" that TV industry can police itself against objectionable commercials, according to chairman Donald H. McGannon, pres. of Westinghouse stations. He said that so long as code isn't administered by "caprice, arbitrariness or whimsy" it's entitled to be respected by those who display seal.

Code missionary project also will be undertaken. Review board subcommittee composed of McGannon, E. K. Hartenbower of KCMO-TV Kansas City and Gaines Kelley of WFMY-TV Greensboro, N.C., sets out next week for N.Y. conferences with American Assn. of Advertising Agencies. Aim is to have advertisers & agencies work with board in setting "guide-posts" for acceptable TV advertising so that "limits" are understood before commercials go on air.

**BURGEONING CATV PLANS DEFENSE STRATEGY:** With growing strength & political sophistication, nation's community antenna operators meet in Philadelphia's Sheraton Hotel June 23-25 to firm up defenses before Senate Commerce Committee's hearings June 30, July 1 & 7 (Vol. 15:24). Occasion is annual convention of National Community TV Assn. (NCTA).

Some pretty savvy capital seems little concerned about attacks on CATV, expects no crippling governmental restrictions. For example, National Theatres is spending more than \$1 million for single system in Williamsport, Pa. (Vol. 15:23) and it can be assumed NT has plans beyond the operation of a conventional system, perhaps the offering of special events for an extra fee—a la Telemeter's proposal for Toronto suburb (see p. 10). Also due to break shortly, we're told, is sale of group of substantial CATV systems to a surprising new entity in the field—a major organization with ingenious expansion plans.

Up against some big political guns—such as Senate Commerce Committee Chairman Magnuson (D-Wash.) and his predecessors Edwin Johnson (D-Colo.) & Clarence Dill (D-Wash.)—CATV operators claim they're developing substantial support comprising Sen. Fulbright (D-Ark.), Sen. Randolph (D-W. Va.) and others yet to be identified.

The many problems of the industry, plus an aggressive membership drive by NCTA exec. director Edward Whitney, have drawn 364 system operators into NCTA membership—a high percentage of the estimated 600-700 systems in U.S., many of which are little more than neighborhood hookups of a few dozen homes. Whitney expects 450-500 to attend convention.

CATV has its own "image" problems, as does telecasting generally. Operators are particularly irked when they're tagged with the opprobrious "pay-TV" designation. People pay for their service, they agree, but they point out they offer service where little or none was previously available—thus differing from toll TV which would substitute a pay service for hitherto free telecasts on public airwaves. This is disputed by those telecasters who are fighting CATV systems with the argument that CATV will drive small-town stations out of business and produce the same net result as toll TV.

NAB's TV board this week came out with a resolution aimed at CATV. Its provisions put NAB on record as: (1) Asking FCC to reconsider its policy of licensing microwaves to bring signals to CATV systems. (2) Favoring "legislation submitted by the Commission with regard to boosters & community antenna systems and more particularly with respect to the requirement that no TV signal be used by any distribution system without the consent of the originating station."

**1958 TV PROFITS UP 7.4%, RADIO DOWN 30.9%:** Telecasting industry resumed its profit climb in 1958, jumping 7.4% over 1957, while radio suffered a brutal 30.9% drop—its first decline since 1954. That's the nub of FCC's first official figures for last year, produced last week at an unusually early date because of speeded tabulation techniques.

TV broadcast revenues topped \$1 billion for first time, hitting \$1.03 billion—up 9.2% from \$943.2 million in 1957. Though expenses rose 9.6%—from \$783.2 million to \$858.1 million—profit before federal income taxes jumped from \$160 million to \$171.9 million. This is still below the profit peak of \$189.6 million in 1956, which had shown a dramatic rise from 1955's \$150.2 million.

Greatest increase in TV's revenues came from spot—up 14.9% to \$345.2 million—while network time sales rose 7.7% to \$424.6 million and local sales were up 4.1% to \$181.1 million. These 3 time-sales figures plus talent sales & other "incidental" broadcast revenues produce the \$1.03 billion total.

In radio, the severe 30.9% cut in profits to \$38.1 million from 1957's \$54.6 million was attributable to a nearly static gross, coupled with an increase in expenses. Total broadcast revenues rose a mere .7%, from \$517.9 million to \$519.5 million, while expenses showed a modest 4.4% increase from \$463.3 million to \$481.4 million. The trouble with radio revenues was that network sales dropped 8.1% to \$46.5 million while spot lifted a mere 1.5% to \$172 million and local gained only 1.1% to \$320.2 million. Total time sales were \$538.7 million, but sales commissions more than offset "incidental" revenues—leaving total broadcast revenues at \$519.5 million.

FCC's official figures show, by the way, that TvB's estimates were pretty doggone good last March when it calculated that TV spot had increased 14% (FCC says 14.9%) & network had jumped 9.9% (vs. FCC's 7.7%) (Vol. 15:9, 11).

FCC report encompasses the 3 TV networks & 514 TV stations, 7 national & regional radio networks and 3178 AM stations. Excluded, because of unavailability at tabulation time, were figures of 9 TV stations, 108 AMs and the approximately 70 FM-only stations.

FCC says it will flesh out last week's bare-bones figures with its customary breakdowns in 9 or 10 tables "in the near future." (For FCC's 1946-1957 TV & radio figures, see p. 22, Spring-Summer TV Factbook.)

**TV 'IMAGE' PROJECT BLESSED BY NAB:** Operation of special TV Information Office (TIO) in N.Y., working separately from—but in liaison with—NAB's own public relations setup, was approved last week by NAB's TV board to implement "image improvement" project proposed at March convention in Chicago (Vol. 15:12 et seq.).

First-year budget of \$600-700,000 for "speak-up-for-yourself" project was set at semi-annual board meeting in Washington, where 5-point report by TV information committee headed by Clair B. McCollough of Steinman stations (Vol. 15:24) won unanimous endorsement.

Money will be raised this way: \$75,000 from NAB itself, payments by stations based on highest quarter-hour one-time rate, \$65,000 each from ABC, CBS & NBC, which also will be tapped for contributions from o-&o stations. No definite commitments from networks or stations were reported immediately. But McCollough said "at no place have we found opposition" to proposed scale.

Overall supervision of "image" policy will be handled by special new 9-man TV information committee—6 members (at least 3 from TV board to be named in week or 10 days by NAB pres. Harold E. Fellows, 3 to be designated by networks). Assigned to "plan, organize & activate" project, N.Y. office will be headed by director nominated by new committee, appointed by Fellows, approved by TV board.

Sponsor participation in TIO project is open to any individual, firm or corporation which is engaged in the operation of a TV broadcasting station or network. Eligible to participate as associate sponsors—subject to TV board approval of applications—are TV film firms, reps, advertising agencies, etc., in membership categories to be worked out by TV information committee. No cut-off date for project was set, although there had been talk of limiting it to 3 years.

Ban on secondary boycotts "used in almost every station strike that has taken place in the broadcasting industry during the past 10 years" has been urged by NAB. In a 9-page statement submitted to chairman Barden (D-N.C.) of the House Labor Committee, NAB's personnel & economics mgr. Charles H. Tower said the Taft-Hartley act should be amended to forbid unions to threaten or in-

duce customer boycotts of products advertised on stations involved in labor disputes. Tower endorsed bills (S-76 & HR-5545) by Sen. Curtis (R-Neb.) & Rep. Lafore (R-Pa.) which would carry out NAB aims. In a recent decision the NLRB held that such boycotts of unorganized stations are permissible when used by a union to protect its members' interests at competing organized stations (Vol. 15:18).

## Congress

### More about

**SEC. 315 ATTACK STARTS:** A massive assault on FCC's Lar Daly equal-time newscast ruling—reaffirmed by Commission last week (see p. 1)—has been mounted by broadcasters on Capitol Hill, and Congressional support for revision of Sec. 315 of the Communications Act is running strong.

More than 30 witnesses from industry, Senate & House lined up for 5-day hearings by the Senate Commerce communications subcommittee under Chairman Pastore (D-R.I.) to press for exemptions of newscasts from equal-time requirements. Only one known champion of the Lar Daly doctrine—perennial Chicago candidate Lar Daly himself—wanted to be heard as Pastore started June 18-19 & 23-25 sessions to study 4 bills on the issue.

Even Church of God Bishop-Gen. Overseer Homer A. Tomlinson, a declared 1960 Presidential candidate who was listed by the subcommittee staff for pro-Lar Daly testimony June 24, turned out to be in opposition to the newscast decision. He doesn't want equal newscast time next year, preferring to depend on "miracles" to elect him, Tomlinson told reporters.

"I think it is very evident that this committee is desirous of doing something," subcommittee Chairman Pastore observed soon after the parade of industry & Congressional witnesses got started. He and other subcommittee members indicated repeatedly that they thought Sec. 315 should be amended to eliminate newscasts—but not rewritten entirely.

As many industry witnesses are expected to appear before the House Commerce legislative oversight subcommittee in June 29-30 & July 1 equal-time hearings scheduled by Chairman Harris (D-Ark.). He favors Sec. 315 change, too. In both Senate & House, however, the big question was whether there'd be time before adjournment of this session to get any amendments processed for floor votes.

\* \* \*

FCC itself offered no objections at the Senate hearings to Congress "doing something" about Sec. 315. Chairman Doerfer, a dissenter in the 4-3 Lar Daly ruling, and majority voter Comr. Ford presented 15 pages of analysis of proposed amendments (Vol. 15:23-24), didn't argue opposing Commission viewpoints on whether language & legislative history of Sec. 315 required broadcasters to give candidates time if opponents appear in newscasts. They suggested that if Congress proceeds to change the law, simple language might be adopted to exempt "newscasts & special events such as political conventions" from the requirement.

One thing seemed sure: There's no chance at this session for outright repeal of Sec. 315, as long sought by NAB. And Pastore advised industry witnesses to avoid any attempt to seek a major overhaul of the political provision to cover definitions of minority parties, broadcasters' liability for libel, etc. Pastore said "we may come up with nothing" if the hearings go beyond the newscast issue.

At last week's Senate hearings little new was added to industry arguments for Sec. 315 revision which have poured out to FCC & newspapers since the original Lar Daly ruling in Feb. Characteristic of the testimony:

CBS Inc. pres. Frank Stanton: "We will have no choice but to turn our microphones & cameras away from all candidates during campaign periods."

NBC chairman Robert W. Sarnoff: "Unless the gag is lifted during current session of Congress, a major curtailment of . . . political coverage in 1960 is inevitable."

ABC news v.p. John Daly: Every time the President holds a news conference during an election campaign, TV & radio stations which carry it would have to prepare to make equal time available to all minority candidates.

Ex-Sen. Clarence C. Dill (D-Wash.), principal author of Sec. 315 when the 1934 Communications Act was written: FCC "made a mistake" in the Lar Daly case. "I think the Commission would be pretty slow to do anything like the Lar Daly thing again."

\* \* \*

Others testifying or submitting statements last week in favor of Sec. 315 revision included Sens. Holland (D-Fla.) & Allott (R-Colo.), authors of 2 of the Senate bills; Rep. Cunningham (R-Neb.), sponsor of a House bill; and Rep. Barr (D-Ind.), Mrs. A. Scott Bullitt (KING-TV Seattle), Payson Hall (Meredith Stations), *Indianapolis Star* publisher Eugene Pulliam, W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.).

As for unfriendly witness Lar Daly, he got involved in a shouting match with Chairman Pastore soon after he took the stand for a brief performance. He ridiculed President Eisenhower—by inference—for criticizing the FCC's newscast ruling as "ridiculous," said Attorney General William P. Rogers should have kept "his snout" out of the case instead of asking FCC to reverse the decision. Pastore warned him to be "careful how we use words here."

Among witnesses tentatively listed for Senate testimony this week: NAB pres. Harold E. Fellows, Westinghouse Bcstg. Co. pres. Donald H. McGannon, Palmer Hoyt of the *Denver Post*, Rex Howell (KREX-TV Grand Junction, Colo.), Victor A. Sholis (WHAS-TV Louisville), Ralph Renick (WTVJ Miami), Thomas Chauncey (KOOL-TV Phoenix), F. Van Konynenburg (WCCO-TV Minneapolis), pres. James A. Byron of Sigma Delta Chi, dean Edward W. Barrett of Columbia U. School of Journalism.

Meanwhile a fresh spurt of press editorial protests against the Lar Daly ruling was evoked by FCC's reaffirmation of the decision in a 50-page interpretive opinion which rejected all pleas—including those from networks and the Justice Dept.—for reconsideration.

Typical newspaper editorial comment:

Congress should reverse FCC "promptly." If enforced, FCC's decision "would turn electronic journalism into chaos."—*N.Y. Times*.

"The FCC majority . . . is adhering to a decision that is difficult to square with common sense."—*Washington Evening Star*.

"Corrective legislation by Congress is made imperative . . ."—*Philadelphia Inquirer*.

"The decision established a rule ridiculous on its face . . . let's get the law changed quickly."—*N.Y. Herald Tribune*.

"The next move is up to Congress, and it ought to act at the present session if possible."—*Washington Post*.

FCC's ruling "is like something out of 'Alice in Wonderland.'"—*Wall St. Journal*.

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TV servicemen would be licensed in D. C. under a bill (HR-7714) introduced by Rep. Foley (D-Md.) "to protect the public against abuse & fraud." Regulation of servicemen would cover "installation, maintenance, repair, replacement, testing, inspection & modification of TV & radio-TV receiving apparatus." Initial annual license fees: contractors, \$25; technicians, \$15; apprentices, \$5.

## The FCC

### More about

**HOW TO IMPROVE FCC PROCESSES:** Three top FCC staff members were happy to respond to Rep. Harris' call for suggestions on means of expediting the Commission's work, as part of Harris subcommittee's investigation of administrative agency operations (see p. 2).

Harold Cowgill, Broadcast Bureau chief, wants more staff & less red tape. As he put it: ". . . staff adequate to the continually rising volume of work, and revision of those statutory procedural requirements which, in the light of experience, have demonstrably failed to serve the purposes for which they were intended but instead have made for inordinate delay & abuse of the Commission's processes."

John Fitzgerald, general counsel, wants: (1) FCC to be permitted to make more use of its staff. (2) Less red tape. Excerpts from his statement: "A review staff should be empowered to focalize the various contentions advanced by the parties and to analyze them in the light of administrative precedents, policies and rules . . . Procedural requirements [covering the filing of exceptions] which make it unsafe for a Commission not to pass upon every individual exception filed by a party—and in the case of the FCC such exceptions in many individual cases have literally run into the hundreds, oftentimes restating the proposed findings—are a serious impediment to expediting hearings. I suggest that the Commission be required only to rule upon exceptions it considers material to decision."

James Cunningham, chief examiner, wants: (1) Examiners to be permitted to consult with each other. (2) FCC to have greater discretion in determining whether examiners should supply only basic findings of fact or both findings and conclusions. (3) Someone—FCC or chief examiner—to "exercise some degree of supervision" over other examiners. (4) An improvement in examiners' "salary, position classification and title . . . whereby they may be accorded a status equal to commissioners of the U.S. Court of Claims" and be called "hearing commissioners." (5) Change of law so that "findings of fact by the hearing examiner shall be conclusive unless not supported by substantial evidence."

TV could be moved to uhf within 8 to 10 years without undue hardship to manufacturers, broadcasters or the public, providing additional space for land mobile services and others, witnesses for the state of California testified before the FCC in the 25-80-mc hearings last week. William E. Whiting, chairman of the Cal. State Communications Advisory Board, stated that if manufacturers concentrated on uhf receivers, they could develop some far superior to existing vhf sets. He claimed that cost of the uhf receivers would be comparable to vhf "or less," although additional stations would have to be built to get the same coverage in rough terrain. He recommended that 50-88 mc be assigned to land mobile services, 46-50 mc to amateur, and 25-46 mc to citizens, amateur, industrial, scientific & medical and govt. services. Under cross-examination by Comr. Craven, Whiting said he didn't base his views on any detailed technical research of his own, but that he relied on his general knowledge of uhf & TV and on the opinions of receiver manufacturers.

FCC has denied a petition by Indiana Central U. which sought the reservation of Ch. 13 for educational use in Indianapolis, where Ch. 20 is already allocated for ETV.

**Mack Trial Nears Jury:** Defense counsel in the Miami Ch. 10 conspiracy trial of ex-FCC Comr. Richard A Mack & Thurman Whiteside (Vol. 15:15-24) began to wind up their case last week—2½ months after the trial's start. They put a parade of witnesses on the stand in Washington's U.S. District Court in attempts to show that financial dealing between Mack & Whiteside went on long before the award of Ch. 10 to National Airlines' WPST-TV, which the 2 are accused of rigging. Over govt. objections, Whiteside's lawyers also tried to show that Whiteside had always been generous not only to Mack but to many other friends—and that financial help to Mack had nothing to do with the Miami grant. Mack's chief counsel Nicholas J. Chase said it was possible that the case would be ready for the jury this week.

KIRO-TV Seattle won Ch. 7 there over KXA & KVI primarily because of its superiority of ownership & management integration, according to the text of a new final decision issued by the FCC last week (Vol. 15:24). The CP had been set aside last Dec. after the 2 losers had argued that Comr. Craven shouldn't have voted, because he hadn't heard the oral argument. Craven participated in last week's decision; Comr. Hyde didn't, while Comr. Lee dissented. Because of the management activities of major stockholder Saul Haas and KIRO-TV trustees with small holdings, the Commission concluded that KIRO-TV "must be considered as strongest, both from stock interest & from functional adequacy." Finding all of the applicants substantially equal in station planning, proposed policies, hours of operation, studios, staff equipment and balanced programming, the FCC also found that KIRO-TV was equal or superior to KVI & KXA in local residence, diversification of business interests of its principals and the integration factor. In only one area did the Commission prefer KXA & KVI over KIRO-TV—that of diversification of ownership of media of mass communications. As to allegations that Haas tried to use his position as receiver to acquire control of radio stations and that he threatened KOL with economic injury unless stock in the station was made available to him, and to other assertions against the character of various of the principals involved in the hearing, the Commission concluded that "all charges made either are unsubstantiated or involve matters of no significance."

Charging the FCC with "glaring indifference to the public interest" & laxity in supervising broadcast licenses, American Federation of Musicians pres. Herman D. Kenin took a roundhouse swipe at TV in general, in a talk last week before the 62nd annual convention of the AFM in Seattle. Kenin said until now TV has been a bonanza for everyone except musicians, but predicted more employment for them too. He attacked TV for a programming policy which, he said, puts commercialism before culture. Criticizing the broadcasters, he declared "not for too much longer will those who receive a monopoly of the air waves from a generous public continue to equate public interest with their own fat profits. Not for too much longer will they be able to get away with such vulgarities as silencing the cultivated musical *Voice of Firestone* because Madison Avenue moguls arbitrarily decide that cops & robbers will sell more soap."

Increased interest in teaser ads by advertisers warrants institution of the rule-making proposed by NAB (Vol. 15:21), said CBS Radio in statement filed with FCC.

## Foreign

**ATLANTIC FILM TRANSMISSION:** TV newsfilm can now beat jet travel across the Atlantic. Using a BBC-developed technique, 2 min. of film showing Queen Elizabeth departing London on her Canadian trip was televised in Canada and via NBC-TV in U.S. on June 18 in an experimental 10:15-10:30 a.m. network telecast. On the air, the result was about as good as a standard kinescope—and the U.S. telecast came only 2 hours 21 min. after the event, a new record.

The link was achieved using regular Atlantic phone cable and the show was fed from the Montreal studios of CBC-TV to Buffalo, N.Y. for NBC-TV pickup. The process is still at a snail's pace, although it's said to be "75 times faster" than older methods of facsimile transmission. It takes about an hour & 55 minutes to send a minute's worth of newsfilm, transmitting every second frame from a 16 mm newsfilm original on the transatlantic phone line.

Last week's experiment was the first known TV use of the technique on an east-to-west transatlantic course. A similar method was used in October 1957, however, to transmit films of Queen Elizabeth's arrival in N.Y. to the BBC (Vol. 13:43). This first effort was a joint venture of UP Movietone News & BBC in which 15 sec. of film was transmitted in an hour, about half as fast as last week's transmission. (For some unexplained reason, BBC held the received film print for 5 hours until its regular news-cast before televising it.)

Don't look for any full program transmissions using the new method. They're out of the question. Live & tape TV can't be sent via the transmission process. And, it would take about 60 hours (at some \$4 per min. in cable costs) to feed an episode of *Gunsmoke*.

The 2-way process is a break-down and build-up one. BBC's N.Y. office informs us that the heart of the system is a slow-speed flying-spot film scanner, the video signal from which is used to modulate a carrier for transmission over the cable. At the receiving end, the signals are "demodulated" & used to operate a slow-speed film telerecorder.

Several "economies" are used in transmission, BBC admits, since characteristics of the Atlantic cable allow for maximum video frequency of 4.5 kc. Horizontal definition is restricted to correspond with a bandwidth of 1.75 mc. In the British 405-line system, the picture is reduced to 200 lines using sequential scanning, and only alternate film frames are scanned (although reproduced on 2 adjacent frames at the receiving end) which precludes sending films involving fast motion.

Chief use of the process, therefore, will be in TV news until a more rapid process can be developed. Despite limitations, it's a giant step forward in TV communications.

British TV viewers will also have a chance to see the trans-Atlantic system work in reverse on June 26, when film clips of the Queen opening the St. Lawrence Seaway will be transmitted from Canada to Britain.

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TV link via the moon between U.S. & Europe is foreseen within 5 years by British telecommunications expert John Brinkley. The managing director of Pye Telecommunications Ltd. visualizes that the first live transatlantic TV pictures will be sent via 100-ft. metal-plastic balloons which are capable of reflecting the wide-band frequencies used in present TV transmission. Before TV pictures can be bounced from the moon, he said, narrow-band TV transmission techniques will have to be developed.

"Everything about TV is big league in Japan," reports Richard P. Doherty, TV-radio Management Corp. pres., in *Sponsor*. The 6-year-old Japanese TV industry has whooshed to more than 2 million sets, 34 stations, and has become a \$29 million ad medium, which, still growing, accounts currently for some 10% of Japan's total ad outlay. Doherty predicts TV "will undoubtedly double its revenue within the next 5 years." Excellent is the rating he applies to the quality of Japanese programming & production and to the variety & scope of program service. Japanese TV "is surpassed by overall TV only in the U.S. & Great Britain." Technical & production equipment in Tokyo's 4 commercial & 2 govt. o-&o stations is "excellent & abundant." Apart from a sprinkling of RCA & GE gear, and 2 Ampex Videotape recorders in each station, the equipment "is almost entirely manufactured in Japan and of highest quality."

New coaxial cables linking Australian towns of Melbourne & Sydney, Melbourne & Morwell, Lismore & Murwillumbah and Brisbane & Southport, will be installed soon, reports the Australian Govt. Completion of the first link of the Sydney-Melbourne cable—Sydney to Canberra—is planned for June 1961, with the hop from Canberra to Melbourne due by Jan. 1962. Similar facilities between Melbourne & Bendigo, Sydney & Maitland and Maitland & Lismore are being provided at the same time by installation of wide-band radio systems. Primary use will be for telephone service but TV & radio programs also will be carried.

First Mexican sponsorship of a U.S. public-affairs show was sold last week by Fremantle International. The show is *20 Century*, produced by CBS-TV. The south-of-the-border purchase was made by Asbestos de Mexico, S.A. through the Publicidad General agency in Mexico City. Overseas sales by Fremantle during the past month, pres. Paul Talbot reports, covered deals in a total of 11 countries, ranging from Denmark to Japan.

Extension of Spanish TV, now limited to Madrid area, is expected soon, according to U.S. Commerce Dept.'s Business & Defense Services Administration, Electronics Div. Plans include construction of stations in Barcelona & Zaragoza, installation of a microwave relay between Madrid & Barcelona. A new 200-kw transmitter is due in Madrid this year. Expected later is construction of stations in Valencia, Santiago, Granada (Mulhacen), Cordoba and Bilbao.

Tight censorship of French TV, which places control of programs in the hands of approval committees established by the Minister of Information, is reported by Britain's *Television Today*. According to a published decree, the newspaper says, "66 personalities in letters, arts & sciences are now the sovereign judges of the artistic, cultural & scientific transmissions & future projects" of French TV.

Transmitters for 5 Swedish TV stations have been ordered from Marconi of England, along with related equipment. The station at Borlange will have 8-kw transmitter power, 60 kw ERP. Stations at Sundsvall, Vasteras, Emmaboda & Vastervik will use 4-kw transmitters, and their ERP will range from 10 to 60 kw. All stations are currently under construction by the Royal Board of Swedish Telecommunications.

Licensed TV receivers in Britain & Northern Ireland totaled 9,346,697 at the end of April, an increase of 91,275 during the month.

## Networks

**Friday Builds Saturday:** The key to sales on Sat., "biggest day of the week for supermarket shopping & auto showroom traffic," is a block-buster TV show on Fri. night, says NBC-TV in a new presentation for its forthcoming lineup of Fri. 8:30-9:30 specials. The network cites an NBC-Advertest study which reported that 2 out of 3 auto dealers named Sat. as their peak day.

With such TV names as Bob Hope, Jerry Lewis, Art Carney & Dean Martin signed for specials in the Fri. slot, NBC-TV hopes to repeat the rating performance of 5 major Fri.-night one-shots (3 with Bob Hope, one each with Fred Astaire and Phil Harris) telecast during the past season, which showed "significantly increased" sets-in-use as a direct result. The boosts ranged from 2 to 6%, representing thousands of additional viewers who normally didn't watch TV at that time.

NBC-TV's heavy schedule of specials, meanwhile, has caused activity on another front: Talent. David W. Tebet, gen. program exec., has been assigned to head an expanded operation for the "coordination & selection of major performing talent for TV network programs," assisted by Richard A. Kelly.

CBS chairman William S. Paley's pay for 1958 ranked among the nation's top 10, reveals a *Business Week* tabulation of corporate salaries. His total remuneration was \$363,469.63, an increase of \$28,078.63 over the 1957 figure. Bethlehem Steel pres. Arthur B. Homer was the nation's top wage-earner, with a salary-bonus income of \$511,249. Some other high salary-bonus incomes: NBC paid chairman & pres. Robert W. Sarnoff \$145,843.00. CBS Inc. paid pres. Frank Stanton \$352,510.56, v.p. Louis C. Cowan \$125,821.50.

Where will Tom McDermott go? This became the latest question in the guessing game surrounding the Benton & Bowles TV-radio exec. v.p. late last week when he announced his resignation June 19 in an executive memo to the agency. He was not, he told us, going to take Hubbell Robinson Jr.'s vacated exec. v.p. post at CBS-TV. Nor was he going to become pres. of Four Star Productions, he added, although both N.Y. & Hollywood buzzed with this rumor. Stated McDermott cogily: "My plans are not definite." The CBS post, network insiders report, has narrowed to a choice between program v.p.'s Bill Dozier & Mike Dann—at Dr. Frank Stanton's request.

TV production of *Young Dr. Malone* soap opera will be assumed June 29 by NBC-TV, with Carol Irwin named NBC's producer of the daytime serial. Writer Julian Funt has withdrawn from the series, and NBC expects to name a new scripter shortly. The show is aired Mon.-Fri. at 3 p.m., with Tues., Wed. & Fri. sponsored by P&G.

Wage clause in new contract signed by CBC & NABET provides for a 3% increase retroactive to Aug. 1, 1958, an additional 3% effective May 1, 1959, and a final 3.775% on April 1, 1960. The contract establishes wage & working conditions until Jan. 31, 1961. NABET represents 1270 CBC technicians.

NBC chairman Robert W. Sarnoff will be keynote speaker at the Broadcasters' Promotion Assn. 4th annual convention, Nov. 2-4, Philadelphia. Other speakers will be *TV Guide* publisher James T. Quirk, H. Preston Peters of Peters Griffin Woodward, and Adam J. Young, Adam Young Inc.

## NETWORK ACTIVITY

Two network hassles were resolved last week to highlight sales activity. Oldsmobile's *Dennis O'Keefe Show* finally found a Tues.-night berth on CBS-TV after the auto maker failed to convince CBS that it would stand up against ABC-NBC competition in a Sun. 7:30 p.m. slot. And, ABC-TV finally got the nod from McCann-Erickson for *Black Saddle* when it provided the agency & client with a list of acceptable station clearances for a late Fri. slot. In other buys, major soaps & cigarets dominated.

### ABC-TV

- Black Saddle (Fri. 10:30-11 p.m.), eff. Oct. 2.  
*Liggett & Myers*, for *Oasis* (McCann-Erickson)
- Colt 45 (Sun. 9-9:30 p.m.), for July 19-Sept. 27 summer period only.  
*Procter & Gamble*, for unspecified products (Benton & Bowles)
- Jubilee, U.S.A. (Sat. 8-9 p.m.), for June 20-Sept. 5 summer period only.  
*Carter Products* (Ted Bates)
- Wednesday Night Fights (10-10:45 p.m.), eff. fall, & continuing through Sept. 1960.  
*Miles Laboratories* (Geoffrey Wade,) and *Brown & Williamson Tobacco* (Ted Bates)

### CBS-TV

- Hotel de Paris (Fri. 8:30-9 p.m.), eff. Oct. 2.  
*Liggett & Myers* (McCann-Erickson) and *Kellogg Corp.* (Leo Burnett), co-sponsors.
- Dennis O'Keefe Show (Tues. 8-8:30 p.m.), eff. Sept. 22.  
*Oldsmobile* (D. P. Brother)
- Wizard of Oz (Sun. Dec. 13, 6-8 p.m. only), telecast of MGM feature.  
*Benrus Watches* (Grey) and *Stephen F. Whitman & Son Candies* (Ayer)
- Small World (Sun. 6-6:30 p.m.), for 33 weeks, eff. Oct. 4.  
*Olin Mathieson Chemical Corp.* (D'Arcy)

### NBC-TV

- Riverboat (Sun. 7-8 p.m.), alt.-wk. 1-hr. sponsorship eff. early fall. Direct negotiation by client.  
*Corn Products Co.*, for *Mazola Salad Oil*, *Skippy Peanut Butter*, *Hellman's & Best Foods Mayonnaise*, & *Karo Syrups* (Various agencies)
- Wichita Town (Wed. 10:30-11 p.m.), eff. early fall.  
*Procter & Gamble* for unspecified products (Benton & Bowles)
- 26th annual All-Star baseball game (Tues. July 7 only, 12:45 p.m. to conclusion). Also to be aired on NBC radio.  
*Gillette Safety Razor Co.* (Maxon)
- Annual Music & Recording Industry Awards (Sun. Nov. 29 in "Sunday specials" showcase)  
*Watchmakers of Switzerland* (Cunningham & Walsh)
- Bonanza (Sat. 7:30-8:30 p.m.) and Laramie (Tues. 7:30-8:30 p.m.)  
*Liggett & Myers* (McCann-Erickson) with alt.-wk. 30-min. segments, *RCA* (Kenyon & Eckhardt) with alt.-wk. 1-hr. segments.

Editorializing on TV news shows, prime-time slotting of public-service programs, and a panel session for press & government officials are on the agenda of that upcoming Westinghouse Bestg. Co.'s all-industry program conference (Vol. 15:18) to be held in San Francisco Sept. 21-23. WBC's program v.p., Dick Pack, expects over 300 station owners, gen. mgrs., and program executives.

## Stations

**NEW & UPCOMING STATIONS:** WENH-TV (Ch. 11, educational) Durham, N.H., became 43rd educational outlet when it began programming June 22, as scheduled (Vol. 15:22), and raised the over-all on-air total to 552 (83 uhf). It has 5-kw GE transmitter & 360-ft. guyed Stainless tower with 12-bay antenna on Saddleback Mt., near Deerfield, N.H., connected via microwave with studios in Memorial Union Bldg. on campus, 14 mi. away. Owner is U. of New Hampshire. Keith J. Nighbert, ex-program director of WKNO-TV Memphis, is station mgr.; Cabot Lyford, ex-WGBH-TV Boston, program mgr.; Alton Hotaling, ex-KUON-TV Lincoln, Neb., production mgr.; Charles F. Halle, ex-WMUR-TV Manchester, N.H., chief engineer.

\* \* \*

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

KICU (Ch. 17) Bakersfield, Cal. has ordered GE transmitter for July delivery and hopes to begin programming Sept. 1, writes Edward E. Urner, gen. mgr. & 20% owner, also owner of Bakersfield radio KLYD. It will use 380-ft. Utility tower. ABC-TV affiliation has been signed. Rates not set as yet, but rep will be Hollingbery.

KEPC-TV (Ch. 56, educational) Tacoma, Wash. has 1-kw GPL transmitter installed, but doesn't plan programming until next fall, reports Olai Hagness, school supt. of grantee Clover Park School Dist. Studio-transmitter building is about  $\frac{3}{4}$  completed and work on 175-ft. self-supporting tower begins in July. Coming from local schools are J. Albert Brevik, who will be program & production director; Fred V. Miner, technical director, and Cloise H. Turner, engineer.

WPCA-TV (Ch. 17) Camden, N.J. has 1-kw used RCA transmitter on hand and hopes to begin programming next Oct., reports director Robert Brzal (onetime asst. mgr. of radio WCBA Corning, N.Y.) for owner Young People's Church of the Air Inc., with headquarters in Philadelphia. The church group acquired CP and its 1-kw RCA transmitter from Ranulf Compton's radio WKDN for \$40,000 earlier this year. It plans to emphasize religious-cultural-educational programming, operating on non-profit basis, but will sell time to church groups & commercial advertisers to meet operating expenses. Ground was broken June 9 for new studios to be added to Wyndmoor, Pa., transmitter house previously used by radio WRCV. Rebuilt antenna, on order from RCA, will be installed on WRCV's former 600-ft. self-supporting tower, which it will share under lease arrangement with tower's present owner George Voron Co., Philadelphia mfr. of electronic test & communications equipment. Dr. Percy B. Crawford is pres. & 40% owner (with wife) of Young People's Church; Charles Pugh, music director at Grace Chapel, Havertown, Pa. will be station mgr.; William Drury, associate of Dr. Crawford, sales mgr.; John Adison, ex-WXIX Milwaukee, chief engineer. In order to gain viewers, WPCA-TV is offering uhf converter & antenna at \$14.95 cost price to Philadelphia church members. Base hourly rate not set, rep not chosen.

\* \* \* \*

CHAB-TV (Ch. 4) Moose Jaw, Sask., delayed by winds & uncertain weather in getting 12-slot RCA antenna installed on 440-ft. Stainless tower, hopes to start soon, although previous June 1 target became "hopeless," reports station mgr. Sid Boyling. It has 6-kw RCA transmitter ready at site in Cairn, Sask. Base hour will be \$200.

**Catholic Broadcasters:** More than 400 religious & lay broadcasters attended the 11th annual Catholic Broadcasters Assn. meeting in Detroit last week to hear several religious, industry & entertainment figures analyze TV-radio in light of the "Miranda Prorsus" encyclical of Pope Pius XII. Bishop John King Mussio (Steubenville) told the broadcasters that the encyclical (which says the primary aim of TV-radio is to serve truth & virtue) "is exactly that firm hand of direction needed so urgently here in the U.S. in order that our best national interests can be rightly served."

The 3-day meeting also explored the business of TV-radio operations. Nielsen v.p. Eric E. Sundquist, for example, told the meeting that critics of rating services "display an overwhelming ignorance of the role of broadcast research in the economics of TV. We don't call the plays. We just report the facts. . . . When more culture & classics are broadcast, it will be because the public is watching, not because of a culture lobby." Among other lay speakers: WBC pres. Donald McGannon, CBS Radio pres. Arthur Hull Hayes, Ed Sullivan, TV & radio chief Frank Dunham of the U.S. Office of Health, Education & Welfare.

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Seeking a crack at Ch. 10, Terre Haute, in the event WTHI-TV wins authority to shift to Ch. 2, WICS (Ch. 20) Springfield, Ill. went to the Court of Appeals last week to challenge an FCC decision blocking it from filing for Ch. 10. WTHI-TV and Illiana Telecasting Corp. are competing for Ch. 2, while Livesay Bcstg. Co. is contesting WTHI-TV's right to continue on Ch. 10. WTHI-TV and Livesay have asked FCC to waive "McFarland letters" and designate them for hearing—which the Commission did, thus precluding anyone else from joining the competition for Ch. 10. WICS' appeal asserts that the FCC had no authority to waive the McFarland letter. Further complicating the situation is the fact that the Court of Appeals recently reversed FCC's decision which assigned Ch. 2 to Terre Haute (and also shifted Ch. 2 from Springfield, Ill. to St. Louis). For the present, at least, there's no Ch. 2 in Terre Haute.

Transfer of KXII (Ch. 12) Ardmore, Okla. to Texoma Bcstrs., controlled by KWTX-TV Waco, Tex. in deal involving \$141,666 was approved this week by FCC. Commission previously had approved sale of station for \$160,000 to Texoma Land TV, headed by Bill Hoover of KTEN Ada, Okla., but rival Texoma Bcstrs. filed application to buy station, saying Texoma Land contract expired before FCC approved sale (Vol. 15:17). Two weeks ago FCC turned down request by Hoover's group for extension of time to take over station (Vol. 15:23).

Deintermixture of Evansville, Ind. stands, as far as the U.S. Supreme Court is concerned, for it declined last week to review a Court of Appeals decision which had upheld FCC. The case involved the shift of Ch. 7 from Evansville to Louisville and Ch. 9 from Hatfield, Ind. to Evansville—reserving Ch. 9 for educational use. WTVW (Ch. 7) Evansville was ordered to show cause why it shouldn't shift to a uhf channel. Ch. 9 applicants WVJS & WOMI had appealed on the grounds that the FCC hadn't given them adequate legal notice of its intention to make Ch. 9 educational (Vol. 14:51).

Purchase of the facilities of WFAM-TV (Ch. 59) Lafayette, Ind. and of the station's CP for Ch. 18 for \$65,000 by Sarkes Tarzian Inc. (Vol. 15:19) was approved by FCC last week.

Canadian TV applications scheduled for July 7-9 hearing by Board of Broadcast Governors are: CKPG Television Ltd., Aurora TV Ltd. and W. G. Crockett, competitors for Ch. 3 in Prince George, B.C.; CKSA Television Ltd. for Ch. 2 in Lloydminster, Alta.; La Television de la Baie des Chaleurs Inc. for Ch. 12 in New Carlisle, Que. Also to be considered are applications for Ch. 7 satellite in New Glasgow, N.S. by CFCY-TV, Charlottetown, P.E. I., as well as following 4 Manitoba satellite applications by CKX-TV Brandon, Man.: Ch. 6 in The Pas, Ch. 10 in Swan River, Ch. 3 in Flin Flon, Ch. 8 in Moon Lake. Request to boost power to 62-kw by CJON-TV (Ch. 6) St. John's, Newfoundland, also is on agenda.

**Equipment shipments:** RCA—shipped superturnstile antenna June 9 to WSAZ-TV (Ch. 3) Savannah, planning boost to 100-kw; 25-kw amplifier May 20 to WEDU (Ch. 3, educational) Tampa, planning boost to 56.2-kw; superturnstile antenna May 4 to WGR-TV (Ch. 2) Buffalo, planning move to 700-ft. tower at new site. GE—5-kw transmitter and microwave equipment June 2 to KTVI (Ch. 2) St. Louis, planning move to 1000-ft. tower at new site in Sappington, Mo. (4-bay batwing antenna was shipped May 20); 1-kw transmitter May 25 to KHTV Portland, planning to reactivate Ch. 27 there.

Another step in TvB's push to "sell TV via TV" was taken last week when members received a series of 13 animated film spots with the theme "People Are Sold on Television." The Bureau's on-the-air image drive began last Nov. and member stations have contributed more than \$5 million in time to the project. The current package of spots includes a 20-sec. announcement showing the increase in summer viewing this year over last and a 10-sec. spot pointing out that 84% of the U.S. population see TV each day. The Wexton Co. is agency for the campaign.

Local specials are worth it, concludes *Sponsor* in a case-history of a one-time splurge produced & telecast recently by KMOX-TV St. Louis for the Community Federal Savings & Loan Co. The filmed TV special cost the sponsor \$15,775, approximately the price of a planned roto section, and produced immediate & long-range institutional & sales benefits. As the sponsor's pres. John H. Armbruster put it: "Above & beyond dollar gains, we have attained stature in the minds of thousands."

Meeting newspaper strike in St. Louis, now 2 weeks old, TvB retail-sales v.p. Howard P. Abrahams, last week urged ad mgrs. of St. Louis retail & department stores to use TV in the "advertising emergency." He also sent a storyboard showing retailers how to translate print media elements into TV commercials, using slides & off-camera voice. "We believe," said Abrahams, "that an examination of this technique will put you on the right road for effective TV preparation."

Question of diligence in prosecution of the CP held by KSOO-TV (Ch. 13) Sioux Falls, S.D. was raised last week by the FCC in designating for hearing the application of the grantee for additional time to build. The grant was made July 1957. Also questioned was a stock option agreement held by the owners of WDAY-TV (Ch. 6) Fargo, N.D. which would give them control of KSOO-TV & KSOO.

Sale of "Jacksonville Journal," owner of off-air WJHP-TV (Ch. 36) Jacksonville, Fla. to the publishers of the *Jacksonville Times-Union* for an undisclosed amount was announced last week. The newspaper is owned by John H. Perry interests, which also own WESH-TV (Ch. 2) Daytona Beach and 40% of radio WNDB there.

## Auxiliary Services

**TELEMETER REJECTS FCC TEST:** Paramount-owned International Telemeter doesn't "presently contemplate" an on-the-air pay-TV test as authorized by the FCC, but instead will rely on closed circuit because it's "more economic."

That was the gist of a 5-page statement by Telemeter pres. Louis A. Novins, read at a press conference in Los Angeles last week. Novins went into great detail to explain that broadcast pay TV would be more costly because of time charges, availability of multi-channel closed-circuit equipment and existence of pre-wired CATV systems. He conceded, however, that "at a certain point of saturation in a large market, the economics of a broadcast system can be more favorable," and added that "Telemeter's broadcast system is prepared for that eventuality."

Simultaneous announcement by Trans Canada Telemeter Ltd., div. of Famous Players Canadian Corp. (Paramount's Canadian affiliate) stated that Toronto suburb Etobicoke would get the first Telemeter system. "Starting with more than 70 miles of TV cable, with a potential of 13,000 homes, the system will be readily expandable to serve 40,000 homes in the west Toronto area," said the announcement. "It is planned that at least 5000 home units will be installed next fall & winter." Initial investment by Famous Players was said to be about \$1.25 million.

Continued Novins: "We are actually considering a study & arrangements for a choice of locations for Telemeter in the U.S." Said Telemeter v.p. Paul MacNamara: "We are manufacturing coin boxes at a considerable investment. I can't say how many are in production; we expect 10,000 by the end of the year."

When we asked if Telemeter would finance wiring of cities such as Los Angeles, the reply was emphatically no—that "entrepreneurs" would provide such financing, that Telemeter would provide the service, technical facilities, knowhow and programming. Novins estimated it would cost about \$100 a home for original wiring.

"As we see it, it would be a local operation financed by local people. They would put up the money for the cost of wiring—we would do the rest," said Novins. Also mentioned were the possibilities of tie-ins with the telephone company & CATV.

When Novins was pressed for facts regarding Telemeter operations in the U.S., he replied that "deals are now in negotiation. We are deeply involved in programs of national significance." There was an indirect swipe against rival Skiatron with the remark, "We don't want any blue-sky talk about giving you the Bolshoi Ballet, the Giants or the Dodgers." Novins also criticized the Bartlesville, Okla., pay-TV test which failed, in his opinion, because "they charged a flat rate for a block of pictures. We don't believe entertainment can be sold on a block basis. The public is entitled to its choice. Also, at Bartlesville they confined their programming to movies. That was a mistake. Why didn't they put on the Oklahoma football team games?"

When we asked him about Telemeter's Palm Springs test of 5 years ago, Novins blamed its troubles on a Palm Springs drive-in theater operator who he said complained to the Govt., alleging that companies other than Paramount wouldn't supply movies. He added that the test "was never intended on a continuing basis," and the facilities used then are now "obsolete."

He also read a statement from Paramount pres. Barney Balaban on studio policy toward pay TV: "We will

study each situation & the problems it presents as we do in the licensing of our product to theatres . . . We will consider the market in each situation & what the new medium can produce for us in revenue. We will consider the new medium as though any customer came to us & asked for our pictures . . . We producers will have to look to an expanding market whether in the theater, in the home, and most likely, from both sources."

Guardian Electric Co. of Chicago has been producing Telemeter units since October, and will begin to roll them off the assembly lines by the end of this month, he said.

**Teepae TV:** Jicarilla Apache tribe's application for a "TV booster or translator station" to operate on Ch. 4, retransmitting the signal of KOB-TV (Ch. 4) Albuquerque to the village of Dulce, N.M., was returned by FCC last week. The Commission explained that it isn't authorizing vhf boosters yet. Tribe's letter said that it already had a TV booster station operating but was having a little trouble trying to install control & monitoring equipment some distance from the booster and would like to send a representative to Washington and discuss the problem.

CATV-booster witness list for Senate Commerce Committee's hearings isn't complete but here are those scheduled to date: June 30—ex-Sen. Edwin Johnson (D-Colo.) and 14 booster operators. July 1—Ed Craney, KXLF-TV Butte, Mont.; Rex Howell, KREX-TV Grand Junction, Colo.; Marshall Pengra, KLTV Tyler, Tex.; Frank Reardon, KULR Kalispell, Mont.; William Grove, KFBC-TV Cheyenne, Wyo. July 7 et seq. (CATV witnesses)—A. J. Malin, Laconia, N.H.; E. Stratford Smith, NCTA gen. counsel; Henry Griffing, Oklahoma City; Charles Clements, Waterville, Wash.; Clifton W. Collins, Ephrata, Wash.; A. Earl Cullum, Dallas consulting engineer, for new TV repeater technical committee; Archer Taylor, Missoula, Mont.; Robert Murphy, Casper, Wyo.; Glenn Flinn, Tyler, Tex.; Robert J. Tarleton, Landsford, Pa.; Sanford Randolph, Clarksburg, W. Va.; Milton J. Shapp, pres. of Jerrold Electronics Corp.

New CATV system started June 4 in Massena, N.Y., built by Entron, offers 5 channels: WCAX-TV (Ch. 3) Burlington, Vt.; CBOT (Ch. 4) Ottawa; CBMT (Ch. 6) Montreal; WPTZ (Ch. 5) Plattsburgh, N.Y.; WCNY-TV (Ch. 7) Carthage-Watertown, N.Y. It's operated by Antenna System Corp. of Massena, owned by Robert LaPlante, Myron Horowitz and William Graham.

New medium for in-store promotion of drugs not normally advertised to the public is being tested in N.Y. "Pharmony," an in-store broadcast system, is piping a mixture of soft music & discreet commercials into 20 drug-stores. Five major drug firms are participating in the June-thru-Aug. test, which seeks to solve problem of consumer advertising of ethical drugs heretofore promoted only to doctors & druggists.

New CATV system in Crockett, Tex. has been authorized, city council granting a franchise to Cablevision Ltd.

Translator start: K73AN Eureka, Nev. began May 20 repeating KUTV & KTVT Salt Lake City.

Telefusion Cabled TV, CATV system in Kitchener, Ont., discontinues June 30.

Single translator CP granted by FCC last week was for Ch. 72, Ukiah, Cal. to Television Improvement Assn.

## Educational Television

**Anti-ETV Students:** Students at Compton (Cal.) College, which has been a leader in experimental classroom TV (Vol. 15:2), have been demonstrating on the campus to protest TV classes. Some 200 Compton students hanged in effigy a figure labeled "Pioneering Spirt," and waved banners proclaiming "TV Eliminates Discussion" and "TV Eliminates Student-Instructor Relationship," then circulated petitions against ETV.

Sophomore Ted Hallisey, who admitted he "more or less instigated" the rally, said about 1500 students have signed petitions to the state Board of Education protesting televised instruction in algebra, English and psychology. Added Hallisey: "The teachers are against TV classes 100%." Compton pres. Paul Martin agreed, and opined that disgruntled faculty members were behind the protest.

The Cal. Teachers Assn. disclaimed any involvement in the student demonstration by "any member of the staff or officer" of that group. Dr. Lionel De Silva, exec. secretary, said the teacher group has been concerned over the Compton TV program, and added: "The essential issue at Compton is the quality of instruction in the filmed teaching experiment."

The program, instituted to meet a teacher shortage & save money, is threatened with the loss of state average daily attendance money, according to Martin. Soon after the state teachers assn. went on record as opposing TV classes, the state Board of Education indicated it would not pay average daily attendance money for such classes. An opinion by the state's Attorney General is pending.

"Future of American education" is being shaped by TV in the famed 5-year Washington County (Md.) closed-circuit educational project, which wound up its 3rd year this month, the *Washington Post & Times Herald* reports. A round-up story about results of the ETV experiment says Hagerstown teachers "find it difficult to conceal their enthusiasm." States supt. Wm. M. Brish: "TV is enriching our whole school program." TV teacher-pupil intimacy is such that youngsters call out answers to questions, wave goodbye to the sets when class is over. One first-grader carried a modeled clay figure to the screen, asked his TV art teacher: "Mr. Roberts, did I do it right?"

**Medical Teaching Booming:** The teaching of medicine & dentistry via closed-circuit TV has developed considerably more than is generally realized. Attendance at the Navy's first medical-dental TV workshop, last week at the Naval Medical Center, Bethesda, Md. June 15-16, was expected to be some 30-40. Actually 225 showed up (including a substantial sprinkling of manufacturers' representatives from RCA, Ampex, Raytheon, Giantview, Ciba, Jerrold, Dage, and Telechrome). And Rear Adm. T. F. Cooper reported that more than 2/3 of the nation's dental schools are now using or immediately plan to use TV.

Attendees were told that the average installation runs \$60,000—from \$8000 for a 2-camera, 4-monitor system at the U. of Pa. dental school to the Tex. Medical Center's 6-camera, 63-monitor installation. Ernest Rausch, of Ohio State U. dental school, reported that the system there ran \$43,500 for a 2-camera, 27-monitor setup. Lt. Comdr. Edward W. Bird, Center TV project officer, warned that cable & installation costs are unexpectedly high. Cutting through walls & running conduits at the Center cost \$39,000 he said.

Sessions included demonstrations & discussions of cameras, lighting, microscopy, surgery.

## Programming

**PROGRAM "SATURATION LEVELS":** Are Westerns galloping on TV toward a point-of-no-audience returns? Are quiz shows continuing to lose their viewers? Which program types are reaching levels of viewer saturation? Programming executives & admen may find basic answers to questions like these in the special study (of Feb. 1959 vs. Feb. 1958—a peak viewing month) that appears below. It was prepared exclusively for us by A. C. Nielsen.

	Nighttime Network Programming Time			Nighttime U.S. Viewing Time		
	1958	1959	% Change	1958	1959	% Change
Drama—30 min. ....	4%	5%	+25%	5%	5%	—%
Drama—60 & 90 min. ..	8	7	-12	8	7	-12
Variety—30 min. ....	9	9	—	7	8	+14
Variety—60 min. ....	18	18	—	16	13	-19
Western—30 min. ....	7	11	+57	10	14	+40
Western—60 min. ....	4	7	+75	5	10	+100
Adventure—30 min. ....	7	6	-14	6	5	-17
Situation comedy .....	13	11	-16	15	12	-20
Quiz & audience participation .....	9	6	-33	10	7	-30
Suspense .....	10	7	-30	10	8	-20
Information .....	5	8	+60	3	6	+100
Miscellaneous .....	6	5	-17	5	5	—
	100%	100%		100%	100%	

The figures show that 60-min. variety continued to take the big bite out of nighttime program hours, repeating last year's 18% performance. However, in ability to capture viewing time, it dropped 19% off its 1958 pace.

Significantly, for trend purposes, the short & long Westerns paced the big gains across the board. The 60-min. Western showed a 75% increase in time on TV screens. The time was well spent, since it had a 100% gain in viewing time. The short bang-bangs increased 4 percentage points both in share of programming & viewing time.

Of particular importance to those who find such things of particular importance, information programs—news specials, documentaries, public affairs—increased 3 percentage points in share of programming time, and doubled their take of the viewing time.

As indicated in the chart above, the only program types to increase both in classifications of programming & viewing time this year are those strange bedfellows Westerns & information programs. The 30-min. drama got 25% more time on nighttime network in 1959 vs. 1958, but it was unable to capture any additional share of viewing time.

In total programming time, everything else on the board went downhill. Fewer hours by far were programmed in 1959 for the quiz, situation comedy, 60-min. drama, suspense, and adventure programs. Naturally enough, every program that attracted fewer programming hours also attracted less viewing time.

The short & long Westerns loped ahead of the pack, but there's no indication of saturation yet, for although Western programming increased in 1959, Western viewing increased even more. Despite their 1959 gains, Westerns still accounted for only 18% of total nighttime programming, as against variety's 27%. Nevertheless, Westerns attracted 24% of the viewing to take first honors over the heavier-scheduled variety shows—which attracted only 21% of viewing time.

Revised ASCAP anti-trust decree will be upcoming soon from the Justice Dept., Rep. Roosevelt (D-Cal.) indicated last week. He had scheduled a meeting of his House small business subcommittee to question justice officials on their year-long delay in negotiating new anti-trust terms with ASCAP. (Vol. 15:21), but called it off.

**Radio World Wide Opens Shop:** Plans for an AP-like news & feature service in the radio field by Radio World Wide took another step toward actuality late last week in N.Y. A meeting of the RWW board was held, attended by other charter subscribers, following the filing in Delaware June 12 of the group's incorporation papers.

Elected as chairman was Herbert L. Krueger, v.p. & gen. mgr. of WTAG Worcester, with Paul W. Morency, pres. of WTIC Hartford, named vice chairman, along with John F. Patt, pres. of WJR Detroit. Charles R. Cutler, of the Washington law firm of Kirkland, Ellis, Hodson, Chafetz & Masters, was named RWW pres. & secy. pending selection of a full-time chief exec. Irvin Gross, v.p. & treas. of WHAM Rochester, was named treas. Additionally, an executive committee, drawn from the board of directors, was appointed.

No official starting date for the radio service was named, although RWW's ultimate aim is to have as much as 40 hrs. weekly of news, public affairs, service features, exchange programming & entertainment. No attempts will be made to sell RWW outlets on any kind of "group" or "network" basis. Station fees for the service will be determined on "a formula based on the station's nighttime 1-min. spot rate."

The fast start of RWW is viewed, in some quarters, as a real slap in the face of old-style network radio. WHAS Louisville—whose v.p. & dir. Victor A. Sholis is on RWW's executive committee—was, for example, a CBS radio affiliate since 1932. Last week, Sholis wrote to CBS radio pres. Arthur Hull Hayes to state his regrets at severing a 27-year affiliate relationship, but said he felt the move was "mandatory if WHAS is to remain the medium of importance it has been to listener & advertiser alike."

**Bolshoi Up for Grabs:** Matty Fox was, reportedly, in real trouble with his \$1.2 million quartet of Bolshoi Ballet tapes late last week. Deals to air the tapes on NBC-TV or on a syndicated basis had virtually fallen through because of failures to meet the network's deadline for money to guarantee time costs and because of lack of sufficient station interest in Fox's plan to pay the sizable costs of the shows from voluntary contributions of dollars from viewers.

Bolshoi ballet tapes made at KTLA Los Angeles have been transferred to film at NBC by Matty Fox of Skiatron. Technicians in on the just-completed transfer at NBC say the completed 35-mm "film" is in actuality a kinescope of tape, not theatrical film. Fox wasn't available for comment.

More, not fewer Westerns is TV's big need, says writer-producer Frank Gruber (*Shotgun Slade*) to varmints who want TV to come in off the range. The 32 Westerns scheduled for next season, he figures, add up to only 18 of TV's weekly 35 prime hours. Hardly enough, he tells us. He sees a need for 10-20 more Westerns weekly, to satisfy both viewers who want 'em & advertisers who can draw maximum audiences with 'em. "Shall a handful of long-haired eggheads tell the public they should watch only bumbling old men tell the rest of us what's wrong with the world? The American public," he declares, "is fed to the teeth with impending disaster. We want to close the door on the world of reality. We want to relax. We want to be entertained."

Liberace won a \$22,400 verdict last week in his libel suit against British columnist Cassandra, who implied the American entertainer was a homosexual—a charge Liberace denied under oath.

## Television Digest

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**Personals:** Robert H. Hinckley has retired as v.p. in charge of the Washington office of ABC-TV, but will continue as a board member & member of the exec. committee of the board.

CBS last week named 15 v.p.'s to its TV & radio stations divs. as follows: TV stations div.: H. Leslie Atlass, WBBM-TV Chicago; Clark George, KNXT Los Angeles; John Schneider, WCAU-TV Philadelphia; Frank Shakespeare Jr., WCBS-TV N.Y.; Eugene B. Wilkey, KMOX-TV St. Louis; Harvey Struthers, TV station services; Bruce Bryant, TV spot sales. Radio stations div.: E. H. Shomo, WBBM Chicago; Fred Ruegg, KNX Los Angeles; Joseph T. Connolly, WCAU Philadelphia; Sam J. Slate, WCBS N.Y.; Robert Hyland, KMOX St. Louis; Thomas Y. Gorman, WEEI Boston; Maurie E. Webster, KCBC San Francisco; Milton F. Allison, radio spot sales.

Frank Warren named gen. mgr., Hawaiian Bestg. System (KGMB-TV Honolulu, KMAU-TV Maui, and KHBC-TV Hilo), succeeding Melvin B. Wright (Vol. 15:24) . . . William H. Watkins, engineering asst. to Comr. Craven, named asst. chief engineer of FCC in charge of frequency allocations & treaty div., succeeded by George K. Ashenden from Office of Opinions & Review . . . Miller C. Robertson has resigned as station mgr. of KIRO-TV Seattle . . . C. Wesley Quinn promoted to local sales mgr. of WFLA-TV Tampa.

Henry J. Zittau elected v.p.-treas., United Artists Associated. Herbert T. Schottenfeld and W. Robert Rich, named v.p.'s; Fred Hyman v.p.-secy. . . James Thrash appointed mgr., CBS Films Atlanta Office, succeeding James H. McCormick, named account supervisor, N.Y. office . . . George Faber promoted from CBS newsfilm Midwest mgr. to new post of publicity mgr., CBS Films—Hollywood, headquartering in Los Angeles . . . Jean Meredith, ex-Benton & Bowles, Hollywood, named CBS West Coast special projects dept. head, effective July 6 . . . James J. Rue, ex-KTLA Los Angeles, named exec. asst. to pres. of KCOP, same city.

Mark Wodlinger, ex-sales mgr., WOC-TV Davenport, named national sales mgr., WMBD-TV Peoria, continuing as exec. v.p., Community Telecasting Corp., Moline Ch. 8 applicant . . . Harvey Chertok named mgr. of NTA merchandising dept., succeeding Irving Lichtenstein, now mgr. of WNTA Newark . . . William Crumley, ex-v.p. of Young TV Corp., appointed Weed marketing & research dir.

Jack Lightner promoted from asst. promotion mgr.

to promotion mgr., WREX-TV Rockford, Ill., succeeding Charles Olson (Vol. 15:23) . . . Scott Kember, ex-Reitter & Orme Adv., Sacramento, named advertising & promotion director of KOVR there . . . J Stuart MacKay promoted from v.p.-managing dir., to pres. All-Canada Radio & TV Ltd., rep firm. Reo C. Thompson promoted from TV div. mgr., to gen. mgr. of the company . . . Holt Gewinner promoted from radio sales promotion mgr. to promotion & publicity director of WSB-TV & WSB Atlanta . . . Robert J. Sullivan, ex-Corinthian Bestg. adv. & promotion dir., named promotion mgr., RAB.

Robert E. Sherwood TV Awards' top prize of \$5000 went last week to CBS-TV's *Playhouse 90* production of "Made in Japan," a study of an American GI's prejudice overseas. Mrs. Eleanor Roosevelt made the presentation. A runner-up award of \$2500 went to an episode titled "Twenty Cent Tip" on the *Loretta Young Show*. Other prizewinning shows in the 4th annual presentation were mainly in the news & special events area, with NBC-TV landing 3 awards for "Report from Alabama," "The American Stranger" (on *Kaleidoscope*), and *Project 20's* "Meet Mr. Lincoln." CBS scored with its Ed Murrow-Fred Friendly *Small World* series, and ABC-TV with its *Bishop Pike* shows. In the opinion of the jurors, who included Mrs. Roosevelt, Gilbert Seldes & Robert Hutchins, the 7 shows "dealt most dramatically & effectively with the subjects of freedom & justice."

New NAB radio board chairman is v.p.-gen. mgr. F. C. Sowell of WLAC Nashville, elected in Washington last week to succeed gen. mgr. J. Frank Jarman of WDNC Durham, N.C. Moving up to vice chairman is Mayor Thomas C. Bostic of Yakima, Wash., v.p.-gen. mgr. of Cascade Bestg. Co. (KIMA-TV & KIMA Yakima, etc.) He succeeds pres.-gen. mgr. Robert T. Mason Sr. of WMRN Marion, O.

Alphonse Ouimet, CBC pres., received the Julian C. Smith medal from the Engineering Institute of Canada for his contribution to the growth and development of Canadian TV.

FCC Comr. Rosel Hyde will be sworn in for his new term June 23 by Court of Appeals Judge John A. Danaher.

Pauline Frederick, NBC News' U.N. correspondent, received an honorary LL.D. from Mount Holyoke College.

Suicide of George Reeves last week was triggered, his friends said, by despondency over typecasting which prevented the 45-year-old star of TV's *Superman* series from working regularly for 2 years. Although re-runs of the popular TV show are still being shown, the actor received no residuals. Commented Screen Actors Guild natl. exec. secy. John L. Dales in a press release: "The Guild has long recognized the grave difficulties created for an actor who gets so well established in a particular role that he cannot find employment in any other. This was true to a certain degree in theatrical motion pictures but is even more evident in TV pictures. It was for this reason that the Guild established by collective bargaining the principle of residual payments to actors for re-runs of TV films."

### Obituary

Clay Yurdin, 40, died June 15 of a heart attack in Fort Lauderdale, Fla. Co-head with Phil Melillo of Production Alliance, a mobile video tape firm, he was preparing for last Saturday's telecast of the "Mrs. America" pageant. He is survived by his wife, daughter and son.

## Advertising

**Quizzing the Admen:** FCC will meet the admen July 7—and for about 2 weeks thereafter—when the Commission resumes its network program inquiry (Vol. 15:9 et seq.) with hearings in the U.S. Courthouse, Foley Square, N.Y.

The purpose, as the Commission's staid announcement put it: "This investigatory proceeding is concerned with the policies & practices pursued by the networks and others in the acquisition, ownership, production, distribution, selection, sale and licensing of TV programs."

FCC chief counsel in the case, Ashbrook Bryant, says that the hearing is expected to run about 6 days (3 days each week). Some 8-15 witnesses from large & small agencies, still unidentified, have agreed to appear—although some may prefer to be subpoenaed, to show they aren't volunteering. Bryant says that witnesses won't necessarily be the heads of the agencies, rather, "those on the firing line of programming." There are no plans to call representatives of advertising associations. "We're going into considerable detail," Bryant said, "into the function of the agency in programming." To guess who might testify, one can simply pick out the top TV men of the top agencies—Ted Bates, J. Walter Thompson, Young & Rubicam, Benton & Bowles, BBDO, etc. The N.Y. press will have a field day.

Commerce Dept.'s new Advertising Committee, within framework of the National Distribution Council of business advisers, will hold its first meeting in Washington next Monday (June 29). NAB pres. Harold E. Fellows represents broadcasters on the Committee, which is headed by pres. Frederic R. Gamble of the American Assn. of Advertising Agencies. Other members: Wm. K. Beard (Associated Business Publications), Paul B. West (Assn. of National Advertisers), Robert E. Harper (National Business Publications), John C. Freeman (National Industrial Advertisers Assn.), Charles W. Collier (Advertising Assn. of the West), C. James Proud (Advertising Federation of America), E. C. Nash (Agricultural Publishers Assn.), Cranston Williams (ANPA), Robert F. Delay (Direct Mail Advertising Assn.), Robert E. Kenyon Jr. (Magazine Publishers Assn.), Harold B. Mers (National Assn. of Transportation Advertising), Edgar S. Bayol (National Editorial Assn.), Karl L. Ghaster Jr. (Outdoor Advertising Assn.).

New reps: Transcontinent TV stations (WROC-TV Rochester, WGR-TV Buffalo, WNTP-TV Scranton-Wilkes-Barre, WSVA-TV Harrisonburg) to Petry July 1 (from Peters, Griffin, Woodward for all except WNEP-TV, which moves from Avery-Knodel). Skyline Network stations (KID-TV Idaho Falls, KLIX-TV Twin Falls, KOOK-TV Billings, KXLFF-TV Butte) to Hollingbery July 1 (from Gill-Perna). KCIX-TV Nampa to Weed (from McGavren-Quinn). WAIM-TV Anderson, S.C., to Devney (from Headley-Reed).

Radio WKFM Chicago is suing Pulse for \$577,500, charging discriminatory practices because the rating service failed to list the station in a recent measurement study. Pulse dir. Sydney Roslow said that the charge is "wholly without basis," that many stations are omitted from such studies.

New agency for all Storer Bestg. Co. advertising will be Peter Finney & Co., Miami, as of Aug. 1. James M. Woodman will be account exec.

**In Other Media:** *Look's* ad rates rise with magazine's Feb. 16, 1960 issue, to meet increased production costs. Simultaneously, circulation guarantee increases to 6 million from current 5,550,000 . . . In the face of *Life's* newsstand price cut, and *Time's* 15¢ test, *SatEvePost* June 27 issue increases by 5¢ to 20¢ in three states—may presage a national hike. *Post* circulation is at a new high of 6.2 million and ad revenue for first-half of 1959 is \$3 million ahead of first-half 1958 . . . *Time* this week devotes its cover story to Shirley MacLaine, of movies and TV . . . Another TV personality to get the cover treatment is AB-PT pres. Leonard Goldenson, in the June 15 *Forbes*. Guided by the principle that the public must have what it wants, even if that means overloading on Westerns, Goldenson, says the article, has increased ABC revenues 5-fold since 1953 . . . *The Gallagher Report* predicts forceful moves by the Sunday supplements to combat TV's inroads. They're losing ad pages in bunches, as figures for first-half 1959 vs. first-half 1958 show: *American Weekly* is off 41.8%, *Family Weekly* minus 19.6%, *This Week* down 14.5% and *Parade* off 9.4%. *Printers' Ink*, in a survey of lineage for first-half 1959 vs. first-half 1958, shows Sunday supplements off 12.6%, following a May loss of only 0.2%.

**Advertising People:** Sylvester L. (Pat) Weaver, former NBC chairman and more recently advertising consultant to Kaiser Industries and McCann-Erickson, named McCann-Erickson (International) chairman.

John Boyd, Clifford Dillon, Emile Frisard, Muriel Haynes, Gabriel Ondeck and Otto Prochaska, v.p.'s & asst. creative dir.'s, Compton Adv., named creative dir.'s. . . Henry L. Musser named v.p., Doherty, Clifford, Steers & Shenfield . . . William D. Fisher appointed v.p. & broadcast programming dir., Gardner Adv.

Vincent F. Aiello has resigned as senior v.p., MacManus, John & Adams . . . Victor W. Canever named senior v.p., D. P. Brother . . . Harwood Hull, exec. v.p., Publicidad Badillo Inc., San Juan, Puerto Rico, elected pres., Adv. Agency Association of Puerto Rico.

James P. Wilkerson & Edward L. Bond Jr. named senior v.p.'s of Young & Rubican, operating in the international & contact divisions respectively . . . William T. Kammerer, William J. Kennedy, Winston W. Kirchart and Martin J. Murphy elected Ted Bates v.p.'s.

TV ad dollars from toys zoomed 61% in 1958 vs. 1957, reports TvB, and the number of toy makers in TV rose 89%. The toy & games industry's 1958 TV picture showed more than \$3.5 million invested by 121 firms, compared with 1957's \$2.175 million by 64.

### Station Rate Increases

Station	Base Hour	Minute	Date
WTTG Washington .....	\$1300 to \$2000	\$120 to \$160	June 1
WKRC-TV Cincinnati .....	1200 to 1300	330 to 350	May 1
WLWA Atlanta .....	1000 to 1100	225 to 275	May 1
WBRC-TV Birmingham ....	850 to 1000	250 to 300	June 1
WAPI-TV Birmingham ....	800 to 900	250 to 275	June 1
KARD-TV Wichita .....	750 to 700†	150 to 165	May 15
WFGA-TV Jacksonville ....	600 to 750	150 to 200	June 1
WMT-TV Cedar Rapids ....	625 to 700	135 to 160	June 1
WKRQ-TV Mobile .....	500 to 550	120 to 140	May 1
WCSH-TV Portland, Me. ..	500 to 550	100 to 110	May 1
WRGP-TV Chattanooga ..	490 to 450	80 to 100	June 1
WLBZ-TV Bangor .....	325 to 375	65 to 75	May 1
*KID-TV Idaho Falls .....	250 to 275	70 to 82.50	June 1
KMMT Austin, Minn. ....	200 to 250	40 to 50.	May 1
*KOOK-TV Billings .....	200 to 250	45 to 62.50†	June 1
*KFBB-TV Great Falls ....	225 to 250	65 to 75	June 1
KTRE-TV Lufkin .....	225 to 250	45 to 60	July 1

\*Skyline TV Network (KID-TV, KLIX-TV Twin Falls, KOOK-TV Billings, KXLFF-TV Butte, KFBB Great Falls) has raised base hour from \$975 to \$1011.50, min. \$275 to \$303.50. †Decrease. ‡20 sec. only.

At Cannes international ad film festival (19 nations), American TV commercials walked off with virtually all the top awards, Wallace A. Ross, American delegate, tells us.

The TV Grand Prix (453 entries) was awarded to Calo Dog Food commercials, produced by Casade Pictures (Hollywood) for Foote, Cone & Belding. A similar Grand Prix in the cinema ad category was awarded, in a field of 442 entries, to the no-dialog Chevrolet station-wagon TV commercial, produced by Lawrence-Schnitzer Productions for Campbell-Ewald. A first prize for 30-sec. animated spots went to the Ford dealers "shaggy dog" TV commercial (Playhouse Pictures for J. Walter Thompson). First & 2nd prizes for animated 60-sec. commercials went to Piel Bros. and Andersen Soup commercials. Special commendations were also given to U.S. TV commercials for Coty, Dial Soap, Zest, Chesterfield, Charmin Tissue, Carling's Stag Beer and Lestoil.

News of the Cannes winners, however, was received with mixed feelings in some N.Y. film circles last week. McCann-Erickson, for instance, entered 10 film commercials in the competition. It cost a minimum of \$37 for each 60-sec. entry to cover fees, print costs, shipping, and French-translated entry forms. The agency's films were not shown, with festival authorities saying "They were not received." A similar fate was experienced by Gene Deitch Associates, which entered 2 commercials that disappeared en route. Other hassles centered on the festival's "unclear rules of entry & arbitrary decisions."

Auto veil of secrecy is being clamped on NBC-TV by major makers (Ford, Pontiac, Plymouth, Buick, Chrysler) who have asked the network not to announce the exact dates on which their fall specials will be aired. Reason: With the new lines of small cars being prepared in advertising secrecy, Detroit's auto leaders don't want to tip their kickoff dates to each other, network sources tell us. Oddly, CBS-TV's auto business is under no such wraps from Buick (Nov. 19 kickoff) & Oldsmobile (Sept. 22), and ABC-TV's orders from Dodge & Olds are similarly not affected.

There's a curious split between TV & print ads for Schweppes (USA) Ltd. this summer. In magazines, handsomely bearded Commander Edward Whitehead is shown romping off on fishing trips, cook-outs and the like with his attractive wife Tommie. In TV, a current series of 1-min. spots shows the Commander, in flawless evening garb, hoisting gin-&-Schweppes with a sultry-voiced, raven-haired model while playing a verbal guessing game concerning whether he has met her in Cairo or Paris. Presumably he left Tommie in the woods.

Point-of-purchase TV advertising will be market-tested by Store-Video Inc., starting July 15, in 2 Grand Union supermarkets. The p-o-p system continuously projects a cycle of 60 sales messages to 50 monitors suspended over the display shelves. During the average shopping tour, Store-Video estimates, each 7-sec. message will be exposed thrice. The TV firm will rent space from the supermarkets and draw its revenue from the advertisers, at rates of approximately \$1 per 1000 shoppers.

The new MGM-TV operation in N.Y. will be headed by Leslie Roush. Studios are currently under construction at 550 Fifth Ave., Bill Gibbs, dir. of the movie firm's commercial & industrial division, stated late last week. Roush, for the past 14 years, has had his own film production company in Mineola, L.I.

## Film & Tape

**TV's NEW FACES:** For years, the movie industry has asked for "new faces," then invariably signed famous names to safeguard the boxoffice. TV, on the contrary, doesn't pay "new faces" lip service, but stars them.

Next season will see a peak of series featuring actors new to the public. Other series will star actors rated no better than supporting players in movies—TV has proved repeatedly that it can project players into stardom. Jim Arness couldn't find a job in pictures; today he's a TV star with the high-rated *Gunsmoke* series. Efrem Zimbalist Jr., Roger Smith & Edward Byrnes, getting nowhere in movies, have become stars via Warner Bros.' 77 *Sunset Strip*.

TV has been forced into this star-making role by not being able to afford top names as a rule. Some movie stars will be making debuts with regular series next season, (Henry Fonda, Audie Murphy, June Allyson, Barbara Stanwyck, Joel McCrea, Robert Taylor, Dennis O'Keefe), but they're in the minority.

New personalities doing major roles in TV series next season include Gardner McKay (*Adventures in Paradise*); Robert Fuller, Robert Crawford, John Smith, (*Laramie*); Van Williams, Andrew Duggan, Arlene Howell, Richard Long (*Bourbon Street Beat*); Al Hedison, Luciana Paluzzi (*5 Fingers*); Dan Blocker, Michael Landon, Pernell Roberts, Lorne Green (*Bonanza*); Burt Reynolds (*Riverboat*).

The considerable list of players with series of their own, who by movie standards don't remotely rate star rating, also includes John Cassavetes (*Johnny Staccato*); Dwayne Hickman (*Dobey Gillis*); Bill Demarest, Kay Armen & Stubby Kaye (*Love & Marriage*); Phil Carey (*Philip Marlowe*); Robert Rockwell (*The Man From Blackhawk*); Nick Adams (*The Rebel*); Earl Holliman (*Hotel de Paree*); Bill Lundigan (*Space*).

The accent on new faces isn't new to TV, it's simply heightened for the coming season. Last season was also a good one for the newcomers. Aside from the *Sunset Strip* stars, there were Chuck Connors (*The Rifleman*); Steve McQueen (*Wanted—Dead or Alive*); Ty Hardin (*Cheyenne*); Peter Breck (*Black Saddle*); Clint Eastwood (*Rawhide*); and Wade Preston (*Colt .45*). Other examples: Craig Stevens, who never rated stardom in movies, successfully made it in TV via *Peter Gunn*; Lee Marvin, always considered a competent actor but not a star in movies, achieved fame with *M Squad*.

One of the most potent arguments for new faces is Warner Bros.' *Maverick* series, which has raised to eminence James Garner & Jack Kelly. And the same is true of Revue's *Wagon Train*, for Ward Bond & Robert Horton.

Today, sparked by the success of its Paris-taped show segments (that also spawned a NABET strike, Vol. 15:18) is planning to broaden its programming areas through video tape, Jerry Danzig, v.p. in charge of NBC participating programs, said last week. Beginning in Sept., all *Today* features (excepting live news) will be taped in the prior afternoon to get the "prominent figures in entertainment, arts, and sports," who have balked at doing live guest shots at the crack of dawn. Producer Robert Bendick will also use tape to bring in West Coast features. (Last Wed. [June 17], *Today's* Jack Lescoulie made news on another front. He bet Dave Garroway on camera that he could catch the Yankee-White Sox game in N.Y., hop to Los Angeles for a Dodgers-Braves game, and be back in time for the following day's show. He won.)

**New York Roundup:** Ziv TV and Cal. Natl. Productions report a strong syndication market. Syndicated telefilm sales for the 2nd quarter of 1959 will top last year's for the same period by 27%, sales mgr. Len Firestone reports, with "the increased use of TV syndicated series by national advertisers" (Vol. 15:23) an important contributing factor. CNP expects to achieve a similar (26.3%) gain for the first half of 1959 as against the same period of 1958, pres. Earl Rettig states, adding that steady gains have been made since 1956.

Screen Gems' *Rescue 8* has scored a strong round of second-year renewals from sponsors, including Miles Labs and West End Brewing . . . CBS-TV will again air MGM's "Wizard of Oz" as a one-shot network special on Dec. 13. Star Judy Garland's \$1.3 million libel suit against CBS-TV is still pending . . . MGM-TV is reported planning to enter the syndication market with off-network reruns of *The Thin Man*.

John Frankenheimer, live-tape-film TV director, has been signed to direct "one or more" of the NBC-produced drama specials in that network's forthcoming *Sunday Showcase* lineup . . . Fred Briskin, telefilm producer of several series, has been given independent producer status by Screen Gems, which will provide financing & releasing.

John Newland, narrator-dir. of ABC Films' *One Step Beyond*, and producer Collier Young will make personal appearances in Canada this week to help launch the CBC-TV airings of the series . . . Duncan Renaldo & Leo Carrillo, stars of Ziv's durable *Cisco Kid* series will also be Canadian bound later this summer, having been booked as guest stars at the Canadian National Exhibition in Toronto Aug. 26.

Movie & TV film producers' counter-proposals for extra players' rates & conditions were unanimously rejected this past weekend by the executive committee and wages & working conditions committee of the N.Y. branch of Screen Actors Guild. Screen Extras Guild in Hollywood had previously rejected the same proposals. SAG complained the producers' offer was inadequate.

Worried over possible protest, CBS-TV decided last week that 7:30 p.m. is too early a slot in which to air *The Lawbreakers*, an all-tape, hour-long series, now in production, that deals with such violent biographical subjects as John Dillinger. Originally scheduled to start Sept. 22 in the early-evening period, the date has now been moved ahead to 1960, said exec. v.p. James T. Aubrey, in the belief that "the strength of its subject matter makes it more appropriate for a later time period than the one planned."

Screen Gems series, *Undercover Man*, bowing on CBS next fall, has been retitled *Tightrope* . . . Norman Blackburn will tape the pilot (featuring Sam Snead & Bob Hope) of a new golf series for Paramount Television.

Barry Wood, ex-NBC & CBS, has joined Henry Jaffe Enterprises as exec. producer of *Bell Telephone Hour* on NBC, with specials to be produced in N.Y. & Hollywood . . . Milton Krims signed as producer of CBS *Hotel de Paree* series . . . Robert O'Neill, ex-CBS film production, named production exec. for Goodson-Todman telefilm series, *Philip Marlowe & The Rebel* . . . Frank Latourette, ex-producer of *The D.A.'s Man* for Jack Webb's Mark VII Ltd., joined CBS in Hollywood as producer of *The Lineup*, replacing Jaime del Valle, who will be given another assignment . . . Ben Brady, ex-Perry Mason producer, has left CBS where he was under contract . . . Cally Curtis will be producer of Jack Douglas' new telefilm series, *Sweet Success* . . . Philip Saltzman, ex-Four Star asst. story editor, named story editor of *Five Fingers*, 20th-Fox TV series.

**Hollywood Roundup:** CBS is preparing a one-hour pilot of a Jackie Gleason series, in which the comedian would play the part of a Broadway press agent.

Hecht-Hill-Lancaster's former TV production chief Nat Perrin has signed to make a TV series from the case histories of advice-to-the-lovelorn columnist Abigail (Dear Abby) Van Buren. He has also joined Filmasters Inc., Hollywood as production v.p.; will continue his Perrin Productions Co.

Warner Bros. TV income during the coming year will be 30 million dollars, company pres. Jack L. Warner said last week at the WB international sales convention in Los Angeles. His studio is turning out 8 hours a week of telefilm, the "equivalent of producing a full-length motion picture each working day." Series for the coming season include eight 60-min. series (*The Alaskans, Hawaiian Eye, Bourbon Street Beat, Cheyenne, Sugarfoot, Bronco, Maverick, 77 Sunset Strip*) and two 30-min. series (*The Lawman, and Colt .45*).

ABC Films Inc. is mulling a new syndicated detective series, *Carter's Eye*, which would be produced by Filmasters . . . ESW Enterprises has acquired TV-film rights to *Little Big Mouth*, story by Robert Hardy Andrews, and plans a half-hour series, which William Wright would produce . . . Sports Vision Inc. has signed ex-Los Angeles Dodgers pitcher Carl Erskine to host a taped baseball show, to be syndicated.

CBS radio in economy move in Hollywood, is moving 2 network series, *Suspense & Johnny Dollar*, to N.Y. Still originating in Hollywood are *Have Gun, Will Travel, Gunsmoke, Amos 'n' Andy Music Hall, Art Linkletter's House Party*, Pat Buttram and Rusty Draper. Western series won't be moved to N.Y. because the personalities involved have said they would rather lose the shows than move.

Screen Gems production exec. Fred Briskin has formed his own independent production company, and signed a deal whereby SG will finance & release his telefilms. Under his new setup, Briskin will develop & produce 2 golfing series, and may do the new SG series, *Manhunt*, formerly called *Undercover Car*. He will remain temporarily as v.p. of Briskin Productions Inc. & SG production exec. until a replacement is found.

Screen Gems exec. Irving Briskin is negotiating sale of his interests in Briskin Productions to SG. His company produces *Alcoa-Goodyear Theatre & Manhunt*, and owns 2 series now in reruns, *Casey Jones & Ranch Party*. It also is a partner in the *Donna Reed Show & Naked City*.

Peter Lawford, who starred in the series, *Dear Phoebe*, several years ago, has bought complete ownership in the 39 telefilms. He owned 51%, bought remainder from attorneys Sam Norton & Jerry Rosenthal and producer Alex Gottlieb for a figure over \$100,000. Films will be syndicated.

Hollywood AFL Film Council adopted a resolution commending Sen. Wayne Morse of Oregon for his support of its campaign against "runaway" foreign production by U.S. movie & TV producers . . . Producer-director Don Weis has concluded a deal with John Ringling North and will produce a 60-min. pilot of *The Greatest Show on Earth*, using Ringling Bros. Barnum & Bailey Circus and its star performers as background.

Academy of TV Arts & Sciences Los Angeles chapter has re-elected Harry Ackerman to a third term as pres., and shelved a William Kozlenko idea for a "workshop theater" . . . Warner Bros. has signed Coles Trapnell, ex-Four Star producer, to produce *Maverick*, succeeding Roy Huggins, who has moved over to a unit producing low-budget exploitation movies for Warners.

**Burns Glows On:** George Burns, whose McCadden has lost its sole pair of series this season—*The George Burns Show & The Bob Cummings Show* (Vol. 15:24)—is dissolving his McCadden Corp. but will retain McCadden Productions, we are informed. The production company is being retained to: produce the 2 live Burns specials in the Ford series on NBC; to discuss a new series for Cummings; to produce the Burns-Milton Berle series, indefinitely postponed; and to plan a pilot starring Tammy MARIHUGH of the Cummings series. Because no immediate production is scheduled, Al Simon has resigned as McCadden v.p. to become pres. of Filmways, and Maurice Morton, another v.p., is leaving the company.

Consolidated Cigar reportedly wants George to star in a live series on ABC next season, but the comedian will probably reject the offer because: (1) a weekly live TV show is too much of a grind, (2) he wouldn't take less than a 39-week firm deal and they aren't handing out many such contracts anymore. Instead Burns will do specials and night-club work.

The McCadden Corp. folded after selling its assets in a capital gain deal. It sold the Burns & Allen telefilms to Screen Gems; owned part of the Cummings show, and those films were leased to ABC; owned part of the Jackie Cooper series, *People's Choice*, which has been sold to ABC; and it also owned part of *Panic*, which has been sold to NBC. ABC pres. Oliver Treyz reportedly wants to sign Burns to a contract even if the series doesn't jell.

Meanwhile, a suit against George Burns & McCadden Productions, in which Samuel Bischoff asked \$300,000 for commissions in the sale of the B&A telefilms to Screen Gems, was settled out of court for an undisclosed sum. Bischoff contended he had been hired to negotiate a sale and that he had made the SG deal for \$6 million.

**Music Hath TV Charms:** Primarily "motivational" TV commercials, such as those for autos, perfumes, beers and toilet soaps, are the heaviest users of music backgrounds to help get the sell across to viewers. Drug products, notably the depilatories, headache remedies and laxatives, make little or no use of musical soundtracks. Impulse items such as cigarets may use a lot (L&M), or a little (Viceroy), music depending entirely on copy & campaign theme.

Those are the key findings in the first of a series of quarterly reports planned by the music production firm of Plandome Productions, N.Y. The report, issued last week, noted generally that "the heaviest users both of network & spot TV, tend to be the heaviest users of music." On an over-all basis, by Plandome's estimate, the use of originally scored music in TV commercials, network & spot combined, has increased more than 100% since 1956. Chief reason for the increase, in Plandome's opinion: "Competition for viewer attention has put a premium on all production values in commercials."

Hollywood musicians are losing jobs in telefilms because of the jurisdictional dispute between the American Federation of Musicians and Musicians Guild of America. Latest example: music scoring of the Robert Taylor series, *Captain of Detectives*, will be done in Munich in July because of the union fight in Hollywood. Producer Arthur Gardner, leaving next week for Germany with composer Herschel Gilbert, also scored *The Rifleman* series in Munich for the same reason, he tells us.

CBS-Paisano Productions' *Perry Mason* series, formerly filmed at 20th-Fox, goes into production at General Service studios July 8, with 26 segments planned.

**One-Take Tape:** Although movie-like tape editing techniques permit interruptable dramatic production, the best TV drama results with tape come from a "live, ensemble performance by actors rather than a pieced-together performance." So believes Robert Herridge, producer of CBS Films' first all-tape program series now in production in N.Y., *Theater for a Story*. The show is being offered for national sale by the network syndication offshoot.

Herridge's 30-min. series, modestly budgeted at about \$15,000 weekly, is turning out one episode a week, and is produced as if it were a live show. Herridge, who never shoots in takes, spends 2½ hrs. blocking out each episode, then holds a "rough run," which is followed by a 30-min. dress rehearsal & a 30-min. tape session. The last is the only taping.

"We get some rough edges this way," Herridge admits. "But sheer impeccability can be dull, as well as artistically limiting. I think the best actors for a taped show are people like Mildred Dunnock, who have extensive theatrical, rather than movie, experience. They know how to build a part." During the first few *Theater for a Story* episodes, Herridge tried making tapes of the dress rehearsals, discovered his actors tended to "reach a pitch they couldn't hit again during the final tape," discarded the idea and now tapes only once. Herridge also prefers to tape inside a studio (in his case, CBS-TV's Studio 61, a 90-x-90 affair on Manhattan's East Side) rather than go on location, although tape permits mobility. "I like TV conditions that drive you to create," he explains.

**TV Temperament:** When Ziv TV shut down production on *Bat Masterson* after star Gene Barry failed to show up for work because Ziv hadn't met various contractual demands (Vol. 15:24), it didn't create more than a ho-hum in Hollywood. By now the town's accustomed to flaring temperaments, feuds, and the demands of personalities, which seem far more prevalent in TV than in the movie days. This is mainly because a TV star feels his days are numbered, makes demands to cash in on his fleeting popularity.

The longest holdout in a TV wrangle was that of Clint Walker, who was placed on suspension for months by Warner Bros. when he made certain demands for his role in *Cheyenne*. Other feuds: Hugh O'Brian trying to get out of his *Wyatt Earp* contract (he failed); Jim Arness, unhappy that he has another year to star in *Gunsmoke*; Lee (M Squad) Marvin and John (Restless Gun) Payne critical of Revue Productions, alleging interference; Ann Sothern and producer Jack Chertok, in a long tiff over *Private Secretary* accounting of revenue, finally settled; Bob Cummings-Don Sharpe suit over *My Hero* revenue, settled; Lori Nelson, who left her *How to Marry a Millionaire* role with a blast at distributors NTA; Dick Powell-CBS hassle of several years ago when CBS ousted *Four Star Playhouse* to make room for *Playhouse 90*; Powell-Charles Boyer-David Niven (Four Star Owners) criticisms of Y&R for "interference" on *Alcoa-Goodyear Theatre*.

Personality feuds Hollywood has witnessed in recent years also include Frank Sinatra's tiff with Ed Sullivan, caused by the singer's refusal to appear on Sullivan's show to plug a picture without compensation; Liberace criticizing Sullivan; Martin & Lewis, long since split as a team.

WPST-TV Miami now has a completely equipped mobile TV tape recording unit with an Ampex Videotape recorder.

**PROSPECTS OF JAPANESE TV EXPORTS:** Japanese electronics manufacturers are quietly putting out feelers to determine their place (if any) in U.S. TV receiver market. From our conversations with both U.S. & Japanese set makers, here is consensus:

Japanese are interested in entering American TV market in 2 different roles: (1) Working through established U.S. TV manufacturers, supplying components or complete chassis for "packaged in America" units. (2) Direct marketing of new specialty item—transistorized battery-operated TV.

Although 14- & 17-in. standard TV sets were displayed last week at Japan Electronics Show in N.Y., Japanese manufacturers concede these aren't marketable in U.S. at competitive price (rather old-fashioned-looking 17-in. plastic-cabinet table model with 90-degree tube retails at \$170-\$180 in Japan). Relative high cost of sets, high cost of shipping plus duty, militate against Japan's entering competitive U.S. TV market with tube set—not to mention heavy domestic demand for sets in TV-happy Japan.

Most of these objections could be overcome, some Japanese manufacturers feel, if knocked-down chassis—made to U.S. specifications & minus picture tube—could be shipped direct to American set makers for assembly here & marketing through regular distribution channels. We know of no U.S. manufacturer who has bought this approach, but pitch is being made by at least 3 Japanese set makers.

As to transistorized battery portables, they're still in advanced development stage in at least 4 Japanese factories. Early rumors that such sets could be sold for \$100 or less have now been discounted, and some Japanese set makers concede they may be hard-pressed to compete with Philco's Safari portable at \$250—although Japanese are thinking in terms of 10- or 14-in. direct-view sets.

Japanese transistor TV sets could appear in U.S. late next fall—but best guess is that they won't be seen here for nearly a year, and there's some doubt they'll come at all if more American manufacturers enter transistor TV field soon. "We want to supply something that your manufacturers don't make," was the way one Japanese manufacturer put it to us. In transistor TV field, it's obvious Japanese can't enjoy same mass market & price advantages as they do in transistor radio. And U.S. set makers we've talked to didn't seem nearly as worried about possible Japanese TV competition as about their own domestic competition.

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Area of biggest Japanese advantage seems to be in small, lightweight consumer items—and tubes & components—which can be shipped cheaply & in large numbers. Japan Electronics Show displayed glittering array of new consumer electronic products, only some of which are aimed at U.S. market.

American electronics manufacturers were very much in evidence at show—some looking at components, others sizing up the competition. Many other attendees were importers & distributors. They had difficult time getting prices of items, many of which were so new that there apparently were no cost estimates available. In sheer numbers, transistor radios overshadowed everything else. In size, they ran from smaller-than-cigarette-pack through big cordless table sets. Many of new sets had shortwave bands. There were a couple of AM-FM transistor sets and at least 2 different makes of auto-portable radios.

Second only to radios in prominence were transistor phonos—most of them brand new. Prices ran from about \$20 to \$100, capped by handsome battery-operated stereo phonos, such as Fujiya Electric's 13-transistor unit at \$98. One unique 4-transistor phono, to sell here for \$30-\$40, folds up to measure 8x4x2 in., has stereo cartridge & tiny extension stereo speaker. Same company—Sanritsu Electric—showed coat-pocket-sized tape recorder at \$35. Other portable tape recorders were priced all the way up to about \$170.

Also shown was variety of hi-fi equipment—FM & AM-FM-stereo tuners, stereo amplifiers, turntables, speakers, much of it still unpriced. While attractively packaged, most of the amplifier units were low-powered compared to modern U.S. equipment.

Japan Electronics Show confirms what U.S. radio & transistor manufacturers have known for couple of years—Japanese can be formidable competitors, they have quality products, and strong price advantages in some lines. For report on inroads of Japanese imports on Canadian electronics industry, see p. 20.

**NEW TV SETS HIT MARK AT MART:** Good 2nd-half upturn in TV set business, with emphasis on more profitable items—this is summary of comments by tenants & visitors in Merchandise Mart's 11th-floor TV-appliance row as summer market opened in Chicago last week.

There were plenty of eye-openers at the traditionally sparsely-attended June market. Perhaps 2 biggest conversation pieces were Philco's Safari battery portable and new 23-in. sets shown by Admiral & Sylvania. In RCA's area, attendants were kept busy demonstrating Hideaway TV set (which folds into coffee table) and Programmer (on which 12 hours viewing can be set up in advance).

Transistorized Safari sets (at \$250 plus \$5.25 battery) got heavy handling and were subject of extremely divergent views, chiefly centering on whether they'd sell or not. Philco had no fear on this score. Noting excellent reception by distributors, consumer products gen. sales mgr. Gibson B. Kennedy told us: "We can sell more than we want to sell. Our production in the next year will be on the order of 30-40,000—not 100,000 or anything like that."

The 23-in. tube TV sets, displayed by both Admiral & Sylvania alongside 21-in. models, drew admiring comments for their good looks & clear picture. Both companies went out of their way to answer competitive attacks on new tube (Vol. 15:24).

Admiral TV sales mgr. Ross D. Siragusa Jr. said dealer orders for Admiral TVs at Chicago & Miami Beach conventions were highest in company's history, and "more than one-third of the orders have been for the new 23-in. wide-angle models." He added pointedly: "Quality control inspections indicate they are even better than the 21-in tube." As for Admiral's \$40 step-up from 21- to 23-in. sets, he said: "Dealers like the greater profit margin available for an investment of only a few extra dollars."

Sylvania Home Electronics pres. Robert L. Shaw predicted to us that 75% of TV set sales will be in 23-in. category by end of 1961 model year. He pointed out that Sylvania—which no longer has any 21-in. sets—has priced its 23-in. models exactly same as last year's comparable 21-in. units. (For additional comments by Shaw, see p. 21.)

Latest to join 23-in. ranks was Hoffman, which showed its "most comprehensive line ever" to distributors at Las Vegas last week. Of 10 basic models, 5 were 23-in. (Hoffman calls it "Pan-O-Vision"), 3 were 21-in. and 2 were 17-in. portables. Featured in Hoffman line this year is "family home theater center" concept of compact matching TV & stereo consoles designed to be placed side by side. Hoffman 23-in. sets are offered in consoles only and run \$50 higher than 21-in sets (which, however, use different chassis).

Industry's confidence at all levels was most articulately expressed by RCA consumer products v.p.-gen. mgr. J. S. Beldon at Mart press conference. He noted big shift in emphasis "from price to quality, dependability & innovation." Predicting "a solid 2nd half in TV," he cited these indicators: Inventories in one of best positions in history (Jan. 23% below 1958 at retail level, Feb. 16% below, March 14% below, April 7% below); higher average price per set (8% above 1957 last year); retail TV sales up; few liquidations so far this year. Best indicator of all, perhaps, is excellent economic climate. And at week's end, Govt. announced individual incomes rose to all-time high in May—7% above last year.

For further coverage of TV business conditions & the summer market, see p. 21.

**TV-RADIO PRODUCTION:** EIA statistics for the week ended June 12 (23rd week of 1959):

	June 5-12	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV .....	128,049	119,089	76,029	2,456,832	1,941,676
Total radio .....	299,599	276,604	162,575	6,252,752	4,173,711
auto radio .....	134,167	131,156	51,698	2,525,395	1,323,260

Scheduled strike against RCA by 1600 technical workers in 4 Camden-area plants was averted last week after company & union negotiators hammered out acceptable terms in a 22-hour bargaining session. Members of Local 241, American Federation of Technical Engineers (AFL-CIO) accepted the RCA offer to extend their current contract for 2 more years with 4% general wage increases now & next June. The current contract expires June, 1960, and the negotiations were based on a wage reopener in the pact for technical workers in RCA's Camden, Moorestown & Cherry Hill, N.J., and Croyden, Pa. plants.

Canadian TV sales to dealers for April 1959 totaled 27,612 units vs. 24,558 for April 1958. The 1959 year-to-date comparison shows 116,786 units vs. 121,871 for Jan.-April 1958. The Canadian sales follow the U.S. curve—up on April-to-April reckoning but down for first 4 months, 1959 vs. 1958.

Eastern Air Lines is using TV to help its pilots land & take-off without leaving the ground. The Dalto Corp. device, for use with flight simulators, combines closed-circuit TV & a moving belt imprinted with runway patterns to give pilots a realistic picture of ground action.

**CANADA'S IMPORT CRISIS:** By the end of this year, 50% of all radios sold in Canada will be imports—unless govt. action is taken quickly. Since 1955, some 2 million sq. ft. of factory floor space in electronics factories have been vacated & more than 2000 Canadian electronics workers have lost their jobs coincident with “the rapidly rising rate of importation of foreign radio sets, particularly from the low-wage areas like Japan.”

So said EIA of Canada's retiring pres. R. M. Robinson, of Canadian GE, at the 30th annual meeting of the industry group at Muskoka, Ont., last week, in urging a govt.-sponsored “Buy Canadian” policy and an industry-wide “Made in Canada” campaign. In 1958, he said, imports accounted for about 30% of radio sales in Canada; for the first 2 months of this year the figure reached 37%. He pointed out that many Canadian companies had decided against entering transistor-radio manufacture and that Canada does not produce transistors because of imports.

A brief presented to federal authorities by EIA urged this program: (1) A ruling that all radios & tubes imported must be marked as to country of origin. (2) An investigation of possible international agreements on voluntary export quotas by foreign govts. (3) An investigation of declared valuations on imports to determine whether duty regulations are being evaded.

Members of EIA of Canada were urged to support the “Made in Canada” campaign by buying Canada-made parts and equipment in preference to imports whenever there is a choice. The group has already distributed more than 500,000 “Made in Canada” stickers for its members' use on their products.

U.S. exports of radios to Canada, incidentally, have already been dwarfed by Japanese sets. In 1958, when U.S. manufacturers sent 67,000 home radios to Canada, Japan sent 155,000 transistor radios there. U.S.-to-Canada shipments of receiving tubes all last year totaled 5.3 million units vs. 214,000 from Japan—but Japanese shipments zoomed to 219,000 for the first 2 months of 1959 alone.

The Canadian Tariff Board announced last week that in response to requests from the electronics industry it has started an investigation of the possibility of revising import duties on TV, radio & other electronic products. The first hearings June 29 will consider automatic record changers. Canadian tariffs on electronic items have not been revised since 1939.

Expanding Raytheon (Vol. 15:9, 16) took on more weight last week by acquiring a power supply equipment firm and tagging 100 acres at Portsmouth, R.I., as the site for a center for the development & production of equipment for undersea warfare. The power supply firm, Sorensen & Co. Inc., employs 400 at its plants in South Norwalk, Conn. & N.Y.C. and has an annual sales volume of some \$6 million. The agreement calls for payment in Raytheon stock of the less than \$3 million purchase price, on the basis of 1/3 in cumulative preferred & 2/3 in common based on the market price at time of conclusion of the transaction. Raytheon's Portsmouth undersea-gear center, pres. Charles F. Adams Jr. said, will be built in two phases, with a 160,000 sq. ft. structure scheduled to be completed within a year. In 3 years, the completed center may well employ some 1500 with an annual payroll of \$8-10 million.

Zenith has opened new Chicago display room at 200 N. Michigan Ave., to showcase every TV, radio, phonograph & stereo hi-fi instrument in its current line. The area is nearly twice that of its former showroom.

**'Muddy, Gummy & Blah':** Those harsh words about TV & stereo cabinets came June 19 from *Home Furnishings Daily* columnist Raymond S. Reed. After a tour of TV exhibits at Chicago's Merchandise Mart, furniture expert Reed was appalled to find most TV-stereo makers “completely out of step with the furniture fashion parade.”

For example: “Please take the mercurochrome bottle away from your mahogany finisher. That 1936 Bloody Mary tone you are using makes even the amateur home decorator see red . . . Your walnuts are too muddy, too gummy and too blah.” Why do all TV-stereo makers offer cabinets in blond oak, he asks, when both the color and the wood have been dropped by top contemporary furniture lines? “Your dated bleached blond is faded & schmaltzy . . .

“And your cabinets—at least that's what you call those varicolored boxes in which you place your chassis . . . Study the finishes on style-setting furniture lines . . . inspect the flawless cabinet workmanship, the perfect design details, handsome hardware . . . Why not spend a few more bucks to make yours the finest cabinets available?”

**'No-Sale' Sale?** When is a sale a sale?—is a question that Emerson & Webcor may have to settle in court. The controlling Webcor stock which Emerson pres. Benjamin Abrams thought his company bought last month (Vol. 15:19) now isn't worth the paper it's printed on—in the hopeful opinion of Webcor chairman-pres. Titus Haffa.

Webcor legal counsel Walter P. Altenburg says Emerson has been notified that the contract is rescinded because of certain conditions contained that are impossible of fulfillment. With his paid-in-full stocks in hand, Abrams countered last week by filing a petition in Chicago Circuit Court for a writ of mandamus, seeking permission to examine Webcor books, stockholder lists.

Real nub of the trouble, a source close to the situation tells us, is Haffa's concern that trouble is brewing among other Webcor stockholders, who have the impression that Haffa received a price well above market value for his personal Webcor holdings. One insider tells us that Emerson paid \$20 for each of Haffa's 130,000 shares (20% of outstanding Webcor common) while Webcor stock was being traded publicly at \$14. This source says that rather than get embroiled with irate stockholders who weren't permitted to share the wealth, Haffa now would prefer that the deal had never happened. Whether it did is a legal matter which remains to be decided.

Western Radio Corp., Kearney, Neb. manufacturer of portable radio transceivers, has asked the FTC to dismiss a complaint that the company's advertising misrepresented operational range of “New Magic Walkie Talkie,” “Radio-Vox” & “Radio Talkie” devices (Vol. 15:16). Western Radio denied FTC charges that it falsely claimed ranges of up to ½ mile for its home units in buildings and up to 10 miles from car to car, said its ads actually stated “Range can be 50 ft. up to ½ mile or more, depending upon location, interference and other limiting factors.” The company also defended a challenged claim that FCC licenses aren't needed for operating its products.

Smallest mobile radio yet is the distinction GE claims for its new transistorized 2-way communications gear, available in 10- to 75-watt categories. Sizes start at 8½ x 4 x 12 inches. GE says its new radio is more powerful than similar mobile equipment now available, has longer battery life, and operates with fewer tubes.

**More about**

**'SELLING UP' FOR 1960:** "The public is willing to pay more for something new & different. It's that simple." Thus did RCA consumer products v.p. Jack S. Belden sum up the new psychology of virtually the entire TV-radio-phono industry at last week's Chicago summer market (see p. 19).

The industry has discovered, he said, that the consumer won't trade in an old TV set for a new one just because the price is \$10-\$20 below last year. "The consumer must find a model that excites her to buy because she wants the product," he added, predicting "a thriving market in color TV." The home entertainment industry, he said, "is thinking in terms of how the consumer is changing his living habits and [it] is developing new products or variations of current products that fit into this new way of living." He declared that new developments now in the labs will "enable us to meet this challenge with something new & different regularly in the years ahead."

The quality of "newness" was also discussed by Sylvania Home Electronics pres. Robert L. Shaw. "The trade should analyze the difference between marketable newness & display newness," he told us. Higher priced merchandise, incorporating technical & styling advantages with true value, "can be sold in quantity." One really new item which has aroused plenty of trade interest—transistor portable TV—got some attention from Shaw. "We believe a transistor portable will sell at \$200—if it has a 17-in. screen and can also be played on house current. This will be practical within a year or 2. We could offer such a set now at \$299, but we won't bring it out until we can get it down to \$249 or lower."

He said the TV industry outlook "looks brighter than in the last 2 years," citing the increasing trend toward durable goods purchasing—"but TV must give value to get part of that." Sylvania now has 5000 more dealers than a year ago and its distributors in the last model-year enjoyed "their most profitable business in the past 5 years," he said.

Some manufacturers are pitting 24-in. sets against the new 23-in. models. Zenith again has several 24's in its line. And Magnavox's 1960 line, due to be shown this week at Music Show in N.Y., will have 13 of them—"more 24-in. models than the entire industry combined."

**Happy with One Set:** No great craving for a 2nd TV set was found in a sample of metropolitan N.Y. homes surveyed by Pulse for *Television Age*. Out of 1000 homes, 742 were single-set homes, and of this segment, 15.5% (115 homes) showed a present interest in buying a 2nd set. Of 115 affirmative respondents, 60% favored a portable as a 2nd set. Pulse found 20.9% of sets presumably nearing obsolescence, having been purchased in 1951 or earlier.

Portable sets were found in 6.1% of the single-set homes, and 30.2% of the multiple-set homes. Also, there was relatively small difference in viewing habits between single- & multiple-set homes. For example, in the average 7 to 7:15 p.m. time, Mon. to Fri., the rating in single-set homes was 50.4%; in multiple-set homes, 55%.

**Complete audio reference work, *The Audio Cyclopedia*** by Howard W. Tremaine, will be published July 1 by Howard W. Sams & Co. (1280 pp., \$19.95; pre-publication price through June 30, \$16.95). The huge source book, compiled after 2 years of editing & an investment of \$100,000, covers virtually all audio subjects from basic principles through motion pictures & test equipment, and is aimed at engineers, service technicians, broadcasters, etc.

**Fair-Trade Poll Hit:** Secrecy surrounding surveys by A. C. Nielsen Co. for the Bureau of Education on Fair Trade (set up by retail druggists to promote federal legislation authorizing brand manufacturers to fix minimum prices) was sharply criticized last week by acting asst. attorney general Robert A. Bicks. He testified at a Senate Commerce subcommittee hearing against a fair trade bill (S-1083) co-sponsored by Sens. Humphrey (D-Minn.) & Proxmire (D-Wis.). Bicks said the Nielsen surveys in 1949 & 1951 "purport to show" that consumers don't suffer under fair trade prices. But he added that Nielsen wouldn't tell Justice how the studies were made, so the FBI was sent out to make its own survey—which showed that consumers in non-fair-trade areas saved an average of 27% on 77 brand items, prices of which were set in fair-trade areas.

Bicks told the subcommittee: "Apart from the fact that A. C. Nielsen Co. has refused to make available to us the basic information necessary to determine the adequacy, representativeness & reliability of their survey, the type of survey which they have undertaken by giving average of prices in 'fair trade' & 'non-fair trade' states conceals the price variations among different kinds of retailers with which we are concerned." Other Justice officials said Nielsen had reported it destroyed some of its survey records—and that company policy didn't permit disclosure of names of stores polled. Among proponents of the Humphrey-Proxmire measure, which is similar to a bill (HR-1253) approved by the House Commerce Committee (Vol. 15:20), was Narda's Joseph Fleischaker, who told the Senate subcommittee TV-radio dealers need it.

American Television & Radio Co., 300 E. 4th St., St. Paul, is accused by the SEC of "false & misleading representations" in an order temporarily suspending a Regulation "A" exemption from registration of a stock offering. The SEC suspension order challenged statements by American Television & Radio that its vibrators are used as original equipment in auto radio sets & the vibrator replacement market—which the SEC said "is now almost non-existent." Also questioned by SEC were: (1) American's claims for "sales potential & growth prospects." (2) A company statement that it has "a unique method of merchandising" from factory to TV technician to consumer. (3) "Failure to disclose" that its \$300,000 stock sale would result in a \$235,000 increase in the equity of American pres. Albert A. Goffstein "while the public's equity would be reduced from \$300,000 to \$134,000."

Olympic's "Silver Jubilee" line features 21- & 24-in. TV-stereo-radio units in 9 basic models, as well as a complete line of TV sets and stereo phonos—including U.S., British & German-made models. Continued is Olympic's line of Japanese-made transistor portable radios, which includes 2 new models. Pres. Morris Sobin told a Chicago sales meeting that Olympic's total consumer sales in fiscal 1959 will be almost 3 times its sales in fiscal 1955 and that Olympic TV's share-of-market has increased by more than 75% in the last 2 years.

GE is staying out of color now, TV receiver dept. gen. mgr. Herbert Riegelman told the company's recent national sales conference in Syracuse, because "we do not feel justified in jeopardizing our monochrome position simply to be able to say that we are in the color TV business." However, he added, "some day it will be a major part of our business and we are currently engaged in research & advanced development engineering to find a more economical system with lower inherent costs."

**Executive Paychecks:** Electronics & communications executives listed last week in *Business Week's* tabulation of 1958 corporate salaries include:

	Salary & Bonus	Stock
<b>RCA</b>		
Chairman David Sarnoff	\$200,000	
Exec. comm. chairman Frank M. Folsom	176,000	
Pres. John L. Burns	170,379	
<b>GE</b>		
Chairman Ralph J. Cordiner	279,974	1988
Finance comm. chairman Philip D. Reed	180,014	1242
Pres. Ralph Paxton	200,014	1242
<b>Westinghouse</b>		
Chairman Gwilym A. Price	141,636	1178
Pres. & chief exec. Mark W. Cresap Jr.	129,786	1178
Chmn., exec. comm. & v.p. E. V. Huggins	107,094	859
Exec. v.p. J. K. Hodnette	92,794	859
<b>ITT</b>		
Pres. Edmond H. Leavey	163,449	
Exec. v.p. Charles D. Hilles Jr.	104,600	
Exec. v.p. Fred M. Farwell	92,620	
<b>AT&amp;T</b>		
Pres. Frederick R. Kappel	207,000	
Exec. v.p. Eugene J. McNeely	133,500	
Exec. v.p. William C. Bolenius	121,528	
Exec. v.p. Clifton W. Phalen	120,045	
<b>Gen. Telephone</b>		
Pres. Donald C. Power	153,000	
Exec. v.p. Thomas A. Boyd	76,500	
Exec. v.p. Leslie H. Warner	75,000	

TV & radio batteries designed to "outlast the products in which they are used" have been developed by Sonotone Corp. The first such long-life nickel cadmium battery—for flashlights—is going into production soon. With a life expectancy of 15-20 years, it will go on the market next fall at \$7.95. It may be plugged into a household electric socket for overnight recharging. Among the end-uses for which Sonotone's nickel-cadmium cells are slated are space satellites, cordless electric shavers, tape recorders, clocks, phonos, toys.

Industry sales of semiconductors will soar to \$290 million this year vs. 1958's record \$208 million, predicts Sylvania v.p. & semiconductor div. gen. mgr. Dr. William J. Pietenpol. Unit sales for 1959 will approximate 170 million vs. 119 million last year. To meet needs of this expanding market, Sylvania has earmarked another 50,000 sq. ft. of its Woburn, Mass. plant for semiconductor manufacturing, is moving in new production machinery, and is actively recruiting engineering, production & sales help to supplement the more than 1000 employees added since last Aug.

FTC consent order requires I. E. M. Corp., 19 Old Mamaroneck Rd., White Plains, N.Y. to stop selling TV & radio tube-testing machines "through false earnings claims & other deception." Without admitting it had violated any law, the company agreed to FTC rulings against newspaper advertisements that buyers of the machines would average "\$400 monthly" or "\$6000-\$10,000 per year."

Ad campaign plugging all-new picture tubes has been launched by Kimble Glass Co., the subsidiary of Owens-Illinois which makes picture-tube bulbs. The theme: Insist on an all-new warranty when you buy a replacement tube. Placed through J. Walter Thompson, the campaign will be in *Life*, *Reader's Digest*, *SatEvePost* and *TV Guide*.

Hazeltine is building a 50,000-sq. ft. engineering lab at its Greenlawn, N.Y., manufacturing site and expects to have it in operation by summer's end. The new lab will provide a special anti-submarine sonar tank test facility.

**Trade Personals:** Dempster McIntosh, former Philco International pres., and presently managing dir. of the Development Loan Fund, nominated by President Eisenhower to be ambassador to Colombia . . . Stuart D. Brownlee, Canadian Admiral pres., elected pres., EIA of Canada.

John B. Olverson, ex-U.S. Chamber of Commerce, appointed gen. counsel of EIA, succeeding William L. Reynolds who became Litton Industries gen. attorney June 1 . . . Wilbert E. Stevenson named Raytheon v.p., continuing as pres. of subsidiary Machlett Labs . . . Robert S. Burnap retires as commercial engineering mgr., RCA electron tube div. Frederick J. Lautenschlaeger named electron tube div. plant mgr. for Harrison, N.J. plant. William B. Brown appointed Woodbridge N.J. plant mgr.

Allen Snyder named adv. mgr. Motorola semiconductor products div. . . . L. M. Craft elected exec. v.p.-operations in a Collins Radio realignment of management responsibilities. J. C. McElroy named development dir., Cedar Rapids div.; Dr. R. L. McCreary named research dir., W. W. Roodhouse named sales dir. . . . Dr. J. Earl Thomas Jr., ex-Wayne State U. (Detroit) physics dept. head, named to new post of research & engineering dir., Sylvania semiconductor div.

Francis X. Urrico promoted from senior engineer to section head, Sylvania semiconductor div., electronic equipment development dept. . . . David Y. Keim, ex-Sperry Gyroscope, named military products chief engineer, Stromberg-Carlson electronics div. . . . Col. Willet J. Baird (USA, ret.), editor of Armed Forces Communications & Electronics Assn. monthly journal *Signal*, assumes additional duties as gen. mgr. of AFCEA.

Glen McDaniel, recently named Westrex chairman, remains as v.p., gen. counsel & dir., Litton Industries. George T. Scharffenberger, reported here (Vol. 15:23) as appointed Litton v.p. & Westrex pres., was formerly pres., Kellogg Switchboard & Supply Co. . . . R. S. Gates, Collins Radio exec. v.p.-finance, named to central management council.

"Whirlpool Chair of Marketing" at American U., Washington, D.C., has been endowed by Whirlpool Corp. to "conduct research into problems & trends in marketing [and] make special studies of the home appliance industry for the purpose of helping appliance retailers improve their marketing & management skills."

Contract for development of aircraft TV systems and controls has been awarded to Du Mont by the Navy Bureau of Aeronautics. The contract approximates \$230,000. Designed to provide reconnaissance capability at night as well as in daylight, systems will utilize sensitive image orthicon cameras with exceptionally fast optics.

P. R. Mallory & Co. has entered into an agreement with Arbame S. A. to form Arbame-Mallory S.A. in Sao Paulo, Brazil, for the manufacture of electrolytic capacitors. Mallory will contribute patent rights, technical know-how and special equipment in return for a "substantial minority interest" in the new firm.

General Instrument Corp. has acquired Harris Transducer Corp., Woodbury, Conn., producer of electronic & acoustical devices, for an undisclosed amount. Harris employs about 200 and has Navy contracts.

G & W Distributing Co., Youngstown, Ohio, has been named Sylvania TV "distributor of the year." The award is based on outstanding sales, ad & service programs.

Pierre Boucheron, former RCA ad mgr., is author of a new book, *How to Enjoy Life After 60* (Herman & Stephens, 224 pp., \$3.95).

Electronic oven prices are going down—although they are still scaled more for restaurants than homes. Westinghouse has announced a high frequency radio-energy range at \$895, being produced in Mansfield, O., replacing a model at \$1199. Raytheon reports it is producing microwave oven parts for 5 makers of home-kitchen ranges, with recent reductions in price to permit assembly of units in the \$900 range, as against prices of \$1200 to \$1400 in 1958. Raytheon industrial apparatus div. mgr. J. Penn Rutherford predicts that in the next 5 years more than 150,000 homes will be equipped with electronic ovens, cooking food 5 times as fast as conventional ovens. The real price break will not come for several years, "until sales climb more rapidly to an annual rate of 100,000 units in 1965." At that time, Rutherford expects the price to tumble to \$300-\$400 & spark broad acceptance similar to refrigerators & washing machines. Tappan Co. has reduced its electronic ovens competitively.

Stereo phonos, converted from hi-fi phonos on which the manufacturer already has paid the regular excise taxes, have undergone "further manufacture" and are subject to further excise charges, according to the Internal Revenue Service (Rev. Rul. 59-201). The IRS said that credits or refunds on the hi-fi taxes may be allowed.

## Finance

Consolidated Electronics Industries reports higher sales & net income for 6 months ended March 31, over the same period last year. The 1959 statement does not include the results of operations of the Sessions Clock Co., although 1958 results do include sales & profits of Mepco, now a division of Sessions. For 6 months ended March 31:

	1959	1958
Net sales .....	\$14,965,379	\$14,625,233
Net income .....	902,299	895,450
Earned per share .....	1.15	1.14
Shares outstanding .....	787,500	787,500

Narda Microwave Corp., Mineola, N.Y. manufacturer of microwave & uhf test equipment, has asked the SEC (File 2-15244) to register 50,000 shares of 10¢ par common stock for public sale in units of one share with a warrant for purchase of one additional share. Milton D. Blauner & Co. Inc. is the underwriter of the offering, in which the price is to be supplied in an amended SEC statement. Proceeds would be used to retire \$115,000 bank loans, increase inventory, buy new lab equipment, etc.

Philco's 1959 sales will run 30% ahead of 1958's, pres. James M. Skinner Jr. forecast at the ground-breaking ceremonies for a new \$3.5-million Philadelphia computer plant. He expects, too, that earnings will show an even higher percentage gain. "Gradual but steady improvement" was his outlook for the future, as he pointed to a generally improved sales position & an increase in Philco's military business which is running "considerably ahead of last year."

Granco Products expects record-breaking sales of \$3 million for the current fiscal year and a 33% gain in the next, pres. Henry Fogel told stockholders last week. The current period, ending June 30, is expected to produce earnings after taxes of approximately 25¢ a share. The 7-year-old firm in fiscal 1958 had sales of \$2,223,000 and a small "break-even" profit on the 320,000 shares outstanding.

Muntz TV, operating under Chapter X reorganization, reports sales of \$4,682,737, net income of \$308,293, for 8 months ended April 30, compared with \$3,070,026 & \$159,055 for the same period of the preceding year.

Electrovision Corp., formerly known as Scott Radio Laboratories (Vol. 15:10), has received a discharge of bankruptcy previously held against Scott, pres. Edwin F. Zabel reports. Zabel said Electrovision is free & clear of all past encumbrances, following action by the referee in bankruptcy for U.S. District Court for northern district of Indiana in discharging the company of all pre-bankruptcy debts & obligations. Scott was acquired by Electrovision early this year. Zabel and Robert Lippert are the principal owners of Electrovision.

Jerrold's gross rose 25% for March-April 1959 vs. the 1958 period, giving promise that first fiscal quarter earnings will run considerably ahead of a year ago, pres. Milton J. Shapp told stockholders last week. Jerrold previously announced (Vol. 15:21) record earnings of 36¢ per share for the fiscal year ended Feb. 28, 1959, compared with 10¢ for the previous fiscal year.

Purchase by Thompson Ramo Wooldridge Inc. of 51% interest in Magma Products Inc., Sante Fe Springs, Cal., was disclosed last week. Magma produces specialty chemicals & electronic instruments for the chemical & petroleum industries, and, according to Thompson Ramo pres. Dr. Dean E. Wooldridge, has a contract from the Advanced Research Projects Agency through the U.S. Navy for development of solid propellants.

Speer Carbon has proposed a 2-for-1 stock split, contingent on an increase in authorized common from the present 800,000 to 2 million shares. The firm proposes to begin payment in Sept. of regular quarterly dividends of 17½¢ on the new shares—equivalent to 35¢ on present shares, on which Speer has been paying 25¢ quarterly.

Merger of Hewlett-Packard Co. & Dymec Inc., Palo Alto, Cal., has been blueprinted by both boards and is scheduled for shareholders' vote June 30. If approved, the merger will provide an exchange of 3 H-P shares for each outstanding share of Dymec stock. Dymec, which has some 200 employes, produces electronic instrumentation systems and has a current annual sales rate of more than \$3 million.

Hudson Radio & TV Corp., N.Y. dealer in hi-fi equipment & electronic components, proposes public sale of 200,000 capital stock shares in an SEC application (File 2-15213). The company would offer 125,000 shares for its account, and pres. David H. Ormont 75,000 for his account. Proceeds are to be used to reduce obligations, acquire additional inventory lines, etc.

Lockheed Aircraft and Stavid Engineering are close to a final agreement for the Los Angeles aircraft & missiles builder to acquire the Plainfield, N.J., electronics firm. The boards of both companies have approved exchange of 2½ shares of Lockheed common for each share of Stavid. Stockholders will be asked to vote on the plan.

Microwave Assoc. Inc., Burlington, Mass. maker of radar components, has filed SEC registration (File 2-15139) for 100,000 common stock shares to be offered for public sale by Lehman Bros. Proceeds would be added to working funds.

ORRadio Industries reports sales of \$2,904,500 for the fiscal year ended Feb. 28, compared with \$2,284,400 in the same period the preceding year. Profits dipped to \$9953 from \$100,000 the year before.

Discontinuance of merger plans was announced last week by Servomechanisms Inc. & Lab for Electronics Inc. in a joint statement. The proposed merger previously had been approved by directors of both companies (Vol. 15:20).

Daystrom Inc. reports lower sales & net profit for the year ended March 31 as compared with fiscal 1958, but pres. Thomas Roy Jones noted "a distinct upturn in incoming orders during the final quarter—and this trend is continuing." The fiscal year net earnings totaled \$1,207,000 (\$1.32 a share) before a special charge of \$643,000 (70¢ a share) representing a write-off of inventory no longer needed by the Weston Instruments div. (This write-off is not included in per-share earnings listed below.) For the year ended March 31:

	1959	1958
Total revenues .....	\$77,404,349	\$82,456,954
Net profit .....	564,316	2,333,493
Earned per share .....	1.32	2.57
Shares outstanding .....	911,833	906,873

Belock Instrument reports a sharp upturn in sales & earnings for 6 months ended April 30 compared with the 1958 period:

	1959	1958
Net sales .....	\$8,128,340	\$5,328,508
Net income .....	170,342	45,163
Earned per share .....	20¢	5¢

Corporation	Period	Amt. Payable	Stk. of Record
Canadian Westinghouse	Q	\$0.25 July 2	Jun. 15
Capitol Records.....	Q	.25 Jun. 30	Jun. 15
Capitol Records.....	E	.15 Jun. 15	Jun. 15
ITT .....	Q	.25 July 15	Jun. 19
Webcor .....	Q	.15 Jun. 30	Jun. 20

### COMMON STOCK QUOTATIONS

Week Ending Friday, June 22, 1959  
Electronics TV-Radio-Appliances Amusements

#### NEW YORK STOCK EXCHANGE

1959					1959				
High	Low	Stock	Close	Wk. Chg.	High	Low	Stock	Close	Wk. Chg.
29 1/2	17 1/2	Admiral	23 3/4	-1/2	45 1/2	28	ITT	37 3/8	-1
39 3/8	29 1/8	Ambosch	33 7/8	+1/8	50 1/2	36 1/2	I-T-E	46 1/4	-1/8
29 3/4	20 1/2	Ab-Pt	27 1/4	+5/8	123 1/2	72 1/2	Litton	112 1/2	+7
84 1/2	61 1/4	Ampex	70 1/2	+3 1/2	37	27 3/4	Loew's	29 3/4	+1 1/4
89	75 1/2	AT&T	78 1/2	-5/8	70	48 1/4	Magnevox	55	-3/4
46 1/2	32 1/4	Amph-Borg	38	-1/4	48 3/4	36 3/8	Mallory	43 3/4	-1 3/4
36 3/8	23	Arvin	23 3/4	-	137 1/2	111 1/2	MplsHill	125 1/2	+1 1/4
17 1/2	10 1/2	Avco	15 1/2	-	130	57 1/2	Motorola	105	-1
74 3/4	36 1/4	BeckInst	58 1/4	-1/8	12 1/4	9 7/8	Natl Thea	10 1/4	-
89	66	Bendix	76	-5 7/8	50 7/8	44	Prmt	49 5/8	+1 1/2
38 3/4	24 3/4	Clevite	38 5/8	+4 1/2	36 3/4	21	Philco	30 1/2	-1 1/2
48 3/4	35	CBS	44	+7/8	71	43 1/2	RCA	63 3/4	-1/2
42 1/2	33 3/4	ConsElec	33 3/4	-	73 3/4	51 1/2	Raytheon	54 3/4	+2 3/4
47 3/4	33 1/2	ConsElInd	45 1/4	+3/4	10 1/4	8 1/2	Rep. Pic.	9 7/8	+3/8
29 1/4	20 3/4	Cor-Dub	26	+3/4	45 1/2	26 1/2	Siangler	31 3/4	+3/8
136 1/2	89 3/4	Corning	135	+7 3/4	9 1/2	6 1/2	Sparton	7 3/4	-1 1/2
49 3/4	34	Daystrom	39 3/4	-1/2	28 1/4	21 1/4	SpryRd	25	-5/8
21 1/4	17 1/2	Decca	18	+1/4	23 3/4	14 3/4	Std Coil	18 3/4	+3/8
59 1/2	42 1/2	Disney	45 1/2	-5/8	29 3/8	18	Stan-War	29 1/2	+2 1/4
69 1/2	48 1/2	EmerElec	63	+4	52 1/2	42 1/2	StewWarn	48 3/4	-1/2
26 1/2	13 3/4	EmerRad	19 3/4	-7/8	33 1/2	24 1/2	Storer	29 3/4	-3/8
33	12 3/4	Gabriel	24 1/2	-1/4	13 3/8	9	Telautog	9 3/4	+1/8
42 1/2	34 1/4	GenBrze	35 1/4	-	136 1/4	61 1/4	TexInst	134	+8 3/8
66 1/2	53 1/2	Gen Dyn.	55 1/2	-2 7/8	70 1/4	56 1/4	Thomp	63	-1 1/2
84 3/4	74 3/4	GE	80	-1	54 1/4	34 1/2	Tung-Sol	44 1/2	+1/2
38 3/4	16 1/2	Gen Inst	29 1/2	-	43 1/2	34 1/2	20th-Fox	36	-
45 1/2	31 1/2	GPB	39 1/2	+3 3/8	32 1/4	24 3/4	UAA	29 3/4	+1/4
73 3/4	60	Gen Tel	65 1/4	-	84	72	UnivPic	75	+1 1/2
83	44 3/4	Gen Tire	70 1/4	+3 3/4	47 3/4	24 3/4	WarnBrS	46 1/4	-7/8
86	36 3/8	Hoffman	64	-	97 1/2	70 1/2	Westhse	91 1/2	-1
37	28 3/4	*Hoffman	32	+3/4	136 3/4	92 1/2	Zenith	127 1/4	-3 3/8
488	385 1/2	IBM	435 1/2	-3 1/2					

#### AMERICAN STOCK EXCHANGE

1959					1959				
High	Low	Stock	Close	Wk. Chg.	High	Low	Stock	Close	Wk. Chg.
5 3/4	3 3/4	Allied Art	4 3/4	-	22 3/4	7	IntRes	18 7/8	+1 1/2
19 3/4	11 1/2	AmElec	15 3/4	+1 1/4	19 1/4	9 1/2	Lear	14 1/2	-1/4
26 1/2	15 1/4	AudioDev	20 1/2	+1 1/2	2 3/4	1 5/8	MuntzTV	2 1/2	-1/8
22 3/4	10 3/4	Belock	17 7/8	-3/4	12	5 1/2	Muter	9 1/4	-3/8
10 1/4	4	Clarostat	7 3/4	+1/2	4 3/4	2 3/4	NatUnion	3 3/4	-1/2
9 3/4	6	DuMont	8 1/4	-1/4	48 3/4	23 1/2	PhilipsEL	42 1/2	+1 3/4
12 3/4	4 3/4	Dynam	9 3/4	-1/2	43 1/2	14 3/4	ServoCp	28 1/2	-1/2
44 3/4	28 3/8	ElecCom	38 3/8	+1 3/8	18 1/4	9	Servome	13 3/4	+1/8
16 1/2	9 1/2	ElecCp	11 1/4	-3/8	10 3/4	5 3/8	Skiatron	6 3/4	-1/4
2 1/4	1	†EI-Tron	1 1/4	+1/2	17 3/4	9 1/2	Sonotone	15	+2
138 1/2	50 3/4	Fairch	132	+2 1/2	9 3/4	6 3/4	Techclr	7 1/2	+1 1/2
88 1/4	49	GenTrans	71	-7/8	22 1/2	9	Techrmp	17	-
27 1/2	20 1/4	GlobeUn	26	-1 1/4	7 3/4	4 3/4	TeleInd	5 1/4	-1 1/2
3	1 3/4	GuildFlm	2 3/4	+3/8	14 3/4	7	TransLux	12 3/4	+1 1/2
75	54 1/2	Hazeltine	63 1/2	+3 1/2	19 3/4	6 3/4	Victoreen	13 3/4	-7/8
12 1/2	5 3/4	HeroldRad	8 1/2	-3/4					

#### OVER THE COUNTER AND OTHER EXCHANGES

The following quotations, obtained 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 computation.

	Bid	Asked		Bid	Asked
Aerovox	9 1/4	10 3/8	Meredith Pub.	37	40 3/8
AMP Inc.	31	33 1/2	Metropolitan Bcstg.	15	16 1/4
Baird Atomic	28	30 3/4	Microwave Associates	21 3/4	23 3/4
British Ind	29	32	National Co.	27 3/4	29 3/4
Capital Cities TV	8 1/2	9 3/8	Oak Mfg.		
Cinerama Prod.	2	2 1/2	Offical Films	1-1/16	1 1/4
Cohu Electronics			ORRadio	33 3/4	36 1/2
Collins Radio	32 1/4	34 3/4	Pacific Merc. TV	11	12
Cook Elec.	43	46 1/2	Packard-Bell	41 1/2	43
Craig Systems	10 1/2	11	Panellit	5 3/4	6 5/8
Eitel-McCullough	40	43	Parkin-Elmer	48 3/4	52 1/2
Elec. Assoc.	40	43 1/2	Phillips Lamp	83	86 1/4
Erie Resistor	9	9 3/4	Reeves Soundcraft	9 3/4	10 1/2
Giannini, G. M.	27 1/2	29 1/2	Sprague Electric	47 1/4	50 5/8
G-L Electronics	11 1/2	12 3/4	Tele-Broadcasters	1	1 3/8
Granco Products	4 3/4	4 3/4	Teledrome	19 1/2	22 1/2
Gross Telecasting	23 3/4	25	Telecomputing	11 1/2	12 3/4
Hewlett-Packard	40 3/4	43 3/4	Time Inc.	66	69 1/4
Hycon	3	3 3/4	Topp Ind.	12 3/4	13 3/4
Jerrold	5 3/8	6 3/8	Tracerlab	9 1/2	10 1/2
Leeds & Northrup	34 1/4	35 3/4	United Artists	9 3/4	10 1/2
Ling-Altec	24	25 3/4	Varian Associates	31 1/4	33 3/4
Machlett Labs	25 3/4	27 3/4	Welles-Gardner	15 5/8	16 3/4
Magna Theater	2 1/2	3	Wometco Ent.	10 1/2	11 1/2
Maxson (W.L.)	11 3/4	12 3/4			

Where a stock dividend or split amounting to more than 25% has been paid, the year's high-low range is shown for the new stock only.  
\* When issued.  
† In bankruptcy or receivership or being reorganized under the Bankruptcy Act, or securities assumed by such companies.

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## SUMMARY-INDEX OF WEEK'S NEWS

### Auxiliary Services

**WASHINGTON IS STILL CATV'S** No. 1 problem, as NCTA convention works to stave off restrictive legislation (pp. 1 & 5).

### Congress

**FCC HEADACHES CONTINUE** despite Harris hearings. Problems are diagnosed by 24 specialists (p. 2).

**RELIEF FROM LAR DALY RULING** in sight as Senate & House subcommittees speed processing of Sec. 315 changes. FCC's own amendment favored (pp. 3 & 4).

### Networks

**NBC SELLS LAST UHF** owned by network, WNBC New Britain-Hartford & radio adjunct going to uhf pioneers (p. 3).

**MUTUAL TO BE SOLD—AGAIN**, this time to a group headed by Sen. Homer E. Capehart (p. 7).

### FCC

**DEFENSE OF TV-FM SPECTRUM** mounted by broadcast interests during FCC's 25-890-mc hearing. Fellows urges retention of vhf & uhf during negotiations with military (p. 4).

### Stations

**TRIPLE TV "IMAGE"** unveiled in special depth studies of TV audience by CBS, Corinthian Stations, and NBC (p. 8).

### Programming

**WESTERNS TOP NEW SCHEDULES** and comedies are runners up, with action-adventure series next (p. 10).

### Manufacturing & Distribution

**STEREO'S DOUBLE-TROUBLE VANISHING** as manufacturers stress single-cabinet units at Music Show. Dealer reaction indicates really healthy stereo selling ahead (p. 15).

**TOP TV BRANDS-IN-USE** in 21 markets shown in 1959 Consolidated Consumer Analysis. New tables also indicate brand preferences in single- & multi-set homes (pp. 16 & 17).

**EARLY RETURNS IN 23-in. VOTE** indicate good dealer reaction to new tube size, although public hasn't seen it yet. Packard-Bell shows two 23-in. sets in new line (p. 18).

**DEALERS SUM UP '58** and show net operating profit at new low, operating costs at record high, in NARDA Survey (p. 18).

**RCA'S BIG FALL AD PUSH** starts rolling in July with dealer ad schedules for new lines, shifts into national media in September (p. 18).

### Advertising

**NET-TV & RADIO** ad revenue in April both ran well ahead of April 1958, but newspapers showed biggest percentage gain (p. 12).

### Film & Tape

**TV's FRIENDSHIPS.** A network and/or big talent-agency link seems a must for telefilmmers who are after multiple series sales (p. 13).

### Other Departments

**EDUCATIONAL TV** (p. 6). **FINANCE** (p. 19).

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**WASHINGTON STILL CATV'S NO. 1 PROBLEM:** Alternating feelings of optimism & apprehension, both more intense than usual, pervaded the 8th annual convention of National Community TV Assn. (NCTA) in Philadelphia's Sheraton Hotel June 23-25.

The optimism was generated by the continued dramatic growth of the service—some 500 people attending last week's convention, compared with about a dozen 8 years ago in Pottsville, Pa. The apprehension stems from a crisis in Washington—where highly restrictive legislation is pending before a generally hostile Senate Commerce Committee which begins hearings June 30 (for witnesses, see Vol. 15:25).

The "Washington problem" is acute. Though FCC had told Senate Commerce Committee Chairman Magnuson (D-Wash.) that it couldn't freeze microwave grants to serve CATV systems (Vol. 15:24), it froze 5 of them this week following receipt of a brusque note from Sen. Moss (D-Utah) who said he couldn't understand Commission's reasoning. FCC stayed the effectiveness of CPs for microwaves intended to serve CATV systems in Helena, Mont.; Laredo, Tex.; Tallahassee, Fla.; Riverton, Lander & Thermopolis, Wyo.; Tyler & Jacksonville, Tex. This was on the basis of protests by TV stations in the respective areas. Oral argument on all the protests will be held July 24.

Sen. Moss also introduced a bill (S-1886) designed to license CATV systems and to prohibit the establishment of any kind of facility (CATV, booster, microwave, etc.) which might hurt a conventional TV station (see story on p. 5).

CATV operators are trying to fight political fire with similar weapon. Booster operators & small-town telecasters have on their side the present chairman of Commerce Committee, Sen. Magnuson, and 2 former chairmen—ex-Sen. Johnson (D-Colo.) & ex-Sen. Dill (D-Wash.). CATV operators will produce their own former chairman—ex-Sen. McFarland (D-Ariz.). It's understood that majority leader Lyndon B. Johnson (D-Tex.) is maintaining strict hands-off policy. On one hand, his family has station interests and he enjoys considerable political support from telecasters. On other hand, he has valuable friends among Texas CATV operators.

NCTA is also seeking to neutralize lobbying activities of their opponents by hiring lobbyists of their own—Washington law firm of Weaver & Glassie (Ray Donaldson doing most of the work) and Washington management consultant William Stubblefield. It came as something of a shock to CATV operators to hear about NAB's resolution in favor of restrictive legislation (Vol. 15:25). Until recent board meetings, NAB had abstained from opposition—because telecasters haven't been of one mind in their views. (WDAU-TV Scranton-Wilkes-Barre maintained hospitality suite at NCTA convention, wooed CATV operators warmly. It claims that more than 70,000 homes get its signal via CATV.)

Regulatory problems aside, NCTA convention stressed: community responsibilities, public relations, technical improvements, competitive problems. Particularly interesting was a symposium of crystal-gazing by the presidents of 4 major equipment manufacturers (for roundup of these, see p. 5). Operators expect to be doing all right next year, evidently, for they've scheduled convention in Miami.

CATV operators are watching wired pay-TV experiments very closely. One of their colleagues, Henry Griffing, couldn't make it work in Bartlesville, Okla., when he charged subscribers on a flat monthly basis (Vol. 12:42 et seq.). Now, like everyone else, they're eager to see whether Paramount's per-program coinbox concept will prove out in Toronto (Vol. 15:25). Incidentally, CATV equipment maker Jerrold Electronics Corp. will supply gear for the Toronto project.

**FCC HEADACHES CONTINUE DESPITE DR. HARRIS:** "Major administrative process problems" of half-dozen federal agencies—particularly FCC—were examined in exhaustive detail last week by 2 dozen specialists. Assigned by regulated industries, bar groups & agency trial examiners' own organization to diagnose ills at round-up House Commerce Committee panel hearings (Vol. 15:25), all agreed there's plenty wrong. But no panacea prescriptions were written.

No infirmities of FCC were left untouched. "Influence," ex-parte rules, administrative procedures were explored so thoroughly—and repetitiously—by round-up panelists that press tables in hearing room were deserted long before specialists gave up hope of finding agreed-upon remedies which would be better than the status quo.

"These are difficult problems," said Washington lawyer Valentine B. Deale of D.C. Bar Assn.'s administrative law section assigned to sum up discussions by panelists representing everything from federal trial examiners conference and NAB (FCC) to National Coal Assn. (ICC) and National Assn. of Securities Dealers (SEC). "There is no black-&-white approach that makes much sense. And there's a tremendous interest—vested & otherwise—in the status quo."

"I think we are talking about a gray area," said NAB's govt. relations mgr. Vincent T. Wasilewski at one point in diagnostic discussions of adjudication vs. rule-making by FCC. "I don't see how you can approach this in a broad legislative enactment to take care of all situations."

What should be done about off-record approaches to FCC? Federal Communications Bar Assn. pres. Leonard H. Marks pondered problem, came up with this: "I think there would be unanimous opinion that in adversary proceedings there must not be any ex parte communications with the tribunal that makes [decisions]. My problem arises as to when a proceeding becomes adversary . . ."

"They got some things off their chests, anyway," commented Robert Lishman, professorial chief counsel of Commerce Committee's legislative oversight unit, at end of 2 days of consultative sessions. That seemed to be main result of 2 weeks of panel discussions which were intended by Chairman Harris (D-Ark.) to produce some concrete recommendations for legislative cures of agency faults.

**NBC SELLS LAST NETWORK-OWNED UHF STATION:** Leaving uhf altogether—as expected since it shuttered WBUF (Ch. 17) Buffalo early this year (Vol. 15:7-9)—NBC last week sold WNBC (Ch. 30) New Britain-Hartford, along with AM adjunct WKNB, to Connecticut TV Inc. for \$1,044,000.

Buyer is new corporation owned 2/3 by WICS (Ch. 20) Springfield, Ill. and 1/3 by William Putnam's WWLP (Ch. 22) Springfield, Mass. Major WICS stockholders Herbert Scheftel & Elmer Balaban are pres. and secy.-treas. respectively of Connecticut TV, whose exec. v.p. is uhf enthusiast Putnam. He'll manage WNBC, which retains NBC affiliation. First thing new owners did was to look for buyers for WKNB. Negotiations for resale of radio station were reported already under way.

Last of network-owned uhfs, WNBC has been on block at least since Feb., one bidder being Tom O'Neil's RKO Teleradio Pictures (Vol. 15:8). CBS got out of uhf when it sold its WXIX (Ch. 18) Milwaukee to Gene Posner's WXIX Inc. for \$50,000 after it went dark April 1 (Vol. 15:9, 13, 14, 16); WXIX plans to resume programming July 20 as independent outlet. ABC never has been in uhf.

Hartford sale represented profit for NBC—on paper, at least. Network paid about \$800,000 for WNBC & WKNB when it bought stations in Jan. 1955 from Hartford adman Julian Gross (Vol. 11:2). Ch. 30 outlet began in Feb. 1953 as WKNB-TV, lost money steadily until Nov. 1954, when it edged into black. It started with estimated 65% uhf conversion in its area. Latest conversion figures (from Edward Taddei of the other uhf, WHCT, Ch. 18, Hartford): 93.1%.

"Hard economic realities" of uhf vs. vhf led CBS to precede NBC in withdrawing from Hartford uhf market operation last year. CBS abandoned its WHCT (Ch. 18) and arranged affiliation with WTIC-TV (Ch. 3) Hartford (Vol. 14:41) after trying for nearly 3 years to make uhf go. WHCT was picked up for \$250,000 in Dec. 1958 from CBS by Edward Taddei, who left WNBC-TV to try to prove there was need & demand for independent uhf in market. He put WHCT back on air month later (Vol. 14:46).

**RELIEF FROM LAR DALY RULING IN SIGHT:** Chances are fair-to-good that Congress will reverse FCC's Lar Daly political equal-time newscast ruling at this session. As summer adjournment approaches, that's word we get from Senate & House Commerce Committees which have put revision of Communications Act's Sec. 315 on their hurry-up agendas (see p. 4).

FCC may write its own ticket for reversal, too. Sec. 315 won't be repealed, as NAB wants. Nor will there be any general rewriting of the equal-time requirements of the law this year. But after sticking 4-3 to its Feb. decision that present Sec. 315 language means that newscasts as well as speeches can be political broadcasts (Vol. 15:25), Commission has come up with language which is likely to be incorporated in any bill reaching Senate or House floor for vote.

Exemption of "newscasts & special events such as political conventions" is provided in tacked-on Sec. 315 amendment suggested by Comr. Ford. It was endorsed last week by FCC Chairman Doerfer & Comrs. Hyde, Lee & Cross—and Senate Commerce communications subcommittee Chairman Pastore (D-R.I.) likes it. He sees it as simple change which stands best chance of getting through Congress.

Warning to broadcasters that they'll be responsible for "objective presentation" of newscasts in which candidates appear, also is included in Ford amendment in effort to discourage broadcasters from taking partisan advantage of exemptions. (Comr. Craven, a dissenter in Lar Daly ruling, thought proposed new language wouldn't resolve issue. Comr. Bartley, in majority on ruling, thought amendment went too far, might take in picnics & plowing contests.)

Sec. 315 revision may get no further at this session than other legislation affecting broadcasters—which is nowhere (Vol. 15:22, 24). There's feeling of urgency on Hill, however. Senate subcommittee acts soon—probably this week—on legislation. House Commerce communications subcommittee is rushing quickie hearings this week. With 1960 coming up, members of Congress have keen personal interest in seeing to it that candidates' newscast status is clarified.

Radio Free Europe's effectiveness—Westinghouse Broadcasting Co. pres. Donald H. McGannon declared last week in a Crusade for Freedom address—can be judged "by the persistence of Russian efforts to jam it." These efforts, he added, "are 95% nullified by Operation Saturation, [which is] the training of 22 transmitters simultaneously for a half-hour nightly on each of the satellite countries in succession."

Census Bureau recheck of radio data in its Nov. 1958 labor force survey has been started at the request of the Advertising Research Foundation, which finances the special count of set ownership. RAB initiated the recount in the belief that the Bureau's set tally—still unreleased to the public—was lower than it should have been. Census Bureau officials told us they don't object to recheck, will publish results after they are confirmed or corrected.

## Congress

### More about

**SEC. 315 HELP SPEEDED:** A fast rerun of Senate hearings on equal-time amendments of Sec. 315 of the Communications Act is scheduled by the House Commerce communications subcommittee this week to clear the way toward action on reversal of FCC's Lar Daly newscast ruling (see p. 3).

Many of the same broadcasting industry witnesses who filled 5-day transcripts of Senate Commerce communications subcommittee sessions on the equal-time issue—piling up protests against the decision—will do it again on the House side.

The order of appearance of witnesses for House hearings June 29-30 & July 1 hadn't been set by chairman Harris (D-Ark.) at last week's end, when Senate Commerce communications chairman Pastore (D-R.I.) wound up his proceedings with a promise to try to draft a bill this week.

But the House lineup in 1334 New House Office Bldg. will include spokesmen for networks, NAB, FCC—and at least 3 added starters on the stand. They'll be chairmen Paul M. Butler & Thruston B. Morton of the Democratic & Republican national committees, respectively, and acting asst. attorney general Robert A. Bicks.

Butler didn't appear at Senate hearings, but sent a letter to Pastore, urging that any Sec. 315 amendment exempting newscasts from equal-time requirements contain safeguards against axe-grinding by broadcasters for favored candidates. Morton wrote Pastore & Harris that the GOP wants to go "on record as favoring revision to relieve the broadcasting industry of the unfair burden which has been placed upon it." Harris wants to question Bicks about Justice Dept. intervention in the Lar Daly case (Vol. 15:25).

Pastore meanwhile held the record of Senate hearings open until June 30 for any additional statements. After that he plans to call his subcommittee into session to act on Sec. 315 changes—which probably will follow newscast exemptions recommended by FCC itself—to recommend to the full Committee headed by Sen. Magnuson (D.-Wash).

Unlike the first 2 days of Pastore's hearings, when only Lar Daly himself turned up to argue that FCC's newscast ruling should stand (Vol. 15:25), last week's proceedings produced several witnesses who testified against Sec. 315 changes. Among them:

V. Lane Knight (counsel for the Lewis Food Co., Los Angeles sponsor of Dan Smoot programs on western stations) said tampering with Sec. 315 would lead to censorship by TV & radio stations.

Joseph A. Schafer (recent candidate for the Republican nomination for Philadelphia mayor—11,666 votes) said Sec. 315 not only should be preserved—but applied to newspapers, too, "if we are to practice democracy."

Nathan Karp (Socialist Labor Party exec. committeeman) said changing Sec. 315 would give the 2 major political parties "a monopoly of the use of the air waves."

Advocates of legislation to repeal Sec. 315—or at least amend it to exempt newscasts—included: NAB pres. Harold E. Fellows & NAB Freedom of Information Committee chairman Robert D. Swezey, Westinghouse Bestg. Co. pres. Donald H. McGannon, Ralph Renick & John F. Lewis (Radio-TV News Directors Assn.), Dean Edward Barrett (Columbia U. School of Journalism), Tom Chauncey (KOOL-TV Phoenix), F. Van Konynenburg (WCCO-TV Minneapolis), Rex Howell (KREX-TV Grand Junction, Colo.). Many individual broadcasters submitted statements.

## The FCC

**DEFENSE OF TV-FM SPECTRUM:** Broadcast interests finally got their licks in last week during FCC's marathon hearing on the uses of 25-890 mc, and they urged that the Commission retain all present TV & FM spectrum space, resisting the demands of other services.

NAB pres. Harold E. Fellows summarized the association's policy position: (1) Ch. 2-13, as "the heart of the TV allocations structure," must be retained for broadcast service "as the basis for any overall allocations plan." (2) Addition of frequencies adjoining Ch. 13 would bring "the least disruption to existing service & the greatest provision for expansion." (3) It's "extremely important" that any degradation of existing service be avoided.

Fellows called on the Govt. to "recognize what we believe to be the overriding public interest in this matter and accede to the requests for frequency space in this area."

Comr. Craven asked if "heavy utilization of uhf" could be expected if adequate space above Ch. 13 can't be found in the future. Fellows said: "If FCC made the decision to keep vhf & uhf as they are now, we'd have to utilize uhf, but it would be better to have one continuous TV band." He added, in answer to a question by Comr. Ford, that NAB has no opinion on whether FCC's proposed all-channel receiver legislation would be constitutional.

Ben Strouse of WWDC Washington & WMBR Jacksonville, making a pitch as pres. of FM Broadcasters, just asked that the FM band be let alone. FCC counsel Ann Mooney pointed out that all FM frequencies allocated 12 years ago haven't been used, asked how retention of the spectrum space could be justified. Strouse contended that FM is growing in popularity and the space will be needed.

In his prepared statement, Strouse painted this brightening picture of FM, which he said is "on the very verge of full adulthood": (1) "There are actually competitive hearings for FM stations in major markets—and an actual shortage of frequencies." (2) "Multiplex is working satisfactorily in many areas." (3) Once FCC sets standards, stereo will move rapidly. (4) FM CPs & licenses increase monthly.

Commissioners showed impatience with the indefinite nature of channel requests by educational TV witnesses. David Stewart, of the Joint Council on Educational TV, said he couldn't be specific because of the many intangibles—such as estimates of the number of school children at some future date. JCET engineering director Cyril Braum said that "18 channels would be fine," to provide complete ETV coverage for the nation. Said Comr. Cross: "You can't just come in and ask for 18 channels. Why not 108, 180?"

Motorola exec. v.p. Daniel Noble enlarged upon his reasons for urging that TV be given a continuous 30-channel band starting with the present Ch. 7: (1) Reasonable continuity of propagation characteristics. (2) Cheaper sets than vhf-uhf. (3) Easier transition than to all-uhf. He said that a single tuner covering the 30 channels would eventually cost no more than today's vhf tuners. He estimated that a set using the present Ch. 2-13 plus some more vhf channels would cost about 20% more than a continuous 30-channel set starting at Ch. 7—because 2 tuners would be needed, one of them for the lower vhf, one for the higher.

Three applications for new TV stations were filed with the FCC last week: For Ch. 13, Flagstaff, Ariz., by KCLS; for educational Ch. 8, Carbondale, Ill., by Southern Ill. U.; for Ch. 3, Salem, Ore., by owners of KGAY.

**Windup for Mack:** The marathon Miami Ch. 10 conspiracy trial of ex-FCC Comr. Richard A. Mack & Thurman A. Whiteside (Vol. 15:15-25), which opened April 7, rocked along toward the jury last week. Defense lawyers rested their case June 25 and the Govt. offered no rebuttal witnesses—but it wasn't ready for the jury yet. The defense then began arguing a series of motions for directed acquittal by Judge Burnita S. Matthews in Washington's U.S. District Court. She also was asked to strike some govt. testimony that Mack & Whiteside plotted to throw the Miami grant to National Airlines' WPST-TV. Neither Mack nor Whiteside took the stand in his own defense—and Mack was reported by his attorney Nicholas B. Chase as too ill to be in the courtroom for closing arguments. The final defense witness was Washington accountant Thomas A. O'Neil, who reviewed financial dealings between Mack & Whiteside from Jan. 1955, when Mack joined the FCC, until his resignation in March 1958 under fire by House FCC investigators. The Govt. charged that Whiteside funneled money to Mack for his Ch. 10 vote. The defense maintained that loans & gifts by Whiteside to Mack had nothing to do with the Miami case.

## Auxiliary Services

Protection of TV stations from CATV, translators, boosters, etc. is the aim of S-1886, introduced last week by Sen. Moss (D-Utah) for himself and Sen. Murray (D-Mont.) (see p. 1). He would add this language to the end of Sec. 307 (B) of the Communications Act: "No such application should be granted for (1) a community antenna TV system, (2) any station engaged solely in the function of rebroadcasting the signals of TV broadcast stations, or (3) a microwave facility for the purpose of serving exclusively or predominantly any such systems & stations or either thereof, unless the Commission shall first find that such authorization will not adversely affect the creation or maintenance of a station which will originate local TV programs, and which will serve the community to be served by such community antenna TV system or station engaged solely in the function of rebroadcasting the signals of TV stations."

National Theatres' \$1 million purchase of Williamsport, Pa. TV Cable Corp. (Vol. 15:23, 25) is part of the company's "diversification into allied fields," according to Charles Glett, NT executive in charge of the CATV system (he also heads WDAF-TV Kansas City). Attending the National Community TV Assn. (NCTA) convention in Philadelphia last week, he said NT has no current plans to acquire additional CATV systems, nor does it intend to operate the system other than conventionally—no pay-TV, local originations, etc. NT is in the market, however, for more TV stations to add to its WDAF-TV, WNTA-TV Newark-N.Y. and KMSP-TV Minneapolis-St. Paul.

Uhf on-channel booster operated experimentally by WINR-TV (Ch. 40) Binghamton, N.Y. worked so well in filling holes in coverage, the station informed FCC, that it plans to ask for waiver of the rules to operate it on a regular basis in Oswego. The station reported that the 10-watt unit, which produced vertically polarized signals, provided an excellent picture where the main station didn't, and that no problem of interference developed.

Four translator CPs granted by the FCC last week: Ch. 83, Blythe, Cal. to Palo Verde Valley TV Club; Ch. 75, 78, & 81, St. James, Minn. to the Watonwan TV Improvement Association.

**CATV'S SHINY CRYSTAL BALL:** The prime movers of the community antenna industry—those manufacturers who stimulated the business into being, in order to create a market for their products—took an unanxious, philosophical look at the horizon in a highlight session of the National Community TV Assn. convention in Philadelphia last week (see p. 1).

The "David Sarnoff" of the business—Jerrold Electronics pres. Milton J. Shapp—put it this way: "This industry is about 8½ years old. I expect the growth in the next 8½ years to be as sensational, fast and full of problems as it has been so far. This room (about 400 seats) won't hold us then.

"I don't see CATV hurting stations. I see more small-town TV stations. We help them get started by creating an audience . . . CATV won't put anyone out of business.

"I don't look for advertising on CATV. I don't believe we should look for financial support from anyone but subscribers. We'll expand to more & more cities because we'll give people more & more service. For example, we have a system in Ventnor, N.J., a suburb of Atlantic City. We're now expanding it to adjoining Margate, and we'll go into Longport. We'll add a microwave to bring in the N.Y. signals. Elsewhere, we're adding more channels, FM, background music, and a TV channel for local educators."

H. M. Diambra, pres. of Entron, Jerrold's fiercest competitor, paid Shapp a suprising tribute: "I'm indebted to this pioneer. I owe him a vote of thanks. The FCC freeze on new stations between 1948 & 1952 helped, too.

"You have an advantage over broadcasters in the fact that you create spectra. You don't rely on a scarce spectrum. You can have as many voices as you want because you use cable. Up until now, the manufacturers have led the way in this business. The time has now come for you CATV operators to tell us what you want."

Favoring subscription TV, Diambra asserted: "Unlike other services, it looks as if it's going to be born backward. This seems to be because 2 or 3 rather creative people have talked & talked & talked about it. Usually, a service is offered first—then people talk about it."

H. B. Abajian, pres. of Westbury Electronics, said that the industry must expand or wither. "It was once thought that CATV was confined to mountainous areas, but it will expand more & more into the plains cities. Systems will offer more signals, background music and public service channels for the home."

Donald J. Spencer, pres. of Spencer-Kennedy Labs, stressed "public service." "It's most important," he said, "to give the subscribers what they want & can't get elsewhere. You can add closed-circuit cameras for civic coverage—the city council, school board meetings, etc. The trend of stations is toward mass appeal—away from local service. The govt. trend is to keep the public from paying for a service, even if it wants to. "I wouldn't worry about translators & boosters. They can't offer the quality."

Translator & booster competition was the subject of an unusual telephone panel discussion which piped in the voices of John Sullivan, Ukiah, Cal.; John Sorenson, Ellensburg, Wash., and Lee Hallett, Wenatchee, Wash.

Sullivan reported that his system managed a steady but slow increase in subscribers despite the advent of 2 translators offering free signals. This was accomplished by improving service and by heavy promotion.

In Ellensburg, Sorenson said, the translator "was a blessing in a way, because it brought a signal to the farmers." He met its impact by increasing his service from 3 to 5 channels, one of them for the local college. He also

plans to offer FM. Rates were changed from \$135 installation & \$3.75 monthly to \$9.95 initial & \$4.45 monthly.

Hallett reported that Wenatchee probably suffered the greatest booster competition facing any CATV system—a 25-watt “mother” station & 6 satellites feeding 3 Spokane signals. His reaction was to offer his own receiver servicing dept. which produced a “terrific impression” on subscribers by its speedy service calls & reasonable rates (lower than independent service). He said he plans to offer more channels, FM, background music, etc. He said that the booster signal quality was “quite good” and that color re-transmission was “acceptable.”

All participants stressed the necessity of “becoming part of the community,” contributing to civic activities, etc.

Panel moderator John Campbell, of Dubuque, Ia., summed it up: “Make people glad they’re on the cable instead of making them feel they’re forced to use it.”

Among the technical papers, one attracting considerable attention was “experience with long distance TV fields used for re-transmission,” by Warren L. Braun, asst. gen. mgr. of WSVA-TV Harrisonburg, Va. He said he had developed a new method of predicting the location of stable fields and used it successfully on about 200 occasions.

**Theater’s TV’s 3-Rounder:** Ingemar Johansson’s short-&-sweet 3rd-round upset victory over Floyd Patterson June 26 for the world heavyweight championship—after a one-day postponement because of rain—drew one of the biggest closed-circuit TV audiences in history. It won’t be known for some time whether the TelePrompTer-networked event out-drew the 1957 & 1958 Robinson-Basilio middleweight title bouts. The radio broadcast was on ABC, sponsored by United Artists to plug “The Horse Soldiers.”

In an unusual freak of scheduling, there was also a free fight available on NBC-TV between Ralph (Tiger) Jones & Victor Zalazar of Argentina, from Madison Square Garden, as a part of the *Cavalcade of Sports* series.

The weather saved TelePrompTer pres. Irving Kahn from running into a sticky problem. If the fight had been moved again to June 27, the over-\$1 million TelePrompTer gross in 170 theaters in 135 cities would probably have taken a real dive, since many theater managers refuse to air closed-circuit sports events on Saturday, peak movie night of the week, even at \$3.50 to \$7.50 a head. It also saved promoter Bill Rosensohn from becoming embroiled in refunds to ticketholders. As it turned out, the fight’s sudden ending made for a rather expensive half-hour of televiewing. On basis of 9 minutes of actual combat, attendees paid a total of more than \$110,000 a minute.

There was also a round of subpoenas prior to the fight, just to make things interesting, with the two fighters, Irving Kahn, Rosensohn, and others associated with the fight promotion, receiving them from fighter Eddie Machen (who’s suing for \$1,229,375 in damages). He claimed he was in line for a crack at the heavyweight title. No suit came, however, from NBC-TV or Gillette, who technically hold a TV exclusive on Friday fights in N.Y. Patterson & his manager Cus D’Amato got additional summonses from TV producer Les Arries, who’s suing for 10% of their earnings under a 2-year-old agreement. One result of this sideplay: All purses for the fight were tied up.

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Hatchets were buried in Detroit on June 26 when some 250 admen from all leading auto firms were invited by the Detroit A.C. to view the large-screen, closed-circuit telecast of the Patterson-Johansson heavyweight bout.

## Educational Television

**ETV Tape Network:** Educational TV took a giant step forward last week with the announcement of a \$2,706,000 grant by The Ford Foundation to the National Educational Television & Radio Center (NET) to equip the nation’s 43 non-commercial stations with video-tape recorders. NET pres. John F. White hailed the grant as “the most significant advance in ETV since the first station, KUHT, began operations in 1953 . . . The position of the Center as the 4th major TV network will be strengthened immeasurably.” He emphasized that the recorders and the immediate playback features of tape “make possible the rapid distribution of outstanding & timely programs.”

White said that Minnesota Mining has pledged “substantial gifts” of raw tape to NET and its affiliated stations. A NET spokesman told us that the organization is evaluating video-tape recorders and that no installation date for stations can be determined until a decision has been reached on brand of video recorder to be purchased.

Kudos for network TV: The National Education Assn. has counted “at least 50 network TV shows during the past year that have helped significantly in bringing about public awareness of various critical problems in education today.” So says NEA press-radio director Roy K. Wilson, reporting that a special film, “TV Panorama: Open Hearing on Education,” will be shown at the annual convention of the teachers’ organization July 2 in St. Louis. Included in it are clips from 2 dozen network shows, ranging from CBS’ *I’ve Got a Secret* to NBC’s *Wagon Train* to ABC’s *The Rifleman*. ABC’s Washington news bureau chief John Secundari will be commentator.

Special Virginia ETV commission has been named by Gov. J. Lindsay Almond Jr., to be headed by pres. Thomas P. Chisman of stations WVEC-TV & WVEC Norfolk, and recently named pres. of Virginia State Bcstrs. Assn. He’ll be joined on the commission by prog. dir. Sam Carey of WRVA-TV Richmond, and state supt. of instruction Davis Paschall. Six legislators will be appointed by Gov. Almond later to work with this group. Chisman’s WVEC-TV has been carrying an experimental ETV show with the Norfolk School Board for the past 2 years, telecasting to 9 elementary & secondary schools in the Norfolk area.

ETV flunked a 15-week test completed last month at the Long Island Agricultural & Technical Institute. The findings indicated that ETV placed heavier demands on students, is too costly, and disrupts the close teacher-student relationship. In a test of a TV class & a control group, the average grade of the TV-taught students was lower, 75.85 vs. 76.3. The 3 teachers who conducted the TV course found the experiment worthwhile and recommended further investigation. Most of the students, however, reportedly were dissatisfied with the course.

Nine educational radio grants totaling more than \$35,000 have been awarded to 8 institutions by the National Educational TV & Radio Center and the National Association of Education Broadcasters, now in their 3rd year of a continuing joint educational radio programming project. The grants are for the production of various radio series—dealing with the project theme “The American in the 20th Century”—for distribution during fall 1960 to the 79 NAEB-affiliated radio stations.

Crosley turns over entire TV building at 2222 Chickasaw St., Cincinnati, to educational WCET (Ch. 48)—leasing it at \$1 a year for 5 years, renewal for 5 more years.

## Networks

**MUTUAL SOLD—AGAIN:** Still another sale of Mutual Bestg. System is nearing completion. This time it's to a group headed by Sen. Homer E. Capehart (R-Ind.) and lawyer-broadcaster Ted Granik, co-producer with Westinghouse Bestg. of 2 public affairs TV-radio shows. We learn that the deal will probably be finalized this Monday (June 29).

Currently, MBS is owned by a syndicate group headed by Malcolm E. Smith Jr., chairman of Harrison Home Products Co. and a manufacturer of low-priced records. They took the network over in March (Vol. 15:10) from the ill-fated Scranton Corp. for some \$2 million.

Sen. Capehart's group isn't the only one interested in acquiring Mutual. Reportedly, Albert G. McCarthy, a Washington real estate figure, has made a bid for the properties held by the radio network, with at least one other N.Y. group (said to be in music industry) interested.

The 25-year-old radio network is having other troubles, meanwhile. Five RKO Teleradio stations are leaving it Aug. 8, when their contracts end: KHJ Los Angeles, KFRC San Francisco, WOR N.Y., WNAC Boston, WHBQ Memphis. The move is prompted by the stations' intent to go independent & change program emphasis to music, we're told by KHJ v.p.-gen. mgr. Norman Boggs. (KHJ had been an MBS affiliate for more than 20 years.) Blair Walliser, exec. v.p. of MBS, submitted his resignation less than 2 weeks ago, although he'll remain as a consultant. And AT&T is reported pressing for payments on the weekly line bills—although MBS has a moratorium until Sept. on the big bill owed previously.

Late last week, however, MBS stations v.p. Charles Godwin announced that 2 more independent radio outlets (WABR Orlando and WOHO Toledo) have joined Mutual, making a total of 19 radio independents that have linked with the network since the sale to the Smith group in March. This Tues. (June 30), MBS is expected to announce still another affiliate—WTTM Trenton—which would leave the NBC network. MBS is also, he said, airing 27 hrs. & 40 mins. of news programming each week, with a total of 34 newscasts (5 min.) daily.

**CBC Censorship?** Canada's Parliamentary Committee on Broadcasting may be peeling a hot potato when it starts checking this week into reasons why 37 key people of the Canadian Bestg. Co.'s Talks & Public Affairs Dept. resigned after the govt.-owned system cancelled a regularly scheduled political commentary program.

CBC quickly announced reinstatement of *Preview Commentary* (in which members of the Parliamentary press gallery discuss the previous day's sessions of the House of Commons) and said it was not accepting the resignations of the 37. They maintained a discreet silence. However, there were implications by the resignees that CBC had cancelled the program as the result of political interference from the Govt. CBC said it had cancelled to test the program's popularity.

While there was no evidence to support charges of political interference with the free expression of ideas via CBC, the Parliamentary Committee summoned several of the resignees to appear before it this week.

In a statement announcing reinstatement of the program, CBC directors declared they wished "to reaffirm the established policy of freedom of expression in CBC programs devoted to the discussion of public issues."

## NETWORK SALES ACTIVITY

**Big NBC Week:** A number of nighttime sales gaps in NBC-TV's fall lineup were closed last week in a brisk round of activity, with several deals being orders for specials rather than series. Sales activity at the other 2 networks looked, by comparison, on the light side, although network executives hastened to point out that such a view is misleading since both ABC & CBS nighttime TV lineups are close to a standing-room-only status. One of NBC's network deals, with Union Carbide, isn't a "sale" in the usual sense. The giant chemical firm will help to underwrite the costs of *Continental Classroom*, along with other well-heeled concerns (Du Pont, General Foods, Bell Telephone, IBM, Pittsburgh Glass, Standard Oil of Cal. U.S. Steel).

### ABC-TV

Colt .45 (Sun. 7-7:30 p.m.), eff. early fall. Program is being switched from Sun. 9-9:30 p.m., now gives Warner Bros., its producers, a total of 3 hrs. of film shows on Sun.  
*Nestle* (Product & agency not selected).

### CBS-TV

Johnny Ringo (Thurs. 8:30-9 p.m.), eff. Oct. 1, alt-wk. sponsorship. Four Star Films production.  
*P. Lorillard* (Lennen & Newell) and *S. C. Johnson & Son* (Needham, Louis & Brorby).

Person to Person (Fri. 10:30-11 p.m.), eff. Oct. 2. Program host not yet selected.  
*Pharmaceuticals Inc.* (Parkson)

### NBC-TV

America Pauses for Summer's End (Fri. 8:30-9:30 p.m., Sept. 18 only). Show will act as opener for new series of NBC-TV Friday specials.  
*Coca-Cola Co.* (McCann-Erickson).

Jimmy Durante-Milton Berle specials (Fri. 8:30-9:30 p.m., Sept. 25 only for Durante one-shot; Sun. 8-9 p.m., Oct. 11 & Nov. 1 for Berle).  
*Du Pont Co.* for *Zerex Antifreeze* (BBDO).

Salute to Lerner & Loewe (Fri. 8:30-10 p.m., Nov. 19 only), featuring excerpts from "My Fair Lady," "Gigi," and other L&L shows.  
*General Motors Corp.* for all lines of GM 1960 passenger cars (Campbell-Ewald).

Weekend Sports Events (Various times, as scheduled), including Sugar Bowl & Senior Bowl games, professional basketball, Hialeah racing, Phillies Jackpot Bowling (Fri. 10:45-11 p.m.).  
*Bayuk Cigars* for *Phillies Cigars* (Wermen & Schorr).

Canada Dry Specials (no dates set), total of 10 musical-variety shows of 60-min. length. NBC-TV productions.  
*Canada Dry Co.* (J. M. Mathes).

Who Pays? (Thurs. 8-8:30 p.m.), panel show with Mike Wallace as host. Lester Lewis production. Summer replacement.  
*Purex Corp.* for *Bluc Dutch Cleanser* (Edward H. Weiss).

M-Squad (Fri. 9:30-10 p.m.) and The Arthur Murray Party Tues. 9-9:30 p.m.), alt.-wk. purchases; *Saber of London* (Sun. 6:30-7 p.m.), full sponsorship.  
*Sterling Drug* (Dancer-Fitzgerald-Sample).

Continental Classroom (Mon.-Fri. 6:30-7 a.m. local times), participation in underwriting program costs.  
*Union Carbide* (Not via agency).

Moon & Sixpence (date not set), 90-min. color pre-taped drama special. Co-sponsorship still available. Air date will be in Oct. or late Dec.  
*RCA Victor* (Kenyon & Eckhardt), half-sponsorship.

## Stations

**TRIPLE TV 'IMAGE':** A trio of new qualitative research studies, unveiled last week, underlined once more (Vol. 15:22) the trend to seek an ever-wider scope in broadcast ad research. The studies, designed to give agency time buyers & TV clients something more than the usual numerical ratings or cost-per-1,000 figures with which to do their fall spot & network buying, were ordered by 3 of the industry's leading broadcasting groups: the CBS-TV o-&-o, NBC-TV, and Corinthian Broadcasting Co.

The CBS study explored the 'image' created by CBS outlets in 2 major cities as applied to commercial effectiveness & prestige. The Corinthian study focused on Houston, Tex., where it explored viewer attitudes to TV newscasts, service programs, movie showcases and the influences of TV program listings. And, color-conscious NBC surveyed the impact of color TV vs. that of b&w in 5 major TV markets. Highlights:

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**CBS-TV study:** Does the viewing public lump all stations together and make a blanket judgment of TV as a whole? This, says pres. Merle Jones, of CBS-TV Stations div., was the key question that guided a 6-month study of a cross-section of 1200 viewers in N.Y. & L.A. by 2 independent research companies—Institute for Motivational Research Inc., in association with Market Planning Corp. (a McCann-Erickson affiliate). In a word, the answer was "no," with the CBS-owned stations in both 7-channel markets scoring high marks for "station image."

For the channel "most likely" referred to by viewers in the statement "*They have more worthwhile programs which I really look forward to, and watch with interest,*" the score ran: CBS—52%; NBC—28%; ABC—8%; independents—12%. This favorable image, the study reported, transferred itself to the station advertisers. Asked to associate channels with the description "*I have a feeling of greater confidence, more trust in the products I see advertised on that station,*" viewers ran up this pattern of responses: CBS—53%; NBC—30%; ABC—9%; independents—8%. It works in reverse, too. Trying another avenue of attitude, researchers asked viewers for the channel "most likely" to be linked to a fictional concern wittingly described as: "*Company D has been slipping in sales lately, and is desperately trying to regain its position by loud, big promises.*" The station image score: CBS—6%; NBC—6%; ABC—11%; all others—77%. Identification of the sponsor of the study—which covered some 25 topics in 5 projective tests—never was revealed to an interviewer.

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**Corinthian study:** TV is gaining a commendable image as a news source, the study by Motivation Analysis Inc. for Corinthian's KHOU-TV Houston reveals. Utilizing what's described as "a semi-structured depth interview" in a sample of some 200 men, women & teen-agers in the 3-station Houston area, MAI's pres., Dr. Phillip Eisenberg, found:

1. Half of those questioned want more TV news than they are now getting, a third were satisfied with 3 broadcast news periods daily, and 18% wanted "fewer newscasts."

2. Two-thirds of viewers queried preferred a "short" to a "long" newscast, with the general estimate of short being 15 minutes.

3. Viewers generally want both world & local news in a balanced TV mixture (43%). And, they want it "in perspective," but minus personal opinions of the newscaster, for the most part.

4. TV news was considered "very important" by 56% of viewers, and "moderately important" by 17%. Only 27% considered TV news "not very important" or "unimportant" viewing fare.

5. Viewers liked the rapidity of TV news, as compared to other media (28%), the visual perception that helped make it "more real" (27%), and the feeling of "seeing where the news is made," such as Congress or the United Nations (25%).

Corinthian's study also probed viewer attitude toward weather shows. Four-fifths of the respondents stated they watched weathercasts and liked them, with most viewers preferring their local weather story tied into the national weather picture. Most viewers also stated that the personality who delivers the weather report is an important element in the program's appeal.

Viewers are also fussy about the movies they watch on TV. Nearly half (47%) said that newspaper or TV Guide listings were the primary factor in deciding which movie to watch—with star names (55%) leading over story summaries (40%) as the main attractions. There was little (12%) random dialing of movies.

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**NBC-TV color study:** TV homes equipped with color sets spend more time watching TV, provide a higher share of audience to colorcasts, and have more viewers-per-set watching color TV. So reported NBC-TV on June 24 in revealing details of a special 8000-home study conducted by Trendex for the network's research dept, using matched samples of color-equipped and b&w homes in Boston, Omaha, Chicago, Milwaukee & Philadelphia. (The findings are similar to those of Burke Marketing Research in Cincinnati for Crosley Bestg. reported in our Vol. 15:10.)

Four NBC color shows were used in the checkup: Steve Allen, Dinah Shore, Perry Como, and *The Arthur Murray Party*. Interviews were conducted with 400 homes in each market for each show (200 color, 200 b&w).

Color's over-all audience advantage was virtually 2-to-1, Dr. Thomas E. Coffin, dir. of research, stated, with the audience for color shows in color homes (30.4 rating average by Trendex) running twice as large as the audience viewing the same show in monochrome (16.9 average).

Sets-in-use were higher in color homes, with 50% of color homes using their sets, compared with 43% in the control group of b&w homes. Audience share also ran higher, with color shows getting 60% in color homes compared with only 39% in b&w homes. Competing stations suffered a converse decline, getting 61% of the audience in b&w homes but only 40% in color homes.

More viewers tend to gather around color sets. The number was 12% greater in color homes, Trendex reported to NBC. Interesting sidelight: The greatest increase was in male viewers, with color shows reaching 24% more men per color set. Altogether, the total number of viewers per 100 color homes was more than double the number of viewers in the same number of b&w homes.

Bullish about the prospects of more color sets coming onto the market because of additional manufacturers getting into the color act (Vol. 15:22), NBC researcher Coffin stated "this indicates that the ability of color programs to draw substantial audiences in color homes does not depend upon program or city but is an inherent value of color TV programming itself."

**Station Boost for Color:** Some 20 telecasters representing affiliates of all 3 networks gathered in N.Y. last week at the invitation of Roger W. Clipp, v.p. of the TV-radio div. of Triangle Publications, Inc., to discuss plans for what they termed "an intensive national color TV promotion campaign, supported by broadcasters, set manufacturers, distributors & local retailers." Co-sponsors of the seminar were RCA, NBC-TV and TvB.

Theme of the meeting could be summed up as "the role stations can play in color." Said Clipp at a press conference following the meetings: "Only recently have we felt color TV was promotable." (He also stated that WFIL-TV Philadelphia, which gets no network color service from ABC-TV, is averaging "about 5 to 7 hours of local color per week, about 75% on film.")

The station executives heard recent facts & figures about color, such as the new NBC-Trendex study of the effect of color in color homes (see story page 8), and a rundown on NBC & RCA programming & manufacturing plans in the color field. Later this year, a special RCA team will tour the 20 markets represented to exchange further ideas on local color promotion, RCA product planning v.p. Charles R. Denny reported at the meeting.

TvB pres. Norman E. (Pete) Cash told the group that TV must sell color if it hopes for substantial increases in billings—and the moment to expand into color is now. He said a potential gross billings increase of \$70 million is available to TV from advertisers who are now spending their dollars in other color media—newspapers, magazines, billboards. If the 10 million homes whose sets are candidates for replacement would buy color sets, he added, "as many as 2.5 million more homes would use TV in the daytime"—basing his estimate on research findings that color sets are used more than b&w sets.



Nearly 2 out of 3 housewives watch TV on weekdays some time before 6 p.m., states a special study of the N.Y. market by Pulse reported in the June 15 issue of *Television Age*. And it's fairly consistent viewing. Of 648 wives who viewed daytime TV (in a sample of 100), a total of 44.8% watched during the full Mon.-Fri. period. Afternoon viewing (45.9%) held a large lead over morning viewing (7.7%), although a combination of both (46.4%) took top honors. Nearly half of the homes (49.3%) had youngsters under 11 years. Top daytime program: a 15.0 rating tie between *Price Is Right* and *American Bandstand*.

TV's 15-sec. spot is ineffective, Schwerin Research Corp. pres. Horace Schwerin told a recent conclave of British advertisers. His firm's study of British commercials found that more than 40% of 15-sec. commercials "caused no significant change in preference, while only a little over a fourth of the 30-sec. commercials were ineffective." Schwerin noted that 75% of all British commercials last year were 15-sec.

Multi-set TV homes showed 11.2% more viewing than single-set homes, in a recently released Pulse survey conducted in Jan. throughout N.Y. In the hours of 3-6 p.m., the multi-set viewing advantage increases to 24%.

New Canadian French-language outlet is planned in Moncton, N.B. by CBC, which is calling for construction tenders about July 1. It hopes to have station on air by next Dec. with films & kine. Microwave link with Quebec, to be built by Canadian National and Canadian Pacific Railways, isn't expected to be ready until end of 1960.

Foreign TV-radio delegation representing 15 countries has started a 4-month study of U.S. broadcasting operations in a program sponsored by the State Dept.'s international exchange service, now in its 6th year. The 23 specialists will be at the U. of So. Cal. until Aug. 2 for general orientation sessions under Prof. Robert E. Summers. From Aug. 3 to 30 they will be scattered around the U.S., visiting TV & radio stations. The delegation's schedule also includes: Sept. 1-6, U. of Pittsburgh, world affairs seminars. Sept. 7-13, N.Y., inspection of network & other facilities. Sept. 14-20, Washington, interviews with govt. officials. Sept. 21-Oct. 14, station visits. Oct. 15-19, New Orleans, Radio-TV News Directors Assn. convention. Oct. 19-24, U. of So. Cal., windup seminars. Countries represented are Morocco, Nigeria, Iran, Argentina, Brazil, India, Burma, Malaya, Republic of China, Federation of Rhodesia, Mexico, Finland, Colombia, Nepal, Ceylon.

A thousand movies will be produced annually once pay TV gets under way, predicted International Telemeter v.p. Paul MacNamara last week. He was addressing the Hollywood AFL-CIO Film Council, which is strongly pro pay TV. Screen Producers Guild in Hollywood also entered the pay-TV debate with its June *Journal*, which carried pro & con articles about toll TV. Pro: MacNamara; producer-writer Mervyn Leroy; Writers Guild of America natl. pres. Edmund Hartmann; *N.Y. Times* TV critic Jack Gould; Artists Equity pres. Ralph Bellamy. Against: S. F. Fabian, head of American Congress of exhibitors; Robert J. O'Donnell, pres., Interstate Theaters; Rep Emanuel Celler (D.-N.Y.), chairman, House Judiciary Committee; Rep. Oren Harris (D.-Ark.), chairman, House Commerce Committee; CBS pres. Frank Stanton; NAB pres. Harold Fellows.

NAB fall conferences start Oct. 15-16 in Washington at the Mayflower Hotel, followed by: Chicago, Sheraton Hotel, Oct. 19-20; Boston, Somerset Hotel, Oct. 22-23; Atlanta, Dinkler-Plaza, Oct. 29-30; Fort Worth Hotel, Texas, Nov. 10-11; Denver, Brown Palace, Nov. 12-13; Los Angeles, Ambassador Hotel, Nov. 16-17; Seattle, Olympic Hotel, Nov. 19-20. National conventions: Chicago, Conrad Hilton Hotel, April 3-7, 1960; Washington, Shoreham-Sheraton Park Hotels, May 7-11, 1961; Chicago, Conrad Hilton, Apr. 1-5, 1962; Mar. 31-Apr. 4, 1963. Board of directors meetings: Palm Springs, Cal., El Mirador, Jan. 24-29, 1960; Hollywood Beach (Fla.) Hotel, Feb. 6-10, 1961

"TV Guide" increases to 53 regional editions with the debut of an Arizona-New Mexico edition Aug. 1 & an Arkansas edition Sept. 5. The first will furnish the program schedules of KTVK, KPHO-TV, KOOL-TV and KVAR Phoenix; KVOA-TV, KUAT, KGUN-TV, KOLD-TV Tucson; KOB-TV, KNME-TV, KOAT-TV, KGGM-TV Albuquerque; and KIVA Yuma. The Arkansas edition will program KARK-TV and KTHV Little Rock; KATV Little Rock-Pine Bluff; KTVE Eldorado, Ark.; KTBS-TV KSLA-TV Shreveport; KLSE Monroe, La.; KNOE-TV Monroe-W. Monroe; KCMC-TV Texarkana, Tex. Additionally, *TV Guide's* Louisiana edition will expand into a La.-Miss. edition with the Sept. 5 issue, adding the schedules of WJTV and WLBT Jackson, Miss.

WAVY-TV (Ch. 10) Norfolk has signed NBC-TV affiliation, but it won't be effective until WVEC-TV (Ch. 15), currently NBC-TV, moves to Ch. 13, when it's expected to join ABC-TV. As yet, FCC hasn't issued final decision to affirm examiner J. D. Bond's initial decision awarding Ch. 13 to WVEC-TV after other applicants dropped out following merger arrangement (Vol. 15:16). However, all parties concerned expect WVEC-TV to be on Ch. 13 by fall.

## Programming

**WESTERNS TOP NEW SCHEDULE:** Living up to pre-season predictions (Vol. 15:13), the Westerns will overshadow all types of programming on TV next season. Approximately 30 are set thus far. Next season's schedules, just about buttoned up, hold no program surprises, consisting mainly of Westerns, situation comedy series, action-adventure and private eyes.

Following a consistent buying pattern (Vol. 15:20), the fall schedules will find the No.-1-spot Westerns followed by comedies making their predicted resurgence. There are 15 filmed comedy shows due in the fall. Next, with 11, is the action-adventure show, which figured heavily in pilot-making (Vol. 15:13). Private-eye series will be stronger than ever, with 8 lined up. Anthologies will be a bit stronger than usual, with 6 or 7.

The much-maligned Westerns displayed amazing strength, with 10 new series upcoming to offset the 10 cancelled last spring (Vol. 15:24). Runnerup for new-series totals was action-adventure (8). Five new comedy shows were sold, and 5 private-eye series.

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**Like, Art, Man:** Beatnik TV is the latest video-tape path to be trodden by the enterprising cats of Westinghouse Bcstg. Co. Now in production at WBC's San Francisco outlet, KPIX, is a 30-min. series titled *Against the Stream* (and subtitled "The Role of the Coffee House in our Culture") which will examine beat generation folk music, art, juvenile clubs, drama & other social aspects. First show in the series, which WBC will offer in tape syndication, is a probe of Beatnik religious views, done in conjunction with the San Francisco Bread & Wine Mission, at North Beach, and Rev. Pierre Delattre. By all indications, many a TV viewer will be in for a big surprise, like, if it catches on.

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Atomic Energy Commission ban on TV-radio coverage at a June 3 hearing on an application to build an atomic waste disposal plant at New Britain, Conn. was protested by NAB last week. AEC hearing examiner Samuel W. Jensch, in barring TV-film cameramen from the proceedings, cited the American Bar Assn.'s Canon 35 rule against microphones & cameras in courtrooms. In their complaint to Jensch, NAB pres. Harold E. Fellows and freedom of information committee chairman Robert D. Swezey said: "To our knowledge, Canon 35 has not been adopted as a rule governing quasi-judicial administrative proceedings, and its application here is contrary to its purpose."

"Person to Person" will return to CBS-TV this fall, minus Edward R. Murrow (on sabbatical leave) or Arthur Godfrey (still recuperating from his lung operation) but in its usual Fri. slot eff. Oct. 2 for Pharmaceuticals Inc. via the Parkson Agency—despite a rumor last week that the show was being dropped. CBS-TV is on a talent hunt currently for a new host, with opinion divided between a show business personality (Jackie Gleason, Ralph Bellamy, Dore Schary) and a newsman (Charles Collingwood, Eric Sevareid, Red Barber).

"Learn & Live" TV-radio public service program promoted by NAB has been lauded by Sen. Wiley (R-Wis.). The project "contains the ingredients of a sound foundation upon which learning & education can be improved & strengthened," Wiley said in a *Congressional Record* statement. It included "thoughtful comments" on the program by NAB pres. Harold E. Fellows.

**Biggest Year For Hour Films:** Next season will be by far Hollywood's biggest for 60-min. TV-film shows There are 19 scheduled, compared to the 10 of this past season. One reason for this near-doubling is that only one of last season's 10 (*Cimarron City*) failed to make the grade. For years TV-film executives have shunned the 60-min. series on the ground that it wasn't economically feasible. Time has proved them wrong.

New 60-min. entries for next season from Hollywood: *Adventures in Paradise, Riverboat, Hawaiian Eye, Bourbon Street Beat, The Alaskans, Bronco, 5 Fingers, The Untouchables, Bonanza, Laramie.*

Holdover longies: *Cheyenne, Desilu Playhouse, 77 Sunset Strip, Maverick, Rawhide, Wagon Train, Walt Disney Presents, Perry Mason, Sugarfoot.*

Last season's 60-min. live shows from Hollywood were a different story. All (*The Eddie Fisher Show, The George Gobel Show, Pursuit, Lawrence Welk Wed. Show*) were cancelled. As a result, there are no plans for new regular 60-min. live series from Hollywood, but Steve Allen's variety show moves to the coast from N.Y. in the fall. Many filmed specials will originate from the Coast, of course, including the 60-min. 8 to 12 for MCA's series of Ford specials, and Milton Berle's special for NBC.

\* \* \*

Longer TV shows have become shorter on audience share, indicates a new Nielsen study of the trend to nighttime 60-min. programs. The new fall network scheduling has 33 regular 60-min. shows accounting for 46% of the total time, compared with last fall's 23 shows & 35%. But the increasing hour shows have decreased in audience attraction according to the study done for *Sponsor*. In March 1958, there were 24 hour shows with an average audience of 24.0. Twelve months later the 60-min. shows had increased to 28, but had slipped in average audience to 21.5. Interestingly, the total of half-hour shows dropped from 100 to 87 in the March vs. March comparison, but they maintained the same 21.4 average share of the audience.

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Timex roster of TV specials will include a quartet of 60-min. musical shows with Frank Sinatra on ABC-TV. The first show in the Hollywood-originated series will be Oct. 19, with others to follow in Nov., Dec. & Feb. From a modest start with its 1957-58 jazz specials, Timex has grown to be a major sponsor in TV, concentrating on musical specials, and will spend some \$2 million for time-&-talent on such shows in the coming fall-winter season, we hear. Short-term sales spurts of as much as 300% have been achieved directly by the firm's network specials, sources at the Doner & Peck agency have said.

"Up to now, newspapers & magazines have had the information function pretty much to themselves. TV has concentrated on entertainment. Many consumer magazines were once built around entertainment—fiction—but today most major magazines are heavily weighted in favor of the factual article, which consumers of the mass media now demand. There is still some fiction, but a much smaller percentage than 15 years ago. We don't think TV will offer magazines & newspapers much head-on competition in the area of factual information, but this latest move [the decision of CBS, to schedule regular hour-long informational broadcasts for prime evening time], should sharpen the competition, for the benefit of all."—*Sales Management.*

## Television Digest

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**Personals:** Anthony C. Kraye Jr. named business affairs dir., NBC owned stations & NBC Spot Sales div. . . . Larry Marks named adv. dir., WNTA-TV & WNTA Newark . . . George E. Donnelly named treas., WPIX N.Y. . . . Bob Lyte, ex-WAGA-TV Atlanta, named promotion dir., WWL-TV New Orleans.

Robert M. Light, promotion dir., RKO Teleradio Pictures West Coast broadcasting properties, elected pres., Southern California Bcstrs. Assn. . . . Robert Nashick, ex-KYW-TV Cleveland, named adv. & promotion mgr., KTLA Los Angeles, succeeding James J. Rue (Vol. 15:25) . . . Raymon L. Hamilton, ex-radio WINS N.Y., named Detroit sales mgr. of WBC's Television Advertising Representatives (TvAR).

John M. Couric named NAB PR mgr. . . . Del Franklin resigns as program dir. of KSTP-TV Minneapolis-St. Paul to join Screen Gems in Kansas City. Richard A. Hubbard promoted from asst. director to take his place . . . W. D. McGregor promoted from operations mgr. to gen. mgr. of CKCO-TV Kitchener, Ont., succeeding E. E. Fitzgibbons, now exec. dir. . . . Richard Robertson, ex-KTVU Oakland, named sales prom. & merchandising dir., KRON-TV San Francisco, succeeding Cecil Webb, now station account exec. . . . Stefan A. Meyer named NBC participating program services dir.

Charles R. Hunt, ex-Fordel Films, named sales mgr., Sound Masters, N.Y. TV film producer . . . William A. Wood, Columbia School of Journalism asst. prof., named dir. of University's radio-TV office, succeeding Leon Levine, resigned . . . Lawrence Rollins, WSIR Winter Haven, elected pres., Florida Assn. of Bcstrs.; Robert R. Feagin, WPDQ Jacksonville, 1st v.p.; Lee Ruwitch, WTVJ Miami, 2nd v.p.; Fred P. Shawn, WSUN St. Petersburg, secy-treasurer.

Al Ross, radio KGEK Sterling, elected pres., Colorado Bcstrs. Assn.; Abbott Tessman, KEXO Grand Junction, named v.p.; Clayton Brace, secy. Ed Koepke, KDEN Denver, re-elected treas. . . . Nancy Hanschman, CBS news panel show producer in Washington, elected 2nd v.p., Women's National Press Club.

Thomas L. Thompson has resigned as program dir., KHOU-TV Houston . . . Ken H. James, ex-KENS-TV named program dept. mgr., KETV Omaha . . . James R. Osborn, ex-WCBS-TV N.Y., appointed commercial mgr., KXTV Sacramento.

Clint Youle, billed as "TV's original weatherman" leaves Chicago's WNBQ Aug. 7 to become an associate in the Chicago office of Lehman Bros. (investment securities).

**Executive Moves:** Despite denials from both sides on June 19, the romance between Tom McDermott & Four Star Films became contractual reality last week, with McDermott joining the active (7 network shows this fall) telefilm firm as exec. v.p. (Vol. 15:25). The former senior v.p. in charge of TV-radio for Benton & Bowles will serve as exec. producer on all Four Star shows, as a board member, and as new program development boss, based in Hollywood. Four Star pres. Dick Powell would not disclose McDermott's salary but told us that McDermott will receive a percentage of the telefilms made by Four Star and is, in addition, "a good, strong stockholder in the company."

At the same time, another mystery was cleared up. Harry G. Ommerle, ex-v.p. in charge of CBS-TV network shows, announced that he was not going to J. Walter Thompson to work as program coordinator on the Ford lineup of specials after all (Vol. 15:22-23). Instead, he was joining SSC&B agency as senior v.p. & dir., concentrating on TV client relations & program development.

Late last week, the JWT job was filled by a CBS-TV executive—the latest in the wave of resignations at 485 Madison. John Fleming Ball, who's been coordinator of special programs for CBS-TV, announced he was taking the post in July, reporting to JWT TV-radio v.p. Dan Seymour. Ball has been with CBS for 6 years. He is the 4th CBS program executive within a month to leave the network (Vol. 15:21). Still vacant was Hubbell Robinson Jr.'s vacated CBS post—the spark that set off the whole series of recent executive shifts.

**National Community TV Assn. elects:** A. J. Malin, Laconia, N.H., pres.; Sandford Randolph, Clarksburg, W. Va., v.p.; Charles Clements, Waterville, Wash., secy.; Bruce Merrill, Phoenix, treas. Directors elected, in addition to the officers who also serve as directors: Milton Shapp, Jerrold Electronics Corp., Philadelphia; William Adler, Weston, W. Va.; Clive Runnells, Houston, Tex.; Joseph Saricks, Bradford, Pa.; J. Holland Rannells, Cumberland, Md.; George Barco, Meadville, Pa.; Frank Thompson, Brainerd, Minn.

TV-radio brokerage firm of Edwin Tornberg & Co. was formed last week by the ex-TV-radio v.p. of Allen Kander & Co. His new company will handle TV-radio shows and filmed entertainment as well as TV-radio station sales. Allen Kander & Co. will devote full time to newspaper brokerage, property evaluation and broadcast consulting. Separate offices will be maintained by the 2 concerns in Washington & N.Y. at existing locations of the Kander firm. A West Coast office will be established by the Tornberg organization at 915 N. Commerce St., Stockton, Cal., headed by Douglas Kahle. Edward Wetter joins Tornberg in N.Y.; George J. Cooper will remain in N.Y. for Kander with John Alden Grimes & Don Hogate in Washington. Walter Grimes is leaving to open a general business brokerage office at 1519 Connecticut Ave., Washington.

Melvin A. Goldberg, Westinghouse Bcstg. Co. research dir., elected pres., Radio-TV Research Council, succeeding Tom Coffin, NBC research dir. Other newly-elected officers: Julius Barnathan, ABC v.p. & head of research, v.p.; Mary McKenna, Metropolitan Bcstg. research dir., secy-treas.

### Obituary

John Laing Wise, 66, pres.-editor of *Butler* (Pa.) *Eagle* and part-owner (with brother Vernon) of WNEP-TV Scranton-Wilkes-Barre and of radio WILK Wilkes-Barre, died of a heart attack June 25 in Butler.

## Advertising

**Net TV-Radio Gains:** Although overshadowed by newspaper ad-volume gains of 23% for April 1959 over April 1958, network TV & radio advanced healthily with increases of 8% & 20%, according to *Printers' Ink's* latest compilation for all major media. Net TV dropped 2% in April vs. March but wound up the first-third of 1959 with a cumulative gain of 9%. Rebounding net radio keeps a-coming. Its 29% jump in March-to-April business was the largest for all media by far and was a factor in cutting radio's year-to-date loss to 10% from 19% the preceding month. All media, with the exception of outdoor, showed gains for April-over-April (magazines up 11%, for example). The national ad-volume index was up 5% in April over March, up 11% over a year ago, and is running 5% ahead for year-to-date.

Medium	Index		% Change from		% Cumulative Change
	April 1959	April 1958	1 month ago	1 year ago	
General Index .....	230	207	+ 5	+11	+ 5
Total Magazines ....	164	148	+ 4	+11	+ 6
Weekly .....	186	161	+16	+16	+ 4
Women's .....	119	112	- 6	+ 6	+ 7
General Monthly..	197	180	- 6	+ 9	+10
Farm .....	99	97	- 5	+ 2	0
Newspapers .....	222	181	+12	+23	+10
Network TV .....	466	432	- 2	+ 8	+ 9
Network Radio .....	36	30	+29	+20	-10
Business Papers .....	232	221	0	+ 5	+ 1
Outdoor .....	157	159	+24	- 1	- 9

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through April 1959.

\* \* \*

Network TV daytime billings jumped 25.8% during the first four months of 1959 compared with the similar 1958 period, reports TvB. Gross time charges show daytime billings of \$70,667,162 for Jan.-April 1959 vs. \$56,191,804 for first-third 1958. April 1959's leading TV network advertiser was Procter & Gamble, with \$4,691,463 in gross billings. Ford passenger cars were the leading net-advertised TV brand with \$738,988 in billings.

**TV Took 51.5%:** Of all ad dollars spent in 6 major media during 1958, TV, in a record-making performance, took 51.5%. According to a TvB analysis of 1958 vs. 1957 ad expenditures of the top 100 national advertisers, TV gained \$89,870,998 in net & spot billings, wiped out a \$52,006,297 recession-induced loss recorded by other media, and was responsible for increasing the top-100's total billings by \$37,864,701.

Some 65% of the advertisers placed the largest share of their dollars in TV—a 130% higher performance than the closest other medium, newspapers. The heavy spending: 42% of the advertisers spent more than 50% of their total budget in TV; 22% spent more than two-thirds.

Witnesses scheduled to date in FCC's network programming hearing due to start in N.Y. July 7 (Vol. 15:25), as reported by the Commission: C. Terence Clyne, McCann-Erickson; Robert L. Foreman, BBDO; Dan Seymour & John Devine, J. Walter Thompson; Young & Rubicam, Peter G. Levathes & David Miller; Ted Bates & Co., Richard Pinkham & Harold J. Saz; Sullivan, Stauffer, Colwell & Bayles, Philip H. Cohen; Benton & Bowles, Tom McDermott (now switching to Four Star); Compton, Lewis H. Titterton; Cunningham & Walsh, John B. Cunningham; Lennen & Newell, Nicholas Keeseley. Others may be added.

**Advertising People:** Armando M. Sarmiento named pres., McCann-Erickson International, serving under Sylvester L. Weaver Jr., chairman (Vol. 15:25). Mr. Sarmiento succeeds W. G. Stilson, who remains as McCann-Erickson v.p.

Mortimer Berkowitz Jr. and Joseph Henrici elected v.p.'s BBDO . . . Donald E. Leonard, ex-Doner & Co., appointed Fuller & Smith & Ross media dir. . . Clifford Wilson, ex-Cockfield Brown, named Kenyon & Eckhardt Detroit office media dir. . . Robert Dolobowsky named v.p. & head art dir., Grey Adv. . . Thomas F. Swick and Alfred R. Sanno named associate media dirs., McCann-Erickson.

John E. Kucera, network relations dir., Ted Bates TV-radio dept., elected v.p.; John E. Calley, new program development dir., & William E. Watts, commercial film production dir., named v.p.'s . . . William C. Matthews, Foote, Cone & Belding v.p., transferred from N.Y. office to San Francisco, replacing John R. Little as gen mgr. Mr. Little will be assigned to another post in the agency. Louis E. Scott, v.p., succeeds Nelson Carter as Los Angeles office gen. mgr. Mr. Carter will be transferred to N.Y. . . . Edward Karthaus, Erwin Wasey, Ruthrauff & Ryan v.p., promoted from office mgr. to gen. mgr., Toronto; Richard J. Passanant, ex-Lybrand, Ross Bros., named controller.

**In Other Media:** Increases of 11% & 12% in 1959-over-1958 gross magazine ad revenue & circulation respectively were predicted last week by Magazine Publishers Association pres. Robert E. Kenyon Jr. The cheery outlook, keyed to the opening of the industry's N.Y. Magazine Center, was based on an MPA survey of 62 publishers of 163 publications—consumer, business and farm. Estimated 1959 gross dollar ad volume: \$700 million; gross circulation volume: \$319 million . . . A report on magazine ad lineage by *Printers' Ink* shows a 4.5% gain for first-half 1959 over first-half 1958. June-to-June comparisons show 1959 running 7.3% ahead . . . Cutbacks are continuing at ANPA's Bureau of Advertising, with 3 additional salesmen dismissed in recent weeks. Explanation: "The bureau is engaged in the Total Selling Program, which requires changes in procedures."

Product demonstrations in TV commercials must support claims for the product—so that the public buys "what it thinks it is buying"—FTC ruled last week. A deceptive advertising complaint against "flaming automobile" commercials for waterproof wax by Hutchinson Chemical Corp., Chicago, was dismissed by FTC "for lack of sustaining evidence." But the company was ordered to stop alleged fictitious pricing practices, and FTC added a general warning against leading customers to think products have "undergone a valid test or demonstration" or have been "endorsed, approved or tested by a recognized organization."

### Station Rate Increases

Station	Base Hour	Minute	Date
WIIC Pittsburgh .....	\$1800 to \$2000	\$450 to \$500	April 1
WBAP-TV Fort Worth ....	1000 to 1100	250 to 300	July 1
WFMY-TV Greensboro ....	800 to 900	160 to 200	July 1
KTVK Phoenix .....	500 to 600	100 <sup>1</sup>	May 1
WIS-TV Columbia, S.C. ..	500 to 575	125 to 175	June 1
KOAT-TV Albuquerque ..	300 to 425	"	June 1
KHVH-TV Honolulu .....	350 to 400	75 to 90	June 1
WSAU-TV Wausau, Wis.	350 to 385	70 to 90	Aug. -
KOMU-TV Columbia, Mo.	300 to 330	60 to 75	Aug. 1
WSVA-TV Harrisonburg..	250 to 300	50 to 70	June 1
WKOW-TV Madison, Wis.	350 to 385	70 to 90	Aug. 1
KOTI Klamath Falls, Ore.	150 to 200	30 to 56	"

<sup>1</sup> No change <sup>2</sup> Not announced.

### Canadian Increases

CFPL-TV London, Ont. ..	525 to 600	140 to 155	July 1
CBWT Winnipeg, Man. ....	520 to 530	139 to 132.50	July 1
CKCO-TV Kitchener, Ont.	485 to 525	110 to 125	July 9
CBOT Ottawa, Ont. ....	475 to 500	118.75 to 125	July 1
CKVR-TV Barrie, Ont. ..	350 to 385	80 to 90	July 1
CBHT Halifax, N.S. ....	340 to 350	85 to 87.50	July 1

## Film & Tape

**TV'S FRIENDSHIPS:** Including renewals, there are 80-odd telefilm series set for production for the coming season. Of this number, about 65 owe their existence to the fact they are in one way or another components of—or represented by—cliques which have formed in TV.

Probably the most striking example is Warner Bros' friendship with ABC. All of Warners' 11 telefilm series will be seen on ABC next season. Once Warners went into TV, it established a close rapport with ABC, and this has paid off richly for both the studio & network.

A producing organization today which seeks to become a telefilm power looks for the help of a network or big talent agency. Revue, the leading telefilm company, is, of course, a subsidiary of MCA, which is one of the 2 largest (the other: William Morris) talent agencies. In addition, MCA has a close relationship with NBC, so that many a Revue series winds up on that network, some without the preliminary of a pilot (*Whispering Smith, Laramie*).

There are plenty of illustrations to show what a difference it makes if a company has the right components on its team. Certainly one of the principal reasons for the success of Four Star Films is the fact that its product is sold by the Morris agency.

Similarly, 20th-Fox TV has had sagging fortunes until this season coming up, with 5 now scheduled (Vol. 15:24). The reasons for 20th-Fox becoming so prominent a TV factor so quickly are twofold. First, it gained considerably in hiring as production chief Martin Manulis, probably the top prestige producer in TV. Second, it signed the Morris agency as its sales representatives.

Through their various links with a Warner Bros. or a Revue, or with their own series (CBS' *Gunsmoke, Have Gun—Will Travel, Rawhide*, etc.), the networks have 27 series. As for MCA and William Morris, each represents more than 20 series coming up next season, with MCA the partner or owner of some of its product. Add the fact that there are just so many time slots available, and you get an idea of how important it is for a producer or company to associate itself with a top talent agency or network.

That's why a company such as MGM-TV feels it's foolish to just go on making pilots with no strong alignment to help it on the sales end. Right now MGM-TV is discussing several new projects with the networks which it hopes will result in co-production deals. Not only would such a deal cut the losses involved in making pilots which don't sell; but it would considerably enhance the chance of MGM-TV selling such series. MGM-TV production chief Richard Maibaum is convinced his company must take such a step.

**Sales Without Pilots:** During the frenzied selling season just finishing, in which 200 TV pilots were offered to agencies & sponsors (Vol. 15:13), 14 series were sold without pilots. They were sold by presentations, or important star names, or on the prestige of a producer or writer.

Warner Bros. led this small & select group, selling 4 in this fashion: *Hawaiian Eye, Bourbon Street Beat, Bronco* and *The Alaskans*. Next came Revue Productions, which sold *Riverboat, Whispering Smith*, and *Laramie* without piloting any of them. Series sold by star names, bypassing pilots, were *The Junc Allyson Theater; Captain of Detectives*, starring Robert Taylor; *Wichita Town*, with Joel McCrea, and *Barbara Stanwyck Theatre. Adventures in Paradise* sold 20th-Fox TV on the prestige of James Michener & production chief Martin Manulis.

**Film's Neglected Field:** TV film commercials have become an "abandoned delinquent" to Hollywood's leading film makers. Although occupying 14% of all TV time, they are guided by non-film men who "have meant well & tried hard but could not do a sophisticated job with a foreign object." So said Jerry Schnitzer, Cannes-award-winning commercial director for Robert Lawrence Productions, last week to the Intl. Design Conference at Aspen, Colo. "The theatrical film industry has failed to accept the challenge of the TV commercial as an art form," he added.

Commercials have sinned most in the visual area, particularly when "the inspiration has come from radio rather than film," Schnitzer thought. "If commercials are to utilize the film form to its utmost, they must communicate non-verbally—they must speak through pictures rather than an intrusive third party—they must pictorialize their themes and shrug off their dependency on inert sound. It remains for film men within the industry to stop acting like hacks and start performing like the artists they are."

**Soap Stymies Film Makers:** TV film producers are still, after years of trying, unable to solve the problem of making 15- & 30-min. soapers, one of the program staples still done live. It's an economic problem. The fact that the serials are on daytime considerably reduces their revenue.

MCA once pondered filming a serial via Revue Productions, but nothing ever came of it. More recently, CBS acquired *Mildred Pierce*, and considered filming it as a soaper, but economics forced the network to drop it.

Some producers complain they are even losing money on films made for prime time at night, because of increasing production costs. To cut their take down considerably for product slotted in B time, could mean economic disaster. Eventually, there will probably be a breakthrough on this problem—possibly through tape.

Top 100 TV markets will be video-tape equipped before the end of this year, predicts Ampex professional products mktg. mgr. Tom Davis. He said many national tape commercial spot campaigns will begin during the Christmas season. More than 100 stations are now equipped with Ampex Videotape recorders, nearly 60 of them in the top 100 TV markets. Davis gave this further breakdown of Ampex users: networks, nearly 90 recorders, with 9 more ordered in the last 30 days; independent producers, 20 recorders; 13 more on order by 10 organizations; 10 production companies have mobile recorder units. More than 100 Ampex recorders are in use in 18 foreign countries. Davis said Ampex has a 2-month backlog of recorder orders at the present production rate of 2 machines a day.

TV tape research team, sponsored by Ampex, is now visiting Videotape recorder-equipped stations throughout the country to collect data on how stations use their recorders—including such details as methods of tape storage, technical tricks and paper work. The 2-man team of Russ Baker (ex-WOW-TV Omaha, KGO San Francisco & WNBF Binghamton) and Eldon Brown (ex-CBS-TV, KCOP Los Angeles & WDAF-TV Kansas City) is also on call to help tape equipment users set up systems or streamline operations. Its comprehensive findings on TV tape practices will be released at the conclusion of the study.

First TV news fellowship was awarded last week by NBC-TV's flagship WRCA N.Y. to Morton Fleischner, a student at Stuyvesant H.S., Manhattan. Fleischner will work for 8 weeks this summer as an editorial asst. in the NBC news dept., and plans to major in journalism at NYU.

**New York Roundup:** Trend to taped variety shows continues, with the Tues. 10-11 p.m. *Garry Moore Show* due to become all-tape this fall, primarily to gain the services of name-star Broadway performers who would otherwise still be before the footlights at airtime . . . Victor Borge's location special, to be taped & filmed in Denmark, will be aired on NBC-TV for Pontiac on Oct. 16, and will be used to launch the auto maker's 1960 line . . . WPIX N.Y. has now lined up some 50 stations for its own 60-min. film documentary on the Berlin crisis. The independent station got into the syndication act last year with a documentary on the Russian revolution, now plans at least 2 more.

Syndication is in a trend toward full-sponsorship, with national & regional advertisers buying syndicated telefilms because they prefer identification with their shows—a trend opposite to that of sponsors in network TV (Vol. 15:24). That's the key finding in a 30-market study undertaken by Ziv TV's research dept., which noted that 55% of Ziv evening shows (after 6 p.m.) had full sponsorship, 35% were alternately sponsored, and only 10% acted as participation spot carriers. In 1957, the full-sponsorship figure in the same 30 markets was 51%, reports syndication sales mgr. Len Firestone.

ITC has sold more than \$600,000 worth of telefilms in Latin & South America, Japan and the Philippines in just 6 months of overseas selling, Abe Mandell, dir. of intl. sales for ITC reports. Back from a sales trip to the Far East, Mandell says: "The one major consumer product not advertised on Japanese TV is TV itself, because current demand for receivers exceeds the industry's production capacity." . . . Britain's Associated TV Ltd.—on another front—which co-owns ITC, has changed the name of its distribution subsidiary to Incorporated TV Co. Ltd. in order to further the ITC image with a similar set of initials.

Another Bolshoi package is being offered in TV. Art Theatre of the Air, an offshoot of N.Y. film financier Joe Harris's Essex-Universal, has acquired some 3 hours worth of color & sepia footage of the Bolshoi, Moiseyev, Georgian and Moscow ballets from Artkino, official Soviet film distributor in the U.S., and plans to assemble it as a series of telefilm specials. Still unsold are the 4 hour-long Bolshoi b&w video tapes made Matty Fox, although N.Y. ad agencies now tell us they're quietly being offered to leading TV advertisers as a series of specials.

MCA's new syndication series, *Coronado 9* starring Rod Cameron, has been signed by Falstaff Brewing for a 26-state, 66-market spread. It's the 3rd straight Cameron-starred telefilm series the brewer has purchased . . . Screen Gems has scored its first major sale on *Manhunt*, a police drama series shot in San Diego, with Genesee Brewing for 9 upstate N.Y. markets . . . WRCA-TV N.Y. promptly cleared a Tues. 7-7:30 p.m. slot for the syndicated reruns of *The Phil Silvers Show*, which start this fall for N.Y. Telephone's classified directory & Ronzoni macaroni. The show has been an attraction on rival WCBS-TV.

Sam Goldwyn's pre-1948 movies, about 52, are available to TV—at "the right price." So said the veteran producer at the N.Y. premiere of his "Porgy & Bess," last week. He also predicted that pay-TV would be a reality within 2 years, at a cost of over \$200 million. His is the only major-studio movie backlog not yet committed to TV.

Fremantle now has a total of 7 fully-sponsored Spanish-dubbed shows per week running in Mexico City, with the sale of its 15-min. *Jungle* series to a local dog food sponsor. In addition, 5 weekly 30-min. telefilm series in English sold by Fremantle are being aired in the Mexican capital as spot carriers.

**Hollywood Roundup:** MCA's Hubbell Robinson, exec. producer for next season's Ford specials on NBC, is due on the coast this week to set up headquarters at Revue Studios, Universal City. He will immediately begin working on properties & lining up talent.

Milton Berle will film one of his NBC Sun.-night specials, do the other live. Filmed will be his segment with Desi Arnaz & Lucille Ball. The other show will have Danny Thomas as guest . . . Frank Sinatra has named Jimmy Van Heusen and Sammy Cahn exec. producers of his four 60-min. specials for ABC next season. Jack Donahue will produce & direct.

Art Linkletter has flown to Russia, where he will attempt to film shows for his *People Are Funny* series (NBC) . . . Bill Burrud Productions has signed Gene Blakely to produce 2 TV series, *Wanderlust & Holiday*.

New Hollywood office of NAB's TV Code Affairs Dept. (Vol. 15:19) will be headed by Frank Morris, CBS-TV senior editor there since 1957. Announcing the appointment, Code Review Board chairman Donald H. McGannon pointed out that more than 40% of all material seen on TV is supplied by Hollywood film producers. He said Morris "has a working acquaintance with most of these production executives and understands their special problems." Morris, a veteran writer & producer, had joined CBS after 10 years with ABC in Hollywood.

Davana Inc., an independent TV film production company, has been formed by ex-Perry Mason producer Ben Brady. Brady & CBS have signed a deal for joint production of new series (*Troubleshooters*) . . . Filmaster Inc. (*Death Valley Days*) and Meridan Productions have moved from California studios to Republic.

First "potpourri Western" has been signed by Colgate as a summer replacement to be seen in the Friday-night NBC-TV spot occupied by *The Thin Man* series, starting this week. The 10-episode series, featuring James Stewart, Ronald Reagan, Dale Robertson, George Montgomery, Robert Cummings and others has been assembled by pulling Western episodes out of other anthology packages, and will be called *Colgate Western Theatre*.

Gene Barry-Ziv TV feud last week (Vol. 15:24-25) produced nothing but the good old run-around in both N.Y. and Hollywood in response to press queries. Hollywood sources told us that meetings between the *Bat Masterson* star and Ziv on the subject of contract differences had been moved to N.Y., and that they knew nothing. In N.Y., Ziv officials said they had no information on the meetings—and suggested a Hollywood check. Production on the TV series is at a standstill, meanwhile.

Screen Gems is proceeding with production on a second season for its syndicated *Rescue 8* series. Langford Productions has been formed by Robert Stack & agent William Shiffrin to produce telefilms & movies. . . . Filmaster Productions will take over production of *Death Valley Days*, previously produced by McGowan Productions.

KTTV's latest syndication series is *The Jerry Lester Show*, to be produced by Jerdu Productions, owned by Lester and Maurice Duke. The 90-min. shows will be seen weekly on KTTV beginning next week, July 10.

AB-PT pres. Leonard Goldenson, ABC pres. Oliver Treyz, and ABC program v.p. Tom Moore toured Metro, Warner Bros. and 20th-Fox last week to inspect studio facilities, discuss ABC series with 20th & Warners, and talk possible deals with Metro. At 20th, they were welcomed with a luau by pres. Spyros Skouras, production chief Buddy Adler and TV production chief Martin Manulis.

# Trade Report . . . .

JUNE 29, 1959

**STEREO'S DOUBLE-TROUBLE VANISHING:** Stereo will really get off the ground on nation-wide basis in 1960. Quality of sets is improving. Beginning of the end of public confusion over stereo is in sight. New set design has strong housewife-appeal.

That's distillation of opinions of dealers & manufacturers with whom we talked—together with our own observations—last week at New York's big Music Industry Trade Show. Stereo phono manufacturers' exhibits were heavily attended by dealers, with far more buying interest than last year.

Their products geared carefully to market research, all manufacturers are now stressing single-cabinet stereo as antidote to last year's "double-trouble"—too many cabinets. Almost all of them, too, offer auxiliary-speaker systems for buyers who do want greater channel-separation offered by separate cabinets.

Many novel approaches are being used to give widespread-sound effect in single cabinet. Small attractive outrigger speakers are used by RCA, Philco & others in some models (Vol. 15:22-23). Columbia & Webcor have models in which separate speaker cabinet may be removed from inside of console cabinet if desired. Other makers have hinged speakers which can be swung out for wider separation when set is in use. In preview of portion of its new stereo line, to be unveiled officially this week, Motorola stressed "3-channel" approach—bass woofer for sound from both channels in center, mid-range & high-range speakers in swing-out panels on either side. Webcor uses same 3-channel approach in some of its models.

Single-cabinet approach is aimed at pleasing dealer as well as housewife. Some stereo manufacturers offering multiplicity of cabinet styles were facing what began to look like rebellion of dealers who felt they were required to carry too much inventory of 2nd & 3rd speaker cabinets. Another trend striking responsive dealer chord at Music Show was provision for AM-FM tuner in many console stereo models. Drop-in radio tuners make it possible to convert stereo phono to combination, eliminating necessity for dealer to stock both stereo phono consoles & stereo-combination consoles.

Combination TV-stereo units—"home entertainment centers"—were strongly in evidence, shown in various forms by most manufacturers from Muntz to Magnavox. Muntz v.p. Jack Simberg, incidentally, told us that stereo-TV combinations now comprise 35% of his company's TV sales. A Magnavox spokesman termed the "Stereo Theatre" 24-in. TV-AM-FM-stereo phono (at \$595) "the hottest seller our line." Grundig-Majestic showed what probably were highest-priced stereo-TV combinations—its German-made units at \$1795 & \$2750. Among other interesting developments at Music Show was new Magnavox remote-control stereo system, being tested for dealer reaction. The \$1000 unit has wireless remote unit (using RF modulation) which starts phono, rejects records, turns on AM or FM radio and scans dial for stations (in same manner as signal-seeking auto radio), adjusts volume and switches from internal to external speakers.

Traditional "component" hi-fi manufacturers are going in more heavily for complete furniture packages (Vol. 15:20). One of first in this field was Pilot, now actively joined by Fisher, Bell Sound Systems (Thompson Ramo Wooldridge) and by Stromberg-Carlson (General Dynamics). Latter has new & widely advertised "energy isolation" single-cabinet furniture system in which components may be replaced as new developments occur.

That the stereo campaign is hitting the mark is shown by EIA statistics on phono sales for first quarter: Factory sales, 1,002,298 (excluding record-player attachments), the majority of which were stereo—vs. 886,644 in first quarter last year, virtually none of them stereo. In first quarter of this year, incidentally, 123,547 phonos sold had FM or AM-FM tuners. Columbia phono dept. v.p.-gen. mgr. James J. Shallow predicted at distributor meeting last week that industry would sell 5 million phonos this year (vs. 4 million last year) at total retail value of \$500 million, climbing to 5.25 million units at \$525 million next year and 5.8 million at \$625 million by 1963.

There was renewed activity on stereo tape front, too, at Music Show. Field of recorded tape showed new signs of life, RCA attracting plenty of attention with its tape-cartridge recorder. Motorola surprised show visitors with an RCA-type cartridge recorder, on display "to test reaction." If it is produced, it will retail at \$250-\$300. Bell Sound also showed its previously announced RCA-type cartridge recorders.

Single-reel tape magazine for the home was shown by Fidelivox div. of Waters Conley. Based on same concept used by Fidelivox for commercial functional music systems, home tape players will be sold at \$120 (attachment for use with existing sets) and \$180 (self-contained table model). Plastic-packaged tapes fit into slot, shut themselves off automatically when reel is finished, require no threading or rewinding. "Fidelipac" tape magazines are intended for "home background music," will be recorded by major record makers, according to Fidelivox officials. Magazines aren't compatible with RCA tape cartridge players.

Most tape recorder manufacturers are still sitting tight, watching outcome of initial cartridge-tape merchandising efforts before deciding whether to join up. Magnetic Recording Industry Assn. (MRIA) is continuing its opposition to tape cartridges, and MRIA leader Ampex Audio has formed new distribution organization, United Stereo Tapes, to promote & sell open-reel (non-cartridge) pre-recorded tapes of all manufacturers. Feeling among tape recorder manufacturers at Music Show generally seemed to be that there eventually will be good market for both open-reel and cartridge recorders & tapes.

(For report on TV at the Music Industry Trade Show, see p. 18).

**TOP TV BRANDS-IN-USE IN 21 MARKETS:** New breakdowns of TV sets-in-use in 21 markets, by brand name, have been made available to us by Consolidated Consumer Analysis. These 1959 figures show 14 major TV brands and their percentage of each market.

These consumer surveys in the 21 markets are made by local newspapers sponsoring their own analyses. They cover nearly every type of consumer product, from automobiles to dog food. Conducted on questionnaire sampling basis, individual survey results are consolidated into the national report. Total 1959 survey sample was 64,444 households, representing nearly 5 million households in the 21 markets. Most of surveys were conducted in January.

This year there are 3 TV-ownership tables—reprinted on opposite page—measured on slightly different basis than those we printed last 2 years (Vol. 13:40, 14:28), and therefore not directly comparable. They show TV sets in all homes (both single- & multiple-set), sets in single-set homes and multi-set homes.

Multiple-set tabulation shows 13.2% of homes in areas surveyed have 2 or more TV sets, up from 12.9% in comparable survey year ago. Median set saturation in the markets was 94.4% (vs. 94.8% in last year's survey, 92.5% in 1957, 88.7% in 1956).

Of all TV homes—both single & multiple-set—RCA ranked first in set ownership in 20 markets, Admiral first in one (Chicago). RCA was first choice of multiple-set owners in 17 of the 19 cities in which multi-set homes were surveyed, Admiral leading in Chicago, GE in Phoenix. Among single-set homes only, RCA was first in 19 markets, tying with Admiral for the honor in Chicago and with Zenith in Honolulu. Admiral was also first in Salt Lake City and Hoffman was first in Modesto, Cal.

Survey tables are cumulative, giving percentage of all households which own each brand of set in each market, together with relative rankings of leading brands in each market.

Newspapers conducting the surveys: Chicago Daily News, Columbus Dispatch-Ohio State Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Newark News, Omaha World-Herald, (Portland) Oregon Journal, Phoenix Republic & Gazette, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury, Seattle Times, St. Paul Dispatch & Pioneer Press, Washington Star, Wichita Eagle.

**TV-RADIO PRODUCTION:** EIA statistics for the week ended June 19 (24th week of 1959):

	June 12-19	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV .....	121,369	128,049	81,999	2,580,219	2,017,094
Total radio .....	310,859	299,599	160,531	6,564,483	4,322,198
auto radio .....	138,427	134,167	55,453	2,666,140	1,370,347

Admiral's new color line of 5 basic models—table models, consoles & lowboys (Vol. 15:22-23)—will be shown for the first time in August. They'll use chassis made by RCA to Admiral specifications.

RCA is dickering to sell to Russia its color TV equipment (cameras, receivers, etc) which will be displayed for 6 weeks beginning July 25 at the American National Trade Exhibition in Moscow.

Sylvania moved its executive offices & several corporate staff departments over the week-end to the new General Telephone Bldg., 730 Third Ave., N.Y. The following functions are included in the shift: research & engineering, financial analysis, industrial relations, insurance, law, medical, public relations, purchasing. Remaining at 1740 Broadway are advertising, marketing research, electronic tube sales, photolamp sales, several light sales groups.

# Set Ownership in 21 Markets

Reprinted by permission of Consolidated Consumer Analysis

## SINGLE AND MULTIPLE SET OWNERS

City	% of Owners	RCA Victor Rank %	Admiral Rank %	Hoff-GE Rank %	Motrola Rank %	Zenith Rank %	Philco Rank %	Silver-tone Rank %	Emerson Rank %	Westing-house Rank %	Muntz Rank %	Sylvania Rank %	Magna-vox Rank %	Hoff-man Rank %	Pack-ard Bell Rank %
Chicago	95.9	2. 19.2	1. 20.4	6. 8.0	3. 12.7	4. 12.1	5. 9.1	7. 5.4	11. 2.7	14. 2.0	10. 3.4	16. 1.6	8. 3.6	— —	— —
Columbus	98.4	1. 29.9	2. 16.6	6. 7.5	4. 10.3	5. 8.0	3. 16.4	— —	9. 2.7	8. 5.1	7. 5.2	13. 1.9	11. 2.3	— —	— —
Denver	96.0	1. 14.7	2. 11.0	4. 9.4	3. 10.7	5. 7.8	6. 6.4	12. 3.0	9. 4.1	10. 3.3	7. 6.3	17. 2.1	15. 2.4	14. 2.9	8. 5.5
Duluth-Superior	94.9	1. 19.8	4. 7.6	2. 14.3	8. 5.1	5. 6.7	6. 6.3	13. 1.9	3. 8.1	7. 5.6	— —	20. 1.2	18. 1.4	12. 2.0	— —
Fresno	91.5	1. 15.4	10. 4.8	7. 7.3	2. 9.6	4. 8.3	3. 9.1	6. 8.1	9. 6.2	12. 3.1	— —	11. 3.9	14. 2.3	5. 8.2	8. 6.4
Honolulu	89.0	1. 14.6	6. 7.8	3. 10.8	7. 7.2	2. 13.4	5. 8.0	4. 10.7	9. 5.5	11. 3.2	— —	9. 5.5	13. 1.8	14. 1.6	8. 5.9
Indianapolis	93.9	1. 22.3	2. 16.7	7. 7.4	6. 7.9	5. 8.2	3. 9.7	10. 3.2	13. 3.0	8. 6.5	12. 3.1	4. 8.4	15. 2.1	— —	— —
Long Beach	96.2	1. 18.1	5. 9.4	4. 9.7	10. 4.9	7. 8.0	6. 8.4	8. 7.6	12. 3.1	14. 2.3	11. 3.2	15. 1.8	9. 6.2	2. 9.8	2. 9.8
Milwaukee	97.9	1. 28.9	2. 18.9	5. 6.9	4. 9.4	6. 5.6	3. 10.2	8. 3.6	10. 2.9	9. 3.1	12. 2.2	11. 2.6	7. 3.9	— —	— —
Modesto	87.4	1. 12.6	9. 4.6	7. 6.2	6. 7.1	5. 8.2	3. 10.0	4. 9.0	11. 3.5	13. 2.5	— —	12. 3.2	16. 1.9	2. 11.5	7. 6.2
Newark	97.2	1. 30.7	2. 16.0	6. 7.9	9. 4.7	7. 5.5	4. 9.1	11. 2.9	3. 10.2	8. 5.3	— —	14. 2.1	10. 4.3	— —	— —
Omaha	98.3	1. 23.0	5. 8.6	4. 8.9	3. 10.6	6. 7.4	2. 15.7	9. 3.9	7. 5.3	8. 4.0	— —	— —	11. 2.9	— —	— —
Phoenix	93.4	1. 12.7	2. 11.7	3. 9.2	5. 7.1	6. 7.0	10. 4.9	7. 6.3	4. 7.6	10. 4.9	— —	13. 3.8	9. 5.3	8. 6.1	12. 4.8
Portland, Ore.	91.4	1. 15.5	3. 10.6	6. 6.8	5. 8.0	2. 11.3	4. 9.1	9. 4.9	11. 2.7	10. 4.0	— —	14. 2.2	15. 2.0	7. 6.0	8. 5.6
Sacramento	94.1	1. 17.6	9. 6.4	2. 9.6	9. 6.4	5. 6.9	3. 9.3	6. 6.8	8. 6.7	11. 4.4	— —	15. 1.7	12. 3.3	6. 6.8	4. 8.0
Salt Lake City	95.6	1. 14.1	2. 13.5	4. 10.6	5. 8.7	8. 4.9	3. 12.4	11. 4.0	14. 2.4	6. 6.8	— —	12. 3.0	10. 4.6	9. 4.7	7. 5.9
San Jose	94.4	1. 14.5	2. 10.7	10. 5.1	5. 8.3	4. 8.5	6. 7.7	8. 6.2	9. 5.2	11. 4.4	— —	13. 2.3	11. 4.4	7. 7.1	3. 9.6
Seattle	93.3	1. 18.3	5. 8.3	7. 7.7	3. 8.6	8. 6.4	6. 7.9	2. 8.7	15. 1.9	9. 5.7	13. 2.0	10. 5.0	11. 4.0	12. 3.4	4. 8.4
St. Paul	98.0	1. 22.3	2. 12.2	3. 10.1	5. 9.0	6. 7.6	4. 9.5	— —	15. 2.1	10. 3.3	8. 4.2	— —	15. 2.1	— —	— —
Washington, D.C.	90.6	1. 25.6	2. 14.3	6. 8.1	5. 8.9	9. 5.0	3. 11.2	8. 5.1	4. 9.7	11. 2.8	7. 5.3	15. 1.4	10. 3.1	— —	— —
Wichita	93.8	1. 16.4	2. 13.0	4. 8.4	6. 8.0	3. 10.6	4. 8.4	8. 3.8	17. 1.7	7. 5.8	— —	21. 1.3	11. 2.9	8. 3.8	— —

## SINGLE SET OWNERS

CITY	% of Owners	RCA Victor Rank %	Admiral Rank %	Hoff-man Rank %	Motrola Rank %	Zenith Rank %	Philco Rank %	GE Rank %	Silver-tone Rank %	Emerson Rank %	Westing-house Rank %	Du Mont Rank %	Sylvania Rank %	Magna-vox Rank %	Pack-ard Bell Rank %
Chicago <sup>1</sup>	74.7	1. 15.6	1. 15.6	— —	3. 10.2	4. 10.0	5. 6.9	6. 5.1	7. 4.5	11. 2.2	13. 1.8	13. 1.8	15. 1.6	8. 3.2	— —
Columbus	71.1	1. 22.8	2. 13.4	— —	4. 9.3	5. 6.0	3. 11.5	6. 4.3	— —	12. 1.5	7. 4.2	— —	14. 1.3	10. 1.8	— —
Denver	80.4	1. 12.1	3. 9.0	13. 2.3	2. 9.8	5. 6.6	7. 5.5	4. 7.0	12. 2.5	9. 3.6	13. 2.3	10. 2.7	16. 1.9	15. 2.2	8. 5.2
Duluth-Superior	83.1	1. 17.8	4. 6.5	14. 1.6	8. 4.5	5. 5.9	7. 5.0	2. 11.9	19. 1.1	3. 6.9	6. 5.2	— —	19. 1.1	16. 1.5	— —
Fresno	83.4	1. 13.5	10. 4.5	4. 8.4	2. 8.7	6. 7.3	3. 8.5	8. 5.8	5. 8.1	7. 6.0	12. 2.7	14. 2.0	11. 3.4	15. 1.9	9. 5.7
Honolulu <sup>2</sup>	83.0	1. 13.0	6. 7.3	14. 1.5	7. 7.0	1. 13.0	5. 7.8	3. 10.1	4. 9.6	8. 5.4	12. 2.9	11. 3.4	10. 4.9	13. 1.7	9. 5.3
Indianapolis	73.9	1. 17.8	2. 13.2	— —	6. 6.3	5. 7.0	4. 7.1	7. 5.6	13. 2.4	11. 2.5	8. 5.1	— —	3. 7.7	14. 1.8	— —
Long Beach	79.8	1. 15.8	5. 7.1	3. 9.3	10. 3.9	7. 7.0	4. 7.3	5. 7.1	8. 6.7	12. 2.7	14. 2.0	13. 2.3	15. 1.6	9. 5.8	2. 9.0
Milwaukee	80.6	1. 25.3	2. 14.7	— —	4. 8.4	6. 4.6	3. 8.5	5. 5.1	7. 3.1	10. 2.4	9. 2.5	18. 1.4	11. 2.3	7. 3.1	— —
Modesto	82.6	2. 11.0	9. 4.2	1. 11.3	6. 6.6	5. 7.2	3. 9.4	8. 5.3	4. 9.2	11. 3.4	13. 2.5	17. 1.8	12. 3.1	16. 2.0	7. 6.2
Newark	71.5	1. 24.1	2. 11.5	— —	10. 3.7	9. 3.9	4. 6.5	5. 6.3	13. 2.4	3. 7.9	7. 4.2	6. 6.2	16. 1.6	8. 4.0	— —
Omaha	85.1	1. 20.1	4. 7.4	— —	3. 9.8	6. 6.3	2. 13.5	5. 6.5	8. 3.7	7. 4.9	10. 3.4	15. 1.4	— —	11. 2.6	— —
Phoenix	81.7	1. 11.4	2. 10.5	8. 5.6	4. 6.8	6. 6.4	10. 4.5	3. 7.3	7. 5.9	4. 6.8	11. 4.4	15. 2.0	13. 3.3	9. 4.7	11. 4.4
Portland, Ore.	79.6	1. 12.8	3. 8.6	6. 5.7	5. 6.9	2. 10.2	4. 8.2	8. 5.0	9. 4.4	12. 2.1	10. 3.3	19. 1.2	12. 2.1	15. 1.8	7. 5.2
Sacramento	83.1	1. 15.4	10. 5.3	7. 6.3	8. 6.1	6. 6.4	2. 7.9	3. 7.8	8. 6.1	5. 6.5	11. 3.9	15. 1.4	15. 1.4	12. 3.3	4. 7.4
Salt Lake City	82.1	3. 11.0	1. 11.6	8. 4.6	5. 7.1	7. 4.7	2. 11.2	4. 9.0	11. 3.3	14. 2.5	6. 5.7	13. 2.7	12. 2.9	10. 4.1	— —
San Jose	82.0	1. 12.6	2. 9.0	7. 6.4	5. 7.3	4. 7.7	6. 6.4	9. 4.6	8. 5.6	11. 4.3	10. 4.4	17. 1.2	14. 1.8	12. 4.0	3. 8.5
Seattle	79.8	1. 16.0	5. 7.0	12. 2.8	3. 7.6	7. 5.9	6. 6.8	8. 5.6	2. 7.8	16. 1.3	9. 5.3	— —	10. 4.8	11. 3.6	3. 7.6
St. Paul	84.8	1. 18.7	2. 10.8	— —	4. 7.9	6. 6.8	3. 8.6	5. 7.7	— —	15. 1.7	10. 2.8	12. 2.3	— —	15. 1.7	— —
Washington, D.C.	75.8	1. 22.4	2. 12.0	— —	5. 7.7	9. 4.1	3. 9.5	6. 6.1	8. 4.5	4. 8.2	11. 2.6	12. 1.6	— —	10. 2.9	— —
Wichita	82.6	1. 14.3	2. 11.0	9. 3.6	4. 7.5	3. 10.2	6. 7.1	5. 7.4	10. 3.2	18. 1.1	7. 5.4	15. 1.4	19. 1.0	11. 2.7	— —

<sup>1</sup>RCA Victor and Admiral tied for first place in Chicago. <sup>2</sup>RCA Victor and Zenith tied for first place in Honolulu.

## MULTIPLE SET OWNERS

CITY	% of Owners	RCA Victor Rank %	Admiral Rank %	GE Rank %	Hoff-man Rank %	Motrola Rank %	Zenith Rank %	Philco Rank %	Silver-tone Rank %	Emerson Rank %	Westing-house Rank %	Muntz Rank %	Sylvania Rank %	Magna-vox Rank %	Pack-ard Bell Rank %
Chicago	21.1	2. 32.1	1. 37.2	5. 18.3	— —	3. 21.6	4. 19.4	6. 16.5	7. 8.6	11. 4.4	15. 2.8	8. 5.6	20. 1.8	9. 5.2	— —
Columbus	27.3	1. 22.6	3. 11.5	4. 7.4	— —	5. 6.1	5. 6.1	2. 13.5	— —	9. 2.7	8. 3.6	7. 4.1	13. 1.5	12. 1.6	— —
Denver	15.6	1. 28.3	2. 21.4	2. 21.4	12. 5.5	4. 15.3	5. 13.8	6. 11.1	12. 5.5	10. 6.5	8. 8.0	7. 9.4	19. 2.9	18. 3.3	9. 7.1
Duluth-Superior	11.1	1. 33.9	4. 15.1	2. 31.3	13. 4.7	7. 9.4	6. 12.5	4. 15.1	9. 7.8	3. 16.1	9. 7.8	— —	19. 2.1	— —	— —
Fresno	8.1	1. 34.6	8. 8.5	2. 23.1	12. 6.2	3. 19.2	4. 17.7	5. 15.4	10. 7.7	8. 8.5	11. 6.9	18. 1.5	7. 9.2	12. 6.2	6. 13.8
Honolulu	6.0	1. 37.0	5. 14.0	3. 21.0	12. 4.0	9. 10.0	4. 18.0	8. 11.0	2. 26.0	10. 7.0	10. 7.0	17. 1.0	6. 13.0	15. 3.0	6. 13.0
Indianapolis	20.0	1. 39.0	2. 29.8	4. 15.6	— —	5. 13.7	6. 12.7	3. 19.0	10. 6.3	13. 4.9	7. 12.2	11. 5.4	8. 11.2	15. 2.9	— —
Long Beach	16.4	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —
Milwaukee	17.3	1. 45.3	2. 38.4	4. 15.4	22. 1.4	5. 14.3	6. 10.0	3. 18.3	8. 5.6	9. 5.5	9. 5.5	13. 3.2	12. 3.9	7. 5.8	— —
Modesto	4.8	1. 40.0	7. 10.0	3. 22.5	5. 15.0	5. 15.0	2. 25.0	4. 20.0	9. 5.0	9. 5.0	— —	9. 5.0	9. 5.0	— —	8. 7.5
Omaha	13.2	1. 41.5	4. 16.1	3. 23.8	22. 1.4	5. 15.6	6. 14.2	2. 30.3	9. 5.5	7. 8.2	8. 7.9	— —	20. 1.4	10. 4.9	— —
Phoenix	11.7	3. 10.4	2. 12.9	1. 14.7	8. 4.3	4. 8.1	6. 4.9	13. 2.9	10. 3.5	5. 6.1	11. 3.1	17. 1.2	8. 4.3	7. 4.6	11. 3.1
Portland, Ore.	11.8	1. 35.5	2. 24.7	3. 19.4	8. 8.3	5. 16.4	4. 19.1	6. 15.6	8. 8.3	11. 7.1	7. 8.6	— —	13. 3.5	15. 3.3	8. 8.3
Sacramento	11.0	1. 34.1	4. 14.1	2. 23.2	7. 10.9	9. 8.7	8. 10.5	3. 19.6	6. 12.0	11. 8.0	9. 8.7	— —	13. 4.0	15. 3.6	5. 12.3
Salt Lake City	13.6	1. 32.8	2. 24.7	3. 20.1	9. 7.5	5. 8.4	11. 6.3	4. 19.5	8. 8.0	17. 2.3	7. 13.2	22. 1.2	13. 4.0	9. 7.5	6. 13.8
San Jose	12.3	1. 26.6	2. 21.9	10. 8.6	7. 12.2	5. 15.1	6. 14.0	4. 15.8	9. 10.8	8. 11.5	11. 4.3	— —	13. 5.0	11. 6.8	3. 17.3
Seattle	13.5	1. 15.9	3. 8.3	2. 10.1	10. 3.6	4. 7.3	8. 4.6	5. 7.1	5. 7.1	13. 2.7	9. 4.1	19. 1.2	12. 3.1	11. 3.2	7. 6.7
St. Paul	13.2	1. 45.4	3. 21.2	2. 25.5	— —	4. 16.1	6. 12.7	5. 15.3	— —	11. 4.7	10. 6.5	9. 7.4	— —	11. 4.7	— —
Washington, D.C.	14.8	1. 43.5	2. 25.1	4. 18.5	— —	6. 15.3	7. 9.7	3. 20.2	8. 8.4	5. 17.5	12. 4.0	9. 8.0	13. 3.8	11. 4.5	— —
Wichita	11.3	1. 31.8	2. 27.1	4. 15.4	10. 5.6	6. 11.7	5. 13.6	3. 17.3	8. 7.9	10. 5.6	7. 8.9	— —	11. 3.7	13. 4.2	— —

\*Handled differently.

**EARLY RETURNS IN 23-IN. VOTE:** The public hasn't had a chance to vote yet, but preliminary returns from dealer precincts indicate that the new 23-in. twin-panel square-corner tube will find favor with TV-buying consumers. And one more set maker—Packard-Bell—came out last week with a couple of 23-in. models.

"In 6 years, I've never seen such enthusiastic response to any TV line as to our new 23-in. sets," a Hoffman spokesman told us last week at the Music Industry Trade Show, the first East Coast showing of the company's new models. He was describing the reactions of distributors & key dealers at the preceding week's unveiling in Las Vegas (Vol. 15: 25). And they put their money where their mouth is, according to consumer products v.p.-gen. mgr. Ray B. Cox, who said Hoffman wrote 2½ times more dollar volume of new orders than at last year's premiere.

Although TV was overshadowed by stereo at the Music Show (see p. 15), a large number of dealers strolled through the displays of manufacturers who did show TV lines—Admiral, Hoffman, Magnavox, Olympic, Philco, RCA. As at the Chicago market (Vol. 15:25), the 23-in. sets (shown by Admiral & Hoffman) and the Philco Safari transistor portable were the big attention-getters.

It won't be 23-skiddoo for the new tube size, most dealers agreed. Although some we talked with felt they couldn't sell it in large quantities at \$40-\$50 more than equivalent-looking 21-in. sets, most agreed it had definite customer-appeal. A typical comment was that of George Wasserman, head of big George's chain in Washington: "Eventually everybody will go to the 23-in. size; right now, there's a question in my mind if the markup is too steep."

In Los Angeles, Packard-Bell showed its new line, again emphasizing the dual 1960 trend to ingenious gimmicks and to fine-furniture styling. Two basic console models, starting at \$400 & \$440 featured 23-in. tubes. High-end sets featured "computer control" dialing in which the channel number is flashed on a control panel as the dial or remote control is switched. The Packard-Bell line also featured the return of doors in its "Decorator" series.

The 23-in. tube is coming to Canada, too. A spokesman for Dominion Electrohome told us at the Music Show that his company will show three 23-in. models as soon as tooling is completed and components are available.

**Transistor Radio War:** Another manufacturer last week joined Motorola and Olympic in the merchandising of transistor radios, made either wholly or partly in Japan. CBS returned to the radio field, its Columbia phono dept. introducing to distributors 2 pocket sets made by Nippon Columbia, its Japanese affiliate (Vol. 15:21). A 4-transistor model lists at \$29.95 and a 6-transistor unit at \$34.95.

Dealers attending last week's Music Trade Show had strong views on the Japanese merchandise—one way or the other. Higher markups & lower prices were cited as the principal advantages. Some with whom we talked thought other big manufacturers ought to follow Motorola's example and import Japanese parts for U.S. assembly, to overcome the big disadvantage of Japanese sets—lack of a recognizable tradename.

One large dealer told us he was suggesting to manufacturers that they sponsor "dual lines" in the radio field—U.S.- and Japanese-made—recalling Philco's old-time lower-priced Transitone radio line.

Zenith introduced 2 new U.S.-made transistor radios, pointedly calling one model the "Americana" and terming both sets "American quality-crafted."

**DEALERS SUM UP '58:** The recession of 1958 is clearly reflected in NARDA's 13th annual Cost-of-Doing-Business Survey, just released. The comprehensive analysis of member-dealer operations reveals that the 1958 net operating profit plunged to a new low (1.1% of sales) in the survey's 13-year history, while operating costs soared to a record high (34.4% on net sales).

Compared with bright 1957, gloomy 1958 showed sales off only 2.7%, but profits down a whopping 31.2%. Discount selling, excessive trade-ins, an increase of more than 2 percentage points in 1957's precedent-setting cost-of-operation were high on the list of 1958 operating problems reported by dealers.

Most dealers (81%) however, look for a healthy bounce-back in 1959, foreseeing an average 16% increase in sales. Only 6% anticipate a sales decline (averaging 11%), and 13% of the dealers expect no change.

Stereo equipment & TV were touted by dealers as 1959's place & show best-sellers, running behind laundry equipment. However, reporting on products they plan to spur with special effort, they listed stereo 2nd, hi fi 7th, TV 10th. The No. 1 sales effort will go to freezers.

TV's 10th place in the sales-effort parade may indicate that dealers feel TV does a lot of its own selling. TV looked good in a bad year with its sales increasing to 25.7% of total business vs. 1957's 21.8%—despite lower total TV sales as shown by 1958 industry statistics. Only air conditioning among the other major equipment items showed a 1958 increase over 1957 sales. The TV-radio-phono category represented dealers' prime products last year, accounting for 36.5% of sales, up from 1957's 33.7%.

TV's 1958 sales increase was accompanied by major activity in trade-ins. In 1957, TV trades slumped for the first time to 35% of sales. In 1958, trade-ins rebounded to an all-time high of 56%. Other home equipment which established trade-in highs were refrigerators, washers, and dryers. The complete survey is available from NARDA, 1141 Merchandise Mart, Chicago.

**RCA's Big Fall Ad Push:** After curtailing its advertising expenditures in 1959's first half, RCA will more than make up for the reduction with a major advertising splash (estimated at close to \$5 million) this fall for its new lines of "Newsmaker" TV sets, radio, and stereo phonos.

The traditional July-August kickoff of the new lines in magazines will be scrapped, adv. & sales prom. mgr. Jack M. Williams told a press meeting in N.Y. last week. To gain "complete flexibility," dealers will initiate the kickoffs at local level, using newspapers & spot media, "when they've got their new stock." Then, early in September, RCA will start rolling at the national level.

Magazine insertions will be "50% greater" than last year. Colorcast TV will also get a large share of the RCA ad dollars, with nearly 70 mins. of color commercials scheduled on NBC-TV's *Bonanza* (which RCA is co-sponsoring), specials in the *Sunday Showcase* series, and Nov. 20 sponsorship of the pre-taped *Moon & Sixpence* starring Laurence Olivier.

"All RCA Victor products will be advertised under the 'Newsmaker' theme to capitalize on our large number of innovations," said Williams, with additional prominence going to "Nipper," the well-known dog trademark.

Also previewed at the N.Y. meeting was a new full-color industrial film, *The Wonderful World of Color*, which gives a backstage look at the preparations for network TV colorcasts along with a discussion of how RCA color works.

**Trade Personals:** Richard W. Griffiths, ex-Servomechanisms, named gen. sales mgr., Hoffman semiconductor div., succeeding Henry F. Schoemehl who has been promoted to product mktg. dir., for division's Evanston, Ill. plant . . . Russell E. Conley named publications adv. & promotion mgr., RCA (Vol. 15:15) . . . Hal V. Miller, ex-Natl. Scientific Labs, appointed liaison engineer, Packard Bell technical products div.

Robert Tate, ex-Waldorf Instrument Corp., named dir., avionic sales & service div., General Precision Labs . . . Joseph T. Hayes named internal auditor & tax mgr., CBS-Hytron; Everett B. Boise promoted from production types applications engineering supervisor to receiving tubes applications engineering mgr.

John Howzdy, ex-comptroller of ACF electronics, elected treas. of Aeronautical Radio Inc. and subsidiary ARINC Research Corp. . . . L. G. Becker, ex-communications-electronics branch chief, directorate of material programs of the Air Force, named Eastern regional mgr. of Philco's Govt. & industrial div. headquarters, Washington.

James M. Skinner Jr., Philco pres., and Harvey Williams, pres., Philco International, will leave June 27 for a month's tour of Europe, visiting subsidiaries & licensees in England, France, Germany, Italy & Switzerland . . . Charles R. Wilson promoted from Du Mont Labs West Coast div. quality control mgr. to production mgr., West Coast div., Military Electronic Operations.

H. W. (Hank) Shepard, ex-gen. mgr. of NBC's WAMP Pittsburgh, named to new post of RCA color TV market development administrator . . . Donald B. Davis, Klipsch & Assoc. v.p. & USIA's hi-fi consultant, will represent Institute of High Fidelity Mfrs. at U.S. exposition opening July 25 in Moscow . . . John R. Johnson promoted from v.p. to senior v.p., Standard Coil; C. J. Antognoli promoted from Midwest sales mgr. to gen. sales mgr., A. H. (Buzz) Forbes named export & jobber sales mgr.

John S. Hall, ex-Raytheon, named Gabriel electronics div. manufacturing mgr. . . . Robert B. Amdur rejoins TelePrompTer as systems coordinator for Govt. services, group communications div. Prior to service in the Army Signal Corps, he was in the TelePrompTer film service div. . . . Charles III, Washington business mgr. of Page Communications Engineers, appointed to Defense Dept.'s Small Business Industry Committee.

**Distributor Notes:** Admiral appoints subsidiary Appliance Distributors, Peoria, for central Illinois. Griffin Distributing Co. becomes Admiral distributor in Denver; John Conger, ex-mgr., Denver Admiral, named Griffin sales v.p. . . . John Frawley, ex-Du Mont Labs, named to new post of sales mgr. for Admiral Distributing Corp. branches . . . Hoffman appoints Rock Smith Co., Davenport, Ia., for eastern Iowa, western Illinois, southwestern Wisconsin.

Looking for U.S. dealers for its hi-fi line (Vol. 15:16), Canada's Dominion Electrohome Industries set up a display room last week at New York's Statler-Hilton Hotel and invited all dealers attending the Music Industry Trade Show to come & have a look. Dominion's hi fi stresses quality cabinets. A unique feature of the line is the availability of companion furniture suites matching the hi-fi cabinets—all made by Dominion. The company has test-marketed its hi fi in the U.S. through Campbell's Music Store in Washington, D.C. Prices in the U.S. will be identical with those in Canada—the 13¼% duty plus shipping being counterbalanced by domestic 11% sales & 15% excise taxes. Dominion says it has no plans to export its TV.

## Finance

**Ampex Corp.** reports record sales & earnings for the fiscal year ended April 30. Pres. George Long said sales for the current fiscal year should total about \$60 million, earnings \$3.9 million (\$1.77 a share). For the year ended April 30 (1958 share totals adjusted to reflect 2½-for-1 stock split):

	1959	1958
Sales . . . . .	\$43,808,807	\$30,115,000
Net income . . . . .	2,853,000	1,540,000
Earned per share . . . . .	1.29	84¢
Shares outstanding . . . . .	2,209,308	1,835,662

**General Instrument** expects a record sales year in fiscal 1960, chairman Martin H. Benedek told stockholders last week. For the first quarter ended May 31, he said sales should be at least \$12.5 million, topping all records for the period. He said net earnings for the quarter probably will be more than double last year's 6¢ per share. He added that semiconductor shipments & backlog are about triple those of last year. He said the company will continue to seek acquisitions "to broaden its product & profits base." Exec. v.p. Moses Shapiro stated the firm has "no plans at this moment" for a stock split.

**Indiana Steel Products Co.**, Valparaiso, Ind., will merge with General Ceramics Corp., Keasbey, N.J., subject to approval by stockholders. Indiana Steel will issue 190,200 shares in exchange for the outstanding shares of General Ceramics, a privately owned firm. Indiana Steel is a major producer of magnetic materials for the electronics industry. General Ceramics makes ferrite & ceramic products for the electronics & chemical industries.

**P. R. Mallory** is headed for record profits & sales in 1959 on the basis of results so far—"the best for any 5 consecutive months in the company's history"—according to pres. Joseph E. Cain. For the period, the net profit was \$1,672,000 (\$1.12 a share) on sales of \$35.2 million vs. \$710,000 (44¢) on \$26 million during the same 1958 period. He predicted 1959 sales of \$80 million & at least \$4.1 million (\$2.78 a share) in net profits.

**Orr Industries Inc.**—new name of magnetic tape-maker ORRadio Industries—had sales of more than \$1 million & net profits of \$41,200 for the first fiscal quarter ended May 31, pres. J. Herbert Orr told stockholders last week. He said the fiscal 1960 sales quota is \$5.8 million, more than double the preceding year's sales, and predicted that profits will approach 50¢ a share, vs. the previous record of 28¢.

"Our radio-TV subsidiary, RKO Teleradio, is far ahead of its 1958 performance," said General Tire pres. William O'Neill last week, reporting record consolidated sales of \$305,339,274 for the 6 months ended May 31 and earnings of \$13,929,809 (\$2.63 per share), greater than any full-year period in the company's history. Comparable 1958 figures are \$202,228,500 and \$3,110,692 (52¢).

**Offering of Herold Radio & Electronics** 6% convertible subordinate debentures, due 1974, has been oversubscribed. The \$1.5 million offering reached the market through an underwriting group headed by Ira Haupt & Co., Hirsch & Co. and Amos Treat & Co.

Corporation	Common Stock	Dividends	Stk. of
	Period	Amt. Payable	Record
Electronic Comm. . . . .	Stk.	50% Aug. 17	July 31
General Dynamics . . . . .	Q	\$0.50 Aug. 10	July 10
Packard-Bell . . . . .	Q	.12½ July 25	July 10
Warner Bros. . . . .	—	.30 Aug. 5	July 17

Du Mont Labs is probably in the black now—"and I'm sure we will be from now on"—pres. David T. Schultz told the annual meeting last week in Clifton, N.J. He said sales are now at the rate of \$20 million for the year and the company has a \$6 million backlog. After last year's "major surgery," he added, "the patient is now sound & healthy." Military electronics & tube divisions are in the black, but the industrial electronics div. "has some problems." Through May 24, the company has reduced its outstanding debt by \$3.3 million. Military business, said Schultz, will account for more than half of the sales for the rest of the year. He said the Lawrence single-gun color tube, which Du Mont is developing for Paramount, "is ready for the initial stages of production [but] I don't want anybody to think we're planning to go into it."

Reports & comments available: General Telephone, report, Hill, Darlington & Co., 40 Wall St., N.Y. . . . Pacific Mercury Electronics, review, A. C. Allyn & Co., 122 S. La Salle St., Chicago . . . Western Union, analysis, Gerstley, Sunstein & Co., 121 S. Broad St., Philadelphia . . . Beckman Instruments, review in *Investor's Reader*, Merrill, Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. . . . Herold Radio & Electronics, prospectus, Ira Haupt & Co., 111 Broadway, N.Y. . . . Microwave Associates, prospectus, Lehman Bros., 1 William St., N.Y. . . . Instruments for Industry, prospectus, D. A. Lomasney & Co., 39 Broadway, N.Y. . . . Whirlpool, study, Herbert E. Stern & Co., 52 Wall St., N.Y.

**COMMON STOCK QUOTATIONS**

Week Ending Friday, June 26, 1959

Electronics TV-Radio-Appliances Amusements

**NEW YORK STOCK EXCHANGE**

1959					1959				
High	Low	Stock	Close	Wk. Chg.	High	Low	Stock	Close	Wk. Chg.
29½	17½	Admiral	23¼	+ ½	488	385½	IBM	444	+8½
39½	29½	AmBosch	34	+ ½	45½	28	ITT	38½	+1½
29½	20½	AB-PT	27	-¾	50½	36½	I-T-E	47½	-½
84½	61¼	Ampex	77½	+6½	123½	72½	Litton	114½	+2½
89	75½	AT&T	79½	+ ½	37	27½	Loew's	29½	+ ½
46½	32¼	Amph-Borg	40	+2	48½	36½	Mallory	44½	+ ½
36½	23½	Arvin	24	+ ¼	137½	111½	MplsH'll	134½	+9
17½	10½	Avco	15¼	+ ½	130	57½	Motorola	107½	+2½
74½	36¼	BeckInst	61¾	+3½	12¼	9½	Natl Thea	9½	-¼
89	66	Bendix	75	-1	50½	44	Para.	47½	-2½
38½	24½	Clevite	34½	-¾	36½	21	Philco	30	-½
48½	35	CBS	46½	+2½	71	43½	RCA	65½	+1½
24½	17	Col Pict	18½	+1½	73	51½	Raytheon	57½	+2½
42½	33½	ConsElec	38	+3¼	10½	8½	Repub Pic	10	+ ½
47½	33½	ConsEllnd.	46½	+1	45½	26½	Siegler	34½	+3½
30½	20½	Cor-Dub	26½	+½	28½	21¼	SpryRand	25	-
136½	89½	Corning	134½	-½	23½	14½	Std Coil	18½	-½
49½	34	Daystrom	40	+ ¼	31½	18	Stan-War.	32½	+3
59½	42	Disney	43½	-1¼	52½	42½	StewWarn	51½	+2½
69½	48½	EmerElec.	61½	-1½	33½	24½	Storer	29½	+½
26½	13½	EmerRad.	18½	-½	13½	9	Telautog	11½	+2½
33	12½	Gabriel	24	-½	146½	61½	TexInst	150½	+16½
42½	34¼	GenBrnze.	34¼	-1	70¼	56¼	ThompRW	61¼	-1¼
66½	53½	Gen Dyn	55½	+½	54¼	34½	Tung-Sol	45½	+1½
84½	74½	GE	79½	-½	43½	34½	20th-Fox	35¼	-¾
38½	16½	Gen Inst.	32	+2½	32¼	24½	UA	30½	+1½
45½	31½	GPE	41¼	+1½	47½	24½	WarnBrs	44½	-1½
73½	60	Gen Tel	69½	+3½	97½	70½	Westhse	92	+ ½
83	44½	Gen Tire	76½	+5½	136½	92½	Zenith	125	-2¼
37	28½	Hoffman	34½	+2½					

**AMERICAN STOCK EXCHANGE**

1959					1959				
High	Low	Stock	Close	Wk. Chg.	High	Low	Stock	Close	Wk. Chg.
5½	3½	Allied Art.	5	+¾	12½	5½	HerdRad	8½	+½
65½	36¼	Allied Con	52½	+1¾	22½	7	IntRes	17½	-1¼
19½	11½	AmElec	16½	+1½	19¼	9½	Lear	14	-½
26½	15¼	AudioDev.	19½	-1	2½	1½	MuntzTV	2¼	+½
22½	10½	Belock	18	+½	12	5½	Muter	9½	+¾
10¼	4	Clarostat	8½	+1	4½	2½	NatUnion	3½	-½
9½	6	DuMont	8	-¾	48½	23½	PhillipsEl	43½	+ ½
12½	4½	DynamAm	9½	-¾	43½	14½	ServoCp	30½	+2
44½	28½	Elec Com.	32¾	-6¼	18¼	9	Skvomech	13½	-
16½	9½	Elec Cp.	11½	+¼	10½	5½	Skiatron	6¼	-½
2¼	1	†El-Tron	1¼	-	17½	9½	Sonotone	14½	-½
155	50¾	FairchCam	155	+23	9½	6¼	Techlr	7¼	+¼
88¼	49	Gen Trans	75½	+4½	22½	9	Telepromp	17½	+½
27¼	20¼	Globe Un.	25½	-½	7½	4½	TeleInd	5	-¼
3	1½	GuildFlm	2½	-¼	14½	7	TransLux	12½	+¾
75	54½	Hazeltine	62	-1½	19½	6½	Victoreen	13½	+½

**OVER THE COUNTER AND OTHER EXCHANGES**

The following quotations, obtained 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
Advance Ind	2½	3	Maxson (W.L.)	12	13½
Aerovox	9½	10½	Meredith Pub.	35½	38½
AMP Inc.	37	39½	Metropolitan Bcstg.	17½	18½
Baird Atomic	13½	15	Microwave Associates.	21¼	23¼
British Ind	30	33	National Co.	27½	29¼
Capital Cities TV	8½	9½	Official Films	1-3/16	1½
Cinerama Prod.	2	2½	Orr Industries	32¼	34½
Collins Radio	33	35½	Pacific Mercury	12	13½
Cook Elec.	41	44½	Packard-Bell	41½	43½
Craig Systems	10	10½	Panellit	5	6½
Eitel-McCullough	40½	43½	Perkin-Elmer	48½	51½
Electronic Assoc.	38	42	Philips Lamp	83¼	86½
Erie Resistor	8½	9½	Reeves Soundcraft	9½	10½
Giannini, G. M.	29	30½	Sprague Electric	51	54½
G-L Electronics	11½	12½	Tele-Broadcasters	1	1½
Granco Products	4½	4½	Telechrome	18½	21
Gross Telecasting	23½	25	Telecomputing	10½	11½
Hewlett-Packard	40½	43½	Time Inc.	65	68½
Hycon	2¼	3¼	Topp Ind.	12½	14
Jerrold	6½	7¼	Tracerlab	9¼	10¼
Leeds & Northrup	33¼	35½	United Artists	9½	10¼
Ling-Altec	23½	25½	Wells-Gardner	16½	17¾
Machlett Labs	25¼	27¼	Wometco Ent.	10½	11½
Magna Theater	2¼	2½			

Where a stock dividend or split amounting to more than 25% has been paid, the year's high-low range is shown for the new stock only.  
 \* When issued.  
 † In bankruptcy or receivership or being reorganized under the Bankruptcy Act, or securities assumed by such companies.  
 — No change during week.

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