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

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TV QUIZ SPECTACULAR PROMOTED BY HARRIS: This is headline-comeback week for Oren Harris (D-Ark.) & his House Commerce legislative oversight subcommittee. Although FCC TV "influence" exposes were among hottest things on Capitol Hill in 1958, the subcommittee has done little since.

They're hopefully trying another news-making format—public hearings on last year's big-money network-TV quiz-show scandals (Vol. 15:37)—after failing so far in 1959 to come up with anything like 1958's FCC sensations, despite early-session promises (Vol. 15:1).

Large House caucus room has been reserved for quiz investigation by Harris. He hasn't needed it to handle crowds of hearing spectators since oversight subcommittee began breaking story of backdoor conniving for Miami Ch. 10 (see p. 5) in Feb. 1958 (Vol. 14:7).

Quiz probe will be continuous show in the hearings which open 10 a.m. Oct. 6 in high-ceilinged chamber on 3rd floor of old House Office Bldg. Hearings are scheduled to run morning & afternoon through Oct. 9—with extended engagement possible next week if this week's performances by witnesses warrant it.

Booked for hearings is "selected" cast of witnesses, according to subcommittee counsel Robert W. Lishman. They're expected to include contestants, network officials, producers, sponsors—many of whom appeared before N.Y. Grand Jury which explored allegations that winners were coached on answers.

"Some of the witnesses will be reluctant," counsel Lishman told us. "We've had to issue a considerable number of subpoenas to get them down here. Most of them started out to be cooperative when we first talked to them about appearing, but as soon as they get close to the hearings they start to get worried about the publicity."

Rough script for Harris hearings has been outlined by subcommittee staffers who spent weeks looking for leads in minutes of Grand Jury—which returned no indictments. No precise roster of witnesses was ready at last week's end in Harris's absence from Washington, however. And other subcommittee sources told us he plans to run proceedings largely by ear—with no set order for witnesses to be called. Harris has insisted that purpose of hearings isn't to revive stale scandal stories but to determine whether new FCC or FTC regulations are needed to protect public from any fraud perpetrated by TV programs.

POSING THE EQUAL-TIME PROBLEMS: Broadcasters are pleased with new political equal-time law (Vol. 15:36), but there's going to be a lot of groping & experimenting before either the industry or Govt. is comfortable with it. That was quite clear from a panel discussion on subject sponsored by the Federal Bar Assn. in Washington Sept. 25.

The panel of capable industry & govt. attorneys, assembled by moderator Harry Plotkin, did an exceptional job of pointing up the knowns & unknowns. It comprised: FCC Comr. Fred Ford, CBS v.p. Richard Salant, NAB chief counsel Douglas Anello, Justice Dept. attorney Richard Solomon (recently from FCC), private practitioner Joseph Rauh.

Host of questions was raised, and it's obvious that FCC will just have to try to anticipate as many problems as it can, as it drafts new rules, hoping that the rules will cover most major squabbles as they arise. A major uncertainty is this: Broadcasters no longer need to give candidates equal time to compensate for the appearance of their opponents on certain types of news programs. However, broadcasters also must be "fair" about the whole news schedule. How & when will a broadcaster's "fairness" be judged by FCC? Immediately upon the filing of a complaint? Several years later, at license renewal time? No one knew. (For details of the discussion, see p. 4.)

LATIN-AMERICAN FILM-TAPE SUPERMARKET: A master film-buying-&-selling organization for Latin-American TV stations and the headquarters of a video-tape network spanning the Spanish-speaking world—these are aspirations of year-old Television Interamericana S.A. (TISA), which may soon unite Latin America's biggest telecasting interests for first time.

Preliminary talks between Cuban & Mexican TV moguls Goar Mestre & Emilio Azcarraga in Havana (Vol. 15:38) have been encouraging enough to warrant further discussions between the 2 this week at the Interamerican Assn. of Broadcasters' biennial convention in Mexico City. "Within the next 30 days we'll know if Mexico is coming in," says Mestre—"but at any rate, we're set up for business."

Actually, TISA has been in business for some time. It is owned jointly by Mestre's CMQ-TV network, RCA distributors Lastra & Humara's Cuban CMFB-TV network, the John G. Johnson group which owns WAPA-TV San Juan, P.R., and Venezuela's 4-station Radio Caracas network. Mestre is pres.; Benigno Nosti, ex-CMBF-TV film mgr., is full-time exec. v.p.

"TISA aspires to supply a reasonable percentage of the film needs of Latin America—both our member and non-member stations," Mestre told us, "We hope also to lay the groundwork for a tape interchange between Latin-American countries."

In telefilm field, TISA has 3 ways of operating: (1) It serves as a pooled buying organization to acquire film material of all types on world market for its member stations. (2) It will accumulate, when market conditions are favorable, U.S. film which has already been dubbed for Spanish-speaking market. (3) It is acquiring Latin-American rights (on a 3-to-5-year basis) to U.S. film properties, either on a flat sum or participating basis (a percentage after recouping dubbing costs), for member stations and resale to others.

Latter plan apparently is heart of TISA at the moment. Under this technique, TISA buys non-dubbed films, handles complete dubbing (in Mexico, Puerto Rico, Cuba or Venezuela) & distribution. It already has acquired rights to 10 CBS Films properties—including Gunsmoke, Lucy, Trackdown, Have Gun—Will Travel, Annie Oakley, Whirlybirds, Perry Mason, Navy Log. It is handling distribution arrangements (under plan No. 2) for such CBS properties as The Whistler, Foreign Legion, cartoons, CBS News. Although deals so far have been only with CBS, basic theory of TISA requires that it work with most, if not all, TV film distributors.

Though some U.S. film distributors look with alarm at TISA as possible price-depressing cartel, Mestre says this just isn't so. As he explains it: "We're not trying to buy all film material for Latin-American stations—just a reasonable percentage . . .

"A large number of U.S. syndicators have been deceived about the potential of the Latin-American market," he says. "More than 130 shows have been dubbed in Spanish, and the market is good for only about a quarter of that number. Prices are tumbling as syndicators try to recoup their dubbing costs—it's a buyer's market in TV film. A lot of people are going to get hurt.

"Latin America is still an undeveloped TV market which is just beginning. Distances between stations are vast, and the cost of doing business is exorbitant for any single U.S. company." With TISA buying film rights, doing the dubbing, supplying film to its member stations and handling distribution to non-members, he says, order can be brought out of chaos.

How far TISA intends to go in dealing with sponsors & ad agencies isn't known—but U.S. film distributors point out that most of their Latin-American deals are directly with sponsors, rather than with stations. At any rate, if Mexico's powerful Azcarraga group joins up as TISA member & owner, the group's hand will be immeasurably strengthened in all aspects of the Latin film-tape trade.



To deal with just such issues as TISA poses—in fact, all TV program export problems—a new U.S. trade group is in organizational status now and hopes to be a going concern by year's end. Patterned after Motion Picture Export Assn. and assisted by that organization, the association would help telefilm firms with problems of overseas film quotas, currency exchange, export regulations, etc.

Forming the export group are film syndication wings of the 3 networks, United Artists and MCA TV. William H. Fineshriber Jr., ex-international sales dir. of Screen Gems, was named special consultant for 10 weeks to draft "specific organizational documents." CBS TV stations div. pres. Merle Jones is temporary chairman. George Muchnic is committee counsel.

BELL LABS PUSHES TV SPACE RELAY TESTS: First experiments in actual use of space satellites to relay TV pictures—forerunner of live transoceanic TV—are expected to begin next year in a joint project of Bell Labs and National Aeronautics & Space Administration.

Transmissions of bandwidths wide enough to accommodate a TV channel will originate at Goldstone, Calif., for pickup at Holmdel, N.J., 2,300 miles away. The first experiments are due to be made using orbiting aluminized balloons about 100 ft. in diameter at a height of about 1,000 miles. They'll be "passive" satellites—that is, reflectors with no electronic gear in them. Later experiments will use "active" satellites, or orbiting relay stations.

Bell Labs figures that either an active or passive satellite could accommodate enough bandwidth for 900 simultaneous phone channels or one TV channel. About four-fifths of the cost of the work is being paid by Bell Labs, the remainder by NASA.

THE BRITISH HAVE LANDED: Large-scale invasion of U.S. market in TV cameras is being launched by Ampex with the British-built Marconi Mark IV (Vol. 15:17, 28) which features 4-½ in. image orthicon tube among long list of plus values (for details, see page 8). It's first item of line of Marconi-built TV products Ampex will distribute in U.S., we were told at Sept. 30 N.Y. demonstration.

Camera was tailored to stiff specifications of BBC-TV. Praised earlier this year by CBS-TV engineering v.p. William B. Lodge (Vol. 15:12). Mark IV will be pushed heavily to networks (CBS-TV ordered 5 in a direct deal made before Ampex-Marconi tie-up; ABC-TV is "interested"; NBC-TV would rather not discuss it), independent tape producer-syndicators, and to station market where much camera equipment is now 10 years old or more.

Other British 4-½ in. cameras are due in U.S. soon from Pye Ltd. and EMI, although 62-year-old Marconi firm has the jump via Ampex distribution, plus fact Ampex will promote the \$17,000 camera as part of "package" with its new VR-1000B recorder.

Large-sized camera tube isn't new. In fact, "more than 300" TV cameras (Mark III) equipped with it have been turned out. What's new about Mark IV is its scaled-down size, slick design & novel features.

Ampex thinks picture quality of Mark IV is so good it's bound to cause shakeup in U.S. manufacturing. As Cyril Teed, part of visiting Marconi team, put it to us: "Three-inch cameras give marginal

performance by comparison except in the hands of a real expert." If sizable sales develop on the import cameras, you can be sure RCA, GE & others will get in the act with 4-½ in. models of their own.

Demand exceeds output of Marconi camera, we're told. Currently "one complete camera channel per day" is being turned out, but more Marconi facilities can be tapped if needed. Printed circuitry is used extensively, and mass production is possible, say Marconi-Ampex executives.

DIMENSIONS OF CATV INDUSTRY: Studying our new community-antenna directory, a 29-page section of Fall-Winter Factbook which is now in the mails, we find systems continuing their development at the same steady date they've maintained over last few years.

It's impossible to pinpoint every system & every subscriber, but our fairly well-educated guess is that about 2,250,000 people in U.S. now get their TV via cable. Here are key figures derived from the directory, which is based on exhaustive questionnaires directed at CATV operators themselves:

(1) 597 systems now operating in U.S., vs. 555 six months ago (Vol. 15:14). Canada: 150 vs. 144.

(2) Total U.S. homes served by those supplying pertinent figures: 605,607 vs. 549,967 six months ago, Canada: 84,622 vs. 67,594. These statistics don't include customers served by systems with fewer than 125 subscribers. We've concluded that the latter aren't "in business" in a realistic sense—rather are neighborhood-type affairs.

(3) Estimated potential of U.S. systems, according to operators, is 1,065,768 homes—vs. 952,470 in our last roundup. Canadian potential: 145,725 vs. 124,975.

(4) Average number of subscribers per system (of those with more than 125): 1,219 vs. 1,215. Canada: 846 vs. 815.

(5) Average potential per U.S. system: 2,248 vs. 2,103. Canada: 1,487 vs. 1,506.

The directory, most comprehensive published, includes: name of company, address, telephone, number of subscribers, estimated potential, date of start, make of equipment, principal officer, station signals distributed, list of group owners.

Congress

Bipartisan Broadcasts: Sens. Scott (R-Pa.) & Clark (D-Pa.), who launched a unique joint TV-radio political program for home-state stations in Feb. (Vol. 15:8), wound up the first session of the 86th Congress with 7 TV & 9 radio outlets carrying the show regularly.

"We do not have an accurate count on the audience, but our heavy mail and the newspaper coverage of each appearance indicates that we have a very large & enthusiastic audience by normal public-service standards," Scott's press consultant Eugene S. Cowen told us. He & Clark's staffer Bernard Norwitch co-produce the bi-weekly film-&-tape programs in the Senate's TV-radio studio. The stations pay \$45 for films, \$8.50 for tapes.

The format of *Your Senators Report* varies. Sometimes Scott & Clark act as "a sort of political buck & wing team," as the *Philadelphia Inquirer* described the bipartisan performance. Sometimes the Senators put guests through political paces on domestic & international issues. They have included Republican National Chmn. Thruston B. Morton, Democratic National Chmn. Paul M. Butler, Sens. Aiken (R-Vt.) & Douglas (D-Ill.).

There's no editing of the 30-min. no-holds-barred political program. It "might well be emulated" by Senators from the other 14 states which are represented by one Republican & one Democrat, *Variety* said, pointing out that stations needn't be "leery of a program featuring opposing viewpoints" on controversial subjects.

FCC-approved TV-equipment list, as issued by the Commission last week, is included in full text in our new *Fall-Winter Factbook* (No. 29).

The FCC

More about

INTERPRETING 'EQUAL TIME': The Federal Bar Assn. panel discussion of the new political broadcasting law (see p. 2) served a major function of assembling questions for FCC's consideration as it begins drafting rules to carry out the intent of Congress. FCC Comr. Fred Ford began by listing these questions:

(1) What is a "regularly scheduled newscast?"

(2) When is the appearance of a candidate "incidental" to a newscast?

(3) What is a newscast? A documentary? Etc., etc.

(4) Will FCC have to review a station's entire program structure before making a decision on its "fairness?" "We can't give split-second decisions," he said.

(5) How much information must FCC request from broadcasters, to show Congress what it based its decisions on? "It may be considerable," he said.

CBS v.p. Richard Salant, whose network led the fight for amendment of the law, summed it up thus in his direct statement and in answer to questions:

"I'm pretty happy. It's an important step forward. Some day we'll ask for more freedom. Face-to-face debates should have been exempted, but we got pretty good hors d'oeuvres . . . The law gives us more freedom, and also more responsibilities . . . The sole test is newsworthiness. We like to consider ourselves as sensible, sophisticated news people. Small parties, such as the old Bull Moose, Progressive and States Rights, have to be recognized. But I don't think that our job is to build up insignificant new parties. Rather, it's up to us to use sophisti-

cated news judgment." He added that tiny splinter parties could be handled in a special program, in non-prime time.

"With the new amendment," Salant said, "we can give even more free time. If you're willing to show yourself as you are, we'll give you more free time than you want." He indicated a general disapproval of "set" political speeches. He also defended FCC's Lar Daly decision, asserted that it was "not unreasonable" in light of the law, claimed that press & broadcasters have been unfair to FCC.

Salant was disturbed about the formation of the new Yarborough "watchdog" subcommittee (Vol. 15:38), which is designed to insure "freedom of speech." "I must express extreme distress about it," he said. "There's a danger of running into the First Amendment. I recall that one Senator once called for all CBS's scripts dealing with segregation, asserting his examination of them would determine how he'd vote on the Bricker network-control bill."

Salant concluded that "broadcasters are now obligated to provide more political broadcasting & information programs. We can now do a more comprehensive job."

NAB chief counsel Douglas Anello said that Congress didn't go far enough: "I'm disappointed because Congress wouldn't even consider repealing Sec. 315. This means that broadcasters haven't sold Congress & the Administration on the good job stations are doing. Broadcasters are as grown up as newspapers. We'll try to make it work, but it won't be easy. Small broadcasters are going to have problems. How are they going to determine what a newscast is? They have a right to freedom of editorial opinion."

Justice Dept. attorney Richard Solomon was concerned about the "fairness doctrine." He wondered when FCC would determine whether a station had been fair—"3 or 4 years later, at renewal time? The Congressmen fear that. It's fair to say the industry & FCC are on probation."

Attorney Joseph Rauh, a politically active Democrat, took an entirely different angle—stating that the poorer candidate is discriminated against. He made a proposal: Require stations to give free time one hour weekly for the 8 weeks preceding Presidential elections. "Maybe the law requires this now, under the fairness doctrine," he said.

Share-time Ch. 10 grants to WHEC-TV & WVET-TV Rochester were sustained last week by the U.S. Court of Appeals, as it upheld FCC's denial of the protest filed by radio WSAY. Said Judges Prettyman, Fahy and Washington: "We have considered the several procedural contentions raised by appellant and find in them no basis for reversal. As to the merits, the principal contention of appellant is that the grants are inconsistent with the public interest, convenience and necessity in that they result in undue concentration of the media of mass communication in the area affected. The Commission weighed the factors relevant to this contention and resolved the issue in a manner which we think in the circumstances was within its allowable discretion. For this reason, and finding no [other] error, the decision & order are affirmed."

Radio-antenna towers, now painted with white bands half the width of the orange bands, must be repainted with bands of equal width by Jan. 1, 1960, FCC reminded broadcasters last week. The new markings are a result of a change in its rules adopted by FCC in 1953.

Winter resident J. Patrick Beacom of Fort Pierce, Fla., who also is grantee of WJPB-TV (Ch. 35) Fairmont, W. Va., petitioned FCC last week to switch either Ch. 14 from Lake Wales or Ch. 15 from Ocala to Fort Pierce so that he may apply for it.

Mack Loses Appeal: The U.S. Court of Appeals in Washington last week rejected pleas by ex-FCC Comr. Richard A. Mack & Thurman A. Whiteside for acquittal on charges that they conspired to rig the award of Miami Ch. 10 to National Airlines' WPST-TV.

Counsel for Mack & Whiteside had sought to block a new trial for them—now scheduled to start Nov. 3 (Vol. 15:38-39)—on grounds that District Court Judge Burnita S. Matthews improperly denied their motion for dismissal of the case. The lawyers argued that a sequence of lower court events—including the jury's failure to reach a verdict in the 14-week first trial—should prevent a second trial. But a 3-judge Appeals Court panel said that the pleas weren't supported by Federal Court procedural rules.

Further legal moves which could delay retrial of Mack & Whiteside were promised by counsel Arthur J. Hilland & Nicholas Chase, however. They planned to ask the Appeals Court for a rehearing of their arguments.

Grant of Ch. 9 in Eugene, Ore. was awarded tentatively to Liberty TV Inc. by FCC Examiner Thomas H. Donahue last week. The newcomer, with no broadcast record, no qualification blemishes and a slightly superior program proposal, was preferred over competitor KEED, an applicant "experienced in broadcasting but with a bad record." Donahue berated KEED for its tendency toward over-commercialization & its dearth of public-service programs; he cited figures which showed that KEED devoted an average of 10% of its time to spot announcements. The station's "tepid public-service" activities and its frequent newscasts save it from being characterized as a "platter-playing & huckstering" station, he said. But, he concluded, the station's record, "taken together with the sharp deviation between [its] promises & its performance" gives it a "whopping demerit." The 3rd contestant—Northwest Video—had withdrawn its application last Nov.

KFJZ-TV's efforts to switch from Ch. 11 to Ch. 2 in Fort Worth, met opposition last week from WBAP-TV (Ch. 5) Fort Worth, WFAA-TV (Ch. 8) Dallas and the Joint Council on Educational TV. The opposition came in comments filed in response to FCC's rule-making proposal to switch educational Ch. 2 from Denton to Fort Worth, KFJZ-TV's Ch. 11 to Denton for educational use. Non-affiliated KFJZ-TV said it wants to shift to Ch. 2 to increase its coverage & make itself more attractive as a potential network affiliate. WBAP-TV & WFAA-TV said the station could achieve the same results with power-height increases. WFAA-TV added that if the channels are switched, all potential applicants should have a chance at Ch. 2 JCET said Ch. 11 in Denton would get adjacent-channel interference from KXII (Ch. 12) Ardmore.

Protest by KFDX-TV (Ch. 3) Wichita Falls, Tex. to the grant of an application by KSWO-TV (Ch. 7) Lawton, Okla. to change power, antenna height and transmitter location was granted by FCC last week. KFDX-TV based its protest on the economic injury issue, stating that the changes in KSWO-TV facilities, including a move to within 24 mi. of Wichita Falls, would put a city-grade signal into Wichita Falls. FCC ordered an evidentiary hearing but denied a request by KFDX-TV to stay the grant.

Uncontested grant of Ch. 12, Farmington, N.M., was tentatively given to Farmington Bcstg. Co. in an initial decision issued by Examiner Elizabeth C. Smith last week. Competing applicants Farmington and Four Corners Bcstg. Co. got together last March and agreed to merge into an equally-owned company.

Programming

WEE SMALL HOURS GOING BIG: The 3 network o&o's and most of the 4 independent outlets in N.Y.—faced with increased demands for nighttime announcement slots by agency timebuyers—are pushing their program frontiers even further into what one station sales dir. last week called “the insomniac hours.” Every N.Y. TV station is on the air until, and usually past, midnight, and no one lifts an eyebrow any more when advertiser availabilities as late as 2:30 or 3 a.m. are discussed. Here's the 7-station market at a glance:

WRCA-TV: Now “completely sold out” (according to station mgr. Max E. Buck) in prime time 20-sec. & 1 min. availabilities (thanks in part to an “orbit plan” whereby nighttime advertisers rotate in a series of prime-time spot positions), the NBC-owned station is the latest flagship to invade the early-morning hours. Having recently added the locally telecast *Consult Dr. Brothers* (1-1:15 a.m.) following the network's *Jack Paar Show*, WRCA-TV added on Oct. 5 an extra 30-min. participation segment, *13th Hour Drama*, to run from 1:15 to 1:45 a.m. across the board, utilizing Screen Gems & MCA TV dramatic anthology reruns. On weekends, WRCA-TV airs double-feature movies starting at 11:15 (Sat.) and 10:30 p.m. (Sun.).

WCBS-TV: A pioneer in programming for stay-up-late New Yorkers with its 8-yr.-old *Late Show & Late Late Show* double-feature strip starting at 11:15 p.m., the CBS flagship on Oct. 3 started stretching its Sat.-night schedule another half-hour. Scheduled to follow the “late-late” feature on Sat. (technically, Sun. a.m.) are reruns of the 30-min. *New York Confidential* series. If the syndication show draws sponsors and an audience in the 3 a.m. area, WCBS-TV may add other 30-min. reruns at that time.

WABC-TV: N.Y.'s ABC-TV flagship last month lengthened its list of spot availabilities with a slightly different tactic. Now slotted on week nights in front of its regular *Night Show* feature showcase is a 1-hr. local variety show, *Everything Goes* starring Harvey Lembeck (in a format like Paar's), that now delays the feature until 12:15 a.m.

WNEW-TV: Another believer in a blend of late-night movies-&-controversy, WNEW-TV airs a Mon.-Thur. schedule of *5-Star Movie* at 11 p.m., followed by the tape-syndicated *Paul Coates Show* at approx 12:45-1:15 a.m. On Fri. & Sat., *5-Star Finale* replaces Coates with a double movie.

WOR-TV: The only N.Y. outlet ever to experiment with a completely all-night program schedule in TV's earliest days, WOR-TV still keeps its franchise with movie viewers who prefer black coffee to Ovaltine at night. In its Mon.-Thur. late lineup, WOR-TV slots a double feature, *Million Dollar Movie* and *Mystery Theatre*, followed by a newscast that keeps the station on until 1:30 a.m. or later. On Sat., the 10:30-11:30 p.m. slot is occupied by *Major League Bowling*, followed by a 30-min. mystery telefilm rerun series, followed in turn by horror-film host Zacherley.

WPIX: The nearest thing to an early-to-bed station in N.Y. this season is *New York News*-owned independent WPIX. Currently, the station's late-night policy is a news-sports package at 11-11:20 p.m., followed by a single feature film showing in its *All Star Theatre* strip.

WNTA-TV: An advocate of late-night “talk” shows featuring offbeat personalities, WNTA-TV has a varied schedule during the 7-day week built around Henry Morgan, Mike Wallace (who has interview shows and a 12:30 a.m. newscast series), David Susskind, and Ted Steele. Advertiser availabilities are provided as late as 1 a.m.

Summed up: “Extra programming to make room for a waiting list of sponsors,” said one N.Y. station mgr.

BARTER BASEMENT: Although 50% of all telefilm being offered in Los Angeles is on barter—a sharp increase—the film-for-time merchants are now receiving a cold reception in this 7-station market which was once a haven for the barter specialists. An obvious reason for the switch is the current prosperity in Los Angeles (Vol. 15:28), but other reasons were also offered by station executives we checked.

Barter is being offered in 2 ways. One is the direct distributor & station deal: time for film. In the other situation, the distributor works through an ad agency which controls time; this becomes a triangular deal, with the station not actively taking the film as barter.

Here's what Los Angeles station executives told us last week about barter:

Clark George, gen. mgr., KNXT, CBS o&o: “We aren't interested in barter deals. The last offered was a strip of *Death Valley Days*, from McCann-Erickson.”

Jim Parks, sales mgr., KRCA NBC o&o: “We don't have even a half-hour available for any syndicated show. We've had barter deals—but no more. We no longer find them an attraction. Hard cash is preferable.”

Bob Quinlan, prog. mgr., KTLA: “A lot of barter deals are being offered to us, but we're not taking any. We're having a helluva time clearing paid spots, and aren't interested in discount dollars, which you have in barter. We're wrapping up one or two old barter contracts. Quite a few of these companies need ready cash, and about 50% of the film offered is on a barter basis.”

Selig Seligman, v.p. & gen. mgr., KABC-TV, ABC o&o: “Because film distributors have found difficulty in selling in this market, some who normally would not do this are bartering. Screen Gems has set up a barter dept. We had one deal with Guild Films 2 years ago, but are out of it now. We have no need for bartering; business is very good.”

Jim Higson, prog. mgr., KHJ-TV: “We have a small percentage of film through barter, mostly cartoons. We've never got any good features or TV film out of a barter arrangement. Quite a few deals have been offered us, but we haven't made such a deal for quite a while.”

A KTTV spokesman who declined to be identified: “We've made one barter deal in our history—on *Life of Riley*. We don't like barter because of the difficulties of administering the arrangements involving time schedules and the number of spots. Such deals are offered us.”

Alvin Flanagan, v.p. & gen. mgr., KCOP: “Half the films being offered us are on barter, but we're not interested. Our A and B time is sold out. Official, Guild, Schubert and Flamingo are experienced in barter.”

The Los Angeles story is probably reflected wherever business is good throughout the country. For, as one eastern station executive put it, “Barter served a purpose in TV's earlier days when business was slow and stations contended with lack of program availability. It was economically sound then to trade time for needed programming, and there's no question but that barter helped many stations over rough spots. Today, fortunately, business is good and there's no shortage of network programming. The economic factors which made bartering desirable & even necessary do not exist today.”

Janet Leigh, Caesar Romero and Hans Conreid will appear on the opening panel of ABC-TV's *Take a Good Look*. The live series is the first panel show to have an all-Hollywood guest roster. Other panel programs, such as *What's My Line?*, use N.Y. personalities for permanent panel spots, and an occasional Hollywood guest.

Blue-Gray Blue Chips: Evidence that public-service shows can attract top TV sponsors as well as critical kudos could be found last week in the first round of sales made by Westinghouse Bestg. Co. for its 30-min film series, *The American Civil War*. Signed-up for the 13-episode prime-time package on the 5 WBC outlets so far: General Foods (for its premium-price Yuban Coffee), General Mills, Duke cigarets, Renault Motors (for the Renault Dauphine, biggest TV user among the foreign cars), Nationwide Insurance Co., and Pittsburgh's Iron City Brewing Co.

The series, written & produced by WBC national program dir. Bill Kaland & historian Roy Meredith, represents a WBC-financed production investment (thus far) of \$150,000—modest in terms of nationally syndicated 30-min. shows, but hefty for film-production by a single station group. WBC executives are now discussing with syndication firms national & international distribution of the series. They anticipate a prime-time & subsequent-run (with ETV tie-ins) market in this country & overseas.

Although the show isn't officially on the telefilm market yet (the first advance screening of 2 episodes for a N.Y. press group was held Oct. 1), "at least 8 stations" have wired WBC to ask for availabilities on the series. Interestingly, although the 3,000 Brady photos used for the series' stop-motion-plus-narration technique deal largely with the Union side, most of the advance interest is from Southern stations, Kaland said.

Timing of the new series comes on the heels of the WBC-sponsored San Francisco conference on public-service shows at which most speakers advocated prestige programming as commercially feasible.

Oscarcast Seesaw: Confidence that the movie industry will again sponsor its Oscar Awards telecast on NBC next spring—although one studio is withholding its decision—was expressed last week by Ben Kahane, pres. of the Academy of Motion Picture Arts & Sciences.

Kahane told us that Universal-International pres. Milton Rackmil was not present at the Motion Picture Assn. of America's recent N.Y. meeting, and that his representative said he could not deliver a decision until conferring with his company. All the other companies have indicated their willingness to participate. "I think the association will decide to sponsor the show. I will know definitely and very soon when Eric Johnston (who is MPAA's pres.) comes here for conferences," Kahane said. He could not estimate now the cost of the telecast, but explained that each major & independent movie company contributes 0.25% of its domestic receipts. This sum did not reach the \$800,000 the telecast cost last year. The Academy, which covered last year's small deficit, is currently in negotiation with MPAA for this money, and to set up a method for covering future deficits. The first telecast had no deficit.

Kahane is firmly against returning the Oscar telecast to commercial sponsorship. Certain top stars won't appear on a commercially sponsored show; sponsor conflict would preclude the appearance of others; but Kahane's principal reason is the belief that this telecast is the best possible public-relations & box-office buy for the cinema industry. Ex-Academy pres. George Stevens concurs. The general sentiment expressed by top Hollywood executives we called was that while there may be some "pulling and hauling," the companies will again vote unanimously to sponsor the telecast. Meanwhile, NBC has started talks for renewal of the Academy's contract, which expires in April. NBC, of course, is eager to keep the show, for although it doesn't make money for the network, it is a rating & prestige-builder.

Westerns Go Thataway: As it must to all overabundant program types, rating trouble came last week to network Westerns. Audience performance during the summer months had been lackluster and the ratings scored so far this fall by Westerns haven't been much better.

Trendex multi-city rating figures for Westerns during the Aug.-Sept. period are enough to worry any network. Sponsored network Westerns (*Gunsmoke*, *Have Gun*, etc.) drew a Trendex rating level of 14.5 and a share-of-audience figure of 42.3% of viewing homes in Aug.-Sept. 1958. In the comparable 1959 period, Trendex figures show a level of 13.5 (down a full point) and a share of 38.5 (down 3.8 percentage points).

The fact that viewers may be deserting TV's electronic corrals (although not in startling numbers) was actually foreshadowed earlier this summer in Nielsen reports.

In the June-July-Aug. period (in which most network Westerns were in a rerun cycle) this year, the 10 top-rated Western series drew a Nielsen average-audience rating figure of 21.3. In the summer of 1958, with virtually the same lineup of Western shows, the outdoor sagas drew a 24.3 AA. This represents a 12% drop in rating as well as a drop-off of nearly 10% in terms of the share of the total viewing audience attracted by Westerns.

With several new Western or semi-Western series (*Riverboat*, *The Deputy*, *Johnny Ringo*, etc.) having made unspectacular debuts this season, and with many unsold Western pilots still on the shelves of Hollywood producers, not a few industry executives were wondering last week if Westerns, as a program type, were really riding quite so tall in the saddle after all.

Delinquent TV parents who have "abdicated their authority over their children to TV sets" were blasted last week by Richmond County (N.Y.) district attorney John M. Braisted Jr., addressing the International Assn. of Chiefs of Police. He also rapped TV's tendency to show "programs portraying life as a cheap commodity and concentrating on sadistic & brutal violence." Charging that in some homes "TV has become the substitute for parental guidance & attentiveness," Braisted warned that the danger in parental failure to screen their offsprings' TV fare was that youngsters tend to identify themselves with adult "good guys or bad guys."

More overseas-taped shows are in the works. NBC-TV has scheduled Nov. 10-12 origination in Nassau, for *The Jack Paar Show*. Paar and a 60-member troupe—including Hugh Downs, Jose Melis & 7 guest panelists—will tape nightly shows a day in advance at the British Colonial Hotel, and on various locations in the Bahamas. To handle remote facilities, the hotel has rebuilt part of its public rooms, and NBC will ship an Ampex-equipped mobile tape unit and 4 RCA cameras to Nassau from Miami. Dave Garroway, who started the tape-junket trend earlier this year with a week-long (strike-inspiring) stint in Paris, is currently discussing with NBC a location trip to Japan for *Today*.

TV-taped *Major League Baseball*, 60-min. series of 26 panel-selected outstanding games, will be telecast weekly by WGN-TV Chicago on Sat. afternoons starting this week (10). The games were selected from more than 200 taped in all major league cities, stripped of time lapses, and produced with TV-announcer Jack Brickhouse narrating play-by-play. Peter DeMet produced the series; World Wide Productions distributes.

Stations

More about

AMPEX'S BRITISH NEWCOMER: A TV camera that's kinder to the lines & shadows in an actress' face, that gives a more balanced gray scale with no "black halo" around sharp lights, that is so stable 30 out of 45 of its controls can be pre-set and kept under lock & key, that frees the cameraman from many routine functions better managed from the control room, and that improves the quality of 2nd & 3rd generation tapes made from its picture signal—those are some of the claims Ampex is making for the British-built Marconi Mark IV camera it is now distributing in the U.S. (see p. 3).

Much of the camera's advantage over the 3-in. image-orthicon models standard in American TV stems from its 4½-in. tube, which produces a "negative" that's 50% larger than that of a 3-in. camera. A signal-to-noise ratio improvement of up to 6 db over the 3-in. models is thus gained, and the harsh look that haunts TV shots of even the most attractive models in commercials is avoided.

There are other points designed to catch the eye of tape producers, networks & stations: (1) Automatic iris, remotely controlled, that operates all the lenses on the camera turret at once, permitting operation of the picture tube at constant light level. (2) The picture in the viewfinder is fed back from the control room, with a mixing device that allows for superimpositions to insure accuracy in trick shots. (3) Camera warmup takes only 20 min.; thereafter, the camera operates for "months & months" without any appreciable knob-twiddling.

Mark IV, weighing 95 lbs., also has built-in international flexibility. An optional feature is a quick-change system of components that will convert the camera from 525-line (U.S. standard) to 405 (British) or 625 (European) operation. Floor cables (emerging from a junction on the camera's left side, out of the way of the cameraman) are about ½ smaller than those on the standard U.S. 3-incher. Cost: approximately \$17,000—about \$1,500 more than the usual U.S. models.

Storm news, direct from Hurricane Gracie's swath, was fed to the nation last week by WBTW & WBT Charlotte. TV weathercaster Alan Newcomb reported on area gale conditions via CBS-TV's *Doug Edwards & The News*, illustrated by on-spot film which was shot by news mgr. Nelson Benton's 6-man reporter-photographer team. Radio WBT was swamped with news requests, and it taped reports for more than 50 stations, including CBC's Halifax outlet. The team roved as far south of the N.C. beaches as Jacksonville, Fla., in one of the station's most exhaustive storm-coverage assignments. WBTW wrapped up its local coverage with a special 30-min. "Hurricane Final."

KWRB-TV (Ch. 10) Riverton, Wyo. may also identify itself with Lander in addition to Thermopolis & Worland. FCC corrected its release of Sept. 23 (Vol. 15:39) which had stated that the station's request to identify itself with Lander had been denied.

Assn. of Maximum Service Telecasters adds 5 members: WIIC (Ch. 11) Pittsburgh; WOAY-TV (Ch. 4) Oak Hill, W. Va.; WTVN-TV (Ch. 6) Columbus, O.; WBRC-TV (Ch. 6) Birmingham, Ala.; WTOL-TV (Ch. 11) Toledo.

Merger of ex-rep. Clinton D. McKinnon's KOAT-TV (Ch. 7) Albuquerque with KVOA-TV (Ch. 4) Tucson into Alvarado TV Co. (Vol. 15:34) was approved by FCC.

IRE DISCUSSES 2-COLOR TESTS: The present 3-color TV system remains unchallenged by Dr. Edwin Land's 2-color discoveries (Vol. 15:27, 32), according to William L. Hughes of Iowa State U. His conclusion, but-tressing those of other engineers, was based on experiments with both optical projections & TV equipment. Addressing the Fall Symposium of the IRE's Professional Group on Broadcasting in Washington last week, he offered this summary:

"In all probability, full color projection & color TV are and will remain 3-dimensional mediums. This seems likely not only from these experiments but also from fundamental information theory ideas which have nothing to do with the eye & the mind. For example, certain yellow & white colors could be made to stimulate red & green records in exactly similar fashion. Thus, it would be impossible to tell the difference between these particular yellows & whites. Further, a saturated, fairly narrow-band blue would not stimulate either a green or red record. Thus, it would be impossible to tell the difference between blue & black. This doesn't mean at all that the 2-dimension system couldn't produce a blue, black or yellow. It simply is not apt to be too faithful to the original scene. Other irregularities can be postulated in a similar fashion."

At the same IRE session, 6 engineers summarized the work of the TV Allocations Study Organization, as reported in TASO's published report:

"Vhf-Uhf Measurement Technique," Ogden Presholdt, CBS; "Effects of Trees & Forests in Vicinity of Uhf Antennas," Howard Head, A. D. Ring & Associates; "Correlation of Picture Quality With Signal Strength," Holmes Taylor, Burroughs Corp.; "Tropospheric Fields," Philip Rice, Bureau of Standards; "TV Signal to Interference Ratios," Gordon Fredendahl, RCA; "TV Receiver Characteristics," George Fyler, Zenith.

The speakers adhered generally to the findings of their respective panels, but Fyler went on to offer his personal views on transmitter power. In terms of bandwidth & transmission standards, he said, AM transmissions are 20,000 times as powerful as those of TV. Therefore, he said, TV's power ceiling—both video & audio—should be raised greatly, resulting in a much improved service & cheaper receivers. He also argued against any reduction of TV audio power, which has been urged by some, stating that many people watch inferior video because the audio is satisfactory.

Advertising executives have been selected as luncheon speakers for 3 of NAB's 8 two-day fall conferences, with the other 5 speakers to be announced later. The 3: Thomas B. Adams, pres., Campbell-Ewald Co., for Chicago Oct. 20; Arno H. Johnson, v.p. & senior economist, J. Walter Thompson Co., for Boston Oct. 23; William W. Neal, pres., Liller, Neal, Battle & Lindsey, for Atlanta Oct. 30. Louis Hausman, new dir. of TIO, will appear at the TV management session scheduled for the first afternoon of each conference. The first conference will be at the Mayflower, Washington, Oct. 15-16. Theme: "NAB is You."

Need for 3-channel rivalry in major TV markets was demonstrated again last week, according to ABC-TV pres. Oliver Treyz, who cited his network's failure to clear time in 2-channel Syracuse for ABC telecasts of the Sept. 28-29 National League playoff. Treyz pointedly wired Syracuse's newspapers & radio stations that their city was the "only major city in the U.S." offered the ABC-TV telecasts which had refused station clearance.

Litigation to block sale of WJAR-TV & WJAR Providence with their parent Outlet Co. (Vol. 14:49 et seq.) took a surprise turn last week when the original sellers indicated they want to back out. The 11-month-old agreement to sell controlling interest in the Outlet dept. store and its TV-radio stations to 91065 Corp. (N.Y. realtor William Zeckendorf & Denver telecaster John C. Mullins) has been contested by station gen. mgr. J.S. (Dody) Sinclair, grandson of Outlet founder Col. Joseph Samuels. As chief beneficiary under the Outlet stock trust, Sinclair had held up the sale by obtaining a temporary injunction to prevent the trustees for the heirs of Samuels from selling their stock to 91065. The prospective purchasers are appealing the decision in R.I. Superior Court. In this week's development, counsel for Industrial National Bank (one of the trustees) told the court that his client & other trustees will insist on their legal right to break off the agreement. He said trustees & their attorneys feel that they can't successfully fight Sinclair's suit for a permanent injunction.

Metropolitan Bestg. Corp. is negotiating to purchase radio WIP Philadelphia "among other station properties," according to company source. Metropolitan, headed by John W. Kluge, owns WNEW-TV & WNEW N.Y., WTTG Washington, radio WHK Cleveland. Reported selling price is around \$4 million for the Philadelphia AM headed by Benedict Gimbel. Another report last week—that 20th Century-Fox will purchase KMBC-TV Kansas City—was flatly denied by secy. M. D. Blackwell of Cook Paint & Varnish Co. which owns KMBC-TV. The station is not for sale, he said.

N.D. Bestrs. Assn. at its recent convention elected as pres. John Böler (also pres., N.D. Bestg. Co.—KBMB-TV Bismarck, KXMC-TV Minot, KXJB-TV Valley City-Fargo, and radio). New v.p. is Dick Johnson, mgr. KBOM Bismarck-Mandan. Secy.-treas. is Leslie Maupin, KLPM Minot. It was agreed to get behind the organization's youth program, and its \$300 scholarship was named the Charles G. Burke Scholarship in honor of the organization's past president and KFGO executive who died 2 years ago. Fargo was selected for the next convention.

Unique double exposure of a weekly 30-min. film series on a single station begins on WPIX N.Y. Oct. 8 when Ziv-produced *This Man Dawson* debuts at 9 p.m. Thurs. episodes will be rerun on subsequent Mons. at 9:30 p.m. The station estimates the total weekly audience for both showings will be 1.5 million. Piel Bros. is underwriting both exposures. Also reported last week by WPIX was an increase in program sponsorship as opposed to announcement business for 1959-60. The station attributes the upsurge to its "impact" plan, whereby 6 advertisers participate in rotating co-sponsorships of 2 programs in the Wed. film block.

NBC's tinted monochrome TV process, Electronic Color Effects (Vol 15:35) has been shelved, at least for the time being. Public reaction to initial tests on WRCV-TV Philadelphia, "while not particularly conclusive, were not particularly favorable," NBC planning & research v.p. Hugh M. Beville told us, adding: "No more tests are now planned."

Natl. Assn. of FM Bestrs. officers elected at their convention in Chicago: C. Fredric Rabell, KITT San Diego, pres.; T. Mitchell Hastings Jr., Concert Network Inc., Boston, exec. v.p.; Frank Knorr Jr. WPKM Tampa, secy.; William Tomberlin, KMLA Los Angeles, treas.

Top TV tid-bits are potato chips, concludes the Nutrition Research Council after a 50-state survey of viewing chewing. Runners-up: candy, fruit, cookies, nuts, cereals.

RCA equipment shipments last week: Pylon antenna to upcoming KICU (Ch. 17) Bakersfield, Cal.; color studio camera to WGN-TV (Ch. 9) Chicago.

Networks

CBS-TV Discount Change: The regular CBS-TV annual network discount—which "has not been so much a discount for year-round broadcasting as an incentive for continuing without lapse throughout the summer," in the words of sales admin. v.p. William B. Hylan—is due for a change, the network advised its clients late last week.

Principal features of the revised CBS-TV discount structure which will go into effect as of April 1, 1960:

1. Continuity discounts in the 13-wk. summer season are being expanded "to encourage winter clients to stay on the air and to create an incentive for added summertime use of our facilities," a letter from Hylan to agencies stated. A 13-wk. show in the "winter season" period (the 39 weeks other than the "summer season") aired at 8 to 8:30 p.m., for instance, will earn no time-period discount. But in the summer months the same show in the same time slot is eligible for a 45% discount.

2. To boost the attractiveness of evening time periods outside of the prime hours, CBS-TV will increase the maximum allowable discount on shows telecast between 6 & 8:30 p.m. and decrease discounts for shows between 9 & 11 p.m., while leaving unchanged the discount structure on shows in the 8:30-9 p.m. period. "In this way," said Hylan, "the values offered by all evening time periods will be brought closer to one another."

3. For the first time in 5 years CBS-TV is also increasing the dollar volume requirement for the network's overall discount. The increase works out to about 30%, the weekly discount base of \$100,000 being increased to a minimum of \$130,000. Defending the move, Hylan stated: "Network time charges have increased by 43% and the national TV audience has increased by 47%. The change in the dollar requirement is consistent with these other measures."

AB-PT's phono-record subsidiary, Am-Par Records, this week announced the outright purchase of the Grand Award Record Corp. and its affiliate Waldorf Music Hall Inc. and Award Publishing Corp. The Grand Award firm has been known as one of the largest suppliers of records to rack-jobbing operators (non-record store) & chain stores. Grand Award formerly was headed by Malcolm E. Smith Jr., who for a short time last spring led a group which owned MBS (Vol. 15:11, 13). Orchestra leader Enoch Light, who has been an official of the record firm, will continue as an executive staff member of Grand Award.

NETWORK SALES ACTIVITY

ABC-TV

National League Playoff, Sept. 28-29.

Liggett & Myers (Dancer-Fitzgerald-Sample) and *Schick-Revlon* (Benton & Bowles)

Operation Daybreak, participations throughout daytime schedule.

McGraw-Edison for Toastmaster appliances (Erwin Wasey, Ruthrauff & Ryan)

NBC-TV

Meet Mr. Lincoln rebroadcast Feb. 11, 1960, 9-9:30 p.m., second consecutive year for sponsor.

Lincoln National Life Insurance Co. (Maxon)

TV Guide Awards, March 25, 1960, 8:30-9:30 p.m.
Chrysler (Young & Rubicam)

Television Digest

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Personals: Theodore Zaer promoted from NBC radio business-affairs dir. to NBC TeleSales mgr. . . Wilbur M. Fromm named new-business & promotion dept. mgr., NBC Spot Sales . . . Alex Kennedy promoted from program promotion dir. to audience promotion dir., CBS-TV, N.Y.; Linley Stafford promoted from adv. & sales promotion copywriter to creative services mgr., network on-air prom.

Davidson M. Vorhees appointed CBS radio v.p. for operations, succeeding Horace R. Guillotte, named West Coast personnel & labor relations dir. . . Louis Dorfsman, CBS radio art, adv. & promotion dir., named v.p. for adv., promotion & press information, succeeding Louis Hausman . . . Geraldine McKenna, ex-Concert Network, named WBC continuity acceptance dir., succeeding Gordon Hawkins who is retiring after 25 yrs. . . Harold S. Cranton, ex-ABC radio, appointed adv. & promotion dir., MBS . . . Albert Evangelista, from FCC's Safety & Special Radio Services Bureau, appointed engineering asst. to Chairman Doerfer.

Arnold Kaufman, senior member of the RKO Tele-radio exec. staff, appointed NTA v.p. . . Edward J. Stegemann, ex-SEC atty., joins Welch, Mott & Morgan law firm, Washington . . . Margaret Mary Kearney, education dir., WCAU-TV (Ch. 10) Philadelphia, named to the Governor's Coordination Committee on the 1960 White House Conference on Children & Youth.

Arthur W. Bagge, Peters, Griffin, Woodward Midwest radio sales mgr. elected a v.p. . . George S. Driscoll, ex-WHAM-TV Rochester, appointed engineering mgr., WROC-TV (Ch. 5) Rochester, N.Y. . . Dr. Charles Grady named station mgr., educational KOKH-TV & KETA Oklahoma City, succeeding Dr. Robert Shultz . . . Don Brown appointed ETV dir., KCOP Los Angeles . . . Alex Tovar, KTLA (Los Angeles) chief accountant promoted to controller . . . Paul E. Welcome, ex-WTAE Pittsburgh, appointed chief engineer, WIS-TV & WIS Columbia, S. C., succeeding Barnett Goldberg, WIS-TV and John Watts, radio WIS, who have joined Western Electric . . . Warren L. Braun, WSVA-TV Harrisonburg, Va. engineering dir., named chairman of NAB's 1959-60 broadcast engineering conference committee; C. L. (Chet) Thomas, radio KXOK St. Louis gen. mgr., named AM radio committee chairman.

Matthew Warren, news dir. of WTTG-TV (Ch. 5) Washington, landed a 6½-ft. sailfish recently while attending the 1960 Chrysler preview in Miami.

Brig. Gen. Earle Cook, U.S. Army deputy chief signal officer, will address the RTES Newsmaker luncheon Oct. 7 on "Electronics & Broadcasting in the Space Age."

FCC Comr. Rosel H. Hyde was due to leave Oct. 5 for Geneva, to be vice chmn. of the U.S. delegation to the plenipotentiary conference of the International Telecommunications Union. State Dept's Francis Colt deWolf is chmn. Hyde's date of return is uncertain, probably in late Nov. or early Dec. Comr. T. A. M. Craven, now in Geneva heading another U.S. delegation, isn't due back until about the end of the year.

Khrushchev aided Ed Sullivan in surmounting Russian red tape and obtaining TV permits to produce the taped-on-location (in Moscow) 90-min. variety special that was aired Sept. 27 on CBS-TV. When Sullivan was refused permission to tape a sequence in Moscow's Red Square, he immediately sent a note to Khrushchev, then vacationing on the Black Sea. In less than a day, the permission was granted. Awed bureaucrats then okayed "almost anything else we wanted," reported Sullivan.

Tepee Tots—like paleface paposes—are spending too much time watching TV, according to an Indian mother. Ruby Jane Cloud, attending the National Recreation Congress in Chicago last week, said that the potential braves & squaws are watching so much TV that they have forgotten how to act like a bunch of Indians. So she is learning beadwork to pass the skill on to the paposes of her Southern Ute tribe in Ignacio, Colo., in hopes that they will forego the White Man's ways and retain Indian culture.

SMPTE annual student award goes this week to John Chestnut Stormont (U. of Miami senior in the motion picture dept.) at the society's semi-annual convention in N.Y., for his paper: *Student-built 16mm Continuous Positive Film Processor as Used in University Film Production.*

Meeting next week: National Electronics Conference 15th annual meeting (Oct. 12-15), Hotel Sherman, Chicago. Mass. Bestrs. Assn. (13), University Club, Boston. Mid-Atlantic & Northeast regional MBS affiliates (15), Phila.

Three new MBS affiliates were announced last week by pres. Robert F. Hurleigh: KIOA Des Moines, KRCT Pasadena, Tex. and WJLL Niagara Falls.

Obituary

John H. Kliegl, 89, pres. of Kliegl Bros. Universal Electric Stage Lighting Co., died Sept. 30 in Doctors Hospital, N.Y. In 1911 the Kliegl company developed the klieg light for indoor movie taking, later replaced with incandescent units for stage & TV. Mr. Kliegl is survived by his wife, 2 sons, 2 daughters, 11 grandchildren & 6 great-grandchildren.

Sid Williams Richardson, 68, Tex. oil producer and one of the world's wealthiest men, owner of 62% of Texas State Network (KFJZ-TV & KFJZ Fort Worth, KFDA-TV & KFDA Amarillo and radio KRIO McAllen, Tex.), died in his sleep Sept. 30 at his mansion on St. Joseph's Island in the Gulf of Mexico. He was a bachelor.

Harold Huber, 49, veteran stage, movie, TV & radio character actor, died Sept. 29 while undergoing surgery in Jewish Memorial Hospital. Among his many roles, Mr. Huber starred in the TV series, *I Cover Times Square*. He is survived by his widow and a daughter.

Raymond Everett Nelson, 52, mgr. of Gregory & House & Jansen's N.Y. office, died Sept. 25. He was formerly TvB national spot sales dir., an NTA v.p., and early in his career, NBC eastern production mgr. He is survived by his wife, a daughter, his father, a brother & 2 sisters.

Bernard C. Barth, 40, v.p. of Michiana Telecasting Corp. and gen. mgr., WNDU-TV & WNDU South Bend, died Sept. 22 of leukemia.

Advertising

TvB PROFILES AUDIENCES: Wraps were lifted from the season's heftiest report on TV-audience composition last week by TvB pres. Norman E. Cash. Titled "How to Reach People" and termed "one of the most extensive in the bureau's history," the study sums up a year's tabulations by A. C. Nielsen (national audience sizes) and Pulse Inc. (audience composition & characteristics.)

TvB lost no time in pointing up the study's meaning to advertisers, stating in the introduction that the report's completely national projection "invites your comparison of TV's audience with that of any other medium."

Some highlights, in addition to a 53-page section on network & local audience compositions:

Of the 176 million U.S. citizens, over 154 million live in TV homes. And, in the 3,071 counties in the country, average TV coverage is 86% and none has under 40%.

TV reaches 128,579,000 people in an average day in the U.S., or better than 8 out of 10 persons. Almost every child (99.9%) manages to see TV during the day. TV reaches 69.9% of all men, 78.4% of women, and 88.6% of all teenagers.

Adult viewers lead non-adults in 29 of the 36 half-hrs. between 6 a.m. & midnight. In the peak 8:30-9 p.m. period, there are over 50 million adults viewing TV, as against some 23 million non-adults.

Each segment of the viewing day has its own audience, sometimes exclusively. A total of 32.2% of viewers watch only nighttime TV, and 7.8% watch only daytime TV.

TV audience composition has to be projected against the total population to get a true picture of just what you're reaching with a TV show, the study reported. For example, 12.2% of the audience of the average hour-long Western are teenagers, but they represent 21% of all the teen-age people in the U.S.

Men like nighttime TV. Of all male viewers, 65.5% watch TV for an average of 11.8 quarter-hrs. in the average evening. Male viewing isn't confined to evening hours, however. During the average weekday, 28.0% of all men watch TV for an average of 7.1 quarter hours.

Watchdog TV monitoring by Broadcast Advertisers Reports will be expanded to daytime coverage in 50 additional markets this month, bringing to 75 the number of markets in which BAR provides sign-on-to-sign-off checkups of how commercials are being handled. The move is designed to give subscribing agencies & clients "their first factual data on daytime spot-TV activity in medium-size markets" said the research firm.

Two TV puppets are credited with a 300% sales increase by the John H. Wilkins Coffee Co., Washington. The puppets, "Willkins & Wontkins," have been patented by their creators, James M. Henson & wife Jane A. Nebel, who also produce the puppet show *Sam & Friends* on WRC-TV Washington. The puppets appear in various cities in 7-second spots, one of which was recently awarded a certificate of merit by the Art Directors Club of N.Y. M. Belmont Ver Standig is the agency.

TV will soon sell itself on TV to advertisers & agencies in N.Y. WPIX has offered TvB a late-morning, 30-min. time period (date & time not set) to be used by the promotional organization as a showcase for a taped-in-advance presentation by TvB officials on TV's media values. TvB will then make the tapes available for telecasting in other cities.

Small Advertisers Squeezed? The House Small Business Committee's advertising subcommittee, under Rep. Brown (D-Mo.), is looking into complaints by small advertisers & agencies that they are being discriminated against in their competition for prime TV time.

Chmn. Patman (D-Tex.) said that small businessmen & their agencies are unable to buy time, particularly prime time, even if they are willing to pay top prices, because TV stations "are making big business firms their preference customers." He said that some small advertisers complained to the subcommittee of cases in which TV advertising had been obtained by "under-the-counter" maneuvers which squeezed out small businessmen.

Patman concluded that the subcommittee will undertake more detailed research & investigation, contacting advertisers, agencies, stations and "TV men."

Ted Bates agency, contrary to a published trade report, is not at war with the NAB's Code Review Board because of its hard-sell, personal-product commercials, an official agency statement indicated last week. Bates is "in complete agreement with the Board's objectives," said the statement, adding that any differences that may arise are "not insurmountable in view of the prime consideration—to insure proper & yet effective use of this medium." The NAB's new code interpretations (Vol. 15:38) have been widely circulated to networks, agencies & advertisers in recent weeks, and will be the guide to virtually all TV commercial policy this season.

Prime objective of Du Pont's *TV Show of the Month* is "to create a better public understanding & appreciation of the role of Du Pont as a large business in our society," analyzes the firm's corporate TV ad head Charles E. Crowley. Ever concerned with public opinion & attitude regarding its size & diversified activities, the company has successfully improved its image. Between 1937 & 1956, "unfavorable" opinions dwindled from 15% to 3%, with "favorables" climbing from 48% to 79%. During the period, number of "no opinions" dropped from 37% to 18%.

Smoking-materials advertisers increased their spot-TV spending by 31% during the first 7 months of 1959, as compared with Jan.-July 1958, TvB reports. Cigarette advertisers, now the third largest spot-TV spender (behind food & drug) tallied \$44.1 million in spot TV during Jan.-July 1959. Leading the pack: R. J. Reynolds (\$9.4 million); P. Lorillard (\$8.0 million); Liggett & Myers (\$7.2 million); American (\$6.9 million) and Brown & Williamson (\$4.5 million).

False claims in TV-radio-newspaper advertising of "Slender-Way" bread are alleged in an FTC complaint against Safeway Stores Inc. FTC said that contrary to plugs for the bread by the supermarket chain, it will "neither cause weight reduction nor prevent its gain."

People: George Beyer Jr. named Lennen & Newell senior v.p. . . . Marvin Richfield, ex-Warwick & Legler, named Erwin Wasey, Ruthrauff & Ryan media dir., succeeding Anthony S. Gee, resigned . . . Harold Miller, Benton & Bowles associate media dir., elected v.p.

George Goodlett and William H. Bambrick named Foote, Cone & Belding v.p.'s . . . Don Weill, ex-Benton & Bowles v.p., named D'Arcy v.p. . . . Donald J. Wilkins, ex-Erwin Wasey, Ruthrauff & Ryan, appointed Advertising Federation of America v.p. for Washington AFA office; J. Davis Danforth, BBDO exec. v.p., named chairman of the finance committee.

Film & Tape

9 of 10 Pilots Failed: Last spring Hollywood telefilm producers turned out just over 200 pilots, of which 20 were sold. These 10-to-1 odds against the producer again pinpoint the problem perennially confronting Hollywood. But hope springs eternal, and the merchants of film are again busily at work on pilot projects for year's end and 1960.

The approximately 200 aspiring pilots we listed for you in March (Vol. 15:13) added up to a loss of approximately \$7.5 million. Actual production costs were much more than that, but companies such as Revue, Four Star and Screen Gems are now using the only device thus far discovered to prevent total loss of the cost of a pilot: use it in an anthology series. Despite this, total loss on pilots for the past 3 years probably is about \$15 million.

Best bet, of course, is to sell a series without a pilot (on the prestige of a producer or company—Vol. 15:19), as was done in 10 instances this season: *Bourbon Street Beat*, *Hawaiian Eye*, *Adventures in Paradise*, *Bronco*, *The Alaskans*, *The Untouchables*, the June Allyson series, Robert Taylor's *Captain of Detectives*, *Riverboat*, *Wichita Town*.

It's impossible to estimate how many of the 200 pilots which have not yet sold can be salvaged. A company will rarely admit that a pilot is hopelessly through. But, realistically, after it fails to sell during the season, its future chances are dim. For, as the months roll by and new pilots are offered, Madison Ave. tends to think of the passed-up pilots as old-hat and as product rejected by everyone else—which indeed they usually are. This may be unfair to those pilots which didn't sell because of insufficient time, but it's the situation. Best guess is that about half the pilots produced last spring will be offered again.

MGM-NBC Relations: NBC, which last season had close production ties with MGM-TV, is taking a conservative attitude toward the Metro TV subsidiary. It listened last week to MGM-TV executives tell of their new plans, found them "interesting"—but left noncommittally.

The network's first deal with MGM-TV 2 years ago, was the purchase of *Northwest Passage*, an expensive half-hr. series. During that season NBC had trouble finding sponsors, lost money on the deal. Last spring, a network executive told us, NBC put up \$100,000 for a 60-min. MGM-TV pilot, *Jeopardy*, but refused to show it to possible sponsors, and, instead, shelved it.

According to our NBC source, while the net found MGM-TV's new ideas interesting, they are all still in the development stage, with scripts not yet written in some instances. "We will go into another deal only on the basis of a property which has a competent producer," he said. MGM-TV last spring turned out 7 pilots, sold none.

Hal Roach Jr., ex-pres. of F. L. Jacobs Co. and its once-related MBS and Hal Roach Studios, would be forbidden to make further sales of Guild Films common stock under a U. S. District Court order sought by SEC. Judge Sidney Sugarman in N.Y. has been asked by SEC to enjoin Roach and 2 Cal. banks from Guild Films deals in stock which has not been registered with the agency. SEC's complaint said Roach received 50,000 Guild Films shares in Jan. in connection with an agreement to sell Hal Roach film properties to Guild Films, then posted the securities as collateral for a loan from the banks. Subsequently the loan was defaulted and efforts were made by the banks to induce a N.Y. brokerage firm to sell the shares without filing a registration statement, according to SEC.

Tape Installations Climb: Nearly 150 TV stations are now equipped with video-tape recorders, with Ampex and RCA both reporting new shipments. RCA's latest TV tape recorder deliveries were 2 last week to KBTW Denver, one to WTRF-TV Wheeling, W.Va., and a 2nd recorder to WBTV Charlotte, following by one week installation of 2 of its machines at WBAL-TV Baltimore, where regular programming use was made of a recorder just 1¾ hours after the delivery truck arrived.

Ampex reports it has shipped 25 Videotape recorders since Sept. 15, bringing the total of Ampex-equipped stations to 142, of which 41 have 2 or more recorders. Latest Ampex shipments went to KGO-TV San Francisco, KOVR Stockton, KOA-TV & educational KRMA-TV Denver, KGMB-TV Honolulu, WOI-TV Ames, Ia., KRNT-TV & WHO-TV Des Moines, WDSU-TV & educational WYES-TV New Orleans, WWLP Springfield, Mass., KMOX-TV & KTVI St. Louis, WSYR-TV Syracuse, WEMY-TV Greensboro, WFAA-TV Dallas, educational WUNC-TV Chapel Hill, N.C., WTTG Washington, educational KUED Salt Lake City, educational WKNO-TV Memphis, educational WCET Cincinnati, educational KETA Oklahoma City, educational KVIE Sacramento, educational WEDU Tampa, educational KUON-TV Lincoln, educ. WETV Atlanta.

Other recent Ampex Videotape shipments were made to Affiliated Film Productions, Los Angeles; Video Recording Tape Center, Hollywood; TV Wales & West, Cardiff, Wales; Max Cooper Productions, Chicago; Mobile Video Tapes Inc., Los Angeles; RAI, Rome, Italy; West German Radio, Cologne; Hokkaido Bestg. Co., Sapporo, Japan; Videotape Productions of N.Y.; VTR Mobile Productions, Los Angeles.

L.A.'s Tape-Commercial Trouble: The progress of taped commercials in the Los Angeles area is sluggish, due mainly to a jurisdictional dispute between AFTRA & SAG. Secondary reason is Madison Ave.'s preference for keeping this work in N.Y., where it can be conveniently supervised.

There are 2 independent tape-commercial companies in Los Angeles, but neither has a contract with AFTRA as a producer, each renting its facilities as needed. Mobile Video Tape is one. The other is National Video Tape, which has an exclusive deal to lease KCOP's facilities. Independent stations KTTV, KTLA and KHJ-TV also tape commercials for clients.

Harvey Palash, asst. to AFTRA's exec. sec. on the Coast, blamed the scarcity of tape-commercial companies there on the jurisdictional fight, and re-stated the AFTRA position—to merge with SAG (Vol. 15:24). A study of such a merger is now under way. Mobile Video Tape has been approached by SAG, but was turned down on the basis that MTV, renting its facilities, is not a producer.

Note: Meanwhile, last week 2 more independent videotape companies were being organized. One, still unnamed, is owned by an investment group and operated for it by independent producer Jonathan Yost and Jack Miles. Joseph M. Arnoff, a Cleveland businessman, heads the investor group which will rent its facilities and provide financing for co-production ventures. The company goes into operation in mid-Nov. Yost will tape 65 half-hour *Atomic Submarine* episodes, but must first negotiate a union deal for his Majestic Television Productions.

Red Skelton is forming his independent production company, and has bought the first mobile color TV tape recording facilities for \$500,000. The studio on wheels will include 2 Ampex color recorders and 3 GE TV cameras. Skelton expects to begin operations within 4 months. He plans to tape shows for the foreign & domestic market.

NEW YORK ROUNDUP

Jack Paar & NBC, along with producer William Anderson & jockey Billy Pearson, have been cited in a \$750,000 defamation of character suit filed in N.Y. Supreme Court last week by Edward Hilgemeier Jr. Hilgemeier, once a standby contestant on the now-defunct CBS daytimer *Dotto*, charged that defamatory remarks were made by Paar & Pearson a year ago on NBC-TV citing him as "not worthy of trust, a liar, bearing false witness & making false charges." *Dotto* was cancelled on CBS following Hilgemeier's accusations that answers were being fed to contestants in advance.

Fremantle International continues to expand its sales to some unexpected TV corners of the globe, last week selling 67 hours of syndicated telefilms to Radiotelevisao Portuguesa, Lisbon, including 2 WPIX N.Y.-produced anti-Communist film specials, "The Russian Revolution" & "The Cold War." Hitherto, the Portuguese TV station has been on the air only 1-hr. daily with local live shows. In another area, Fremantle set a new linguistic mark by selling a film package to Compagnie Libanaise de Television (Beirut, Lebanon) with a choice of English, French & Arabic soundtracks to provide viewers with the same show in any of 3 locally-spoken languages.

Academy of TV Arts & Sciences forum titled "Do-it-Yourself Programming" is scheduled for Oct. 5. Academy members will be pitted against a panel of experts in an attempt to select the "ideal network schedule" based on all programs on TV since 1950. Time & place: 7:30 p.m. at CBS Studio 50. Seven subsequent TV forums are planned for this season.

Ziv's syndicated programs attract more food advertisers than any other category, said the firm's sales dept. last week, citing a breakdown which showed that food spenders accounted for 30% of all Ziv syndicated buys this year. Breweries were next with 25% and tobacco companies & banks followed with a combined 15%.

Roller Derby TV, operated by Leo A. Seltzer, has syndicated its hour-long tape/film *Roller Derby* series to 42 stations for fall viewing. Stations pay the equivalent of two 1-min. spots per episode and may sell 6 such participations during the hour. The Derby was seen on a similar-size hookup (40 stations) on ABC-TV last year. Stations subscribing also get rights for local staging of the Derby.

UA's domestic TV sales will amount to \$9 million in the 12-mo. period ending next March—or about 10% of United Artists' worldwide gross—predicted Bruce Eells, exec. v.p. of UA-TV last week. UA's 6-mo. score so far on telefilm series: *The Dennis O'Keefe Show* (Oldsmobile; CBS-TV), *The Troubleshooters* (Philip Morris; NBC-TV), *Tales of the Vikings* in 60 markets for "more than \$750,000" worth of syndication. Overall plans for UA-TV call for the launching of at least 3 series each year. On the shelf at the moment: the 60-min. *UA Playhouse* drama anthology, which UA refuses to cut to 30-min. despite network requests.

Robert Bersbach named New England territory sales head of MCA TV film syndication div. . . . Harold Lambert will join ITC as West Coast contact & liaison with networks & clients on ITC programs . . . Norman Long transferred to Los Angeles as West Coast div. mgr. for United Artists Associated . . . Stanley Florsheim named gen. sales mgr. of the *Jeff's Collie* div. of ITC.

HOLLYWOOD ROUNDUP

Cal. Studios pres. Philip N. Krasne named John Young, ex-Henry Jaffe Enterprises, comptroller, and Frank J. Wolf as Young's asst. . . . Hal Graham, CBS prog. executive in Hollywood, resigned, to join McCann-Erickson in N.Y. as dir. of TV account services. Crosby-Brown Productions appointed Edward C. Simmel, ex-Gross-Krasne v.p., sales mgr. . . . Hunt Stromberg Jr., who has been in charge of creative programming at CBS, named dir. of administrative programming . . . Metro signed ex-CBS story ed. William Nutt to job in its story dept. . . . George Stevens Productions appointed Archer Zamloch, ex-prod. supervisor *John Gunther's High Road* telefilm series, as exec. asst. to Stevens . . . Greene-Rouse Productions signed Fred Brady as producer-writer of a new series, *The Bodyguard*. . . . *Far East Adventure* is planned by Arthur Lubin, who will produce the series to be filmed in the Orient . . . Production is being finished on 20th-Fox syndicated (for NTA) series, *How to Marry a Millionaire* and *Man Without a Gun*. NTA has 90 days after the completion of production to decide whether it will renew options.

Writers Guild of America last week set Oct. 10 as the date to strike 50 independent movie producers & companies, following inability to agree on a new contract. The snags are inability to arrive at formulas for compensation for post-1948 movies sold to TV, and for pay-TV (Vol. 16:39).

Producer-writer Eva Wolas has been signed by Cal. Studios pres. Philip N. Krasne to develop a new half-hr. series, *Impulse*, based on a format created by Maria Palmer. The pilot will roll in mid-Nov. . . . Adam West, signed last year by Warner Bros. to star in its pilot, *Doc Holliday*, has left the studio. The pilot was not sold.

NTA will produce a series, *The Shield*, which was packaged by Phil Rapp, Jack Stewart and Richard Powell (not Four Star's Dick Powell). If the pilot doesn't sell, it will be offered for syndication . . . 20th-Fox has renewed contract of producer Herbert Bayard Swope Jr. (*5 Fingers*).

Ralph Levy and Al Simon are planning production of 4 pilots.

Writer Roland Kibbee is developing 2 new telefilm series for Revue Studios . . . A new telefilm company has been formed by Fess Parker & Walker Edmiston. Its first project is to be a puppet parody of Davy Crockett . . . Stanley Rubin has been named by CBS to produce *Hotel de Paree*, replacing Milton Krims.

So-called "runaway" TV films & movies (films produced abroad by U.S. producers) are attacked in a brochure sent recently to all U.S. AFL-CIO members by the Hollywood AFL Film Council. The council requests that union members not see such pictures, because they deprive American film workers of jobs. "As much as 35% to 50% of all feature films are now shot outside the country—and a remarkably large percentage of TV film as well. TV series depicting American life, sponsored by American companies, to sell American-made products to American consumers, are often filmed where the producer uses cut-rate foreign labor," declares the brochure.

Producer L. L. Cabello Jr. taped the pilot of *The Beat*, a series featuring beatnik entertainment, at KTTV last week . . . *Home Run Derby's* pilot by Lou Breslow, Jack Harvey and Ben Stoloff, goes into production in Oct.

Jerry Nathanson has been named v.p.-talent exec. for Frank Gruber's telefilm company.

Trade Report

OCTOBER 5, 1959

STEEL STRIKE HAS TV INDUSTRY UNEASY: Tone of apprehension is now discernible in conversations of home-electronics leaders discussing effects of steel strike on both production & sales. Gone now are those time cushions which made for optimism noted in our initial strike survey (Vol. 15:30) late in July. Many manufacturers we spoke with last week talk in terms of "worry" dates—ranging from one to three months—beyond which a continued strike will have them in trouble.

Saleswise, TV sets are moving well in strike-affected areas generally, and national picture is one of a banner year in the making. Single sour note was struck by big manufacturer who found in a dealer survey that TV sales have slowed in Pittsburgh, Detroit and other industrial centers. "This is time of year when sales normally should be building up fast in those areas," spokesman told us. "TV sales in non-affected areas are healthy & growing." Other manufacturers we surveyed feel no sales pinch in strike areas. However, all look ahead to dwindling purchasing power nationally if strike continues & mushrooms.

Strike has been fairly well contained within steel industry so far. However, prolonged inaction will begin to trigger reactions in other industries. Steel inventories, stockpiled in anticipation of strike, are starting to show bare spots in cupboard. General Motors and Chrysler, for example, already have started to curtail operations. Appliance industry, heavy user of steel, is being squeezed tight now. Survey for Commerce Dept. by Institute of Appliance Mfrs. disclosed that 11 of nation's major appliance manufacturers will have to close by Oct. 15 if strike continues; another 15 by month's end. One-third of industry has cut back production. Admiral has closed its Galesburg, Ill. appliance plant for 2 weeks—both for model changeovers & because of dwindling steel. GE reportedly has begun furloughing some 1,400 appliance workers. In addition to 500,000 steelworkers out on strike, another 200,000 employes in steel-dependent industries already had been idled by week's end.

Should strike end today, things would still get worse before they got better. It will take mills weeks to get production rolling in sufficient volume to fill empty pipelines. Then, too, it will take time to unscramble problems of production priorities, what with every major industry wanting its needs filled first.

All in all, then, here's TV's steel-strike picture: No hard pinch yet either in production supplies or set sales. However, several leaders did tell us that components makers are starting to feel pressure, because of their requirements of special steels. Although set makers have no immediate problems, they know time is biting deeply into steel stockpiles. Also, continuation of strike will continually weaken buying power nationally. As one TV major told us, from here on in, more people will think twice, then decide to wait before spending money on anything but the basics of food, clothing, shelter. Here are comments of various industry leaders we surveyed:

Admiral: Has sufficient steel on hand to meet TV-radio-stereo production requirements for balance of the year. "TV sales are down somewhat in strike areas," a spokesman told us, "but this situation is more than offset by increasing business nationally. Our TV sales picture is good & improving."

Emerson: "We're unlikely to feel any material shortages before the end of the year," said pres. Benjamin Abrams. As to the strike's economic effects on TV-radio-stereo sales, he told us: "We thought we had detected some spottiness in Pittsburgh & parts of Indiana, but that seems to have disappeared. Business is still good—much better than last year."

GE: Has an adequate supply of steel and anticipates no shortage for production needs. Sales of GE TV sets to dealers in strike-affected areas are up, a spokesman told us.

RCA: "We have enough steel on hand to carry us through Nov. 1, barring a sudden spurt in the already heavy demand for our products between now & then," RCA materials v.p. Vincent deP. Goubeau told us. "In any case, if the strike continues after Nov. 1, we'll start worrying."

Sylvania: Sufficient steel is "in the house" to meet production needs through mid-Dec. No material shortages are apparent at this time. Sylvania finds no noticeable drop-off in TV sales in strike areas. "Sales & orders are holding up fine," a spokesman said.

Westinghouse: Marketing mgr. C. J. Urban foresees no production problems unless strike continues another 60 days. Westinghouse has ample supplies and will feel no pinch until after Jan. 1, or later. There is no general sales change of any measurable degree in strike areas. "TV sales in Pittsburgh, as a matter of fact, are running well ahead of those for last year," Urban said. "Actually, sales there are far ahead of our expectations."

Zenith: Marketing exec. v.p. Leonard C. Truesdell tells us strike will begin to take toll in materials, particularly for metal table models, if not settled within about 60 days. As to sales, Truesdell views this as a "really fantastic year. We're sold out of everything we can make for the rest of the year. Every week breaks our all-time record by a tremendous figure." He notes that the steel strike's effects gradually are being felt, little by little, all over the country. "Despite this, the TV industry is in its healthiest position in a long time and things are shaping up for a terrific fall. Inventories are low and the public is buying."

STATUS OF ARMSTRONG FM-TV PATENT SUITS: The late Maj. Edwin H. Armstrong's bitter patent battle against most of the TV-radio industry—carried on since his death in 1954 by his widow, Esther M. Armstrong—has reached what may be important turning point in recent N.Y. Federal Court decision against Emerson Radio (Vol. 15:38).

First of FM cases to reach court decision, its result was sweeping victory for Armstrong estate. In effect, the finding was that anyone who makes standard FM or TV receivers or FM police & other communication radios, is using Armstrong FM sound-broadcasting patents and should have paid royalties.

Key phrase in sweeping decision—extremely important to other manufacturers now being sued by Armstrong estate—is this one: "The inventions here in suit are to be found in every FM broadcast receiver, in every television receiver, and they have wide applications to military, police and other mobile services." Emerson will appeal the decision to higher court.

Court last week started machinery for hearings to determine amount of royalties owed by Emerson in the alleged infringements—but hearings will be delayed pending appeal. Armstrong counsel estimates Emerson's royalty payments (if made) would run "very high into 6 figures."

Payments from other now-unlicensed manufacturers could run well into millions if Emerson decision were to be upheld & permitted to set precedent. Suits are still pending in various federal courts against Philco, Motorola, Admiral and Du Mont Labs.

The 3 basic patents involved have expired, the last in Sept. 1957, and infringements are claimed between Dec. 1948 & Sept. 1957. Royalty payments sought by Mrs. Armstrong are 2½% of "adjusted selling price" (less cabinet) of each FM receiver sold, 2½% of 25% of price of each TV receiver without FM broadcast band tuner, 2½% of 50% of price of each TV-FM combination set.

Mrs. Armstrong has made good out-of-court progress in gaining recognition of the FM patents. Since RCA's \$1-million-plus settlement in late 1954 (Vol. 11:1), these manufacturers have quietly settled with Armstrong estate: Sylvania, Raytheon, Hoffman, Packard-Bell, Wells-Gardner, Radio Craftsmen, Sentinel, Gilfillan Bros.

Manufacturers which took out Armstrong licenses after World War II include Zenith Westinghouse, Stromberg-Carlson, Pilot, Meissner, Hallicrafters, GE, Freed, Fisher, Collins.

For more about FM patent battle, see p. 17.

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 25 (38th week of 1959):

	Sept. 18-25	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV	183,441	166,118	128,358	4,312,775	3,447,843
Total radio	411,956	421,143	305,230	10,461,276	7,387,657
auto radio	146,979	155,338	101,196	3,968,490	2,285,605

Budd Co. has purchased Lewyt Mfg. Co., Long Island City, for an undisclosed cash sum. Lewyt Mfg. produces data-processing systems, communications for electronic counter-measuring equipment and environmental controls for electronic instruments. It is not connected with the Lewyt Co., makers of vacuum cleaners. Lewyt Mfg. had sales of about \$12 million in the fiscal year ended June 30.

New \$2 million plant was dedicated Sept. 29 by Herold Radio & Electronics Corp., maker of Steelman phonos & Roland radios. The 160,000-sq.-ft. facility, which will give employment to more than 1,000 workers, is uniquely situated on the boundary line between N.Y., Yonkers & Mt. Vernon, N.Y., on a 4-acre plot east of the Bronx River Pkwy. between 241 & 244 Sts.

RUSSIAN ELECTRONICS ON UPBEAT: Two more American electronics manufacturers commented last week on developments in Russia, following the comprehensive report given recently at EIA's fall meeting by Raytheon v.p. Ray C. Ellis (Vol. 15:39). Dana W. Atchley Jr., of Microwave Associates, and Milton J. Shapp, of Jerrold Electronics, both came back from recent trips with the impression that the Soviet Union is moving fast.

Atchley spoke in N.Y. last week, at ceremonies during which Harold F. Wilder received the Western Union F. E. d'Humy award. He said he had seen, "in detail," microwave tubes which impressed him as being unique to Russia. One was a traveling wave tube in which the beam interacts with charged gas particles, and he said "it promises to provide amplification & generation of millimeter waves." Another was an efficient, broadband travelling wave tube, the "spiratron."

Shapp's conclusion: "They're behind us, but it never pays to sell a competitor short." He went through a Leningrad receiving-tube factory, in which 1,200 girls were assembling tubes by hand. However, he was told by the factory manager, engineers are pushing hard to automate production. He was informed, too, that the Russians are having trouble with glass-to-metal picture tubes, are not yet able to produce big, all-glass blanks. He saw a few TV sets with printed circuits, and he noticed some sets being repaired in shops.

The quality of pictures is excellent, Shapp said. Sets are selling very fast. "They're cheaper, relatively, than other products in Russia," he noted. "I saw people standing in line waiting to buy sets at a store in Leningrad." There are plans to link Moscow & Leningrad with TV microwaves, Shapp reported, and he was shown the equipment to be used.

As for master distribution systems, Jerrold's specialty, Shapp said the apartment houses in Moscow "look like N.Y.'s," and master systems are being built into most new apartments. The job is easier there, Shapp noted, because there are fewer stations and receivers are shielded all the way to the tuner, unlike U.S. sets.

"I saw no community antennas—nor any illegal boosters," Shapp stated. He was in Russia Aug. 17-Sept. 5, with a party of 34 members of the Young Presidents Organization and their families. His wife, 2 children and his father-in-law accompanied him.

Drew Pearson's column reported last week that Shapp was instrumental in persuading State Dept. officials to extend the U.S. visa of Russian scientist Evjeni Levin. The latter had appealed to Shapp, who hurriedly notified the State Dept. that Levin had opened doors previously tightly shut to the YPO group.

Unusual antenna, designed to replace rabbit ears, is Jerrold Electronics' latest consumer product. It's 6-in. long, slips on to the power cord. It sells for \$5.95, and Jerrold claims that it "far surpasses the performance of indoor antennas, and in many areas equals outdoor antennas." It's tuned by sliding it along the power cord. The principle of inductive coupling is employed, making the house wiring serve as an antenna. It will be promoted with full-page ads in *Life*, *Saturday Evening Post* and trade publications.

TV monitors are again being shipped by Conrac, less than 6 weeks after fire leveled its Glendora, Cal. plant (Vol. 15:33). They were produced in a rented plant in Azusa, Cal., while a new Glendora facility is being built to handle production of Conrac monitors & Fleetwood TV sets.

OCDM STUDYING IMPORT IMPACT: Office of Civil & Defense Mobilization moved promptly to look into EIA's complaint that imports of Japanese transistors and other semiconductor devices are undermining U.S. electronics industry's defense capacity (Vol. 15:38).

"The investigation will cover all semiconductor products," OCDM said, "including diodes, rectifiers and transistors imported as separate units, as combinations of units, or contained in finished products." Interested parties should notify OCDM of their interest within 30 days of Oct. 2, may file comments within 45 days of Oct. 2. Rebuttal to material filed must be submitted within 75 days. Twenty-five copies must be filed with Director, OCDM, Washington 25, D.C. They're open to public inspection unless confidential treatment is requested. The inquiry is expected to take at least 3 to 4 months.

Hoping to counteract the statements by some U.S. manufacturers in the inquiry, Japan Electronics Industries Assn. is sending its business manager, Yozo Ishizuka, to the U.S. He'll be accompanied by several Japanese electronics manufacturers—and their express purpose will be to combat any govt. moves to curtail imports.

Complicating factor in OCDM's inquiry undoubtedly will be the stock-ownership & affiliation connections between U.S. & Japanese electronics firms. In an article Sept. 26 detailing the battle between Matsushita and Toshiba for No. 1 ranking in Japan's appliance & electronics business, *Business Week* notes these ownership affiliations of Japanese electronics firms: GE owns 7.2% of Toshiba; Dutch Philips owns 30% of Matsushita; ITT subsidiary International Standard Electric owns 22% of Nippon Electric and 13 % of Sumitomo Electric; Westinghouse holds 4% of Mitsubishi Electric; "RCA reportedly is considering buying into Sanyo Electric."

Another U.S. TV-radio manufacturer, meanwhile, revealed that it is using Japanese transistors. Magnavox pres. Frank Freimann told N.Y. Society of Security Analysts last week that his company now uses Japanese transistors exclusively (see p. 18).

Japanese transistor production climbed from 560,000 in 1956 to 26,736,000 in 1958 and 14,967,000 in first-quarter 1959, while production of diodes increased almost tenfold from 1956 to 1958, EIA reports in a correction of its report of last month in connection with its petition to OCDM to investigate Japanese imports (Vol. 15:38). Original EIA statement had referred erroneously to the figures as total imports of Japanese transistors.

Ampex Japan Ltd. has been incorporated in Tokyo to provide engineering liaison with Ampex's Japanese customers and to service Videotape recording heads. It will operate as a wholly-owned subsidiary of Ampex International, the Switzerland-headquartered Ampex subsidiary which handles the parent firm's overseas activities.

Japanese radio-camera combo reportedly is being readied for export with a \$79.50 price tag by Kofuku Kogyo Co. Ltd. Named "Ramera," the unit embraces a 6-transistor radio & a 16-mm camera in a tight 6-x-3-x-1.5-in. package.

Newcomer to hi-fi field is Bulova Watch Co., long-time radio marketer, which has entered 4 stereo portable phonographs for sale through retail jewelers. The new instruments range in price from \$99.95 to \$169.95, incorporate 2 detachable speaker systems, each with 2 speakers; V-M 4-speed record changer; record intermix; automatic shutoff.

Canadian Admiral has introduced a line of 8 color sets with suggested list prices ranging from \$895 to \$1,115.

More about

ARMSTRONG PATENT BATTLE: Federal Judge Edmund L. Palmieri last week named N.Y. attorney Courtland Nicoll special master to determine damages owed by Emerson to the estate of the late Maj. Edwin H. Armstrong in connection with infringements of basic FM patents (see p. 15). Although special hearings are scheduled to begin in 30 days—to determine Emerson's production of FM & TV sets during the period of the alleged infringement—they are expected to be delayed by Emerson's appeal, which pres. Benjamin Abrams said would definitely be filed.

The 3 patents concerned covered: (1) Wideband FM broadcast system, considered to be the basic FM patent. (2) FM receiver with 2-path discrimination. (3) Pre-emphasis & de-emphasis—one basic technique used in TV & FM broadcasting & reception.

The court decision covers all types of wideband FM radio, interpreted to include any FM radio system in which the band is wider than a standard AM broadcast's.

The Armstrong suits involve receiving equipment only, no license being required to manufacture FM-TV broadcast equipment—the licenses to use technique having been taken out by the broadcasters themselves. In the litigation, Emerson is represented by Darby & Darby, Mrs. Armstrong by Brumbaugh, Free, Graves & Donohue.

EIA & Small Business: Stepped up activities in behalf of small electronics businesses are planned by EIA as a result of actions at the Sept. 22-24 fall membership conference in Atlantic City (Vol. 15:39). The trade group's board approved a proposal by the small business committee (J. B. Elliott, Tele-Dynamics, chairman) to hold an experimental conference this fall on the problems of small businesses in the electronics field, to which both members & non-members will be invited. Three regional "representatives" of small business will be named by the committee to "organize & correlate the views of small electronics manufacturers" and hold the conference. Other actions announced by EIA, in addition to those reported last week:

(1) The industrial electronics div., headed by Ben Adler, Adler Electronics, approved a proposal to hold an industrial electronics marketing symposium during the current fiscal year, and agreed to appoint an ad hoc committee to investigate the possibility of establishing industrial electronics standards & specifications.

(2) The board of directors scheduled EIA's 36th annual convention at Chicago's Pick-Congress Hotel next May 18-20 and next year's fall conference at the French Lick-Sheraton Hotel, French Lick, Ind., Sept. 13-16.

(3) Seven new companies were admitted to EIA membership: Blonder-Tongue Systems Inc., Jensen Industries Inc., Laurence A. King (special membership), Lewyt Mfg. Corp., National Semiconductor Corp., Norden div. of United Aircraft and Wiltec Electronics.

TV & Appliance Credit Corp., Los Angeles, has been charged in an FTC complaint with misrepresenting itself as a TV-movie casting agency in order to track down delinquent debtors of business firms. The FTC said the Los Angeles company, also operating as Hollywood Casting Service Inc., mailed "confidential casting" questionnaires to delinquent customers whose last known addresses were supplied by the business firms. "Our local talent scout will contact you," the delinquents were promised in accompanying letters, "as soon as completed card is returned to us."

Trade Personals: Henry Lehne named a Sylvania senior v.p., with over-all responsibility for Sylvania Electronic Systems . . . George C. Connor named Sylvania regional v.p. . . . Dr. William L. Whitson named Daystrom v.p. . . . Charles A. Nichols, ex-Hoffman Electronics consumer products div. engineering v.p., named engineering mgr. of Conrac Inc., Glendora, Cal.

Mort Gaffin, ex-NBC spot sales dir. of new business & promotion, named RCA mgr. of special advertising & sales promotion programs; S. N. Lev promoted from RCA air-born systems mgr. to gen. mgr. of Moorestown missile & surface radar div.; Arthur N. Curtiss promoted from mgr. to gen. mgr., West Coast missile & surface radar dept., recently raised to divisional status; R. C. Willman promoted from administration planning mgr. to administrative coordination & planning mgr., missile & surface radar; J. L. Frederick named mktg. dept. mgr., Moorestown; J. B. Cecil named engineering dept. chief engineer, Moorestown.

Wallace A. Pond named RCA semiconductor & materials div. field engineering coordinator . . . John F. Antoniazzi named CBS Labs planning dir. . . . Paul J. Bridwell named to new post of Westinghouse apparatus sales promotion mgr., succeeded as industrial products adv. mgr. by Charles W. Van Eman . . . Joseph Burns promoted from cathode-ray tube design mgr., DuMont Labs., to mgr., cathode-ray tube engineering lab.

Robert T. DeVore, ex-PR dir., Instrument Society of America, named EIA PR dir. Appointment leaves unchanged the status of EIA office of information mgr. Herbert F. Hodge Jr. . . . John E. Hines Jr., ex-International Instruments Inc., named sales mgr., Community Engineering Corp., State College, Pa. (CATV equipment) . . . Gould Hunter, Eitel-McCullough exec. v.p., named a dir. . . . Richard R. Hough appointed operating v.p., Ohio Bell Telephone Co., succeeding Gordon N. Thayer, named AT&T mktg. v.p. . . . A. J. Buxton and M. O. Felix, Canadian Westinghouse Co. Ltd., will receive the National Electronics Conference Award Oct. 12 for their joint paper, "The Performance of FM Scatter Systems Using Frequency Compression."

Dr. Arthur L. Rayhawk, ex-Dept. of Defense supervisory management engineer, named Whirlpool professor of mktg., American U. School of Business Administration. The Whirlpool Corp. of St. Joseph, Mich. created the new professorship.

First "TV picture" from outer space, transmitted Aug. 14 from U.S. satellite Explorer IV, was released last week by National Aeronautics & Space Administration. The picture of the earth, taken from an altitude of 17,000 miles, showed a crescent-shaped portion of the north-central Pacific Ocean off Mexico, with sufficient detail to indicate cloud formations & sunlight reflected from the ocean. The "camera" is a 2-lb. scanning device developed by Space Technology Labs, Inglewood, Cal. An electronic counter computes & records the light impressions in the form of coded impulses. The slow-scan TV system uses a bandwidth of only 1.5 cycles (vs. 4 mc for a commercial TV picture) and 40 min. were required to transmit the single picture to a tracking station in Hawaii.

TV-film salute to electronics industry, produced under EIA supervision, was previewed at last week's EIA fall meeting in Atlantic City. Part of NAM's *Industry on Parade* series, "The Mighty Electron," will be shown by 270 TV stations in the U.S. and others abroad.

McGraw-Hill's monthly *Electrical Merchandising* becomes a weekly Dec. 7.

Finance

Magnavox Moving Up: Still climbing from its record 1959 sales year (Vol. 15:39), Magnavox posted a 75% increase in net income on a 50% rise in sales during its first fiscal quarter ended Sept. 30, compared with the year-ago quarter, pres. Frank Freimann told the N.Y. Society of Security Analysts last week. He estimated that the Fort Wayne firm produced profits of more than \$1.2 million (\$1.06 a share) on sales of more than \$25 million during the period, compared with \$722,000 (61¢) on \$17,082,000 sales in fiscal 1959's first quarter.

Freimann forecast a "sizable increase in TV sales," said a "strong replacement market is already materializing" and predicted that Magnavox sales in the fiscal year ending June 30, 1960 should reach \$120 million, compared with the record \$90.6 million in fiscal 1959. Tagging electronic components & military electronics business as having greatest potential growth, he estimated that the \$120-million sales would be divided \$70 million in consumer products, \$50 million in other electronics fields. In the last fiscal year, sales were divided equally among TV, radio-phonos and military-industrial activities. The firm's military backlog is running about \$40 million.

Expansion of production & sales of certain Magnavox products into international markets "within 30 days" through acquisition of a British firm also was disclosed by Freimann. However, no details of the pending acquisition were revealed.

Queried by the Analysts about Japan's growing electronics industry, Freimann candidly said: "Competition from Japanese-made transistors is so vicious that we have thrown in the hat. We're having all our transistors made in Japan."

Meanwhile, Magnavox's proxy statement for its Oct. 28 annual meeting discloses these salaries & other remuneration for the firm's top 3 officers: chmn. R. A. O'Connor, \$61,750 (plus \$26,250 annual pension benefits at retirement); pres. Frank Freimann, \$71,250 (plus \$22,788), v.p.-secy. & general counsel Gerard M. Ungaro \$38,000 (plus \$8,315).

Rek-O-Kut Co. Inc., Corona, N.Y. maker of hi-fi & stereo components and transcription turntables, plans public sale of 214,000 common stock shares, the proceeds to be used to retire loans and finance increased inventories & accounts receivable. A registration statement filed with SEC said that D. A. Lomasney & Co. is the principal underwriter of the issue, in which 142,666 shares will be offered for the company's account, 71,334 by selling stockholders.

Profits of RKO Teleradio, General Tire's TV-radio subsidiary, "continue to be excellent," pres. William O'Neil reported last week in announcing that the parent company's earnings for 9 months ended Aug. 31 were \$20,320,567 (\$3.79 a share), nearly 4 times the \$5,331,368 (91¢) in the same 1958 period. Net sales were \$483,644,239 vs. \$321,405,954 in the 1958 period.

Terms of merger of Indiana Steel Products Co., producer of magnets for TV-radio and other products, with General Ceramics Corp., manufacturer of ferrites, were disclosed last week in proxy notice to stockholders. Subject to Indiana Steel stockholder approval at a meeting Oct. 16 in Valparaiso, Ind., the merger will become effective Nov. 16. The new company will be called Indiana General Corp. Each share of General Ceramics stock will be exchanged for .353 of a share of Indiana Steel. General Ceramics has 509,000 shares outstanding, all privately held. Indiana Steel has 350,091. Indiana Steel chairman Paul R. Doelz will become chairman of the new firm; General Ceramics chairman Henry Arnhold will be chairman of the exec. committee; Indiana pres. Robert F. Smith will become pres. & chief exec. officer, with General pres. John H. Bouwmeester exec. v.p. Both firms are key companies in the electronics components field. Indiana's sales for the first half of this year totaled \$6,095,000, its earnings \$512,000. General reported income of \$283,000 on sales of \$3,585,000 in the same period.

Siegler Corp., in reporting record sales & earnings for the year ended June 30 (Vol. 15:38), notes in its annual report that its Olympic Radio & TV div. "has substantially increased its sales & earnings and maintained its position as the largest supplier of [TV-radio-phono] combination units." Olympic's consumer sales for the year, the report states, "were nearly 3 times the volume in fiscal 1955." Olympic now has 14 wholly-owned distribution branches & 199 independent distributors in the U.S. At its stockholders meeting Oct. 13 in Dover, Del., Siegler will ask for an increase in the authorized common shares from 2.5 to 5 million, but has no present plans for issuance of any stock. The proxy statement gives these figures on remuneration of key officers during the fiscal year: pres. John G. Brooks, \$90,000; exec. v.p. Robert L. Purcell and v.p. Morris Sobin, \$54,000 each.

Texas Instruments anticipates that its 1959 sales & earnings will be more than double those of 1958, pres. P. E. Haggerty told the Boston Security Analysts Society this week. Revising his earlier projections upwards, he said net earnings would be about \$14 million—possibly as high as \$15 million—on total sales between \$195 & \$200 million. This compares with last year's net earnings of \$6 million on sales of about \$92 million.

Roulette Records has filed an SEC registration statement (File 2-15515) for 330,000 common stock shares, 300,000 to be offered for public sale at \$3.50 per share by Chauncey, Walden, Harris & Freed. The remaining 30,000 would be sold to the underwriters by stockholders at 1¢ per share.

Pathe News Inc., N.Y. firm which leases films to TV stations, has filed SEC registration (File 2-15610) for 400,000 shares of common stock with warrants to purchase an additional 100,000 to be offered for public sale at \$3.75 per share. Underwriter is Chauncey, Walden, Harris & Freed.

Reports & comments available: Westinghouse, special report, W. E. Hutton & Co., 1530 Chestnut St., Philadelphia 2; also analysis by Carreau & Co., 63 Wall St., N.Y. 5 . . . GE and General Dynamics, articles in *Investor's Reader*, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5 . . . Motorola, American Broadcasting-Paramount Theatres, and the electronics industry, comments, Josephthal & Co., 120 Broadway, N.Y. 5 . . . Amphenol-Borg Electronics, folder, Fahnestock & Co., 65 Broadway, N.Y. 6 . . . Sperry Rand, review, Eisele & King, Libaire, Stout & Co., 50 Broadway, N.Y. 4 . . . General Dynamics, review, Penington, Colket & Co., 70 Pine St., N.Y. 5.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco	Q	\$0.10	Nov. 20	Oct. 30
Intnatl. Rectifier	Stk.	5%	Oct. 26	Oct. 15
Lear Inc.	—	.10	Dec. 1	Nov. 12
Howard Sams (new)	Q	.15	Oct. 25	Oct. 10
Trav-Ler Radio	Stk.	5%	Nov. 2	Oct. 15
Universal Controls	—	.07½	Oct. 31	Oct. 15

Foreign

Cuban govt. has taken over CMBJ-TV (Ch. 12) Havana through an intervenor appointed by the Ministry for the Recovery of Stolen Property. The station, with studios in the Havana Hilton, went on the air in Aug. 1958 as an all-color station. It was headed by Gaspar Pumarejo, TV enterpriser who originated many of Cuba's quiz & contest programs on other stations. The Castro govt. reportedly discovered 40% of CMBJ-TV's stock in the safe deposit box of one of Batista's aides. Pumarejo has left the country.

Assis Chateaubriand, the fiery Brazilian newspaper publisher & TV-radio station pioneer, who rose to Senator in the Brazilian Parliament and Ambassador to Great Britain, has formed Stockholding Consortium of Associated Newspapers & Broadcasting Stations to replace his old holding company, Associated Newspapers. He is turning over 49% of its stock to his family & employes—apparently an inheritance tax move. He retains 51%, his interest passing to the new firm on his death. Chateaubriand, who is regarded as the most important publisher-broadcaster in Brazil, if not in all South America, has among his holdings 28 daily newspapers, 22 radio stations, a weekly magazine, the pioneer TV stations in Rio de Janeiro and Sao Paulo, and reputed interests in several other TVs, including CPs. He did not include his TV holdings in his new company.

Communist radio propoganda to the Near East, South Asia & Africa increased 15% during this year's first half, USIA reports. Broadcasts to this area have risen from 241 to 497 hours weekly in a little over 2 years, said the agency. Total Communist broadcasting to the free world increased 7% to 2,701 hours per week in the first 6 months of 1959. USIA's *Voice of America* is on the air 567 hours weekly in 37 languages.

Irish TV will be commercial & govt.-operated. Rejecting proposals that commercial contractors handle the service, Ireland will establish a single TV-radio Authority to govern both media. Minister for Posts & Telegraph James Hilliard pointed out recently that the TV service would have to support itself heavily from ad revenue. Details of the TV-radio legislation are being prepared for submission to Parliament. Under the proposal, Ireland will provide the original capital for the TV service, repayable over a term of years by the TV-radio Authority. The site for the service's first transmitter already has been acquired in the Dublin Mountains.

"How Granada Converted the President" is the title of an illustrated booklet by Granada TV Network, London & Manchester, explaining step by step, the process of converting to U.S. standard video tape the European & British TV pictures of President Eisenhower's recent visit. Granada did the job for CBS, using the "Granada standards converter" (Vol. 15:22).

With 70% of the French population within range of a TV station, the state-owned TV network is planning 30 new transmitters to complete coverage of France. The current French sets-in-use figure is 1,228,000, of which 500,000 are in the Paris area.

Intrecontinental Services Ltd. has been named U.S. rep. for TG-BOL-TV Guatamala City, Guatamala; Television Curacao, Willemstad, Curacao; Television Aruba, Oranjestad, Aruba, and Tele-Haiti, Port-au-Prince, Haiti. Meanwhile Intercontinental has opened a new office in Mexico City, with Fred Hofer named mgr.

Auxiliary Services

Bad Day for Pay TV: What began as just another pay-TV debate wound up in heated argument in Los Angeles last week, with an ad-agency executive besting the pay-TV proponent. What irked J. Neil Reagan, McCann-Erickson v.p., was the thesis expressed by International Telemeter v.p. Paul MacNamara that the public doesn't want commercials. It all took place at the monthly meeting of Los Angeles Adv. Women Inc. KTTV pres. Dick Moore was the third panelist.

Reagan and Moore both expressed the belief that commercials would show up on pay-TV if the system ever became a reality—and this annoyed MacNamara. When he then charged that people don't want commercials, Reagan demanded: "By what right do you set yourself up as a prophet with this statement? How do you know that's true?" MacNamara replied in general terms, and Reagan retorted, "We don't guess at these things in our business. We know how they feel about it through cold, hard research." MacNamara gave no answer.

After MacNamara's initial talk on the benefits of pay-TV, Reagan said "Paul promised pay-TV will be the saviour of everything but religion. Let him who is without the profit motive cast the first stone. Pay-TV is not going to save any thing; its only purpose is to make a buck. Some of the pay-TV people's statements show glaring untruths or a profound ignorance of our economic system." To a MacNamara crack at Madison Ave., Reagan replied "there are practically no ad agencies on Madison Ave. anymore. We've made so much money on free TV that we have been able to move to higher-rent districts."

When MacNamara claimed rising TV film production costs were forcing advertisers out of TV, Reagan pointed out that more money is being spent on TV advertising today than ever before. He recalled the claim of years ago that a half-hour show costing \$15,000 was too expensive. (Today, its average cost is \$40-50,000.)

MacNamara said an installation charge of \$5.50 would be charged in Telemeter's Toronto run beginning about the first of the year, and movies will cost the viewer about \$1.

First 84 miles of cable to be strung by Canadian Bell Telephone for International Telemeter's forthcoming closed-circuit pay-TV test in a Toronto suburb was completed last week. Telemeter hopes to complete the wiring of the 13,000-home Etobicoke area within 60 days, and has purchased a building formerly occupied by S. G. Kresge Co. for conversion to TV studios. Telemeter pres. Lou Novins told us that Paramount was "actively looking at possible Telemeter situations in the U.S.," but added that "no specific deal has been made" in the Rego Park section of Queens, as reported in the trade press. Under consideration for possible Telemeter test in N.Y., he said, are "at least 4 areas."

National Community TV Assn. Western regional conference in Spokane Oct. 20-22 will have, as a major speaker Oct. 21, FCC broadcast bureau chief Harold Cowgill. In Aug., Cowgill & FCC economist James Sheridan toured the west, inspecting many CATV & booster installations.

CATV Associates Inc., community-antenna-system brokers & consultants, is a new company established by TV-radio management consultants William T. Stubblefield and W. R. Twining, the former with offices at 1832 M St. N.W., Washington D.C., the latter at 535 Middlefield Rd., Palo Alto, Cal.

Educational Television

Benton Urges Pay ETV: "Our best single hope for lifting the level of mass communications—and of political literacy" is subscription TV run by non-commercial educational broadcasters, says ex-Sen. William Benton, now U.S.-Canadian publisher of *Encyclopedia Britannica*.

Addressing the National Democratic Women's Club in Washington, the onetime adman (Benton & Bowles) argued that under his pay-as-you-learn-from-TV plan, there'd be no threat to the co-existence of commercial networks & stations. "They should urge the FCC to grant subscription rights which would enable the educational stations to build substantial minority audiences," Benton said.

He drew this pay-ETV picture: "Buoyed by a major new source of revenue, education's TV stations, now struggling from week to week to stay alive, could improve their programming dramatically. It wouldn't cost a dollar of tax money, nor would it compete with present TV for any of its present programs or audience appeal.

"The tens of thousands who now trudge to evening courses in history, economics & politics—yes, and in the 'Great Books'—through rain & snow & dark of night could become hundreds of thousands & millions. The ever-accelerating pace of social change requires that the mass media must learn to serve as 'schools of the public.'"

RESEARCHING ETV FOR CHILDREN: An ambitious \$200,000 research program to determine the most effective ETV programming for children will be initiated by the National ETV & Radio Center (NET) & 6 affiliated ETV stations Oct. 25.

The first phase of the study calls for the 6 stations to telecast 30-min. of special filmed programming 5 days weekly for 5 weeks. Impact of the initial programming will then be studied to develop a format for a broad, national study which will be conducted by NET's 43 member stations over a 2-month period starting sometime in Jan. Thereafter, NET will program a continuing study & production of ETV material for youngsters of all age groups.

Participating in the initial study are WTHS-TV Miami, WYES-TV New Orleans, WMVS-TV Milwaukee, KUED Salt Lake City, KRMA-TV Denver and KCTS Seattle. Research dir. for the project is Dr. Otto Schlaak, Milwaukee-based research specialist retained by NET, who will be responsible for setting up a testing organization in the 6 cities, and collecting & analyzing the project data.

NET said the project has been under development since last Dec., and stems from the need for more intelligently programmed ETV for youngsters. Most children's programs available today incorporate appeals for adults. The NET project seeks answers to 4 basic questions: (1) Can ETV fill the gap in programming available for youngsters? (2) What age-ranges can be included in a given target audience? (3) What are the interests of a given audience? (4) What is the best way to prepare & present programs for children?

Working with child psychologists, NET's v.p. for programming Robert B. Hudson & program associates Robert Hall & Edwin Cohen determined 5 subjects of prime interest to youngsters in the 7-12 age group. Program material covering these interests is being produced & filmed mainly in 13½-min. & 8½-min. segments by a number of member stations. The segments are being packaged into daily 30-min. shows, complete with linkage for smooth continuity, with the various segments arranged in a variety of combinations. The 30-min. shows are being furnished to the 6 testing stations by NET as complete packages. However, in one test city, a given show on a given day may offer a string of segments ranging from animals, arts, and puppets. In another test city on the same day, the show will be presented with the segments in reverse order, or in other combinations.

The program material is being produced by ETV affiliates WKNO Memphis, WGBH-TV Boston, WHYI-TV Philadelphia, WTTW Chicago, WCET Cincinnati, WQE Pittsburgh, WILL-TV Champaign, Ill., WOSU-TV Columbus, O., and KQED, San Francisco.

Educational radio increased its scope last month as the radio network of the National Assn. of Educational Broadcasters expanded to 105 members. Exec. dir. Dr. Harry J. Skorn pointed out that the decade-old NAEB now distributes recorded educational programs at the rate of 1,000 tapes weekly; provides members with 10 hours of programming weekly, plus in-school service; offers commercial stations limited public-service programming. Programs range from music, lectures and discussion panels to interviews and documentaries. The self-supporting NAEB network, said, has approximately 50% of its programs produced by member stations. The balance of material is furnished from such sources as Georgetown U., Cooper Union Forum, foreign broadcasters, National ETV & Radio Center. He said NAEB is stepping up its international programming.

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SUMMARY-INDEX OF WEEK'S NEWS

FCC

NETWORKS ORDERED OUT of affiliate rep field, FCC finalizing rule, giving CBS & NBC until Dec. 31, 1961 to drop non-o&o clients. Networks expected to fight (p. 1).

NBC & PHILCO SQUARE OFF in argument before FCC on WRCV- & WRCV Philadelphia. Philco urges major hearing to examine RCA-NBC's "character" qualifications (p. 5).

ADMINISTRATIVE, CONGRESSIONAL and Judicial agencies having supervisory powers over broadcasting—Background No. 5 (p. 6).

Congress

TV "QUIZLINGS" win headlines for Harris hearings on old show scandals. But House probers sidestep touchy issue of govt. program controls (pp. 2 & 4).

Advertising

PRINT VS. TV MEDIA STUDY is newest Magazine Advertising Bureau shot at TV as a competing medium (pp. 3 & 13).

Stations

ARMED FORCES STATIONS at plateau, lack of funds stymying expansion. Hope placed in low-cost do-it-yourself experiments on Midway Island (p. 3). Other stories (p. 8).

Foreign

GROWTH OF FOREIGN TV in explosive stage; sets-in-use increase 43%, stations on air 63% in year. Non-U.S. stations total 1,010, sets 33.7 million (pp. 4 & 9).

BARTELL FAMILY Radio Group invests in 3 Caribbean-area TV stations. Educational programming, French & Dutch film product will be used (p. 9).

Manufacturing & Distribution

SECOND 23-in. TUBE TYPE makes debut with 114-degree deflection and without bonded-on implosion plate. GE will use new Kimble-designed kinescope in sets (p. 16).

ELECTRONIC IMPORTS FROM JAPAN for first half of 1959 exceed those for full year of 1958, totaling more than \$22 million in factory value (p. 16).

COMPONENT HI-FI INDUSTRY business poorer than expected so far this year. Manufacturers veering toward adoption of package hi-fi makers' practices (p. 18).

TV-RADIO SALES & OUTPUT far ahead of 1958 in both Aug. & first-8-months figures. Jan.-Aug. retail TV sales total 3,126,981 vs. 2,862,452 in 1958 period (p. 19).

LEAR INC. IN "FLAT SCREEN" RACE, developing eighth-inch-thick electroluminescent panel suitable for picture-on-wall TV (p. 19).

Networks

EXECUTIVE SHIFTS occur at 2 networks and an agency as CBS makes its TV-radio news operations a separate div., ABC creates international subsidiary, Y&R fills Levathes' job (p. 7).

Programming

SPACE SATELLITES' TV POTENTIAL may be even more significant than their military communications possibilities (p. 10).

HOW NEW SHOWS WILL DO is predicted by N. W. Ayer program analyst James Cornell (p. 10).

Finance

MILLION-DOLLAR MIDDLEMAN ROLE of MCA in handling Paramount features for TV is being questioned by some (p. 20).

Other Departments

AUXILIARY SERVICES (p. 11). **PERSONALS** (p. 12). **FILM, TAPE** (14).

NETWORKS ORDERED OUT OF AFFILIATE REP FIELD: FCC went all the way last week, voted unanimously (5-0, Craven & Cross absent) to force CBS & NBC to drop national TV spot representation of non-o&o stations by Dec. 31, 1961. ABC is unaffected, having no rep business. CBS & NBC radio rep business is left undisturbed.

FCC thus adopted another of the recommendations its staff made with regard to "unhealthy" network practices. CBS-TV stations div. pres. Merle S. Jones promptly announced CBS would oppose ruling. NBC also is quite likely to fight this one—by asking FCC to reconsider or by appealing to courts, or both.

Full text of decision wasn't issued last week, so Commission's explanation of its reasons won't be known until this week. In a brief announcement, FCC stated that it amended its rules to:

"1. Prohibit TV networks from serving as national spot representatives of their affiliated stations; and

"2. Provide a grace period until Dec. 31, 1961 during which TV networks engaged in this practice may continue to serve the stations they now represent in the national spot field.

"The report finds no need for a similar prohibition in the radio broadcast field at this time."

Networks may represent stations other than their own affiliates, it's evident from the foregoing, but first reaction of observers is that this is meaningless because networks aren't likely to tout facilities of competing stations.

"It's a good business," everyone says about CBS's & NBC's rep operations, and networks are loath to give it up. Networks have never divulged publicly the gross or net of their operations. However, FCC's network study report notes that the non-o&o stations repped by CBS & NBC—the ones they'd have to give up—grossed 8.3% of all non-o&o national spot income in the sample month of April 1956. Since April is believed higher than average, it's good guess that CBS & NBC would lose the commissions they're making on about \$15 million annually—namely, \$1.5-2 million. FCC's report had this to say about profits on this gross:

"For the 2 networks combined, net income before taxes is about 2/3 of the revenues (i.e. commissions) received by the spot-sales organizations. Approximately 2/3 of the revenue & income from the spot-sales operation comes from the representation of network-owned stations and 1/3 from the representation of affiliated stations."

If the decision stands, CBS would have to drop the following clients: WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WJXT Jacksonville, KHOU-TV Houston, KSL-TV Salt Lake City, KOIN-TV Portland. NBC would drop WRGB Schenectady, WCKT Miami, WAVE-TV Louisville, KSD-TV St. Louis, KOA-TV Denver, KONA Honolulu.

NBC's position is particularly interesting, in view of fact that recent consent decree (Vol. 15:39) found Justice Dept. not only okaying NBC's retention of all present clients but also leaving door open for it to acquire more—as long as no coercion were to be employed. Thus FCC shows that it may at times exceed Justice Dept. in applying strictures to networks.

All other reps are jubilant, of course, and they're already pitching to the stations which CBS & NBC are ordered to drop. It remains to be seen, however, whether the dropped stations go to existing reps or form their own new rep firms built around cadres taken from the network rep subsidiaries. Such moves have been under consideration for a good many months.

TV 'QUIZLINGS' WIN HEADLINES FOR HARRIS: Washington audiences didn't come up to expectations (Vol. 15:40), but TV quiz probe producer Oren Harris (D-Ark.) and his troupe of House investigators last week put on some colorful revivals of long-dead shows (see p. 4)—and newspapers enjoyed every minute of proceedings.

Purported legislative purpose of Harris hearings—to see whether public needs legislative protection from any manipulations of TV contests—seemed to get lost in headline-producing quiz reruns. And it's unlikely that much more will be heard from his Commerce legislative oversight subcommittee on this highly debatable point.

FCC "has no jurisdiction over 'radio & TV quiz shows' per se," and Commission is prohibited "from exercising the power of censorship over broadcast material," Chmn. Doerfer reminded Harris in letter at outset of hearings. FTC also lacks any such jurisdiction—and if it had authority, it "would logically have to continue to a complete censorship of all such entertainment," said Chmn. Kintner. Both indicated govt. agencies should have no such power over programming, although Atty. Gen. William P. Rogers said later in speech at SEC 25th anniversary dinner that quiz frauds show need for reassessment of Govt.'s role in protecting public morals. Rogers called for "every effort" by Govt. & networks "to safeguard against this or any other such public deception in the future."

One newspaper which looked behind its own headlines to ask what Harris was after was Scripps-Howard's Washington Daily News. It called on TV to exercise "greater sense of responsibility" than had been displayed in big-money quizzes, but added: "It isn't wholly clear to us what, in an immediately practical way, the Congressional committee hopes to accomplish by this post mortem over a dead horse."

It was black headline week for TV meanwhile—as it will be every time press gets chance to point with scorn & derision at rival medium. Whatever else they did, Harris hearings provided legitimate chance last week. They also gave some extra TV "image" clean-up work for TV Information Organization to do as it opens shop in N.Y. this week under Louis Hausman (Vol. 15:39).

More reporters than spectators often were on hand for hearings on quiz chicanery in big House caucus room. Eight press tables were overcrowded, but 300 audience seats rarely were more than 1/3 occupied.

Despite new sensations promised in advance by Harris, public itself exhibited no S.R.O. interest in getting close-up looks as contestants of defunct programs (Variety has called them "quizlings") retold their stories of quiz frauds—and re-lived their nights of isolation-booth triumph while kines of 3-year-old performances were flashed on screen. Press gave blanket coverage, however.

Bannered Washington Post: "'21' TV QUIZ RIGGED, 2 TESTIFY," in type usually reserved for international crises. Under streamer, 4 columns were needed to detail contestants' confessions—many of them heard before—about how NBC-TV show was rigged. Editorial in Post said heavily that TV "hoax" had "robbed people of a kind of faith which it is dangerous to destroy in a democracy."

Similar splash play on quiz investigation was spread by other newspapers whose Washington reporters had no other Congressional developments to cover last week except dull Senate hearings on unemployment problems. And other editorial writers professed similar outrage over stale scandals. "Brazen fraud," said N.Y. Herald Tribune. "Millions of trusting people were outrageously deceived, deluded, duped, hoodwinked and put upon." It was "sordid," agreed Washington Evening Star, which mockingly pleaded for assurances from somebody that "rigged quiz shows were the only rotten apple in the barrel."

PRINT-VS.-TV STUDY APPEARS: Magazines are giving their offensive against TV another shot in the arm. Aiming at nighttime TV, new fall presentation of Magazine Advertising Bureau, based on study by Mkt. Research Corp. of America, attempts to show that network TV reaches lowbrow, low-income audiences and that magazines deliver better market. MAB study is not "anti-TV," or so Newsweek publisher and MAB chmn. Gibson McCabe told preview audience of magazine executives in N.Y. when presentation's initial version was unveiled.

Comparison of magazines-vs.-TV was made by research firm using 35 magazines (average cost-per-4-color-page-per-1,000: \$5.05) against 10 leading TV network shows. Net result, said MAB presentation, was that magazines delivered about 3 times as many households per dollar as TV.

Most recent studies of media usage by TV networks & research firms have shown magazine readership—more so than any other media activity, including newspaper reading—hardest hit by TV. According to MAB member Richard E. Deems (exec. v.p., Hearst magazines), however, magazines have "competed successfully" with TV. (For more on this MAB study, see p 13.)

ARMED FORCES STATIONS AT PLATEAU: Military TV stations at bases around the world have leveled off at 35, serving an estimated 350,000 troops, and no renewal of expansion is in sight. Lack of funds is reason, reports spokesman (who requested anonymity) for Defense Dept.'s radio & TV branch, Office of Armed Forces Information & Education.

There's some hope for resumption of growth following current experiments with a low-cost do-it-yourself station on Midway Island, the latest military outlet, which started this summer. Called "STAR" (for simplified TV and radio), it was built for \$15,000, can be operated by one man. This compares with \$60,000-\$80,000 for the other stations, most of them using Dage equipment.

Another important cost factor is production of kines. Six kines of each show are produced at the service's Los Angeles office, bicycled among stations in 50-hour packages.

HQ personnel are extremely grateful to industry for cooperation. Blanket agreements with the networks, guilds & unions and 98% of advertisers permit reproduction of virtually all programs.

"The impact on troops is tremendous, a terrific morale booster," particularly in such dismal spots as Thule, Greenland, we're told. Favorite programs are "Westerns, movies, quiz shows—the same as here." About 55-65 hours are telecast weekly. Some live originations are offered, primarily news & weather. Broadcast day generally is 4-11 p.m. after duty hours.

Stations aren't intended to serve civilians in areas surrounding bases, and attempt is made to keep grade A signal within 2-4-mile radius. (For directory of stations, see p. 293, Factbook No. 29.) Stations serve from 500 to 8,000 receivers each, the total estimated at 50,000-60,000.

Each station's equipment includes 2 studio cameras, a film chain, 4-monitor video control, 2 sync generators plus transmitter & antenna. Staffs range from 3 to 19. More civilian help is desired because turnover of servicemen is so great. Each station is under control of the local area commander, but the program is coordinated in Washington under Lt. Col. John H. Lay.

EXPLOSIVE GROWTH OF FOREIGN TV: World TV has entered period of mushrooming growth which characterized the U.S. variety in the 1950's. During past 12 months, number of TV receivers outside the U.S. has increased by 43%, number of TV stations by 63%.

There are now 1,010 TV stations and at least 33,725,000 sets in 53 countries outside the U.S. Add to these America's 554 stations & 51.5 million sets, plus 34 U.S. Armed Forces TV stations at foreign military posts, and the world TV total becomes 1,598 stations & 85,226,000 sets. These figures are distilled from Television Digest's new Foreign TV Directory, which we believe to be most complete and accurate ever compiled. It's a feature of Fall-Winter TV Factbook (No. 29), now in mails to full-service subscribers.

Areas of TV's growth are sharply delineated in comparison of current directory with the one which appeared in 1958 Fall-Winter Factbook. During the 12-month period ending Aug. 1, these countries showed greatest increase in new stations: Italy, 144 stations added (mostly satellites); West Germany, 86; Japan, 44; Russia, 36; France, 22.

These are the world's leading TV countries (figures up-to-date as of Aug. 1): United Kingdom, 30 stations & 10 million sets; Canada, 62 stations & 5.5 million sets; USSR, 106 stations & 3 million sets; Japan, 67 stations & 2.9 million sets; West Germany, 164 stations (including 128 satellites) & 2.9 million sets; Italy 313 stations (288 satellites) & 1.5 million sets; France, 45 stations & 1.3 million sets.

Communist bloc lags far behind West in TV development. Including Russia's 106 stations & 3 million sets, total for the 8 countries is 136 stations, less than 4.1 million sets.

New updated TV Factbook lists individually every one of the world's TV stations, with data on location, power, channel, starting date, etc., for all foreign stations—obtained directly from foreign sources in most cases. Summary table of World TV Stations & Sets will be found on p. 9.

Congress

More about

THOSE 'FIXED' TV QUIZZES: Already-damaged TV reputations suffered further erosion last week in House Commerce legislative oversight subcommittee hearings reopening old quiz-show scandals. New suspicions about participants' conduct in the programs were raised. NBC-TV & CBS-TV (ABC-TV didn't go in for quizzes) were publicly embarrassed all over again.

These were the wildly-headlined subcommittee accomplishments (see p. 2) as investigators MC'd by Chairman Harris (D-Ark.) delved into backstage operations of the big-prize-money quizzes which were hastily pulled off the air last year after "fix" stories began breaking in N.Y. newspapers (Vol. 14:35 et seq.). One smaller-budget quiz which survived that debacle also was tainted in testimony.

Otherwise, little fresh evidence of rigging of the once-high-rated shows by packagers & producers (nobody accused the networks themselves of chicanery) seemed to be added to that already reported—or widely rumored during a 9-month probe by a N.Y. Grand Jury. The hearings will be on again this week.

Transcripts of the jury's proceedings were followed closely by subcommittee counsel Robert W. Lishman in questioning witnesses, most of them contestants whose testimony in the House caucus room was supplemented by kines of 3-year-old on-air performances.

They told of careful screening by the shows' operators for audience appeal, coaching on how to act out their parts before cameras & mikes, rehearsals of questions & answers, instructions on when to win & lose "contests"—and reprisals if they refused to play along in the manipulated programs. The caucus room reruns of the shows, which once kept the country fascinated, brought jeering laughter from spectators at the hearings as the contestants displayed uncertainty, anguish, triumph & despair.

Much of it was old stuff. But at the week's end the previously-unchallenged TV quiz reputation of the biggest 1956-57 isolation-booth hero of them all—\$129,000 winner Charles Van Doren of NBC-TV's defunct *Twenty-One*—was clouded. And NBC fired the producer of *Tic Tac Dough*, a lesser quiz which stayed on the air, for refusal to sign an affidavit that none of its contestants had been given answers to prize questions in advance.

Van Doren was "relieved of all work assignments by NBC pending a final determination of the current Congressional investigation," the network announced. Van Doren, a \$50,000-a-year employe of NBC featured on *Today* since he parlayed his Dec. 5, 1956 debut on *Twenty-One* into record winnings, also won national fame as an astonishingly erudite young man who did much to make book-knowledge fashionable.

He was suspended from his network job following failure to respond immediately to a call by the Harris subcommittee to appear & clear up questions which had been raised as to whether his appearance on *Twenty-One* followed a script, too. Van Doren had sent telegrams to Harris repeating Grand Jury denials that he had ever received help from anybody on the show. The subcommittee wasn't satisfied with this response—and neither was NBC.

Following a long closed session with his subcommittee Oct. 9, when the hearings had been scheduled for completion (Vol. 15:40), Harris announced the headline-winning inquiry would be extended at least through Oct. 12. He would not confirm or deny reports that a House subpoena would be issued for the missing Van Doren. Next business of the subcommittee for an unusual Sat. session Oct. 10, Harris said, probably would be to hear spokesmen for FCC, which already had filed a statement pointing out it has no jurisdictional authority to police quiz shows.

NBC v.p.-gen. atty. Thomas E. Ervin announced earlier while testifying on his network's program "security" policies that *Tic Tac Dough* producer Howard Felsher had just been dismissed after receiving a subpoena from the subcommittee. "I asked him to give me a sworn state-

ment that he had not given answers to contestants," said Ervin. "He said he couldn't, and upon his refusal, we fired him." And Felsher was promptly implicated in rigging charges by testimony from 19-year-old Kirsten Falke, a Dec. 1956 *Tic Tac Dough* player. Felsher subsequently admitted to the subcommittee that in 1958 about 75% of performances on the show were fixed—and that he urged 25-30 persons to lie about their knowledge of the rigging when they appeared before the N.Y. grand jury.

NBC's "security" statement, as read to the subcommittee by Ervin, said "The National Broadcasting Co. regards rigging of TV quiz shows as a breach of public faith and a blight on a program type that otherwise can be both entertaining & instructive. No such practice can be justified and none has ever been countenanced by NBC."

The NBC statement applauded "full public exposure" of any fraud, said it had instituted "new steps which might additionally safeguard the integrity of the programs"—procedures which were recommended following an outside study by Arthur Young & Co.

The subcommittee didn't get around last week to another recently-on-air daytime quiz—CBS-TV's *For Love or Money* which was jerked by the network Jan. 30 this year after a 6-month run. But CBS-TV v.p.-gen. atty. Thomas K. Fisher was ready with a statement that the show was cancelled after the network's "internal surveillance" disclosed a "dancing decimal machine" was being manipulated. Fisher also said. "It is clear that there were behind-the-scenes, improper practices of one sort or another in a number of the quiz shows created & managed by the independent producers and broadcast by the networks—some of them over the CBS-TV network."

Chief heavies of the week's testimony—as they had been since the quiz stories broke into newspaper print—were Dan Enright of packager Barry & Enright and producer Albert Freedman of *Twenty One* which was bought by NBC from Barry & Enright in a \$2.2 million deal in May 1957. Enright's partner Jack Barry, who M.C.'d the show, wasn't accused of direct participation in any rigging scheme. (NBC announced just before the hearings started that it had completed "negotiations to terminate relationships" with the packaging firm.)

Such *Twenty One* contestants as Herbert Stempel (\$49,500) and James Snodgrass (\$4,000) testified that Enright and/or Freedman had directed their show appearances through questions & answers down to the timing of heavy breathing into the mike to build up suspense—and when to "take the dive." It was Stempel, who "lost" to Van Doren in what he said was a "fix," who pointed a finger of suspicion at Van Doren. He said he always knew in advance what Van Doren's quiz score would be.

CBS-TV's and NBC-TV's *Dotto*, the first of the quiz shows to fall after the 1958 scandals started, was similarly exposed again by the subcommittee. Witnesses in this phase of the hearing (whose agenda embraced all of the many quizzes) included Edward Hilgemeier, Antoinette DuBarry Hillman, David Huschle.

The philosophy of at least some of the contestants who said they willingly played along with question-&-answer scripts may have been expressed by Mrs. Hillman. Asked if she thought she was abetting frauds on the air, she said: "I really didn't. I was perfectly blithe about it. They were having a happy time. I was. Everybody was."

Senator Leverett Saltonstall (R. Mass.) ranking Republican on the Senate Armed Services Committee, will speak to the Mass. Bestrs. Assoc. annual meeting Oct. 13 at the University Club, Boston.

The FCC

NBC & PHILCO SQUARE OFF: Said Philco last week: NBC should have its licenses for WRCV-TV & WRCV Philadelphia taken away from it so that it has only "real estate" left to sell, despite the fact that Justice Dept. has agreed to permit NBC to sell the whole package (Vol. 15:39). Philco's position was submitted by counsel Henry Weaver, in oral argument before FCC.

The reason, Weaver said, is that NBC & its parent RCA have such a record of monopolistic behavior that they don't have the requisite character to be broadcast licensees. What he sought last week was a full evidentiary FCC hearing in which to prove his allegations.

Philco faces an uphill struggle in attempting to persuade the Commission, because FCC once before threw out Philco's charges on the grounds that they were "vague & insubstantial . . . remote & speculative." However, the U.S. Supreme Court overruled FCC to the extent that it had to give Philco an oral argument, at least.

NBC's position in the oral argument, as expressed by counsel Bernard Segal, was that Philco is getting what it originally asked for (the removal of NBC as a station owner in Philadelphia) but has now changed its position to seek a more drastic penalty—the cancellation of NBC's licenses.

"The real interest of Philco," Segal asserted, "is the harrassment of RCA through NBC." He stated that Philco is trying to use FCC to help its \$150-million anti-trust suit now pending against RCA. Segal said that Philco's protest had merely listed anti-trust suits in which RCA was involved, but hadn't gone into the charges "with particularity," as required by law. Furthermore, he said, Philco had listed a number of network practices—option time, must buy, etc.—terming them "monopolistic." Such practices, he said, are properly being considered by the Commission in separate rule-making proceedings.

Basically, Segal said, Justice Dept. has concluded that forfeiture of the Philadelphia stations is not in the public interest, hence there's no need for FCC to go further. He also noted that if the Commission were to go into all the allegations made by Philco—including "patent misuse," etc.—the hearing would be endless.

Weaver asserted that the Justice Dept., NBC consent decree specifically stated that no conclusions had been drawn as to whether RCA & NBC were guilty of any monopolistic activity and that it was FCC's duty to draw such conclusions in order to determine whether NBC is a fit licensee. FCC Chmn. Doerfer asked Weaver how long such a hearing would take. Weaver first estimated 2-3 months, then 6 months, then concluded that FCC must look into the allegations even if the hearing "takes 20 years."

Comr. Ford asked Weaver whether NBC would have to forfeit all its licenses if Philco's charges were proved. "It's up to you," said Weaver. However, he added: "The bad character of NBC was evidenced more formidably in Philadelphia," referring to the charges that RCA-NBC had forced Westinghouse to turn the Philadelphia stations over to NBC in exchange for the latter's Cleveland stations.

Segal brought up the fact that Philco had once owned WRCV-TV (as WPTZ). It had an investment of \$38,000 in it, he said, then sold it to Westinghouse for \$8.5 million. "And Westinghouse," he said, "is bigger than RCA and Philco combined—a more serious competitor than RCA."

FCC counsel John Harrington asked that Philco's request be turned down. There was nothing new in its protest, he said, that hadn't been rejected previously by the Commission—particularly at the time NBC's purchase of

BACKGROUND NO. 5

FEDERAL GOVERNMENT SUPERVISION OF BROADCASTING—October 1959

LEGISLATIVE

THE SENATE

Supervisor	Jurisdiction	TV-radio task forces	Recent assignments
Committee on Interstate & Foreign Commerce Warren G. Magnuson (D-Wash.), Chmn.	"Interstate & foreign commerce generally." "Communications by telephone, telegraph, radio & television."	Subcommittee on Communications John O. Pastore (D-R.I.), Chmn.	Equal political broadcast time, CATV-booster regulation, FCC procedural reform
Committee on Judiciary James O. Eastland (D-Miss.), Chmn.	"Revision & codification of the statutes of the United States." "Protection of trade & commerce against unlawful restraints & monopolies."	Subcommittee on Administrative Practice & Procedure John A. Carroll (D-Colo.), Chmn. Subcommittee on Anti-Trust & Monopoly Legislation Estes Kefauver (D-Tenn.), Chmn.	Revision of Administrative Procedure Act governing FCC Sports anti-trust exemptions permitting TV game blackouts

HOUSE OF REPRESENTATIVES

Committee on Interstate & Foreign Commerce Oren Harris (D-Ark.), Chmn.	"Interstate & foreign commerce generally." "Regulation of interstate & foreign communications."	Subcommittee on Communications & Power Oren Harris (D-Ark.), Chmn. Subcommittee on Legislative Oversight Oren Harris (D-Ark.), Chmn.	Equal political broadcast time TV quiz shows
Committee on Judiciary Emanuel Celler (D-N.Y.), Chmn.	"Revision & codification of the statutes of the United States." "Protection of trade & commerce against unlawful restraints & monopolies."	Subcommittee on Anti-Trust Emanuel Celler (D-N.Y.), Chmn.	Sports anti-trust exemptions permitting TV game blackouts
Select Committee on Small Business Wright Patman (D-Tex.), Chmn.	"Studies & investigates problems of small business."	Subcommittee on Advertising Charles H. Brown (D-Mo.), Chmn.	TV time-selling practices

ADMINISTRATIVE*

Department of Justice William P. Rogers, Attorney General	Enforcement of laws, including Communications Act, anti-trust statutes, laws governing lotteries, obscenity, etc.	_____	RCA-NBC Philadelphia anti-trust consent decree, network option time, FCC TV "influence" cases, political equal time
Federal Communications Commission John C. Doerfer, Chmn.	"For the purpose of regulating interstate & foreign commerce in communication by wire & radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide and world-wide wire & radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire & radio communication . . ."	Many	Continuous surveillance of TV, radio & wire communications
Federal Trade Commission Earl W. Kintner, Chmn.	"Unfair methods of competition." "Unfair or deceptive acts or practices."	TV-radio advertising monitoring unit Charles A. Sweeny, Legal Adviser	Variety of complaints involving broadcast commercials
Interdepartment Radio Advisory Committee William E. Plummer, Chmn.	Allocation of radio spectrum among gov't. radio users, in association with Office of Civil & Defense Administration (F. C. Alexander, deputy asst. dir. for telecommunications).	_____	Review of gov't. long-range spectrum needs, in light of FCC's request for more whf TV channels
Securities & Exchange Commission Edward N. Gadsby, Chmn.	"Interests of the public & investors against malpractices in securities & financial markets."	_____	Cases involving former MBS officers

JUDICIAL

U.S. Court of Appeals for District of Columbia Judicial Circuit E. Barrett Prettyman, Chief Judge	Under Sec. 402 of Federal Communications Act, Court has original jurisdiction in appeals from FCC decisions & orders involving applications & licenses.	_____	Competitive TV cases, allocations rule-making
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* NOTE: Special interests of broadcasting business and/or related electronics industry also are affected occasionally, directly or indirectly, by policies & actions of such agencies as Internal Revenue Service, State Dept., Labor Dept., Defense Dept., Office of Civil & Defense Mobilization, Federal Aviation Agency, Commerce Dept. (Business & Defense Services Administration, Bureau of Standards, Patent Office), Dept. of Health, Education & Welfare, National Aeronautics & Space Administration, U.S. Information Agency, etc.

WNBC Hartford was approved. He said that Philco offered nothing to show that the public would be hurt by a renewal of NBC's licenses. He cited Congressional reports to the effect that networks have made the major contribution to TV's development and he concluded that networks should not be divested of o&o stations, because they need the revenues to maintain a high level of programming.

Comrs. Doerfer & Bartley, by their questions, showed that they're poles apart in their views of monopoly. Said Doerfer: "You don't know you've violated the anti-trust laws until the Supreme Court says so." He also wondered about the "finality" of anti-trust proceedings—whether the Govt. was justified in putting an organization on the grill repeatedly for the same alleged offense, through the Justice Dept., FCC, FTC, etc. Bartley made it clear he believes that a person knows when he violates the anti-trust laws.

Two unusual translator grants were given to the U. of Utah by FCC last week. The stations, to operate on Ch. 71 & 74, will be used primarily to originate on-campus programs with an occasional simulcast of the university's educational KUED (Ch. 7). In order to grant the stations, the FCC had to waive 2 sections of the rule—one which defines a translator station and the other which sets forth the public-service aspects of a translator. The grants are subject to specific conditions which contain rigid engineering standards confining the stations' coverage to a clearly defined area.

Chronic shortage of engineers has prompted FCC to issue a public notice requesting qualified persons to apply for jobs with the Commission. Because its force of 300 engineers is inadequate, it's eager to hire young people who want govt. careers. College seniors and engineering graduates, in addition to those with working experience, are urged to apply. The positions pay \$4,490 to \$5,880 a year, are open in Washington and in field offices. Applicants are urged to write to the executive secretary, Board of Civil Service Examiners, FCC, Washington 25, D.C.

Permission to move transmitter of WEAR-TV (Ch. 3) Pensacola 7 miles from its present site was granted by FCC last week. The Commission waived minimum co-channel separation rules to make the grant, which will not become effective until WLBT (Ch. 3) Jackson, Miss. begins operation from its new location 12 miles SW of Jackson.

FCC turned down 2 rule-making proposals last week: A request by the Joint Council on Educational TV to change the educational reservation in Wausau, Wis. from Ch. 46 to Ch. 9 and a petition by Wrather-Alvarez Bestg. Inc., former permittee of KYAT (Ch. 13) Yuma, to switch that channel from Yuma to El Centro, Cal.

Telecaster Sarkes Tarzian's application for Ch. 13 in Bowling Green, Ky. was denied last week by FCC which reversed examiner Millard F. French's initial decision of Sept. 8, 1958 (Vol. 14:37). Winner was George A. Brown Jr., Ky. sales head of General Shoe Corp.'s Fortune div. Chmn. Doerfer dissented.

Complaint to FCC by WSAZ-TV (Ch. 3) Huntington, W. Va. of excessive charges for use of AT&T's program-transmission channels between Huntington & Columbus, O. was designated last week for hearing. The complaint alleged that AT&T was charging more than specified in applicable tariffs.

Allocations changes: FCC last week switched the educational reservation in Muncie, Ind. from Ch. 71 to Ch. 55 at the behest of Bell State Teachers College.

Networks

Executive Shifts: Two network v.p.'s moved into newly created executive jobs last week, and a former NBC program v.p. took over one of the top TV-radio posts among leading ad agencies:

At CBS: Sig Mickelson, who's been v.p. & gen. mgr. of CBS News since TV-radio news & public affairs functions were combined in 1954, was named to the new post of pres. of CBS News. Thus, CBS News now exists as a full-fledged division of CBS, and Mickelson holds a rank (although junior in seniority) equivalent to other division heads such as Lou Cowan (pres., CBS-TV div.), Arthur Hull Hayes (pres., CBS radio div.) and Merle Jones (pres., CBS Stations div.). CBS News now provides about one out of every 6 programming hours on the TV network, nearly one out of 3 hours on CBS radio, and supplies CBS newsfilm service to stations in all major U.S. markets & 21 foreign countries. (The newsfilm service, which was 6 years old in Sept., is now seen in 3 of every 4 TV homes in the world, mgr. John M. Cooper reported last week—an audience estimated at 115 million viewers in 74.6% of the world's television homes.)

At ABC: A new subsidiary of ABC-TV, ABC International div., was created last week to handle what AB-PT pres. Leonard H. Goldenson called "increasing expansion of our network & station activities in foreign countries." Appointed to head the network offshoot is Donald W. Coyle, ABC-TV v.p. & gen. sales mgr., who joined ABC in 1950 as a research writer. ABC now has foreign investments in Televisora de Costa Rica and in the News Ltd. of Australia (NWS-TV Adelaide), and plans investment in other areas. Ultimately, said Goldenson in announcing Coyle's appointment, ABC hopes to have "an ABC international network, programmed at first via tape & film but in the not-too-distant future perhaps by direct live transmission relayed from satellites." (For other news of space-age TV, see story page 10.)

At Young & Rubicam: to fill the v.p. & TV-radio dir. post vacated late last month by Peter G. Levathes (who became pres. of 20th Century-Fox TV Productions—Vol. 15:39), Y&R picked Mort Werner, at one time national program v.p. at NBC-TV and a prime mover in the creation of NBC's "magazine concept" participation shows such as *Today* and *Jack Paar Show*. Werner, recently a v.p. of Kaiser Industries, has been in TV-radio production since 1932.

Dismissal of indictment against ex-MBS pres. Alexander L. Guterma, accused of violating the Foreign Agents Registration Act in a \$750,000 broadcast-propaganda deal with the Dominican Republic (Vol. 15:36-37), is sought on grounds that the law didn't apply to him. Filing a formal motion in Washington's U.S. District Court for dropping of the charges, Guterma's Washington counsel William Wolf Jr. asserted that Radio News Service Corp., which was set up as an MBS subsidiary to handle Dominican news, was a news service exempt from terms of the law. Wolf also challenged constitutionality of the law. At the same time, Wolf submitted a copy of the MBS-Dominican contract which obligated Mutual to transmit Dominican releases over its facilities to affiliated stations. It included provisos that Radio News Corp. wouldn't handle news reports which would be damaging to the Dominican Govt. or the U.S. After the Federal indictment against Guterma & 2 other former MBS officers was handed down, the Dominican Republic sued to recover the \$750,000, complaining that the contract wasn't fulfilled.

Network Television Billings

August 1959 and January-August 1959

(For July report, see TELEVISION DIGEST, Vol. 15:36)

August Also Ahead: Network TV gross time billings continued upward by totaling more than \$46.7 million in Aug., up 12.6% over the \$41.5 million business of Aug. 1958. Cumulative billings for Jan.-Aug. rose strongly to more than \$403 million, running 10.2% ahead of the approximate \$366 million pace of the year-ago period. CBS paced all networks in dollar volume, with Aug. billings of more than \$21 million, cumulative billings topping \$174 million. The biggest percentage gains were racked up by ABC, which increased 18.5% in Aug.-over-Aug. business and 18.9% in year-to-date comparisons.

NETWORK TELEVISION

	Aug. 1959	Aug. 1958	% change	Jan.-Aug. 1959	Jan.-Aug. 1958	% change
ABC	\$ 8,205,520	\$ 6,923,735	+18.5	\$ 78,019,506	\$ 65,625,091	+18.9
CBS	21,238,979	19,383,736	+ 9.6	174,364,245	161,764,077	+ 7.8
NBC	17,298,527	15,202,021	+13.8	150,662,789	138,310,282	+ 8.9
Total ..	\$46,743,026	\$41,509,492	+12.6	\$403,046,540	\$365,699,450	+10.2

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	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,377,719	17,883,111	47,652,300
August	8,205,520	21,238,520	17,298,527	46,743,026

Note: Figures revised as of Sept. 29, 1959. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net-dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time network rates or before frequency or cash discounts.

'Quick Niensens' for Nets: Need for rapid measurement of competitive program strength this season has caused an interesting paradox with regard to the TV networks and researcher A. C. Nielsen. Although all 3 notified Nielsen earlier this year that they were cancelling their contracts (in protest over a proposed Nielsen rate hike) effective next season, the networks last week signed with Nielsen for the firm's speeded-up, 24-market reports of program ratings in the fully competitive (3-network) markets.

Nielsen will now issue fifty 24-market reports a year, each to be mailed 6 days after the last telecast of the rating period. Although the reports are not a national measurement (only 40% of the nation's TV homes are in the 24 areas), they will indicate competitive viewing trends, the effects of changes in format, and a clue to network strength that will later be reflected in national measurements.

Further postponement of MBS reorganization under the Bankruptcy Act took place in N.Y. Oct. 6. Referee Asa Herzog set Oct. 14 as the date when the validity of N.Y.C.'s \$300,000 tax claim against Mutual will be heard & decided upon by him instead of by the city's tax tribunal.

CBS radio network will show a profit in 4th-quarter 1959 and "could make money in 1960," CBS Radio pres. Arthur Hull Hayes has assured affiliates.

NETWORK SALES ACTIVITY

NBC-TV

Troubleshooters, alt.-wk. sponsorship, Fri., 8-8:30 p.m.
H-A Hair Arranger (Boyer's Adv.)
 "Time: Present—Chet Huntley Reporting," Sun., 5:30-6 p.m. 26-wk. order, full sponsorship.
Kemper Insurance (John W. Shaw)

Stations

New Spot Yardstick: Network activities in the station rep field may have been dealt a blow last week (see page 1), but they were still moving forward. After several months of study & preparation, CBS-TV Spot Sales sent us a copy of a new research report titled "Cume-Finder," designed to show clients & agencies the cumulative audience effects of spot TV.

The study is basically a series of charts covering daytime & nighttime spot schedules ranging in frequency from 2 to 8 spots weekly, in campaigns that vary from 15 to 75 top markets. Unduplicated TV home audiences are shown on both a weekly and 4-wk. basis, using Nielsen figures in the projections.

Some sample figures: In a 15-city campaign, a schedule of 4 nighttime announcements, at a weekly cost of \$39,040, will reach 14,112,600 homes in a week and 20,585,700 in the course of a month out of a 15-city TV home total of 22,873,000 units, with a weekly average frequency of 1.5 exposures and a monthly rate of 4.2 exposures. In a 45-city campaign, 6 nighttime announcements weekly (\$99,900) will reach 25,291,500 homes in 7 days, 33,011,700 in a month out of a total of 34,933,000. Average frequency on a weekly basis: 2.0. On a monthly basis, 6.0.

In daytime TV, a saturation schedule of 36 spot announcements weekly in the top 30 markets (\$80,278) will reach 19,045,600 homes in a week, 25,854,000 in a month with a weekly average frequency of 4.3 exposures and 12.5 in the course of a month.

Statistics for "Cume-Finder" come from several sources, and were compiled under the direction of CBS-TV spot sales research mgr. Robert Schneider. Costs are from Standard Rate & Data Service, based on the CBS-TV station (o&o or affiliates) in each market. Daytime costs are based on 20-sec. announcements after applicable volume discounts. Prime-time costs were based on each station's highest 20-sec. rate before discounts.

RCA has shipped a pylon antenna to WFAM-TV (Ch. 18) Lafayette, Ind., which is being revived this fall by Sarkes Tarzian; a used pylon to KNDO (Ch. 23) Yakima, Wash., planning an Oct. start; slotted antenna to KPEC-TV (Ch. 56, educational) Tacoma, Wash., planning fall debut; 5-kw used DuMont transmitter to KXGO-TV (Ch. 11) Fargo, N.D., also due to start this fall; TV tape recorder to WISN-TV Milwaukee (its 2nd unit); 2 TV tape recorders to WBAL-TV Baltimore.

WRCA-TV N.Y. Jan.-Sept. sales climbed 17% over the same period of 1958, putting the station in line for "its most profitable year in history," NBC v.p. William Davidson said last week. The station is near a sell-out on prime-time 10-sec. TV spots, and has a waiting list for 20-sec. prime availabilities, said Davidson. Last week *13th Hour Drama* was tacked on the tail end of WRCA's nightly schedule (Vol. 15:40) to open up additional spots.

First major 30-sec.-spot campaign booked through Peters, Griffin, Woodward station rep has been bought by Phillips Petroleum Co. on WTVJ Miami. Phillips' order is for five 30-sec. spots weekly for a full year. The rate was computed as 150% of the station's AA 20-sec. charge. PGW has been instrumental in promoting usage of the 30-sec. rate (Vol. 15:18).

Single application for a new TV station filed with the FCC last week was for Ch. 34, Salina, Kan. by the owners of KAWL, York, Neb. Total pending is now 107 (14 uhf).

Broadcasters' labor problems should be eased by provisions of the new Federal Labor Law (Vol. 15:37) which gives authority to NLRB regional directors—instead of the board itself—for decisions in union representation cases, says NAB labor specialist Charles H. Tower. Responding to an NLRB request for Comments on the new legislation, Tower sent a 4-page analysis of its terms to board chmn. Boyd Leedom. He warned that interpretations of the law may bring "confusion," but said "the objective of the change in [representation] procedure is laudable." Tower foresaw "more expeditious handling" of claims by unions to speak for station employes.

Broadcasting education in the country's universities is "inadequate" and 10 yrs. behind the real size of the TV-radio industry, said Warren Boorum, v.p. & dir. of member service of RAB last week in address before the Hartford, Conn. ad club. Boorum, appealing to admen to "take whatever steps necessary to modernize the broadcasting curriculum in schools," added that "most TV-radio courses stress programming & production factors in broadcasting but ignore the industry's important business aspects."

Complete control of WBIR-TV (Ch. 10) & WBIR Knoxville, Tenn. is being acquired for \$2,100,000 by 30% owner Taft Bcstg. Co., it was announced last week. Taft Bcstg.—licensee of WKRC-TV (Ch. 12) & WKRC Cincinnati, WTVN-TV (Ch. 6) & WTVN Columbus, WBRC-TV (Ch. 6) & WBRC Birmingham—is buying the other 70% held by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe and pres. & gen. mgr. John P. Hart.

WABC-TV tried to put unfavorable criticism to work for it in promoting the new *Everything Goes* series last week, after the late-night panel show was unmercifully panned by N.Y. TV critics. The ABC-TV flagship placed a unique ad in *The New York Times* and *Variety* quoting sour notices of columnists Jack O'Brian and Nick Kenny in the form of "an open letter to TV viewers." The ad promised that "the program has undergone development changes," and asked viewers to try the show again.

KOVR Stockton, Cal., is not for sale, 20th-Fox was told last week after initiating conversations aimed at buying the Gannett station. Glover DeLaney, managing director of the Gannett broadcast group, told us Gannett isn't interested in selling the station, and the talks have stopped. He acquired KOVR last year from Hoffman Electronics.

Largest installation of silicon-controlled rectifiers for light dimming is in ABC-TV's new N. Y. studio, used for first time this month. The studio's lighting uses GE silicon-controlled rectifiers to control 570 circuits.

WBKB-Chicago is building its largest (60 by 34 ft.) & most elaborate TV set—a plush apartment which will be the scene of *Playboy's Penthouse* (Vol. 15:35), the magazine program which debuts Oct. 24.

Elaborate brochure explaining video-tape recording—and why advertisers should have their tapes made at WBBM-TV—is being distributed by the CBS Chicago station. Title: *Video Tape Recording*.

Waiver of rules for WAVY-TV (Ch. 10) Norfolk-Portsmouth, Va. was granted by FCC last week, permitting the station to identify itself also with Newport News.

WPBN-TV Traverse City & WTOM-TV Cheboygan, both Mich., have appointed Venard, Rintoul & McConnell Inc. as their national rep, effective immediately.

Assn. of Maximum Service Telecasters (MST) directors hold fall meeting Nov. 10 in Washington's Mayflower.

Foreign

BARTELL'S OVERSEAS TV: The Bartell Family Radio Group has invested in 3 Caribbean-area TV stations currently under construction: Tele-Aruba, Ch. 7, Oranjestad; Tele-Curacao, Ch. 5, Willemstad and Tele-Haiti, Ch. 5, Port-au-Prince. The first 2 scheduled to begin operations by Mar. 1960, are a joint venture of Bartell and the Netherlands Antilles government, the former investing \$350,000 for controlling interest. Silent partners are representatives of the NA govt., which supplied the station group with construction franchises, Bartell group pres. Gerald Bartell told us last week. There are only 1,500 TV sets in the Dutch West Indies, but there is plenty of growth potential, said Bartell.

Tele-Haiti will be Haiti's first TV station and will be operated by Bartell under a 10-yr. grant from the Haitian government. Bartell investment there totals \$175,000. Target date for Tele-Haiti is Nov. 29. Present TV set ownership in Haiti, one of the least wealthy Caribbean areas, is non-existent, but its improving economy & 3.5 million population make it potentially worthwhile, Bartell said.

Programming for the 3 stations will be "cultural and educational" as well as entertaining. Last week Bartell named Boris Frank, former TV producer for Gotham Recording Corp., program dir., Caribbean area. HQ: Curacao.

Bartell is also planning to import European programming (film) for the new TV outlets, and is leaving Oct. 12 for a program-buying trip to Paris (to negotiate for French programming for Haiti) and to Amsterdam (for Dutch-language shows for Curacao & Aruba). English & American films will be used on all 3 stations. The Bartell group owns 6 radio stations in the U.S.

More about

WORLD TV GROWTH: This table of world TV stations & sets-in-use as of Aug. 1, 1959 is based on the new Foreign TV Directory, a feature of the 1959 Fall-Winter TELEVISION FACTBOOK (see p. 4). It has been updated on the basis of survey results received too late for inclusion in the FACTBOOK.

Country	Stations	Sets	Country	Stations	Sets
Algeria	2	28,000	Lebanon	2	1,500
Argentina	1	400,000	Luxembourg ..	1	4,000
Australia	9	618,000	Malta ⁹	—	4,000
Austria	15	88,200	Mexico	18	600,000
Belgium	5	350,000	Monaco	1	11,000
Bermuda	1	8,000	Netherlands ..	6	500,000
Brazil	9	850,000	Nicaragua	1	5,000
Bulgaria	1	500	Nigeria	1	1,000
Canada	62	5,534,000	Norway	1	2,500
Chile	1	— ¹	Panama ⁴	—	8,000
China			Peru	3	27,500
(Mainland)	3	5,000	Philippines ...	2	25,000
Colombia	6	150,000	Poland	5	138,000
Cuba	26	365,000	Portugal	5	35,000
Curacao	—	2,000	Rumania	2	20,000
Cyprus	1	3,000	Saudi Arabia..	1	2,500
Czechoslovakia ..	6	450,000	Spain	3	130,000
Denmark	7	300,000	Sweden	17	450,000
Dominican Rep. ..	4	13,000	Switzerland ..	12	67,882
El Salvador	2	15,000	Thailand	2	40,000
Finland	6	21,000	Turkey	1	1,000
France	45	1,300,000	United K'dom ..	30	10,000,000
E. Germany	10	425,000	Uruguay	1	15,000
W. Germany	164 ⁷	2,900,000	USSR	106	3,000,000
Guatemala	2	20,000	Venezuela	9	200,000
Hong Kong ³	1	3,000	Yugoslavia	5	12,000
Hungary	3	30,000			
Iran	1	12,000	FOREIGN		
Iraq	1	9,000	TOTAL ..	1010	33,725,582
Ireland ²	—	70,000	U. S.	554	51,500,000
Italy	313 ⁵	1,500,000	U. S. Military ..	34	— ¹
Japan	67	2,949,000	GRAND		
Korea	1	6,000	TOTAL ..	1598	85,225,582

¹ Sets-in-use estimate unavailable.

² Viewers tune to British stations.

³ Closed-circuit cable system.

⁴ Viewers tune to Armed Forces stations.

⁵ Includes 288 satellite stations.

⁶ Viewers tune to Italian stations.

⁷ Includes 128 satellite stations.

Programming

TV, SPACE & THE MOON: Commercial possibilities of space satellites—for relaying worldwide TV, telephone, etc.—may be even more significant than their military potential. This was indicated last week by Deputy Chief Signal Officer Brig. Gen. Earle F. Cook in address to Radio & TV Executives Society in N.Y.

Undoubtedly referring to Bell Labs' research project on TV-telephone space relays (Vol. 15:40), Gen. Cook told his broadcasting audience: "Satellites will ultimately provide a reliable & efficient means of spanning the oceans & polar regions, of providing truly global communications—for military, but more particularly commercial, purposes." The world stands "on the threshold of a vast new era in communications," he said, adding:

"Although initially of considerable expense, the regular transmission of transcontinental video programs—and even trans-world video programs—would soon absorb the cost of launching an active communications satellite. The magnitude of commercial possibilities of such a privately-owned satellite relay staggers the imagination of even those of us who daily work with outer-space devices."

* * *

While Gen. Cook was discussing the role of space research in the future of TV, the N.Y. convention of the SMPTE was taking a look at the role of TV in future space research.

All components for a TV system for taking pictures on the moon and relaying them to earth already have been developed, S. W. Spaulding of RCA's astro-electronics products div. told the convention. He pictured a system which could take still pictures of the moon both from a satellite & from the moon's surface itself. Principal features of the system:

A single picture could give better than 50-ft. resolution—meaning that, using a 500-line system, a picture could cover about a 5-mile square surface of the moon. The transistorized vidicon camera would weigh 6 lb., feeding slow-scan pictures to a tape recorder which would operate at 60 in. per sec. for recording, 2 in. per sec. for playback, and weighing 12½ lb. The transmitter would use a commercially-available exciter unit weighing 1 lb., and an available intermediate power amplifier (1½ lb.) in the 240-mc frequency range. To deliver a signal 2-kc wide, the transmitter power into the crossed dipole antennas should be about 600 watts.

The receiving station on earth would have a 60-ft. parabolic antenna. To send one single still picture to the earth with 500-line resolution would require one minute because of the narrow bandwidth; a 200-line picture could be sent in about 10 seconds.

Other RCA scientists described a new space camera being developed at the astro-electronic products div., in which all elements of camera & electrostatic tape recorder to store its pictures are built into a single vacuum tube.

— ■ —

AP has introduced a new format for its 5-min. news summaries by introducing each news item with a conversational capsule. (Sample: "There's news of more trouble on the labor front tonight.") Station news editors polled on the change last week by AP radio editor John Aspinwall approved it overwhelmingly—567 out of 743 respondents. The capsule "lead-ins" will be continued, Aspinwall says, for optional use as stations desire. Approving editors indicated that the capsule headings provide good transitions.

HOW NEW SHOWS WILL DO: Established TV shows will have to look to their rating laurels this season, for more of the season's newcomers will succeed than did new shows last year. One effect of this will be to make network rivalry tighter, with ABC-TV emerging with real rating strength, and the other 2 webs facing a tight race. That's the prediction of N. W. Ayer & Son's uncannily successful analyst, James H. Cornell, in a special report due this week in *Television*, monthly trade magazine.

Cornell, whose slide-rule predictions of advance Nielsen ratings used to give program executives some uneasy moments when he was an executive of NBC-TV's research dept., has picked some interesting potential winners in his latest study. Here are some of his predictions:

Riverboat will get a 38.5 average share of audience in the Nov.-Dec. 1959 period against lower shares on ABC & CBS. *The Rebel* will get ahead of *Dinah Shore* with a share of 36.0 as against 27.0. The much-touted *Ford Startime* specials will do only moderately well with a 35.0 share against mysteries, Westerns and comedies on ABC & CBS. Veteran *77 Sunset Strip* will outpoint the Fri.-night specials on NBC-TV and edge out *Desilu Playhouse* on CBS-TV with respective scores of 34.0, 26.0 and 32.0. *The Deputy* will draw a 41.0 share against a 26.0 for *Mr. Lucky*, another newcomer, and a not-so-hot 26.0 for *Lawrence Welk* on Sat. Another strong newcomer will be Rod Serling's *Twilight Zone*, which should show up in Nov.-Dec. national ratings with a 38.0 share—4 points ahead of *The Detectives* on ABC and 18 points ahead of boxing bouts on NBC.

Of the 39 new shows being launched this season, Cornell looks for 25 to receive shares "higher than the programs they replaced," and only 7 to get less than a 25.0 share—a figure he regards as "the danger point."

What gives Cornell's predictions significance is his past record as a TV handicapper. Despite all the imponderables involved, Cornell last fall predicted 50 out of 100 show ratings with an accuracy range of 3 points; over 2/3 within a 5-point range. Statistically, an error of a point or two is meaningless, which makes Cornell's guesswork impressive indeed.

Many factors enter into Cornell's judgments. A few: He sees almost all the pilots of each new season. He classifies each as to idea, stars, novelty, theme, production and writing values. He analyzes scheduling, audience appeal, program competition, composition of audience.

The focus of Cornell's study is on the so-called "competitive markets" (where all 3 networks have o&o's or affiliates), and on "share" rather than "rating," since sets-in-use figures vary with the hour and a high-share program late at night may, of course, have a smaller audience than a low-share program aired at an earlier hour.

* * *

In contrast to the above views, most Hollywood TV executives we've checked seem to view the new season as generally unimpressive. They feel that on the whole the new entries have failed to provide any spark or excitement, largely because they are imitative, offering little that is fresh or original. They predict that the best film ratings will be drawn by such holdovers as *Gunsmoke*, *77 Sunset Strip*, *Peter Gunn*, *Maverick* and *Rifleman*. The consensus is that the best new potentials are *Goldie*, *Dobie Gillis* and *Bourbon Street Beat*. Result: There's more behind-the-scenes preparation of replacements than ever.

Oscarcast Turned Down by UI: A surprising rejection of movie industry sponsorship of the annual Academy Awards telecast by Universal-International makes a return to commercial sponsorship a definite possibility.

Ben Kahane, Academy of Motion Picture Arts & Sciences pres., who said he was sure the industry would again sponsor the event (Vol. 15:40), told us last week that as a result of the unexpected UI action, "It doesn't look as good." "UI pres. Milton Rackmil has been talked to and he said no. It surprised & disappointed me," added Kahane.

While UI has given no reason for its action, it's no secret in Hollywood that the studio's movie grosses have declined. In fact, UI doesn't even own its studios anymore, having sold them last Dec. to MCA.

In view of the rejection, the Motion Picture Assn. of America producers will meet in N.Y. this week (Oct. 13) to reach a decision on the sponsoring of the awards show. "After that meeting, the Academy will make its decision. We must let NBC know, because if the MPAA isn't to sponsor, the network needs time to sell the Oscar show for commercial sponsorship," Kahane said.

Adoption of Canon 35 by the Okla. Supreme Court, prohibiting TV-radio newsmen from covering court proceedings with camera & mike, was protested last week by NAB pres. Harold E. Fellows and NAB freedom of information committee chmn. Robert D. Swezey. The ruling does not apply to the Okla. Criminal Court of Appeals, highest appellate body for criminal cases in the state, which in 1958 ruled that there is no basis for distinction among the various types of news media. In separate telegrams to Chief Justice Denver N. Davison, Fellows & Swezey urged reconsideration of the ban. Fellows said that "the experiences with broadcast coverage in your state clearly disprove the basic premises cited in your adoption of Canon 35." Noting that Canon 35 was adopted on the recommendation of the State Bar Assn., Swezey said that "such a decision is untimely in view of the study which has been initiated by the American Bar Assn. to determine whether Canon 35 should be amended in the light of the actual effect of broadcast coverage."

Ideal network schedule would include only 4 Westerns, bring back variety and stand-up comics and be heavily spotted with prime-time public-affairs programs, decided a panel of TV executives in N.Y. at the Academy of TV Arts & Sciences forum Oct. 5. Selecting the programs from 500 shows presented in prime time since 1950, were William F. Craig, v.p. for TV-radio programming, Grey Adv.; Michael Dann, CBS-TV v.p., network programs, N.Y.; Rod Erickson, v.p. for TV sales, Warner Bros.; Merrill Panitt, editor, TV Guide & editorial dir., TELEVISION DIGEST; Richard Pinkham, senior TV-radio v.p., Ted Bates & Co. The programs included *Victory At Sea*, *Arthur Godfrey's Talent Scouts*, *You Are There*, Milton Berle's *Texaco Star Theatre*, *Lincoln Presents Leonard Bernstein*, *Phil Silvers Show*, *Your Show of Shows*, *Omnibus*—most no longer on.

Short sponsor-life of network TV shows is the point of a *Sponsor* study which finds that only 34% of the 53 regularly scheduled newcomers in 1958-59 continued under 1959-60 sponsorship. Most tenacious at holding sponsors were Westerns & drama shows—7 out of 10 of the former and 2 out of 3 of the latter continuing. The poorest showing was racked up by the adventure category, with all 4 of its 1958-59 newcomers losing their sponsors. Other tenacity rates: suspense-crime programs, 3 out of 13; situation comedy & variety, each with 2 out of 8; panel-audience participation shows, 2 out of 7.

Auxiliary Services

Financially successful was TelePrompter's all-day, 6-city simulcast last week (Vol. 15:30) to help the Govt. sell \$2.8 million worth of surplus material cached at 3 widely separated military posts. The closed-circuit TV auction helped the Govt. realize 17% of the cost of the goods against a hoped for 10% return, TelePrompter said. The telecast—which cost \$81,000—enabled prospective buyers in N.Y., Boston, Philadelphia, Columbus, Chicago, and St. Louis to see (via 26 x 36-ft. projection screens) and bid on surplus goods in Philadelphia, Granite City, Ill., and Shelby, O. Last week also saw Theatre Network TV Inc.'s 20,000-mile closed-circuit broadcast to 50,000 people in 102 locations in the U.S. & Canada. It was put on for IBM, to introduce new data-processing gear to customers.

Paramount's International Telemeter and Jerrold Electronics have signed an agreement whereby Jerrold will engineer, manufacture and install distribution equipment for Telemeter closed-circuit pay TV. Jerrold has designed & is supervising construction of outside equipment for Telemeter's West Toronto, Canada, project, working jointly with Trans-Canada Telemeter and the Canadian Bell Telephone Co. Jerrold's participation in the Canadian pay-TV project was first reported here last June (Vol. 15:26).

Add closed-circuit uses: (1) Bronx (N.Y.) Veterans Administration Hospital uses Du Mont equipment to keep constant watch on the condition of patients during cancer radiation treatments. (2) Suffolk County (N.Y.) Air Force Base now uses GE closed-circuit cameras & 24-in. monitors to speed weather maps and conduct weather briefing to pilots all over the base simultaneously. (3) Wright Air Development Center, Dayton, uses a TV camera mounted on the outside of one of the turboprops of a C-133 cargo test plane to relay pictures of ice forming in the engine.

Texan Translator & TV Network Inc., the San Antonio company which began manufacture of uhf translators early this year and had planned to string a series of translators into a network from El Paso to Uvalde (Vol. 15:9), has sold its assets & business to Electron Corp., Richardson, Texas, for \$17,083. Electron, a manufacturer of closed-circuit equipment, announced it is assuming no liabilities or obligations of Texan Translator.

Combination TV system & torpedo-retrieving device will be designed & developed by Vitro Labs, Silver Spring, Md. under a \$140,000 Navy contract. The self-propelled unit, monitored by an operator on a surface vessel, will be guided to torpedoes which it will grasp by claws. It has an operating radius of 1,000 ft. in shallow water, 650 ft. at maximum depth.

Video-taped Japanese-language instruction is being offered weekly by the U. of Texas to interested students & Austin residents. The instruction is presented in classrooms via closed-circuit TV from tapes produced for a language-teachers' institute. Drills follow TV lessons.

Translator Grants: Ch. 70, Durango, Colo., to Durango TV translator; Ch. 70, Prescott, Ariz., to Tele-Video U. H. F. Bcstrs.

"It took the telephone industry 87 years to achieve a circulation of 44 million homes; the radio industry, 32 years; and TV, only 13 years."—*Sales Management*.

New magazine for long-distance reception enthusiasts, *Journal of TV & FM DX*, is scheduled to begin publication next Jan. Editor-publisher: Robert B. Cooper, Modesto, Cal.

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Personals: Henry W. Levinson named sales development mgr., ABC-TV . . . Lester Dinoff, ex-radio WMGM N. Y., appointed PR & publicity dir., WABC-TV N.Y.; Amram Nowak named asst. program dir. . . . Leonard Gumley, ex-CBS studio mgr., appointed N.Y. operations dir., WNTA-TV Newark-N.Y., succeeding Bob Brunton, who is joining CBS . . . Edward A. Warren named program mgr., WGN-TV Chicago, succeeding Alexander C. Field Jr., appointed to new post of dept. of public affairs mgr., TV & radio . . . Ernest E. Stern, ex-ABC-TV Western div. adv., promotion & publicity dir., named press information dir., CBS-TV Hollywood, replacing Robert Blake, now CBS-TV West Coast dir. of special projects. Stern is succeeded at ABC by Elliott W. Henry Jr., ABC Central div. dir. of adv., prom. & press inform., James M. Ascher replaces Henry.

Marcel Carter promoted from management planning & personnel controller to administration & finance v.p., CBC; R. C. Fraser from PR dir. to corporate affairs v.p.; J. P. Gilmore from operations controller to engineering & operations v.p.; Charles Jennings from bestg. controller to regional bestg. gen. mgr.; R. P. Landry from administration controller to asst. to the pres.; Marcel Ouimet from bestg. deputy controller to gen. mgr., network bestg.-French; H. G. Walker from dir. for Ontario & English networks to gen. mgr., network bestg.-English.

Edward D. Podolinsky named Weed TV's Chicago office sales mgr.; Fred L. Edwards appointed mgr., St. Louis office . . . George G. Lindsay, ex-Weed TV, named TvB central div. dir., headquartering in Chicago; Edward H. Armsby, ex-Ketchum, MacLeod and Grove, appointed sales promotion & presentations dir. . . . Walter B. Lake, mgr. of Daren McGavren Los Angeles office, named v.p. . . . Frank P. Fogarty, v.p.-gen. mgr. of WOW-TV Omaha, named chairman of NAB subcommittee to prepare manual on TV-radio news coverage techniques for Freedom of Information Committee headed by Robert D. Swezey of WDSU-TV New Orleans.

Donald H. McGannon, WBC pres., named to the Adv. Federation of America board . . . Carl A. Russell, ex-Ziv TV, named ITC regional sales mgr.

Dr. Frank Stanton, CBS pres., will receive a special citation from the Radio-TV News Directors Assn. at its convention Oct. 16 in New Orleans for his efforts toward bringing about the amendment of Sec. 315 . . . Deane R. White elected engineering v.p., Society of Motion Picture and Television Engineers; Ethan M. Stifle named financial v.p.; Garland C. Misener, sections v.p.; G. Carleton Hunt, treas. . . . Jack P. Blume, partner in Fly, Shuebruk, Blume

& Gaguine TV-radio law firm, recovering from mild heart attack, is expected to be in George Washington U. hospital, Washington 2 to 3 weeks.

Bill Palmer, ex-Price Waterhouse, appointed business mgr., KTLA Los Angeles, succeeding Stan Wainer, named Royal Industries (electronics firm) financial v.p. & secy. . . . David W. Gottlieb named gen. mgr., Lee TV-radio stations & newspapers (KGLO-TV & KGLO Mason City, Ia.; KHQA-TV Hannibal, Mo.; WMTV Madison, Wis.; 41% of WKBT La Crosse, Wis.; radio WTAD Quincy, Ill.) Lee HQ is also moving from Mason City to Davenport, Ia. . . . Thomas F. McCollum, sales promotion & merchandising dir., WXEX-TV & radio WLEE Petersburg-Richmond Va., named WXEX-TV operations mgr. . . . Joseph A. Finley and Hollis V. Johnston elected A. C. Nielsen v.p.'s . . . Gilles Loslier named TV dept. dir., Trans-Ocean Radio & TV Representatives Ltd., Montreal . . . Graeme Zimmer, national sales dir., Continental Bestg. reps, elected v.p. of Continental & parent company Rollins Bestg.

FCC Comr. Frederick W. Ford and Mary Margaret Mahony were married Oct. 11 at St. Mary's church, Alexandria, Va. (Vol. 15:40).

Two major TV-radio figures were cited last week by syndicated columnist George E. Sokolsky to counter Khrushchev's statements that the U.S. is led by "capitalists" with wealthy backgrounds, as contrasted with himself—grandson of a serf, son of a miner. After describing the modest backgrounds of the parents & ancestors of President Eisenhower and Vice President Nixon, Sokolsky offered 2 more examples, RCA chairman David Sarnoff and CBS legal counsel Samuel Rosenman: "Dave Sarnoff was born in Minsk, which must have given Khrushchev a bit of a surprise. He now heads the Radio Corp. of America and is one of our most constructive citizens. Also present [at N.Y. Gov. Harriman's house to meet the Soviet premier] was Judge Samuel I. Rosenman, who wrote most of President Roosevelt's speeches. Although Sam was born in San Antonio, Tex., his parents were Russian immigrants . . . This country still is made up of men & women who build their own careers out of simple but decent & usually religious backgrounds."

The Gen. Sarnoff Medal, to be awarded for outstanding achievements in electronics, has been created by the American Institute of Electrical Engineers, it was announced by pres. J. H. Foote at the society's 75th anniversary meeting.

Obituary

John E. Doane, 47, FCC rules & standards div. engineer, died Oct. 5 of a heart attack while attending the Federal Communications Bar Assn. outing at the Manor Country Club near Washington. He joined the FCC in 1940, served as an inspector, chief of the FM branch and engineering asst. to ex-Comr. Mack. During World War II, he was a Navy lieutenant. Surviving are his widow and a son.

Einar A. Brofos, 76, retired v.p. of ITT subsidiary International Standard Electric Corp., died Oct. 1 in Great Barrington, Mass. Broadcasting industry pioneer Brofos established the first complete Scandinavian radio station—at Oslo, Norway in 1922. He is survived by his wife, a son, and 2 daughters.

Paul Jonas, 62, NBC radio sports editor, died Oct. 7 in Chicago where he was supervising World Series coverage.

William Bishop, 41, actor, died Oct. 3 in Malibu, Cal., of cancer. He once starred in the TV series, *It's a Great Life*. He is survived by his widow, parents and a brother.

Advertising

More about

PRO-PRINT PRESENTATION: Magazines do a better job than TV in reaching the buying market for a total of 18 household product categories ranging from cake mix to automobiles. That's the Magazine Advertising Bureau claim in the new presentation unveiled recently in N.Y. for magazine admen (see page 3).

One example cited by MAB is that of dentifrice advertising. On TV, says the bureau, the average evening show costs the sponsor \$94,000 to reach 7.8 million household heads whose value as a dentifrice market is about \$8 million. Using magazines, says MAB, the same number of households can be reached—but a better grade in terms of income level—and delivering a \$9 million dentifrice market at a price slightly more than 1/2 of the total TV costs. (Dropped from MAB's calculations: young viewers, who may swell the audience figures for TV, but who don't represent a market in most cases except for low-price, fast-turnover items, in MAB's estimation.)

Another aspect of magazines vs. TV that's due to be promoted by MAB this year is the "mood" created by print media, which readers must pay for as against free TV. "Magazines create a mood, which produces a psychological climate (which in turn, makes the reader more receptive to the advertiser's messages," said Richard E. Deems, exec. v.p. of Hearst magazines, at the MAB meeting.

The MAB presentation is already rousing considerable interest, and some ire, in TV research circles. When we asked one network research dir. what he thought of the study, he replied: "Magazines may well have a valid point when they say they reach an audience with a higher education level than TV, since TV is virtually a mass medium. But the MAB study appears to be research designed to show up the best points of print media, particularly in comparing 'split-second exposure' of magazine ads, however slight, with the more intensive exposure of commercials in nighttime TV shows."

"Goodwill" commercials on TV & radio by advertisers for legitimate purposes of public service or education are deductible from income taxes as business expenses, the Internal Revenue Service says in proposed new regulations. The proposed revision, clarifying 1956 IRS rules on institutional ads in all media, makes it plain, however, that firms which lobby for special legislation or engage in partisan politics in their advertising won't be able to deduct that expense. Comments on the proposals are due by Oct. 19.

"World-Image" Needed: There's going to be "an explosion upward in the world economy," and the problem of world-wide advertising must be approached "with a method, not with a conclusion or a conviction," Sylvester L. (Pat) Weaver, chmn. of McCann-Erickson International told members of the Assn. of National Advertisers gathered for an international advertising workshop in N.Y. Oct. 8.

In another ANA talk, Minn. Mining & Mfg. exec. v.p. & marketing dir. Louis F. Weyand pointed out some of the situations in foreign TV that must be faced in advertising American products marketed abroad. In Italy, he said, there is a system of buying into one 20-min. commercial break per broadcast day, while in Sweden, as in many other countries, it is against the law to have commercials because of government control of broadcasting. In Finland, however, where 3-M sponsors Ziv's venerable *Cisco Kid*, Weyand's firm is allowed more commercial freedom than in the U.S. "In the commercial at the end," said Weyand, "the Cisco Kid runs in and says 'if you want to be like me, use Scotch Brand cellophane tape.'"

Newspapers' "image" is more favorable than that of TV-radio's, claims a year-long study recently completed in the Richmond, Va., area by the research dept. of Richmond Newspapers, Inc. The inquiry also found that TV & radio create generally the same public impression. Of 9 attributes checked, newspapers outscored TV & radio by wide margins in 7—"intelligence," "attractiveness," "credibility," "morality," "courage," "reliability," "equity." TV was front-runner in 2—"warmth" & "unprejudiced." Newspapers made their worst showing in the latter category, trailing both TV & radio. Other findings: 52% of respondents with grammar-school education said TV today is more interesting than it was a year ago; only 31% of college-educated respondents agreed. Newspapers got 71% of the votes for "most honest advertising," compared with 8% TV, 2% radio, 19% "no difference."

Newspapers will be replaced by TV as the leading medium for petroleum-product advertisers in 1959, predicted Norman E. Cash, TvB pres., last week to American Petroleum Institute meeting in Colorado Springs, Colo. His figures: Gasoline advertising in newspapers declined from \$32,257,000 in 1956 to \$28,613,000 in 1958, while in TV it jumped from \$20,228,000 to \$27,611,000, with the TV outlook in 1959 for over \$30 million. As one success example, Cash cited Chevron Supreme which, starting from scratch, climbed to high place among 19 gasoline brands in N.Y. with the aid of a cartoon spot campaign which got 33% more of Chevron's budget than any other ad medium.

People: Paul Smith, pres. of Calkins & Holden before its merger with Fletcher D. Richards, appointed supervisor & dir. of Fletcher Richards, Calkins & Holden creative activities, continuing as vice chmn. & plans board chmn. . . . Henry W. See elected BBDO v.p. . . . Donald M. Smith, ex-Kenyon & Eckhardt, appointed v.p. & special asst. to the pres., Donahue & Coe . . . Ernest Ricca named mgr., Doherty, Clifford, Steers & Shenfield Los Angeles office . . . Gilbert J. Supple named adv. dir., Shulton Inc., succeeding Walter P. Lantz, appointed mkt. research dir. . . . Edmund H. Rogers Jr., N. W. Ayer Hollywood, named v.p.

Horace Schwerin will address the Best. Adv. Club of Chicago Oct. 14 on "Why Has TV Research Become the Enemy of Sound Judgment?"

Obituary

Norman W. Levally, 54, Leo Burnett v.p., died Sept. 22.

Station Rate Increases

Station	Base Hour	Minute	Date
WRCV-TV Philadelphia	\$3200 to \$3700	\$825 to \$850 ¹	Sept. 15
KHJ-TV Los Angeles	1750 to 2000	400 to 500	Sept. 1
KCRA-TV Sacramento	1100 to 1200	275 to 300	Sept. 1
WISN-TV Milwaukee	1000 to 1200 ²	265 to 280	Aug. 15
WTOL-TV Toledo	900 to 1000	200 to 250	Sept. 1
WREC-TV Memphis	900 to 1000	200 to 240	July 1
WHEC-TV & WVET-TV Rochester	800 to 900	180 to 220	Oct. 1
WDBJ-TV Roanoke	600 to 700	140 to 190	Sept. 1
KMJ-TV Fresno	650 to 700	175 to 190	Sept. 1
WTVH Peoria	500 to 600	100 to 120	Aug. 1
KCRG-TV Cedar Rapids	500 to 550	90 to 120	Aug. 15

Note: WLUK-TV Green Bay, Wis. has replaced Aug. 1, 1959 rate card with card No. 5 dated Aug. 15 which cuts base hour from \$600 to \$500, with min. remaining \$120.

¹20 Sec. only. ²New Class AA (6:30-10 p.m. daily), Class A hour changing from \$1000 to \$800.

Film & Tape

SHYING AWAY FROM SYNDICATION: Some Hollywood producers have become increasingly wary of the syndication field. They prefer a network showcase—in which they usually get all or most of their production costs back, with the reruns representing profit.

Originally Ziv TV produced its telefilm series for syndication only. But a few years ago the pioneer company began aiming a number of entries each season at network showings. Four Star Films dabbled briefly in syndication, but pres. Dick Powell prefers his series on networks—and that's the emphasis at Four Star today. It produces not a single series for syndication. Revue, kingpin of Hollywood independents, puts the bulk of its production into network series.

Recently, Phil Krasne, California Studios pres., who, with his onetime partner Jack Gross, was one of the first producers in syndication, deserted it to gamble up to \$800,000 on 13 pilots aimed at the networks. When we asked Krasne why he was undertaking the most hazardous gamble in TV—pilot-making—rather than continuing to turn out syndication series, he had some quick answers:

"When we first got into the business of syndication, it was pleasant & profitable. But it has been getting more difficult & complex for the past 3 years. A producer with a good-budget show can almost never recoup his cost on the first run. Formerly we could do fairly well on reruns, but that business became rougher, primarily because the playing time we used to get is now taken by feature movies.

"Independent stations have stopped buying TV-film shows on speculation and then finding a sponsor. That's because many were stuck with unsold shows and they are now using a large part of their program budget on features. So getting money out of reruns in syndication is a hard sell. The market isn't gone, but it's become time-consuming & difficult. You're caught in a dilemma. Every sale is a project. You have to find a local sponsor for your show in each market—and the only way you can do that is to come up with a top quality show. The cost of quality, plus 35% off for cost of sale, makes it almost impossible to rack up enough gross to make a profit. You have to outguess the ever-changing sales market, and retool your sales technique constantly."

Krasne acknowledged that his pilot project is "highly speculative," but he sees no profit in syndication except with low-budgeted shows. "We used to wrap up \$500,000 in sales contracts on a series in a few weeks. Today in those same markets you have to find an ad agency that will let you try to convince the sponsor he should buy. It's not the same," he lamented. Syndication has become a buyers' market, and today's buyer pays less for film shows than he did 7 years ago, although production costs are up 50-100%.

If Krasne's pilot doesn't sell nationally, he intends to spot-book—i.e., find an important sponsor who can't use network because his product doesn't sell in all markets, but who will spend more than a million for the markets in which he is interested. Krasne pointed to *Death Valley Days* as an example of a series which is neither network nor syndication, but spot-booked, with one sponsor—U.S. Borax & Chemical Co.—paying the production costs. Samsonite Luggage is another sponsor of this type.

The producer has other safety valves for his 13 pilots should they remain unsold: to present them as a summer anthology series, or to produce 26 more for a 39-week series. He is aiming his first project, *Rogue for Hire*, for a year-end sale, the others for next year.

Have Had-it, Will Travel: There was producer turnover in Hollywood last week, with one of them leaving a series because he was "bored" with it. CBS, looking for a troubleshooter to help out on its *Hotel de Paree*, talked Sam Rolfe into leaving *Have Gun, Will Travel*, to take over the new Western. (Stanley Rubin, who has been producing "Paree," will produce 10 taped *GE Theater* shows for CBS.) Rolfe, who gets a better participation deal on "Paree," told us, "After 2 years of *Have Gun*, I was bored. We had 22 shows in the can and no problems. Other shows need help. I am now renegotiating a new deal with CBS, which will involve other properties as well." But sources with the series told us star Richard Boone was unhappy with the scripts he was getting, had noted unwelcome departures in his characterization and refused to do at least one given him. (To replace Rolfe, CBS picked Ben Brady, ex-*Perry Mason* producer.)

Meanwhile, over at Screen Gems, Herb Meadow, who was originally signed to produce 26 episodes *The Man from Blackhawk*, is leaving in a few weeks, after finishing 13. Explained ex-writer Meadow: "The producer grind is too tough. I worked every day from 6 a.m. to midnight. There's no time to do anything or see my family. It's exhausting mentally. I'm returning to creative writing."

Revue Expands: Revue Studios, the former Universal-International lot, has a new look these days. Virtually completed construction of 4 new stages brings the Universal City lot to a total of 27. UI had found its 21 stages ample for movie production even in the years before the cinema's downward spiral, but when Revue took over the lot last spring, following its purchase by MCA, construction of additional stages started quickly.

And while several independent TV-film companies had rented space from UI, not one is located there today, unless it's involved in a co-production deal with Revue (such as Jack Chertok's *Johnny Midnight*). Back in 1951, this same Revue rented 2 stages from Eagle-Lion, the studio later acquired by Ziv TV. At that time Revue had one series. Today it has about 16.

Film's Literary Link: The list of film series linked with books, both hard-cover & pocketbooks, has been lengthening—to the gratification of producers, who believe the extra promotion should aid their ratings. For months a good seller has been 77 *Sunset Strip*, a collection of 3 short stories by Roy Huggins, one of which served as the basis of the Warner Bros. series. Last year saw publication of *Dagnet* and *The Badge*, by Jack Webb. There are also books on *The Lineup*, *Dennis the Menace*, and *Dobie Gillis*. (Plans are current for plugs of the last-named book on the Groucho Marx, Art Linkletter and Goodson-Todman shows, among others). Also there are an Alfred Hitchcock pocketbook, the Erle Stanley Gardner's multiple *Perry Mason* books, the Mickey Spillane private-eye stories. Joining them this season is the Goodson-Todman private-eye hero, *Philip Marlowe*, based on the Raymond Chandler character. Indirect beneficiaries of authors' works are Dick Powell's *Zane Grey Theatre* and 20th-Fox TV's *Adventures in Paradise*, the latter having been inspired by James Michener, author of *Tales of the South Pacific*.

Desilu Productions has signed Joseph Shaftel to produce 2 episodes of *The Untouchables* . . . Crosby-Brown Productions has named Joe Porter, ex-NTA Films, southeastern sales rep.

NEW YORK ROUNDUP

Screen Gems-Columbia Pictures took another step toward the everything-under-one-roof type of TV-movie operation by acquiring on Oct. 8 the non-performing rights (including use in TV soundtracks) to the music catalog of Broadcast Music Corp., the publishing offshoot of BMI. The music copyrights will go to a new Columbia Pictures music-publishing subsidiary, Gower Music Corp., headed by Jonie Taps, who's also in charge of other music activities for the picture company (such as Colpix Records, music used in Screen Gems and Columbia Films). Parent BMI will retain the performing rights to the music copyrights.

Brigitte Bardot, France's answer to low blood pressure, who's been seen only briefly on U.S. TV (a few old movies, appearances on *Ed Sullivan Show* & Paris-junketing *Today*) will star in a Timex-sponsored network special to be produced by Screen Gems. How Screen Gems bagged the sought-after star is an interesting story. About 4 years ago, Columbia Pictures offshoot Kingsley International was the only U.S. picture distributor who thought it worthwhile to import the films of the new starlet. Parent Columbia soon spotted her as a winner, and gave her theatrical films the deluxe import treatment. The financial romance has finally paid off—in TV.

Unique use of NBC-TV's *Riverboat* to plug 6 Best Foods products via regional cut-ins adds extra line charges & film expenses to the advertiser's time costs, but gives BF's regional products exposure on a first-run major-network series. Heretofore these brands (Mazola, Skippy, Hellman's, Nusoft, Karo, Niagara) were limited to syndicated-film or local programs. BF, whose sponsorship is for alternate weeks only, has authorized NBC to sell short-term contracts for alternating weeks with the stipulation that there will be no exchange of commercial cross plugs.

Change of heart at NBC: Softening a stand to de-emphasize ratings (Vol. 15:38), NBC-TV last week circulated a research bulletin pointing up the high scores the network's Wed. night lineup received in the Sept. 30 Arbitron multi-city report. NBC outscored the other 2 networks (7:30-11 p.m.) in both rating & share of audience, emerging with an all-evening weighted average rating of 23.7 and an audience share of 48.0 against a combined CBS-ABC rating of 18.2 and 36.8 share.

Programs in the works: Actor John Payne is mapping out a series titled *The Weapon Masters*, based on civilian intelligence work overseas. CBS staff producer Albert McCleery is developing a weekly 60-min. film show *New York 21, N.Y.* which follows the adventures of staffers on a weekly news magazine.

Joseph F. Kilmartin has joined Transfilm-Caravel as v.p. in charge of business program services . . . Carl A. Russell, ex-Ziv TV, named mgr. of regional sales, ITC.

Last word of *The Last Word* may be heard Oct. 18 when the 3-yr.-old Sun. afternoon word game is to be dropped from the CBS-TV lineup in favor of football coverage. No post-football-season date has been set to resume the sophisticated word-usage discussions.

J. Walter Thompson had cause to blush following the premiere of client Ford's *Showtime* on NBC-TV Oct. 6. Two chorus boys, in a collegiate musical number, had stood side by side sporting school letters which read, left to right, "Y" and "R".

HOLLYWOOD ROUNDUP

Because of the adverse reaction to *Adventures in Paradise*, disturbed ad agencies associated with the series have asked 20th-Fox production chief Buddy Adler to do something about improving the series. Although his function normally is to supervise production of the studio's movie output, Adler said: "I have agreed to step in during the transition period, before Martin Manulis moves from TV to movie production here. I will supervise future segments of 'Paradise' and give them advice." He added that he will take a more active interest in the studio's TV operation henceforth. "Pete Levathes is in charge of our entire TV operation, but I will oversee it all from a policy viewpoint," he said. He added he hopes to find a replacement for Manulis soon.

Revue Productions' newest pilot is *Love & Wahr*, created by Roland Kibbee and Danny Arnold. The comedy-adventure series is still being cast and the pilot will roll in late Oct. . . . CBS is preparing *The Vigilantes*, a 60-min. series for next season, set in San Francisco of 1856.

Screen Gems' newest series planned for the 1960 season is the 60-min. *Man Alive*, being written by Richard & Mary Sale, under the supervision of production v.p. Harry Ackerman. No pilot will be made, SG seeking instead to sell the show from its prospectus & scripts.

Arnold Schulman Productions has been formed to produce TV films, movies and plays . . . Producer Nat Nigberg is negotiating for syndication distribution of his 60-min. Country America music series.

MGM-TV has signed Richard Bare as producer-director of a new 60-min. series, *The Islanders* . . . 20th-Fox TV has renewed the contract of Dominick Dunne, exec. producer of *Adventures in Paradise*.

Herts-Lion International has signed producer-writer-director Curt Siodmak to work on several projects, as well as develop & produce some of his own series. The first will be *Skyport* . . . Walter Hanley of MCA's N.Y. office has been named head of business affairs for Revue Productions . . . CBS Films opens its Coast production office this week at 1313 N. Vine, Hollywood.

Bing Crosby, Dean Martin and Mitzi Gaynor were working at 20th-Fox last week—but not in movies. They were rehearsing Frank Sinatra's ABC special with him, inasmuch as Sinatra can't get away from his movie, *Can Can*, to rehearse at ABC . . . *General Electric Theatre* host Ronald Reagan draws approximately \$150,000 a year for his TV chores.

Jack Douglas Productions has signed Warner Bros. publicist Bob Palmer as one of several producers on his *Sweet Success* TV series . . . Gordon Kay, Universal-International producer, has been signed by Revue Productions as producer of *Riverboat*. Jack Emanuel, Warner Bros. story ed., has obtained a release from his contract and left the studio . . . Crosby-Brown Productions has named Karl von Shallern midwestern sales mgr.

Big rerun volume during the summer months brought a record \$100,680 in residuals to Screen Directors Guild members for Aug. SDG exec. secy. Joe Youngerman reported collections for the first 8 months of this year were \$506,512, a greater total than any previous 12-month period. Since SDG began collecting residuals in 1954, it has received \$1,675,269.

Trade Report

OCTOBER 12, 1959

SECOND TYPE OF 23-in. TUBE MAKES DEBUT: A new 23-in. tube, with 114-degree deflection and without the bonded-on implosion plate, will be offered to set makers within a couple of months. At least one manufacturer—GE—plans to use it.

Sampling of tube makers with the new Kimble-designed bulbs will be complete this week. Dimensions of face plate are identical to 23-in. "twin-panel" bulb being produced by both Corning & Kimble—but new tube is 1½ lb. heavier than twin-panel unit and can be used with conventional external safety glass.

Most interesting feature of new tube is its 114-degree deflection—widest angle of any production TV tube (its sister twin panel has 110-degree). Made possible by new neck design, wide-angle tube uses regular 110-degree deflection components and is slightly shorter than twin-panel 23-in. tube.

New 23-in. tube will be cheaper than the one now in use—but how much cheaper isn't known, and, of course, external safety glass will be required. Corning apparently has no plans to emulate its competitor, Kimble Glass, and produce similar bulb. Except for GE, set makers haven't made up their minds whether to use 23-114 tube (as new design is nicknamed), but Zenith & Westinghouse are both known to be interested in such a conventionally designed tube with the new shape screen.

New development is forerunner of a really eagerly-awaited new tube size—the 19-in. square-corner tube, for which Kimble expects to supply bulbs. Engineering problems (such as structural strength) have been solved in the development of the 23-114, Kimble officials tell us, and demonstrate that 19-in. is practical without bonded safety glass. Set makers are interested in this size for step-up portables.

There will be hold-up in production of 19-in. bulbs, though. Five-week-old strike of glass-mold makers precludes the manufacture of any new glass molds now. Molds for 23-114 were completed before strike.



Some tube makers are excited about the new 23-114. It's much easier to build than the twin-panel 23-in., can be made using conventional picture-tube-building equipment. It's no secret that some of them have been losing money on the twin-panel 23-in., because of the high rejection rate involved in the implosion-plate-bonding process. However, this shrinkage rate can be vastly improved with experience, they tell us.

Set makers thus have a new way to achieve the "new shape"—and whatever the advantages or disadvantages of the two 23-in. types, more manufacturers will soon be hopping on 23-in. bandwagon.

Two 23-in. pioneers—Admiral & Sylvania—tell us they are back-ordered on these sets. Admiral says its 23-in. units—higher priced than the 21's, now comprise about 30% of its TV sales. Says Sylvania Home Electronics pres. Robert L. Shaw: "Despite increased production schedules, we still are unable to fully satisfy distributor needs in our new line, due primarily to the tremendous acceptance of our 23-in. sets." Except for portables, Sylvania's entire line uses 23-in. tubes only.

6-MONTH JAPANESE IMPORTS EXCEED ALL 1958: If you have any doubt that the Japanese mean business—and are succeeding fabulously—in the sale of electronic equipment in the U.S., study the tables on pages 17 & 18. They're the latest available—from 2 different official sources—and here's what they show:

Japanese exports of electronic equipment to the U.S. in the first half of this year exceeded those of the full year of 1958—\$22 million from Jan. to June 1959 vs. \$21.8 million for all of 1958—in terms of factory value. (Tables No. 2 & 3 show slightly lower totals because of different sources.) The Jan.-June 1959 figures are nearly triple those of 1957.

Imports of radios for the first half of this year were about equal in number & dollar volume to the figure for all of 1958. Phono imports still don't amount to much (5,921 during first half), but they are up about threefold from full-year 1958. Six-month tube imports are double the 12-month 1958 figure, and imports of transistors have increased 80 times.

About one half of Japan's electronic exports went to the U.S. during the first half of this year vs. 46% in 1958, 39% in 1957 and 34% in 1956.

The table below shows Japanese exports of electronic equipment to the U.S. for the first half of 1959 compared with full years 1956, 1957 & 1958 by product categories. It was compiled by the Commerce Dept.'s Business & Defense Services Administration on the basis of data supplied by the U.S. Embassy in Tokyo. Conversion to dollars is based on the rate of 360 yen to \$1, or \$2.778 to 1,000 yen.

U.S. IMPORTS OF JAPANESE ELECTRONIC PRODUCTS

1956-1958 and January-June 1959

Product	Quantity in thousands of units				Value in thousands of dollars			
	1956	1957	1958	Jan.-June 1959	1956	1957	1958	Jan.-June 1959
Radio receivers	368	641	2,507	2,183	2,646	5,294	17,904	17,584
Phonographs	—	1	2	6	—	7	59	149
Sound recorders & reproducers ..	*	1	8	7	5	109	449	363
Amplifiers	†	†	†	13	†	†	†	151
Microphones	33	137	80	80	73	276	177	156
Speakers	40	113	129	132	75	293	420	453
Condensers	281	1,974	6,166	3,454	26	169	288	203
Receiving tubes	†	†	†	2,079	†	†	†	511
Other electron tubes	3	14	1,238	189	7	8	314	47
Transistors	*	1	11	823	4	1	7	521
Other semiconductor devices	†	†	†	280	†	†	†	42
Phono parts & accessories	—	—	—	—	165	646	757	389
Other electronic products	—	—	—	—	298	779	1,400	1,532
TOTAL	—	—	—	—	3,299	7,582	21,775	22,101

* Less than 500 units.

† Not shown separately.

These tables show monthly 1958-1959 figures on U.S. imports from Japan in various product categories. The table below also lists Jan.-June 1958 totals in each category for comparison purposes. The table on p. 18, detailing Jan.-June 1959 exports to the U.S., is a breakdown of radios by type. These figures were compiled by us from official Japanese trade sources in the U.S., using a conversion rate of \$2.80 to 1,000 yen.

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	\$899	\$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	\$7,920	\$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
April	387,245	2,906,786	1,125	29,632	462,892	93,151	72,054	45,388	3,441,878
May	446,734	3,552,620	1,609	33,082	512,849	130,889	250,594	155,369	4,487,084
June	453,718	4,294,747	1,367	44,145	564,238	144,077	458,333	294,913	5,470,867
JAN.-JUNE 1959	2,183,050	\$17,725,187	5,921	\$150,068	2,267,952	\$562,109	822,760	\$479,818	\$21,372,990
Jan.-June 1958 ..	671,696	\$4,372,985	58	\$1,929	155,589	\$48,231	1,750	\$1,103	\$5,500,249

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
April	25,543	129,044	196,109	2,651,387	165,593	126,395	387,245	2,906,786
May	46,367	277,698	232,852	3,137,330	167,515	137,592	446,734	3,552,620
June	28,207	127,574	288,875	4,014,976	136,636	152,197	453,718	4,294,747
Jan.-June 1959	183,349	\$1,010,585	1,154,185	\$15,974,230	845,516	\$740,412	2,183,050	\$17,725,187

Note: On the heels of OCDM's announcement that it will investigate EIA's complaint that imports of Japanese transistors are undermining electronics industry's defense capacity (Vol. 15:40), Japanese govt. announced last week that it plans to "control" shipments of transistor radios to U.S.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 2 (39th week of 1959):

	Sept. 25-Oct. 2	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV	192,383	183,441	121,495	4,505,158	3,572,189
Total radio	467,129	411,956	309,574	10,928,405	7,686,197
auto radio	183,656	146,979	103,299	4,152,146	2,383,551

THE COMPONENTS OF UNCERTAINTY: The leaders of the 10-year-old industry which launched both hi-fi & stereo are worried about the future. The hi-fi components industry, holding its biggest annual promotional fling last week—the N.Y. High Fidelity Music Show—was wondering just where it goes from here.

Topkicks of many of the firms exhibiting at the show conceded that business this year hasn't been as good as last—though almost all expect a fall pickup. Joseph N. Benjamin, pres. of the Institute of High Fidelity Mfrs. and head of Siegler Corp.'s Bogen-Presto div., predicted total retail hi-fi component sales of \$300 million this year in a statement at the show's opening. This would be a 15% gain over last year's \$260 million, he said.

Like the others, though, he admitted "the first half of 1959 was slow," adding that this was mainly due to heavy dealer inventories. The \$300-million figure is more of a guesstimate than anything else. IHFM officials admit it's impossible to collect statistics from the hundreds of small-business firms in the hi-fi components industry, and they're hazy as to exactly what that figure really represents.

Whether the "package hi-fi" boom has hurt or helped component hi fi is also subject to debate. Nevertheless, each year sees more component manufacturers emulating the package people. Such companies as Pilot & Fisher have offered pre-packaged hi-fi rigs in good furniture cabinets for several years, and they're stepping up their efforts now, joined by others—for example, Sherwood. Newest & biggest recruit to this packaged-components approach is Stromberg-Carlson, which has launched a huge ad campaign for its "integrity series"—a complete line of fine-furniture stereo. Its package line is almost as big as any package hi-fi manufacturer's, except that it lacks such lo-fi items as portables.

Very theme of hi-fi show betrayed nervousness of component makers—"Decorate your home with music." Keynote was set by special decorator-designed rooms, designed around stereo component sets, based on the idea that the hi-fi enthusiast can select his own beautiful cabinet and install components. Except for one ultra-modern room

setting, no "machinery" was showing in any of the sample rooms—no gold-plated escutcheons, no cables to be seen, just pretty furniture.

Along with the furniture worry goes the speaker problem. Package stereo makers unanimously report the demise of the multi-cabinet set. Building surveys find that living-rooms are getting smaller. Yet component makers continue to stress that you can't compromise stereo, and must have 2 separated speakers for best reproduction. Some of them fear that potential customers have been wooed away by the siren song of the package manufacturers, who are selling them on stereo as a single-cabinet item via huge ad campaigns.

Then there's the enigma of the audiophile. Component hi fi's basic appeal has long been to consumers who are conversant with such terms as peak power output, decibels, distortion, etc. If manufacturers eliminate or soft-pedal this jargon to attract a broader market, will they alienate their basic customers who want to know the exact specifications of the equipment? Dealership in component hi fi today is largely limited to enthusiasts who dig the technical jive. Should the market be broadened by adding furniture stores, dept. stores and other outlets where non-technical salesmen can't even understand—much less sell customers—the technical merits of the equipment?

No component manufacturer is willing to predict that the component hi-fi industry will adopt most of the packaged hi-fi industry's practices, but this seems to be the direction in which the industry is headed today.

A survey of business in the package hi-fi field will be featured in TELEVISION DIGEST next week.

"Standard Methods of Measurement for Amplifiers" has been published by the Institute of High Fidelity Manufacturers. The booklet is the 2nd in a series designed to establish measurement standards for hi-fi components, a booklet on tuners having been released earlier this year. The standards were prepared by the Institute's subcommittee on amplifiers, headed by Richard Shottenfield, Pilot Radio. Copies of the booklet are available for \$1 each from the Institute at 125 E. 23 St., N.Y.

TV-RADIO SALES & OUTPUT: Retail sales of TV & radio again were substantially ahead of 1958 in August, widening still further the gap between year-to-date cumulative sales figures in 1959 & 1958, official EIA statistics show.

TV retail sales in Aug. totaled 492,449 sets, ahead of the figures for both July 1959 & Aug. 1958, while cumulative sales for the first 8 months of 1959 totaled 3,126,981 vs. 2,862,452 in the comparable 1958 period. TV production for 1959 to date has increased at a greater rate than sales—453,539 more sets were made than sold during the period, as compared with a difference of 88,003 in the same 1958 period. In Aug., 32,847 TV sets were built with uhf tuners, compared with 21,022 in July 1959 & 38,166 in August last year.

Here are EIA's monthly TV-radio production & sales figures for the first 8 months of 1959, 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
May	431,911	279,536	266,982	237,189
June	571,003	344,795	377,090	250,362
July	350,360	370,575	274,999	279,010
August	547,445	492,449	507,526	405,790
TOTAL	3,680,520	3,126,981	2,950,455	2,862,452

* * *

Radio sales at retail in Aug. totaled 671,713, excluding auto sets, compared with 526,827 sold in July & 628,840 in Aug. last year. For the Jan.-Aug. period, 1959 retail sales totaled 4,357,421 compared with 3,806,519 (excluding auto) in the 1958 period.

Radio production in Aug. totaled 1,009,423 (including 279,424 auto sets and 42,866 FM radios). Comparable figures: July, 829,035 radios (254,725 auto, 24,553 FM); Aug. 1958, total of 981,394 radios (242,915 auto, 21,335 FM). Cumulative Jan.-Aug. output totaled 8,946,044 (3,434,345 auto, 290,862 FM) in 1959, against 6,193,529 (1,893,813 auto, 134,653 FM) in 1958—FM set production more than doubling 1958's figures.

Trade Personals: Charles J. Hirsch resigns as v.p. & director of research, Hazeltine Research Corp. to become admin. engineer on the staff of RCA engineering v.p. Dr. George H. Brown. During his 18 years with Hazeltine, Hirsch has served on many industry committees, including NTSC which formulated TV standards, and NSRC which currently is developing stereo radio standards . . . Joseph F. Murray, ex-personnel mgr., named field operations v.p., govt. services, RCA Service Co.; William J. Zaun, ex-operations mgr., named new projects v.p., govt. services, RCA Service Co.

Wells R. Chapin, formerly with GE, named to new post of mktg. mgr., Dage TV div. of Thompson Ramo Wooldridge . . . Richard Montmeat, TV set designer, named to head new combined GE TV-radio div. industrial design activity . . . Charles A. Nichols, ex-Hoffman, named Conrac engineering mgr. . . Lt. Cmdr. Harold R. Walker (USN ret.) appointed chief engineer, Blonder-Tongue Labs special products div. . . George A. Strichman, ex-Raytheon and GE, named pres. of ITT subsidiary Kellogg Switchboard and Supply Co.

Edward J. Keenan named RCA Institutes home study dir., succeeding the late Max S. Feldman . . . Myron R. Howe, ex-Martin-Orlando, Craig Systems and Raytheon, named Du Mont Labs military electronic operations management services mgr.

LEAR IN PICTURE-ON-WALL RACE: Another entry in the contest to develop a flat, non-vacuum-tube display device for TV is Lear Inc., Santa Monica, Cal., which believes it has a new approach to an electroluminescent picture-on-the-wall screen.

Lear isn't giving out much information—it's "much too early," and its development of TV picture-display hardware may well depend on Navy & Air Force contracts, financing for which is anticipated but not yet finally approved. These contracts will be for development of a flat transparent screen for use by aircraft pilots.

As anticipated by Lear officials, the electroluminescent panel will be about one-eighth-in. thick, with better definition & brightness than picture tubes. Lear exec. v.p. K. Robert Hahn told us last week that it will operate on a "basically different principle" from other electroluminescent display panels now being developed.

Most of Lear's electroluminescence work has so far been devoted to development of phosphors—now complete. Hahn said that models of TV display screens should be completed within 6 months after the financing of the military contracts.

Most TV industry engineers feel that it will take 3 to 6 years following development of a successful flat-panel-screen design to evolve a usable, producible and realistically-priced TV version. Among other companies working on electroluminescent display devices are GE, RCA, Sylvania and Westinghouse.

Progress Toward FM Stereo: Agreement by proponents of 3 different FM stereo broadcasting systems—GE, Philco & Zenith—was reported last week by Charles J. Hirsch, chairman of Panel 1 (system specifications) of the National Stereophonic Radio Committee.

In a progress report at the Audio Engineering Society convention in N.Y. last week, he said the 3 proponents of basically similar systems (FM systems using AM subcarriers) had reported these preliminary findings: GE system provides the least expensive stereo performance because the receiver does not need to reconstruct the subcarrier. Philco & Zenith "are expected to provide superior monophonic & stereophonic reproduction [although] the receivers are more complicated . . . There appears to be little to choose between Philco & Zenith in performance."

After the report, Philco withdrew its proposed FM system, saying that its advantages over the other systems weren't sufficiently great to warrant prolonging of the NSRC debate. The receiver panel (Panel 4) will be asked to evaluate the complexity of the receivers.

The proponents of FM systems with FM subcarriers—Crosby, Halstead & Calbest—hadn't yet reported on their discussions at press time.

Hirsch also reported that Panel 6 (subjective tests), delayed in getting started because of failure to find adequate test facilities, has finally obtained lab space and facilities—courtesy of Bell Labs. This panel is charged with making actual "listening tests" of the various proposed systems.

After this week's (Oct. 14) meeting of Panel 1, Hirsch will resign as chairman, to be succeeded by vice chairman William T. Wintringham, Bell Labs. Hirsch joins RCA Oct. 19, leaving his Hazeltine post (see Trade Personals). RCA is no longer a member of NSRC, having resigned on the advice of its attorneys because of its concern over possible anti-trust implications in belonging to such an intra-industry group (Vol. 15:12).

Finance

Million-Dollar Middleman: Some key Paramount stockholders are griping about the distribution deal whereby MCA is the exclusive TV sales outlet for the pre-1948 Paramount feature backlog, we were told last week by a Wall St. analyst specializing in movie-TV investment. The dissatisfaction is not with MCA's sales efforts so far, since MCA has booked the feature package, with little trouble, into more than 60 markets for a total gross of over \$64 million, said our source. What has reportedly aroused stockholder ire is that MCA is realizing a handsome profit at a fairly rapid rate, while Paramount's share of the take is coming much more slowly. In short, some Paramount shareholders now question whether Paramount should have relinquished what has turned out to be a hot feature package to a middleman, rather than attempt a do-it-yourself distribution that would have bolstered Paramount's earnings & share values.

Under the Paramount-MCA contract, MCA subsidiary EMKA Ltd. bought the 700-picture pre-1948 Paramount feature library in Feb. 1958 for a minimum of \$35 million (\$10 million cash, \$25 million in fixed installments). Another \$15 million (bringing the grand total to \$50 million tops) goes to Paramount on a contingency basis, providing contracts written by MCA exceed \$51,250,000 before 1974.

Something like 14 years ahead of schedule, MCA has not only reached this sales level, but has exceeded it by about \$13 million. And MCA has done this using only the key U.S. markets; still untapped are the secondary-market TV areas of the U.S. and the entire overseas TV market. Thus, MCA's gross may soar to \$75 or \$80 million or more—while Paramount gets only its \$50 million. Meanwhile another irritant to Paramount shareholders is that MCA will dole out the \$25 million portion of its minimum guarantee in installments of \$2 million to \$2.3 million over a period that can stretch as far ahead as Jan. 30, 1970. By all expectations, MCA's TV film & studio rentals this year may top \$50 million and its total income may reach more than \$60 million.

Compounding the slow burn by some Paramount stockholders is the public issue of 400,000 common shares of MCA Inc. stock which hit the market Oct. 9 as one of the season's hottest issues. Even though the prospectus made clear that profits were likely to be plowed back into MCA expansion rather than short-term dividends, the MCA issue took off in jet-propelled fashion. Offered at \$17.50 per share by a group of 17 brokerage houses headed by Lehman Bros., the 400,000-share issue was almost immediately over-subscribed and was selling at more than \$21 by the end of its first day on the board. Most brokers actually received only a percentage of the stock they had asked for, so heavy was demand.

Paramount stock, on the other hand, is far from being a bullish item. It has been as high as 50% this year, is currently selling about 43, and is in slow demand, financial sources told us last week—a fiscal state of health not likely to delight Paramount owners.

MCA has, of course, an unofficial rebuttal to griping by Paramount shareholders, with one executive pointing out to us that "Paramount has gotten the best & most-guaranteed price for its movie backlog of any Hollywood major so far" and citing that the RKO backlog—the first to hit the TV market, and roughly similar in size & quality to Paramount's—was originally sold for only \$15 million. "We took a chance, and its paid off," said our MCA source. Countered one Paramount shareholder, an executive of a N.Y. station: "If it had been handled differently, all that gross profit going to MCA could have been Paramount's."

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

Allied Artists. Roger W. Hurlock bought 200, held 18,300. Albert Zugsmith bought 1,300, held 96,100.
 American Bosch Arma. William S. Wasserman sold 1,000, held 1,500 in holding company, 4,569 in trusts, 12 personally.
 AB-PT. Martin Brown bought 100, held 100.
 American Electronics. Glenn E. Ronk bought 500, held 737.
 American Machine & Foundry. Norman E. Lang exercised option to buy 200, held 300. Morehead Patterson sold 200, held 30,498 personally, 48,562 in trusts. Tyler Weymouth bought 200, held 213. Frank X. White bought 104, sold 100, held 112.
 Ampex. Walter T. Selsted sold 3,500, held 375.
 Amphenol-Borg. Lester M. Grether sold 1,000, held 1,100.
 Avco. Mathew A. McLaughlin sold 2,700, held 3,375. John Mihalic Jr. exercised option to buy 1,000, held 5,300.
 CBS. Leon Levy sold 2,400, held 171,827.
 Consolidated Electrodynamics. H. W. Washburn sold 100, held 2,590.
 Corning Glass. John L. Hanigan exercised option to buy 2,500, held 3,425. Arthur W. Weber exercised option to buy 1,000, held 6,000.
 DuMont Labs. Allen B. DuMont bought 1,000, held 20,801.
 Emerson Electric. L. K. Stringman bought 200, held 706.
 Emerson Radio. Dorman D. Israel sold 1,000, held 3,510. Harvey Tullo exercised option to buy 1,823, held 6,975.
 Fairchild Camera & Instrument. Edgar S. Hill exercised option to buy 250, held 400. C. L. Terrill exercised options to buy 750, held 760.
 Friden. Walter S. Jonsson sold 2,000, held 109,523.
 GE. William S. Ginn exercised option to buy 1,817, held 8,168 personally, 407 as trustee. George L. Irvine exercised option to buy 900, held 4,048. William A. Mann exercised option to buy 1,551, held 2,263. Charles K. Reiger exercised option to buy 2,657, held 6,991. Clarence C. Walker exercised option to buy 1,875, held 7,638. Glenn B. Warren sold 1,000, held 2,776.
 General Instrument. S. W. Gross sold 1,600, held 3,400.
 General Tire & Rubber. Dan A. Kimball sold 1,000, held 4,930.
 E. Willard Lutz sold 200, held 100. M. G. O'Neil sold 250 wrnts., held 250.
 Globe-Union. Ralph W. Conway exercised option to buy 200, sold 100, held 2,100. W. M. Wanvig exercised option to buy 100, held 2,800.
 Hazeltine. James F. Willenbecher bought 100, held 1,814.
 Indiana Steel Products. A. J. Astrologes exercised option to buy 1,100, held 1,157. Ivan A. Dickey exercised option to buy 1,000, held 1,000. Paul R. Doelz exercised option to buy 4,500, held 8,843 personally, 7,040 in trusts. Charles A. Maynard exercised option to buy 2,450, held 5,193. Robert F. Smith exercised option to buy 3,500, held 3,560.
 IBM. J. W. Birkenstock exercised option to buy 235, held 1,056. Charles V. Boulton sold 160, held 272.
 IIT. Herbert I. Miller sold 600, held 1,021. Sydney Morrell exercised option to buy 5,000, held 5,021. C. Douglas Webb exercised option to buy 4,000, held 4,179. Frederick R. Furth amended report to exercise option to buy 3,480, held 4,059.
 Lear. James P. Brown exercised option to buy 300, held 954. Albus Durham sold 562, held 3,465. William P. Lear bought 2,215, held 439,767. Glen C. Warman sold 556, held 600.
 Magnavox. Richard A. O'Connor sold 2,500, held 50,959.
 McGraw-Edison. Charles Edison sold 400, held 149,295.
 Motorola. Arthur L. Reese bought 200, held 400.
 National Theatres. B. Gerald Cantor bought 4,200, held 109,200 personally, 20,000 in Cantor Fitzgerald & Co., 5,000 in Cantor & Son Inc., 3,000 in Cantor Fitzgerald Foundation, 1,000 in Cantor Fitzgerald & Co. profit-sharing trust, 1,000 in First Nevada Corp. Oliver A. Unger bought 2,500, held 8,500. S. Pirks bought 3,000 warrants, held 3,000.
 Packard-Bell. John H. Sawyer exercised option to buy 200, held 210.
 Paramount Pictures. Barney Balaban bought 300, held 11,600. John Hertz bought 1,000, held 2,000.
 RCA. George H. Brown exercised option to buy 100, held 195. Ralston H. Coffin exercised option to buy 100, held 400. Frank M. Folsom sold 608, held 10,023.
 Raytheon. David R. Hull sold 500, held 3,650. N. B. Krim sold 500, held 3,950.
 Siegler Corp. Edward H. Heller sold 1,000, held 18,593. Donald Royce sold 500, held 8,461.
 Standard Coil. V. E. Carbonara exercised op. buy 13,000, held 13,100.
 Statham Instruments. Louis D. Statham sold 5,000 privately, held 252,191 personally, 10,000 in partnership. Judson S. Swearingen bought 5,000, held 5,001 personally, 10,000 in partnership.
 Texas Instruments. W. D. Coursey exercised option to buy 2,000, sold 200, held 7,005. E. O. Vetter bought 100, held 4,888.
 Thompson Ramo Wooldridge. V. G. Nielsen sold 3,300, held 3,738.
 Westinghouse. Tomlinson Fort exercised option to buy 500, held 2,029. J. H. Jewell exercised option to buy 1,450, held 1,450. W. W. Smith sold 1,200, held 815. C. S. Weber exercised op. to buy 88, held 500.

Reports & comments available: Ampex, comments, Ralph E. Samuel & Co., 115 Broadway, N.Y. 6 . . . Allied Radio Corp., prospectus, White Weld & Co. Inc., 20 Broad St., N.Y. 5 . . . Magnavox, discussion, J. W. Sparks & Co., 120 Broadway, N.Y. 5 . . . Texas Instruments and Lab for Electronics, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 . . . Microwave Associates, report, May & Gannon, Inc., 140 Federal St., Boston 10.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Decca Records Ltd. . . .	—	\$0.02	Oct. 14	Aug. 6
General Tire & Rubber	Q	.25	Nov. 30	Nov. 9
General Tire & Rubber	Stk.	2%	Nov. 30	Nov. 9
A. C. Nielsen	Q	.25	Nov. 2	Oct. 12
Natl. Theatres & TV . .	Q	.12	Oct. 29	Oct. 20
Trav-Ler (correction).	Stk.	5%	Nov. 20	Nov. 5

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

SUMMARY-INDEX OF WEEK'S NEWS

OCT 16 1959

EXCLUSIVE REPORT: Talent agencies, chiefly MCA and William Morris, control—directly or indirectly—more than 40% of nighttime network TV (pp. 3 & 7).

Quiz Scandals

QUIZ HEADLINES CONTINUE despite recess in hearings (p. 4).
PROBE REVIVES network-control threats from Congress (pp. 1 & 4).
DOERFER CHARTS PITFALLS of network control by govt. (p. 5).
KINTNER (OF FTC) demands housecleaning. Code board acts (p. 6).
HAUSMAN TELLS NAB to face quiz setback realistically (p. 5).
STANTON purges quizzers, NBC "studies" similar action (p. 6).

ETV

STRATOVISION AIRBORNE AGAIN—for ETV—as influential educational group launches \$7 million project to explore potential for mass instruction via flying TV stations (pp. 3 & 12).

FCC

NEW LOOK AT TV STANDARDS, in light of technical developments, urged by Bureau of Standards engineer William Coombs and FCC technical research div. chief William Boese (p. 9).

Film & Tape

"PARADISE" NOT QUITE LOST as 20th-Fox production boss Buddy Adler takes over ailing "Adventures in Paradise." One sponsor cancels, another looking for new show (p. 16).

REACTION AGAINST VIOLENCE: More comedy series seen next season by Hollywood producers as reaction to all-time high in filmed violence (p. 16).

MOVIE MAJORS IN TROUBLE with new TV entries. Response by critics & viewers indicates few of their series show potential (p. 15).

Manufacturing & Distribution

DISCORDANT SOUNDS from stereo market indicate that sales are lagging behind pre-season estimates. Set makers blame steel strike, overproduction, and dealer & public confusion for stereo's failure to blossom as anticipated (p. 17).

DELAY IN FM STEREO probable; NSRC expected to ask FCC for 3-month extension of Dec. 11 deadline to submit proposals (p. 18).

IS TV SAFETY GLASS on way out? Set and glass makers divided, as Corning, Kimble & Pittsburgh Plate Glass prepare to battle on merits of 3 TV tube approaches (p. 18).

Networks

ABC's FAST START in the competitive TV markets this season is reflected in the 24-market Nielsen reports covering prime-time periods for the week ending Oct. 4 (p. 8).

Advertising

NEW YARDSTICKS FOR ADMEN, in trio of research presentations, show that 30-sec. spots are gaining favor with agencies, daytime TV is good bet for tobacco firms, and TV viweing outpaces both newspaper & magazine reading (p. 13).

Stations

SLOWEST YEAR FOR NEW STATIONS sees only 20 starters to date, 10 of them educational (p. 4). New starters last week in N.D., Neb. & Ohio (p. 11).

QUIZ PROBE REVIVES NETWORK-CONTROL THREATS: Despite much there-ought-to-be-a-law talk in Washington about purifying TV's programming practices, it's still good bet that no new legislation outlawing deception in broadcast entertainment will come out of House investigation of rigged big-money quiz shows (see p. 4).

But TV networks may be in for rough time at next session of Congress. It's becoming more & more likely that long-shelved proposals to put networks under direct FCC regulation will be dusted off after session opens in Jan. Along with FCC & FTC, they've been made chief targets of Commerce legislative oversight subcommittee in its attempts to finger those responsible for failure to stop quiz frauds before they spread.

NBC-TV & CBS-TV haven't fared well in House probe. And ABC-TV, although it was lucky enough not to have been involved with quizzes, won't be left out of any move for close govt. supervision of networks, which can be reached now by FCC only through their licensed o&o stations. Another factor in situation which has nothing to do with TV or quiz scandals: FCC's inability to blow any whistles on MBS in alleged Dominican radio-news-for-sale deal (Vol. 15:41 p7). MBS doesn't even have o&o's.

House quizzers haven't bought protestations by NBC-TV & CBS-TV that they were innocent of knowledge that their shows were fixed, that they jerked them from air when suspicions were raised. "Rather unusual," said subcommittee Chmn. Harris (D-Ark.) wryly when NBC conceded its own investigation of 1958 scandal stories had been less than sweeping. "Perfect illustration of [networks'] lack of morality & lack of ethics," commented ex-Rep. Moss (D-Cal.). "Fast buck," snorted Rep. Rogers (D-Tex.). And even N.Y. Times pundit Arthur Krock, who rarely concerns himself with such frivolity as show business, said he was disturbed by "astoundingly unvigilant networks."

Frank Stanton's bold move last week in acknowledging that CBS should have exercised more vigilance, and his announced plans to banish big-money quiz programs and exercise more program control, are obviously intended as at least partial answers to these cries of "network irresponsibility." (CBS's moves to implement the ban, and the reactions of other networks, are rounded up on p. 6.)

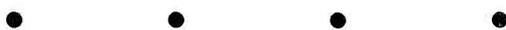
Congressional reaction to Stanton's action was immediate and revealing. CBS wants to "head off legislation," said Rep. Mack (D-Ill.), a member of the investigating subcommittee, when informed of Stanton's statement. "I would want Congress to go ahead and plug up loopholes regardless," he asserted. He said his group probably will consider legislation to give FCC jurisdiction over networks and independent producers.

At least one bill for network regulation by FCC (HR 5042) already is awaiting action at next session. Authored by Rep. Bennett (R-Mich.), ranking minority member of House Commerce Committee and its oversight & communications units, it's been hanging fire since Feb. (Vol. 15:9), when he said networks need controlling so that TV programming "meets the public-interest test." In introducing it, he carried on for ex-Sen. Bricker (R-O.), who in earlier sessions conducted lone crusade for network curbs.

Also in legislative works now is agency reform bill by overseer Rep. Flynt (D-Ga.), who thinks "indifference" of FCC & FTC to quiz scandals could be corrected by removing their members from protection of White House appointment power. Agencies are arms of Congress—"not part of the executive branch"—and method of picking commissions should be changed, he says.

But laws to force strict honesty in TV programming aren't in prospect. Nobody on subcommittee has yet indicated he's capable of writing such special legislation which wouldn't be unconstitutional per se. Lawyers on subcommittee staff privately pooh-pooh any chance that such legislation will be proposed seriously.

Unanswered by Harris and subcommittee zealots is big question—posed by FCC Chmn. Doerfer & FTC Chmn. Earl W. Kintner at hearings and in speeches to broadcasters last week (see pp. 5 & 6)—if Govt. starts censoring & editing TV shows, where can it stop?



In a cogent analysis of the quiz scandals' impact on network broadcasting, Stanton announced CBS will assume greater control over everything that emanates from its studios because:

"Out of all that has happened in this much-publicized episode in the history of broadcasting, we can be certain of 2 things: Whoever may produce programs, it has now been made crystal clear that the American people hold the networks responsible for what appears on their schedules. And whoever may be to blame in this whole tawdry business, we are faced with the fact that all of broadcasting has been hurt. Broadcasting has lost a degree of the public trust and confidence so essential to its effective performance."

Speaking to convention of Radio-TV News Directors Assn. in New Orleans last week, Stanton acknowledged that CBS might have, with more foresight, anticipated that the big-money quizzes carried the "seeds of their own abuse." Said he: "We have indeed failed fully to meet our duty with regard to quiz shows." At any rate, he declared, quizzes will be eliminated from the CBS schedule, "with due notice to advertisers."

But he went a good deal further: "I want to make clear that this single action will not accomplish our aims. We are taking a fresh, hard look at our basic operation theories & practices as they affect the whole pattern of what appears on the CBS TV network. We cannot, of course, tell others involved with production of TV programs how to run their business. But we do propose to be more certain in the future that it is we and we alone who decide not only what is to appear on the CBS TV network, but how it is to appear.

"We accept the responsibility for content and quality and for assurance to the American people that what they see and hear on CBS programs is exactly what it purports to be. We recognize that in the discharge of this responsibility we will undoubtedly be challenged in many ways from many quarters." (For Stanton's comments on the new equal-time law, see p. 10.)

PROGRAM CONTROL BY TV'S TEN-PERCENTERS: Better than 4 out of every 10 nighttime network shows and more than 40% of prime-time program hours on the networks are controlled—directly or indirectly—by major talent agencies. Total gross cost of agency-controlled programs to sponsors, by conservative estimate, is about \$3 million a week, or an annual rate of more than \$150 million. These are most significant findings in a special Television Digest survey of operations & influence of talent agencies.

Kingpins of agency field in TV are the "Big Two" of talent representation—Music Corp. of America and William Morris Agency. Both firms are virtually neck-in-neck in number of nighttime network shows and programming hours they represent—William Morris's 24 shows and 14½ hours weekly vs. MCA's 22 shows and 13½ hours. All other agents combined have only 5 shows a week for a total of 4 hours on the 3 networks.

Each agency tends to develop its own "favorite" network. This fall, for example, MCA has 11 shows on NBC-TV, 7 on CBS-TV, 4 on ABC-TV. William Morris has 10 on CBS-TV, 7 each on NBC-TV & ABC-TV. This chumminess with a particular network is a result of track record of previous sales, traditional MCA-Morris rivalry, careful cultivation of top executives.

"Controlled exposure" for individual TV talent in their stables is a factor in program planning of agencies this fall. Every major agency has its own program showcases, which serve as sort of Sears, Roebuck catalog of available talent—and as a come-on to woo talent away from smaller agencies. Thus you'll see preponderance of MCA faces in NBC-TV's Ford-sponsored specials, Morris talent in CBS-TV's Revlon specials, General Artists Corp. personalities in the GAC-represented Perry Como series.

One big difference between MCA and Morris is in their positions on program ownership. MCA is heavily in production business through subsidiary Revue Productions—thus sometimes simultaneously being both employer & employe of its TV talent. On networks this fall are 4 MCA-owned film series produced by Revue, plus 7 co-production film series in which MCA's interest (generally facilities & financing) averages 50%. Revue also directly produces 2 series for syndication through MCA TV sales channels. MCA also distributes features, rerun TV series & other properties, and owns former Universal-International studio lot.

Morris doesn't believe in program ownership, sticks closely to "10%-off-the-top" formula. It represents independent producers' TV packages, as well as individual performers, on worldwide basis. But agencies are prohibited from taking double commissions when they represent personalities in shows they represent.

Do small agents resent big agencies? There's no clear-cut answer from the several small representation firms we contacted in our survey. Most small agents feel they have as good a chance of selling a very hot show or talent to network buyer as MCA or Morris, but they envy big agencies' ability to sell routine shows on basis of special deals, talent tie-ins—or just simply a good "in."

For roundup of practices & problems in talent agency business, and list of shows & talent represented by the various agencies, see story on p. 7.

STRATOVISION AIRBORNE AGAIN—FOR ETV: Westinghouse's long-grounded dream of Stratovision flying TV was granted new wings—and a powerful thrust—last week by an ambitious ETV project which unquestionably will have significant repercussions for entire broadcasting industry.

The \$7-million ETV experiments will put transmitting station 25,000 ft. in air to relay programs from ground station to a 6-state, 125,000-sq.-mile area. In 1945-48 tests, Westinghouse proved feasibility of beaming airborne TV 225 miles in all directions (Vol. 4:26 p4). Unlike original Stratovision project which used vhf, new experiments will use upper end of uhf band.

No ivory tower dream is that vision of flying classrooms disclosed by newly formed Midwest Council on Airborne Television Instruction (MCATI). It has all necessary requisites for success: Money—wads of it ranging into millions. Influence—its membership reads like Who's Who in Education. Backing—with such powers as General Dynamics, Ford Foundation, Westinghouse, CBS Labs, Purdue Research Foundation and others cooperating. Know-how—scientific brains already involved in project: CBS Labs' Dr. Peter Goldmark, Westinghouse's Charles E. (Chili) Nobles who has pushed harder for and probably knows more about airborne TV than any other industry engineer.

Project's scope obviously goes far beyond ETV field and into basic question of TV standards and allocations—even though its stated goal is a sort of super-closed-circuit aimed at schools and colleges. Included in experiment will be tests of a CBS Labs bandwidth-reduction process, which reduces TV channel from 6 to 3 mc., doubling number of channels in a given spectrum space. This comes at a time when FCC is beginning to hear first rumblings of proposals for complete new look at TV transmission standards (see p. 9).

FCC has received no formal application from MCATI group yet, but we're told that preliminary discussions with project engineers have been held and that FCC is receptive to idea of tests. Undoubtedly FCC will authorize experiments if channels can be found which won't give interference to existing operations—and there should be no difficulty finding them.

For details of the educational Stratovision project, see p. 12.

SLOWEST YEAR FOR NEW-STATION STARTERS: With most desirable channel allocations now occupied, 1959—as predicted—is harvesting slimmest crop of new TV stations since end of freeze. Including 3 new stations this week (see p. 11), only 20 stations have gone on air this year—and only 7 more CP-holders appear to have progressed far enough in construction and equipment purchases to make it by end of year, as shown in our continuing survey of upcoming stations.

Of the 20 new stations so far, 10 are non-commercial educational outlets—and 3 of the remaining 7 potential 1959 starters are educational. Since their channels are reserved, educators haven't had to rush to stake out their claims and get on air. And unless there's break in allocations logjam, you can expect to see educational-to-commercial ratio climb even higher in new-station list for 1961.

Actually, more new stations are starting this year than we had anticipated. In our year-end prediction last Dec., we foresaw only 20 starters in 1959 (Vol. 14:52 p2). Here's new-station total for each year since July 1952 freeze-end: 1952 (6 mo.), 17 starters; 1953, 231; 1954, 101; 1955, 59; 1956, 45; 1957, 40. Our new Fall-Winter Television Factbook, incidentally, lists vital data for all stations now on air, plus stations due to go on air rest of year, and contains special new directory of educational stations.

Quiz Scandals

More about

NO LET-UP ON QUIZZES: There was a hiatus last week in House hearings on evidence that now-defunct big-money TV quiz programs were fixed by their promoters—but no hiatus in headlines as scandal rolled on & on.

After spending 2 relatively dull days trying to fix blame on FCC & FTC for failure to stop the quiz frauds, the House Commerce legislative oversight subcommittee called a recess Oct. 12 in its public sessions until Nov. 2. They'll resume for a run that may stretch into a week.

Star performer billed by subcommittee Chmn. Harris (D-Ark.) to open next month's hearing series: Charles Van Doren, 1956-57 headliner on NBC-TV's *Twenty One*, who had built himself up as a House witness by vanishing after he was suspended from a \$50,000 commentator's job by NBC-TV (Vol. 15: 41 p4). Harris accused him of evading a subpoena which he disclosed had been issued Oct. 9.

Probable added attractions in Nov.: Participants in CBS-TV's \$64,000 *Question*, which up until last week hadn't been suspect as a rigged show, and its companion \$64,000 *Challenge*, which had. And NBC-TV officials may be asked to come back for another turn on the witness stand to do some more explaining about what they did—or didn't do to investigate *Twenty One* and other network shows themselves. Also expected to be on tap: Dan Enright of TV packager Barry & Enright. He has been reported "co-operative" by Harris in telling in executive sessions how he helped operate *Twenty One*, but has made only one brief appearance in a public session—to admit openly for the first time that *Tic Tac Dough* had been rigged.

Before the hearing intermission was called, FCC Chmn. Doerfer & FTC Chmn. Kintner were put through some rugged paces in separate sessions on the stand by the investigators. Chmn. Harris and other subcommittee quizzers—principally Rep. Rogers (D-Tex.) and counsel Robert W. Lishman—tried to get the agency chiefs to concede that they had run away from responsibility for controls of broadcast programming.

Harris called the questioning of Doerfer & Kintner the "most pertinent part of our proceedings." Doerfer pointed out doggedly that Communications Act didn't permit FCC control of programming—and in fact forbade FCC censorship. Kintner pointed out that the Federal Trade Commission Act gave FTC jurisdiction over false advertising—not deceptive entertainment. But the investigators demanded—insistently—to know why FCC and/or FTC hadn't stepped in long ago to expose quiz frauds. They repeatedly professed "amazement" that neither agency had done what they said was its duty.

"If as much attention was paid by bureaus & boards to protecting the public interest as they do to budgets & funds we would be a lot better off," Rogers interjected heatedly at one point.

Meanwhile, these were among headlined quiz-show developments of the week, in & out of Washington:

Item: Van Doren turned up in N.Y. Oct. 15 after a lengthy weekend of what he said was "solace" in New England from his NBC-TV job troubles. He accepted the subcommittee's subpoena, then called a massively-covered press conference in the Roosevelt Hotel. There he insisted he hadn't known Harris was after him—and he outraged reporters by refusing to answer any of their questions about question-&-answer coaching on *Twenty One*, which yielded him \$129,000. (Drew Pearson reported Oct. 12 that subcommittee heard closed-door testimony that Van Doren had been fed questions in advance.)

Item: Rev. C. E. (Stoney) Jackson of Tullahoma, Tenn., a \$16,000 winner on \$64,000 *Question* and \$4,000 winner on \$64,000 *Challenge*, told reporters he got help in answering questions on both.

Item: Such other once-famed "Question" and/or "Challenge" winners as Mrs. Myrt Power (\$57,000), Gino Prato (\$32,000), Dr. Joyce Brothers (\$134,000), Mrs. Catherine Kreitzer (\$32,000), James & William Egan (\$48,000) and Teddy Nadler (\$264,000) testified in newspaper interviews that they hadn't been coached.

Item: Quizmaster Hal March of \$64,000 *Question*, now a stage actor in "Two for the Seesaw," voiced "great shock" at reports that something was wrong with the show.

And officials of the August Manufacturer's Trust Co., who used to be seen by viewers guarding questions on the show, issued a statement saying that their part in the program had been played straight.

Item: CBS-TV network div. pres. Louis G. Cowan, originator of \$64,000 *Question* when he was head of Louis G. Cowan Inc., pointed out he left the production firm to join the network 7 weeks after it first went on the air in 1955. "During the period when I was at the production company," he said, "there was no rigging of the program, so far as I know, and if there had been I think I would have known about it."

Item: Dr. Bergen Evans of Northwestern U., who composed questions for \$64,000 *Question*, said he believed the show was "as honest as it could be," but contestants could be eliminated by asking them questions in fields in which pre-program tests had shown them to be weak.

DOERFER CHARTS PITFALLS: Congressional storms over rigged TV quiz shows and the Lar Daly equal political time issue may be pushing FCC "to the brink of unconstitutional interference with freedom of expression on a political platform or in a dramatic performance," Chmn. Doerfer warned broadcasters last week.

Fresh from his joust with House quiz investigators over the Commission's authority to prevent frauds in entertainment on the air (see pp. 1 & 4), Doerfer told the New Orleans convention of the Radio-TV Directors Assn. (RTNDA) that FCC faces "the serious question as to what direction the Govt. should take in the field of program content control."

FCC is being nudged "closer & deeper into exercising regulatory controls over programming content" by the furor raised by House hearings on the quizzes, Doerfer said. And he was dubious about Communications Act amendments voted by Congress to settle equal-time questions raised by Lar Daly (Vol. 15:36 p2). Doerfer said he feared the new Sec. 315 imposes "new & additional burdens upon the broadcaster"—and FCC—instead.

There's no doubt, Doerfer assured the TV-radio newsmen, that the quiz shows re-exposed by the legislative oversight subcommittee were "fraudulent & gross deceptions [which were] most reprehensible and exhibited a contemptible degree of crassness on the part of the producers." But he pointed out a N.Y. Grand Jury could find no "legal deceit" in them, and that the Commission is forbidden by present law to censor programs.

Warning against "direct punitive assaults" threatened by subcommittee members, he said they "probably would do more harm than good to freedom of expression."

"It is inconceivable to the American people that a govt. agency could be entrusted to sit in judgment as to what constitutes good drama, good music, interesting & educational programs. It would be practically impossible to supervise even a fraction of the 60,000 hours of programming which takes place each day. It would be practically impossible for a govt. agency to require that any particular type of programming must be precisely what it purports to be."

As for the Sec. 315 amendments, Doerfer conceded that they're "an improvement over the inflexible requirements of the old law," which had led the Commission to equate newscasts with political speeches by candidates. Long an advocate of outright repeal of Sec. 315, he said that the new legislation nevertheless may subject broadcasters to abuse of equal-time privileges by proponents of "controversial matters."

"No longer can [a broadcaster] refuse his facilities to those who request to speak 'on behalf of the candidate,'" Doerfer said. "Before the amendment, the Commission determined that the privilege was a personal one. It extended to the candidate alone.

"Now, apparently, substitutes can, and must, be permitted whenever a prior candidate (or even someone on his behalf) has raised an 'issue of public importance' upon which there may be conflicting views. And it may be persons who do not even purport to speak on behalf of any candidate. Apparently, any responsible person who has opposing views can now get into a political 'hassle' over the air.

"I am sure no one intended this result, nor intended to expand the Commission's prior policy to treat highly controversial matters fairly. A law, as you know, is more inflexible than an administrative policy."

Doerfer wound up his RTNDA speech with a plea that Congress give broadcasters "a fair opportunity for self-correcting action" before it passes more laws governing TV & radio:

"The cure for highly objectionable programming, be it unfair treatment of a political candidate, an issue of public importance, or a deceptive practice in quiz programs, should be not creation of greater govt. controls, but greater incentive for exercise of self-regulatory restraints."

As Hausman Sees It: "We've suffered a setback. It would be dangerous to stick our heads in the sand." That's the impact of the quiz hearings on the industry, in the opinion of Louis Hausman, the new dir. of the TV Information Office (TIO).

In his brief maiden talk to members of NAB, at the Association's first fall regional conference in Washington last week, Hausman asserted that it would be foolish to believe criticisms by the press and others are being made "because they hate us."

"Some of us, I am afraid," he said, "may be inclined to discount the press coverage on [the quiz] story by saying the press is motivated by jealousy of our advertising successes. This is altogether too pat an answer. The press did not create this story out of whole cloth. It is a story that the public is vitally interested in. It illustrates dramatically what an integral and vital part TV has become in our society." Aside from those observations, he said he couldn't comment further until NAB and its Code Board acted on the quiz situation (see story on p. 6).

TIO's major chores generally, Hausman said, include the following: (1) "A tremendous job of straight information, telling the public why we do what we do and why we can't do otherwise." He alluded to the "ignorance" of PTA's and other critics who don't know the mechanics of the industry and "its need for financial stability." (2) "To defend the integrity and quality of what we do." (3) "To help telecasters get their stories across locally—supplying them with material for seminars, speeches, etc.

Hausman said he had already declined many invitations to address groups, appear on TV programs (e.g., Mike Wallace's), etc., because he has adopted the principle that it was up to the telecasters themselves to make the presentations.

Hausman was introduced by Clair McCollough, Steinman Stations, chmn. of NAB's TV Information Committee, who discussed TIO's genesis. At the end of Hausman's talk, NAB v.p. Thad Brown asked for a show of hands of those who had already pledged financial support to TIO. Six or 8 of the 25 to 30 telecasters raised their hands.

'CLEAN HOUSE!' SAYS FTC's KINTNER: The U.S. would become a "police state" if the Govt. takes regulatory jurisdiction over all questionable business practices such as TV quiz show rigging—and broadcasters better get busy now to insure themselves against that fate, FTC Chmn. Earl W. Kintner warned last week.

In a no-punches-pulled speech to the first 1959 regional NAB fall conference in Washington's Mayflower Hotel, Kintner warned that "the reputation of the broadcasting industry faces a serious threat [which] has been brought on by too much lip service to high principles and not enough diligence in enforcing compliance with them."

Kintner was answered by NAB pres. Harold E. Fellows. He said the TV Code Review Board headed by Westinghouse Bestg. Co.'s Donald H. McGannon is ready to set up new rules "to further safeguard the viewing audience against misrepresentation or deceit, in [quizzes] or other areas of programming."

In a wrap-up report to NAB members at a closing session of the 2-day meeting, Fellows said he wouldn't "try to explain or justify" disclosures of quiz scandals by House investigators, but: "This industry has proved, in its 4 decades of service, it can clean its own house when necessary."

In a session devoted to the code, McGannon stated: "It is my opinion that the question of rigged quiz shows could have been handled within the content of the TV code on the basic and fundamental premise of honesty of presentation . . . Therefore, it is my intention on Nov. 16, in Los Angeles, which is the next meeting of the TV Code Review Board, to recommend to its membership the adoption of an amendment to the code that expressly prohibits an abuse of public acceptance and trust as has been reflected in much of which you have been reading of late.

"The threat of governmental regulation is a most genuine one," said McGannon. "Notwithstanding, I believe among the current subscribers to the code and among broadcasters in general, the responsibility to the public and to the advertiser of commercials comes at a higher priority of consideration than even this [threat]. However, if you will accept a gratuitous opinion of the Code Review Board, the question of governmental regulation of programming and/or commercial content has many real and momentary characteristics, and in any form would present a genuine disaster to this industry."

Calling on broadcasters & advertisers to "keep radio & TV free of deceit & fraud," Kintner said that "what self-discipline cannot achieve cannot be accomplished by the alternative of mere [govt.] policing, if our system of government is to survive."

Kintner added: "If self-regulation [by broadcasters] becomes ineffective, then it becomes mandatory that the Govt. should provide whatever policing is required by the public interest." He urged "the broadcasting industry, and particularly each individual member of the industry, to police its advertising & programming so well that more laws & more regulations & more policing are not needed."

NAB "deserves credit" for its own ethical codes, Kintner said. "Nevertheless, if a ship has only a few holes in its hold instead of many, this does not invite confidence that it is seaworthy." And he cautioned NAB members not to comfort themselves with a conclusion that newspaper coverage of the House quiz exposé has been "all out of proportion to its importance . . . It is my opinion that any attempt to shrug off a hoax on the public as not warranting positive action is to whistle in the dark."

More about

CBS's NO-QUIZ EDICT: Only a few hours after CBS Inc. pres. Frank Stanton's New Orleans pronouncement against quizzes (see p. 1), CBS-TV announced the first changes in the network's program structure to be caused by the new taboo on big-money and big-prize shows. Both of CBS-TV's daytime quiz shows—*Top Dollar* and *The Big Payoff*—were headed for the scrapheap, and would be replaced by filmed reruns of *December Bride* (moving up from 10:30 a.m.) and *The Millionaire* (TV's biggest giveaway show, but one that's not subject to "fix").

Undetermined was the future of the Mon.-night *Name that Tune* series, the sole remaining jackpot-prize show on CBS-TV. Colgate-Palmolive, the sponsor of the canceled daytime shows, will remain as a sponsor of the new film shows.

Not likely to be affected are the Goodson-Todman panel shows on CBS-TV—*What's My Line*, *I've Got a Secret*, *To Tell the Truth*—Mark Goodson of G-T productions told us Oct. 16. "We don't depend on big-money rewards to contestants for an audience," said Goodson, pointing out that the actual money that changes hands on the G-T shows is so minor it could be eliminated if necessary. G-T's only big-money show is *The Price Is Right* on NBC-TV, where the jackpot can be worth some \$25,000 in prizes.

ABC-TV was unruffled by Stanton's promise of a quiz-free CBS, telling us that "we consider our 3 daytime contest shows—*Music Bingo*, *Beat the Clock*, and *Who Do You Trust?*—as comedy shows, since the prizes are practically nothing." ABC has no nighttime quiz shows "and probably won't accept any," we were also told.

NBC-TV, which has a total of seven 30-min. quiz shows (from *Dough Re Mi* at 10 a.m. to *Split Personality* at 4:30 p.m.) in its daytime schedule and 3 nighttime prize shows, told us that it had "no plans" to axe any or all of them, that the Stanton statement was "being studied," and that NBC would be curious to know "just what CBS considers a large sum or a lavish prize."

TV quiz format, discredited & discarded here following exposures of rigged shows (see pp. 1 & 4), has been adapted by Russian radio propagandists for audience participation—and "is enjoying a lively revival," reports the *Washington Evening Star*. Every night contests are beamed by Soviet shortwave to listeners in Europe, Africa & North America. They're offered radios, phonos, refrigerators, cameras if they mail correct answers to such questions as: What Russian insisted in the UN Security Council on evacuation of foreign troops from Syria & Lebanon? One contest drew 3,000 replies from Arab listeners who collected 350 prizes. But there's been hanky-panky, too, according to the *Star*. Radio Moscow boasted that correct replies to one quiz on USSR history had been received from 39 U.S. listeners who won shortwave radio sets, cameras and record albums. It turned out that a group of Minn. U. instructors got together on the answers, submitted them under different names & addresses. Apparently unshaken by this evidence of contest fraud, Radio Moscow last week announced a new quiz show for its American audience Oct. 30. Best answers to a 7-part question on "Soviet economic advances" will win a Russian-made camera. Consolation prizes: "Rocket badges," wood carvings, books, Russian stamps, photos of Soviet cities.

Networks

More about

THE SLICE OFF THE TOP: There are literally dozens of small talent agencies, representatives & managers in TV, but only 2 big names—Music Corp. of America and William Morris Agency—are woven into the entire fabric of prime-time network programming (see p. 3).

MCA, whose stock is now soaring following its heavily oversubscribed public offering (Vol. 15:41 p20), is often regarded mainly as a key source for individual TV stars. But that's only part of the story—in first-half 1959 MCA grossed about \$24 million from the sale of film series it owns or co-produces, another \$1 million from studio rentals, and some \$4.2 million in agent commissions.

MCA, in a dollar ratio of about 6-to-1, is thus more of a program producer-distributor than an "actor's agent." Of the 22 nighttime network shows that bear the "sold-by-MCA" label, 11 are either directly produced by MCA or are MCA co-productions—exactly 50%.

William Morris, which handles more independent producers than MCA, achieves bigness by a different route: a strict policy of keep-out-of-production while aiming for 10% of a large volume of TV business.

Among Morris-represented producers this fall are Four Star (9 shows of its own, plus the production facility of *Wichita Town*), 20th Century-Fox (except for *Dobie Gillis*, sold by General Artists to CBS-TV under a prior representation deal), Lou Edelman, Mirisch-McCrea, Jackie Cooper, Goodman Ace, Garry Moore-Bob Banner.

General Artists Corp., although much smaller than either MCA or Morris in terms of total billing handled, has a show on each of the 3 networks this year. One of them, *The Perry Como Show*, is a prime showcase for musical talent, in which GAC specializes.

Not all of Hollywood's top TV film producers are represented by talent agencies. Of the major film companies involved in TV production—United Artists, 20th Century-Fox, MGM, Columbia Pictures (via Screen Gems), Paramount, Warner Bros.—only 20th-Fox has a sales agent (William Morris), and even this situation may change with the arrival of ex-Young & Rubicam TV-radio v.p. Peter Levathes as pres. of TCF-TV (Vol. 15:41 p7).

The other movie majors, and many of the syndication houses involved in network programming (such as Ziv and ITC), prefer to handle program sales directly. Independent producers like Four Star, and most of the one-show production firms, prefer to deal through a talent agent rather than maintain a sales organization.

* * *

Representation of individual performers or creative TV talents is regarded by the leading talent shops (to quote MCA's recent stock prospectus) as "extremely speculative," even though virtually every performer in a regular TV series has an agent, and talent agents have been instrumental in boosting the asking price of top TV names as high as \$100,000 for an appearance.

Artists frequently shift around between talent agencies. Frank Sinatra, once with MCA, is now with William Morris; Danny Kaye, once with Morris, is now with MCA; Betty Hutton and Judy Garland have been back & forth between both agencies, to name a few.

Frequently, stars represented by one agency have the leading roles in a series handled by another. A few: William Demarest (MCA) in *Love & Marriage* (Morris); Hoagy Carmichael (Morris) in *Revue's Laramie* (MCA);

David Hedison (Famous Artists) in *Five Fingers* (Morris); Dwayne Hickman (MCA) in *Dobie Gillis* (GAC). Some actors, such as Phil Carey who's on both the Morris and Louis Shurr Agency lists, have double or triple representation on "commitment" rather than "contract" basis.

Exactly how does a talent agent handle the sale of a packaged show? Generally, he shoots for the traditional "10%-off-the-top," and usually arrives at the pricing formula this way: The agent will ask the producer what he feels he should get for his show. In the case of an expensively produced 30-min. film show, it might be a producer gross of \$45,000. The agent then figures one-ninth of this, and adds it on top (\$5,000 plus \$45,000) to arrive at a figure which, when discounted with 10% commission, gives the producer his asking price and the agent his regular commission. This also avoids arguments over another matter—taking a 10% commission on below-the-line (non-creative & technical) costs. But there are many variations to the pricing formula.

Individual TV performers with whom we've discussed agency representation exhibit all shades of attitude toward TV's leading talent sellers. Some prefer being handled by a small agent "where you won't be lost in the shuffle or employed by your own agent." Others like the large, multi-faceted agencies whose corps of specialists can advise on everything from co-production TV deals in Australia to the best way of distributing TV income for tax purposes. All agree (and network executives echo the sentiments) that "some form of representation between talent and employer or buyer is necessary."

* * *

Agency representation is not a free-for-all business of wheeling & dealing, despite some outward appearances. Talent guilds & unions (AFTRA, SAG, AGVA, Equity, Writers Guild, etc.) have very specific agreements governing commissions, agent duties and how agency contracts can be terminated, even though almost anyone not a broadcaster, network executive, producer or adman can apply for an employment agency license and union-awarded agency franchises.

One question often raised in connection with MCA is that of "conflict of interests," since MCA is a sizable employer of talent through packages it produces or controls. Screen Actors Guild, the union most directly concerned, indicates that while it may be "philosophically disturbed" by the situation, it is also aware that the MCA-Revue operation gives jobs to hundreds of film actors.

SAG exec. secy. Jack Dales told us in Hollywood: "This matter will come up in 1960 when we review the whole field of agency relations with the Guild, particularly agencies involved in production."

Leading talent agents have a strong record of keeping their top artists working, usually at top prices. In the case of MCA, Morris and GAC, there is the additional lure of being able to make deals for talent in shows the agency produces, controls or has sold as a package.

Thus, a lot of Morris-represented talent is likely to be seen this season in the Goodman Ace-produced specials for Revlon, in packaged specials starring Morris clients Frank Sinatra, Jimmy Durante & Milton Berle and in such dramatic series as *Du Pont Show* (June Allyson)—all sold by Morris. The same situation applies to MCA's link with the Ford-sponsored specials, various other packaged MCA offerings signed for such slots as NBC-TV's Sunday-night showcase, *Wagon Train*, *Riverboat*, and *GE Theatre*.

Talent agency batting averages with film packages are usually above average. By trade estimates, leading

agencies manage to sell at the network level about one out of every 4 pilots delivered, as against the all-industry average of about one out of 10 pilots.

* * *

These profiles of the principal talent agencies are as accurate as considerable cross-checking can make them. Official agency lists of clients are closely guarded secrets. We have compiled these lists of shows and performers active in TV this season. The name of the production company follows (in parentheses) the name of the series.

William Morris Agency: 1740 Broadway, N.Y. 19; 151 El Camino, Beverly Hills.

TV series and series talent:

On ABC-TV—*Adventures in Paradise* (TCF-TV); *Black Saddle* (Four Star); *John Gunther's High Road* (Blue J. Productions); *The Real McCoys* (Brennan-Westgate), Walter Brennan; *The Rifleman* (Four Star); *The Detectives* (Four Star), Robert Taylor, Lee Farr; *Wyatt Earp* (Earp Enterprises), Hugh O'Brian.

On CBS-TV—*Du Pont Show* (Four Star), June Allyson; *Hennessey* (The Hennessey Co.), Jackie Cooper; *The Garry Moore Show* (Red Wing Productions and Bob Banner Associates), Garry Moore; *The Betty Hutton Show* (Hutton Productions), Betty Hutton; *Johnny Ringo* (Four Star), Don Durant, Karen Sharpe; *The Big Party* by Revlon (Goodman Ace); *Ann Sothorn Show* (Desilu), Ann Sothorn; *Danny Thomas Show* (Marterto Enterprises), Danny Thomas; *Wanted: Dead or Alive* (Four Star), Steve McQueen; *Zane Grey Theatre* (Four Star), Dick Powell.

On NBC-TV—*Five Fingers* (TCF-TV); *Law of the Plainsman* (Four Star), Michael Ansara; *Love & Marriage* (Lou Edelman), Stubby Kaye; *Richard Diamond* (Four Star), David Janssen; *Wichita Town* (Mirisch-McCrea), Joel McCrea; *You Bet Your Life* (Filmcraft), Groucho Marx; *Loretta Young Show* (Toreto Films), Loretta Young.

Morris-represented talent starring in specials or regular series:

Nick Adams, Morey Amsterdam, James Arness, Pearl Bailey, Tallulah Bankhead, Ralph Bellamy, Milton Berle, Joey Bishop, Vivian Blaine, Ray Bolger, Eddie Bracken, Barbara Britton, Edd Byrnes, Abe Burrows, Rory Calhoun, Kitty Carlisle, Hoagy Carmichael, Pat Carroll, Peggy Cass, Imogene Coca, Myron Coben, Claudette Colbert, Bud Collyer, Jackie Cooper, Greer Garson.

Vic Damone, Sammy Davis Jr., Johnny Desmond, Marlene Dietrich, Andrew Duggan, Jimmy Durante, Rhonda Fleming, Steve Forrest, Mona Freeman, Zsa Zsa Gabor, Dave Garroway, Benny Goodman, Farley Granger, Buddy Hackett, Julie Harris, Peter Lind Hayes, Mary Healy, Eddie Hodges, Celeste Holm, Sally Ann Howes, Mabilia Jackson, Kitty Kallen, Betty Lou Keim, Lisa Kirk, Eartha Kitt, Michael Landon.

Peter Lawford, Carol Lawrence, Peggy Lee, Sheldon Leonard, Sam Levenson, Joe E. Lewis, Bambi Lynn, Marie McDonald, McGuire Sisters, Jayne Meadows, Sal Mineo, Carlos Montoya, Patrice Munsel, George Nader, Johnny Nash, Barbara Nichols, Janis Paige, Neva Paterson, Dick Powell, Jane Powell, Elvis Presley, Johnny Puleo, Martha Raye, Carl Reiner, Pernell Roberts, Rowan & Martin, Mort Sahl, Frank Sinatra, Jo Stafford, Barbara Stanwyck, Gale Storm, Rise Stevens, Pat Suzuki, Sobbie Tucker, Miyoshi Umeki, Senor Wences, Mae West, Esther Williams, Walter Winchell, Natalie Wood.

Music Corp. of America: 598 Madison Ave., N.Y. 22; 9370 Santa Monica Blvd., Beverly Hills.

Shows produced directly by MCA subsidiary Revue Productions: On ABC-TV—None. On CBS-TV—*GE Theatre*, Ronald Reagan. On NBC-TV—*Laramie*; *Staccato*; *Wagon Train*, Ward Bond.

TV series and series talent represented or co-produced by MCA subsidiary MCA Artists Ltd.:

On ABC-TV—*Hobby Lobby* (Don Fedderson); *The Rebel* (Goodson-Todman); *Leave It To Beaver* (Gomalco); *Take A Good Look* (IMPA).

On CBS-TV—*Jack Benny Program* (J & M Productions); *George Gobel Show* (Gomalco); *The Millionaire* (Tido Inc.); *Ed Sullivan Show* (CBS-TV); *Markham* (Markham Productions), Ray Milland; *Alfred Hitchcock Presents* (Sbamley Productions).

On NBC-TV—*Bachelor Father* (Bachelor Productions), John Forsythe; *The Deputy* (Top Gun Productions), Henry Fonda; *Tennessee Ernie Ford Show* (Betbford), Ernie Ford; *It Could Be You* (Ralph Edwards Productions); *Startime* (Hubbell Robinson Productions); *Tales of Wells Fargo* (Overland Productions), Dale Robertson; *M-Squad* (Alabama Productions); *Riverboat* (NBC-TV).

MCA-represented talent starring in specials or regular series:

Eddie Adams, Morey Amsterdam, Harry Belafonte, Edgar Bergen, Polly Bergen, Ingrid Bergman, Charles Bickford, Victor Borge, Spring Byington, Jack Carson, Rosemary Clooney, Joseph Cotten, Robert Cummings, William Demarest, George DeWitt, Betty Furness, Peggy Ann Garner, Ben Gazzara, Lorne Greene, Ty Hardin, Dwayne Hickman, Earl Holliman, Kurt Kasnar, Ernie Kovacs, Steve Lawrence, Viveca Lindfors, Danny Kaye.

Shirley MacLaine, Gordon MacRae, Elaine Malbin, Patty McCormack, Ethel Merman, Gary Merrill, Jane Morgan, Jaye P. Morgan, Roger Moore, Kathleen Nesbitt, Dennis O'Keefe, Jack Paar, Betsy Palmer, John Payne, Nehemiah Persoff, Marguerite Piazza, Donna Reed, Mark Ricbman, Rosalind Russell, Tommy Sands, Everett Sloane, Maureen Stapleton, Dean Stockwell, Rip Torn.

Ashley-Steiner Inc.: 579 Fifth Ave., N.Y. 17; 449 S. Beverly Drive, Beverly Hills.

On ABC-TV—*Jubilee U.S.A.* (Crossroads). Talent: Keenan Wynn.

Frank Cooper Assoc.: 9145 Sunset Blvd., Hollywood 46; 17 E. 54th St., N.Y.

On CBS-TV—*The Lineup* (CBS-TV). Talent: Richard Long, William Lundigan.

General Artists Corp.: 640 Fifth Ave., N.Y. 19; 9650 Santa Monica Blvd., Beverly Hills.

On ABC-TV—*Pat Boone Chevy Showroom* (Cooga Mooga). On CBS-TV—*Many Loves of Dobie Gillis* (TCF-TV). On NBC-TV—*Perry Como's Kraft Music Hall* (Roncom), Perry Como. Talent: Frankie Laine, Julius La Rosa, Johnny Ray, Peggy Lee, Monica Lewis, Denise

Other agencies representing TV talent, but not scheduled series: Baum-Newborn Agency—Gene Barry, Robert Young.

Famous Artists Associates—Jacqueline Beer, Rory Calhoun, Marlene Dietrich, Frank Faylen, Brett Halsey, David Hedison, Tab Hunter, Will Hutchins, Richard Jaeckel, Lee Kinsolving, Darren McGavin, Audrey Meadows, John Smith, Clint Walker, Tuesday Weld.

Kurt Frings—Desi Arnaz, Lucille Ball, Jane Wyatt.

Milton Grossman—Amanda Blake, Richard Boone, June Lockhart, Leslie Nielsen, Dennis Weaver.

Kumin-Olenick—Lola Albright, Robert Rockwell, Craig Stevens, Bob Sweeney.

The Mishkin Agency—Chuck Connors, Lee Marvin.

Lester Salkow—Warner Anderson, Raymond Burr, Barbara Hale.

William Shiffrin Agency—Bob Mathias, Robert Stack.

Louis Shurr—Pbil Carey, Marge & Gower Champion, Clint Eastwood, Bob Hope, Debbie Reynolds, Jeff York.

Paul Small Artists—John Cassavetes, Abby Dalton, Gigi Perreau, Efrem Zimbalist Jr.

ABC's Fast Start: First of the new "quick Nielsen" reports this season on the 3-way-competitive TV markets (Vol. 15:41 p8) brought a joyful whoop from ABC-TV last week.

For the week ending Oct. 4, in 24 markets during the choice TV hours of 7:30-10:30 p.m., the average-audience TV figures in the Nielsen report looked like this: ABC—18.8; CBS—19.7; NBC—16.7.

What caused ABC executives from pres. Oliver Treyz down to break out the festive bunting was that the figures put ABC-TV in second place in network rankings in the competitive markets with a gain of 11% over a year ago (17.0)—showing losses of 12% for CBS-TV (down from 22.4) and 10% for NBC-TV (down from 18.5).

"The shift won't be quite as pronounced in the national ratings for the same period, since we're not fully competitive with NBC and CBS in terms of station lineups," one ABC-TV research official conceded. From NBC, which officially has rule against handing out ratings to the press and which had almost all of its new shows on the air when the Nielsen measurements were made: No official comment.

Most likely candidate for number 2 man in TV Information Office is Stockton Helffrich, dir. of TV-radio continuity acceptance for NBC. An NBC spokesman admitted that Helffrich is "being sought for the job" by TIO and is "seriously considering" the offer. Said Hausman: "No comment. All I know is what I read in the newspapers."

NETWORK SALES ACTIVITY

ABC-TV

Gale Storm Show, Thurs., 7:30-8 p.m., one-third sponsorship for 4 wks.
Bristol-Myers (Young & Rubicam)

Daytime programming, 26 fifteen-min. segs. over 28 wks. in 3 shows.
Minute Maid Corp. (Dancer-Fitzgerald-Sample)

CBS-TV

Markham, Sat., 10:30-11 p.m., alt.-wk. sponsorship.
Liggett & Myers for Duke cigarets (McCann-Erickson)

NBC-TV

Price Is Right, Wed. 8:30-9 p.m., Dec. 9 & 16.
Lanvin (North Adv.)

Pre-Christmas special based on "The 13th Orphan," by Paul Gallico, Dec. 9, 7:30-8:30 p.m.
Longines-Wittnauer Watch Co. (Victor A. Bennett)

The FCC

NEW LOOK AT TV STANDARDS URGED: FCC is most eager to provide more competition in TV, but after 5 years of study it's still reluctant to make changes in its engineering standards for fear of destroying more service than it creates. It's considerably less than enthusiastic, therefore, about recent suggestions that it consider revamping entire TV system in light of technical developments.

Not that FCC isn't in favor of the most exhaustive studies of all possibilities. As one FCC engineer puts it: "It's like motherhood—everyone is in favor of it. You can't be against it." The major problem is that the cost of extensive technical studies is very substantial, and the FCC is dubious about getting Budget Bureau authorization.

The latest suggestions come from William C. Coombs, Bureau of Standards engineer who contends that recent discoveries in information theory show that both military and commercial TV can be compressed into a fraction of the spectrum now used. His highly technical discussion is contained in a new report available from the Office of Technical Services, Dept. of Commerce, titled *Technical Note No. 25* (PB 151384). Speaking of commercial TV, he says: "In the vhf band, where the channels reserved for TV use are most limited in number, yet most in demand, the problem is almost entirely one of bandwidth. If the required bandwidth could be made smaller, space might be found for many more channels.

"In the uhf band, where many more channels are available, the problem has in part been one of reliability and area coverage relative to the vhf band. If greater reliability of reception could be had for given transmitter-to-receiver antenna relationships, there would be a much greater inclination for prospective users to accept uhf assignments, without the force of law.

"Eventually these 2 problems may be expected to resolve together since anything that might be done to enhance one frequency band could be applied to enhance the other band also. Since very few of the TV receiver sets in mass use in the U.S. are equipped to receive uhf, and any thought of mass movement to that band or any other band would entail major equipment conversion in any case, this is an opportune time to consider recent advances in theory which point to use of considerably revised systems as being possibly desirable in all bands."

Coombs concludes, however, that the Govt. is in a position to make more immediate use of new techniques for space communications. But he insists that there is "an immediate need for further study and evaluation in the field of human perception as related to TV system standards," because the present system can transmit far more than the "human channel" can absorb.

* * *

Another suggestion for reevaluation of TV standards was submitted to the FCC recently by William C. Boese, chief of the Commission's technical research div. He summarized developments since the adoption of present TV standards nearly 20 years ago, suggested that the Govt. finance research by an outside organization looking toward the development of an improved system.

Boese agrees with Coombs that TV channels are too wide or that they can accommodate a superior service—perhaps improved color, greater resolution, etc. He finds these faults with present standards: Too much power needed for sync signal, distortion due to use of vestigial

sideband, too much power for audio. He also believes that the present 4:3 aspect ratio should be reconsidered because movies now use higher ratios, and that there should be a close look at multicasting (several transmitters per station), low-noise parametric amplifiers for receivers, space-satellite relays, transmission from aircraft (see pp. 3 & 12).

Boese believes that an improved service might be authorized by the FCC in about 5 years—after theoretical studies, development, field testing and FCC rule-making.

Doerfer vs. Red Tape: Implacable foe of administrative delays, FCC Chmn. John C. Doerfer warned last week that many bills pending in Congress may do more to deprive the public of service than to protect it from abuses. Speaking before the convention of the National Assn. of Railroad & Utilities Commissioners in Philadelphia Oct. 13, he analyzed bills designed to make FCC and other agencies more "judicial" and to protect them from "influence." He approved of some provisions, was leery of others, concluded:

"There should be an elimination of all private attorney generals, a reaffirmation that the Commissioners are the guardian-designees of the public interest, a restriction of the right to be heard in a contest for a privilege to only those parties who have a direct interest in the sought-for license or privilege, a cut-off date after which no new parties can become parties in interest except under the most compelling reasons directly endangering the public safety or welfare, a retention of the adjudicatory procedures for those cases designed to invoke legal sanctions (e.g., revocation of licenses, reparation of rates, violation of law or rules, unfair trade practices, or other alleged infractions involving a determination of past conduct), provisions for a new or more flexible method to determine and apply agency policies as directed in the mandates from Congress, and determination of basic qualifications of applicants for the privilege to serve the public.

"What this country needs is a reassessment and rearrangement of its administrative procedural laws, not any further extension of procedural rights to those who should have no right to be in the case in the first place, nor to those who having that right are not, in fact, adversaries over property or vested rights, but merely contestants for a privilege, valuable or not to them, but essentially beneficial to the public."

FCC is still wrong about FM multiplexing & simplexing, the U.S. Supreme Court ruled last week by refusing to review the Court of Appeals decision against the Commission (Vol. 14:45). FCC had ruled originally that FM stations offering subsidiary services, such as functional music, would have to broadcast them simultaneously on a multiplexed subcarrier because such services were "point-to-point" rather than "broadcasting." WFMT Chicago had appealed, wanted to continue simplexing. (Simplexing permits home receivers to receive everything the station broadcasts, while special receivers, such as those in doctors' offices, cut out voice transmissions when activated by a supersonic signal from the station.) In the period since litigation started, many FM stations have converted to multiplexing, which is costly and sometimes introduces technical difficulties such as reduction in coverage. FCC has several alternatives now. It could decide that simplexing is all right. If it insists on multiplexing, it could establish it through rule-making. It could conduct renewal hearings for those stations which it believes are offering unbalanced programming through simplexing.

The Challenge of Sec. 315: The title, "A New Freedom—A New Responsibility," set the tone exactly for CBS pres. Frank Stanton's speech in New Orleans last week as he accepted the first Distinguished Service Award of the Radio-TV News Directors Assn. The award was for his contributions to the liberalization of Sec. 315 of the Communications Act—the political equal-time provision.

"We must abandon all thought," he said, "that the revision of Sec. 315 has brought to broadcasting any privileges. It has not. It has brought only the acknowledgment of a right—and rights involve responsibilities. This new freedom of radio & TV, above all other things, enlarges our responsibility. We will be on trial to see if we can measure up to that responsibility. If we don't, we will have our wings clipped. And thus we will have the whole odyssey to go through all over again—until, having won this new freedom, we show ourselves equal to exercising it."

Stanton took exception to FCC Chmn. Doerfer's interpretations of the new law (see p. 5) without going into detail, saying: "After reading Chmn. Doerfer's remarks of night before last, all I can say is that I hope you are right in giving me this award. I do not agree with what I understand to be the thrust of the chairman's remarks."

Stanton paid earnest tribute to the press for its support of the industry in the Sec. 315 fight. In his 3 decades in the industry, he said, he'd never seen the press "take such an emphatic and unanimous view of any issue affecting broadcasting . . . a forthright stand against any doctrine that sought to restrict the freedom of communications."

Senate's freedom-of-speech "watchdog" subcommittee (Vol. 15:38 p3) was attacked briskly last week by its minority member, Sen. Hugh Scott (R-Pa.). Speaking at the annual convention of the Pa. Newspaper Publishers Assn. in Pittsburgh, he noted that subcommittee chmn. Sen. Yarborough (D-Tex.) had said that many people had a feeling that handling of news wasn't as impartial as it ought to be. "This statement has an ominous ring," Scott said. "It raises the whole question of whether the Federal Govt. can be the judge of whether or not news is being handled impartially. I must reserve final judgment until this subcommittee finally gets under way. But since 1960 is an election year and the Democrats in control of Congress were the ones who dreamed up this 'watchdog,' I have a feeling in my Republican bones that the Democrats feel it is only fair that since they have 2-to-1 majority in Congress, they are entitled to 2-to-1 coverage in the news. It is this type of activity I urge you to observe during 'Watch Your Congress Year.'" The other member of the subcommittee is Sen. McGee (D-Wyo.). The group isn't expected to get organized until Congress reconvenes in Jan.

Footnote to history: The appeal from FCC's Lar Daly decision on political equal time was dismissed as moot by the Court of Appeals last week, upon the joint petition of CBS, NBC, FCC & Justice Dept.

Orlando Ch. 9 "influence" case remains in FCC's hands, as ordered by the Court of Appeals (Vol. 14:44), following last week's refusal by the U.S. Supreme Court to reverse the lower court. The decision had been appealed by radio WKIS Orlando, which had lost to Ch. 9 winner WLOF-TV. It wanted the case tried by a federal district court or by a special "master." The "influence" allegation involved is that Orlando attny. Wm. Dial, who had represented WLOF-TV locally, urged ex-Comr. Mack to vote for WLOF-TV. Meanwhile, John W. Kluge filed application with FCC for sale of 24.67% of WLOF-TV to Joseph L. Brechner, pres. and 17% owner, for \$350,000.

Stations

Fears of Harris Spectrum Bill: Plenty of dangerous language has been found by NAB staff members in HR-8426, the bill introduced by Rep. Harris (D-Ark.) to establish a "Frequency Allocation Board" with power to parcel out spectrum between govt. & non-govt. users, including TV-radio (Vol. 15:31). It looks, therefore, as if a substantial conflict is in the works between NAB and the Electronic Industries Assn., which takes a generally favorable view of the bill (Vol. 15:39 p2).

Said NAB TV v.p. Thad Brown, during the fall conference in Washington last week: "It could be, if a super-commission is established, that you might wake up some morning and find that nice Ch. 2, 3 or 4 taken away." However, he said he did applaud the bill's provision to establish a "govt. frequency administrator" as a czar to "knock together the heads of 34 govt. agencies" and see to it that they use their portions of the spectrum efficiently. He was very much concerned, however, that the bill would permit the "super-commission" to usurp the FCC's allocation function for non-govt. spectrum users.

Govt. relations mgr. Vincent Wasilewski was particularly worried about the bill's provision to exempt the actions of the board, the administrator and the President from the restraints of the Administrative Procedures Act—a law designed to give all parties a fair chance to learn about, challenge and appeal actions of administrative agencies. He suggested, also, that broadcasters take every opportunity to tell their Congressmen that the bill would transfer to the President many powers exercised by the FCC, an "arm of Congress."

Lester Lindow, exec. dir. of Assn. of Maximum Service Telecasters, speaking from the audience, said he was also deeply disturbed: "We share with you a very great concern. The bill has serious implications for broadcasting—and even beyond broadcasting." Other NAB discussions:

Feature film depreciation was discussed by chief counsel Douglas Anello. He called attention to recent rulings of the Internal Revenue Service, covering a station in Seattle and one in Los Angeles, refusing to permit depreciation on a declining annual scale rather than a flat "straight-line" basis. He noted that the rulings had no general application yet but he feared that they might eventually. NAB is surveying telecasters, he said, to determine what their practices are, suspecting that most prefer the declining scale. At any rate, he said, NAB would make every effort to persuade IRS to permit telecasters to choose whichever depreciation methods they prefer.

A tower-painting problem was pointed out by George Bartlett, asst. engineering mgr. He noted that FCC had set Jan. 1 as the deadline by which all towers must display orange & white bands of equal width—but that the Air Coordinating Committee (ACC) has specified that towers must have a quite different arrangement of orange, white & black. He said that NAB is trying to get the FCC and ACC to clear up the conflict.

Two applications for new TV stations were filed with the FCC last week, for Alamosa, Colo. (Ch. 3) by the owners of KCSJ-TV Pueblo, and for Wausau, Wis. (Ch. 9) by owners of WFRV Green Bay. Total on file: 109 (14 uhf).

Translator starts: K76AX Romeo-LaJara-Manassa, Colo. began Oct. 11 repeating KOAT-TV Albuquerque. K81AF Wallowa Valley (Enterprise), Ore. began Sept. 30 with KREM-TV Spokane.

NEW & UPCOMING STATIONS: This week's three new starters are KXGO-TV (Ch. 11) Fargo, N.D., which began Oct. 11 with ABC-TV; satellite KOMC (Ch. 8) McCook, Neb., which began Oct. 16 picking up NBC-TV via microwave from parent KCKT (Ch. 2) Great Bend, Kan.; educational WMUB-TV (Ch. 14) Oxford, O., which started intermittent programming Oct. 14, with regular schedule due in 10 days or 2 weeks.

On-air count changes to 557 (84 uhf) this week after adding the 3 new starters and deducting KTES (Ch. 19) Nacogdoches, Tex., which has been off the air since early July and apparently will not resume (Vol. 15:27 p10).

KXGO-TV has a used 5-kw DuMont transmitter purchased from RCA and 379-ft. tower furnished by Tower Construction Co., Sioux City. Its site is near Sabin, Minn. about 13 mi. SE of Fargo. Owner & station mgr. is John W. Boler, also operator of KXJB-TV (Ch. 4) Valley City, N.D. and affiliated KBMB-TV (Ch. 12) Bismarck, N.D.; KXMC-TV (Ch. 13) Minot, N.D.; KXAB-TV (Ch. 9) Aberdeen, S.D. Connie Blackstead, at KXJB-TV, is also KXGO-TV program mgr.; Ozzie Oren, chief engineer. Base hour is \$300. Rep is Weed.

KOMC has 10-kw GE transmitter and 600-ft. Stainless tower with 12-bay antenna 9 mi. W of Oberlin, Kan., more than 150 mi. NW of parent KCKT Great Bend, also operator of satellite KGLD (Ch. 11) Garden City, Kan. It's sold only in combination with KCKT. Bolling is rep.

WMUB-TV has 1-kw RCA transmitter and 320-ft. Truscon tower with 6-section helical antenna. Owner is Miami U. Stephen C. Hathaway, director of bestg. for Miami U., is TV mgr. & film buyer; Paul Yeazell, ex-Radio-TV Bureau of U. of Ariz., asst. director; William Utter, ex-KPTV, Portland, Ore., & Charles Myers, ex-radio WATG Ashland, O., program-production directors; Thomas Ditzel, ex-WLWD, Dayton, O., production asst.; Andrew F. Bruck, from Miami U., chief engineer.

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

WABG-TV (Ch. 6) Greenwood, Miss., which missed its Oct. 15 tarket for programming with CBS-TV, now hopes to begin before Nov. 1, reports program director Mrs. Erlene Leach. RCA 5-kw transmitter is ready and 6-bay antenna is being installed on 388-ft. Stainless tower early this month. Owner Cy N. Bahakel also operates radio WABG as well as 6 other AMs. Don Neil is sales mgr.; Joseph G. Rachuba, production supervisor; Floyd Coulter, chief engineer. Base hour will be \$200. Rep will be Weed.

KLYD-TV (Ch. 17) Bakersfield, Cal. has 12½-kw GE transmitter on hand, plans Oct. 26 start with ABC-TV, reports gen. mgr. & 20% owner Ed Urner. Studio-transmitter building has been completed and RCA antenna was scheduled for installation on 363-ft. Stainless tower by mid-Oct. John Barrett, ex-KFRE-TV Fresno, is gen. sales mgr.; Bill Hoffman, local sales mgr.; Ralph E. McElroy, ex-KFRE-TV, program director; Vern Tucker, acting chief engineer. Base hour will be \$300. Rep will be Hollingbery.

KNDO (Ch. 23) Yakima, Wash. hopes to begin in Oct. with ABC-TV, reports station mgr. Hugh Davis for owner Ralph Tronsrud, realtor. It has 1-kw RCA transmitter and 100-ft. Stainless tower. Gene Adams, ex-KIMA-TV Yakima, is sales mgr.; Leo Lyon, ex-KIMA-TV, program director; Warren Brown, chief engineer. Base hour will be \$300. Rep will be Weed.

WPCA-TV (Ch. 17) Philadelphia, Pa. plans to begin programming Nov. 15 as religious-cultural-educational non-

profit operation of Young People's Church of the Air. It has 1-kw RCA transmitter on hand, but awaits modification of CP before proceeding with further construction. Rebuilt RCA antenna will be installed on radio WRCV's former 600-ft. tower, which WPCA-TV will share under lease arrangement with present owner George Voron Co. Base rate will be \$270 for half hour. Rep not chosen.

KVOG-TV (Ch. 9) Ogden, Utah, has given up Oct. target, its Gates 5-kw transmitter now scheduled for delivery Nov. 1, reports David B. Affleck, asst. mgr. of radio KVOG. Studio-transmitter construction is 75% completed, but work on 400-ft. Utility tower hasn't begun yet. Network affiliation hasn't been signed and base hourly rate hasn't been set. Rep will be Grant Webb.

CJCB-TV-1 (Ch. 6) Inverness, N. S. expects to start programming at end of Oct. as satellite of CJCB-TV (Ch. 4) Sydney, N. S., according to pres. & gen. mgr. J. Marven Nathanson. GE 1.5-kw transmitter was scheduled to arrive Oct. 10, Alford antenna Oct. 15. It will be an automatic repeater, operated by remote control, and included as bonus with CJCB-TV, which has \$275 base hour. Reps are Weed and All-Canada.

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Station Promotion Forum: NBC chmn. Robert W. Sarnoff will keynote the Nov. 2-4 Broadcasters' Promotion Assn. convention in Philadelphia's Warwick Hotel. Among the "how to" sessions on the program:

Nov. 2—*Public service*, by Corinthian Bestg. pres. C. Wrede Petersmeyer & gen. mgr. Frank Shakespeare, WCBS-TV N.Y. *Merchandising*, mgr. Max Buck of WRCA-TV N.Y. and pres. Emil Mogul of Mogul, Williams & Saylor Inc. *Creating a station image*, mgr. R. C. (Jake) Embry, WITH Baltimore, and Arthur C. Schofield, Peoples Bestg. Co. *Trade ads*, R. David Kimble, Grey Adv., and pres. Henry J. Kaufman, Henry J. Kaufman & Associates, Washington, D.C.

Nov. 3—Simultaneous "shirtsleeve sessions:" *Audience promotion*, promotion mgr. Robert V. Freeland, KOTV Tulsa. *Sales promotion*, promotion mgr. Jack Williams, WBZ Boston. *Trade paper advertising*, sales promotion mgr. Kirt Harriss, KPRC Houston. *Merchandising*, promotion mgr. Heber E. Darton, WHBF Rock Island, Ill. *Publicity & exploitation*, publicity-promotion dir. Elliott W. Henry Jr., WBKB Chicago.

Nov. 4—"The Role of Promotion & Promotion Managers in the Future of Radio & TV," publisher James T. Quirk, *TV Guide*, "How to Equip Your Rep," pres. H. Preston Peters, of Peters, Griffin, Woodward, and pres. Adam J. Young, Adam Young Inc.

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Contract to sell WJAR-TV & WJAR Providence and their parent Outlet Co. dept. store was canceled last week by trustees for the company's founders, who hold majority control. This was a victory for station gen. mgr. J. S. (Dody) Sinclair, chief beneficiary under the Outlet stock trust, who has been fighting in the courts to overthrow the 11-month-old sale agreement (Vol. 14:49 et seq.). Cancellation of the contract came immediately after R.I. Superior Court Judge William B. Mackenzie ruled that the prospective purchaser—William Zeckendorf's 91065 Corp.—had no right to intervene in the legal battle between Sinclair and the trustees. "We have not given up," said Zeckendorf's counsel Maurice Iserman after the cancellation. "We will follow some further legal action, but at this moment we do not know just what it would be."

World-wide hi-fi broadcast is scheduled by United Nations Radio Oct. 24 in celebration of United Nations Day. More elaborate than last year's performance which won applause from hi-fi fans, this year's 2-hour concert performance will originate in Moscow, Geneva & N.Y., featuring outstanding orchestras and performers in each country. Radio stations in about 40 countries will carry the 3-5 p.m. (EDT) show live, another 35 by transcription. European originations will be fed through 3 separate sections of trans-Atlantic cable, resulting in a bandwidth of 8 kc. Moscow originations will be carried to Geneva on 7-kc lines. The concerts can be carried in full fidelity only on FM stations. U.N. Radio operations mgr. Joe Nichols is shooting for a world-wire stereocast for U.N. Day 1960.

Only one new Canadian TV station was recommended for approval by Board of Broadcast Governors after Sept. 28-30 hearings. Application for Ch. 4 outlet at Grand Falls, Newfoundland, by CJON-TV (Ch. 6) St. John's, was okayed, but request for low-power French-language Ch. 12 station in New Carlisle, Que., by La Television de la Baie des Chaleurs Inc. was denied because it wouldn't provide adequate service to the surrounding area. Other recommendations were for power boosts—to 55.4-kw for CFCJ-TV (Ch. 2) Port Arthur, Ont., and to .197-kw for CBYT (Ch. 5) Corner Brook, Newfoundland, now sold as bonus with CBC's CBHT (Ch. 3), Halifax, N. S.

Sale of 90% of KSHO-TV (Ch. 13) Las Vegas by Television Co. of America Inc. to Nevada Broadcasters Fund Inc. for \$137,500 is sought in an application filed with FCC last week. Mervyn L. Adelson, present 51% owner, will hold 10%. Officers will be: R. G. Jolley, pres. (pres. of radio KLAS Las Vegas); A. H. Kelson, v.p.; James C. Wallentine, secy.-treas. (40% owner of radio KVEL Vernal, Utah).

Educational Television

More about

TV GOES FLYING AGAIN: When Texas A&M alumnus Charles E. (Chili) Nobles gift-wrapped Westinghouse's Stratovision gear and presented it to his Alma Mater as a Christmas gift in Dec. 1952 (Vol. 8:51 p8), he had no way of knowing he was casting bread upon the waters. He knew only that FCC, in its 6th Report, which ended the TV freeze in April 1952, had concluded that the airborne TV service would be a deterrent to the growth of local TV. So Westinghouse and Nobles wrapped up 3 years of experiments (Vol. 4:26 p4) and contributed the equipment to education.

Last week, education began to pay dividends on the investment. From the Midwest came announcement of a mammoth project to upgrade the quality of teaching by TV and to mushroom its scope. Newly-formed Midwest Council on Airborne TV Instruction (MCATI) was teamed with Ford Foundation and various industrial giants in a \$7-million, year-long experiment to determine the feasibility of mass TV instruction via airborne relay, a la Westinghouse's Stratovision (see p. 3). One of MCATI's technical advisors: Chili Nobles.

The ambitious project is slated to go airborne in Sept. 1960, and carry through the full academic year into June, 1961. The plan: using a single transmitter-equipped DC-7 circling 4-5 miles high over the Lafayette, Ind. campus of Purdue U., MCATI will relay ETV programs from Purdue

to a potential of 5 million students in 13,000 schools & colleges in a 125,000-square-mile area stretching across Ky., O., Ind., Ill., Mich. and Wis. The "flying TV station's" estimated coverage will be a circle some 400 miles in diameter, reaching from Milwaukee & Detroit to Cincinnati & Louisville.

The opening schedule calls for transmission of 24 half-hour video-taped lessons 6 hours daily on 2 uhf channels. The telecasts will originate from ground facilities on the Purdue campus and be re-transmitted from the plane. The plane will carry 2 uhf transmitters to provide simultaneous transmission of 2 different programs. Ultimately, the Council hopes to increase the simulcasts to 6.

Authorization for the experiment will be sought from the FCC by the Purdue Research Foundation, which will operate as the command center for the overall project. Details of the experiment have been explored with FCC staff experts and Purdue U. is slated to submit its formal application shortly. The grant of an experimental license by FCC is anticipated before year's end.

The experimental program also involves the testing of "narrow-band" telecasting on 2 special channels which will carry the same programs as the conventional uhf channels. The "narrow-band" TV transmission & reception techniques were developed under the direction of CBS Labs' pres.-dir. Dr. Peter C. Goldmark, who also will serve as the Council's technical consultant. The new technique, which uses lower field rates and higher-persistence TV tube phosphors, gives promise of doubling the number of channels which can be made available in a given portion of the spectrum. MCATI chmn. & onetime (1953-56) U.S. Commissioner for Education Dr. Samuel Brownell told us that some 10-12 schools will participate in the "narrow-band" tests and they will be equipped with special TV receivers. Hundreds of schools will cooperate in the uhf tests.

Westinghouse has worked closely with the Council on technical aspects of the experimental program. Engineering v.p. Dr. J. A. Hutcheson said: "The technical feasibility of Stratovision has already been proved, but this experiment will afford an excellent opportunity to test the reliability of the electronic equipment and aircraft on a day-to-day as well as year-to-year basis. The system is practical, is far and away the most economical ever conceived for the purpose of utilizing TV as an educational tool, and is one which can be brought into being in the absolute minimum of time."

The area to be served by the airborne test currently has 9 ground-based ETV stations which reach some 4,000 schools. Construction of additional stations to provide the coverage promised by airborne TV would cost "many times" the \$7 million involved in the cost for the first year for all equipment & broadcast, Council officials pointed out.

The Ford Foundation has set aside \$4.5 million for the project and will match donations of other groups. Dr. Brownell told us the "risk capital" for the project will be forthcoming from business & industry.

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Educators Progress Service, Randolph, Wis. offers its new 1959 *Educators Guide to Free Films*. The \$7 compendium lists 4,223 titles of free films on 639 pages between its soft covers, was compiled by John W. Diffor of Randolph High School and Mary Foley Horkheimer.

National Education Assn. series of 13 half-hr. films on "vital educational issues" will be given air time in 260 markets starting Oct. 23. The films are produced for the NEA by Arthur D. Morse, dir. of CBS-TV's *See It Now*.

Advertising

NEW YARDSTICK FOR ADMEN: TV furthered its claim to being the "most-researched" ad medium last week with a trio of new agency-slanted research studies released by 2 leading station rep firms and by TvB.

The first, from NBC Spot Sales, throws new light on the role timebuyers play in spot buying and in agency preferences on spot campaigns. The second, from Westinghouse-owned TvAR, charts a potentially strong TV market for cigaret advertisers. TvB's report, third of the studies, compares TV viewing with attention to print media. Capsule summaries of the 3 new studies:

NBC Timebuyer Opinion Panel: The 5th of NBC Spot Sales' queries on agency practices, this latest study drew replies from 249 TV personnel at 171 agencies. One series of responses bears out a trend we reported exclusively earlier this year (Vol. 15:18 p9) concerning growing agency interest in 30-sec. announcements: The majority (80%) of panelists said they had "not had occasion to recommend" 30-sec. full-station-break campaigns, largely because the number of stations offering them is still limited. But what NBC described as "a great many more" would use 30-sec. announcements "under the proper circumstances" of prime-time availability, need for extra-length commercials, more 30-sec. offerings and attractive price, the study reported.

Ideal pricing for 30-sec. announcements, in the minds of the NBC-queried admen, brought an interesting set of opinions. In the larger (over \$5 million billings) agencies, 10% of panelists deemed 30-sec. spots "a good buy at more than the combined 10 and 20-sec. rate" and another 46% considered them a bargain at a straight combination of 10-plus-20. Chiefly, NBC's Timebuyer Panel felt that "exclusivity in the station break" (since the 10-sec. ID spot that's usually paired with a 20-sec. station-break spot would be excluded) was the big attraction to the average buyer, with "adjacency to high-rated network programs" on both sides of the spot as runner-up.

In some of the Panel study's other findings, 7 out of every 10 (68%) reported that agency creative departments wield "much influence" in setting commercial lengths and only 38% of panelists said the same about agency clients; nearly all (98%) felt it was "not a good practice" to promote 2 products in a 20-sec. spot and 71% didn't favor the practice in one-minute commercials; 8 out of 10 spot buyers had recommended ID campaigns primarily in saturation spot drives.

TvAR study: Daytime TV, largely ignored by tobacco companies, is "the ideal time" for selling cigarets to women, stated the first of a series of Brand Comparison Studies prepared by Robert Hoffman, mktg. & research dir. of TV Advertising Representatives, covering the 5 major markets in which Westinghouse has TV stations.

Among women in the 18-34 age bracket, 60% smoke, TvAR learned in a survey of 7,527 persons, and more smoke filters than non-filters. In the 35-49 bracket, the use of cigarets drops to 54%, and drops again to 37% among women over 50. The low figure in the latter group, stated Hoffman, "is indicative of the fact that older women never took up smoking." Added Hoffman: "Few cigaret companies have used daytime TV. Last May, for example, they sponsored 33 nighttime network shows and only one daytime program."

Examining another product area, the TvAR study reported that 85.6% of the younger (18-34) women purchased popular brands of shampoo. As with smoking, consumption dropped off with age groups, with only 65.5%

of the women over 50 reporting that their families used various shampoo brands. Wide variations were noted in the popularity of individual shampoo brands (suggesting, indirectly, that spot TV campaigns were needed to boost appeal in problem markets). The shampoo that ranked first in Baltimore, for example, was third in Boston. Pittsburgh was the market with the highest percentage (83.2%) of families using shampoo.

TvB research: In a printed booklet titled *How Big Is Big?* TvB, which recently issued a special audience composition report (Vol. 15:39 p10), took a look last week at "just how big some of these audiences are in some comparisons with total audiences of magazines & newspapers."

Among key findings: More men (about 23 million vs. 10 million) and more women (27 million vs. about 13.5 million) view TV in every time period between 6 p.m. and 10:30 p.m. on the average day "than read any magazine or Sunday supplement." Also, in morning hours between 10 and 10:30 a.m. every weekday, TV reaches "more women than any woman's magazine" and between noon and 12:30 p.m. every weekday, TV reaches "more men than any men's magazine."

In terms of newspaper readership, TvB's report stated that "more people in the country (116,521,000) view TV between 6 p.m. and midnight than read daily newspapers (104,414,000) all day in the whole country."

Sweet Smell of Success: There's a sudden upsurge of interest this season in the use of network TV by leading perfume houses. Coty Inc. last week made its first network video buy, signing with ABC-TV, via BBDO, for a daytime participation schedule in portions of *American Bandstand*, *Gale Storm Show*, *Beat the Clock*, and *Who Do You Trust*. Said Coty mktg. dir. Wallace Drew: "We are moving from a key-market spot-TV advertising program to back our expanding distribution in all markets."

At NBC-TV, Lanvin also took its first big TV plunge last week, signing as a sponsor of *The Price Is Right*, via North Advertising, to start Dec. 9. Like Coty, Lanvin has previously limited its TV efforts to seasonal spot campaigns. At CBS-TV, Revlon plans to merchandise its perfume lines heavily with the aid of the 90-min. Goodman Ace-produced specials alternating with *Playhouse 90*.

TV Westerns don't sell goods, even though they corral big audiences, 2 researchers said last week. Many Westerns "are seedy salesmen who make the most calls, not qualified salesmen who bring in the orders," said Horace Schwerin, head of Schwerin Research Corp., to the Bcst. Advertising Club in Chicago. "Despite Westerns' circulation, [our] studies have repeatedly shown that commercials placed in [Westerns] seldom have efficient sales results, much less create desirable impressions regarding the companies involved," said Schwerin. TV Personal Interviews Inc., in a study on "awareness" of compact cars, said that Western viewers showed the highest awareness but family show viewers numbered higher in actual purchasers.

People: William B. Templeton named Cunningham & Walsh TV-radio v.p., succeeding Edward Mahoney, resigned . . . E. A. Snow elected adv. v.p., Procter & Gamble . . . Neil R. McBain and Eugene L. Kolkey named v.p.'s, Leo Burnett . . . Rosser Reeves, Ted Bates chmn., elected to the Adv. Federation of America board . . . David Lippincott, McCann-Erickson associate creative dir., elected v.p.

Television Digest

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Personals: Ken Johnson, ex-NBC-TV spot sales rep, named sales mgr., WNBQ Chicago, succeeding the late Russell Stebbins (Vol. 15:35 p10) . . . Charles Hutaff named promotion mgr., WGR-TV & WGR Buffalo, N.Y. . . . Robert White, ex-NBC-TV production supervisor, named TNT production dir. . . . Elliot Millner, ex-Doyle, Dane Bernbach, named ITC research dir. . . . Harold M. Spielman promoted to a Schwerin Research Corp. v.p. . . . Gerald Rowe, ex-Lennen & Newell, named Paramount Pictures adv. mgr.

Norman Felton appointed gen. program exec., CBS-TV, Hollywood, in charge of *Playhouse 90* and taped segments of *GE Theatre* . . . George McCaughna named dir. of network operations, CBS Radio, Hollywood . . . John Leo, ex-United Artists Associated, named Governor Television Attractions sales v.p., headquartering in Los Angeles . . . Gregg Murphy, mgr., Katz Agency Atlanta office, named pres. of Atlanta Radio & TV Station Reps Assn.

Lawrence M. Turet named exec. v.p. & station mgr., WXIX Milwaukee, Wis. . . . Jack Sullivan named promotion dir., Queen City Bcstg. Co. (KIRO-TV & KIRO Seattle) . . . Bart Clausen named editorial research supervisor, KYW-TV & KYW Cleveland . . . William Horstman promoted from commercial production supervisor, WKRC-TV Cincinnati, to station operations dir.

Tom McDermott, Four Star Films production v.p., recovering after a collapse attributed to exhaustion . . . Leonard S. Gruenberg named v.p. of NTA International, in charge of distribution of the theatrical film "Windjammer." . . . Bruce Lansbury, ex-asst. program dir., KABC-TV Los Angeles, joins CBS-TV in Hollywood as asst. dir. of program development.

A. K. Morrow promoted from CBC asst. controller of operations, Ottawa, to dir. of English networks & the Toronto area, succeeding H. G. Walker (Vol. 15:41 p12); Fergus J. Mutrie promoted from Toronto TV operations dir. to succeed Morrow with the title of operations dir.; E. S. Hallman named dir. of network programming (English).

Vernon Bronson, dir. of educational WTHS-TV Miami has been commended for "his many significant contributions to educational TV in Florida and the nation" by the Florida Educational TV Commission . . . W. A. Smith named promotion dir., CHAB-TV Moose Jaw, Sask., Can.

David W. Gottlieb has been named gen. mgr. of Lee Newspapers only—not Lee TV-radio stations as reported in Vol. 15:41 p12. Herbert R. Ohrt is pres. of Forward Television Inc., formerly known as Lee Stations, which continues to be headquartered in Mason City, Ia.

Meetings this week: RCA TV studio equipment seminar (Oct. 19-22), RCA Bldg. 2-1, Camden, N.J. Ky. Bcstrs. Assn. fall meeting (22-23), Phoenix Hotel, Lexington. Wis. Bcstrs. Assn. annual fall meeting (23-24), Madison; FCC Comr. Robert E. Lee will speak. National Educational TV & Radio Center annual meeting of ETV station mgrs. (24-26), 10 Columbus Circle, N.Y.

Meetings next week: National Assn. of Educational Bcstrs. annual convention (Oct. 27-30), Hotel Sheraton-Cadillac, Detroit. Radio & Television Executives Society luncheon (28), Grand Ballroom, Roosevelt Hotel, N.Y.; Chester Bowles and CBS news v.p. Sig Mickelson will speak. N. J. Bcstrs. Assn. fall meeting (29-31), Nassau Inn, Princeton. Minn. Bcstrs. Assn. (30), Hotel Radisson, Minneapolis. Mo. Bcstrs. Assn. (30-31), Muehlebach Hotel, Kansas City.

Associated Counselors International, 1502 Massachusetts Ave. S.E., Washington 3, D.C., Negro PR firm, has named Robert McEwen TV-radio services dir. The firm provides industrial & commercial market data to the Negro community and Negro-consumer information to management. McEwen is in his 7th year as producer & host of Washington's *Capital Caravan* TV show, which ACI says is the oldest continuous Negro-produced TV show in U.S.

Three RCA pioneers received the Christopher Columbus International Award for outstanding achievement in telecommunications, at the 7th International Congress on Communications Oct. 12 in Genoa, Italy. The award was presented by Italian pres. Giovanni Gronchi to RCA chmn. Brig. Gen. David Sarnoff and senior exec. v.p. E. W. Engstrom, and to honorary v.p. V. K. Zworykin, in absentia.

Simon B. Siegel, AB-PT financial v.p., will attend ceremonies in Paris of the opening of a modern disc-pressing plant of the Societe d'Applications Industrielles Plastiques—of which AB-PT is part owner. SDIP is the European distributor of Ampar records, an AB-PT subsidiary.

U.S. telecasters are lax in protecting their interests at current international radio conferences in Geneva, according to Lester Lindow, exec. dir. of Assn. of Maximum Service Telecasters. He returned recently from European tour during which he worked for a time with the U.S. delegation. TV hasn't figured significantly in the conferences so far, he said, but it's possible at any time for someone to offer a proposal inimical to American TV allocations. Therefore, he said, U.S. should have 3 or 4 top-flight station representatives on hand, preferably those with engineering backgrounds. According to Lindow, most of the American delegates are interested primarily in non-broadcast matters.

John E. Fetzer, owner of the Fetzer stations (WKZO-TV Kalamazoo, KOLN-TV Lincoln, Neb., etc.) and other broadcasting-connected officers of the Detroit Tigers (Vol. 14:14) have stepped aside to give the new management of the American League baseball club a full chance to develop the team. Fetzer, Harvey Hansen, Kenyon Brown, Paul O'Bryan and George Coleman declined to run for office again after Bill DeWitt was named as pres. of the American League club. They will continue to sit on the Tigers' exec. committee.

Obituary

Russel W. Rome, 48, former ASCAP executive, died Oct. 13 in Greenport, L.I., after a fall resulting in a fractured skull and brain hemorrhage. He is survived by his widow, his mother and a brother.

Film & Tape

MAJOR STUDIOS' TV TROUBLES: The major movie studios have always had a difficult time in TV, but this season may be their roughest, even though they have more series on the air. It's already evident that their new TV series are generally disappointing and failing to attract really sizable audiences.

Initial reaction to most of the majors' new series has ranged from poor to "it has potential," not a single new show receiving acclamation from press or viewers.

Until this season, the most successful major in TV has been Warner Bros., mainly due to the popularity of its *Maverick* and *77 Sunset Strip*. However, WB's new entries show no sign of remotely paralleling their success. *Hawaiian Eye*, *The Alaskans*, *Bronco* and *Bourbon Street Beat* received mainly negative reaction from the press, and their ratings were not good. Opinion in Hollywood is that "Beat" is the only one with some promise at this stage.

Another disappointment is 20th-Fox, from which much was expected since Martin Manulis took over its TV reins. Not one of Manulis's new shows is a hit, and only one is regarded by critics as potentially good. *Adventures in Paradise* was so poorly received by press and public alike that 20th-Fox production chief Buddy Adler was called into the picture hastily by ad agencies involved, and he is now overseeing that project personally (see p. 16).

The same studio's *Five Fingers* received reactions and ratings which were far from impressive. Some comment on the 60-min. entry was good, but most critics felt the show was a miss. Highly-touted *Dobie Gillis* was the only 20th-Fox series which fared fairly well. While some critics felt it was disappointing and too "cute," it was generally believed the comedy series holds some promise.

As for Screen Gems, only one of its new series thus far has aroused raves or high ratings. None faintly approaches SG's successful *Father Knows Best*. SG's *Dennis the Menace* drew mixed press reviews; *Manhunt* and *Tightrope* received so-so to good comment, the latter getting fairly good ratings. (However, last week *Dennis the Menace* scored a ratings upset when it outpointed *Maverick* in the Arbitron rating.)

MGM-TV has no first-runs on the air. Paramount failed to sell a single pilot. Universal-International has shied away from TV for several years, after it filmed a series which it couldn't sell. Allied Artists, once active in TV production, has no TV series going now. Walt Disney Productions has no new entries this season, returning with its 60-min. *Walt Disney Presents* on ABC-TV.

It was only a few years ago, when the majors first came into TV, that such a leading independent producer as Desi Arnaz predicted gloomily the major studios would wind up with most of the TV film business. Just the reverse is true, with the independents still the dominant power in TV film today—the lone exception being Warners.

Mae West's breezy chatter, video-taped for an appearance originally scheduled for Oct. 16 *Person to Person* series, was considered a bit too gamey late last week by CBS-TV, which felt that "certain portions . . . might be misconstrued," and quickly substituted a visit by program host Charles Collingwood to James & Pamela Mason. At a special closed-circuit press screening of the in-question tape Oct. 15, it was obvious that the durable Miss West was up to her old conversational style, but equally obvious that CBS-TV, with the quiz-show probe in full swing, was playing it very, very safe with its public image.

CBS Films' Record Output: CBS Films has set aside a record production budget for pilot-making and series production, we're told by program v.p. Robert Lewine. On the Coast last week with admin. v.p. Sam Cook Digges to open an office there, Lewine said the new product will be aimed chiefly at network sales, not syndication.

"We've raised our sights. *Navy Log* is the only show we have ever had on a network, and in order to become a real factor in the field, we will make top-quality product which will be good enough for network use. We are not going to neglect syndication, but a network series is much like the 'A' picture of the movie industry, while syndicated series resemble the 'B' movies," said Lewine. The company plans to turn out about 6 new series for next season.

Pilots will be made unless the reputation of a star, packager or producer of a series is good enough to assure a blind sale. CBS Films will turn out series aimed at all networks—not just CBS-TV. If a series does not sell to the networks, it will then go into syndication, Lewine said.

Temporarily headquartered at KNXT's building in Hollywood, Lewine and Digges are scouting for permanent headquarters. Lewine will spend his time commuting between both coasts, and supervising CBS Films production.

CBS Films will rely on independent producers for much of its output, and plans co-production ventures with packagers or independents.

Producer Exodus Continues: Exodus of Hollywood TV producers is continuing at a pace far above normal for this time of the year (Vol. 15:41 p14). Unhappiness with the product, differences of opinion on the direction a show should go—these are some of the principal reasons for the continuing turnover.

Latest to leave are Frank LaTourette, released by CBS Films, for which he produced the new-format *The Lineup*, Alvin Cooperman, producer of Four Star's *Du Pont Show* starring June Allyson, and Bill Harmon, producer of *Goldie* starring Betty Hutton. Succeeding La Tourette will be exec. producer Edgar Peterson, the 3rd producer on the series this season. The first 2 shows were produced by Jaime Del Valle. Harmon, the third producer of the Hutton series, was replaced by Marvin Marx. Originally Stanley Roberts, who created *Goldie*, was the producer, but he left after disagreement with Miss Hutton on policy and format. He was followed by Frank Baur, who quit after only one day on the job.

Fred Wile left MGM-TV, where he has been in the business dept., and joined John Guedel Productions.

Meanwhile, Roy Huggins, Warner Bros. producer laid off 3 months ago by the studio, went back on the payroll last week, the winner of his long dispute with the studio. The former producer of *Maverick* is back at work, preparing movies—and no longer under supervision of TV dept.

MGM-TV's telefilm plans for the 1960-61 season will be the subject of the Metro offshoot's first major TV press conference to be held in N.Y. Oct. 19. Among items due to be discussed, TV v.p. George Shupert of MGM told us, are a series of 12 planned MGM-TV film series (some of which have already been offered to networks & agencies), co-production deals made by the company, the status of pending network sales, and the announcement of "some new TV executives." MGM-TV, which has not had notable sales luck with such properties as *Father of the Bride* and whose *Thin Man* series is now in reruns, has no new show on the networks so far this season.

NEW YORK ROUNDUP

This is 'Paradise'? Although top-ranking studio production boss Buddy Adler of 20th-Fox is now in charge of TCF-TV's ailing *Adventures in Paradise*—a show which has proved a critical letdown after one of the biggest publicity build-ups in years—the show's troubles are far from solved. New problems are being added to those of finding story properties and a producer to replace Martin Manulis (Vol. 15:41 p15).

One participating sponsor, 7-Up Corp. via J. Walter Thompson, has already cancelled, and another, L&M Cigaretts via D-F-S agency, is quietly looking for a replacement show. Others are biding their time to see whether the addition of more action-adventure and the axing of storylines & dialog that sound like warmed-over remakes of "Rain" will do the trick. In N.Y., Lennen & Newell (Reynolds Metals) TV-radio v.p. Nick Keesely told us, "We weren't too happy with 'Paradise' initially, but the fact that Buddy Adler has stepped in makes the outlook encouraging."

"Paradise," one of the keystones in ABC's experimental block-programming of 1-hr. shows this season, gained another distinction last week. Appearing as a guest on the Oct. 11 WNTA-TV N.Y. *Open End* show was McCann-Erickson sr. TV-radio v.p. C. Terence Clyne, who was promptly quizzed by host David Susskind on the subject of the 20th-Fox show, in which M-E has a client. Admitted TV adman Clyne, referring to a notable M-E program failure on ABC-TV 2 seasons ago, "It's been our biggest disappointment since Sinatra."

Filmways, the commercial film firm that has been producing *21 Beacon Street* starring Dennis Morgan, will continue production on the series, even though it currently lacks a network berth or a sponsor. The private-eye series is aimed at the networks as a mid-season replacement.

NTA's taped *Mike Wallace Interview* has been bought by Independent Grocers Assn. for telecasting on WKY-TV Oklahoma City, putting the 30-min. program as a late-night strip in 6 markets.

Trans-Lux TV Corp. has set Jan. 1, 1960 as the general TV release date for its 52-episode *Felix the Cat* cartoon series, which Trans-Lux has been selling in regional & station-group deals. Gross to date on "Felix" is \$2 million, said Trans-Lux v.p. Richard Carlton. Market lineup should reach 75 by Jan., he added.

Unique opportunity to compare a TV remake of an old movie with the original version occurred in N.Y. Oct. 13. Within a few seconds of the conclusion of the Ford-sponsored "The Jazz Singer" on NBC-TV at 10:30 p.m., WOR-TV unreeled the 1927 Warner Bros. version starring Al Jolson in its *Million Dollar Movie* showcase.

Cartoons from Soviet Union and many Russian satellite countries are being packaged by Flamingo Telefilm sales div. of Buckeye Corp. for TV release in about 60 days. First group will contain 130 color cartoons of 4½-min. length, and will be dubbed in English from original tracks in Russian, Polish, Czech and Yugoslav. It's not a film-for-film swap with the Soviets, however. Flamingo acquired the package from MJP Production, N.Y., which had been assembling them quietly for some time. Originally used as theatrical cartoons behind the Iron Curtain. They'll be sold to stations in unlimited-play library deals.

HOLLYWOOD ROUNDUP

REACTION AGAINST VIOLENCE: Knowledgeable Hollywood TV film executives think there may be a public reaction against so many shows with violence in them, and are looking to lighter types of fare as the answer in 1960. There are 47 filmed series on TV networks today in which violence plays a prominent part, as compared to 39 in 1958 and 27 in 1957.

Obviously, the increase in network shows with violence is largely due to the Western and private eye trends. ABC this season has 18 series in the "violent" category, followed by NBC with 15 and CBS 14. Last year the balance was more evenly split, NBC leading with 14, CBS 13, and ABC 12. These compilations do not include anthology series, which have episodes dealing with violent themes.

Behind the scenes, the increased number of such shows has disturbed some executives, and as a result, much of the planning for next season is in the other direction, with comedy given the best chance for a resurgence in 1960.

Hollywood executives we've checked say it isn't a case of too many Westerns or private eyes. Their contention is that, added up, it's a case of too many violent series, regardless of the category into which they fit.

Most companies are keeping details of their 1960 projects under wraps because they don't want to tip the competition, but there's scarcely a major TV outfit in Hollywood which isn't planning some comedy properties.

In addition to the network series with themes dealing in varying degrees of violence, there are at least 15 syndicated series with violent themes in production in Hollywood today. These record figures don't include some foreign-made series of the same type.

Four Star-Republic Talks: Four Star Films is negotiating to lease the entire Republic Pictures lot, but a negotiator for Four Star told us last week that "chances are 75% against the deal going through." Four Star currently has a 4-year lease at Republic's San Fernando Valley lot, and utilizes about 75% of its space. Four Star has 9 series and handles production of one other.

Republic pres. Victor M. Carter is understood to be seeking certain guarantees on the number of series Four Star would produce under such a lease, and this is the stumbling-block. Four Star pres. Dick Powell told us the lease deal had been proposed by Carter. Carter said that Republic is not going into TV production now but added his company might consider it later and finance independent companies.

ITC has signed John Compton to star in *Fury*, replacing Peter Graves, who will star in the company's new series, *Whiplash* . . . Four Star Films and Stewart Granger have set a co-production deal for *Safari*, a 60-min. series to be filmed in Africa, with Granger as producer-star.

Contract of Gardner McKay, star of 20th-Fox's *Adventures in Paradise*, has been renewed for a year . . . Production begins in Nov. on 7 *New Frontier* segments and 13 *Whodunit* episodes at 20th-Fox, with "Frontier" slated for a Jan. start on CBS, *Whodunit* on NBC in Jan.

California Studios began production last week in Tokyo on an untitled pilot produced by Bernard Girard.

Trade Report

OCTOBER 19, 1959

DISCORDANT SOUNDS FROM STEREO MARKET: Distortion has developed in the rhapsodic music those stereo-phonos were expected to play on industry cash registers this year. Without question, sales are not up to earlier anticipations. Four of 8 manufacturers we spoke with told us candidly that buying is lagging far behind pre-season estimates. Two others said sales are hewing to schedule, but no major increase was anticipated over last year's pace. Only 2 manufacturers reported sales ahead of projections.

Most unhappy note was struck by one of largest TV-radio-stereo makers who revealed that sales are so far below expectations they've actually skidded behind those of last year. All others reported 1959-over-1958 increases, even if not on target. Big private labeler Dynamic Electronics-N.Y. counts a 30% increase in 1959-over-1958 business, with own-brand units running some 60% ahead. Our informants with gloomiest reports said that usual Sept.-Oct. buying splurge is running at a trickle, claimed sales lag is industrywide and blamed stereo's failure to blossom as anticipated on steel strike, overproduction, dealer & public confusion. Below-par sales performance of packaged sets parallels that of also-off-pace components (Vol. 15:41 p18).

Pre-season enthusiasm may have been based more on wishful thinking than on fact. Projections by research department of one large manufacturer indicate that anticipated bonanza market for stereo just wasn't in the cards for 1959. This company's figures show:

Industry last year sold 4.1 million phono units at retail value of \$402 million. This estimate is based on EIA statistics (Vol. 15:37 p13). Of total, 3.4 million units were priced at \$75 and higher, with retail value of \$334 million. Through July 31 this year, industry had sold 1.7 million of the \$75-&-higher units, at retail value of \$171 million.

For all of 1959, fewer \$75-&-higher units will be sold than last year (but at higher dollar volume), the manufacturer's projections indicate. Against 3.4 million sold in 1958, industry this year is expected to sell 3.1 million, at retail value of \$350 million, up from last year's \$334 million. Total phono sales are expected to be up somewhat—to 4.8 million units from 4.1 million, at retail volume of \$500 million vs. 1958's \$402 million.

Higher retail income on fewer sales of higher-priced sets, projected above, is borne out in our survey which found manufacturers unanimous in tagging instruments in the \$300 range as their best sellers and noting better-than-usual movement of high-end instruments. Other overwhelming trend noted is near-extinction of 2-piece stereo units. Columbia Phonograph v.p.-gen. mgr. James J. Shallow told us self-contained units account for 80-90% of sales. Westinghouse marketing mgr. C. J. Urban reports single units outselling multi-piece stereos by 10-to-1.

Consumer confusion over channel and power claims was nominated as chief sales deterrent by many: Dynamic Electronics-N.Y. pres. Jack Winer, Zenith exec. v.p. Leonard Truesdell, Columbia's Shallow, Westinghouse's Urban. Motorola, however, reported dealers & distributors "delighted" with 3-channel stereo, and said: "It's no more difficult to demonstrate than a 23-in. TV set. We find no confusion. No dealer gripes." However, consensus is that industry must unconfuse public and standardize. One leader put it this way:

"Dealers & consumers were just beginning to develop a feel & understanding for 2-channel stereo when the industry muddied the waters by introducing 3-channel sets. Not only are buyers confused again, they're now waiting to see if someone will bring out a 4th channel, a 5th, and so on." All are agreed that industry will standardize next year at least to extent of single-piece stereo. Most agree that channel standardization will come, but they differ on whether winner will be dual or triple channels.

As for 1959's boom business, consensus is "wait till next year," barring of course, a tremendous and unanticipated spurt in sales between now & Christmas. Our survey covered Admiral, Columbia Phonograph Dept., Dynamic Electronics-N.Y. Motorola, Philco, RCA, Westinghouse, Zenith.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 9 (40th week of 1959):

	Oct. 2-9	Preceding wk.	1958 wk.	'59 cumulative	'58 cumulative
TV	181,845	192,383	127,125	4,687,003	3,696,093
Total radio	429,245	467,129	314,884	11,357,650	7,990,842
auto radio	136,815	183,656	93,088	4,288,961	2,457,568

NO MORE 'SAFETY GLASS?' Is the cabinet-mounted TV safety glass going the way of the woolly mammoth and the dodo? TV industry design engineers and tube & glass makers are sharply divided on this question—for reasons which probably have more to do with dollars and cents than the esthetics of set design.

The sampling of tube manufacturers last week with a new Kimble Glass Co. 23-in. square-corner bulb designed to use an external safety shield (Vol. 15:41 p16) has kicked off what may be a 3-way tussle among glassmaking giants, with set & tube manufacturers choosing up sides.

The currently available 23-in. glass bulbs & tubes feature the "twin-panel" faceplate, incorporating bonded-implosion plate requiring no external safety glass. While both Corning and Kimble have been making this type of bulb, Corning has been pushing it harder. Corning apparently plans no production of square-cornered bulbs without the twin panel, in either the 23-in. or the 19-in. size, while Kimble will proceed with plans to produce a non-bonded 19-in. bulb as soon as the glass mold-makers' strike is over. Corning is understood planning a twin-panel version of the 19-in., and has already sampled manufacturers with a 90-degree version of the 23-in. (110-degree) twin-panel bulb.

Big stakes in the dispute are held by Pittsburgh Plate Glass Co., which supplies 90% of the external safety glass for TV sets. Pittsburgh last year introduced its own version of the bonded-faceplate 23, with plate glass (instead of molded glass) for the implosion shield. Although only one small set maker is currently using the Pittsburgh-type tube, don't count it out of the race. Too much is at stake.

Here's how set makers line up on the implosion-plate issue so far. Using or about to use twin-panel tube: Admiral, Andrea, Hoffman, Mathes, Packard-Bell, RCA, Sears Silvertone (Warwick & Pacific Mercury), Sylvania, Dominion Electrohome (Canada). Those planning to use conventional-glass 23-in. tube include GE, Westinghouse & Zenith. Currently using Pittsburgh implosion-plate tube is only Fleetwood (made by Conrac Inc.).

The strong feelings of the pro-twin-panel manufacturers showed up at a recent Chicago meeting of the TV industry advisory committee to Underwriters Labs, attended by representatives of RCA, Admiral, Philco, RCA tubes, Sylvania tubes, independent tube maker National Video and others. The consensus of set manufacturers present reportedly was that the twin-panel type tube would eventually be standard equipment in all new TV sets. RCA, Sylvania & National Video attended the meeting as leading manufacturers of 23-in. twin-panel tubes.

Underwriters Labs has given its valuable safety seal to the new 23-in. twin-panel tube—but an interesting problem came up at the meeting: The new Kimble-type non-bonded-shield 23-in. tube might be used as a direct replacement for a burned-out 23-in. twin-panel tube, resulting in a TV set with no implosion plate at all. UL requested tube makers to agree on new base for non-bonded 23-in. tube to bar its use as replacement for twin-panel type.

Indications of comparative price of the new Kimble-type 23-in. tube came last week. The bulb will sell to tube makers for \$10.15 (excluding freight), or 74¢ more than the conventional 21-in. 110-degree tube. Translated into prices charged set manufacturers for completed tubes, here's the lineup: The 21-in. tube costs \$21.25; the 23-in. twin-panel \$26.75; the 23-in. non-bonded tube should cost between \$22.50 and \$23.

With the 21-in. & 23-in. non-bonded tube, external safety glass must be used, of course—adding to cost.

DELAY IN FM STEREO: Although the EIA-sponsored National Stereophonic Radio Committee (NSRC) is making enough progress to surprise some grizzled veterans of intra-industry engineering groups, it's becoming increasingly obvious to the group's administrators that it won't complete its work in time to meet FCC's Dec. 11 deadline for submission of proposals for stereophonic FM radio systems.

Best guess is that NSRC will ask the Commission to extend its deadline another 3 months to March 11. And because NSRC has shown that it is attacking the problem diligently, the odds are that the FCC will grant the extension. Some manufacturer members of NSRC had been optimistic enough to believe that FM standards would be set in time to incorporate them in fall 1960 radio lines—but this was very naive wishful thinking. FCC isn't going to rubber-stamp anything, and there's a good chance the whole issue will run into time-consuming Commission hearings. A far better guess might be that manufacturers' tooling-up operations for FM stereo will be for the fall 1962 models. There's a good possibility that AM stereo standards might be established before FM—because as of today there's less of controversy about methods to produce AM stereo.

NSRC's system specifications panel (Panel 1) met again last week and further narrowed down the original 11 FM system proposals to 5 basic systems: The EMI system, wideband FM with FM subcarrier (Crosby), narrow-band FM-FM (Halstead, Calbest), FM with AM subcarrier (GE type), FM with AM subcarrier (Zenith type).

Panel 1 is headed temporarily by acting chairman William Wintringham, Bell Labs, following the resignation of Charles J. Hirsch last week (Vol. 15:41 p19).

Other NSRC panels are now swinging into action, although their major work must await the outcome of Panel 1's narrowing-down process, which may be complete next month. Panel 6 (subjective aspects) is preparing a master test tape for all systems tested by Panel 5 (field testing).

Aug. Tube Sales Up: Factory sales of both receiving & TV picture tubes gained sharply in Aug. over the Aug. 1958 levels and ran well ahead of the 1958 volume in cumulative Jan.-Aug. reckonings as well, EIA reported last week. TV picture tubes were upbeat all the way by also topping July sales; receiving tubes skidded somewhat in Aug. from the July level (Vol. 15:38 p.21).

Aug. 1959 sales of receiving tubes totaled 35,435,000 units valued at \$29,974,000, compared with July sales of 36,394,000 tubes (\$29,796,000) and Aug. 1958 sales of 30,456,000 (\$25,442,000). Cumulative sales for Jan.-Aug. amounted to 273,808,000 tubes valued at \$234,534,000 vs. the year-ago totals of 251,657,000 tubes (\$218,639,000).

TV picture tube sales at the factory level in Aug. amounted to 823,098 units worth \$15,493,908, compared with July sales of 750,352 (\$14,648,444) and Aug. 1958 sales of 713,458 (\$14,190,878). For Jan.-Aug., TV picture tube sales totaled 5,943,985 (\$114,398,631) compared with the year-ago total of 4,952,862 (\$98,528,045).

Orr Industries merger into Ampex Corp. has been completed (Vol. 15:35 p18) and the Opelika, Ala. tape producer is now operating as a div. of the Redwood City, Cal. firm, Ampex pres. George I. Long reported. Effective date of the merger was Oct. 7, and holders of Orr common stock & stock purchase warrants are now entitled to exchange them for Ampex common—2.2 Orr for each Ampex share.

Trade Personals: O. H. Yoxsimer named Westinghouse TV-radio div. gen. mgr., succeeding E. J. Kelly, who moves from the Metuchen, N. J. post to staff of consumer products v.p. Chris J. Witting at the Pittsburgh HQ. Richard J. Sargent, Westinghouse v.p. & gen. mgr. of mktg. & distribution for consumer products group, heads new portable appliance div. Richard S. Sheetz replaces Yoxsimer as gen. mgr. of the East Springfield, Mass. appliance plant.

Frederick R. Lack, ex-EIA v.p.-dir. and Western Electric v.p. until his retirement in 1958, elected EIA engineering dept. dir., succeeding Dr. W. R. G. Baker, who continues in advisory role as engineering dept. dir. emeritus . . . George W. McGinley named sales mgr., Stromberg-Carlson-San Diego . . . Larry R. Swiney named district sales mgr., Packard-Bell Electronics Intermountain & Southwest territories, headquartering in Denver.

Dr. R. K. Hellmann named operating v.p. & technical dir. of Hazeltine Research Corp's new research & development center, opening next month in Plainview, N.Y. He replaces Charles J. Hirsch (Vol. 15:41 p19). Hellmann is also Hazeltine electronics div. asst. v.p. . . . Joseph F. Degen named operations v.p., Daystrom, succeeding Walter Ware Slocum, now International Resistance Co. pres. (Vol. 15:37 p14); Edward L. Klein promoted from mfg. mgr. to replace Degen as mfg. v.p. . . . Dr. Frank J. Willig appointed systems v.p., Emerson Research Labs . . . Mogens E. Christiansen appointed Mallory Battery Co. (P.R. Mallory) pres.-gen. mgr., succeeding George M. Arisman Jr.

Monte Cohen, General Instrument pres., was honored Oct. 15 at the annual N.Y. dinner of TV-radio-electronics purchasing agents in behalf of the United Jewish Appeal. Irwin M. Koenigsberg, Emerson Radio & Phonograph, presided as gen. chmn. of the UJA div. sponsoring the dinner . . . J. J. Harris, onetime Philco Distributors (N.Y.) gen. mgr., appointed Columbia Phonograph district mgr., covering metropolitan N.Y. & northern N.J.

Howard E. Reider appointed adv. mgr., Thomas Organ Co. . . . Richard E. Colfels appointed electrical & mechanical lines mktg. mgr. of GM's United Motors Service . . . William H. Attschuler named manufacturing v.p., Pentron; Thomas Brown, ex-Hallicrafters, appointed engineering v.p. . . . Dr. Robert E. Beam, Northwestern U. professor of electrical engineering, named Hallicrafters research & development v.p. He will continue at Northwestern.

GE is not producing transistor radios abroad for shipment to U.S., chmn. Ralph J. Cordiner declared last week. Noting that Japanese workers get only about 20% of what GE workers are paid on comparable jobs at the firm's transistor radio plant in Utica, N.Y., Cordiner said: "We do not intend to close a domestic operation and go to Japan. We won't move jobs & payrolls to that country." (GE owns 7.2% of Japanese electronics giant Toshiba, which currently is producing transistor radios for IGE for sale outside the U.S.) He said that approximately 60% of all transistor radios sold in the U.S. this year were made in Japan. Commenting on current GE business, Cordiner said that GE had planned ahead for a steel shortage (Vol. 15:40 p14), but warned "we will be increasingly hurt in October."

Capehart Corp. will be the new name of Dynamic Electronics-N.Y. Inc., subject to stockholder approval at a special meeting Oct. 20. Dynamic acquired Capehart brand last Aug. (Vol. 15:33 p16) and plans to put out first Capehart stereos next month, with a full line of stereo and TV-stereo combinations due in Jan.

TV Dealers Optimistic: To get a preview of TV's 4th quarter sales potential, *NARDA News* sounded out 50 representative dealers from coast to coast on the outlook at the point-of-sale. The overwhelming forecast is optimistic, with 82% of the dealers anticipating an increase over 1958 TV sales. More than half—52%—went further and predicted that their last-quarter 1959 business would be "up substantially." Pessimistic note was struck by 18% of the dealers—some seeing business at the 1958 level, others slightly below, and one predicting a plunge.

Dealer optimism is being generated principally by 1960 set features which are calculated to lure consumers. Virtually all dealers noted among most salable features the new slim styling & furniture design; others are banking on 23-inch picture tubes, remote tuners and improved picture quality to bring their business a shot in the arm. The survey unearthed little color enthusiasm.

Andrea Radio has established 3 distributors and hopes to add 9 others by year's end in a major expansion to national 2-step marketing of its TV-stereo lines. Heretofore, the N.Y. firm sold direct to dealers, confirming its distribution to N.Y., N.J. and Mass. Pres. Frank A. D. Andrea said the firm's 1959 TV-stereo sales will run 100% ahead of last year's volume. He forecast that 1960 sales will double those of 1959. Andrea's line comprises 6 TV & 6 stereo sets, including several 23-in. consoles. Portables eventually will be added.

Curtis Mathes Mfg. Co. is the new name of Olive & Myers Mfg. Co., Dallas-headquartered furniture firm which entered the TV field 2 years ago under the Curtis Mathes brand name. The firm employs 625 persons in 4 Texas plants, has attracted notice at music trade shows with the display of its home entertainment center—a single unit containing TV, stereo phono, AM-FM radio, bookcase and provision for tape recorder, home movie projector and stereo multiplex radio adaptor. Curtis Mathes is pres. of the 60-year-old firm; Charles R. Mathes & Curtis Mathes Jr. are v.p.'s, and Horace B. Kelton is secy.-treas.

RCA topped 1,200 major firms to win the annual award of the National Assn. of Suggestion Systems last week by scoring a 154% 1958-over-1957 increase in total suggestions received per 1,000 employes. During 1958, RCA employes submitted 15,046 ideas—of which 2,948 were adopted, resulting in record savings to the company of more than \$1 million. RCA awarded contributors of the adopted suggestions a total of \$112,251, a new high.

Canadian TV sales to dealers for the first 8 months of 1959 were lower than the same 1958 period—222,552 vs. 225,307. Consoles sales were up to 116,172 from 109,023, while table models & portables dropped to 58,383 from 72,361. Aug. 1959 total sales were 31,105, down from 33,423 in Aug. 1958.

"World's largest transistor plant" is claimed by Japan with the completion of a \$2,780,000 addition to Toshiba's Kawasaki facility. Toshiba says the enlarged production center will enable it to increase the monthly output of germanium transistors to 3.6 million units. Silicon transistors, diodes, and rectifier elements also will be produced.

General Instrument Corp. opened a West Coast sales office last week at 11982 Wilshire Blvd., Los Angeles.

Closed-circuit video monitor, designed to "meet all broadcast industry requirements and sell at a price comparable to commercial TV receivers," was announced last week by Packard-Bell.

Finance

GE Sets Profit Record: GE profits & sales rose 23% & 7% respectively in the 3rd quarter ended Sept. 30, pushing cumulative Jan.-Sept. earnings to a new 9-month high, chmn. Ralph J. Cordiner reported last week. The cumulative earnings jumped 17% over the Jan.-Sept. 1958 net and topped by 4% the previous high of nearly \$183 million earned in the 1957 period. Sales for the first 9 months of 1959 rose 5% over those of the year-ago period and came within 1% of the record \$3.169 billion of Jan.-Sept. 1957.

Reporting on performance of GE's 4 principal product classifications, Cordiner said that consumer products & industrial components continued the improvement begun late last year. Sales of defense products remained firm. Shipments of heavy electrical equipment are below the level of last year, but a substantial increase in orders was noted during the 3rd quarter. For the 3rd quarter ended Sept. 30:

	1959	1958
Sales & services	\$1,076,850,000	\$1,003,621,000
Net income	72,273,000	58,589,000
Earned per share	82¢	67¢
Average capital shares	87,836,678	87,594,473
For nine months ended Sept. 30:		
Sales & services	\$3,142,297,000	\$2,982,615,000
Net income	189,512,000	161,970,000
Earned per share	2.16	1.85

General Instrument Corp. netted a 73% increase in profits on sales which climbed 35% to a record high during the first fiscal 6 months ended Aug. 31, chmn. Martin H. Benedek announced last week. The Newark-based electronics firm also tallied a sizable profit increase on record sales during the 2nd fiscal quarter ended Aug. 31. Benedek reported a record backlog of unfilled orders totaling \$31.7 million, up 25% over the \$25.5 million a year ago. He said that current projections for the full fiscal year ending Feb. 29 foreshadow "another record sales year with both pre-tax & net profit substantially higher" than the returns in the previous fiscal year, when GI earned \$1,317,828 (93¢ a share) on sales of \$46.5 million. Benedek said first-half sales were up for GI's TV-radio, industrial and military electronics operations, and were paced by a 115% increase in semiconductor sales, compared with the year-ago half. For 3 months to Aug. 31:

	1959	1958
Sales	\$12,652,400	\$10,397,040
Net income	402,500	266,561
Earned per share	26¢	20¢
Shares outstanding ..	1,524,923	1,373,273
For 6 months ended Aug. 31:		
Sales	\$25,381,254	\$19,076,067
Net income	613,610	354,477
Earned per share ...	40¢	26¢

Pacific Mercury Electronics set a new sales record in the fiscal year ended June 30 and is now operating with the largest order backlog in its history, pres. Joe Benaron reported last week. He said that sales of Silvertone TV sets to Sears, Roebuck & Co. throughout fiscal 1959 increased over the 1958 volume and forecast accelerated production of both TV & hi-fi sets in the year ahead. During fiscal 1959, Pacific Mercury initiated production of stereo hi-fi phono combos for Sears. For the year ended June 30:

	1959	1958
Sales	\$20,154,604	\$18,477,918
Net income	352,198	329,235
Earned per share	50¢	47¢

Harman-Kardon Inc., manufacturer of hi-fi components, will report net earnings of \$65,000 for the first fiscal quarter ended Sept. 30, compared with an operating loss of \$9,000 in the same 1958 period, says pres. Sidney Harman.

Collins Radio Co. scored record earnings in the fiscal year ended July 31, pres. Arthur A. Collins announced last week. Last year the firm had an operating loss of \$256,749, offset by a tax & profit-reserve credit of \$1,081,975. He also reported that application will be made for listing Collins' common stock on the N.Y. Stock Exchange. If application is approved, the listing is expected to become effective early in Dec. The firm's backlog of contracts & orders at fiscal year's end was a record \$210 million, up from \$133 million a year ago. For the year ended July 31:

	1959	1958
Sales	\$117,864,000	\$107,569,000
Net income	3,718,817	1,081,975
Earned per share	1.95	54¢

Public stock offering by another broadcasting group—Bartell Bestg. Corp., formerly Bartell Family Radio Group—went on the market Oct. 16 and was completely subscribed that morning. The 54,545 shares, comprising less than 50% of the outstanding stock, was snapped up at \$5.50 a share by 350 buyers. The stock, originally owned by the corporation, was offered by a group headed by W. W. Schroeder & Co. Funds realized from the issue will be used "to finance expanded operations of the company both in and out of the U.S." Bartell owns 6 U.S. radio stations, has ownership in TV stations now under construction in Aruba, Curacao & Haiti (Vol. 15:41 p9).

Allied Artists Pictures wound up its 1959 fiscal year June 27 with a net loss of \$262,499 on gross income of \$15,365,000. The loss includes a provision of \$60,000 for possible federal income taxes on prior years operation. The firm suffered a \$1,189,688 net loss on \$15,977,000 gross income in fiscal 1958. Pres. Samuel Broidy reported that "current operations are profitable" and forecast that "the fiscal year 1960 will show an improvement over the past fiscal year." As of June 27, 1959, Allied Artists had available for tax purposes a carry-forward of losses relating to fiscal 1957, 1958 and 1959 totaling some \$1,875,000, to be applied against future profits.

Wometco Enterprises Inc. (WTVJ Miami, WLOS-TV & WLOS Asheville, N.C., & 20% of WFGA-TV Jacksonville) reports earnings after taxes for 36 weeks ending Sept. 12 up 15.2% over the same period in 1958. Gross income was \$7,056,088, net income before taxes was \$1,068,399, \$510,306 after taxes, compared with \$831,011 before taxes and \$442,811 after taxes during the same period last year. Of net income, 24.9% was paid in dividends to Class A stockholders, 13.8% to Class B, the remaining 61.3% retained in the business. There are 363,730 Class A shares outstanding, 540,000 Class B. Class B shares receive 13/35 of the dividends declared on Class A.

Siegler Corp.'s proposal to double its authorized common shares to 5 million (Vol. 15:40 p18) was approved by stockholders last week. Exec. v.p. Robert Purcell said there are no present plans for issuance of the additional stock. Siegler had 1,628,329 shares outstanding on Aug. 31.

P. R. Mallory & Co. reports a sharp increase in sales & earnings for 9 months ended Sept. 30 compared with the same 1958 period:

	1959	1958
Net sales	\$63,795,410	\$49,163,476
Net earnings	3,000,590	1,632,045
Earned per share	2.01	1.04
Shares outstanding (1959)	1,412,788	1,412,788

Federal Mfg. & Engineering Co., headed by David H. Cogen, one time pres. of CBS-Columbia Inc., reportedly has completed plans for acquisition of 2 privately-controlled N.Y. companies in the camera field—Television Specialty Co. and Cameraflex Co.

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SUMMARY-INDEX OF WEEK'S NEWS

FCC

QUIZZES & FCC—MORE PONDERING, with some members asserting criticism of the Commission is unwarranted. Conflict on "censorship" vs. licensee "responsibility" (p. 1).

FCC TACKLES CATV & BOOSTERS AGAIN, Broadcast Bureau Chief Cowgill telling NCTA that full-scale CATV hearing may be needed. Booster rules discussed, no action (p. 4).

Stations

NEW BROADCASTING-PUBLISHING entity, Whitney Communications Corp., with assets of more than \$50 million, takes over 5 TVs, 6 radios, Herald Tribune, 2 magazines (p. 3 & 6).

METROPOLITAN BCSTG. buys Philadelphia's radio WIP for near-record \$4.5 million, Peoria uhf WTVH for \$600,000. Other purchases being negotiated (p. 6).

TWO STATIONS AUTHORIZED TO START are WABG-TV (Ch. 6) Greenwood, Miss., which began Oct. 20, and KVUE (Ch. 40) Sacramento, Cal., due Nov. 1. Reports on upcoming stations (p. 7).

Foreign

USIA'S FOREIGN TV TALLY shows stations increasing 50% to 985, sets-in-use going up 30% to 28 million in past year (pp. 3 & 9).

Programming

STANTON'S HOUSECLEANING at CBS-TV in wake of quiz hearings results in "Person to Person" producers seeking termination of their contract (p. 8).

THOSE RATING DROPS for Westerns noted recently by us are shared or surpassed by fall-offs in Nielsen levels for other types of shows (p. 9).

Manufacturing & Distribution

1959 TV SALES will total about 5.8 million units at retail, notwithstanding higher predictions of few months ago. Steel strike begins eating into sales (p. 16).

2-PIECE STEREO: Minority report—from Sears, Roebuck—differs with rest of industry, asserts that multi-unit stereo is selling well. No single units sold (p. 16).

Film & Tape

FEAR IN HOLLYWOOD develops as many shows incubate rating and other troubles; "Desilu Playhouse" is first casualty (p. 13).

OVERWORKED STARS STAGE the Battle of Burbank against Warner Bros. (p. 14).

WRITER-PRODUCERS HAVE made a generally poor track record this season (p. 14).

Finance

RCA SALES SET RECORD for 9-month & 3-month periods, totaling \$978.2 million in first 3 quarters; 9-month net profit up 38% (p. 9).

ETV

CBS CUTS BANDWIDTH in half for airborne ETV experiment (p. 20). Stratovision project opens talent hunt for top TV teachers (p. 20).

Auxiliary Services

SCRAMBLED TV FOR DOCTORS' instruction planned by Council on Medical TV, which will ask FCC for authorizations (p. 20).

Other Departments

CONGRESS (p. 4). **NETWORKS** (p. 10). **PERSONALS** (p. 11). **ADVERTISING** (p. 12).

QUIZZES & FCC—MORE PONDERING: Some FCC members are miffed about the criticisms they're getting for not having prevented quiz-rigging somehow, claiming they moved reasonably quickly & effectively on the basis of the facts they had. It's understood, too, that some are also irked by Chmn. Doerfer's position in the controversy, because of his hands-off attitude & his stress on "anti-censorship" provisions of the Communications Act—soft-pedaling FCC's powers to hold licensees accountable for abuses of their facilities.

FCC did inquire into quiz irregularities, it told Rep. Harris (D-Ark.) in its Sept. 16 letter responding to his request for comment on quiz situation. And, it said, CBS & NBC "set forth the precautions which they are taking to prevent a recurrence of questionable programming." Apparently, without the evidence N.Y. Grand Jury later gathered (and which FCC still doesn't have), Commission was satisfied that CBS & NBC had done an adequate job. Obviously, however, most members of Harris' investigating subcommittee believe FCC didn't do enough to get at networks through their o&o licensees.

It can be assumed that at least 2 Commissioners, Ford & Bartley, would take exception to Doerfer's position on "censorship" vs. "accountability"—because they've previously taken strong stands on the issue. You can assume that Craven would side vigorously with Doerfer; he has stated his views many times. Hyde, Lee & Cross have steered clear of policy statements.

FCC's consensus may be found, however, in its letter to Harris: "In considering the over-all operations of a licensee, the Commission can & does consider whether the licensee's broadcast facilities have been

used for improper purposes such as fraud, deceit or misrepresentation, through the failure of the licensee to exercise the measure of control reasonably to be expected in discharging his responsibility to operate in the public interest."

Ford's views were expressed in his Aug. 28 speech to W. Va. Bcstrs. Assn. (Vol. 15:35 p5). After citing many court decisions, he stated: "In short, it appears that we are not prevented, either by the provisions of Sec. 326 against censorship or by the First Amendment guarantees relating to freedom of speech, from reviewing at renewal time . . . the station's over-all programming, and denying renewal unless it appears (either initially or after hearing) that the station's past programming & its proposals for the future indicate that its further operation would serve the public interest. In fact, a positive duty to undertake such consideration is apparent."

Comr. Bartley offered a similar evaluation in his Aug. 2, 1956 speech before the Southern Cal. Bcstrs. Assn.: "The Commission's function, in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station upon its renewal period, is no more censorship than our libel laws which are designed, not to restrain, but to hold to account."

Neither Ford nor Bartley would comment on situation last week. Comrs. Hyde & Craven are in Geneva, attending international conferences. The thing is a matter of degree—the swing of the pendulum of FCC policy. In 1946, FCC issued its "blue book" on "Public Service Responsibility of Broadcast Licensees," which put broadcasters' feet to the fire on programming. In the last few years, FCC majority has been loath to question programming—except when definite infraction of rules is involved. Within a few months, we should know whether quiz contretemps have reversed pendulum swing.



Many remedies to prevent quiz-rigging & other programming problems are being suggested. FCC members themselves are beginning to come up with some. Doerfer is firm in his belief that govt. interference would be stifling, if not illegal. In an interview in Oct. 26 U.S. News & World Report, he suggests industry might consider appointing a "czar," as did baseball and movies when afflicted with scandals.

Comr. Lee suggested, in letter to Harris, that Congress might pass a "labeling" law. "I believe," he said, "that we can promote honest and fair dealing in this very sensitive area through the device of publicity. This publicity could take the form of an announcement by the licensee advising the listener or viewer as to the type of program that he is seeing or listening to and the bona fides of that which is being presented . . . It seems to me that there is ample precedent for this type of regulation in several statutes." He referred to Wool Products Labeling Act of 1939 and Food & Drug Act.

Some newspaper reports have misinterpreted Lee's suggestions as a "conflict" with Doerfer. His letter was misconstrued to mean that FCC now has adequate authority to prevent quiz-rigging. Lee makes it clear that he believes new laws are needed. Questioned later, Doerfer said Lee's idea is "impractical."

Lee also made the important suggestion that it may be advisable for Congress to give FCC direct regulation over networks because "we may very well have to recognize that our regulation of the networks through their owned & operated stations would be wholly ineffectual in the light of the problem . . ."

Comr. Cross thinks FCC & Congress should explore legislation which would punish program producers who deceive broadcasters. He is dead set against anything smacking of censorship. "We can't touch them before the fact," he told us, "but we've got all the authority in the world after the fact"—referring to FCC's powers of review over general licensee performance.

Federal Trade Commission chmn. Earl Kintner, though quite angry with the industry, as shown in his recent speech to broadcasters (Vol. 15:42 p6), hates to see the heavy hand of Govt. laid on the industry. Speaking in Chicago last week, he urged self-policing, said: "Baseball needed the Black Sox scandal of 1919 to shock it into assuring an honest game for the public. I believe comparable shock treatment has been administered to the radio & TV industry—although seeing is believing. I believe it's a question of self-discipline, and basic to their survival. For my part, I'd rather not see any more govt. regulation."

President Eisenhower termed quiz-rigging "a terrible thing to do to the public," said he had requested Attorney General Rogers to look into it. When asked if more govt. regulation is needed, he said: "I see no power in the Executive department. This would be censorship. This would be a political agent. Now you do have the FCC. I am not sure what their field would be there, but it's one thing that I think the Attorney General is studying for me. But not for Executive department action."

HUGE NEW BROADCASTING-PUBLISHING ENTITY: Formation of John Hay Whitney's TV-radio-newspaper-magazine combine marks establishment of new giant devoted exclusively to mass communications. With assets of more than \$50 million, Whitney Communications Corp. heralds increasing concentration on TV by the investment banker who currently is U.S. Ambassador to Britain.

Thrown into the Whitney Communications pot will be all broadcasting & publishing interests now held by investment banking house of J. H. Whitney & Co. and its subsidiaries. This includes Corinthian Bcstg. Corp., which controls 5 TV & 2 radio stations and will become subsidiary of Whitney Communications, and Plymouth Rock Publications, which controls N.Y. Herald Tribune, Parade (Sunday supplement) magazine, Interior Decorating magazine and 4 N.Y. state radio stations.

Separation of Whitney communications interests from investment banking firm means "a substantial increase in Mr. Whitney's personal & financial participation in the communications field," according to the announcement in Herald Tribune. Upon completion of his ambassadorial term in London, Whitney will become board chairman of the new firm & publisher of the Herald Tribune.

Along with Whitney's new expression of confidence in TV medium, his personal holdings in Corinthian TV-radio properties will increase to 86% of their stock. Top-level personnel transferred from investment banking house to Whitney Communications now will be able to give full-time attention to the media properties. Additional advantage of the communications merger: Complete integration & cooperation between newspapers, magazines & broadcasting operations is now possible.

Continuing to head Corinthian Bcstg. will be pres. C. Wrede Petersmeyer, who, in Whitney's words, "has done so much to bring Corinthian to its present position of strength & vigor."

Whitney Communications thus becomes one of very biggest privately-held print-&-broadcast operations. As such, it joins such successful combined-media entities (publicly & privately held) as Time Inc., Triangle Publications, Inc., Meredith Publishing Co., Hearst Corp., Gannett Co., Newhouse Stations and Cowles Bcstg. Co. For details, executives, etc., of Whitney Communications, see p. 6.

Note: In another transaction involving multiple station ownership, Metropolitan Bcstg. Corp. last week purchased Philadelphia radio WIP for \$4.5 million in stock and assumption of liabilities, and Peoria uhf WTVH for \$600,000 cash, and indicated it's looking for TV-radio properties "everywhere" (details on p. 6).

USIA'S FOREIGN TV TALLY: Number of foreign TV stations increased by more than 50% from Sept. 30, 1958 to Sept. 30 this year—and sets-in-use went up nearly 30%, USIA reported last week.

Total of 985 stations (including satellites) & 28 million sets in operation was counted by USIA in its world-wide tabulation, excluding U.S. & territories, U.S. armed forces installations and Canada. The figures approximate those in our own Foreign TV Directory, in 1959 Fall-Winter Television Factbook (Vol. 15:41 p9).

In last 6 months alone, 130 new foreign stations went into operation and more than 2.4 million sets were added. Since USIA's last world TV tabulation as of March 31 (Vol. 15:21 p10), Soviet bloc accounted for 23 of new stations and 200,000 additional sets—based on data from satellite countries. And for first time, Communist China (with 3 stations) announced it has 5,000 sets in use in Peiping area. Free-world countries now have 819 stations, Communist bloc 166. (For USIA's listing of foreign stations & sets-in-use, see p. 9).

Other highlights of USIA's report to its overseas posts: Across-iron curtain TV propaganda is worrying officials in West Germany, where 1 of 4 viewers gets East German programs, which are regarded as superior to West German TV. United Arab Republic is getting ready to start construction of TV complex including 2 central stations & 302 relay stations.

Newspapers are best for food advertising, according to the Oct. *Agricultural Marketing*, published by the Agriculture Dept.'s agricultural marketing service—and editor Milton Hoffman wishes he could edit the issue all over again. "Nothing like this has happened in the 40 years of the magazine's existence," he told us as angry protests by broadcasters—led by TvB & RAB, which had been alerted by W. D. (Dub) Rogers of KDUB-TV & KDUB Lubbock, Tex.—poured into his office. Citing 1957 motivation research by Philadelphia's National Analysts Inc. in Raleigh, N.C., and subsequent studies in Lake Charles, La. and Wheeling, W.Va.-Steubenville, O. areas, *Agricultural Marketing* concluded: "Newspapers, the survey shows, are the

best medium for food advertising & for marketing information on food." Home-makers in the areas were asked: "Where did you get information from on food shopping within the past 2 or 3 months?" More than 80% said newspapers; 27.3% TV, 26.8% radio. On this basis, the *Agricultural Marketing* article not only gave newspapers the nod over TV & radio as the choice ad medium, but said "programs which feature food facts are rapidly losing out in radio's swing to music & news and TV's rush toward network shows." Such broad conclusions, editor Hoffman told us, were "indefensible." He added: "Actually, in our over-all marketing information job we can't do without TV, or radio—or the newspapers."

Congress

Answers From Van Doren: NBC-TV's *Twenty-One* hero Charles Van Doren, a reticent and apparently reluctant subpoenaed witness in the House probe of TV quiz scandals (Vol. 15:42 p4), made an unannounced call on N.Y. District Attorney Frank Hogan last week—and reportedly began talking again.

Van Doren & his lawyer Carl J. Rubino spent 75 min. with Hogan, who told reporters the 1956-57 quiz whiz had admitted he gave an incorrect answer to the District Attorney's office when he was questioned last year on whether he had been tipped to *Twenty-One* questions & answers.

"I think he gave truthful answers today," said Hogan, but he declined to say whether Van Doren had admitted receiving any questions or answers before his performances on the show, which netted him \$129,000.

The reporters then rushed for clarification to Van Doren, who expressed surprise and said: "I have not said I gave false answers. I will tell the whole story when I appear before the Congressional committee Nov. 2."

A reporter asked Hogan if "lying" was a good word to use in describing what Van Doren had said at the District Attorney's office before he went on to swear to a N.Y. Grand Jury that he had received no help on the show. "Well, you were the one who said it," Hogan said. He also indicated he was uncertain whether Van Doren would be summoned for another Grand Jury appearance following his Washington engagement.

It's been a "harrowing ordeal" for Van Doren since the House investigation started, but he'll give "completely truthful answers" to House investigators, Hogan added.

* * *

"Tremendous" mail on TV quizzes is pouring into offices of the House Commerce legislative oversight subcommittee, one staffer there telling us that no other issue has aroused such public response since the investigating unit set up shop in 1957. It isn't all fan mail, although subcommittee employes assigned to sort it are under orders from Chmn. Harris (D-Ark.) not to disclose how many letters are critical of the oversighters' probe of rigged shows. It's known, however, that some of the mail challenges the subcommittee's right to invade show business. Others say Harris is persecuting Van Doren.

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Conelrad system works efficiently, but there's a "crying need" for better liaison between local civil defense leaders & broadcasters, according to Howard H. Bell, joint TV-radio affairs asst. to NAB pres. Harold E. Fellows. Citing an FCC report on the April 17 Operation Alert drill (Vol. 15:16 p10) which indicated "intelligible" Conelrad service reached 90% of the U.S. population, Bell told a 2-day Washington conference of Middle Atlantic state civil defense officials that full liaison nevertheless has been lacking. "Complete lack of communication between civil defense and the radio & TV broadcasters" has been a common complaint by station operators in 9 states, Bell said.

SEC will go on air next month in a "wise owl" TV-radio campaign to persuade viewers & listeners to watch their step in buying stocks. In cooperation with the Advertising Council and broadcasters, the agency has furnished TV stations with 2 animated cartoon films (20 & 60 sec.) and radio outlets with spot scripts on the theme: "Investigate before you invest." SEC hopes its "wise owl" symbol of caution against stock frauds will become as familiar to the public as the forest service's fire-preventing "Smokey."

The FCC

FCC TACKLES CATV & BOOSTERS AGAIN: Fresh look at CATV and its impact on telecasters is in the works at FCC, and it may take the form of a new, full-fledged evidentiary hearing. The Commission, stimulated by Senate Commerce Committee hearings and near-passage of a CATV-regulation bill (Vol. 15:36 p4), has concluded that its last consideration of the subject, on a written record ("paper hearing"), wasn't enough.

FCC broadcast bureau chief Harold G. Cowgill, speaking before the Western regional conference of the National Community TV Assn. in Spokane last week, summarized the Commission's current position:

"Within the past several weeks the Commission has been restudying & re-evaluating the problems dealt with in Docket 12443 [the last official proceeding]. Concurrently there has been a pause in the granting of microwave applications. This indicates most certainly that the matter is not closed. At bottom, the problem facing the Commission is simply whether the services you are rendering & can render to the public can be performed in a way which will leave an opportunity for the successful rendition of important public services by TV broadcast stations located in the communities that you serve.

"There is already some indication that the only way to find the answer to this question will require reopening the hearing in a formal evidentiary proceeding wherein interested parties can be examined & cross-examined and all the facts can be brought up to date. This would entail time & continued uncertainty."

Meanwhile, the Senate Commerce subcommittee on communications, under Sen. Pastore (D-R.I.), scheduled a quick series of CATV-booster hearings in the West, to get the local flavor and to inspect facilities on the spot. The itinerary: Helena, Mont. Oct. 27; Idaho Falls, Ida. Oct. 28; Salt Lake City Oct. 29; Denver Oct. 30. It's expected that the telecasters, CATV operators and local citizens will testify. Cowgill will join the tour as an observer.

Announcement of the hearings caught NCTA by surprise, according to exec. dir. Edward Whitney, who attended the Spokane conference. "We're delighted," he said, "that the subcommittee has decided to conduct on-the-spot hearings and to get the views of the public."

Much of the NCTA conference was devoted to Washington problems, and pres. A. J. Malin and gen. counsel E. Stratford Smith expressed continued opposition to the CATV-control bill (S-2303) reported by the Senate Commerce Committee late last session. They also reaffirmed their belief that any legalization of vhf boosters should provide for adequate engineering standards to prevent their interference with other services.

FCC discussed booster rules this week, deferred action. It's understood that Comrs. Doerfer & Lee favored approval now, while Comrs. Bartley, Cross and Ford wanted more time to study. Comrs. Hyde & Craven are in Geneva, attending international conferences.

Because FCC once proposed specific rules for boosters, there's a question whether it will adopt final rules or issue another proposal for rule-making, inviting another round of industry comments. The Commission hasn't made up its mind. At the NCTA conference, some CATV operators estimated that there are as many as 2,500 boosters on the air. Previous estimates ran 500-1,000. Charles Clements, who runs a CATV system in Waterville, Wash., reported there are 80 boosters within 60 miles of his community.

Probably the biggest problem in the CATV-station dispute is the matter of duplication—the presentation of the same programs by the local station & the local CATV system. The NCTA conference discussed it at length, and members stated that there are many technical difficulties involved in eliminating such duplication. This factor is a major aspect of the pending CATV legislation—and much of FCC's attention is focused on it. Small-town telecasters assert that elimination of duplication would enhance their prospects of survival considerably.

The NCTA conference also included a discussion of CATV system sales, by broker Bill Daniels, who predicted that 90% of all systems would be sold within the next 10 years—"because of death & taxes."

Management consultant William Stubblefield urged NCTA members to "get closer" to the management of the stations whose signals they distribute, to emphasize the extended coverage they provide & the quality of the signal.

The association decided to eliminate the annual Western regional conference and to alternate its annual conventions between the East & West Coasts.

Joint Council on Educational TV was rebuffed by FCC last week in its year-old efforts to persuade the Commission to start a special investigation aimed at getting more vhf channels for ETV in all major markets (Vol. 14:44 p3). The JCET's petition for the proceedings was denied by FCC on grounds that its current general allocations study hasn't progressed to a point "where the feasibility of the various alternative solutions can be determined." Also rejected by FCC was the JCET's plea for rule-making to reserve vhf for ETV in Waycross, Ga. and Norfolk-Portsmouth-Newport News, Va. Action on a JCET request for reallocation of Rochester, N.Y. Ch. 13 for non-commercial use was withheld by FCC. Earlier, FCC had denied a JCET petition that Ch. 30 in Panama City, Fla. be made educational (Vol. 15:31 p7).

Frequency reallocations in the 118-136-mc band for use in air traffic control and in space communications, effective July 1, 1960, are proposed by FCC, which seeks comments by Nov. 30. The changes were requested by the Federal Aviation Agency (FAA) & Office of Civil & Defense Mobilization (OCDM). Under FCC's proposals, 5-mc (3 from the present 132-144 mc govt. band) would be assigned to FAA-operated air controls. Earth-space communications would use the 135-136-mc band.

Grant of Idaho Falls Ch. 8 to the Eastern Idaho Bestg. & TV Co. was recommended last week in an initial decision by FCC hearing examiner H. Gifford Irion following dismissal of an application by Sam. H. Bennion, Eastern Idaho's only competitor. The proceeding started as a comparative hearing, but Bennion lost out by failure to meet a deadline for written appearance. Idaho Falls is served now by KID-TV (Ch. 3).

Up-to-date version of FCC's rules on AM-FM-TV and related services (experimentals, auxiliaries, etc.) is now available from the Govt. Printing Office at \$4.50. It's volume 3, covers parts 3 & 4 of FCC rules, comes in loose-leaf form—and the price includes future amendments for an indefinite period. FCC will no longer print the rules.

Sales approved by the FCC: (1) KXMC-TV (Ch. 13) Minot, N.D., for \$1,040,000 to executives of the station (Vol. 15:37 p7). (2) KICA-TV (Ch. 12) & KICA Clovis, N.M., in a stock exchange, to Texas-New Mexico Bestg. Co., controlled by the principals of KDUE-TV Lubbock, Tex. (Vol. 15:38 p16).

Canadian Allocations Changes: Substantial revisions of Canadian TV allocations standards are being considered, and Canadian representatives conferred with FCC experts in Washington this week. Details haven't been released, but it's understood that the Canadians propose to:

(1) Cut minimum co-channel separations from 220 miles to 190 miles for Ch. 2-6, to 187 for Ch. 7-13.

(2) Permit additional assignments at mileages less than the foregoing, if powers & heights are cut in proportion. For example, a 1-kw station might be placed at about 120 miles from a co-channel station.

(3) Protect existing stations to their Grade B contours—30 db desired-to-undesired signal ratio for low band, 44 db for the high band.

(4) Change adjacent-channel spacings according to a new formula. Discussions with the FCC are necessary to take care of border situations.

International frequency fight by U.S. astronomers for more bands for radio telescopes was carried to the State Dept. last week—and they were reported winning it. In a last-minute campaign organized under White House auspices by the National Academy of Sciences, the radio astronomers called on the State Dept. to instruct the U.S. delegation at International Telecommunication Union (ITU) sessions in Geneva to take their side. "A decision is being made," one National Academy source told us, "and I am confident that an understanding will be reached." Belatedly, the astronomers learned that the official U.S. position at Geneva so far has been that only one frequency—1,427 mc—should be set aside for radio telescopes, permitting more commercial & military use of other bands. They want at least 7 bands in the 40-to-1,537-mc range reserved for radio astronomy, arguing that otherwise their govt.-financed multi-million-dollar work of studying the universe will be strangled. Nearly 50 officials representing the State & Defense Depts., FCC, Interdepartmental Radio Advisory Committee (IRAC), National Science Foundation and other agencies attended an all-day National Academy session on the problem called Oct. 16 by Dr. George B. Kistiakowsky, President Eisenhower's asst. for science & technology. A 5-man subcommittee of astronomers carried the fight from there.

Wearying of legal arguments over what he considers minutiae, FCC chief examiner James Cunningham last week turned down various pleadings submitted by Southern Bcstrs. Inc. in the Greensboro-High Point, N.C. Ch. 8 comparative hearing. In so doing, he noted that the FCC has previously "expressed strong disapproval of the practice of filing lengthy, argumentative pleadings which are without decisional significance, particularly those not sanctioned in the rules." FCC attorneys called attention to Cunningham's ruling, saying that it can be taken as a request or warning to attorneys.

Transfer of KCOP Los Angeles to NAFI Corp. (Vol. 15:33 p8) has been held up by FCC which is giving KCOP 20 days within which to explain its reporting of spots on FCC forms. The Commission said it appears that KCOP may have carried far more spots than it logged. FCC also questioned whether NAFI properly filled out the forms with regard to programming.

Temporary operation on Ch. 4, Birmingham, was denied by FCC to uhf grantee WBMG (Ch. 42), which had sought a waiver of the rules. The Commission also denied waivers of rules requested by educational WGTW (Ch. 8) Athens, Ga., to move to a site about 56 miles W-SW of Athens.

Stations

METROPOLITAN EXPANDS: Metropolitan Bestg. Corp. pres., chmn. & principal stockholder John W. Kluge made good last week on his oft-repeated statement that his company will buy more TV & radio stations. His double-barreled purchase: highly successful radio WIP Philadelphia and uhf WTVH Peoria, Ill. And more station buys are in the works, he indicated.

Sale of 38-year-old WIP for more than \$4.5 million (150,000 shares of Metropolitan stock plus assumption of about \$2 million in liabilities) is one of the biggest radio sale transactions in history. Record paid for a radio station was the purchase of WNEW N.Y. in 1957 by Metropolitan (then Du Mont Bestg. Co.) for \$4,815,407 plus 281,899 Du Mont Bestg. shares.

The selling group comprises 57 stockholders headed by WIP pres.-gen. mgr. Benedict Gimbel Jr. and including Philadelphia businessman John P. Crisconi, John G. Pew Jr. of the Sun Shipbuilding family, comedian Bob Hope and rep Edward Petry & Co. The deal is subject to final stockholder ratification & FCC approval. Gimbel will become Metropolitan v.p. in charge of radio operations under a 10-year contract. He and Crisconi will become Metropolitan board members and will be the 2nd & 3rd largest individual shareholders (Kluge is No. 1)—the top 3 stockholders holding about 250,000 shares. Metropolitan stock last week was selling in the range of 18-19.

Philadelphia's oldest station, WIP operates as a Mutual affiliate on 610 kc at 5 kw. One year ago, WIP was purchased from Gimbel Bros. dept. store for \$2.5 million by the present group headed by Benedict Gimbel. WIP is an applicant for Wilmington, Del. Ch. 12, the channel vacated by Storer's now-defunct WVUE Wilmington-Philadelphia. The WIP sales was handled by broker Howard Stark.

WTVH (Ch. 19), the ABC-TV affiliate in de-intermixed 3-uhf Peoria, was purchased for "more than \$600,000 in cash." On the air since Aug. 1953, it was sold in May 1954 to Peoria Journal Star Inc. It will be Metropolitan's first uhf outlet.

The newly purchased stations will be added to Metropolitan's WNEW-TV & WNEW N.Y., WTTG Washington and radio WHK Cleveland. Kluge, a Washington food broker, heads a group which purchased Paramount's 21% holdings in Metropolitan late last year (Vol. 14:49 p1), and increased its ownership with other stock purchases.

Kluge says that both WNEW-TV & WTTG have been converted from red-ink operations to money-makers since his regime took over. Metropolitan grossed \$14 million last year and \$8 million during the first half of this year. At a Philadelphia news conference to announce the station buys, Kluge predicted Metropolitan's 1959 gross will be \$17 million, rising to \$23 million in 1960.

Is Metropolitan negotiating for other stations? Yes, says Kluge—"everywhere." Is Pittsburgh the next market Metropolitan will enter? "Nothing definite."

Wometco Enterprises Inc. announced last week it has increased its holdings in WFGA-TV (Ch. 12) Jacksonville to 46½%, making it the largest stockholder. Wometco, which owned 20% of the outstanding stock, purchased the 26½% owned by George H. Hodges for an undisclosed amount. Wometco also owns WTVJ (Ch. 4) Miami and WLOS-TV (Ch. 13) Greenville-Asheville-Spartanburg, as well as the 22-theater Wometco chain and a cigaret-&-food-vending business.

More about

WHITNEY COMMUNICATIONS CORP.: J. H. (Jock) Whitney, U.S. Ambassador to the Court of St. James's, whose Whitney Communications Corp. was announced last week (see page 3), has had financial interest in growth of TV since 1952, when his J. H. Whitney & Co. began investing in community antenna systems (Vol. 8:34 p5). The investment banking firm liquidated its ownership in 6 systems when it purchased its first TV station in 1954—Tulsa's KOTV, which became nucleus for Corinthian Bestg. Corp.

Broadcast properties in Whitney Communications Corp. (subject to FCC approval of transfer) will be Corinthian's KOTV, KHOU-TV Houston, WISH-TV & WISH Indianapolis, WANE-TV & WANE Fort Wayne, KNXT Sacramento; the VIP Radio group consisting of WGHQ Saugerties, WFYI Mineola, WVOX New Rochelle, WVIP Mt. Kisco, all N.Y.

Four J. H. Whitney partners will resign from the investment firm to take top posts in Whitney Communications. Walter Thayer, J. H. Whitney managing partner, becomes pres. of the new company; Samuel C. Park becomes chairman of finance committee; Robert F. Bryan, Corinthian Bestg. secy.-treas., becomes financial v.p.; C. Wrede Petersmeyer continues as Corinthian pres. and as pres. of the individual station licensee corporations.

Board of directors, to be headed by Whitney when his ambassadorial term is completed, will include Thayer, Petersmeyer & Park; Bernard Kilgore, pres. & publisher of *The Wall Street Journal* (not affiliated with Whitney Communications); Robert M. White II, pres. & editor of the *Herald Tribune*; Arthur H. Motley, pres. & publisher of Parade Publications; VIP Radio pres. Martin Stone.

Said Whitney in statement announcing new firm: "It will be concerned primarily with long-term interests in the field of communications . . . I welcome the opportunity to participate even more actively in the future development of TV & radio broadcasting. It has grown with astonishing swiftness into one of the great communications forces of the world. I am particularly impressed with both the accomplishments and even greater promise of the TV medium as a popular cultural & informational force on the national & world scene. I find TV's ability to reach the minds & hearts of vast audiences an exciting opportunity & challenge."

Still fighting cancelation of contract to buy WJAR-TV & WJAR Providence and its parent Outlet Co. dept. store (Vol. 15:42 p11), William Zeckendorf's 91065 Corp. served legal notice last week that it will appeal in R.I. Supreme Court the Superior Court's denial of its request to intervene in a suit against Outlet's trustees filed by the stations' gen. mgr. J. S. (Dody) Sinclair. After the lower court rejected 91065's intervention plea, Outlet's trustees canceled the contract to sell the corporation to 91065.

Add FM-upturge notes: FCC granted 11 FM CPs last week, including authorizations in such substantial cities as Milwaukee, Omaha, Tulsa, Dallas & Santa Barbara (see AM-FM Addenda QQ).

Call letter changes: Educational WTIQ (Ch. 7) Muncie, Ala. to WCIQ; upcoming KCCC-TV (Ch. 40) Sacramento, Cal. to KVUE.

WTHS-TV (Ch. 2, educational) Miami plans boost to 100-kw Jan. 4 when it also moves into new studios.

NEW & UPCOMING STATIONS: Two starters include new vhf opening up in South and uhf being revived on West Coast. WABG-TV (Ch. 6) Greenwood, Miss. began Oct. 20 with CBS-TV, the same day FCC issued program test authorization. KVUE (Ch. 40) Sacramento, Cal., changing call from KCCC-TV this week, got authorization Oct. 23 for start as independent Nov. 1. These two additions will change the on-air total to 559 (85 uhf).

WABG-TV has 5-kw RCA transmitter and a 288-ft. Stainless tower with 6-bay antenna at a site 5 mi from Greenwood. It's in NW part of state, the nearest city with TV being Jackson, Miss. 84 mi. away. Other cities with TV outlets are approx. 100 or more mi. distant. Gen. mgr. & owner Cy N. Bahakel also operates radio stations WABG; WLBK Bowling Green, Ky.; WRIS Roanoke, Va.; WWOD Lynchburg, Va.; KXEL Waterloo, Ia.; WKIN Kingsport, Tenn.; WKOZ Kosciusko, Miss. Don Neil, from WABG, is sales & station mgr.; Mrs. Erlene Leach, also WABG, program mgr.; Joseph G. Rachuba, ex-WKDL Clarksdale, Miss., production supervisor; Floyd Coulter, ex-WKOZ, chief engineer. Base hour is \$200. Rep. is Weed.

KVUE has used RCA transmitter acquired from owners of previous Ch. 40 there which left air May 31, 1957 (Vol. 13:20-22). It also is using a Utility guyed tower with pylon antenna. Officers are Allan Lynn (packager of foods for pets), pres. & 10.4% stockholder; Philip Driver (attorney), v.p. & 10.4%; Melvin Lord (retired businessman), treas. & 16.8%. Lynn also is acting gen. mgr., succeeding Melvyn E. Lucas, who remains as 11.1% stockholder; Richard Godon, ex-Ziv, sales mgr.; Lance Romney, ex-former KCCC-TV, program mgr.; J. Kloer, ex-KXTV Sacramento, chief engineer. Base hour is \$300. Rep. is Gill-Perna.

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

KCND-TV (Ch. 12) Pembina, N.D. has filed request for change to 1,350-ft. tower and has a tentative Feb. target, reports 25% owner Robert C. Lukkason, who also is gen. mgr. of KNOX-TV (Ch. 10) Grand Forks, N.D. KCND-TV grantee Pembina Bestg. Co. stockholders include KNOX-TV (25%), KNOX-TV pres. Arthur Tweet (25%) and Harry Rice (25%). Pembina is on Minn. border in extreme NE corner of state, due north of Grand Forks. An RCA transmitter is on order and a Stainless tower also has been ordered via RCA. Network affiliation hasn't been signed. Base hour is not set. Rep is not chosen.

KPEC-TV (Ch. 56, educational) Tacoma, Wash. is testing a 1-kw GPL transmitter, but doesn't plan to start programming until next March, writes Olai Hageness, school supt. of grantee Clover Park Schools. Construction of studio-transmitter building at 5214 Stellacoom Blvd. is about 80% complete. However, the 175-ft. self-supporting tower purchased from defunct KTRX (Ch. 31) Kennewick-Pasco, Wash. still remains to be moved. RCA recently shipped slotted antenna to KPEC-TV (Vol. 15:41).

Coos Bay, Ore. Ch. 11 grantee Pacific Television Inc. has set next summer as the tentative target, according to S. W. McCready, gen. mgr. of KVAL-TV (Ch. 13) Eugene, Ore., owner of Pacific Television. Equipment hasn't been ordered, but plans are to use a 165-ft. Fisher tower. To be operated as second satellite of KVAL-TV, Coos Bay will join KPIC (Ch. 4) Roseburg, Ore. in rebroadcasting NBC-TV programs of parent KVAL-TV. Reps for stations are Hollingbery and Art Moore (Ore. & Wash.).

Agency timebuyers prefer accuracy in station-coverage studies, rather than speed, A. C. Nielsen Co. learned last week following a poll of the research firm's customers on a proposed NCS No. 4 TV-radio study. About one-third of Nielsen clients wanted the measurement made in the spring of 1960, but two-thirds said they'd wait for "a somewhat delayed but more precise census-based coverage study," reported Nielsen v.p. John Churchill. Accordingly, Nielsen plans to make its measurements of station coverage in late 1960 and to issue the findings "no later than spring of 1961." NCS reports on the number and per cent of TV homes in every U.S. county tuned to local TV stations over various periods of time.

Last chance to apply for competitive TV stations in Winnipeg & Vancouver under Canada's new open-city TV policy (Vol. 15:31 pp1&10) expires this week (30). The Dominion's Board of Broadcast Governors (BBG) will hold public hearings on the applications in Winnipeg Jan. 11, in Vancouver Jan. 18. Other application deadlines for new TV stations and their hearing dates & locations: Montreal, Nov. 30 & March 7; Toronto, Dec. 31 & March 14; Edmonton-Calgary, Feb. 29 & May 9; Halifax-Ottawa, March 31 & June 20. The BBG also will hold public hearings in Ottawa next week (Nov. 2-3) on a number of proposed changes in TV regulations, will announce final regulations Nov. 15.

"Honesty" probe of commercials will be made in the next few weeks by NAB's TV Code Review Board, Donald H. McGannon, board chmn. & pres. of Westinghouse Bestg. Co., told a regional NAB meeting in Boston Oct. 23. The previous day, he told us in N.Y. "I think it is important that [misleading commercials] be investigated by the board so that the subscribing stations may be notified of this non-compliance. In turn, conversations should be had with the sponsors so as to assure a more complete compliance with the code."

NTA Storevision's first supermarket outlets will be the Daitch-Shopwell chain of 59 N.Y.C. retail food stores, NTA Storevision pres. Ted Cott said last week. Storevision, which NTA hopes to franchise to stations throughout the country, is an all-day live telecast of 10-sec. commercials, shopping hints, news, time & weather, which is continuously tuned in on various TV receivers placed throughout each store. No closed-circuit telecasts are involved; the service will be aired on WNTA-TV's regular Ch. 13 facilities and will conform to NAB commercial-length policies.

Balance of WRGP-TV (Ch. 3) Chattanooga, Tenn., 70%, has been bought for \$1,750,000 by the Friendly Group's WSTV Inc., principals of which (Louis & Jack Berkman) had owned 30%. The sellers are Ramon and Helen Patterson. The purchase gives the group ownership of 4 TV stations, 7 radio (see *TV Factbook*, p.298). Fred Weber, Friendly Group v.p., handled negotiations for his organization, broker Richard Crisler for the Pattersons.

Work on broadcast manual on how TV & radio should cover trials & other official public proceedings was started recently in N.Y. by a special NAB freedom of information subcommittee. Headed by Frank P. Fogarty of WOW-TV Omaha (Vol. 15:41 p12), the subcommittee approved preliminary plans for the manual, which will supplement NAB's 1959 Guidebook *Broadcasting the News*.

Four Radio-TV News Directors Assn. awards went to TV stations Oct. 17: to WDSU-TV (Ch. 6) New Orleans for editorializing; to KLZ-TV (Ch. 7) Denver for reporting community problems; to WBBM-TV (Ch. 2) Chicago for an on-the-spot news story; to CFPL-TV (Ch. 10) London, Ontario for depth reporting of news events.

Programming

STANTON'S HOUSECLEANING: "Were we surprised? That's putting it mildly," was the comment to us of a spokesman for *Person to Person* producers John A. Aaron & Jesse Zousmer last week concerning a widely circulated remark by CBS Inc. pres. Dr. Frank Stanton that P-to-P told its interviewers in advance the questions likely to be asked.

On Oct. 22, the producers struck back in a letter to Stanton, terming his statement an "unwarranted slur" and a "rank injustice" to the program's staff and some 500 guests interviewed in the past 6 years. Since Pres. Stanton was "unwilling to correct" his remark, the producers wanted out.

A prompt denial that he had intended a slur in his statement "that in the future we want all CBS programs to be exactly what they purport to be" was issued the same day by Pres. Stanton in a letter to the show's producers. Politely declining to refer to the producers' request for a contractual divorce, he specified that "all I have asked of you is that you inform the viewing public of the production practices on *Person to Person*."

Aaron & Zousmer, however, stuck to their guns. "Our representatives and CBS have reached an amicable agreement to release us from our 52-week contract as soon as possible," they concluded.

As part of a general quiz-probe-inspired housecleaning, reported TV critic Jack Gould, pres. Stanton also planned to eliminate other "audio or visual misrepresentations" in CBS-TV's program schedule, notably the use of canned laughter in situation comedy shows and "quasi-actuality" locations of shows which are actually produced in a studio. Chimed in columnist Marie Torre: "It's assumed that [the clean-up will] eventually get around to Westerns and make our cowboy heroes use real bullets instead of blanks. This we'd welcome."

The attack on canned laughter elicited a strangely mixed reaction from Hollywood, where the recorded guffaw has long been an established part of the comedy film series. Some producers we checked insisted that laughtracks are essential to communicate the spirit of fun to the living-room audience. Others labeled it the dinosaur of TV, said it belongs to the early, small-screen age and has long been outdated. Added Dennis O'Keefe: "As long as the other comedy shows use it, you hesitate to drop the track. Someone had to take the lead, and I'd be glad to see it go."

Although NBC-TV had stated Oct. 17 that "we do not believe amputation of one of the oldest & best-liked program forms is the answer to TV's current difficulties," the network late last week decided to follow CBS' lead in a program-schedule cleanup. Officially axed, effective Oct. 26, is *Tic Tac Dough*, noon-12:30 p.m. daytime quiz strip originally packaged by Barry-Enright, but absorbed by NBC in an outright purchase. Program replacement will be *Truth on Consequences*, recently ousted to make way for the 4:30-5 p.m. *Split Personality*.

Just what had caused NBC's about-face on quiz amputations wasn't disclosed by NBC officials we contacted, even though the move cast a lengthening shadow over the other 6 daytime quiz or audience participation shows that make up the bulk NBC's late-morning & afternoon schedule. *Tic Tac Dough* sponsors (Ponds, Standard Brands, Heinz, Brown & Williamson, Borden's) are expected to remain in the time period as sponsors of the revived T or C strip, and were said by one N.Y. source to be the "real pressure" behind the decision to drop *Tic Tac*.

Uncertain Oscarcast: Will Hollywood sponsor its own annual TV showcase, the Academy Awards telecast? Or will dissension in the ranks of movie majors (Universal-International pres. Milton Rackmil wants out) mean regular commercial sponsorship by outsiders? This question was still unanswered last week, with the N.Y. office of the Motion Picture Assn. of America telling us that "we'll have a definite decision by Oct. 28" and with NBC-TV (which has a contract for the show to 1961) giving the MPAA until Oct. 30 to make up its mind.

Hot on the trail of the Oscarcast business, we learned in N.Y. last week, is ABC-TV, since pres. Leonard H. Goldenson of AB-PT has long felt the network's link with the movie industry gives it a strong moral claim to the show. ABC officials feel it's almost a certainty the Oscarcast will be on ABC-TV in 1961, with the network willing to be lenient in the matter of sponsorship costs.

"Now the quiz show scandals have given rise to fears of a movement to extend government control. The phony quiz shows, everyone agrees, are indefensible. This station criticized them editorially a week and a half ago as dishonest and fake. But we agree with five speakers who discussed the subject before the News Directors' convention . . . the answer to rigged quiz shows is *not* government control. Government control of programs would represent a step toward official censorship, a step away from freedom. And it might, or might not, stop at broadcasting. Newspapers, for instance, are also open to possible government interference, through their dependence on the second class mailing privilege. The broadcasting industry should be, and is, ashamed of its negligence in the quiz show situation. The industry is already taking steps to prevent any recurrence. There are some people who believe that everything can be cured by passing a new law. This is not one of those cases. This is a situation that is being cleaned up without a new law . . . and a situation in which any attempt at a new law would almost certainly do much more harm than good."—Oct. 19 on-air editorial by WDSU-TV & WDSU New Orleans.

"Time" cashes in again this week (Oct. 26 issue) on the newsstand-sales value of TV's personalities with a cover-story on the private eyes. What is probably the most untypical *Time* cover in history (an action shot featuring 5 top TV detectives, complete with corpse & suspect) fronts for a 5-page round-up. Its thesis: "In a season riddled with old scandals & new specials, the cowpoke is still top draw, but the eye has impressive fire power, and by year's end he may well be top gun." A parallel of the magazine's recent Western round-up, the piece notes that there are 62 cops-&-robbers shows now on TV, with a combined budget of more than \$1,250,000 a week.

To examine ASCAP's affairs every 2 months, appointment of 2 outside overseers was proposed in U.S. District Court in N.Y. Oct. 19 by Judge Sylvester Ryan. Suggested for the task were former Sen. Irving M. Ives and former N.Y. state Supreme Court justice John E. McGeehan. Judge Ryan, who said neither man had as yet been approached, was examining a proposed consent order drafted by ASCAP and the Dept. of Justice that would make distribution of ASCAP's \$28-million annual royalties more equitable and revise its voting system. The Justice Dept.'s anti-trust div. stated, "ASCAP rather obviously needs regulation and if this court doesn't do it, there is no other agency that will." Should Judge Ryan approve the proposed consent order, possible anti-trust action by the Justice Dept. would be averted.

THOSE RATING DROPS (Cont.): Stagecoach sagas aren't the only program types to stumble into a statistical gopher hole since last year, ABC-TV officials pointed out to us last week, although the 1958-1959 drop in Nielsen average-audience rating figures for Westerns has been drawing considerable attention (see "Westerns Go Thataway," Vol. 15:40, p7).

Quiz & audience participation shows, even before the full impact of the Congressional probe was felt, were already registering the most serious category drop in a comparison of late Sept. 1959 Nielsen figures with those of the same rating period of 1958, said ABC. With the number of network quiz programs also dwindling from 15 (1958) to 10 (1959), average-audience level fell from 19.8 to 17.1—a plunge of 14%. Next in line was situation comedy, which fell from a level of 19.8 (on 13 shows) to a level of 18.1 (on 11 shows) this season—down 9%.

Network Westerns—which have grown in number between seasons from a Sept. 1958 total of 16 to the current crop of 24—went down from a rating level of 23.8 to a lower level of 21.9—a dip of 8%. Suspense dramas (30-min. & 60-min. combined) fell off 6%, and drops of 1% each were made by the adventure & variety categories. (See p. 13 for related story.)

"What looks like trouble for Westerns is actually caused by several factors," Fred Pierce, ABC-TV research mgr., told us last week. "For one thing, most top Westerns last year faced competition from entirely different types of shows. For our own part, we deliberately slotted our Westerns last year against contrasting shows on NBC and CBS. This year, for the first time, you have a number of situations in which new Westerns are slotted against old Westerns, which dilute their audience appeal."

Rating equivalents of classic Western dusty-street showdowns are being staged, Pierce explained, on 4 out of 7 nights—Sun. (a portion of *Riverboat* against *Maverick*), Mon. (*Cheyenne* against *The Texan*), Tues. (*Laramie* vs. *Sugarfoot/Bronco*), Fri. (*Rawhide* vs. *Walt Disney Presents*, which features Western episodes frequently, and *Hotel de Paree* against *Man from Blackhawk*). Altogether, notes Pierce, this now amounts to a total of 10 network program periods involved in a same-category battle.

* * *

Pierce also took exception with TV researcher Horace Schwerin's recent remarks (Vol. 15:42, p13) that Westerns "seldom have efficient sales results" for their sponsors.

"Schwerin is forgetting that Westerns nearly always have larger total audiences which more than make up for shows which seem to be giving more impact, or more 'class' to a commercial," he said. "If Westerns didn't sell goods, do you think an astute advertiser like Procter & Gamble would have *Wells Fargo*, *The Rifleman*, *Wichita Town* and *Wyatt Earp* on its schedule?"

Not directly connected with the rating & sales ability of Westerns, but of considerable interest however, are 2 more items in ABC's comparison of Nielsen rating figures for the periods mentioned earlier. General drama shows, which shrank slightly in number (from 16 to 14 shows), jumped from 16.9 to 17.9 in ratings—a gain of 6%—between 1958 & 1959. A major gain, still small in terms of numerical Nielsen rating level, but impressive on a percentage basis, was scored by the catch-all category of "other" programming (news-in-depth, documentaries, public affairs, specials on a pre-emption basis, etc.) which moved from a rating level of 11.0 to a level of 14.0—a thought-provoking increase of 27%.

Foreign

More about

USIA FOREIGN TV TOTALS: The U.S. Information Agency's latest report on overseas TV expansion (see p. 3) is prefaced with this warning: "Statistical data must be viewed with caution since the reliability of the sources from which these statistics are compiled varies. Where official sources are lacking, a consensus of a variety of unofficial sources is used."

USIA's figures exclude U.S., its territories, Canada and overseas armed forces installations. The tabulations include for the first time a report on hours of operation. Following are USIA's estimates.

Country	Stations	Sets	Average daily hours on air
Western Europe			
Austria	15	88,200	3½
Belgium	5	350,000	5
Denmark	6	300,000	2½
Finland	9	21,000	4
France	48	1,300,000	6½
West Germany	141	2,903,000	5½
Ireland ¹	—	35,000	—
Italy	329	1,560,000	8
Luxembourg	1	4,000	4
Malta ²	—	7,000	—
Monaco	1	11,000	2½
Netherlands	6	500,000	2
Norway	1	1,800	irregular
Portugal	5	35,000	3
Spain	3	150,000	7
Sweden	16	450,000	2½
Switzerland	13	69,200	3
United Kingdom	30	10,000,000	7½ ³
Yugoslavia	3	12,000	4
Latin America			
Argentina	1	300,000	15
Brazil	9	850,000	8-12 ⁴
Chile	1	—	irregular
Colombia	9	150,000	5½
Cuba	24	365,000	10-12 ⁵
Dominican Republic	4	13,000	— ⁶
El Salvador	2	15,000	8-8½
Guatemala	2	20,000	4-4½
Mexico	19	500,000	7-8
Nicaragua	1	2,500	5
Panama	—	8,000	— ⁷
Peru	4	27,500	— ⁸
Uruguay	1	15,000	5½
Venezuela	11	200,000	— ⁹
Near East, South Asia & Africa			
Algeria	2	32,000	6
Cyprus	1	3,000	3 ¹⁰
India	1	300	1½ ¹¹
Iran	1	20,000	5
Iraq	1	9,000	3½
Kuwait	—	600	—
Lebanon	2	3,500	4
Morocco	2 ¹²	5,000	—
Saudi Arabia	1	2,500	2½
Turkey	1	1,000	— ¹³
Far East			
Australia	6	618,000	9-14
Hong Kong	1 ¹⁴	3,000	5½
Japan	76	2,949,000	— ¹⁵
Korea (South)	1 ¹⁶	6,000	—
Philippines	2	25,000	— ¹⁷
Thailand	2	40,000	— ¹⁸
Communist Bloc			
Bulgaria	1	3,000	irregular
Czechoslovakia	9	450,000	5
East Germany	12	423,000	6
Hungary	2	30,000	2 ¹⁹
Poland	11	138,000	5 ²⁰
Rumania	2	15,600	4 ²¹
USSR	126	3,000,000	7½ ²²
Communist China	3	5,000	3 ²³
Total	985	28,047,700	

¹ No TV in Ireland; tune in to U.K. stations. ² No TV in Malta. Tune in to Italian stations. ³ Both BBC & ITA. ⁴ Main stations. ⁵ Main stations. ⁶ HIT-TV, 6 hrs. daily; IIN-TV, 3½ hrs. daily. ⁷ Tune to Canal Zone Armed Forces stations, no TV in Republic of Panama. ⁸ American-TV, 4 hrs. daily; Ch. 7, 2 hrs. daily. ⁹ Radio Cnracas TV, 16 hrs. daily; Televisia Venezolana, 11½ hrs. daily. ¹⁰ Five days a week. ¹¹ Twice a week. ¹² Off the air. ¹³ Two hrs. weekly. ¹⁴ closed-circuit cable system, not included in station totals. ¹⁵ NHK, 10 hrs. daily; commercial stations, 4¼-12 hrs. daily. ¹⁶ Off the air. ¹⁷ DZAQ, 10 hrs. daily; DZXL, 5 hrs. daily. ¹⁸ TTV, 5 hrs. daily; Army TV, 3½ hrs. daily. ¹⁹ Five days a week. ²⁰ Six days a week. ²¹ Five days a week. ²² Ch. I, 5 hrs.; Ch. III, 2½ hrs. (Moscow TV). ²³ Six days a week.

Networks

News Teams Ranging the Earth: Networks are sending an increasing number of news teams overseas to prepare footage for prime-time public-affairs specials or regular programs. At present:

ABC-TV is preparing a prime-time 60-min. special on South & East Africa from footage shot by *Open Hearing* producer Helen Jean Rogers during her recent African trip. She had originally gone to Africa to make films for *Open Hearing* but "the footage was too good to throw away on Sun. afternoon," a network spokesman told us. Also on the ABC drawing boards is a series of some 26 prime-time news & documentary programs which, "provided there is some sponsor interest," would also send news teams abroad in preparation of several of them. ABC's recent "Splendid American" was the first to emerge from this new group.

CBS-TV's Av Westin and a crew consisting of Howard K. Smith, Art Bonner and cameraman John Elsenbach are currently overseas preparing an international news special on the world-wide problem of expanding population. The program, scheduled for *CBS Reports* (sponsored by Bell & Howell and B. F. Goodrich) Nov. 11, is being filmed in India which is the focal point of the report. Another *CBS Reports* crew, headed by Winston Burdett and William McClyre, is in Iran preparing a program on the Middle-East struggle. Date of this telecast is not set.

NBC-TV commentator Chet Huntley, who recently returned from Ghana, is organizing the second half of a 2-part series of evening specials on *Emerging Africa*, based on his trip. Accompanying him abroad were dir. Jack Sughrue, reporter Piers Anderton and cameraman John Peters. NBC also plans a special on Latin America based on films taken there this year by the husband & wife team of Wilson & Lee Hall.

Court action by Dominican Republic to recover \$750,000 from MBS opened in N.Y. Oct. 22. The Dominican counsel attempted to prove that this sum, paid last Feb. to ex-MBS head Alexander L. Guterma, is a liability of Mutual. Mutual's contention is (1) that Guterma didn't represent the network in his transactions with the D.R. and (2) that the establishment by Guterma of Radio News Service Corp. as a Mutual subsidiary could be questioned for its legality. Guterma's attorney Richard H. Wels had made a plea in federal court Oct. 20 for dismissal of a securities-fraud indictment against Guterma which charges conspiracy to defraud by failing to file SEC reports. Judge David N. Edelstein reserved decision on the motion.

Too many in TV are ashamed of the medium, and when it's criticized they try to please everyone, to rationalize, to hedge, ABC-TV v.p. and KABC-TV gen. mgr. Selig J. Seligman last week told the Western regional convention of the AAAA at Santa Barbara, Cal. He scolded those in TV who are apologetic and who are ashamed of their profit motive. Profit is the first principle, but there should be revenue left over for experimentation, he said, and there should be some programming not entirely for profit. Educational TV should be developed, but in an area apart from the commercial TV industry, Seligman asserted.

CBC-TV network service has been extended by microwave to CFR-TV Kamloops, B.C. and CHBC-TV Kelowna, B.C., with its satellites CHBC-TV-1 Vernon & CHBC-TV-2 Penticton.

ABC Makes It in Daytime: It took ABC-TV nearly a whole year to turn the trick, but the network's invasion of daytime program hours is now paying off in the kind of ratings & sponsorship ABC officials originally anticipated but didn't at first receive. In Trendex markets, where networks face 3-way daytime competition, ABC edged out NBC-TV in audience share during the noon-4 p.m. period for the week ending Oct. 16 with a 23.3 against 22.5, nearly doubling the 12.6 share ABC scored back in Jan.-March. CBS-TV still led the daytime field (as it has for several seasons) with a 37.0 share.

In sales, ABC has advanced from the point this summer where only 50% of 70 available 15-min. periods were sold. At the moment ABC's network sales dept. tells us, sales are up to the 75% mark with the addition of new sponsors Coty, Staley, S. C. Johnson, Sterling Drug, Durkee Foods and Minute Maid, and additional participations from Gen. Foods, Lever Bros., Reynolds Metals, Drackett.

CBS-TV pres. Louis Cowan entered a N.Y. hospital Oct. 22 for treatment of a thrombosis, according to an intra-network memo. "Although there is no way of knowing how long he will have to be hospitalized, we are advised that a minimum of several weeks is usual in cases of this kind," the memo said. Cowan's functions will be carried on by "a team of vice presidents," CBS says, but insiders say Cowan's day-to-day operational duties will actually be handled by exec. v.p. James T. Aubrey.

Step-up in NBC-TV sports coverage is evident in a 50% increase in the number of professional basketball games being televised on Sat. & Sun. afternoons this season. The network is entering its 6th year of pro-basketball coverage with plans to telecast 49 games, compared to only 25 NBA games last year. Sponsors include Anheuser-Busch & Phillies Cigars.

Canadian TV industry awards will be established for annual recognition of outstanding network & local programs in a range of classifications. Representatives of CBC and its 51 affiliated TV stations approved the award proposal at the recent affiliates meeting. The program advisory committee will select an appropriate TV industry symbol & name for the awards.

NETWORK SALES ACTIVITY

ABC-TV

Daytime programming participations, 20 15-min. segs. over 35 wks.
Durkee Famous Foods (Meldrum & Fewsmith)

Daytime programming participations, one 15-min. seg. each week for 52 wks.
Whitehall Labs (Ted Bates)

NBC-TV

Laramie, Tues., 7:30-8:30 p.m., one-third segs. alt. wks.
Liggett & Myers (McCann-Erickson), *Colgate-Palmolive* (Ted Bates & Co.), *Miles Labs* (Wade)

Bonanza, Sat., 7:30-8:30 p.m., alt. wk. one-third segs.
Miles Labs (Wade)

The Philadelphia Story, Dec. 7, 9:30-11 p.m., adaptation of the 1939 Philip Barry comedy.
Westclox and *General Mills* (both BBDO)

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Personals: Dr. Arthur L. Lebel, acting chief of State Dept. telecommunications div., elected chairman of Radio Technical Commission for Aeronautics, succeeding J. S. Anderson, pres. of Aeronautical Radio Inc. . . . Charles M. Kenyon, ex-Frito Co., named mktg. dir., Metropolitan Bestg. Corp. (WNEW-TV & WNEW N.Y., WTTG Washington and radio WHK Cleveland) . . . Robert B. Hoag promoted from CBS-TV program sales mgr., N.Y. to asst. program dir., administration, Hollywood . . . William T. (Tom) Hamilton, sales mgr., WNDU-TV South Bend, Ind. & radio WNDU gen. mgr., appointed acting gen. mgr. of both stations, succeeding Bernard C. Barth who died Sept. 22 (Vol. 15:40 p10) . . . Robert L. Nelson, ex-KHJ-TV Los Angeles promotion mgr., named asst. dir. of research & sales promotion, KNXT Los Angeles . . . Rocco C. Siciliano, ex-special asst. to President Eisenhower for personnel management, on Dec. 1 becomes partner in Washington law firm of Wilkinson, Cragun & Barker. He was asst. Secy. of Labor, July 1953-Sept. 1957 . . . Donald H. McGannon, WBC pres., appointed to advisory council for liberal & fine arts, U. of Notre Dame.

Joseph Casola named sales development mgr., NBC Spot Sales . . . Harvey La Terre named sales development coordinator, NBC participating programs . . . George W. Cyr, ex-WNBK-TV Cleveland and WRCV-TV Philadelphia, named program dir., WGR-TV Buffalo, succeeding Paul Sciandra, named to similar post at WROC-TV Rochester.

Otis Freeman, WPIX N.Y. chief engineer, elected engineering v.p. . . . Irving Briskin and William Dozier elected Screen Gems dirs. . . . Harold C. Lund, Westinghouse Bestg. Co. v.p. for Pittsburgh area (KDKA-TV & KDKA), honeymooning in Caribbean with Pittsburgh actress-model bride Virginia Mayer . . . Floyd Farr, gen. mgr. of KEEN San Jose, elected to NAB's Radio Board to represent Dist. 15, filling out unexpired term of Joe D. Carroll, who resigned on leaving KMYC Marysville, Cal.

Obituary

William Golden, 48, creative dir. of sales promotion & advertising, CBS-TV, died Oct. 23 at his home in Stony Point, N.Y., from a heart attack. He joined CBS in 1937 and 3 years later was appointed CBS art dir. Surviving are a wife and son.

Charles B. Brown, 62, ex-v.p. of Bing Crosby Enterprises, died in Hollywood Oct. 17 of a heart attack. He was a former pres. of the Academy of TV Arts & Sciences. His widow and a brother survive.

Bullish book sales and a revival of reader interest in Henry James's *The Turn of The Screw* was a direct result of the Oct. 20 Ford-sponsored adaptation starring Ingrid Bergman on NBC-TV. In N.Y., we checked the Brentano and Doubleday book shops, and learned that the entire stock of a paperback edition of James's novello was exhausted the following day. "The demand wasn't as heavy as it is for books tied-in with TV educational shows, but it was unusual," an official of Brentano's Radio City branch said. At the N.Y. public library, copies of the book were gone by noon on Oct. 21, with most copies at library branches also out. Most-asked question at the library by viewers: "Does the governess defeat the ghosts?" Answer: "James also left it in doubt."

New books by broadcasting people: *Christmas with Ed Sullivan*—a potpourri of holiday tales, some well-known, some Sullivan's own, or told him by his friends (McGraw-Hill, \$4.95). *The Secret World of Kids*, by Art Linkletter (Bernard Geis Associates, \$3.50, out Oct. 27th). *My Eyes Are My Heart*, Ted Husing autobiography, written with Cy Rice (Bernard Geis Associates, \$3.95, out Oct. 30th). Publication of 4 books based on *Project 20* productions was announced last week by NBC-TV: *Victory at Sea*, (Oct. 22, Doubleday), *The Jazz Age*, (Putnam, Nov. 13), *Meet Mr. Lincoln*, (Ridge Press, Feb. 1960), and *Mark Twain's America* (Ridge Press, fall 1960).

Meetings next week: Canadian Board of Bcst. Governors public hearings on new broadcasting regulations (Nov. 2-3), Board of Transport, Ottawa. . . . Bcstrs. Promotion Assn. convention (2-4) Warwick Hotel, Philadelphia. TIO dir. Louis Hausman will be the keynote speaker. Others: H. Preston Peters, Peters, Griffin, Woodward; A. J. Young, Adam Young Inc.; James T. Quirk, *TV Guide*. (NBC chmn. Robert Sarnoff canceled his scheduled appearance before the BPA so that he might be "available" in his N.Y. office Nov. 2 when Charles Van Doren is scheduled to testify in Washington..)

David Levy, NBC program & talent v.p., and C. Terrence Clyne, McCann-Erickson TV-radio senior v.p., will discuss "TV Programming—Its Problems & Prospects" at the first session of the 16-meeting 1959-60 RTES time buying & selling seminar, Nov. 17. Attendance is open to all. For information: RTES, 515 Madison Ave. (PLaza 8-2450).

Board of governors of ABC-TV Affiliates Assn. met for 2-day session with ABC executives in Beverly Hills last week. Joseph F. Hladky, pres. of KCRG-TV, Cedar Rapids, Ia., and chmn. of Affiliates Assn. board of governors, said, "This was the most successful meeting ever held by the ABC television affiliates with the network. The affiliates are very pleased at the progress made by the network, and with its plans for 1960-61." All 9 members of the board attended.

Broadcasting conference for Ore. high school seniors was slated for Sat. (24) at the U. of Ore. to acquaint the teen-agers with career opportunities in TV-radio. The all-day session is the 6th annual meeting sponsored by the Ore. Assn. of Bcstrs. and the U. of Ore. School of Journalism. Last year's conference attracted more than 200 students & teachers from 37 high schools in the state.

CHEX-TV Peterborough, Ont. lost its video signal during an electrical storm recently. As viewers wonderingly stared at their blank screens, the announcer explained helpfully: "The audio transmitter at CHEX-TV is off the air. That is why you cannot hear me."

Advertising

In Other Media: Upbeat report on magazine circulation during first-half 1959 is contained in the latest Gallagher Report which lists 176 publications having at least 100,000 circulation. Forty-two topped 1 million; 8 had more than 5 million. Among the 25 leaders only 4 were down: first-place *Reader's Digest* (down 0.4%), *American Legion*, *True* and *Argosy*. Total single-issue magazine circulation increased 4.2% to 165,313,223 copies, compared with 158,615,032 in first-half 1958. Subscriptions went up 4.7%, single copy sales increased 3.2%. The total circulation increases were higher than in any of three past Gallagher studies. The single-copy sales increase of 3.2% compared with an 8.3% decline in the year-ago period, a 5.6% decline in last-half 1958, and a 4.3% decline in last-half 1957 . . . Ad revenue of 83 consumer & farm magazines rose 12% to \$549,524,469 during the first 9 months of 1959, up from \$492,644,015 tallied in Jan.-Sept. 1958, reports MAB. The \$57 million gain was the largest in magazine publishing history. Monthly magazines recorded the major increase, up 31.9% in dollar volume . . . Magazine lineage rose 9.7% in Oct. over Oct. 1958 and pushed the cumulative Jan.-Oct. totals 7.1% ahead of the year-ago volume, records *Printers' Ink*. Top gainers were business & finance publications, up 16.9% for Sept.-Oct. issues, ahead 8.3% for year-to-date . . . Newspaper color lineage soared 40.7% to 11,922,843 lines in Aug., compared with the r.o.p. color lineage reported for Aug. 1958. Cumulative color lineage for Jan.-Aug. is reported at 93,835,982, a 25% gain over the '58 period.

Traditional agency practices of buying "standard metropolitan areas" should be scrapped & replaced by budgets allocated on principle that a city's true boundary today is not geographic, but the maximum reach of its TV-radio stations. So said Westinghouse Bestg. Co. research dir. Mel Goldberg last week, as he previewed "Megatown" for us—a new sound-slide media presentation for which WBC & its house-rep firm, TvAR, will start management-level agency exposure this week. The study's key point is that the nation's major cities have exploded in the postwar period into 15 "megatowns" which contain half of the country's population.

More trade associations are coming into TV, says *Sponsor*, pegging this as a "banner year" with these 10 now using the medium: American Dairy Assn. (*Perry Como Show, Today*); American Gas Assn. (*Playhouse 90*); American Petroleum Institute (*Today*); Cal. Prune Board (*Today*); Edison Electric Institute (various daytime); Florida Citrus (various); Florists Telegraph (Tournament of Roses); Savings & Loan Foundation (various); Swiss Watchmakers (specials); and U.S. Brewers Institute (specials).

Performance of TV-radio reps was rated good-to-excellent by 68% of 133 ad-agency media executives who responded to a recent *Sponsor* appraisal survey. Other scores: fair, 28%; poor, 2%; terrible, 2%. The reps were rated strongest in "serving us with availabilities promptly," received the most knocks for "giving everyone the same station & package rates." Overwhelming requests from the respondents were for more expert salesmen, more general market data, more competitive media information, more special package rates, and less direct mail data.

New rep: WCOV-TV Montgomery, Ala. to Venard, Rintoul & McConnell Oct. 19 (from Young).

People: William Belcher, ex-Y&R, named associate media dir., McCann-Erickson, Hollywood . . . Crawford Paton, ex-Warner Bros., named McCann-Erickson v.p. & mgr. of the new media div. consisting of the media dept. & media planning unit in the N.Y. office. The 2 units of the new div. will continue under their present management.

Frank K. Mayers and Paul K. Hogue elected Foote, Cone & Belding v.p.'s . . . Glen W. Fortinberry, ex-Maxon, named D'Arcy Adv. v.p. . . . Charles C. Allen, ex-Blair TV, appointed business mgr., TV-radio dept., Kudner Agency . . . Victor G. Kenyon, James G. Macpherson, Allen Z. Hodshire elected Maxon v.p.'s . . . George Hamm named Leo Burnett v.p. . . . Fred Roth named Grant Adv. v.p. . . . James H. Cobb, ex-Adams & Keyes, named Fletcher Richards, Calkins & Holden v.p.

Grey Agency is currently presenting this "fragmentary list of new media born in recent months or now in gestation: Space sold to advertisers on: milk cartons supermarket shopping bags, restaurant place mats, rest room roller towels, Doctor Spock's book on baby care, trading stamp books, paperback books, golf tees, parking meters, in-the-store television, circulars on seats of commuter trains, and even the hitherto inviolate exterior of Fifth Avenue busses . . . and so many others. New types of magazines: coupon magazines on sale at supermarkets, a magazine which can not only be read, but can be used as long-playing records; new magazines to reach special markets. Don's be surprised to see more billboards crop out at marinas and waterways where the millions of boat enthusiasts congregate. Underwater billboards to appeal to skin divers are more than a dream. They're in existence."

Another FTC warning to suppliers & retailers to stop illegal pricing and/or advertising allowance practices (Vol. 15:37 p10) has been trumpeted by chmn. Earl W. Kintner. In a speech to a Washington convention of the National Assn. of Food Chains, he called on retailers to police their "own individual business conduct" if they want to avoid an FTC crackdown. Some elements in the food industry "measure up rather badly" in their practices now, Kintner said, adding "there is every reason to believe that the coming years may see a renewed emphasis on direct enforcement" of Clayton Act bans on discriminatory pricing.

Network TV daytime billings jumped 28.2% in Aug. over Aug. 1958, pacing an overall 27% increase for the first 8 months of 1959 compared with the Jan.-Aug. 1958 period, reports TvB. Cumulative gross time charges show daytime billings of \$132,645,979 for Jan.-Aug. 1959 vs. \$104,452,184 for the first 8 months of 1958. Aug. 1959 billings were \$14,253,181 compared with \$11,120,040 for the year-ago month. Aug. 1959's leading TV network advertiser was Procter & Gamble, with \$3,828,802 in gross billings. Kent cigarets was the leading net-advertised TV brand, with \$873,519 in billings.

"Silent movie" commercials are gaining in favor as an off-beat TV sales technique. A series of such pantomimed plugs for Dutch Masters cigars, featuring comic Ernie Kovacs, will be integrated in the cigar firm's new panel show, *Take a Good Look*, that started Oct. 22 on ABC-TV.

Obituary

Will Whitmore, 57, AT&T adv. mgr. for sales promotion, died Oct. 20 at St. Luke's Hospital. He is survived by his wife and 2 daughters.

Film & Tape

FEAR IN HOLLYWOOD: What some observers have termed Hollywood's worst TV season has brought near panic to the film capitol, with about half the series in various stages of trouble.

Symptomatic of the panic is the mass exodus of producers from series at such an early stage (Vol. 15:41, 42) and Westinghouse's cutback of *Desilu Playhouse* to alternating sponsorship, making the 60-min. show the first casualty of the season. There is also the frenzied commuting between both coasts by network, agency and production executives trying to plug up the dam of what may be a record flood of casualties.

We predicted a sizable number of year-end cancellations (Vol. 15:31), and nothing has happened since then to change that belief. On the contrary, it now appears the cancellations will come earlier than anticipated.

Understandably, there are varied explanations for the coastal tremors. Some executives blame nervous sponsors & agencies. Others make networks the heavies. Still they complain that while there hasn't been a single hit show among the new entries it's too early to push the panic button. Unquestionably significant in the picture is Nielsen's new report (see p. 9) showing dropped ratings for Westerns, suspense dramas and adventure films.

Don Sharpe, producer-packager, commented: "There has been so much indecision by the agencies & networks that they have panicked. Once the networks take the position it's their job to program, they're in trouble. Everybody becomes a critic, and everybody panics." Producer Bud Yorkin, just back from N.Y. to discuss several ventures with ad agencies, said: "I've never seen them so unhappy with what they're getting from Hollywood." Remarked a top MCA executive: "The panic is on. The sponsors & agencies are getting nervous earlier than ever before. They're not waiting this season."

But the fact remains that most shows are not drawing big. Example: Westinghouse has been paying \$100,000 a segment for *Desilu Playhouse*, yet its ratings have been slipping. When ABC's *77 Sunset Strip* began its new season opposite *Playhouse*, it cut the anthology series down to its lowest rating ever. McCann-Erickson's Bob Healy flew to Hollywood to notify *Desilu* that beginning Jan. 1 it would pay for a *Playhouse* only every other week. While tradesters were not surprised at the action, there was surprise that it came so soon. The cutback represents a loss of approximately \$1.2 million in production money to *Desilu*.

Aside from its ratings, *Playhouse* has suffered from undistinguished product and its shift from Mon. to Fri. night, opposite the popular *Sunset Strip*. A press handout from *Desilu* said it was going along with the cutback to "maintain program standards," and because of *Desi Arnaz'* "many commitments." *Desilu* has one other network series, *The Untouchables*, half-ownership in *The Ann Sothern Show* and *The Texan* and 2 syndicated series, *Grand Jury* and *U.S. Marshal*. *Desilu* must still film 15 *Playhouse* segments, but once they're completed, will need new tenants or shows to keep stages busy at its 3 studios—*Desilu Gower*, *Culver* and *Cahuenga*. CBS is considering specials for the alternate weeks of *Playhouse*.

Another trouble spot is 20th-Fox TV, off to a faltering start this season, particularly with *Adventures in Paradise*. Production chief Buddy Adler had to step in to supervise the series. 20th-Fox TV pres. Peter Levathes told us last week there is "tremendous improvement" in upcoming segments, and he is confident the series will make it.

NBC last week made the first buy of a show for next year, an untitled Western starring Brian Keith, and produced by Four Star Films. The network apparently bought the series to replace another show to be axed this fall, but Hollywood sources didn't know which. The new series was formerly titled *Winchester*. The network order is for 26 segments, with option for 13 more. This gives Four Star a total of 10 series.

Observers estimate there are more than 30 series in trouble at this point—which means there's scarcely a telefilm company in Hollywood that's immune, certainly few among the bulk producers of film. There are a few islands of calm, such as Spartan Productions, which produces the hit *Peter Gunn*. (Spartan has a second series, *Mr. Lucky*, which was slated to debut Sat. night.)

In Hollywood last week desperate efforts were being made to salvage series in trouble, and failing that, to have ready pilots or presentations for new replacements.

While nobody seems to expect many hits from TV anymore, most feel that this season has failed to produce one hit thus far. Last season there were 2—*Peter Gunn* & *77 Sunset Strip*. However, there are a lot of telefilm series which still have good ratings, sustain quality and are safe. Not surprisingly, some of these are holdovers. Still right up there flirting with the No. 1 spot in ratings is the veteran Western, *Gunslinger*. Its CBS stablemate, *Have Gun—Will Travel*, still has good ratings despite its behind-the-scenes difficulties this season. *Revue's Wagon Train* is sturdier than ever, rolling along with a steady & increasing following. *Peter Gunn* and *77 Sunset Strip* retain their popularity, and are out-distancing all their imitators this season.

A promising newcomer is Screen Gems' *Dennis the Menace*, which has upset *Maverick* in the ratings. Other film shows considered safe on the basis of ratings thus far include *Wanted—Dead or Alive*, *Dick Powell's Zane Grey Theatre*, *The Deputy*, *GE Theatre*, *Bat Masterson*, *The Real McCoys*, *Bachelor Father*, *The Texan*, *The Rifleman*, *The Detectives*, *Tales of Wells Fargo*, and *Lawman*.

* * *

Overseas film shows are having producer problems too, paralleling the current wave of Hollywood telefilm resignations (Vol. 15:42, p15). Anthony Perry, producer of *Interpol Calling*, a 30-min. filmed-in-England series being made as a co-production between J. Arthur Rank and ITC's Jack Wrather, resigned last week in London. The series is on the air on British commercial TV, but won't be placed on the U.S. market until production, currently lagging far behind schedule, can be accelerated. Also involved in a labor fracas, for the third time, is NTA-BBC co-production *The Third Man*, with British film unions complaining the producers are attempting to force a labor speedup.

Hollywood's Labor Pains: Writers Guild of America, already striking the independent movie producers, became further enmeshed in difficulties last week, when the major movie studios rejected key demands in the Guild's proposals for a new contract. As anticipated, the studios turned down proposals for a format on payment regarding post-1948 movies released to TV, and a demand to reopen negotiations on payments of movies to pay TV when and if there is such a system. The majors termed the situation a "deadlock," and said the Guild had sent a notice of termination of contract effective Nov. 17. The Guild, on the other hand, said it wanted to have more negotiations, to sidestep the crucial issues for the time being.

MGM Looks Ahead: MGM-TV isn't at all discouraged by the fact that reruns of *The Thin Man* on NBC-TV are its sole network vehicle this season. With the aid of a \$21,000, 43-min., semi-animated "concept presentation," TV v.p. George T. Shupert is already making the rounds of top ad agencies & the networks to drum up long-range business for the 1960-61 season for a total of 14 new telefilm properties in almost every program category.

In N.Y. last week, Shupert said that "network commitments" had been made so far on 3 of their proposed series *Asphalt Jungle*, *Father of the Bride* and *The Islanders* and that "3 other properties are in the network discussion stage." (The committed properties involve ABC-TV, CBS-TV and NBC-TV have seen the MGM presentation, but haven't signed for any shows.)

Shupert doesn't want to take any chances on being stuck with pilots of film series that clients will be willing to buy only if MGM-TV makes extensive changes. MGM will "share creative control and allow limited profit participation down through all the reruns" if networks or advertisers are willing to share the burden of financing pilots on most of the proposed series properties, and be in the act with MGM from the start, he stated.

Other properties in MGM-TV's new lineup: *Me & My Gals* (a situation comedy series produced by Alan Jay Lerner), *Dr. Kildare*, *National Velvet*, *The Paradise Kid* (a Western), *P.S. from Paris* (a situation comedy based on Art Buchwald stories), *Steven V* (a private-eye show about an ex-king-turned-detective), *First Family* (a series about life in the White House during Theodore Roosevelt's administration), *Gold Eagle Gun* (a California Western), *Agatha Christie* (adaptations of her famous detective novels) *Mystery Street* and *Night People*.

* * *

Paramount will expand its telefilm activities through a newly created offshoot, Paramount Pictures TV div. (Par-TV), this season. Named to head Paramount film (but not tape) operations last week was George Gruskin, onetime co-head of William Morris' TV-radio talent & packaging operations. "We plan to operate with an 'open-door' policy to agency men & network executives, unlike most other Hollywood majors in TV," Gruskin told us in N.Y., adding, "We're looking at a number of properties which we intend to produce in pilot form ourselves, or as co-productions with individual talent, directors, writers or producers." In his new post, Gruskin will report to Paramount v.p. Robert J. Rubin.

Levathes on TV Critics: TV critics often review shows on the basis of personal tastes, not with regard to public likes & dislikes, claims 20th-Fox TV pres. Peter Levathes. Admitting that he was referring chiefly to the press roasting of 20th's *Adventures in Paradise*, Levathes opined that ABC's junketing of newsmen to Hawaii to preview *Paradise* was a mistake. It only brought bad reviews, which harmed the series, he said.

Levathes (who wasn't with 20th at the time of that junket), said he had no quarrel with newsmen who criticize constructively. But, "these critical reviews were unrealistic. I don't know in what context they panned the show. In fact, everything on TV is panned. I don't think such reviews reflect the views of the people. Some reviewers are not in touch with the people, other reviewers are scholastic in their approach. There are some good & some bad shows this season. There is no evidence that the public is not watching TV as enthusiastically as it ever did. (For a contrary report, see p. 9.)

OVERWORKED STARS: Most of the TV stars under contract to Warner Bros. have made a mass protest to the Screen Actors Guild over what they term unfair working conditions. Guild's board of directors will meet this week (Oct. 26) to consider action in the situation, which is unprecedented in Hollywood.

Trouble has been brewing for a long time at Burbank, home of the WB studio. It first became apparent last year when Clint Walker, star of *Cheyenne*, was placed on suspension after he protested working conditions and made certain contractual demands. It's no secret in Hollywood that most WB TV stars complain bitterly that they work too many hours—well past the 6 p.m. deadline usually followed by most studios. SAG said it has received more member complaints about Warners than any other company.

The principal objection voiced by the stars is that they work overtime continually and that the Guild regulation providing for a 12-hr. rest period between calls is continually violated.

A Guild spokesman told us to "watch for explosive action" following the Mon. meeting. Stars at the SAG meeting included Efrem Zimbalist Jr., Roger Smith and Edd Byrnes, 77 *Sunset Strip*; James Garner, Jack Kelly, *Maverick*; Jeff York, Roger Moore, *The Alaskans*; Clint Walker, *Cheyenne*; John Russell, Peter Brown, *Lawman*; Anthony Eisley, Poncie Ponce, *Hawaiian Eye*, and Ty Hardin, *Bronco*.

WRITER-PRODUCER ERA MAY FADE: No season has seen so many writers elevated to producerships—but to date their overall record is not impressive. It includes only one hit—the holdover *Peter Gunn*, turned out by Blake Edwards. And a number of writer-producers have already left their series.

Our check of TV producers & executives found them thinking that TV went overboard in naming writers as producers this season. Said one top producer, an ex-writer: "Producing is a job in itself. Just recognizing a well-written script isn't enough—and that's all most writers know about production. They are ignorant of budgets, pre-production, locationing, post-production, cutting, dubbing, sound, and other important factors."

Whether coincidence or not, many of the record number of production-personnel reshufflings this season have been on series having producer-writers. These include *The Troubleshooters*, first produced by writer Allen Rivkin, who was replaced by Frank Rosenbørg; *Goldie*, originally produced by writer Stanley Roberts, now produced by Marvin Marx—the show's 4th producer to date; *Laramie*, initially produced by writer Bob Pirosh, who was succeeded by John Champion; *Have Gun—Will Travel*, produced by writer Sam Rolfe, who was replaced by Ben Brady; *Man From Blackhawk*, now produced by writer Herb Meadow, but who is leaving, probably to be replaced by Matt Rapf.

On *Philip Marlowe*, writer Gene Wang has been named producer (the 4th this season) so it's too early to assay his contribution. The same is true of *Maverick* which is now produced by ex-writer & story ed. Coles Trapnell.

While there are critical raves for producer-writer Rod Serling's *Twilight Zone*, the ratings have not been impressive; and producer-writer Aaron Spelling's *Johnny Ringo* was clobbered by the critics.

Producer-writer series which have been fairly well received are *Hennesey*, *Laramie* and *Riverboat*. On the other hand critics & public alike took a dislike to *Hawaiian Eye*, of which writer Stanley Niss is the producer.

NEW YORK ROUNDUP

RCA color-TV tape recorder was shipped by plane last week to Nippon TV Network Corp., Tokyo. One of its first services will be in broadcasting color tapes of NBC-TV's *Perry Como Show*. An average of 2 hours of color is now being telecast nightly in the Tokyo area.

Biggest tape-spot campaign to date is claimed by NTA telestudios for a holiday-season commercial series produced for Pillsbury Mills and Leo Burnett agency, with which Telestudios now has a standardized tape-contract agreement. The commercials, using a Hallowe'en cake-mix recipe, will be seen on 28 stations and 2 CBS-TV network shows. To complete the Pillsbury spot & network coverage, a total of 45 tape copies are being shipped.

ITC's *Four Just Men* has grossed \$878,450 to date, foreign sales dir. Abe Mandell reported last week. The 30-min. film adventure series had been sold in 15 foreign countries "within 7 weeks after its release for foreign sale," said Mandell, prior to departure for a 5-wk. sales tour of major South American TV cities.

Screen Gems has sold Regal Pale Beer its syndicated *Seven League Boots* for 8 western markets and *Behind Closed Doors* for 3 Cal. cities.

WABC-TV will "not give up" on its live, late-night *Everything Goes*, despite the critical panning it received following its Sept. 29 debut. Station v.p. & gen. mgr. Joe Stamler told the trade press in N.Y. Oct. 16 that "the show has received internal as well as external criticism and suggestions and will continue to experiment in format." Said Stamler: "After all, it took Jack Paar about a year to get off the ground."

Debbie Reynolds is the latest addition to ABC-TV's big-name special talent (Frank Sinatra, Bing Crosby). Signed by the network to star in 3 specials in 3 years, "the first probably next spring," Miss Reynolds also has agreed to appear as a guest on at least one other ABC-TV special, bearing out a prediction in our report on star specials last spring (Vol. 15:17, pp3 & 9).

Newest TV awards were presented by *Mad* at a dinner in N.Y. Oct. 22. Tongue-in-cheek prizes included the Sam Lev comic award (to comics Sam Levenson & Sam Levine), Vic Tanny physical culture award (Frank Sinatra & Maurice "Doberman" Gosfield), TV's cleanliness award (Lloyd Bridges of *Seahunt*), best-doorknob-grip-on-TV award (Loretta Young), best performance by foreign actor (Nikita Khrushchev).

Most profitable third quarter for WABC-TV N.Y. was registered this year, v.p. & gen. mgr. Joseph Stamler reported last week. The station's net profit increased 31% over the third quarter 1958, with sales up 22% during July-Sept. 1959 over the same period 1958.

Ted Cott, NTA v.p. for the firm's o&o stations and Storevision, will move from N.Y. to the Hollywood offices of NTA next spring . . . Millard Segal, Ziv TV international sales v.p., is currently on a sales swing around South & Central American TV markets . . . Ralph Baron appointed spot sales mgr. of ITC's Arrow Productions, rerun distribution div. . . Kurt Leeds named controller for Herbert B. Leonard's production operations . . . Edwin J. Smith has resigned as v.p. & dir. of international operations, ABC Films. No successor has as yet been named.

HOLLYWOOD ROUNDUP

Hutton Productions, owned by Betty Hutton, is spending \$56,000 on each 30-min. segment of her comedy series, *Goldie*. Sponsor General Foods pays \$42,500 for the show, representing a sizable loss each week for the Hutton company. Time alone can tell if the gamble will pay off. If the show doesn't appeal to the public this pattern means a huge loss, not alone for this season, but for the future. Rerun values of a show which doesn't make it are weaker.

Roncom Productions, owned by Perry Como, plans two 13-wk. half-hour telefilm series as summer replacements for his NBC *Kraft Music Hall*. The company will also produce four 60-min. pilots. Alvin Cooperman, ex-June Allyson producer, is exec. producer of Roncom's film activities.

Robert Paul Smith's non-fiction bestseller, *Where Did You Go? Out, What Did You Do? Nothing*, is the basis of a series of the same name (!) to be produced by Stanley Roberts. He is now casting the comedy, and plans to offer a pilot next spring.

Revue Productions continuing its expansion program at the studio (the former Universal-International lot), is now constructing a new executive building . . . Sherman Productions, owned by Teddi (CQ) and Lynn Sherman, plan a Western series, *Jungle-Bob Jones*, Allen Rivkin producer.

George Stevens Jr. is developing a telefilm series, and is now negotiating for a property. His father, the producer-director, told us he & his son may engage in joint TV ventures under the aegis of the Stevens Co. The son would do the actual work inasmuch as Stevens Sr. is busy with movies "and TV is a young man's game."

Producer-writer Stanley Roberts is preparing a pilot, *Mr. Harkrider and Mr. Sweeney*, which will go into production at the Goldwyn studio in Nov. It's a comedy series, and Roberts is aiming it at the spring buying season. William Frawley and Gale Gordon will star.

Ziv's *Tombstone Territory*, which bowed out of ABC-TV Oct. 9, has already lined up 38 markets for its syndication debut. The same firm's *Cisco Kid*, which has been in syndication for 10 years, is debuting in color in Boston, Atlanta, Chicago and Washington. Most "Cisco" episodes were originally filmed on commercial Kodachrome (which the producer likes to call "Zivcolor") but printed in b&w.

Spartan Productions is planning 2 new series, the 60-min. Western, *Rango*, and a half-hour mystery, *Boston Terrier*. Blake Edwards, who created the properties, does not plan pilots, will seek to sell via presentations instead. . . . Sharpe-Lewis Productions is planning a 60-min. documentary musical series for 1960.

Associated British-Pathe Ltd. will release the movie version of Desilu's *The Untouchables* abroad. The show was a 2-parter on *Desilu Playhouse* last season.

GAC coast TV v.p. Jay Michaels has resigned to join MCA's TV dept. . . . Producer Herbert B. Leonard has named Kurt Leeds, ex-Briskin Productions, controller of his various enterprises . . . Famous Artists has named Thomas D. Tannenbaum head of its TV packaging on the Coast, and David Gerber head of TV in N.Y. . . . California Studios exec. producer Donald Hyde, stationed in London, is returning to Hollywood for production talks with company pres. Philip N. Krasne.

Trade Report

OCTOBER 26, 1959

1959 TV SALES GUESSTIMATE—5.8 MILLION: Pre-Christmas TV sales are going to have to be little short of phenomenal to bring total 1959 retail sales up to the widely-predicted 6-million-set mark. That's becoming increasingly obvious as steel strike begins to show its economic effects.

So we'll hazard conservative guesstimate that this year's retail TV sales will total about 5.8 million units—or about 14% higher than last year's 5.1 million. In unit sales, this would make 1959 second-poorest year since 1951—but dollar-wise this won't necessarily be so, as all manufacturers report higher-end merchandise selling better than ever.

Set makers aren't complaining—sales are still running well ahead of last year. But sales for first half of 1959 were relatively slow, dragging full-year total down. It wasn't until June, in fact, that cumulative 1959 retail TV sales passed those of the same period of 1958.

Preliminary & unofficial 9-month retail TV sales figures show about 3,825,000 sets sold through Sept., compared with 3,468,000 in the same 1958 period. On basis of past performance, average of 67.2% of year's TV sales are made in first 9 months. This means sales through Sept. have been running at 5.7 million rate.

Sept. retail TV sales were really hot, judging from preliminary figures. About 700,000 sets were sold, best month by far this year. Sept. normally is 2nd only to Dec. in retail sales, and this year's figures compare with 605,638 sets sold in Sept. 1958. (Official EIA sales figures, due in about 2 weeks, probably will be somewhat lower than preliminary estimate, due to deduction of export sales.)

As steel strike's economic effects begin to be felt by more & more families, it's good guess that Oct. will see sales rate drop considerably below September's. Therefore, even if there's quick settlement of steel strike, there's not too much chance of total 1959 sales exceeding 5.8 million.

Set makers are beginning to express more concern about steel shortages. Most of them fear that these shortages will be felt in terms of component delivery stretchouts, perhaps in late Dec. or Jan.

No retail TV shortages are foreseen for rest of year. At all levels of trade, inventories total about 2.2 million—higher than last year's 2.1 million at the same time, but lower than 1956's 2.5 million. Today's inventories are considered healthy—especially in the sense that they provide some cushioning in case material shortages are felt earlier than anticipated.

After 1959, what? Set makers are more hesitant than usual to predict what next year will bring, particularly in view of possible component shortages due to steel strike's after-effects. The market research dept. of one manufacturer is tentatively basing its planning on conservative figure of 6.3 million set sales at retail. Barring unusual economic disturbances, 1960 must be bigger TV sales year than 1959, because there will be 5 to 6 million additional sets-in-use which can be considered of replacement age—not to mention additional new family-unit markets for first sets plus increasing desires for 2nd sets prompted by greater portability of sets designed as secondary units.

2-PIECE STEREO—A MINORITY REPORT: "We don't believe in single-unit stereo, and we're not handling any. Our stereo sales this year have been very good—completely up to expectations."

This statement comes not from the manager of a tiny audiophile hobby shop, but from the TV-radio supervisor of the world's largest consumer-goods retailer—A. T. Chameroy of Sears, Roebuck & Co. Sears' views & experiences are completely at variance with almost all other merchandisers & manufacturers of package hi fi. They've told us that multi-piece stereo is dead, single-unit cabinets making up about 90% of all stereo sales (Vol. 15:42 p17).

Chameroy & his associates hold pretty strong views on merits of 2-piece vs. single-unit stereo, and they feel that putting 2-piece stereo over is matter of merchandising. "Our salespeople explain what it is," Chameroy tells us, "and the customers buy it." He himself gave us Sears' explanation of why the big mail-order & retail house is sticking to multi-unit stereo:

"We have to be very careful with our customers, because they come to us for many of their needs. And we feel that in single-unit stereo the customer just doesn't get what he's looking for. Stereo means sep-

arate sound and our opinion is that you can't get real, true well-separated stereo from a single cabinet. The sound has to originate from at least 2 different sources." High acceptance of multi-piece stereo, he says, is result of training sales people to know what they're talking about.

Sears' stereo consoles—all multi-unit—range from \$149 to \$500. Like other makes, Sears' Silvertone is experiencing best sales in middle of line, around \$300. Manufacturers of Silvertone brand stereo hi fi include Warwick and Pacific Mercury.

As to TV sales, Chameroy agrees that it has been "very good year" so far. He says spot shortages due to effects of steel strike may take their toll in Dec. or Jan. Barring material shortages, he cautiously predicts 1960 industry-wide TV sales about 4% to 5% higher than this year, conceding that at this point it can be little more than a guess.

Transistor Sales Hit Peak: Factory sales of transistors during Aug. soared to a record monthly volume and carried the cumulative Jan.-Aug. total to 49,257,957 units valued at \$133,486,228—more units by far than were sold during all of 1958 (47,051,000 transistors valued at \$112,730,000).

The Aug. sales of 7,129,696 (\$18,054,138) were far ahead of Aug. 1958's 4,226,616 (\$9,975,935), up sharply from July's volume (Vol. 15:38 p21) of 6,030,265 (\$15,618,315), and nearly double the total transistors sold during calendar year 1955. Following are EIA's official unit & dollar figures:

	1959		1958	
	Units	Dollars	Units	Dollars
January	5,195,317	13,243,224	2,955,247	6,704,383
February	5,393,377	15,550,056	3,106,708	6,806,562
March	6,310,286	18,117,560	2,976,843	6,795,427
April	5,906,736	16,864,049	2,856,234	7,025,547
May	6,358,097	19,007,293	2,999,198	7,250,824
June	6,934,213	18,031,593	3,558,094	8,262,343
July	6,030,265	15,618,315	2,631,894	6,598,762
August	7,129,696	18,054,138	4,226,616	9,975,935
TOTAL	49,257,957	\$133,486,228	25,310,834	\$62,419,783

NARDA's 1960 convention is slated for Jan. 3-5 in Chicago, with sessions scheduled for the Merchandise Mart and the Conrad Hilton Hotel. The still-incomplete program of luncheon, clinic and panel speakers already includes such industry notables as Philco pres. James M. Skinner Jr.; Westinghouse pres. Mark Cresap; Zenith pres. Joseph S. Wright; General Motors' Dr. Carl C. Byers; George D. Roper Corp. v.p. E. Carl Sorby; GE v.p. Charles K. Rieger, who will be the keynote speaker at the opening session; and *Home Furnishings Daily* columnist Raymond Reed.

Tough TV camera tube for rigorous industrial & military applications was announced last week by RCA. The shock-&-vibration-resistant image orthicon (RCA-7198) will operate efficiently at temperatures as high as 71 degrees Centigrade, at relative humidities up to 95%, at altitudes up to 60,000 ft., reports industrial tube products mgr. C. E. Burnett. The tube's resolution capability is reported in excess of 600 TV lines.

Du Mont Labs' 485,000-sq. ft. East Paterson, N.J. plant has been sold to Curtiss-Wright Corp. for use by the aircraft maker's electronics div. Du Mont will consolidate its military research & development div. with its other operations in the main plant in Clifton, N.J. The East Paterson plant was built in 1942 by the Govt. for Curtiss-Wright and has been occupied by Du Mont since 1948.

Columbia Records has joined the Magnetic Recording Industry Assn., the 46-member association of manufacturers of pre-recorded tapes & tape recorders.

Capehart Corp. was approved as the new name for Dynamic Electronics-New York Inc. (Vol. 15:42 p19) at a special stockholders meeting last week.

Tri-city closed-circuit colorcast to herald National Color TV Month (Nov.) will be sponsored this week (27) by the Crosley Bestg. Corp. to apprise RCA dealers in Cincinnati, Columbus and Dayton of CBC's plans & investment in color programming & promotion. The 6:45 to 7:30 p.m. color program will originate at CBC's WLW-T Cincinnati, and will be relayed to studios of WLW-C Columbus, WLW-D Dayton. Scheduled to participate in the program are CBC pres. & gen. mgr. R. E. Dunville, NBC TV Sales v.p. Don Durgin, RCA TV v.p. James M. Toney, RCA color TV coordinator W. E. Boss, and exec. v.p. E. L. Foster of distributor Ohio Appliances. A Crosley spokesman told us that a similar program has been offered for Admiral dealers.

General Telephone & Electronics is acquiring full ownership of Lenkurt Electric Co., San Carlos, Cal. maker of carrier, telephone and other communication equipment. GT&E now owns about 31% of Lenkurt's stock, is acquiring the remainder from pres. Lennart G. Erickson and exec. v.p. Kurt E. Appert. GT&E v.p.-treas. John J. Douglas will become pres. of Lenkurt, which will operate as a subsidiary, Lenkurt v.p. George F. Koth will become v.p.-gen. mgr., and Erickson & Appert will be members of the Lenkurt board. Lenkurt's 1958 sales totaled more than \$28 million. The company employs more than 1,800 persons.

Ban on use of portable TVs & radios aboard commercial & private aircraft is being considered by a special committee of the Radio Technical Commission for Aeronautics. The prohibition, which would follow a similar rule for international aircraft, would be based on the potential interference caused by TVs & radios with aircraft electronic equipment. In a preliminary report, the committee said tests showed that hearing aids, portable recorders and dictating machines do not constitute a hazard.

Scope Electronics Corp., subsidiary of Symphonic Electronic Corp., N.Y. has acquired exclusive U.S. direct-to-dealer distributor rights to EMI home & professional hi-fi components. EMI, a div. of Electric & Musical Industries Ltd. of England, has a complete line including pre-amplifiers, amplifiers, 4-track tape recorders and AM-FM stereo tuners. Scope Electronics also will be the exclusive distributor of Dr. Dutton studio-monitoring speaker enclosures.

Sylvania has been awarded a \$15 million Army Signal Corps contract for development of specialized radar equipment. Pres. Robert E. Lewis described the radar as high-precision equipment which locates hostile artillery sites at long range and establishes a fix on their position. Required data is processed by high-speed computers.

Theater-screen advertising is being used by Zenith for the first time, with 7 color-film commercials keyed to the theme "quality goes in before the name goes on." Three of the films feature TV, 2 radio, 2 stereo.

Trade Personals: Carroll R. Miner, ex-GE, named chief engineer of Hoffman consumer products div., succeeding Charles A. Nichols, resigned (Vol. 15:41 p19) . . . Herbert L. Block named merchandise mgr., Zenith Radio Corp. of N.Y. . . . A. Henry Casey named Siegler Corp. dir of corporate PR & adv., to supervise a "major corporate identification effort" . . . Tom Parrish, ex-Universal Recording Corp., named special products div. audio programming dir., Conley Electronics Corp.

Jennings B. Dow, Hazeltine Corp. dir. & pres. of its electronics div., elected pres. of Hazeltine Research Corp., which is opening a new research & development center in Plainview, N.Y.; Dr. R. K. Hellmann, Hazeltine Electronics asst. v.p., named HRC operating v.p. & technical dir. . . . Jess E. Dines appointed to new post of industrial & military tube div. sales mgr., Thomas Electronics.

Richard C. Palmer, ex-Fairchild Engine & Airplane Corp., named Stromberg-Carlson v.p. & mgr. of the Washington office. Andrew H. Bergeson, who previously managed the Washington office, has resigned to establish a business investment firm . . . Jesse R. Lien named dir. of Sylvania's new electronic defense labs, which now include 2 new labs: systems engineering, Dr. B. A. Wambsganss, mgr., and equipment engineering, F. E. Butterfield, mgr.; Earle Eldredge promoted from projects dept. mgr. to asst. dir. for operations; A. H. Brolly appointed to direct the new equipment fabrication facility.

S. George Lawson named to new post of operations mgr., Sylvania semiconductor div. . . . Dr. Diedrich W. Schwarz named pres., gen. mgr. & dir. of Controls Co. of America's subsidiary, Solid State Electronics Controls Inc. . . . George H. Ritter named plant mgr. of RCA's new transistor & rectifier manufacturing facility to be constructed in Mountaintop, Pa.

* * *

Frederick R. Lack, dir. of EIA's engineering dept., will be guest speaker at the opening-day luncheon of the 1959 electron-devices meeting of IRE's Professional Group on Electron Devices Oct. 29-30 at Washington's Shoreham Hotel. He will analyze the pitfalls of adapting new electronic devices to present markets. Among invited papers at the opening general session: "Tunnel Diodes," by R. N. Hall, GE research lab; "Competing Means of Achieving Low Noise," by H. Heffner, Stanford U.; "Functional Devices," by I. M. Ross, Bell Labs. Dr. Leo Esaki, Japanese inventor of the tunnel diode, will be a special luncheon guest.

Daystrom has teamed with Japan's Nichemen & Co. Ltd. to create Daystrom-Nichemen, KK., Far Eastern distributor for Weston instruments, Heathkit radio, phonograph & test equipment, other electronic products. Daystrom international div. v.p. William H. Westphal said his firm will have controlling interest in the new concern, which will be based in Osaka, Japan. The new distributor also will explore the feasibility of licensing Japanese manufacturers to produce Daystrom products.

Packard-Bell closed its 1959 fiscal year Sept. 30 with record 4th quarter sales—up 68.4% over the volume of the year-ago quarter. The Sept. volume soared 76.6% and topped a sales record set in 1952. July sales also set a new monthly record, up 64% from July 1958.

Obituary

Cyril Nathaniel Hoyler, 54, RCA Labs technical relations mgr. and widely known lecturer on electronic science, died Oct. 21 after an automobile accident in Saskatchewan, Canada. He is survived by his wife and three sons.

Finance

Record Sales for RCA: RCA's 9-month net profit was up 38% over the same period last year, while sales for both the 9-month period and the 3rd quarter set new records. The first 3 quarters' sales totaled \$978.2 million, up 17% over the comparable 1958 figure, the company announced last week. The consolidated income statement for RCA & subsidiaries for 9 months ended Sept. 30:

	1959	1958
Sales	\$978,200,000	\$834,800,000
Net profit	27,300,000	19,800,000
Earned per share	1.80	1.26
Shares outstanding	14,019,213	13,842,107
For 3 months ended Sept. 30:		
Sales	\$344,500,000	\$292,200,000
Net profit	7,900,000	6,300,000
Earned per share	51¢	40¢

Hoffman Electronics Corp. netted a 25% increase in profits for the 9 months ended Sept. 30, pres. H. Leslie Hoffman reported last week. He said all manufacturing divs. of the firm registered increased sales & earnings and the military order backlog of the labs div. now is 3 times that of a year ago. For the 9 months ended Sept. 30 (1958 figures adjusted to reflect 100% stock dividend):

	1959	1958
Sales	\$34,261,157	\$27,998,756
Net income	1,565,366	1,248,963
Earned per share	1.04	84¢
Shares outstanding	1,506,322	1,476,756

Siegler sales rose 11% in the first fiscal quarter ended Sept. 30, pushing earnings substantially ahead of those for the year-ago quarter, pres. John G. Brooks told the N.Y. Society of Security Analysts last week. A major factor in the firm's overall improvement was a 43.4% increase in sales of its Olympic TV sets—which compares, he said, with an industrywide increase of 14.7%. Brooks claimed that Siegler's Olympic div. now ranks 6th or 7th among the nation's TV set makers. For quarter ended Sept. 30:

	1959	1958
Sales	\$21,189,245	\$19,005,631
Net income	815,616	533,262
Earned per share	50¢	35¢
Shares outstanding	1,634,026	1,514,968

Raytheon earnings gained slightly on appreciably increased sales during the quarter ended Sept. 27. Total sales & earnings for the 9 months ended that date were up markedly over the year-ago period's levels. The 1959 totals include the performances of both Machlett Labs and Sorenson & Co. which were acquired by Raytheon this year.

	1959	1958
For the quarter ended Sept. 27:		
Sales	\$110,601,000	\$84,978,000
Net income	2,562,000	2,491,000
Earned per share	73¢	82¢
Shares outstanding	3,414,492	3,032,438
For 9 months ended Sept. 27:		
Sales	\$345,764,000	\$264,079,000
Net income	7,674,000	6,381,000
Earned per share	2.22	2.10

Allied Radio Corp., big mail-order, wholesale & retail electronic parts & hi-fi dealer, whose stock is now being offered to public, lists total assets of \$9,544,058, current assets of \$8,748,829 in prospectus issued by White, Weld & Co. Prospectus gives this statement of consolidated income for the year ended July 31:

	1959	1958
Net sales	\$29,682,110	\$27,070,464
Net income	1,151,741	833,947
Earned per share	1.15	83¢
Shares outstanding	1,000,000	1,000,000

Storer Bcstg. Co. reports earnings of \$3,580,268 (\$1.45 per share) for the nine months ended Sept. 30, up from \$264,782 (11¢) during the same 1958 period. The 1958 earnings were depressed by expenses incurred in discontinuance of WVUE Wilmington-Philadelphia. Total sales were not given, but Storer announced that TV station revenues for the 9 months increased by 8.9% over the comparable 1958 period, while radio revenues were up 11.6%. For 3rd-quarter 1959, net profit totaled \$865,719 compared with a loss of \$1,464,838 in the third quarter of 1958. The company said that WITI Milwaukee, acquired in Dec. 1958, was "making good progress and contributing substantially to earnings." The company's 4th-quarter prospects were termed "most favorable."

National Video Corp. has filed a registration statement with SEC covering 283,307 Class A shares for a proposed secondary offering. The shares will be offered by Bache & Co. for certain selling stockholders and none of the proceeds will accrue to the TV picture-tube maker. For the year ended May 31, National Video had a net income of \$1,018,996 on net sales of \$14,853,531, compared with the year-ago income of \$350,021 on \$11,697,930 sales. For the 3 months ended Aug. 31, the net income was \$180,967 on \$3,737,216 sales compared with the net income of \$139,437 on sales of \$3,157,643 during the year-ago first fiscal quarter.

Howard W. Sams & Co., which recently merged the Waldemar Press and Howard Co. (Vol. 15:35 p18), seeks SEC registration (File 2-15749) of 88,000 common-stock shares for public sale, 50,000 by the company and 38,000 by present holders. The underwriters are Indianapolis Bond & Share Corp., Walston & Co. Inc. and Kiser, Cohn & Shumaker Inc., terms to be supplied in an amended SEC statement. Net proceeds of the sale would be used for working capital needed because of sales expansion and for debt payments. The selling stockholders are Sams. chmn. Howard W. Sams (30,000 of 183,926 shares held) and v.p. Donald B. Shaw (8,000 of 20,156).

Acquisition by Emerson Radio & Phonograph Corp. of 25% interest in newly-formed Instrument Systems Corp. was announced last week by pres. Benjamin Abrams. Emerson will be represented by v.p.-controller A. A. Vogel on the board of the College Point, N.Y. producer of precision instruments. Instrument Systems Corp. is headed by chmn. Helmuth W. Waldorf & pres. Siegfried Suskind, will center activities in precision instrument, electro-mechanical and microwave fields.

Official Films, for year ended June 30, reports net loss of \$178,461 on gross income of \$857,964, compared with a net loss of \$180,095 in fiscal 1958. "Substantially all of this loss," pres. Harold L. Hackett told stockholders in the annual report, "was due to a special amortization, namely the write-down of contract rights to certain motion pictures." Company ended fiscal year with current assets of \$2,335,097, current liabilities of \$736,276, earned surplus of \$196,274.

Reports & comments available: RCA, study by Jesup & Lamont, 26 Broadway, N.Y. 4 . . . Paramount Pictures, review, Schweickhardt & Co., Hibernia Building, New Orleans 12 . . . Siegler, comments, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 . . . Philips Electronics, analysis, Evans & Co., 300 Park Ave., N.Y. 22 . . . International Telephone, comments, Fahnestock & Co., 65 Broadway, N.Y. 6 . . . General Tire & Rubber Co., report, Reynolds & Co., 120 Broadway, N.Y. 5 . . . Hickok Electrical Instrument Co., prospectus, Hayden, Miller & Co., Union Commerce Building, Cleveland 14.

New Electronics Giant: Consolidated Electronics Industries Corp., a new combine in the electronics, electrical, pharmaceutical, chemical & utility fields, with total assets of more than \$75 million & net current assets of more than \$33 million, was born Oct. 16 when stockholders of the constituent companies—mostly Philips firms in the U.S.—approved a merger (Vol. 15:15 p20, 15:30 p18).

Consolidated's combined sales & revenues are running at an annual rate of \$87 million. The merged firms are the former Consolidated Electronics, Philips Industries Inc. and Central Public Utility Corp. The shareholders of Philips Electronics Inc. approved the merger of their company with Anchor Serum Corp. and The Islands Gas & Electric Corp. to form Philips Electronics & Pharmaceutical Industries Corp., 67% of whose stock will be owned by Consolidated. Each share of the old Con Electron stock will be exchanged for 1¼ shares of the new; each share of Central Public will be exchanged for one of Con Electron.

Shares of Consolidated Electronic will be listed on the N.Y. Stock Exchange, Philips Electronics & Pharmaceutical on the American Exchange. Pieter van den Berg is pres. of the new parent firm; Arthur W. Haydon, John Bentia, Christopher H. Coughlin & John D. Stout Jr., v.p.'s; Edwin A. Diemand, asst. v.p.; Robert T. Dunn, treas.; Robert G. Dettmer, v.p.-secy.

Philips Electronics & Pharmaceutical will also be headed by Pieter van den Berg as chmn.; Arie Vernes will be pres.; Matthew M. Dorenbosch, Oliver H. Brewster, W. True Davis Jr., Christopher H. Coughlin & John D. Stout Jr., v.p.'s; Thomas J. Moore, treas.; Robert G. Dettmer, secy.; Johan T. Planje, asst. secy.; Robert T. Dunn & Jackson R. Holden, asst. treasurers. North American Philips Co. is unaffected by the merger.

Stock options on 350,000 shares of AB-PT common, offered at 95% of fair market value on date of granting, are subject to approval by stockholders at a special meeting Nov. 24 (Vol. 15:39, p19). Total amount of option has not yet been determined, but initial grants were made by directors Sept. 21 to the following: Leonard H. Goldenson, 50,000 shares; Edward L. Hyman, 2,500; Sidney M. Markley, 2,500; James G. Riddell, 3,000; Simon B. Siegel, 15,000—all directors. Proposed thus far to be granted to other key executives: Oliver E. Treyz, 15,000 shares; Thomas W. Moore, 8,000; William P. Mullen, 5,000; Frank L. Marx, 5,000. No determination has been made as to grants of the remaining 167,250 shares. The options granted on Sept. 21, 1959 were at \$24.94 per share, and the stock closed Oct. 23 at 31¼.

Electro-Voice Inc. net income for the 6 months ended Aug. 31 dropped to \$89,405 (19¢ a share) from the \$136,444 (34¢) tallied in the year-ago period.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Con Electronics (new)	—	\$0.25	Jan. 1	Nov. 30
Electronic Investment	—	.03	Nov. 30	Nov. 2
Emerson	Stk.	3%	Dec. 15	Nov. 12
Gross Telecasting	Q	.40	Nov. 10	Oct. 26
Gross Telecasting "B"	Q	.07½	Nov. 10	Oct. 26
Oak Mfg.	Q	.25	Dec. 15	Dec. 1
Thompson Ramo W.	Q	.35	Dec. 15	Nov. 30
TV-Electronics Fund . . .	SA	.15	Nov. 16	Oct. 30
TV-Electronics Fund . . .	Ex.	.15	Nov. 16	Oct. 30
Walt Disney Prod.	Q	.10	Jan. 1	Dec. 3
Walt Disney Prod.	Stk.	3%	Jan. 1	Dec. 3
Wometco "A"	Q	.17½	Dec. 15	Dec. 1
Wometco "B"	Q	.06½	Dec. 15	Dec. 1

Educational Television

CBS's BANDWIDTH REDUCTION: When the \$7-million airborne educational TV experiments get under way next fall (Vol. 15:42 p3), they will test new set of TV standards devised by CBS Labs which crams 2 channels in the space now occupied by one.

Although CBS Labs engineers say the system gives a picture almost as good as standard broadcast TV, they stress that it is being tested only as a special system for schoolroom TV. The system actually was developed some time ago by CBS Labs pres. Peter Goldmark and coordinator of research John M. Hollywood under a grant from Minnesota Mining & Mfg. Co. in connection with TV tape-recording research.

The CBS-developed system requires a 3-mc channel instead of the conventional 6-mc channel, and will be tested on uhf in the educational experiments. Here are the highlights, as described to us last week by Hollywood.

In terms of picture sharpness, the picture on the special receiver designed for the 3-mc standards is approximately equivalent to the conventional b&w picture with a 4-mc video bandwidth, although the width of the video channel is only 2.2 mc. In horizontal resolution, the experimental picture is equivalent to a broadcast-standard picture with bandwidth of about 3.3 mc—which is about as good a picture as the average viewer sees on the average set.

Instead of the standard 525-line, 60-field picture, the experimental system has 441 lines and 48 fields per sec. To eliminate flicker produced by the lower field rate, slow-decay phosphors are used on the picture tubes in receiving sets. A CBS-developed picture-sharpening technique gives a crisp appearance to the picture.

The classroom receivers built by CBS Labs for the tests will be somewhat more expensive than conventional sets because of the special picture tube used, the low production rate and the picture crispening circuit. Each participating school will have a master TV receiver which remodulates the uhf video & audio signals on standard vhf channels. Classroom receivers will pick up the resulting vhf signals by closed-circuit distribution system.

Flying Stations Project Progresses: A nationwide "talent hunt" for gifted teachers to star in its \$7-million project to upgrade & spread ETV instruction via flying TV stations (Vol. 15:42 pp3 & 12) was being pressed at week's end by fast-moving Midwest Council on Airborne TV Instruction.

Top MCATI officials were slated to meet with the nation's ETV station managers—attending the annual conference in N.Y. of National ETV & Radio Center (NET) last weekend—to seek their guidance & aid on a program to produce teacher talent for the ambitious project.

ETV stations will be asked to make film or tape "screen tests"—at MCATI expense—of their recommended local teachers to forward to the project's control center at Purdue U. for screening & judging.

These stations also will have a financial stake in the production of the project's courses. MCATI plans to contract with ETV stations for tape or film production of most of the courses required for the initial test year.

When the \$7-million experimental period ends in June 1961, MCATI anticipates that the program will be supported exclusively by local school boards, state legislatures, communities. MCATI has established temporary N.Y. HQ at Hotel Wellington, pending completion of permanent quarters at Canada House.

Auxiliary Services

SCRAMBLED TV FOR DOCTORS: Aided by pay-TV promoters, notably Zenith and Skiatron, the new 64-member Council on Medical TV of the Institute for Advancement of Medical Communications (33 E. 68th St., N.Y., Dr. Frank Garvin, exec. secy.), plans to apply to FCC for permission to experiment with scrambled telecasts designed to instruct physicians.

The council's projects dir., John MacKenzie, says the tests will be conducted in 3 areas, not yet disclosed, using either ETV or commercial stations. In each area, 100 doctors will be offered instructional material—which their receivers will be able to unscramble but which will be unintelligible to other viewers.

MacKenzie disclosed the project following a recent 2-day meeting of the Council at the National Institutes of Health, Bethesda, Md., during which there also was discussion of conventional & closed-circuit telecasts.

At the meeting, Zenith PR chief Ted Leitzell showed a film demonstrating how a scrambled system works, and Skiatron threw a cocktail-buffet party.

Members of the Council on Medical TV are: Irving Gitlin, CBS, N.Y.; Herbert Hahn, AB-PT, N.Y.; Scotty Mackenzie, NBC, N.Y.; James W. Armsey, Ford Foundation, N.Y.; Carl Berkley, Rockefeller Institute, N.Y.; Harold B. Gores, Educational Facilities Laboratory, N.Y.; Robert E. Green, Advisory Board on Education, Washington; Warren Kraetzer, National ETV Center, N.Y.; Kenneth D. Norberg, Sacramento State College, Sacramento; Jerry A. Schur, N.Y. Board of Education; J. L. Lahey, Dage TV, Michigan City, Ind.; Ted Leitzell, Zenith, Chicago; Vladimir K. Zworykin, RCA, Princeton, N.J.; Lt. Comdr. Edward W. Bird, National Naval Medical Center, Bethesda; Lewis R. Blair, Walter Reed Army Medical Center, Washington; Murray C. Brown, National Institutes of Health, Bethesda; Franklin C. Dunham, HEW Dept., Washington; Joseph H. Kanner, Army Pictorial Service Dept., Washington; Glenn L. Lembke, Brooks Air Force Base, Tex.; Joseph B. Nestor, USAF, Washington; Capt. Robert V. Schultz, Navy, Washington; Paul W. Schafer, Walter Reed Army Medical Center, Washington; Ken Thomas, Naval Special Devices Center, Port Washington, N.Y.; Benjamin B. Wells, Veterans Administration, Washington; Thomas Coleman, Assn. of American Medical Colleges, Evanston, Ill.; Robert L. Craig, N.Y. Academy of Medicine, N.Y.; Ralph Greer, American Medical Assn., Chicago; Alexander Marble, American College of Physicians, Boston; Charles E. Nyberg, American Academy of General Practice, Kansas City; H. Prather Saunders, American College of Surgeons, Chicago; Glen R. Shepherd, American Medical Assn., Chicago; Alfred Angrist, Yeshiva U., N.Y.; Charles S. Cameron, Hahnemann Medical College, Philadelphia; Bernard Dryer, Western Reserve School of Medicine, Cleveland; Seymour M. Farber, U. of Cal. Medical Center, San Francisco; L. A. Geddes, Baylor U. College of Medicine, Houston; Theodore S. Grant, U. of Cal. Medical Center, San Francisco; W. N. Hubbard Jr., U. of Mich. School of Medicine, Ann Arbor, Mich.; John Franklin Huber, Temple U. School of Medicine, Philadelphia; Richard D. Judge, U. of Mich. Hospital, Ann Arbor; R. A. Kolvoord, U. of Texas, Houston; Joseph E. Markee, Duke U. School of Medicine, Durham, N.C.; Raymond J. Nagle, N.Y.U. College of Dentistry, N.Y.; Paul Nemir Jr., U. of Pa. Graduate School of Medicine, Philadelphia; M. J. Oppenheimer, Temple U. School of Medicine, Philadelphia; Robert C. Patterson, Georgetown U. Medical Center, Washington; David S. Ruhe, U. of Kan. Medical Center, Kansas City; Marion B. Sulzberger, N.Y.U. Post-graduate Medical School, N.Y.; Frank M. Woolsey, Albany Medical College, Albany, N.Y.; Blake Cabot, *Medical News*, N.Y.; Felton Davis Jr., Eidophor Inc. (Ciba), N.Y.; Robert A. Reath, Smith, Kline & French, Philadelphia; Stephen W. Schwartz, Medical Radio-TV Institute, N.Y.; John Cosgrove, National Foundation, N.Y.; J. Edwin Foster, American Heart Assn., N.Y.; Harold A. Press, American Cancer Society, N.Y.; Vernon Bazilauskas, Verona, N.J.; Robert W. Foster, Synergist Productions, N.Y.; Leo L. Leveridge, Wayne, N.J.; Douglas D. Vollan, Richmond, Cal.; Frank X. Warren, N.Y.; Roger Wolf, WQED-TV, Pittsburgh; C. J. Simon, GE, Syracuse; Lynn Poole, Johns Hopkins U., Baltimore.

Constitutionality of a Utah statute which permits counties to levy a tax for booster or translator TV service is being challenged by 4 community-antenna systems in Carbon County. The protesting firms, which asked for an injunction in state court last week, also claim that adequate TV service is already being provided in the area and that the county's plan to install a tax-supported repeater system is therefore illegal. Seeking the injunction are Vetere TV, Price; East Carbon TV Co., Sunnyside; Helper Community TV Co., Helper, and Price Community TV System, Price. The latter 2 are non-profit firms.

TV teaching of surgical procedures has been introduced in Australian hospitals with the installation of a closed-circuit system at Royal Prince Alfred Hospital, Sydney.