

WEEKLY **Television Digest**

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

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FCC'S LICENSE-FEE THINKING: FCC Chmn. Minow asked Commission staff to come up with ideas for charging licensees a fee (Vol. 17:22 p11), to carry out a Budget Bureau directive which in turn is seeking to implement a Congressional resolution. Congress's intention was that govt. agencies become essentially self-supporting, and FCC staff has devised a suggested fee schedule which would cover the full 1961 budget of \$11,789,000 (excluding special uhf appropriation) plus \$1,393,000 for estimated value of all FCC office space—for total of \$13,182,000.

Broadcasters would be required to pony up \$5,991,671 of this—\$5 million to come from a levy of .4% on gross revenues of all stations (but not networks), balance to be derived from application fees. Theory behind formula: Ability to pay.

Safety & special services would produce \$3,902,536, common carrier \$2,453,505, commercial operators \$542,689, ship inspections \$291,599. (For more detail on recommendation, see p. 5.)

FCC INVOKES 'SEEK-OUT-NEEDS' POLICY: Remember the name "Suburban." It could become celebrated in broadcast-regulation history. In a significant decision last week, FCC turned down the FM application of Suburban Bcstrs., for Elizabeth, N.J., on the simple ground that it had done nothing to seek out the programming needs of its proposed service area. This "seek out" concept is the touchstone of FCC's new philosophy, as expressed in last year's policy statement (1960 Special Supplement No. 7) which the Commission is trying to implement with new program form (see p. 2).

Application was uncontested, and FCC traditionally grants such bids without reference to programming plans if applicant otherwise has usual qualifications—financial, technical, etc. However, WNEW-FM N.Y., which would suffer some interference from Elizabeth station, got Commission to insert a hearing issue "to determine whether the program proposals . . . are designed to & would be expected to serve the needs of the proposed service area."

Suburban counsel Edward Kenehan, former FCC Broadcast Bureau chief, kicked fiercely, asserting Commission has no powers over programming—and even if it does, it certainly shouldn't apply this new policy retroactively.

Suburban is expected to appeal, go all the way to Supreme Court on "freedom of speech" grounds if it has to—or can.

FCC vote was 4-2, Comrs. Hyde & Cross dissenting, Ford absent, reversing examiner's recommendation to grant. "In essence," FCC said, "we are asked to grant an application prepared by individuals totally without knowledge of the area they seek to serve. We feel that the public deserves something more in the way of preparation for the responsibilities sought by applicant than was demonstrated on this record."

CATV SCORES POINT IN PROPERTY-RIGHTS FIGHT: CATV won a battle last week but by no means won the war when San Francisco Federal District Court Judge W. T. Sweigert ruled that the 3 Salt Lake City stations (backed by NAB) have no rights infringed when their signals are distributed by CATV system Cable Vision Inc., Twin Falls, Ida., and Idaho Microwave Inc. which feeds the system the signals. Both sides found both comfort & disquiet in the decision, which is just one step in adjudication of whole issue.

National Community TV Assn. counsel E. Stratford Smith couldn't be reached for comment, but NAB counsel Douglas Anello said he found helpful language in the ruling despite defeat.

Judge Sweigert discussed case primarily in light of 1918 U.S. Supreme Court decision, which held that International News Service had unfairly lifted & sold AP news—and he decided that the INS situation differed. Here's the core of his edict:

Defendants' antenna-service facility is simply a more expensive & elaborate application of the antenna principle needed for all television reception. It does not otherwise differ from what the owners could do for themselves.

"Nor does the fact that the owners are willing to pay for such a service facility change the essential situation. The test for purposes of determining unfair competition is not whether defendants are paid for their service or whether, as appears in this case, they expect to realize a profit. The true test is whether any such profit is one which under the circumstances rightfully belongs to plaintiffs so as to make it a misappropriation by defendants.

"Let us assume for the purpose of discussion that the owners of home TV sets in Twin Falls chose to form a non-profit cooperative to construct facilities identical with those planned by defendants. Certainly, the owners could do collectively, through a non-profit co-operative, what each one of them could admittedly do for himself. The Court does not believe that the mere profit-purpose of defendants' rendition of an identical service to the owners would transform the operation into unfair competition with plaintiffs.

"It is true that in the International News Service case, the Court, speaking of the relationship between the public, International News Service and Associated, said that, admitting the right of the purchaser of a single newspaper to spread knowledge of its contents gratuitously for any legitimate purpose not unreasonably interfering with plaintiffs' right to make merchandise of it, the transmission of that news for commercial use, in competition with complaint, would be a different matter."

Kicker in decision is this, in the conclusion: "Plaintiffs, upon further presentation, may make a case for protection under copyright law, statutory or common law, with respect to any programs which they themselves creatively produce or for protection under the doctrine of unfair competition with respect to any exclusive license arrangements which have heretofore been recognized as ground for invoking that doctrine."

As we understand it, if telecasters win in such "further presentation," they've got CATV right by the antennas—for no cable operator can, as practical matter, sit with hand on switch, cutting in-&-out the station-owned programs such as news, etc. Main arena of whole battle is still suit brought by United Artists against CATV—this is a long way from decision.

REVISED PROGRAM FORMS DUE FROM FCC: Industry representatives persuaded FCC that its proposed programming form was unwieldy & unclear (Vol. 17:20 p13)—so the Commission went back to the drawing boards and is expected to come up with something more understandable, if not more palatable, next week. (For full text of previous proposal, see Supplement No. 2, Feb. 27, 1961.)

Commission hashed over new proposal last week, and though nothing has been announced, it's

expected these changes will be considered this week, probably adopted and offered for industry comment:

- (1) Two forms to be issued—long one for TV, short for radio.
- (2) More detailed information to be required—more precise, more understandable, more readily complied with.
- (3) "Composite week" to be reinstated.
- (4) New "selected week"—of applicants' own choosing—to be supplied.
- (5) More detail on commercial operations required.

Chances are that new proposal will garner FCC majority. Comrs. Hyde & Craven, in light of past reservations about Commission's authority to seek programming data, are likely to dissent to at least part of new forms.

FCC REFORM BILLS NEAR VOTE: Nearly-parallel Senate & House measures to streamline FCC's complex procedures (Vol. 17:26 p4) were pushed into position last week for early floor votes.

Legislative substitutes for FCC reorganization plan proposed by President Kennedy & junked by House were cleared June 29 by Senate Commerce Communications Subcommittee & House Commerce Committee. Both bills (S-2034 & HR-7856) may reach Senate & House floors this week.

FCC-drafted Senate bill must clear hurdle of full Commerce Committee headed by Sen. Magnuson (D-Wash.) before it gets on Senate action calendar, but Subcommittee Chmn. Pastore (D-R.I.) expects no trouble with measure he sponsors. Following quickie hearing June 28, Pastore did some minor pencil work on bill, then won Subcommittee approval of it through informal telephone poll of members without bothering to call them into formal session.

At the same time, House Committee put on burst of speed. While Pastore was holding Senate hearing, House Commerce Chmn. Harris (D-Ark.) got his Regulatory Agencies Subcommittee to endorse HR-7856, which he patterned after S-2034. House bill replaced earlier Harris reorganization measure (HR-7333), which was out of line with FCC's own recommendations. Full House Commerce Committee went along with him next day.

Language of Senate & House bills is nearly identical now. Missing from Senate bill is House measure's provision that Commission may limit reviews of decisions by delegated panels to "issues of general communications importance" in adjudicatory cases. But original Senate bill was brought into line with revised House bill on another difference, Pastore accepting Harris language that delegated FCC authority may be rescinded by "vote of a majority of the members of the Commission then holding office." As first written, Senate measure gave rescinding power to majority present for vote.

Senate hearing was routine & perfunctory except for one flare-up by Pastore while Federal Communications Bar Assn. Pres. Robert M. Booth Jr. was on stand. Booth said FCBA was all in favor of "objectives" of Pastore bill, but had many suggestions for changes & refinement in legal terminology. "You agree with the objectives, but so far you haven't agreed with a single line of the bill," Pastore commented caustically. He also didn't buy suggestion by ex-FCBA Pres. Leonard H. Marks that FCC "administrator" be named to handle uncontested cases. Lead-off witness FCC Chmn. Minow, flanked by all other members except Comr. Ford, who was out of town on speech-making trip (see p. 6), repeated House Subcommittee testimony on legislation, was asked few questions.

President Kennedy's FTC reorganization plan survived Republican assaults on Senate floor meanwhile. Democrats who helped defeat SEC plan a week earlier rallied to turn back (47-31) resolution disapproving White House proposals for FTC, which goes into effect July 8. They then kept similar White House plan for CAB intact by 37-33 vote. Leading Republican attack on FTC & CAB plans was Sen. Mundt (R-S.D.), who taunted Democrats for rejecting FCC & SEC plans. He said all of White House reorganization schemes were steps toward "decapitating Congress" & "glorifying govt. by decree." Rejection of FTC & CAB plans had been recommended 5-4 by Senate's Govt. Operations Committee, Chmn. McClellan (D-Ark.) & Sen. Ervin (D-N.C.) joining committee Republicans against White House.

YEAR'S DELAY FOR HARTFORD PAY-TV START: Insisting that theater exhibitors' court appeal hasn't deterred it one whit, RKO General last week informed FCC that other matters force it to ask that start of its Hartford pay-TV test be shifted from previous target of Aug. 23, 1961 to July 1, 1962.

RKO Phonevision Co. (name changed from Hartford Phonevision Co.) gave FCC a progress report to buttress its request, asserting that things are shaping up well all along the line:

- (1) New WHCT gen. mgr. & chief engineer have been hired.
- (2) Zenith has partially completed manuals for installation, maintenance & repair of decoders and for personnel operating control center (billings, etc.).
- (3) 2,000 decoders have been ordered, delivery to come 6 months after Oct. 11. Station coding equipment to be ready for installation by end of 1961.
- (4) "Preliminary negotiations" have been held with movie producers and: "Subject to establishing & correlating specific subscription playing dates with the release dates of specific film product, we feel assured that adequate subscription program in this category will be available for the purposes of the trial."
- (5) A survey of Broadway play producers indicates that there "will be sufficient program product."
- (6) Many discussions have been conducted with educators, and programs will be available.
- (7) Availability of operas, symphonies, etc. is being studied.
- (8) Negotiations have been conducted "covering the availability of some of the world's great artists in the classical & popular entertainment fields for concerts & similar types of 'one-man' shows of the class associated with such places as Carnegie Hall & the Palace Theatre in N.Y. On the basis of the negotiations, we feel assured that this type of talent & show will be available."
- (9) A 4-week tour of Europe was made by RKO employe who contacted movie producers and "major cultural attractions for which Europe is famous." RKO is now considering arrangements for such features.
- (10) RKO is finalizing arrangements for studios, tape equipment, etc.
- (11) Negotiations are under way with labor organizations; no "insurmountable difficulties" foreseen.
- (12) "One of the nation's largest radio & TV survey organizations" has been contacted for purpose of conducting before-&-after viewing-habit surveys—and "several large advertising agencies" are interested in joining this study.

RKO summarized: "On the basis of our program negotiations to date, we are assured that we will be in a position to present to the Hartford public a firm & specific schedule of a reasonable number of committed programs covering the initial period of the trial before asking the first member of the Hartford public to sign up as a subscriber without knowing what programs he may get for a reasonable period after the date of his subscription & the commencement of the operation."

N.Y. GETS VHF ETV OUTLET: Long-delayed sale of WNTA-TV N.Y. (Vol. 17:8 p8 et seq.) to a N.Y. ETV group was closed June 30, subject to FCC approval. The deal is significant on several counts:

(1) It will be first N.Y. VHF ETV channel. Actually, it probably will be the city's 2nd ETV outlet, since municipally-owned radio WNYL plans Nov. 1 start for educational programming over WUHF, FCC's experimental Ch. 31 station. (N.Y. Daily News' WPIX has been broadcasting a daytime schedule of classroom programs under contract to state Board of Regents.)

(2) Competitive stations & networks aided substantially in raising the \$6.2 million purchase ante. Each of the 3 networks contributed \$500,000 and WOR-TV and WNEW-TV each gave \$250,000—with the blessings of the Department of Justice, which waived usual antitrust rules.

(3) New outlet will be cultural showcase for ETV in the country's largest market. The station will close down later this year for a 2-month period (while FCC weighs the deal), and is expected to reopen as WNET-TV around Jan. 1. After that, it's expected to tap N.Y.'s potential as a cultural center (Lincoln Center for the Performing Arts, local universities, Broadway, etc.).

(4) A N.Y.-based ETV national network is now a possibility, providing NET's group of 50-plus ETV outlets with a N.Y. origination center in the manner of the 3 commercial networks.

Purchasing ETV group has a new name: Educational TV for the Metropolitan Area (ETMA). Its pres. is Howard C. Sheperd, former chmn. & pres. of First National City Bank, and its vp (who signed the sales contract with NTA Pres. Leonard Davis) is Devereux C. Josephs, former chmn. of N.Y. Life Insurance Co. John F.

White, NET pres., is ETMA secy.-treasurer. Howard Stark acted as station broker.

Most other ETV shows in N.Y. will continue, despite a full-time ETV rival, we were told. WCBS-TV N.Y. will maintain its early morning "Sunrise Semester" & other local shows, and WNBC-TV will be the local outlet for NBC-TV's "Continental Classroom." The N.Y. State Board of Regents TV shows carried by WPIX (which did not contribute toward the purchase of WNTA-TV) may be shifted to the new ETV channel.

FM RULES & STANDARDS SHAKEUP: With FM's resurgence in last few years, FCC has been fretting over its allocations & applications problems, fearfully watching it drift toward the AM hodgepodge with its haggles over population counts and protected-contour nit-picking. Last week, Commission took step toward treating FM like TV, with its delightfully simple mileage-separation—"go or no-go," in which a channel assignment fits or doesn't.

Perhaps even more important than proposed technical changes was start of an "inquiry" feeling out industry's thoughts about reducing or eliminating duplication of AM programs on commonly owned FM stations. Vast majority of stations employ straight duplication. The "duplication" phase of proceeding isn't a proposed rule at this stage of game.

Also subject of "inquiry," not rule-making, were several technical matters—including signal ratios, polarization (with eye to vertical auto antennas), directionalization, receiver characteristics.

Three classes of commercial stations and 2 educational were proposed. Commercial: (1) Class A, maximum power & height 1 kw & 250 ft. (or equivalent), 25-mile protected service radius, 115-mile minimum co-channel spacing. (2) Class B, 20 kw & 500 ft., 50-mile radius, 190-mile spacing. (3) Class C, 100 kw & 2,000 ft., 100-mile radius, 300-mile spacing. The educationals: Class D, 10 watts & 100 ft., 6-mile radius, 25-mile spacing; Class E, "same as for maximum commercial station at the same location."

Commission is also concerned about "waste space" between assignments, is thinking about a formula of "maximum spacing," i.e., locating stations at multiples of the minimum spacing so that new assignments may be dropped in between existing stations.

There are no plans for shifting existing stations—and Commission hasn't said what it would do about existing stations seeking changes in facilities.

Industry is concerned lest FCC freeze applications until it puts new rules & standards into effect. Commission says nothing publicly about a freeze, but it's considered a distinct possibility—a partial freeze, at least. Comments on proposal are due by Sept. 5.

The FCC

More about

LICENSE FEE RECOMMENDATIONS: Herewith are the highlights of FCC's staff suggestions on fees to be levied on its licensees (see p. 1):

(1) **Broadcasting.** In addition to placing a .4% levy on station gross revenues, FCC would require TV applicants for new stations or for assignments of licenses to pay \$600 when they file, AM & FM applicants \$300. Translator—and all other—applicants would pay \$30.

(2) **Safety & special services.** Applicants for amateur, RACES and disaster radio service licenses, \$5. For special amateur call letters, \$5. All other special radio services, \$20.

(3) **Common carrier.** Telephone companies with annual operating revenues over \$250,000, .08% of annual gross revenues from interstate & foreign services. Domestic telegraph companies with revenues over \$100,000, .1% of gross revenues. International telegraph companies with revenues over \$100,000, .3% of gross.

(4) **Ship inspections.** Scaled from \$200 to \$75 per vessel, depending on type.

(5) **Commercial operators.** Commercial operators' examinations, \$5. Commercial operator applications, \$2. Restricted permits, \$2.

Uhf Exhibit Set: All-channel TV receivers, uhf converters & translators and receiving antennas will be demonstrated in a 2-week Washington equipment exhibit starting July 15 in the lobby of the Commerce Dept. Bldg., co-sponsored by FCC & the Greater Washington Educational TV Assn. Comr. Lee has invited members of the Assn. of Federal Communications Consulting Engineers to help man the exhibit, which is intended to focus public attention on GWETA programming proposals for its newly-granted ETV Ch. 26 (Vol. 17:25 p9). Exhibitors will include Zenith, Transvision, Jerrold, Admiral, Sylvania, GE, Westinghouse, Blonder-Tongue, Entron.

FCC To Consider Vhf-to-Uhf Bill: FCC is expected to give Congress its views shortly on Rep. Bray's (R-Ind.) bill (HR-5570) which would prohibit the Commission from shifting any vhf station to uhf unless all vhf's are shifted (Vol. 17:13 p15). The Commission undoubtedly will oppose the measure on the grounds that it would thwart selective deintermixture.

FCC Field Force's 50th: FCC marked the golden anniversary of its radio monitoring & field enforcement arm with a resolution noting that one William D. Terrell was appointed as a "Wireless Ship Inspector" on July 1, 1911. It extended its "sincerest thanks, congratulations and best wishes to all members of the Field Engineering & Monitoring Bureau and its predecessors."

FORD DEFINES 'PUBLIC INTEREST': FCC Comr. Ford set out last week, in a brace of Seattle speeches, to explain what the Communications Act & the Commission mean by the "inherently complex" term "public interest." He came up with this: It isn't what FCC says it is, but what the broadcaster says it is—with qualifications.

In an address to the Washington State Assn. of Bcstrs., Ford said that the best clues to the meaning of the term are in FCC's 1960 Program Policy Statement: "It recognizes that in providing service to his community, the public interest is what the licensee says it is; provided—and this is the key—provided that his judgment is the result of a reasonable & *bona fide* effort to ascertain the program interests & needs of the area he is licensed to serve."

In another June 28 talk—this time to the Advertising Assn. of the West—Ford explored public-interest aspects of broadcast commercials. He said he would no sooner attempt to evaluate good commercials than good programming, but that "personal discipline" by broadcasters is needed. "Certain practices in both areas are in disrepute," Ford said, urging the industry to watch its good-conduct codes "as a means of preserving as much self-regulation as possible."

"Those who long for a definitive statement of the term are seeking to simplify something which is inherently complex," Ford told the broadcasters. "Yet if they are willing to look, I think they will find that in all of the major areas which the Congress & the courts have acknowledged as representing components of the public interest, there exist rules, policy statements and decisions by the Commission which serve to refine the legislative & judicial determinations and give substance to the bare language of the statute."

FCC Not 'Academy of Fine Arts'

He added: "I think everyone would regard it as intolerable if the Commission were to find in the public interest the vicious personal attacks & abuse which characterized the so-called 'programming' of one broadcast licensee in the early days of radio . . ."

"On the other hand, the Commission is not an academy of fine arts and no one on the Commission, I am sure, regards himself as a cultural arbiter for the nation. We have neither the power nor the desire to impose personal tastes & preferences on broadcasters or on the American people.

"It is neither legally nor humanly possible for an agency such as ours single-handedly to raise the quality of what we listen to & see on our radio & TV sets. The Commission is determined, however, to do its part."

Ford told the admen that last year's Commission Program Policy Manifesto is "equally applicable" to commercials. "Our concern," he said, "rests with the creation of a proper relationship between service to the public with program material which informs & entertains, and a portion of the air time for commercial copy which furnishes the financial support for the service."

He said he couldn't agree more with "the concept that show business must be left free & unshackled or its creativeness will be destroyed." But Ford added this warning: "Without the personal discipline that must accompany freedom in this respect . . . restrictive [govt.] measurements will undoubtedly follow."

Citing one FCC-noted instance in which a station used 60%—36 minutes in an hour—of its air time for commercials, Ford said: "The imbalance present in many broadcast operations at the present time between minutes devoted to advertising copy & program material should be cause for grave concern not only in your [advertising] profession but to broadcasters generally."

AGENCY STUDIES STARTED: Participants in the new Administrative Conference of the U.S. (Vol. 17:26 p13) were told last week by Attorney General Robert F. Kennedy to get going fast on their advisory job of finding ways to cut delays in procedures of FCC & other regulatory agencies.

Addressing the first plenary session of the White House-sponsored study group of agency officials, practicing lawyers and law-school professors, Kennedy said it should be a working organization "in which the members take off their coats, roll up their sleeves and get on with a job too long delayed."

President Kennedy is "vitaly interested" in the Conference's work and looks to it for specific recommendations—by Dec. 31, 1962—for methods of slicing through administrative red tape, his brother said. White House advisor James M. Landis seconded Kennedy's speech. Chief Justice Earl Warren, another scheduled speaker, was unable to appear.

As a starter, Conference Chmn. Judge E. Barrett Prettyman, who also heads the group's plan-making Council, named members of 9 working committees—on personnel, internal organization & procedure, rule-making, licensing, compliance & enforcement, claims adjudication, statistics & reports, information & education and judicial review.

FCC Comr. Hyde was designated chmn. of the compliance committee, on which the Council will be represented by Nathaniel L. Nathanson of the Northwestern U. Law School. FCC gen. counsel Max D. Paglin, vice chmn. of the Conference, will be Council liaison man on the licensing committee headed by CAB member Whitney Gilliland. Washington communications lawyer John D. Lane was named to the judicial review committee.

Other committee leaders include: personnel, E. S. Redford (U. of Tex.); internal organization, David Ferber (SEC); rule-making, Robert W. Ginnane (ICC); claims, Cyrus R. Vance (Defense Dept.); statistics, Charles W. Buey (Agriculture Dept.); information, James H. Henderson (FTC).

The Council will meet in Washington Sept. 19 for reports on committee progress. Judge Prettyman called the next meeting of the Conference itself for Dec. 5.

When filled out, the membership of the Conference will total 86, but it got under way with 72, including spokesmen for 41 federal agencies. An FCC representative in addition to Hyde & Paglin is John F. Cushman, a lawyer in Paglin's litigation division.

Reversal on Moline Ch. 8: FCC has told its staff to come up with a decision finally granting Ch. 8, Moline, to Moline TV Corp., denying Community Telecasting, TeleViews News, Midland Bestg. and Illiway TV. Last year (Vol. 16:18 p14), FCC examiner Charles J. Frederick recommended a grant to Community Telecasting. Moline TV is headed by Frank Schreiber, ex-mgr. of WGN-TV.

FCC-Industry "Plugola" Conference: A "clarification" meeting was conducted at the Commission last week on FCC's proposal to cover the broadcast of promotional material that boosts products & services in which licensees are financially interested (Vol. 17:20 p13). Commission staff members discussed problems with CBS's Leon Brooks, NBC's Howard Monderer, ABC's Mortimer Weinbach and NAB's Douglas Anello. The industry group, under NAB's aegis, will be given several weeks to come up with suggestions for improved language.

Status of WINS & WMGM: After long investigation of payola problems, FCC has ordered its staff to prepare a document setting for hearing the renewal of radio WINS N.Y. This would put a damper, temporarily at least, on the proposed sale for \$10 million to Storer Bestg. Co. (Vol. 16:31 p9). Storer has a deal to sell its WWVA Wheeling for \$1.3 million, contingent on the WINS sale (Vol. 16:39 p11). It's understood that the Commission has no objections to the WWVA transfer. The other pending big N.Y. radio sale, WMGM to Crowell-Collier Bestg. for \$10,950,000 (Vol. 16:50 p12), was considered by the FCC last week, and it is understood to be deadlocked at the moment—3 for approval, 3 for a hearing, Chmn. Newton Minow abstaining. Minow may be forced to vote to break the tie. The WMGM deal hinges on Crowell-Collier's qualifications in light of its operations of WDWB St. Paul, KEWB Oakland & KFVB Los Angeles. FCC charges it with engineering violations and "alarming" & "vulgar" programming (Vol. 17:18 p6). Since Crowell-Collier seeks to buy WGMS Washington from RKO, these issues have been placed into the massive NBC-RKO transfer package.

FCC Checks Stations' Translators: To keep regular stations from extending their service areas through the use of vhf translators, FCC has issued proposed rule making, as expected (Vol. 17:21 p9), to provide: "That a vhf translator will not be granted to a TV station, or a TV station financially interested in a vhf translator application, unless the translator would fill in an unserved area within the TV station's Grade B contour, and neither duplicate any part of the network service of another TV station serving the proposed translator area with a Grade B signal or better, nor serve any community which has a TV channel allocation on which a TV station grant has been made or a construction permit issued." The Commission said, however, that its proposal would allow exceptions—extensions of service via translators—to areas getting no other service. But such translators will be subject to cancellation on 60-days' notice if local situations change to make the grants violative of the rules. Comments are due by Sept. 5.

FCC Delegates Chores: Continuing a policy of trying to rid itself of housekeeping chores, FCC has delegated to its Broadcast Bureau chief (Kenneth Cox) the authority to: "(1) Act upon applications for broadcast facilities (including modifications, renewals and transfers) where such applications comply fully with the Communications Act, Commission's rules, policies and standards, are not mutually exclusive and concerning which no petition to deny or other substantial application has been filed. (2) Designate for hearing mutually exclusive applications. (3) Extend time for replies to correspondence."

FCC Documents Contract: Cooper-Trent Inc., 1130 19th St. NW, Washington, has replaced The Goetz Co. as FCC's contractor for the duplication of its records—such as AM directional antenna patterns—for sale to the general public. The new contractor will also maintain a master file of microwave authorizations, will sell duplicates. The Seabrooke Print Co., 514 10th St. NW, was given a contract for the duplication & sale of non-govt. frequency lists. Ward & Paul Inc., 1760 Pennsylvania Ave., again will supply stenographic reports of FCC hearings.

San Angelo TV Proposed: Grant of Ch. 3, San Angelo, Tex. to Abilene Radio & TV Co. has been recommended by FCC examiner Elizabeth C. Smith following the withdrawal of competitor E. C. Gunter.

Congress

Dodd Sets Reform Deadline: If TV networks don't act within 6 months to take some of the sex, crime and violence out of their programs, Chmn. Dodd of the Senate Judiciary Juvenile Delinquency Subcommittee will press for legislation to put them under govt. curbs.

This ultimatum was delivered June 29 by Dodd on CBS Radio's *Capitol Cloakroom* when he was questioned by the network's George Herman about results of Subcommittee hearings on TV's impact on children (Vol. 17:25 p7).

Dodd said, however, that he looked to TV to reform itself before the year is out. "I hope that the industry will clean up its own house," he told Nancy Hanschman, another CBS News interviewer on the show. "I am encouraged to believe that it will."

He added: "If it doesn't do so, there will be a great demand from the public that it be done by govt. and I hope this isn't necessary." Dodd expects to gather more ammunition against network programs when his Subcommittee resumes its TV hearings—probably in mid-July.

Dodd told the Senate meanwhile that he had won one programming point in another broadcasting area—the Voice of America. He wrote USIA dir. Edward R. Murrow that it would be a good idea if VOA programs were to be opened with quotes from the Declaration of Independence, followed by an announcer with "a strong, dramatic voice" saying: "This is what America stands for—for her own people & for all men everywhere."

USIA's broadcasting-service dir. Henry Loomis replied that Dodd's suggestion "has much merit and is one which we will implement to the widest degree possible consonant with the nature of individual programs."

Super Agency Proposed: Establishment of an over-all Office of Federal Administrative Practice to ride herd on federal regulatory agencies such as FCC is proposed in a bill (S-2189) by Sen. Keating (R-N.Y.). The measure also would set up a Hearing Commissioner Corps in which examiners would have to meet "standard qualifications." Keating said that his bill—substituting for White House & Congressional reorganization plans for the agencies (see p3)—would provide "really constructive & thoughtful action on the multitude of problems in this field." Similar legislative proposals at past sessions of Congress have been unsuccessful.

Anti-Sabotage Law Pushed: The Senate has approved a bill (S-1990), setting \$10,000 fines & 10-year prison sentences for vandals who damage private communications equipment, which may be used by military or civil defense authorities. The legislation—inspired by recent sabotage of microwave towers in Utah & Nevada—is similar to an anti-sabotage measure cleared earlier by the House Judiciary Committee (Vol. 17:26 p14).

Daytimers' Petition Filed: Bypassing FCC, the Delaware State Legislature has sent a petition to Congress & the White House asking them to do something to increase broadcasting hours of daytime radio stations. The legislature said that under present rules downstate listeners get little nighttime radio service.

Billboard "Bonus" Approved: Opponents of billboard advertising along federally-supported highways have won their argument in a Senate-House conference on \$11.4-billion road legislation (Vol. 17:25 p7). The conferees have agreed to a 2-year extension (from July 1) of bonus payments to those states which curb highway advertising.

Networks

NETWORK PROBE, ROUND 2: Much of the vituperation, artistic bitterness and art-for-art's-sake which characterized the first week's testimony in FCC's N.Y. network-control program hearings (Vol. 17:26 p5) was absent as the probe went into its 2nd week. (It closed after the morning session, June 29th.) Possibly the shift was due, as much as anything else, to the fact that several of the earlier witnesses were inactive in TV writing & production while the later crop were nearly all gainfully employed in network TV for the 1961-62 season. Producer Fred Coe, frequently hailed by writers & producers during the hearing's opening days as the grand champion of controversial live drama, and George Schaefer, producer of the "Macbeth" adaptation for Hallmark, were measured in their criticism of networks and even sided with agencies & advertisers in defending controls.

There were even hints that some of the earlier hearing witnesses may have stepped off the deep end of their criticism. Said veteran producer-host Robert Montgomery June 29: "I am overcome with admiration for the witnesses who have come down here & had the courage to express adverse opinions . . . They have taken their livelihoods in their hands." Reported *N.Y. Post* TV editor Bob Williams 2 days earlier: "The word is being passed around the TV industry that hard times may lie ahead for outspoken witnesses . . . A number of witnesses privately conceded misgivings about appearing and said they insisted on subpoenas."

The more outspoken anti-network witnesses could take some comfort from FCC counsel Ashbrook P. Bryant's closing remarks: "The Commission is confident that testimony given here will not be made the basis for any actions which would adversely affect the professional careers or future activities of these witnesses . . . retaliatory action would hardly comport with the responsibilities assumed by the Commission licensees."

Networks Decline Invitation to Reply

An FCC invitation to network heads to answer remarks aimed against them was refused. Unwilling to appear as "defense witnesses," network officials chose to hold their fire until the hearings resume in Washington.

Some witnesses maintained that ratings often provided a useful guide to mass-audience program taste and predicted that the much-bemoaned trend to action-adventure filmed melodramas would probably end of its own accord. There were even several suggestions for improving the TV medium, and a strong indication that public-affairs producers have it made, so far as sponsor & network interference in programming is concerned. Highlights:

Fred Coe, veteran producer closely associated with TV's "Golden Age," threw cold water on all "the whoop-de-do & hoop-la" about sponsor interference. He had encountered "no creative interference" from advertisers or networks in any of his shows. But, he added, "as TV is set up now, the sponsor has every right to object to anything he wants to . . . He's footing the bill 100%." Commenting on the touchstone of the hearing—diversity & balance—Coe said, "there's a large minority of viewers who are not being served adequately today."

Ralph Nelson, producer-director, disagreed strongly with Coe, saying any sponsor voice in programming content is "a basic corruption of the stated principles of broad-

casting." He quoted an ABC-TV West Coast programming vp's attitude toward shows like *Hawaiian Eye* as typical of network philosophy: "We know they're trash, but they're cheap, and after sufficient exposure the public gets used to them."

John Secondari, Fred W. Friendly and Irving Gitlin, veteran producers of public-affairs shows for, respectively, ABC, CBS and NBC, gave a word picture of a TV utopia with which most producers in other show categories appear to be unfamiliar. In the documentary & public-affairs fields, all 3 said, there was great creative freedom (within budgetary limitations), little or no sponsor interference, and growing audiences. Should networks keep a tight control in this area? "The network is obligated to hold the rights & responsibilities of editorial policy," said CBS's Friendly. The ABC & NBC producers concurred, although Secondari admitted that ABC had bought "some" documentaries outside its own shop which "fulfilled all requirements of ABC."

Albert McCleery, producer for CBS-TV, attacked today's TV on a number of scores, including the lack of "grass-roots activity," and "the tyranny of the child, which dominates from 3-9 p.m." But most of his fire was aimed at the "committee system" which dictates Hollywood production and leaves "a large gray area of responsibility." Pointing to ex-network men like Hubbell Robinson and Sylvester (Pat) Weaver, McCleery said: "We used to have key network executives who had a definite philosophy of programming. Now it's a 'they' operation, with a tendency to follow, which is regrettable."

Brodkin: "The Problem Is Small Men"

Herbert Brodtkin, another veteran of N.Y. drama production, also gave a verbal back-pat to men like Robinson, Weaver and Tom McAvity, but his attitude toward advertisers, particularly Goodyear, was less amicable. "When we were doing the Alcoa-Goodyear hour, we did the softer plays for Goodyear . . . the kind of play that dealt vigorously with the world around us was frowned upon." He praised network public-affairs shows as "the darling of the industry," and hoped their courage & daring would extend to drama. "The problem is that many small men in TV are afraid to do the down-beat, hard-hitting things in live drama . . . This hearing may allay their fears."

George Schaefer, producer of drama specials for the Hallmark series, also saw a "not particularly bright" outlook for original drama, but cited the 1960-61 contest staged by Hallmark—because of which "a great deal of steam was generated behind the idea of original writing this season." Schaefer praised his greeting-card sponsor; "interference doesn't exist," he said.

Robert Montgomery, last week's most outspoken critic of current network procedures & programming, charged network creation of a "built-in sellers market." When program content & distribution are controlled by one group, it leads to "tremendous power," he said, reminding FCC that in both theaters & radio, production-distribution monopolies had been broken up by the government. Network heads must be "willing to assume their obligation to the public, not merely show stockholders dollars & cents results." Toll TV might be a solution, Montgomery suggested, challenging FCC to allow more "broad experimentation" in that area, but speculating that one reason pay TV "can't get off the ground" might be network lobbies in Washington.

Perry Como took the same soft line as Ed Sullivan a week earlier. "It's time we quit kicking the medium around," he said. "Most of those who've testified at this hearing are either not working in TV or have just finished." Asked about any network interference in his show, Como

said he had the "final decision" because NBC (and sponsors) "respect me and know I'm the boss." Questioned about his position with Roncom Productions, Como seemed puzzled and turned to his lawyer. "I either own it or I'm president, whichever you prefer," he said finally.

Irving Mansfield, pres., Impa Productions, predicted "the same sameness in network programming will be a little worse next season . . . Programs that used to bore you for 30-min. will bore you for an hour." The entire responsibility lies with the networks, "who fight among themselves to be bigger than each other." But at least part of the problem was inherent in the medium itself, according to Mansfield: "We devour playwrights & directors. Because the important thing in TV is the deadline, it can never be an art form. Good writers would rather live in a big house in Beverly Hills where they're not rushed by the clock."

H. William Fitelson, gen. mgr., The Theatre Guild, favored network programming for the entire public, not its largest segment, and cited significant network domination. Fitelson offered 3 proposals: (1) The creation of a national govt. network to telecast non-sponsored programs. (2) The divorce, by judicial decree, of the network from its financial interest in all programs other than news & public-affairs shows. ("If the network had no vested interest in programs and were able to select them on the open market, they would choose better quality programs," he said.) (3) "Full disclosure" of the names of all industry stockholders.

Garry Moore, host of his own weekly variety show on CBS-TV, admitted that live adult-appeal drama had been largely sacrificed for "a new load of shoot-'em-ups" in the coming season. But Moore also said that TV "tends to run in crests & cycles," and that the current trends in TV programming are "coming to the end." He had not, he said, had any trouble with the major talent agencies in booking talent for his shows, and was not opposed to the dual role of MCA *et al.* as packagers & talent representatives.

Other Views on Sponsor Control

Dave Garroway, host of NBC-TV's *Today* show, testified that "on no occasion, in the 9 years of my show, has any sponsor attempted to interfere in subject matter, and at no time has NBC asked me to restrain my remarks or attempted to reprimand me in any way."

Audrey Gellen, associate producer of Talent Associates, gave a backstage glimpse of what the proponents of untried, original drama are up against. "I had an auto sponsor recently who wanted me to break a 30-min. drama show into 3 acts & a teaser," she said. Another sponsor, she related, startled her by asking her to "liven up" the opening of Melville's "Billy Budd" (in which a crew member falls to his death from the rigging of a British ship). Talent Associates' reputation for doing adaptations of old movies, she insisted, was more because of sponsor pressure than by creative choice. Off the witness stand, Miss Gellen was later quoted as saying: "Du Pont was a great sponsor. They gave you trouble, but they listened to reason."

Sylvester L. (Pat) Weaver, McCann-Erickson Corp. (International) chmn. & gen. mgr. and one-time NBC-TV pres., was the hearing's final witness. "The networks must find a way to nourish programming within the framework of an advertising-based system," said Weaver. He criticized those who referred to the sponsor as the "heavy" in program control. While sponsors may have been able to hold a tight control on airtime in radio days, they are "no longer able to do so" in TV. Weaver also needled networks for having relinquished so much program creation to major Hollywood studios where executives "all think alike," resulting in a flood of B-picture-type TV shows.

Canadian Broadcasting Probe: Action to pare down CBC's power and to determine whether the govt. can control wired TV systems highlight the recommendations made last week by Canada's Parliamentary Committee on Broadcasting. The major proposals:

(1) That the Supreme Court be asked to decide whether Parliament has constitutional authority to legislate control of wired pay-TV & CATV systems. The Court will be asked to determine whether wired TV is "broadcasting" and, if so, whether the government can legislate control through the Board of Broadcast Governors.

(2) That a study of political broadcasting be made by the Parliamentary Committee on Privileges & Elections, emphasizing proposals to ban all paid political broadcasting, to give all candidates & parties free time on TV & radio at taxpayers' expense, or as a public-service requirement of station operators.

(3) That the CBC's Board of Directors be increased from 11 to 15 members to give greater representation to the French-language areas, and that no executive officer or employe of CBC be permitted to serve on the board. CBC Pres. Alphonse Ouimet and vp W. E. S. Bridges are currently directors. The recommendation, if adopted, would have the effect of removing management from participation in policy-making.

(4) That CBC be included within the definition of "licensee," placing it in the same category as private stations & networks. This move would serve to eliminate the taxpayer-financed CBC from its preferred position.

(5) That networks be deprived of the right to prevent affiliates from carrying programs of competing networks. This change would permit BBG to grant a station the right to carry program series aired by a competing network provided it did not violate the station's affiliation contract.

(6) That Canadian-citizenship requirements for control of stations or networks be tightened by limiting control to Canadian citizens "ordinarily resident in Canada."

Philco Wins Round: The Court of Appeals has ordered FCC to hold hearings on Philco's long-standing protest against renewal of NBC's WRCV-TV (Ch. 3) Philadelphia. Philco charged that the network's parent RCA is headed on a "consistent course towards monopoly" (Vol. 16:40 p10). The Commission had dismissed Philco's protest after oral argument, but no hearing, contending that most antitrust troubles of RCA were ancient history. In a decision written by Circuit Judge Henry W. Edgerton, the Court held otherwise: "We think it was error to divorce the alleged background from Philco's allegations of current monopolistic & other improper conduct." The Court also scored the Commission for failure "to consider Philco's charges that NBC gave preferential publicity to RCA." Under terms of the Court's order, FCC may combine the required Philco proceedings with other hearings involving WRCV-TV's license. Philco has applied for WRCV-TV's Ch. 3, is due for a hearing.

Japanese Investment for ABC: As the latest step in its growing program of overseas station investment and/or affiliation, ABC International is completing minority-investment arrangements with 2 Japanese TV stations. The first is JOAB-TV Tokyo's Nippon ETV (NET) and the 2nd, JOOR-TV Osaka, is owned by the Mainichi newspaper interests. Negotiations for the ABC investment have been conducted in Japan by the network's news & public-affairs vp, James Hagerty. Investment by foreign broadcasters in Japanese TV is limited to a 10% ownership.

NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri., 4-5:30 p.m., eff. Sept. 5.
Colgate-Palmolive (Ted Bates)

Maverick, Sun. 6:30-7:30 p.m., part. eff. fall.
Corning Glass (N. W. Ayer)

CBS-TV

Eyewitness, Fri. 10:30-11 p.m., part. eff. fall.
American Cyanamid (EWR&R)

NBC-TV

All-Star Scouting Report, July 11, 3:30-3:45 p.m.; July 31,
2:30-2:45 p.m., full sponsorship.
General Mills (Knox Reeves)

Bonanza, Sun. 9-10 p.m., full sponsorship eff. fall.
Chevrolet div. General Motors (C-E)

NBC-TV

Thriller, Mon. 10-11 p.m.; Laramie, Tue. 7:30-8:30 p.m.;
The Dick Powell Show, Tues. 9-10 p.m.; Out-
laws, Thu. 7:30-8:30 p.m.; Robert Taylor—
The Detectives, Fri. 8:30-9:30 p.m., part. eff.
Sept.
Pillsbury (Campbell-Mithun)

Daytime Programming, Sat. a.m., part. eff. Oct.
Perkins div. of General Foods (Foote, Cone
& Belding)

Hagerty's Clearance Threat: ABC News & Public Affairs vp James Hagerty has reportedly threatened to quit—unless more affiliates get on the clearance bandwagon for *News Final*, the 11-11:15 p.m. network newscast now on o&o WABC-TV N.Y. and affiliate WMAL-TV Washington. The ultimatum was delivered June 20 on a closed-circuit telecast to affiliates. As the line-up now stands, only some 20 stations have indicated they would surrender the choice 11 p.m. local news period to the network. Hagerty hopes to boost the clearance total to at least 60, and thus have a line-up large enough to attract a national advertiser. Sunoco now sponsors the newscast in the N.Y. & Washington markets.

New-Type Cameras for ABC-TV: RCA's largest single order for TV cameras has come from ABC-TV, the network having ordered 18 of the new 4½-in. image orthicon units. ABC engineering vp Frank Marx said ABC-TV would be first network to use the new camera. The 18 will be equally divided between N.Y. & Hollywood. Marx also reported that ABC is accelerating the replacement of its tube equipment with solid-state devices, has "ceased purchasing tube equipment of any type" and "soon" will have a "completely transistorized broadcasting system."

Option Time Back to FCC: The Court of Appeals has remanded the network-option time case to FCC, as expected. The Commission had requested the remand and networks & affiliates, which had been contesting the FCC decision, acquiesced in the return of the case (Vol. 17:19 p2). Presumably, the Commission will now go ahead with its plan to seek industry comments on whether option time is in the public interest.

CBS Spot Sales Changes Its Name: CBS-TV Spot Sales (which represents the 5 CBS-TV o&o's) changes its name this week (effective July 3) to CBS-TV Stations National Sales. Vp & gen. mgr. Bruce R. Bryant said he expected the change to "classify our function—the selling of TV advertising to national accounts."

Film & Tape

OUR FILM BOXSCORE AGAIN: Revue Studios has greatly improved its lead in our newest boxscore of Hollywood's TV-film companies. Now that the schedules are firmed up for the fall, Revue, the boxscore shows, will be producing 16 network shows next season, as against 8 for the runners-up—Screen Gems and Warner Bros.

Last season's boxscore (Vol. 17:13 p10) had Revue (with 14) narrowly leading Four Star Television with 12. Warner Bros. ran third with 9. The hectic spring season of buying new series & discarding old ones has not been good for Four Star, Desilu and Ziv-UA. But, as we predicted in our earlier boxscore, MGM-TV and 20th Century-Fox TV have hit production records. A newcomer in the list of top network program suppliers is Marterto Productions, owned by Danny Thomas, Sheldon Leonard and Louis Edelman, which has 5 network series for next season.

The record shows that Four Star dropped from 12 to 5 series; Warner Bros., 9 to 8; Desilu Productions, 4 to 1, and Ziv-UA, from 4 to a gloomy zero. Ziv-UA is thus the only major supplier which is now completely out of the network picture for next season. And Desilu's drop to one series takes it down to its lowest network production output since the 1957-58 season.

TV-FILM BOXSCORE

The leading Hollywood TV-film production companies ranked in order of the number of series each supplies to the networks.

	1961-62	1960-61
Revue Studios	16	14
Screen Gems	8	7
Warner Bros.	8	9
CBS-TV	7	6
Four Star Television	5	12
Marterto Productions	5	3
20th Century-Fox TV	5	3
MGM-TV	4	3
NBC-TV	2	3
Desilu Productions	1	4

How to Save Pilot Costs: Some major movie studios in TV are recouping costs of their pilots by releasing them as theatrical movies.

Screen Gems' 60-min. pilot, *The Insider*, starring David Janssen, could not find a buyer last spring. Instead of taking a loss on its investment, Columbia Pictures—SG's parent company—plans to release *Insider* to theaters. At MGM, 2 segments of *Cain's Hundred*—a show which did sell—are being linked together to be shown in European theaters as a movie titled "Crime of Commitment."

The device is a distinct advantage for the majors in TV, giving them an edge over the independents, who have no such opportunity to recoup.

Seek a 'Less Conventional' Screen Gems: Screen Gems executives, at their recent program meeting in Phoenix, decided that they would aim at "less conventional" programming for 1962-63. It was pointed out that the company's successful *Flintstones* had been a departure in programming when introduced, and there was much discussion about innovation rather than imitation.

Company executives told us that although contracts have not been firmed on most projects, Screen Gems' agenda contains a documentary series on psychiatry, anthologies; a contemporary action show and comedies.

HOLLYWOOD ROUNDUP

Storer to Make TV Films? That's what a tradepaper quoted Storer Bestg. Co. Pres. George B. Storer Jr. as saying. But Storer told us such a step is not imminent. He added that while SBC had been exploring the possibility since being in TV, actual production "could be a year, 5 years or 10 years away . . . I don't know when it will be. I hope we're closer to it than we were when we began thinking about it years ago." Production could be tape or live, added Storer.

MCA Loses Court Appeal: D.C. Court of Appeals ruled for FCC last week and threw out the appeal of MCA & its vp Taft Schreiber. The Commission had cited them for contempt—for refusing to testify publicly during network-study hearings in Hollywood. The next move is uncertain. MCA may try other courts; FCC may ask Justice Dept. to proceed with criminal charges, etc.

QM Productions will use a new lightweight portable magnetic soundfilm recorder, weighing 51 pounds, on its series, *The New Breed*. The recorder was developed by Gordon Sawyer of the Goldwyn sound dept.

Cambria Studio, producers of *Clutch Cargo*, have completed the pilot of their latest animated strip, *Space Angel*. Produced in color and portrayed in "a realistic illustrative art style," the series will be ready for January, 1962 release.

Screen Gems has placed into production for next season *Dennis the Menace*, starring Jay North, and *Shannon*, starring George Nader. Winston O'Keefe is producer of *Dennis* and Jerry Briskin of *Shannon*.

Four Star Television's 60-min. *The Corrupters*, starring Stephen McNally & Robert Harland, has gone into production at Republic for next season.

Warner Bros. has resumed filming its *Room for One More* series, starring Andrew Duggan & Peggy McCay, and produced by Ed Jurist.

20th Century-Fox TV has signed 12 directors for its *Bus Stop*, *Follow the Sun* and *Adventures in Paradise*.

Producer Collier Young is planning a new series, *1600 Pennsylvania Ave.*, in which lives of the Presidents will be dramatized.

Revue Studios' Wagon Train has resumed production for next season.

Desilu Productions begins filming next season's *The Untouchables* in early July.

Warner Bros., has signed Frankie Laine to guest in a *Roaring 20s* segment going into production July 10.

CBS-TV's November special starring Danny Kaye will be produced & directed by Bud Yorkin.

People: GAC vp Herman Rush is in Hollywood for 2 weeks of conferences on client TV plans and projects for next season . . . Taft Schreiber, Revue Studios pres., is back at his desk following a Hawaiian vacation.

Obituary

Paul Guilfoyle, 58, former stage & movie character actor, and more recently a TV director, died June 27 of a heart attack. He had directed shows for *Lawman*, *Highway Patrol* and *Sea Hunt*, among others, and had acted in the *Gunsmoke* series. Surviving are his wife and son.

NEW YORK ROUNDUP

Add Syndication Sales: ITC has sold its new first-run series, *Whiplash*, in 48 markets to date . . . Ziv-UA has upped the market total on *Ripeord* to 87 . . . Trans-Lux has added 5 more markets to the list in which the 30-min. documentary series the *American Civil War* is scheduled . . . MCA-TV's rerun package of 4 former network film shows (*Overland Trail*, *Suspicion*, *Riverboat* and *Cimmaron City*) has been sold to 5 more stations, bringing the total to 60. New purchasers include WGN-TV Chicago. MCA is launching syndication sales on *Mickey Spillane's Mike Hammer* for 5-times-weekly strips . . . Seven Arts has sold both of its current packages of post-1948 Warner Bros. features to 3 more stations. Latest 7 Arts totals: The first package has been sold in 94 markets; the 2nd in 20.

United Artists placed a color-spot campaign on WNBC-TV for a black-&-white movie, "The Naked Edge," which opened at 2 N.Y. theaters June 30. Incongruous? Not at all, according to WNBC-TV salesmen. A flashing red light on the theater marquees signals "no admission" during the last 13 minutes of the surprise-ending suspense show. "It didn't take too much selling to convince UA executives that if you have a blinking red light to impress on the public, color TV is the place to do it," said WNBC-TV.

Official Films acquired 5 TV-film production firms & their product last week, all owned or controlled by the Hollywood production team of Don W. Sharpe-Warren Lewis. The deal, whereby Official exchanged "an undisclosed number of shares of its stock" for all the stock of the Sharpe-Warren companies, adds 5 off-network properties to the Official syndication roster: *Peter Gunn* (114 episodes), *Mr. Lucky* (34), *Yancy Derringer* (34), *Wire Service* (39), and *Du Pont Theatre* (42). Sharpe has been named to Official Films' board. One report placed Official Films' stock-exchange deal at more than \$2 million.

Screen Gems scored 4 firsts last week, all involving the sale of a new game-show called *Showdown*: (1) It was the first purchase made by the new Canadian network, CTV. (2) It's the first TV program produced in Canada by a U.S. production firm specifically for Canadian telecasting. (3) It's the first network game program produced in Canada. (4) It's SG's first live show. *Top Cat*, the SG-Hanna-Barbera animated show set for ABC this fall, was also brought by CTV.

D & R Productions Inc., a new telefilm production company formed by Dan Hunn & Ron Fritz, will specialize in animated TV commercials & industrial films. They have recently done commercials for Alcoa, General Electric, Brillo and Texaco, among others. The new firm is located at 210 E. 47th St., N.Y.

Ziv-UA has bought "Acres & Pains," the S. J. Perelman collection of short stories, as a prospective network series for the 1962-63 season. Perelman will collaborate with "another writer" to script the pilot and will continue as a writer on the entire series.

Obituary

Arthur M. Good, 49, RKO General film mgr., died of a heart attack June 28 at Middlesex General Hospital, New Brunswick, N.J. He was also RKO TV-film buyer.

Foreign

Foreign-Market Watchdogs Are Hopeful: The threat of telefilm dubbing costs mounting so high that "the entire Spanish-language market would soon be lost to American TV film" has been stalled until 1962. And in Washington, FCC Chmn. Newton Minow is keeping his mind "open & very receptive to a constructive & factual approach" to the question of the kind of U.S. image projected by export film shows playing in foreign markets. These 2 reports were made respectively last week by 2 prime spokesmen for the export telefilm industry, William H. Fineshriber (TV vp, Motion Picture Export Assn.) and John G. McCarthy (pres., TV Program Export Assn.).

Following a 5-week survey trip throughout Latin America (Vol. 17:26 p12), Fineshriber reported that he had "received assurances" that proposed legislation in Argentina requiring all Spanish telefilm dubbing for Argentine TV to be done in that country "would be rejected in its present form . . . and sent back to the [Argentine] Senate for revision." One result of the Fineshriber-lobbied review of the bill: "Consideration of the dubbing measure by the Deputies would be postponed until the spring of 1962." (For more on this see Vol. 17:24 p10.)

Fineshriber and U.S. telefilm producers have good reason to breathe easier because of the Argentine decision to pigeon-hole the bill. If the bill ever becomes law, MPEA officials predict gloomily, it will be followed by "similar measures . . . in all the major Latin-American markets—with each country requiring local dubbing." At the moment, most Spanish dubbing is done by U.S. producers in Mexico City or San Juan at a cost of about \$1,000 per 30-min. film. The dubbing is done once for all Spanish-speaking markets, since no single market in this group pays enough for telefilms to cover dubbing costs.

In N.Y., TVPEA's McCarthy, alarmed recently by what he considered Chmn. Minow's "blanket indictment of the American TV industry," met with Minow to put in a good word for the industry's export activities. Said McCarthy: "I was pleased to be able to advise him that based on an intensive study of this matter I could assure him that, by & large, the image of America portrayed by our TV programs abroad is enormously attractive & favorable." Furthermore, added McCarthy, he had stressed to Minow that what might be the pattern of network fare in the U.S. was not necessarily the pattern of shows available in overseas syndication and that "a comparatively small segment represents crime & private-eye programs." Result of McCarthy's talk with Minow: "I am satisfied that his mind is open & very receptive . . . He was appreciative of information [re] our operations abroad."

Brazil Sets Up TV-Radio Controls: President Janio Quadros signed a decree June 28 empowering the official govt. press agency to use privately-owned TV-radio stations for transmission of govt. programs whenever it would be "in the public interest," the *N.Y. Times* reported last week. The decree also forbids stations to broadcast "expressions or images that are offensive to public morals."

"Tele Sept Jour": This French TV weekly editorialized in its May 20 issue for early morning ETV patterned after NBC-TV's *Continental Classroom* and CBS-TV's *Sunrise Semester*. The piece mentioned that the U.S. had been doing this successfully for several years, but qualified even as it praised: ". . . and God knows we don't have much respect for American TV production."

Programming

Comedies Rate High Among Newcomers: In the 1960-61 season, 2 comedies have emerged as the rating pace-setters among new-this-season shows. The comedies were the only shows launched in the past-season to make the "Top 10." In Nielsen's first national June report, *The Andy Griffith Show* (Mon. 9:30-10 p.m. on CBS-TV for General Foods) out-distanced every show except *Gunsmoke* in the AA ratings. It drew a 2nd-place 27.5 rating (12,898,000 homes). *Gunsmoke*, a traditional winner, scored a 33.6. *My 3 Sons*, also a relative newcomer, landed in 9th place with a 23.6 AA worth 11,068,000 homes (Thu. 9-9:30 p.m. on ABC-TV for Chevrolet).

Networks Gear for 2nd Space Shot: Another Project Mercury sub-orbital space shot is due in mid-July, and network TV will give it the same extensive live coverage afforded the maiden U.S. space voyage in May (Vol. 17:18 p9). CBS will co-ordinate the 3-network pool, with CBS News producer Robert Wussler & director Bob Quinn officiating. Determined not to lose film footage of the capsule recovery (as happened in the case of Commander Shepard's fight) CBS plans to install a silent, automatic film camera on the underside of the main recovery helicopter. This camera will be triggered by the co-pilot on picking up the astronaut—either Lt. Col. John H. Glenn or Capt. Virgil Grissom. Other coverage refinements, if NASA permission is granted: Live TV cameras will be placed inside Mercury control and the blockhouse, operational centers of the space-travel effort. An official request has also been made to transmit, live, the astronaut's in-flight reports to the Cape.

Seven Arts & WOR-TV N.Y. showed—in the wake of the June 20 premiere of *The Big Preview*—that a well-promoted post-1948 film that's new to TV can beat network reruns at the local level. WOR-TV selected the Warner-distributed "The High & the Mighty" (John Wayne, Claire Trevor, Robert Stack) as the kick-off attraction for its new Tue. 9-11 p.m. showcase of hand-picked features, most in color, from 7 Arts and UAA sources. The station scored an average 15-min. audience share in Arbitron of 38% in the 9-11:15 p.m. period, against competition from 6 other local channels. The score was 10 points higher than 2nd-place WCBS-TV, which carried regular CBS fare, and easily outdistanced other network o&o's and independents.

Prime-Time Public Service Pays Off: For Corinthian's KHOV-TV Houston, at any rate. That station reports sale of 7 local prime-time news & public affairs specials in the past 6 months to a savings & loan assn., a bank, an auto dealer and—most recently—a pharmacy. The pharmacy bought a crime-investigation documentary entitled "Seventeen Murders in May," requesting only that the title be changed to "Every Third Day." It was changed.

That ABC-TV Children's Show: The network's news & culture show for junior viewers (Vol. 17:22 p4) has begun to take shape. Titled *Periscope*, the 30-min. afternoon Monday-Friday series will present 20 minutes of culture & scientific experiences, and 10 minutes of news. This news segment will provide a training ground for students to aid production & camera crews. The series is scheduled to debut in October.

ATAS Assembly Postponed: Because of what was termed "overwhelming global response," the ATAS International Assembly will be postponed until late 1962. It was to have been held in N.Y. Nov.-11.

'Today' Goes Live Again: Originally a fully live show, *Today* has shifted more & more to tape production until only the Monday & Thursday segments are done without pre-taping. Now, *Today* will switch back from tape to all-live production, effective July 17. NBC's reason: "The program will dwell more strongly on news than in the past." One result of the switch: Program regular Jack Lescolie, who has been with the show for nearly a decade, announced he was resigning, stating "I can't face those hours (7-9 a.m., with rehearsals starting around 5:30 a.m.) anymore." Garroway himself leaves the show Sept. 15.

NBC & Westinghouse Bestg. Co. last week were all but challenging each other to a choice of slide rules at dawn as one of the season's liveliest rating feuds continued. Needled by NBC's release of 5-city Arbitron ratings in which *Jack Paar* and WBC's *PM East* & *PM West* shows are compared (Vol. 17:26 p12), Westinghouse hit back. Had WBC's new tape-syndicated series initially lost out to *Paar* in Arbitron? WBC didn't care if it had. Inverting the situation to produce the classic good-offensive-is-the-best-defense, WBC snapped: "The *Jack Paar Show* has made no dent whatever on the ratings of *PM East* & *PM West*." Furthermore, said WBC, it knew that "across-the-board shows don't capture a No. 1 position on the first week out . . . WBC is quite happy with the initial progress & major objective." NBC bounced back with a new round of data: "The 2nd week of *PM East* & *PM West* shows no apparent trend upwards from the first week . . . In fact the share softened slightly the 2nd week . . . Paar has shown a slight increase in shares." WBC, meanwhile, had closed deals in 12 markets, with sales pending in 4 more.

4th "Continental Classroom" Series: NBC-TV's early-morning educational series, *Continental Classroom*, will continue for a 4th season on that network, NBC Chmn. Robert W. Sarnoff announced last week. Missing, however, will be the administration & financing assistance of Learning Resources Institute, which has shifted its allegiance as a network ETV angel to CBS-TV for an educational series this fall (Vol. 17:19 p8). The latest *Classroom* series will be a 2-semester college-level course in the structure & function of the U.S. government, taught by Dr. Peter H. Odegard of the U. of Cal. at Berkeley. The series will be colorcast & carried by "approximately 170 stations" Mon.-Fri., 6:30-7 a.m. In the 30-min. period prior to the political science course, there'll be a rerun of the show's course in contemporary mathematics. NBC, Sarnoff told us, is currently discussing low-pressure financial support for the new series with several large industrial concerns, and there is also a possibility that the show may be opened for full-fledged TV sponsorship.

Jack Gould: "One of the more attractive innovations of summer TV is the decision of ABC and CBS to give a showing of programs produced by stations in other cities. Tuesday night, as an example, the ABC affiliate in Oklahoma City, KOCO-TV, held the screen on Channel 7 (N.Y.) with an unpretentious & tasteful half-hour of history entitled 'Cows, Cowboys and Cow Country.'"—*N.Y. Times*.

Experiment '61: That's the name of a local 30-min. series WCAU-TV Philadelphia started airing last weekend (July 2), Sundays at 11 a.m. The show resulted from a canvassing by program dir. John O. Downey of employees. Their ideas will make up the series. Sunday's show was "A Walk Into Freedom," produced by Vicki Brown, a secretary.

Advertising

TV Sets Pace for All Ad Media: Network TV ad volume was 16% higher in April compared with the same month in 1960 and represented "the brightest spot in the national advertising picture," reported *Printers' Ink* last week. There is, said *PI*, a "pattern of decline" evident in all other media (magazines, newspapers, network radio, business publications, outdoor) that are measured for the advertising trade publication by the media planning div. of McCann-Erickson. This decline resulted in an April all-media volume drop of 3%. Rallies were staged in April by farm publications & business papers, but not enough to offset the long-term drops.

Here in *PI*'s index for April as prepared by McCann-Erickson's media-planning division:

MEDIUM	INDEX		% CHANGE FROM		% Cumulative Change
	April 1961	April 1960	1 month ago	1 year ago	
GENERAL INDEX	229	235	- 3	- 3	0
TOTAL MAGAZINES	177	190	- 5	- 7	- 2
Weekly	198	215	- 7	- 8	- 3
Women's	136	140	- 4	- 3	+ 4
General Monthly	208	232	- 8	-10	+ 1
Farm	97	100	+21	- 3	-21
NEWSPAPERS	196	211	- 8	- 7	- 5
NETWORK TELEVISION	512	443	- 2	+16	+13
NETWORK RADIO	23	25	0	- 8	- 8
BUSINESS PAPERS	234	255	+ 6	- 8	- 7
OUTDOOR	125	157	- 7	-20	-11

All indexes have been seasonably adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49, except for the TV base, which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through April 1961.

Magazine Attacks Summer TV: Latest exchange in the running media duel between TV & print came in the form of a *Sports Illustrated* ad in the *N.Y. Herald-Tribune* June 26 which heaved a promotional brick at TV's "slack, summer-replacement & rerun season." Unlike TV, said the ad, "magazines put on a new show all year round . . . and in the summer, distributors will tell you that newsstand sales boom in the resort areas." [They will also tell you what *Sports Illustrated* did not add: That newsstand sales in non-resort areas go down in the summer; that subscription-delivered magazines are often left unopened until their owners return from vacation; and that vacationists have been known to look at TV while staying at resorts.—ED.] Then, getting down to Madison Ave. cases, *Sports Illustrated* added: "You could take \$50,000 out of what you've saved with your summer show and invest it in, say, 8 beautiful black-&-white pages in tested, tried-&-true *Sports Illustrated*—and sell all summer long."

New Reps: WTTG Washington to Blair Television Associates July 1 from Peters, Griffin, Woodward • WKST-TV Youngstown to Young July 1 from Weed • WITN Washington, N.C. to Venard, Rintoul & McConnell July 1 from Bolling.

Ad People: Herbert D. Strauss promoted from exec. vp to pres., Grey Advertising, succeeding Arthur C. Fatt, named chmn. & chief exec. officer. Lawrence Valenstein, founder of the agency, resigns as chmn., continues as exec. committee chmn. . . . Hilton N. Wasserman elected administrative vp, Kenyon & Eckhardt; Fred Hauser appointed dir. of personnel services and a vp; Alfred Norcott elected controller, continuing as secy.

Mickey Trenner, ex-Grey Advertising, named to head TV-radio & commercial production activities, Kenyon & Eckhardt Los Angeles office . . . Stanley DeNisco elected a Ted Bates vp.

Fall TV Costs Rise: Next season's prime-time network TV shows will cost advertisers 2-6% more than they did this past season, according to a new *Sponsor* report. Analysis of production-talent costs on a weekly basis revealed that crime-suspense shows, up 2.4% in average cost, will get the largest share of advertiser dollars, followed by situation comedies (costs up 18%), and Westerns (costs up 6%). Here's the cost breakdown of this fall's weekly \$6.8-million outlay for programs:

Adventure: 30-min. shows (there'll be 5) average \$33,600 each, while the 60-min. type (6) average \$90,500.

Anthologies: The three 30-min. dramatic shows average \$51,600 apiece; the 60-min. shows (5) average \$79,600.

Comedy: Four half-hour shows average \$60,600.

Situation comedy: All 30-min. long, the 23 programs in this group average \$45,000.

Crime-suspense: 60-min. shows (16) will average \$92,600. There's only one 30-min. show in this category.

Music: *Sing Along with Mitch* will cost about \$70,000 weekly; *Lawrence Welk* about \$45,000.

Public affairs: 30-min. shows (4) average \$27,500. *CBS Reports*, the only 60-min. show, will cost \$50,000.

Panel quiz: 30-min. programs (4) average \$26,600.

Sports: *Fight of the Week* will cost \$45,000 weekly; *Make that Spare* \$15,000.

Variety: 60-min. type (6) average \$128,600.

Westerns: The 10 hour-long shows in this group will average \$82,000. The 30-min. shows (4) average \$47,200.

TvB's Penn State Study: Because "most mass-communications research is inadequate, limited and superficial," TvB has been involved for the last 2 years in a 2-pronged, and as yet unsuccessful, search for a realistic method of ad media measurement. In a brochure published last week, the Bureau revealed the findings, to date, of a Penn State University team commissioned by TvB to study research problems: (1) "Perhaps the most important finding is the realization that the problems are intertwined with those of almost every field." (2) Closed-circuit TV provides a new way to accelerate research by making it possible to study many things simultaneously. (3) Many previous tests are misleading because they failed to fit the medium used. (4) Previous studies combined advertising, the medium and the audience, thus making it impossible to discern which factor was responsible for the result.

Effective research techniques, according to the study findings, would include: (1) More systematic study of the effects of communication variables and conditions of use in terms of desired objectives. (2) A more thorough definition of such variables & conditions. (3) Development of reliable & valid criteria for evaluating results of the experimental comparisons. (4) Designs which "make it possible to study the interactions among variables, opposed to keeping all variables constant but the one being studied."

The 2nd phase in TvB's exploration is now closed. This was the competition to find exceptional plans in the field of TV research—a contest to "stimulate the scientific community, irrespective of field, to focus attention on the challenging problems of mass communication." More than 150 original plans were received, said TvB. They are now being evaluated; outcome will be made known this fall.

Drug Firms Cited: Two N.J. drug firms—Zenith Laboratories Inc., Englewood, and Kemworth Laboratories Inc., Orange—have been accused by FTC of misrepresenting their "quality control" systems in advertising. In addition, Zenith was cited for allegedly false claims for capsules.

It's Lestoil for Zsa Zsa: But of course, Dah-leenk, Zsa Zsa Gabor will be selling "Sparkle Scent Lestoil" in a 13-week spot-TV campaign scheduled to start this week (July 3) in 75 major markets. Who else? Naturally, Dah-leenk, Zsa Zsa won't actually be seen *using* Lestoil. She'll sweep around her N.Y. mansion in a \$1,500 Marusia creation, complaining that "woman's work is never done," but anything so un-Gaborish as dish-washing will be done on camera by a staff of household domestics. Copy & production for the new Lestoil commercials was handled by Sackel-Jackson, Lestoil Products' agency, and the series was produced by Filmways.

Lestoil is no longer spot-TV's biggest spender; P&G is. However the cleanser firm has budgeted \$3.5 million (71% for spot TV) to backstop "Sparkle Scent Lestoil," and another \$3.5 million (100% in spot TV) is allocated for a later campaign for "Pine Scent Lestoil." Lately, according to Sackel-Jackson media vp Len Tarcher, Lestoil's strategy has been that of "pulling out of those early-morning & late-night viewing hours in favor of buying high-rated adjacencies in both day & night programming." By early autumn, Tarcher predicted, the Zsa Zsa campaign would cover "150 TV stations in Lestoil's established 26-state marketing area."

Freberg's Happy (Chinese) New Year: The spot TV-radio, tongue-in-cheek commercials produced for Chun King Corp. by satirist Stan Freberg have boosted sales of the firm's canned Chinese foods by 25% according to Chun King Pres. Jenio Palucci. Last week, Palucci decided to move into full-scale network advertising, and signed with ABC-TV for a 6:30-7:30 p.m. one-shot Stan Freberg special to be seen Sun. Feb. 4, 1962. The date, which at first glance looks arbitrary and unusually long-range, isn't really a random choice. It is the eve of the Chinese New Year (4460—the "Year of the Tiger"). The show will originate live in ABC-TV's Hollywood studios. The program sale was made through BBDO. The Feb. 4 special will also serve as the kick-off for Chun King's 1962 spot-TV campaign, again featuring commercials produced by Freberg Ltd.

Updated Agency Guide Published: The 1961-62 *Roster & Organization* of the American Assn. of Ad Agencies, listing 338 member agencies operating 735 offices in 112 U.S. and 55 foreign cities, has been issued by AAAA, 420 Lexington Ave., N.Y. 17. The new agency total represents an increase of 25 since last year. They are located in 112 U.S. and 55 foreign cities. This is a record number for 4A, which handles "about three-fourths of all advertising volume in the U.S." Included in the *Roster* are membership qualifications, agency service standards & standards of practice, and a statement of 4A aims.

Adman Heads GOP Unit: Rep. Wilson (R-Cal.), 45, the only professional advertising man in Congress, has been elected House Republican Campaign Committee chairman. He replaces Rep. Miller (R-N.Y.), who now is GOP National Committee chairman. Wilson is a partner in San Diego's Champ, Wilson & Slocum Agency.

Storer's New Regional Sales Offices: In addition to its N.Y. and Chicago offices (Vol. 17:6 p12 & 16:50 p12) Storer Television Sales Inc. has opened offices at 1018 W. Peachtree St. N.W., Atlanta 5; New Center Bldg., Detroit 2; 338 South Western Ave., Los Angeles 5, and Russ Bldg., San Francisco 4.

Post Goes Higher: *SatEvePost* will raise its newsstand price to 20¢ in mid-September.

Stations

NEW & UPCOMING STATIONS: New starters reporting this week include KUSD-TV (Ch. 2, educational) Vermillion, S.D., which will begin programming July 5 and a Canadian station in the Maritimes, CFXU-TV (Ch. 9) Antigonish, N.S., which began programming with CBC-TV on June 26. The U.S. on-air total will change to 586 (91 uhf), including 57 non-commercial educational outlets. And the Canadian on-air total now stands at 91 stations.

KUSD-TV has a 250-watt Sarkes Tarzian transmitter on the campus of its owner, U. of S.D., which also operates radio KUSD. It has a Jampro antenna on a 150-ft. tower purchased from Tower Construction Co., Sioux City, Ia. The studios are those formerly used by the U. for its closed-circuit system, which is being abandoned after more than 3 years of operation. Acting as gen. mgr. is Martin Busch, director of KUSD-radio-TV-film. Don Miller, continuing with radio KUSD, also is TV-program supervisor. Philip Hess is TV-production dir. James Prusha, from KUSD, is chief engineer.

CFXU-TV has a 12-kw RCA transmitter and a 420-ft. Microtower. Owner is Atlantic Television Co. Ltd., which has A. D. MacInnis as pres. and A. J. Sears & J. Hilus Webb as vps. Charles J. O'Brien, ex-radio CJFX Antigonish, is gen. mgr. Wilfred S. Taylor, ex-Chrysler of Canada, is in charge of sales. Regis Kell, ex-St. Francis Xavier U. electronics lab, is chief engineer. The station is sold in combination with CJCB-TV (Ch. 4) Sydney, N.S. at a \$300 base hourly rate, but it also has its own base hour at \$120. Reps are Weed and All-Canada.

* * *

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

KNDU (Ch. 25) Richland, Wash. hopes to begin in July as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate, writes Hugh E. Davis, KNDO pres. & gen. mgr. An RCA transmitter has been installed in a building on a 2,200-ft. hill S of Kennewick, Wash., where a 100-ft. Stainless tower also is ready. The station will have a resident staff, but over-all management & programming will be handled by Davis. The combination rate for the 2 stations hasn't been reported, but KNDO has a \$300 base hour. Weed and Day-Wellington (Seattle) will be reps.

KSLN-TV (Ch. 34) Salina, Kan. has changed its target to July for ABC-TV programming, according to Melville L. Gleason, pres. of grantee Prairie States Bcstg., which operates radio KAWL York, Neb. It has a 5-kw GE transmitter and an Alofrd antenna on a 210-ft. tower. Base hour will be \$250. Rep will be Pearson.

KTES (Ch. 19) Nacogdoches, Tex. plans to return to the air Sept. 13, the effective date of an affiliation agreement with ABC-TV. It will pick up the signal of KTBS-TV (Ch. 3) Shreveport, La. shortly after that station becomes a primary ABC-TV affiliate (Vol. 17:13 p11). KTES is now owned by Pat Scoggins, who acquired it for \$5,000 from Lee Scarborough last year. It has a \$75 base hour.

KMED-TV (Ch. 10) Medford, Ore. has set a Sept. 24 programming target, but building construction is to be completed by July 15, reports Ray Johnson, exec. vp of grantee Radio Medford Inc., which also operates radio KMED. It will use a 288-ft. Fisher tower, but other equipment hadn't been ordered when Johnson wrote us on June 22. He will be gen. mgr. of the stations and TV mgr. as well. Rep will be Meeker.

'Don't Wear Blinders,' Collins Says: "We cannot wear blinders in this business and make the kind of track record of which we are capable," NAB Pres. LeRoy Collins said at June 27 ceremonies dedicating the new \$3.5-million Mid-America Broadcast Center of WGN-TV & WGN Chicago.

"I have criticized broadcasting's shortcomings—just as I have praised its virtues—because I want broadcasting to do better," Collins told 200 broadcasting & civic leaders at a dinner winding up a fete by the *Chicago Tribune* station.

"No one is more ambitious for broadcasting to succeed & surpass itself than I," he went on. "Further, perhaps no one has been more outspoken exhorting broadcasting to find ways more frequently to scale those heights."

Collins said TV & radio "must remain independent of any govt. thought-control," but he warned that broadcasters' free-enterprise status "cannot be used as prop for the *status quo*."

He wound up his speech with these admonitions: "No broadcaster in America can afford to be satisfied to measure his product solely by that of a competitor. He can & must measure it against the limits of his own potential—and always seek to expand those limits. Nor can any broadcaster be justified in doing merely what he thinks will meet popular acceptance. For that is the way to conformity, the way to banal mediocrity."

Collins praised WGN Inc. exec. vp-gen. mgr. Ward L. Quaal as one of the "brightest examples of what can be achieved in this great profession of broadcasting through competent, dedicated, tireless effort." He cited Quaal as a champion of NAB's TV & Radio Codes.

* * *

NAB's Carlisle Applauded: Vigorous backing of NAB Pres. Collins by the Association's station-relations mgr. William Carlisle, in a speech before the N.D. Bcstg. Assn. (Vol. 17:26 p10), brought enthusiastic applause from his audience, hand-shaking and back-thumping later. Carlisle's associates were split, in advance, on the wisdom of the speech—although those who saw no need for it were agreed on one fact, as one of them put it: "Carlisle is definitely no apple polisher, and Collins didn't put him up to it." The speech made explicit what the staff assumed everyone knows—that NAB's hq forces are behind Collins's basic principles all the way and that anyone who doesn't support him would resign. It's understood that NAB Chmn. McCollough heartily supports Carlisle's speech.

There's Wide Spread in Station "Values": A good indication of just what a well-established broadcast channel is worth in a major market can be seen in the difference between "book value" and "sale value" of WMGM N.Y., owned by Loew's Theatres Inc. The independent radio outlet, whose sale is currently awaiting FCC approval, is being acquired by Crowell-Collier for \$10,950,000. Actually, it's carried on Loew's books for \$300,000, according to Sidney D. Slater, research dir. of the N.Y. brokerage house of Herzfeld & Stern.

ITA Enters AM Field: First AM transmitter built by ITA Electronics has been shipped to WLYN Lynn, Mass. ITA Pres. Bernard Wise said the company has more than a score of back orders for the new 1-kw units. ITA also announced the first shipment in its new series of FM transmitters—a 7.5 unit to WMUU, Bob Jones University, Greenville, S.C.

Plunge From Tower Kills Painter: Homer G. Welles, a painter, fell 150-ft. to his death while painting KDKA-TV Pittsburgh's 675-ft. tower.

Dub Rogers Sells Stations: In a \$4-million transaction, owners of KSYD-TV Wichita Falls, Tex., headed by Pres. Sidney A. Grayson, have bought W. D. (Dub) Rogers' KDUB-TV & KDUB Lubbock, KEDY-TV Big Spring, physical assets of leased KPAR-TV Sweetwater-Abilene and West Texas TV Network. The broker was Hamilton-Landis & Associates. Pioneer telecaster Rogers will continue as gen. mgr. of the stations "for a limited time," a joint announcement said. Rogers said he wasn't ready to announce further plans, but: "Broadcasting is the business I know best and in which I am most interested. I am definitely going to stay in it."

Minow Kudos to Kansas: After FCC Chmn. Newton Minow read the 6-point program for getting re-licensed, as suggested by the Kansas Assn. of Radio Bestrs. to its members (Vol. 17:24 p5), he wrote the organization's Pres., Thad M. Sandstrom (gen. mgr. WIBW-TV & WIBW Topeka): "May I personally congratulate you & the Association for this most constructive & encouraging step. Through such exemplary leadership we hope that this will aid more broadcasters in serving the public interest."

Kliegl SCR Dimmers UL-Approved: A line of UL-approved silicon-controlled rectifier dimmers in 4-, 5- and 6-kw capacities has been introduced by Kliegl Brothers. Dimmers of 3-, 10- and 12-kw capacities also will be available in the immediate future. A new 38-page manual covering the SCR dimmers, autotransformers and other lighting & control equipment is available on request to Kliegl Bros., 321 West 50th St., N.Y. 19.

State Directory for Newsmakers: Kansas Assn. of Radio Bestrs. has issued a directory of TV & radio stations in the state and in Kansas City, Mo. The pamphlet is directed primarily to Kansas Congressmen & state officials, and calls attention to news-room telephones which may be called to make beeper recordings for later broadcast.

Atlass Buys San Francisco Radio: KQBY has been sold by Sherwood R. Gordon for \$750,000 to Atlass Bestg. Co. Inc., which has as its principals Patricia & Frank Atlass. The latter was formerly with radio WIND Chicago and is currently head of Atlass Productions, Beverly Hills. Broker was Edwin Tornberg & Co. Inc.

C-E-I-R Approves ARB Merger: Stockholders of the 7-year-old data-processing & business-services company voted June 29 to merge with American Research Bureau (Vol. 17:22 p6). C-E-I-R will acquire all ARB stock, the latter's 11-acre facilities at Beltsville, Md. and ARB affiliate ARB Surveys Inc.

Decca Case Disapproved: FTC hearing examiner Abner E. Lipscomb has recommended dismissal of payola charges against Decca Distributing Corp., N.Y. subsidiary of Decca Records Inc. His initial decision was in line with the agency's policy of withdrawing payola complaints following implementation by FCC of the 1960 Harris-Pastore Act (Vol. 17:26 p10).

Taft Bestg. Buys Recreation Center: Taft Bestg. has purchased for more than \$1 million cash 3 corporations which operate Brentwood Bowl, which is a Cincinnati recreation center comprising bowling lanes, a restaurant and an amusement park. Taft will operate the center as a wholly-owned subsidiary, renamed Cincinnati Bowl Inc.

Wometco Buys Florida Vending Firm: Wometco Enterprises has acquired in a cash transaction L & H Vending Co., Orlando, Florida. The acquisition will be absorbed into Wometco Vending of Central Florida.

Educational Television

ETV Lobbying Urged: It will take letter-lobbying by ETV supporters across the country to build up enough steam in the House for approval of federal subsidies for educational station equipment. That's the warning from Washington Dir. David Stewart of the National Educational TV & Radio Center as broadcast in *NET News*. Pointing out that ETV legislation has been passed by the Senate, but has not yet reached the House floor (Vol. 17:25 p22), Stewart said: "Passage by the House is unlikely unless the majority of Congressmen receive more mail from their constituents." The House Commerce Committee held a closed legislative session June 22, but failed to act on a \$25-million matching grant ETV bill (HR-132) recommended by its Communications Subcommittee.

ETV Branded "Schizophrenia": Educators took turns last week in rapping ETV and other latter-day teaching aids as "impersonalized, de-humanized" and as "academic pinball machines" before the annual convention of the National Education Assn. in Atlantic City. Among those tossing brickbats: Dr. Frederick M. Raubinger, N.J. Commissioner of Education ("... an increase in the distance between pupil & teacher"), and Dr. William Van Til, chmn., N.Y.U.'s Secondary Education dept. ("... some conceive teaching machines & TV as substitutes for the living teacher rather than supplements").

Ford Fund Folds: The Ford Foundation's Fund for Adult Education, which in 10 years contributed more than \$12 million for development of educational TV, is out of business. Its functions are now handled by the Foundation's education division. NET programming vp Robert Hudson said: "Educational TV will always be in the debt of the Fund for Adult Education for its prophetic & tangible intervention in behalf of educational TV during the critical initial period."

Medical TV Uses Studied: The Council on Medical TV, affiliated with N.Y.'s Institute for Advancement of Medical Communication, is undertaking a 2-year govt.-financed survey of TV techniques in medical & dental education. Awarded an Office of Education contract under Title VII of the National Defense Education Act, the Council has assigned its exec. secy. John K. Mackenzie & Dr. Michael T. Romano of the U. of Ky. dentistry school to supervise.

TV Teaching Problems: Philosophical, technical & educational problems which TV teaching has generated are discussed in a new book, *Television Teaching Today*, by Henry R. Cassirer. It's part of the UNESCO series *Press, Film and Radio in the World Today*, available from UNESCO publications center, 801 Third Ave., N.Y. (266 pp., paper bound, \$3).

KQED Racks Up Record TV Auction: The San Francisco ETV station's 7th annual fund-raising event produced \$84,700—double last year's revenue and markedly ahead of the \$50,000 goal that had been set. Merchandise & services contributed by viewers for auctioning during the 5-day TV drive amounted to "at least \$100,000 in value," the station reported. The proceeds will be applied to KQED's \$375,000 budget.

ETV Aid Bill Filed: Surplus govt.-owned communications equipment could be given to educational TV stations under terms of a bill (S-2119) co-sponsored by Sens. Kerr & Monroney (D-Okla.). It also would authorize surplus-property donations to public libraries and schools for the mentally retarded & physically handicapped.

Television Digest

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Personals: Elmer W. Lower, NBC Washington news mgr., named NBC dir. of news & public-affairs shows effective Aug. 1; George A. Vicas, ex-CBS News, named to head a new NBC News European office, which will produce news & information documentaries for NBC-TV. . . . George H. Allen promoted to vp, Meredith Publishing Co.

Jim Beach, ex-ABC-TV Central div. vp, named best supervisor, Foote, Cone & Belding, Chicago . . . Roger B. Read, Taft Bestg. administration vp, named pres. of Taft's newly acquired Cincinnati Bowl (see p. 16). Other officers in the new company are Hulbert Taft Jr., chmn.; David G. Taft, vp, Dorothy S. Murphy, treas., Robert Taft Jr., secy. . . . Clayton H. Brace, KLZ-TV & KLZ Denver, elected pres., Colo. Bestrs. Assn.

Ralph Evans resigns as exec. vp, Palmer Enterprises (WHO-TV & WHO Des Moines; WOC-TV & WOC Davenport); Dr. David D. Palmer, son of the late Dr. B. J. Palmer, will be directing head of all Palmer Enterprises . . . Naomi Andrews named ad dir., CBS Radio . . . Herbert F. Tank retires as chief transmitter engineer, WJW-TV & WJW Detroit; he joined WJW in 1923.

Peter Dimmock named gen. mgr., outside broadcasts, BBC-TV . . . Eugene D. Warren named engineering dir., John J. Leay chief engineer of TNT's new engineering div. (62-10 34th Ave., Woodside, L.I.) . . . John Perry, asst. to NAB Pres. Collins, on Aug. 4 marries Susan Berla in West Orange, N.J.; she's public relations asst. with Learning Resources Institute, producer of *Continental Classroom*.

Sylvia Kessler named asst. chief, FCC Renewal & Transfer Div. . . . Wilner, Bergson, Scheiner & Lessenco is new Washington TV-radio law partnership, succeeding Lyon, Wilner & Bergson following withdrawal of Richard Lyon.

Obituary

Frank V. Bremer, 67, radio-broadcast pioneer and founder & vp of radio WAAT Newark, died June 24 of cancer. When WAAT and its TV subsidiary WATV were sold in 1958, becoming WNTA-TV & WNTA, Bremer acted as a consultant to owner NTA. He had started amateur broadcasting in 1910, using a spark-coil transmitter, received amateur & commercial operator's licenses in 1914.

Frank H. Coffine, 50, local sales mgr., KOIN-TV Portland, Ore., died June 27 after an extended illness.

Justice Dept. Juggles Topkicks: W. Wallace Kirkpatrick, first asst. to antitrust chief Lee Loewinger, has resigned after 23 years to enter private practice. He'll be succeeded by Robert L. Wright, chief counsel of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights. Other changes in the antitrust div.: George D. Reycraft promoted to chief of section operations, Harry G. Sklarsky to chief of field operations, Louise Florencourt to confidential asst. to Loewinger.

Technology

Space-Race Pace Picks Up: A national policy on satellite communications finally is in the works, now that President Kennedy has asked the Federal Space Council, headed by Vice President Johnson, to come up with basic recommendations.

Importantly, the President asked the Council to examine the question of satellite ownership—which some observers take to mean that govt. ownership is again a possibility after having been ruled out by earlier administration statements. Kennedy made it clear that speed is important.

A similar plea that the U.S. "get there first" was expressed by RCA Chmn. David Sarnoff in a speech before the National Press Club last week. He also made clear his ideas about the demands of GE, Lockheed & other non-common carriers for ownership participation in satellite communications. He spelled out the parts of an international communications system—pickup, transmission, relaying, reception, delivery—and asked: "Do the proposed satellite owners want to go into the pickup & delivery business? I don't know what they mean. And I don't think they know what they mean."

Sarnoff also disclosed that RCA has developed plans for putting a remotely-controlled camp on the moon—stocked with food, water and power facilities—to precede man's actual landing. He tickled Washington's press corps by holding up a mockup of a pocket-size color TV-AM-FM-transmitter-receiver which he said would be "the reporter's best friend in the 70s"—device by which an editor could reach his correspondent anywhere in the world. He conceded that many reporters would consider such "progress" dubious.

Asked about color TV, he said: "It has caught on. I don't think it will be long before it's a mass item and the price comes down. The price now compares with that of the first black-&-white sets."

Technical Advances: Two devices to improve technical quality of news & special events programs are being put in use by 2 networks. NBC has designed & built a "video picture translator" which makes possible integration of program originations from separate points through dissolves, inserts, split screen, etc., and permits switching between sources without rollover. The translator is installed in N.Y., but can be moved to other locations for special program needs. At CBS-TV, an Eidophor TV projector has been installed and will be used for special effects on *Douglas Edwards & the News*. In this case, it's being used as a light amplifier, to project live film or slide pictures with high brightness, making it possible for the newscaster to appear in the same picture. TNT is the U.S. distributor for the Swiss-made Eidophor equipment.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

N.Y. CAUTIOUS ON FM STEREO: The biggest market of them all probably won't be opened to FM stereo until fall. Of course, there could be a sleeper, but a check of the 7 stations most likely to stereocast reveals a uniformly cautious approach, with more desire to "get it right" than "get it first."

Although N.Y. Times' WQXR-FM has already received prototype RCA stereo generator (Vol. 17:26 p16), station officials say they plan to go through period of evaluation before starting stereocasts. Among objectives of WQXR-FM's stereo-testing program is close attention to main channel monophonic reproduction. "We want to make sure our monophonic listeners receive the full & complete signal." Also, station is interested in effect of stereocasting on its off-the-air-pickup QXR Network. "We look at stereo as a long-range addition to broadcasting rather than a promotion," a spokesman told us.

ABC's o&o WABC-FM N.Y., which programs separately from the network's AM operation, is moving slowly, ABC engineering vp Frank Marx told us. "We've talked with all manufacturers of transmitting equipment, and a number of receiver makers," he said: "It won't be all beer & skittles. We're not jumping overboard, because this thing must be done right or it's no good. The program material has to be good and there must be adequate receivers available."

WRVR, non-commercial station owned by Riverside Church, is acquiring stereo equipment, according to gen. mgr. Jack D. Summerfield, but won't be stereocasting before October and possibly not until first of next year. WRVR is one of organizers of upcoming non-commercial Montreal-to-Chapel Hill FM network being coordinated by National ETV & Radio Center, due to start next fall on limited basis. Much of the relaying will be done on multiplex subchannels, so WRVR already has invested in multiplex gear.

Another non-commercial outlet, Pacifica Foundation's listener-supported WBAI is also "moving slowly," according to mgr. Gene Bruck. The station, which tested Crosby system on the air 2 years ago, is "talking to the Crosby people" about multiplex equipment, Bruck told us, but wants to "wait & see whether people will really listen." Added Bruck: "Much as we'd like to partake from the very first, it's unrealistic even to talk about it now."

Municipally owned WNYC-FM plans to "move ahead as rapidly as we can"—which isn't very rapidly because of the nature of a city-owned operation—Dir. Seymour N. Siegel told us. Purchase of equipment will require municipal appropriation. "We'll be operating on stereo in time for next summer's season of live music."

Concert Network's WNCN "will definitely be on the air with stereo in the fall," a spokesman told us. Station also has a multiplex background-music operation, and therefore must make adjustments in SCA sub-carrier frequencies before it can start stereocasting.

Fordham U.'s educational WFUV, which once participated in tests of Crosby system, is interested in installing stereocasting equipment, but has no target date. Because it operates on an educational frequency (unlike non-commercial WBAI, WNYC-FM & WRVR), it must wait until FCC issues rules for stereocasting by educational stations, expected soon, before it can firm up its plans.

N.Y. FM operators share these common worries over stereo multiplexing: (1) Receiver availability & circulation. (2) Effect on coverage area. (3) Effect on off-air network operations or SCA multiplex activities. (4) Effect on monophonic broadcast quality. (5) Quality of available transmitting & receiving equipment.

RCA shipped 2 more pre-production stereo multiplex generators, last week, meanwhile—to WSPA-FM Spartanburg, S.C., and KHGM Houston, Tex. These can't be used until type-accepted by FCC.

On the stereo receiver front: GE introduced its first stereo radio—a modern wood-cabinet 10-tube set with wing speakers, to retail at about \$175. Admiral announced a fully transistorized plug-in multiplex unit for its radio-phono consoles. Motorola is reported to be preparing to announce a multiplex adapter for its auto FM radio. For details on multiplex receiver activity, see p. 20.

SHAPE OF COLOR SETS—HOW IMPORTANT? Motorola took its stand on color last week, and fired the opening gun of what could be a real battle—or a smokescreen.

Exec. vp Ed Taylor stood up before some 1,200 distributors & their salesmen at the Chicago Motorola convention and said, in effect: "Motorola won't go into color TV until we can sell a set with a 23-in. rectangular tube which can fit inside the same size cabinet as a 23-in. black-&-white set." And he revealed that Motorola has developed such a set, which could be produced in about a year, and will be demonstrated in a month.

It isn't news that such a set can be made. Motorola lab receiver uses same principles as RCA's, but substitutes a 23-in. rectangular shadow-mask color tube with 90-degree deflection for RCA's 21-in. round with 70-degree angle. The tube was made with a modified 23-in. black-&-white bulb, with color phosphor screen applied in conventional way; new yoke & deflection components were required.

Size of set is just as important as price, said Taylor. "If we get this [23-in. 90-degree set] even at the price of present color sets, color TV becomes a salable item." The 23-in. tube cuts 5 in. from set's depth, increases viewing area to 283 sq. in. from present 261.

RCA has decided that 21-in. round tube is "it" for next year or 2 at least—although it undoubtedly has know-how to produce similar tube in 90-degree rectangular version. (Westinghouse had rectangular 22-in. shadow-mask color tube in 1956-58.) Question is one of tooling & bulb costs, etc., and RCA—now in the black on color—apparently believes that any changeover would be too costly for the immediate benefits. Motorola move, if it gains adherents, could force RCA's hand and make it advance its schedule for shortening and squaring off its shadow-mask tube. In meantime, Motorola's stand is clarified—no color for at least a year.

Motorola will give data on its development to tube makers soon. It has no proprietary interest in the 23-in. color set, which uses conventional circuits, although Motorola itself holds many color patents. RCA's response, from a spokesman: "There have been so many reportedly new color tubes announced over the years that until we see them in operation we don't feel that we can comment."

National Video, which worked with Motorola on color tube, told us it could get into production on the tube in about a year, if there's a demand for it. Taylor explained Motorola's attitude this way:

"We got tired of waiting for tube manufacturers to come up with the kind of design needed to make color receivers salable. Therefore, we took the initiative ourselves to accomplish something that the industry told us was several years away. We're willing to share our laboratory findings with the industry as our 1961 contribution to color-TV progress. We would like to see all the manufacturers in this industry put as much of their time & effort into advancing the color art in their laboratories as is being put into the marketing of receivers that are too large for the average size American living room."

Motorola made no actual commitment to go into color at all, but its less-than-gentle poke in RCA's ribs may get others thinking about pros & cons of a rectangular version of the present type color tube. Motorola's attitude, in fact, seems to have changed somewhat since 2 months ago, when Pres. Robert W. Galvin told stockholders (Vol. 17:19 p23): "At the present time, color TV does not appear a profitable prospect nor is there any technological advance on the horizon to change this picture."

Rectangular color, anyone?

JAPANESE BATTERY TVs REACH U.S. MARKET: Sony's heralded 8-in. battery portable TV went on sale in N.Y. last week—nearly a year behind the originally announced delivery schedule (Vol. 16:4 p15). The set carried a \$249.95 price tag; attachable battery pack optional at \$29.95.

Liberty Music Shops broke the news with full-page ads in June 25 N.Y. Times, followed by additional insertions during the week. The headlines proclaimed: "It's here . . . the new Sony truly portable, all transistorized, personal direct-view TV." Liberty told us interest in the Japanese set was high, sales "excellent."

Distribution of Sony set will go national beginning in July. Sony Corp. of America merchandising vp Milton Thalberg told us the battery portable (Model 8-301 W) is being imported in "substantial quantities," and the import pace will be stepped up to a peak by early fall. "We expect to sell many thousands of them," he added. The sets are being brought in by Sony's U.S. import operation, Agrod Electronics.

"We'll have about 100 dealers in the metropolitan N.Y. area by the end of the week," Thalberg told us. Among outlets already offering the Sony 8-incher: Bloomingdale's, Abercrombie & Fitch, Victor Appliances. Any maintenance problems which develop will be handled by 5 Sony service centers in the N.Y. area.

"It's our policy not to spread out until our service centers are properly supplied with all necessary replacement parts," Thalberg said, explaining the reason for limiting introduction of the set to N.Y. As Sony's service centers across the country are supplied with parts, the battery portable will be introduced in their sales areas. (For profile of Sony Corp., see p. 21.)

Delmonico International expects to begin deliveries of its 8-in. Japanese battery portable by the end of July, exec. vp Herbert Kabat told us. He expects the unit will be priced in the "\$250 bracket—but this is still indefinite." Pres. Albert Friedman was slated to leave for Tokyo July 2 to confer with Victor Co. of Japan about quantity & pricing details.

Deliveries of Delmonico's Japanese color TV are scheduled to start about 60 days after their first showing at the Music Show in Chicago this month. Kabat said that 2 color models are "in the works," but final decision has not yet been made as to which will be introduced at NAMM. The 2 are a table console and a combination embracing AM-FM-stereo phono. Both models employ RCA 21-in. color kinescopes. Prices have not been finalized on either model.

Another feature of Delmonico's NAMM display will be the \$99-list 19-in. Japanese portable introduced at the Summer Home Furnishings Mart. Kabat told us deliveries are slated to get under way before July 31.

TV-RADIO PRODUCTION: EIA statistics for week ended June 23 (25th week of 1961):

	June 17-23	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	137,655	131,765	123,707	2,668,491	2,866,790
Total radio	350,684	339,468	347,687	7,205,157	8,238,602
auto radio	110,338	117,246	131,752	2,301,431	3,224,586

GE'S FIRST STEREO RADIO: Good looking, good sounding and high priced. That's the capsule description of the first stereo multiplex table-model radio to be made & marketed by GE.

The T-1000, now in production, and due to be marketed in stereo-FM areas, is a slim all-wood set, modern in design, with detachable doors, each containing an 8-in. speaker. It measures 19-in. wide, 13-in. high, 8½-in. deep. The doors' hinges serve as conductors between the speakers & amplifiers when the set is played with the speaker-doors attached. The speakers may be removed and placed up to 8 ft. from the set by using plug-in cables between speakers and set.

The set has 6 controls and a vertical sliderule dial for AM & FM tuning. The controls perform these functions: on-off, AFC, phono (for phono jack), AM, mono FM, stereo FM, loudness, stereo balance. The price will be about \$175.

The 10-tube set is the first in a series of GE stereo radios; lower-priced ones will be introduced later this month at the Music Show in Chicago. GE apparently has rejected the 2-piece approach for table radios. Although it originally had designed 2-piece sets, it's understood the company believes that the detachable speaker approach has more appeal. It tested 12 designs through consumer panels, and in every case the two 2-piece designs came out last in order of preference.

GE also has entered the AM-FM portable market, and last week showed an 11-transistor model at \$125.

Admiral, meanwhile, announced that its FM multiplex circuit will be fully transistorized. Designed for Admiral's stereo consoles, it's advertised as "not an adapter . . . an integral component of Admiral's multiplex sound system, available as built-in or 60-second plug-in unit."

Motorola said last week it would have stereo radios around the first of the year.

At week's end only 3 FM stations were broadcasting stereo, and the FCC had granted no new type-acceptances for stereo multiplex broadcast equipment. Type-acceptance proceedings reportedly were "in the works" for RCA conversion gear, but it was expected that no final action could be taken for a couple of weeks. Although RCA has now shipped 7 prototype multiplex stereo generators to station (see p18 & Vol. 17:26 p16), they may not legally be used to transmit stereo programs until the equipment is type-accepted.

D. Duck, Color Salesman: Walt Disney and his animated characters will act as spokesmen for color TV in RCA's upcoming ad campaign, termed its "most extensive in years" and reputed to be budgeted at more than \$5 million. RCA's color strategy this year is to plug all color TV in general—not only RCA—geared to the RCA co-sponsored (with Eastman Kodak) *Walt Disney's Wonderful World of Color* on NBC-TV. Other RCA ad plans, as outlined last week by RCA Sales Corp. ad & sales promotion vp Jack M. Williams: (1) Individual ad campaigns for each RCA product category. (2) All ads in major circulation magazines to be in color. (3) Heavy introductory campaign for each product in September. (4) Print ad campaign in 2nd half of 1961 to reach 39.9 million homes. (5) Series of "color TV nights" to attract consumers to stores to watch a complete evening of color programming. J. Walter Thompson is RCA's agency.

Canadian Color Sets: Although color telecasting isn't permitted in Canada, RCA plans to start producing color sets at its Prescott, Ont. plant in time for fall sales. With the increasing number of colorcasts reaching Canada from the U.S., demand for color sets from Canadian border areas has been increasing, Canadian RCA spokesmen say.

SONY'S SUNNY PROSPECTS & PROSPECTUS: Japan's Sony Corp. hit the U.S. stock market June 8 with 2 million common shares offered in blocks of 10 at \$17.50 a block (Vol. 17:24 p19). Within 90 minutes, the entire \$3.5-million offering was gobbled up by American investors who thought they knew a good thing when they saw it. Last week (June 29), Sony's U.S. quotation was 20 7/8 bid, 22 3/8 asked.

Sony's bright prospects, as well as numerous heretofore unrevealed details about the nature, scope and success of its operations, were profiled for all to see in a comprehensive prospectus issued by underwriters Smith, Barney & Co. and Normura Securities Co. Ltd.

For a company incorporated as recently as 1946, Sony has made tremendous progress. In its 1960 fiscal year (ended Oct. 31, 1960), Sony sales totaled \$36,775,000, up from \$23,607,000 the preceding year. Of the 1960 sales, \$12,964,000 came from exports, compared with 1959's export value of \$8,720,000. Total profit in 1960 was \$1,936,000—down from 1959's \$2,046,000. Sony explained that the 1960 earnings "were adversely affected by the company's virtual discontinuation of [its manufacture of transistors for resale] in order to concentrate on the development & production of new products, such as portable TV receivers."

In the 4 months to Feb. 28 of fiscal 1961, Sony earned \$720,000 on net sales of \$15,787,000, compared with \$638,000 on \$10,044,000 sales in the same fiscal-1960 period.

The net sales were produced by a variety of products: transistor radios, 61.4%; tape recorders, 23.9%; recording tape, 3.6%; transistor TV sets, 0.7%; semiconductors, 0.7%; other products (hearing aids, microphones, recording heads, magnetic data recorders), 9.7%.

The Japanese home market accounted for 65.4% of total sales in fiscal 1960. Other markets: Asia (other than Japan), 10.2%; U.S. 9.1%; Europe, 6.8%; other, 8.5%.

Transistor radios accounted for 77.6% of Sony's foreign sales; audio tape recorders chipped in another 11.5%. The prospectus also noted that "net sales of Sony radios & tape recorders in the U.S. during 1960 accounted for 69.9% & 23% respectively of total net sales of Sony products in that country."

Sony's Battery-powered Portable TV

The 8-in. battery portable introduced to the U.S. market by Sony last week (see p.19), received this description and less-than-enthusiastic send-off in the prospectus: "In May 1960, Sony marketed a transistorized portable TV set which sells at retail in Japan for \$199.72. It is anticipated that this set will be introduced in the U.S. in the summer of 1961 to sell at retail for \$279.90 [actual list price \$249.95 plus \$29.95 battery]. This product is the first of its type to be developed & marketed and there is no assurance that it may be profitably marketed in the U.S."

Sony had a healthy financial glow as of Feb. 28, 1961. Its consolidated balance sheet of that date showed \$4,820,000 cash on hand. Its total land, buildings, machinery & equipment and construction in progress were valued at \$14,581,000. Total current assets were listed at \$25,456,000. Current liabilities totaled \$25,642,000.

An insight into Japanese labor practices also is provided by the prospectus:

"Each year Sony grants its employees [3,698 in April, 1961] an annual increase in base wages and these amounted to an average 12%, 10.8% and 17.3% for the years commencing May 1, 1958-59-60 respectively. In addition to base wages, the company, in accordance with Japanese custom, also pays a semi-annual bonus to its employees.

Sony paid bonuses equal to approximately 4 months pay for each of the semi-annual periods in 1959 & 1960.

"The company has also established the Sony Health Insurance Assn. to which each employe contributes 3% of his base pay and the company contributes an amount equal to 3½% of such base pay. The Association pays the cost of certain medical & dental services for employes and utilizes surplus funds to defray part of the cost of employe recreational benefits.

"In addition, the company provides medical facilities & subsidized cafeterias at each of its plants, dormitories for certain of its employes, high school educational facilities where such facilities are not available locally, recreational facilities, and reimbursement of the costs of transportation to & from work.

"Employees are required to retire at age 55. Upon retirement, an employe, other than a director, is entitled to receive . . . a lump-sum payment based on his years of service, his monthly pay at the time of retirement and certain other factors. An employe who has worked for the company for 30 years is entitled to a maximum lump-sum retirement payment of 37 times his monthly wages at the time of retirement."

* * *

Japanese Electronics Output: The Japanese electronics industry's 1960 production was valued at \$1.166 billion—up 25% from the \$932 million of 1959, the Commerce Dept.'s Business & Defense Services Administration reported last week on the basis of figures from the Japanese Ministry of International Trade & Industry. The total output in 1959 represented an 87% increase over 1958. Breakdown: TV receivers, 3,551,700 sets at \$394.2 million (up from 2,852,800 at \$334.8 million in 1959); radios with 3 or more transistors, 11.1 million at \$169.2 million (vs. 7.6 million at \$122.4 million); tubes, \$169.8 million (\$141.1 million); semiconductors, \$71.3 million (\$52.9 million). Japan's production of transistors continued to exceed that of the U.S. in units, but not in dollars. In 1960, Japan produced 139.8 million transistors at \$53.8 million (up from 86.5 million at \$44.5 million), compared with 1960 U.S. production of 127.9 million transistors at \$301.4 million.

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Japanese Import Re-Alignment: Petely Enterprises Inc., longtime N.Y. importer of Japanese radios, has been named exclusive U.S. & Canadian sales agent for all products of Fuji High Frequency Radio Laboratory, sold under the "Constant" brand name.

■

Another RCA Strike Looms: Some 2,500 members of the Assn. of Scientists & Professional Engineering Personnel were slated to go on strike midnight Saturday at RCA plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. On June 16, RCA & AFTE came to terms after a 5-hour walkout at the same locations (Vol. 17:25 p18). The APEP union is asking for a 10% wage boost, a 10-month contract, other benefits. APEP walked out for 6 days last year before arriving at the one-year pact which expired Saturday (Vol. 16:29 p15).

Little Set, Big Speaker: "Revolution in pocket-radio tone quality" is claimed by Zenith for loudspeaker being used in 2 new pocket radios at \$39.95 & \$60. The "Extended Range" speaker is 3 x 5-in., oval, with the voice coil offset, rather than centered, giving a steep cone angle at the top for greater treble response and a larger cone area below for extended bass. A flat ceramic magnet makes possible the use of the big speaker in a radio only 1½-in. deep.

OPTIMISTIC MOTOROLA SHOWS LINE: On an upbeat note, Motorola unveiled its 1962 TV, stereo & radio line to distributors in Chicago last week. Exec. vp Edward R. Taylor reported that consumer-product business last month was the best for any June in Motorola's history.

He predicted that Motorola's unit sales of TV sets in the 3rd quarter would be 15% higher than in the same 1960 period, with stereo rising nearly 20%. "For the full year, despite the adverse economic influences in the first 4 months," he said, "Motorola distributor sales of TV, stereo & radio products in total will exceed 1960."

For the entire industry, he foresaw "a real possibility" of distributor sales of 6.25 million TV sets, compared with 5.8 million last year, translating into "nearly \$1.5 billion for the consumer economy."

The new TV line features a "picture-optimizer control" which permits the viewer to select the picture texture he prefers. Among other innovations is a 23-in. "convertible consolette" (open list) featuring a "furniture frame top" and 3 interchangeable swivel furniture bases for different styles. The 19-in. all-transistor Astronaut portable is carried over at \$275 plus \$88 for rechargeable batteries.

The 19-in. line is priced from \$169.95 to \$269.95 (remote), 23-in. sets from \$199.95 to \$369.95. Four stereo theaters are featured at \$499.95 to \$825. A new remote control in 23-in. models uses an entirely transistorized remote-receiver chassis.

Stereo units continue to feature "Vibrasonic" sound, which this year is described as an "acoustical compensator control for concert-hall realism" (the word "reverb" isn't used); 3-channel sound is highlighted again. Portable stereo units range from \$34.95 to \$249.95, consoles \$149.95 to \$995 (Drexel furniture).

The AM-FM line has Motorola's first AM-FM clock radio, at \$79.95, an FM-only set at \$49.95, and AM-FM sets at \$59.95 & \$79.95. Clock radios include an all-transistor portable set at \$75, other models starting at \$19.95. Seven table radios range from \$14.95 to \$39.95.

Average Set Lasts 11 Years: Families investing in new TV sets keep them 11 years on the average. Used sets last 6 years. And city families hang on to their sets a year or 2 longer than rural families. These are among "home notes" extracted by economists in the Agriculture Dept.'s research service from Census Bureau statistics. In other appliance fields, new refrigerators and electric or gas ranges are used for 16 years, used refrigerators or gas ranges 8-9 years, new automatic washers & dryers 9 years.

FCC Weighing Radiation Seal: More prominent radiation-compliance notice to the TV & radio set-buying public is being considered by FCC. It is thinking of requiring all manufacturers to place a 3x1-in. label on each set—stating that "[Company X] certifies that this receiver complies with FCC radiation limits as of date of manufacture." The FCC set Aug. 7 as the deadline for comments on proposed rule making which would amend Sec. 15.66 of its rules. The proposal covers all receivers in the 30-890-mc range, including TV & FM and excluding AM.

Add Good-Business Notes: Olympic reports record orders at its national distributor convention in Chicago prior to the International Home Furnishings Market, with more business during the convention & market than during all of June & July last year.

Trade Personals: John Stevens resigns as vp, Hoffman consumer-products operations, to re-enter the management consultant field; Theodore S. Hoffman named vp-mgr., Hoffman Electronics semiconductor div. . . . John Booth retires July 3 as director of Philco's Techrep Div. after 15 years of service with the company. . . . Kenneth M. Lord, ex-General Dynamics, named mfg. & purchasing vp, Raytheon.

Otto J. Riss, ex-Bendix Corp., named mfg. dir., Packard Bell home-products div. . . . William R. Spackman named gen. sales mgr., Michigan Magnetic (tape recorder heads), succeeding Paul H. Schulte, who has left the position because of illness. Schulte will continue as area sales mgr. covering Mich., Ind. and Ohio.

Melvin C. Oelrich elected pres., American Concertone, succeeding George Otis, who is chmn. Paul Abbey, ex-Ampex, named mktg. dir. for consumer-professional products . . . Robert B. Wyland, ex-American Airlines, named human-relations vp, Daystrom.

Lt. Gen. Clovis E. Byers (ret.) named vp, GT&E Washington, D.C., office, succeeding Rear Adm. Frederick J. Bell (ret.), who will continue as a consultant to the company . . . William J. LaHiff appointed gen. mgr., Dynamics Corp. of America's Farmingdale div.

Charles Feldman appointed to new post of ad mgr., Columbia Record Distributors, N.Y. & Newark, N.J. . . . Harold M. Winters resigns as East Central regional sales mgr., RCA Sales Corp., because of ill health.

Richard P. Axten promoted from PR dir. to secy., Raytheon, succeeding Paul F. Hannah, who continues as vp and gen. counsel. C. Gayle Warnock, ex-Communications Affiliates, named Raytheon PR director. E. Nevin Kather, semiconductor div. gen. mgr., and John T. Thompson, distributor-products div. gen. mgr., named vps.

Components Output Up: Shipments by U.S. manufacturers of electronic components last year had an estimated \$3.4-billion value—up more than 10% above 1959 levels, the Commerce Dept.'s Business & Defense Services Administration reported. Nearly 40% of the principal components were for military end-use. Receiving-tube output declined 7% in 1960 to \$348 million from \$374 million in 1959, but shipments in most other categories increased—TV picture tubes by nearly 8% to \$259 million, semiconductor devices by 37% to \$542 million, capacitors by 9% to \$255 million.

"Steelman" Name Returns: Steelman Electronics Inc. has been formed by Morris J. Steelman, veteran phono manufacturer, whose Steelman Phonograph & Radio Corp. went out of existence last year as a result of bankruptcy proceedings. The new firm, headquartered in Mt. Vernon, N.Y., will show a line of phonos from \$19.95 to \$149.95 at the Music Show in Chicago's Palmer House July 16-19.

TV-Radio Complaints Lead: Customers' beefs about TV-&-radio set sales & service lead all other types of complaints, according to managing dir. Leland S. McCarthy of Washington's Better Business Bureau. In 12 months, he reported, his office heard 600 complaints of alleged gyps by set dealers. Appliance sales & service accounted for 367 complaints, home improvements for 366.

Add Plant Shutdowns for Vacation: Philco, all plants, July 17-30. Thompson Ramo Woolridge, Tapco Group, July 31-August 14.

Obituary

John K. Gowen Jr., 67, asst. secy. of Hazeltine Corp., died June 25 at his home in Great Neck, L.I. He is survived by his wife, 2 sons, a brother, a sister and 5 grandchildren.

Finance

Ling-Temco Files Plan: A 4-step financing plan paving the way for its takeover of Chance Vought Corp. has been filed with SEC by Ling-Temco Electronics Inc. The SEC application (File 2-18340) calls for registration of: (1) 493,332 common shares underlying 5-year warrants to be issued in connection with the Chance Vought purchase and conversion of 5½% subordinated Chance Vought debentures due 1977. (2) 67,462 common shares underlying 9-year warrants issued to holders of \$5 million of 6% senior notes due 1974. (3) 314,264 common shares & 15,120 preferred shares issuable under stock-option plans. (4) 78,241 common shares to cover options under a Chance Vought plan. Ling-Temco's name will be changed to Ling Temco Vought Inc. The merger was approved by Chance Vought stockholders June 30 at a Dallas meeting.

General Instrument Increases Sales: For the first fiscal quarter (ended May 31) of 1962, General Instrument posted a 12-13% gain over the combined \$19-million sales a year earlier of GI and 2 subsequently acquired companies, General Transistor and Pyramid Electric. Earnings in the May quarter approximated the combined 27¢-a-share profit of March-May 1960. Chmn. Martin H. Benedek told the annual meeting that sales for the entire 1962 fiscal year will be "approximately 30% above" the preceding year's record \$70.6 million, profits will be "satisfactory." Shareholders approved an increase in authorized common to 5 million from 3 million shares. GI has 2,432,504 shares outstanding.

Transvision Electronics Inc., New Rochelle, N.Y. maker of ETV equipment & other electronic teaching devices, has filed an SEC registration (File 2-18409) for 140,000 common stock shares in a public sale underwritten by Adams & Peck. The price was unreported in the company's statement, which also covered shares underlying warrants to be sold to Adams & Peck, Florida Capital Corp. and Comac Associates. Biggest portions of the proceeds (\$250,000 & \$225,000) would be devoted to developing closed-circuit ETV business and to expanding manufacturing & engineering facilities, Transvision said.

P. R. Mallory's 2nd-Quarter Forecast: Reversing the trend of the preceding 3 quarters, sales & profit in 1961's 2nd quarter will be slightly ahead of the year-earlier performance. Vp C. A. Barnes said the improvement should continue through the balance of the year and boost 1961 sales & earnings above the 1960 figures. However, first-half returns are expected to show sales down some 6% from \$43.7 million a year ago, earnings 12-15% below first-half 1960's \$2 million. Barnes also reported that Mallory is in negotiation on acquisition of undisclosed concerns.

Electronic Instrument Co., Long Island City maker of hi-fi components and amateur radio apparatus, seeks SEC registration (File 2-18404) of 173,000 capital-stock shares for public sale underwritten by Goodbody & Co. The company is offering 118,000 new shares, and the sole stockholder, Pres. Harry R. Ashley, is offering 57,000 outstanding shares. Proceeds would be used largely to retire debts.

MPO Videotronics Inc., N.Y. TV commercial producer, has listed 60,000 common stock shares with SEC (File 2-18402) for public sale at an unreported price through Francis I. du Pont & Co. The company said the proceeds—plus a \$750,000 institutional loan being negotiated—would be used to convert its quarters at 222 E. 44th St. into a production center costing \$1.6 million.

Indiana General Notes Sales Pickup: Sales in May & June have reversed the first-quarter's downtrend and have increased order backlogs of all divisions to "significantly" higher levels than they were at year's start, Pres. Robert F. Smith said. He forecast that first-half results will approximate first-half 1960's profit of \$733,313 on \$10.4 million sales. For the balance of 1961, "an anticipated pickup in sales should enable us to exceed 1960 results, but by how much is still a matter of conjecture." A factor expected to boost operating results in the 2nd half, he said, is the recently issued (April) patent giving Indiana General proprietary rights for ferrite memory core materials used in computers.

SEC Order Withdrawn: An SEC stop-order against Hazel Bishop Inc., whose 1960 stock-registration statement was challenged on grounds that it "contained false & misleading statements" (Vol. 16:45 p11), has been lifted by the Commission. Permitting the statement to become effective, SEC said the company had corrected the registration with "appropriate disclosures" about its business, including deals with C & C Television Corp. (now Television Industries Inc.).

Applied Research Inc., Port Washington, N.Y. designer & developer of devices for space communications systems & radio frequency analysis, plans public sale of 120,000 common stock shares at \$6 per share through Cruttenden, Podesta & Co. and Spear, Leeds & Kellogg. An SEC registration statement (File 2-18350) said half of the shares will be offered by the company, half by Pres. Aldo M. Scandurra, vp Martin Dolin and secy.-treas. Nicholas M. Poulos.

Daystrom Posts First-Quarter Profit: Daystrom opened its 1962 fiscal year "in the black" during the first quarter ended June 30, Chmn. Thomas Roy Jones told the annual meeting last week. The company was in the red during the preceding quarter. Jones said operations "are looking better, although the black figures are neither as good as we want nor as we expect." In the year-ago fiscal quarter, Daystrom earned \$344,528 on \$22.5 million sales.

Sprague Sees Record 1961: Forecasting peak sales & earnings, Chmn. Robert C. Sprague estimated that "sales will run around \$75 million [vs. a record \$64.5 million in 1960] and earnings will be in the neighborhood of \$4 a share [\$3.40 in 1960]." He said current sales & profits are running considerably ahead of a year ago, attributed the rise to new product developments, such as tantalum capacitors and other items for the data-processing field.

RKO General Has First-Half Gain: General Tire & Rubber scored gains in both consolidated net sales & earnings for 1961's first half. The report to stockholders noted: "Our current consolidated earnings represent an increase of 2.4% despite the fact that the 1961 income of RKO General, our TV-radio subsidiary, was subject to income taxes whereas its 1960 income was not. The RKO General income before taxes was greater than that of 1960."

Arvin Expects 2nd-Quarter Gains: Arvin Industries will bounce back from its first-quarter loss (Vol. 17:18 p8) and post 1961-over-1960 gains in both sales & earnings in the 3 months to July 3, Chmn. Glenn W. Thompson forecast last week. Sales in the 2nd quarter are expected to jump 10% from \$15.2 million in May-July 1960. Earnings "will be substantially above" the \$47,441 (4¢ a share) profit of fiscal 1960's 2nd quarter, he said.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Avco	1961—6 mo. to May 31	\$157,926,234	—	\$ 6,201,187	\$0.60	10,379,438
	1960—6 mo. to May 31	164,856,003	—	5,216,559	.51	10,305,342
Lab for Electronics	1961—year to Apr. 28	50,929,000	—	1,891,000	1.66	1,136,636
	1960—year to Apr. 28	48,114,000	—	1,648,000	1.68	981,670
Loral Electronics	1961—year to Mar. 31	35,776,964	\$2,804,023	1,301,618	.75	1,740,444
	1960—year to Mar. 31	17,439,871	1,180,798	579,216	.33 ¹	1,732,500 ¹
Seeburg	1961—6 mo. to Apr. 30	16,272,505	—	518,527	.37	1,409,799
	1960—6 mo. to Apr. 30	12,974,598	—	1,203,302	.95	1,260,000

Notes: ¹Adjusted to reflect 5% stock dividend in July, 1960 and 3-for-1 split in November.

Mergers & Acquisitions: Consolidated Electronics Industries is acquiring Mercury Record Corp. for undisclosed stock & cash. To facilitate the financing of the acquisition, Consolidated is selling \$1.7 million of its common shares to the trustee of its controlling stockholder, United States Philips Trust • Melpar Inc., Falls Church, Va. radar-electronics-missiles subsidiary of Westinghouse Air Brake, plans to acquire Television Associates and subsidiary Television Associates of Indiana, both in Michigan City, Ind. The amalgamation has been approved by the boards of the 2 concerns, awaits only the consent of Melpar stockholders, who will vote the merger at a special meeting in August • Thompson Ramo Wooldridge and GEC of Britain have formed International Systems Control Ltd. to develop control systems for British industry. The new firm will have a capitalization of about \$1.2 million • Avnet Electronics and Foundry Equipment Ltd. have formed England-based Feco Inc. to develop & distribute automatic foundry equipment in the Western Hemisphere • Lab for Electronics and Tracerlab have voted to merge, subject to approval of stockholders. Lab for Electronics would be the surviving company. The proposed amalgamation calls for the exchange of one Lab for Electronics common share for each 4½ of Tracerlab's 717,423 outstanding shares • Litton Industries has purchased for undisclosed cash London Office Machines Ltd., distributor of office machines & equipment in the British Isles • Reeves Soundcraft has teamed with an English group to form jointly-owned Soundcraft Magnetics Ltd. The new company will market Reeves' magnetic recording tape in the UK • Muter stockholders have approved doubling the authorized common to 2 million shares to acquire via a stock exchange General Magnetic Corp., privately-owned Detroit maker of permanent magnets for sound equipment. The exchange calls for Muter to issue 262,500 shares for General Magnetic's total 212,500 outstanding—a transaction involving more than \$2 million, based on Muter's ASE quotations last week • Lionel Corp.'s proposed acquisition of Hathaway Instruments will be voted by stockholders of both firms Sept. 7.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avnet Electronics	Yr-end	\$0.25	Aug. 7	Jul. 21
Daystrom	Q	(Omitted)		
IBM	Q	.60	Sep. 9	Aug. 10
Networks Electronic	Stk.	5%	Jul. 31	Jul. 14
A. C. Nielsen	Q	.15	Aug. 1	Jul. 10
Warner Bros.	Q	.30	Aug. 4	Jul. 14

Reports & Comments Available: Amphenol-Borg Electronics, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • Paramount Pictures, analysis, Ira Haupt & Co., 111 Broadway, N.Y. 6 and Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Beckman Instruments, memo, Cooley & Co., 100 Pearl St., Hartford 4.

Recent Stock Issues

Stock	Offering Price	Bid	Asked
General Resistance	3	3½	4¼
Julie Research Labs	10	14¼	16
Marcon Electronics	10	16	18½
Sony Corp.	17½	20½	22½
Wrather Corp.	10	7¾	8½

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 29, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	19¼	19¾	21½	Magna Th.	4	4	4½
Adler Elec.	16½	16¾	18½	Magnetics Inc.	11	10	11¼
Aerovox	10¾	10½	11¾	Maxson	21½	20¾	22¾
Allied Radio	28½	25¾	27¾	Meredith Pub.	38	37	40¾
Astron Corp.	2¾	2¾	3¼	MetroMedia	18¾	17¾	19¾
Babcock	26½	26	31¾	Microdot	26	25¼	27½
Baird Atomic	18½	17½	19½	Milgo Elec.	20½	19	22½
Cannon Elec.	27	28½	32	Narda Micro	7	7	8½
Capehart	8¾	8½	9½	Newark Elec.	14¾	13½	14¾
Chicago Aer.	21	22½	25½	Nuclear Chi.	40	40	43½
Control Data	101	95	101	Official	3¾	3¾	4¾
Cook Elec.	11¾	11¾	12¾	Pacific Aut.	5¼	5	5¾
Craig	13¾	13½	14¾	Pacific Merc.	7¾	7¾	7¾
Crosby Tel.	6	5¾	6¼	Philips Lamp	145	135½	140½
Dictaphone	34	35¾	38¼	Pyramid	2	1¾	2¾
Digitronics	24	26	29¾	Radiation	24¼	22	23½
Eastern Ind.	16	15½	17	Rek-O-Kut	2¼	2¾	3-3/16
Eitel-McC.	16½	16¾	18¼	Research Inc.	5¾	4¾	5¾
Elco Corp.	11½	12½	14½	H. W. Sams	39½	39½	43¼
Electro Instr.	20	19	22	Sanders Assoc.	52½	56	60
Elec. Voice	10½	10½	12	Silicon	11½	10½	12
Elec. Assoc.	30	28½	30¾	H. Smith	9¾	12	13¾
Elec. Cap. Corp.	43	42½	46¾	Soroban	59	63	68¾
Erie Resistor	14¾	14½	15¾	Soundscribe	11	11½	12½
Executone	19	18	19¾	Speer Carbon	29¾	29¾	32¼
Farrington	14¾	12½	13¾	Sprague	77¾	78½	82¼
Foto Video	7	6½	7¾	Sterling TV	3¾	3¾	3-15/16
Four Star	21½	22	24½	Systron-Don.	40	40½	43½
Gen. Devices	11¾	12¼	13¾	Taft Bestg.	17¼	19	20¾
G-L Elec.	8	8	9½	Taylor Instr.	52	45	48¾
Goodwill Sta.	—	10½	11½	Technology	6¾	6¾	7¾
Granco	3¼	3	3-9/16	Tele-Bcstrs.	2¼	1½	2¾
Gross Tel.	21¾	20¾	22¾	Telechrome	10¾	10¾	12
Hallcrafters	23½	22½	24¾	Telecomp.	6¾	7¾	8½
Hathaway	24	23½	26¼	Time Inc.	82	82	86¼
High Voltage	160	165	180	Tracerlab	12½	10½	12¼
Infrared	14¾	16	17¾	United Art.	7¾	7¾	8¾
Interstate Eng.	18	18	19¾	Universal	¾	¾	1-3/16
Ionics	30	30	33	Vitro	25¼	25¾	27½
Itek	49	48	52½	Vocaline	2½	2½	2¾
Jerrod	8¾	8	8¾	Wells-Gardner	32¾	31	33½
Lab for Elec.	48	46¾	50½	Wilcox Elec.	10	9	10½
Leeds & North.	34½	34¾	37½	Wometco	24¾	24¾	27
Lel Inc.	8¾	8¼	9½				

WEEKLY **Television Digest**

JULY 10, 1961

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

WITH THIS ISSUE: Full Texts of FCC's Revised Proposed Rules on Program Forms and Proposed Rules on Logging Requirements (1961 Supplement No. 8)

SUMMARY-INDEX OF WEEK'S NEWS

JUL 10 1961

FCC

PROPOSED "PROGRAM IMPROVEMENT" TOOL—FCC's new program forms—are set out for industry comment. Would make broadcasters account for "composite" & "selected" week (p. 1).

MIAMI CH. 10 DECISION UPHeld by Court of Appeals, which cites "corrupt tampering" with FCC, sustains Commission order against WPST-TV, WKAT and North Dade (p. 3).

N.Y. RADIO DEALS CHALLENGED by FCC in hearing notices holding up Crowell-Collier's acquisition of WMGM and renewal of WINS, which Storer wants (p. 10).

Advertising

MAGAZINE SLUMP REPORTED FOR FIRST HALF of 1961 by Magazine Ad Bureau. TV was only ad medium to gain (p. 2).

FTC FLEXES ITS MUSCLES in new enforcement rules under President Kennedy's reorganization plan. Delaying tactics in advertising deception cases are banned (p. 2).

SPOT-TV PRICE-CUT SOUGHT by Lennen & Newell in letter to reps. Suggested formula: A 10% cut on announcements within new expanded nighttime breaks (p. 9).

NIELSEN PROFILE OF N.Y. gives close-up look at family viewing patterns, relationships between income, education & viewing (p. 10).

Programs

ALTHOUGH TOTAL VIEWING'S UP, prime-time viewing is slipping, Nielsen checkup for us reveals (p. 2).

Consumer Electronics

FM STEREO SALES to be launched officially at Music Show, with keynote speech by Comr. Lee. New German & Canadian TV imports to be shown (pp. 14 & 16).

TOP TV BRANDS-IN-USE in 19 markets shown in 1961 Consolidated Consumer Analysis; RCA is No. 1 in 18 markets (p. 15).

BRITISH ELECTRONICS EXPORTS to U.S. decline in 1960, led by large drop in record-player shipments (p. 16).

100 TOP DEFENSE FIRMS, enumerated by Pentagon, dominated by electronics producers; General Dynamics again heads list (p. 17).

SEMI-PROFITABLE SEMICONDUCTORS: Wall St. Journal analysis finds manufacturers "caught in a wave of price cutting & falling profits despite a continuing upturn in sales" (p. 18).

Films

SYNDICATION OUTLOOK FOR 1962-63 BLUE. Hollywood executives blame producers who were "junk dealers" and stations who "never properly supported" syndication (p. 6).

Auxiliary

CATV LIKES "RIGHTS" RULING, counsel Smith asserting that San Francisco decision will aid fight against United Artist copyright-infringement suit (p. 11).

Other Departments

STATIONS (p. 4). **NETWORKS** (p. 12). **PERSONALS** (p. 13). **FOREIGN** (p. 13). **ETV** (p. 13). **FINANCE** (p. 19).

FCC'S PROPOSED 'PROGRAM IMPROVEMENT' TOOL: FCC came out with its proposed new program forms last week, as expected. We include herewith full text as special supplement. It's 3 documents in one—TV form, AM-FM form, logging form.

As we reported earlier (Vol. 17:27 p2), it differs from original proposal of last February (Vol. 17:9 p2) in several significant respects. Much of the difference is attributable to FCC-industry consultations which produced clarification. Not that industry is going to like it any more, because it would give broadcasters a dilly of a headache digging up added detail. Industry has until Sept. 7 to tell FCC what's wrong with proposal.

It's a most vital document which we urge all to read, because it's basic tool with which FCC hopes to carry out fundamental policy it propounded last year (Vol. 16:31 p1)—namely, that broadcasters should tell FCC what they did to ascertain needs of their viewers & listeners and how they intend to meet them.

"To summarize the whole thing," an FCC staff member said, "I'd say it was designed to have the broadcaster account for every second of his broadcast week—something we've never had before."

Chmn. Minow concurred in proposal but would have gone further, would have asked broadcasters to tell how many network public-affairs programs they carried & what they substituted for such programs which were rejected. Comr. Hyde dissented without issuing a statement; he told us: "I adhere to my original views of last February"—grave concern about Commission establishing "guidelines." Comr. Craven concurred with: "I am for the Notice . . . but I have some reservations with respect to the matter which I can resolve after the comments are in."

FIRST-HALF MAGAZINE SLUMP: An 11% decline in ad pages, and a 4% revenue fall-off in the first 6 months of 1961, was the not-so-good news revealed by the Magazine Ad Bureau last week. Figures, based on 83 general & farm magazines reporting to Publishers Information Bureau: 35,423 ad pages vs. 39,767 in the same period last year; \$419 million ad revenue intake vs. \$436 million for 1960's first half.

All magazine categories were down in number of ad pages, with only 3 categories registering slight gains: Fashion (up 1%), monthlies (up 8%), women's magazines (up 4%). Ad-page declines were reported by traditional leaders Saturday Evening Post (off 29%), Newsweek (15%), Life (9%), Time (18%), Coronet (21%), Ladies' Home Journal (16%), Better Homes & Gardens (29%), Business Week (20%), Fortune (18%). Increases were scored by Playboy (up 45%), TV Guide (43%), Reporter (31%), Cosmopolitan (14%), Redbook (11%) and Reader's Digest (9%).

TV was only major medium to score gain in ad revenue in the January-June 1961 period (newspaper ad linage fell nearly 10%). Gross network & national-spot revenues rose 3% to \$670 million, pointed out TvB. Viewing is also "moving ahead," TvB reported, with all-day average viewing level at 5 hr., 32 min. for the September 1960-April 1961 season (vs. 5 hr., 27 min. in 1959-60). Average tune-in (10 a.m.-11 p.m.) in April was up over April 1960 as well as over April 1959.

THO' TOTAL VIEWING'S UP, PRIME-TIME VIEWING SLIPPED: All-day TV viewing may be making gains (see above) but there is a drop in U.S. viewing during the peak nighttime hours. This downward drift was spotlighted earlier this year by Lever Bros. vp Henry M. Schachte (Vol. 17:17 p7) and reflected again last week in a usage-trend study prepared at our request by A. C. Nielsen.

At best, 1961 viewing merely equals 1960 in terms of the number of hours spent by the average U.S. TV home in viewing TV between the hours of 7-11 p.m. It was off in January (2.34 hours in 1960 vs. 2.29 in 1961), equal in February (2.32 vs. 2.32), and off again in March (2.28 vs. 2.22), April (2.25 vs. 2.22), and May (2.03 vs. 2.01). Similar decline is noted in percentage of homes tuned in during average prime-time minute.

Drop is somewhat obscured by home growth. If the average TV home is watching TV somewhat less at night, there has been a steady growth of TV households. Result: The May 1960 average percentage of homes tuned during prime time was 51.3%, representing 23,188,000 homes, for example. In May 1961, the figure had eased down to 50.5%, but it represented 23,685,000 homes—about half a million more.

FTC FLEXES ITS MUSCLES: No longer known as "little old lady of Pennsylvania Ave.," FTC last week ripped away some traditional procedural rules in advertising cases, clamped down on leisurely hearing processes and served stern notice that it would not fool around with frivolous appeals by litigants.

"Extensive & far-reaching changes" in rules—first since 1955—were announced by FTC Chmn. Paul Rand Dixon just one week after President Kennedy's reorganization plan for his agency emerged intact from Republican attacks in Congress (Vol. 17:27 p3). And more FTC streamlining—started earlier with staff shakeups (Vol. 17:26 p11)—could be expected.

"We have good reason to hope that our revised rules will help the Commission to shake itself loose from a lifelong incapacity to act soon enough," said Democrat Dixon. "By requiring litigants to present the issues of a case to the Commission in the fastest reasonable time, we may be able to bring relief to victims of illegal actions while they are still in business." New anti-stalling machinery will go into motion July 21.

FTC will aim its consent-order shotgun at respondents in deception & monopoly cases. In past FTC practice, litigants have been able to joust interminably with Commission lawyers & hearing examiners before coming to terms—as they have done, sooner or later, in about 70% of cases. Under new rules, negotiations for settlements will be opened before formal complaints are issued. Litigants will have 30 days to make up their minds whether they want to sign cease-&-desist papers. If there's no agreement in that time, complaints will go on books, and cases "will be fully litigated"—with no more chance for consent-order settlements.

FTC-cited advertisers may find one publicity break in new consent-order procedure, however. If agreement is reached, there'll be only one FTC press release reporting the fact. In past, embarrassed advertisers could anticipate seeing their companies' names in papers in repeated stories—at times of complaint, answers to charges, hearing, examiner's opinion, consent order and/or FTC's final decision.

Dilatory hearing tactics will be out, too, Dixon said. In new setup approved by full FTC, hearings must "proceed with all reasonable expedition"—at one place & without suspension until they're finished, not scattered all over U.S. and interrupted by repeated adjournments & recesses. "There will be no more adjournment of a case in December 1958 until January 1961," Dixon promised.

Litigants no longer may count on automatic reviews of examiners' decisions, either. It's been FTC's procedure to sit solemnly to hear appeals, no matter if—as Dixon put it—their "only purpose is to delay a final decision & waste the Commission's time." Starting next week, it will take votes of at least 2 of FTC's 5 members to bring case before full Commission on appeal. Holdover Republican Comr. Sigurd Anderson, who publicly opposed White House reorganization plan, and holdover Democratic Comr. William C. Kern objected to this rule. Anderson said it was "violation of at least the spirit of due process," but Dixon prevailed.

FTC's conflict-of-interest & ex-parte restrictions will be tightened at same time. Former FTC officials & attorneys will be barred from representing companies in cases in which they participated "substantially." Once hearings start, private discussions of merits of cases between FTC lawyers & company counsel, between lawyers & examiners or between lawyers & FTC members will be banned. And if company attorneys refuse to produce documents or if they engage in "dilatatory tactics" at hearings, examiners may recommend that Commission disbar them from FTC practice.

LEE DE FOREST—'FATHER OF RADIO': More than any other man, Dr. Lee De Forest, who died at 87 June 30 in his Hollywood home, was responsible for giving birth to the modern science of electronics. Like many pioneers, he was taken for granted in an era which seemed to have passed him in sophistication.

His invention of the audion in 1906 made possible electronic amplification and led to radio, TV, talking pictures, computers. With more than 300 U.S. & foreign patents to his credit, Dr. De Forest never stopped his research for long—even after his heart attack in 1957. He observed his 84th birthday by applying for a patent on a 4-in.-thick wall TV set. At the time of his death, he had been doing research on the production of electrical power from heat through the use of selenium cells.

Dr. De Forest always felt a keen responsibility for the uses—and what he considered the abuses—of radio, and, later, TV. "What have they done to my baby?" he used to ask, in his almost continual crusade to keep TV & radio as instruments of education & culture. Since 1951, he had carried on this crusade as first vp of the National Assn. of Better Radio & TV.

One of the last of the individualistic inventors, Dr. De Forest in his later years became a piece of living history—recipient of awards & honors. His disregard for money and his willingness to lend his name to various schools & business enterprises, tended to place him in the stereotyped mold of the eccentric inventor.

Actually, his interests ranged far beyond science. Aside from his drive for uplift of TV & radio programming, he was a poet and visionary. The fact that he lived to see his audion vacuum tube recognized as possibly the greatest single invention of all time, which gave birth to a multi-billion-dollar industry, may have concerned him less than the uses to which he felt his inventions were being put. In his biography, published in 1950, he wrote:

"Throughout my long career, I have lost no opportunity to cry out in earnest against the crass commercialism, the etheric vandalism of the vulgar hucksters, agencies, advertisers, station owners—all who, lacking awareness of their grand opportunities and moral responsibilities to make of radio an uplifting influence, continue to enslave and sell for quick cash the grandest medium which has yet been given to man to help upward his struggling spirit."

In a formal resolution, FCC expressed "its deep sense of loss" at the death of Dr. De Forest. Citing more than 300 inventions in communications fields by the "outstanding American," the Commission said the "govt. & the public generally are indebted to Dr. De Forest for his creative contributions."

MIAMI CH. 10 DECISION UPHELD: Long-disputed Miami Ch. 10 "influence" case "concerns corrupt tampering with the adjudicatory process itself," Court of Appeals held last week in sustaining FCC's year-old order taking outlet from WPST-TV & giving it to L. B. Wilson Inc. (Vol. 16:29 P1 et seq.).

"Surreptitious efforts to influence an official charged with the duty of deciding contested issues upon an open record in accord with basic principles of our jurisdiction eat at the very heart of our system of govt.," Court said scathingly, rejecting arguments for overturn of FCC's decision by National Airlines' WPST-TV and 2 other barred contestants—WKAT Inc. & North Dade Video Inc.

It was clear victory for Commission. Court's opinion by Judge E. Barrett Prettyman said "we would affirm it" if FCC's 1960 ruling had been submitted "as a final order." Court noted, however, that FCC plans to consider other applications in addition to L. B. Wilson's—but excluding WPST-TV, WKAT and North Dade

—when full-term license For Ch. 10 comes up. "Its decision then will of course be subjected to review here upon appeal," Prettyman pointed out.

Court recounted backdoor maneuvers in the case by National Airlines' Public Service TV Inc. & other disqualified contestants, said: "He who engages in such efforts in a contest before an administrative agency is fortunate if he loses no more than the matter involved in that proceeding."

Even stronger judicial language was picked up by Court from other opinions in non-FCC fraud cases to buttress its Ch. 10 decision. Among Court quotes cited: "From the moment that [a litigant] cease to depend upon the justice of his case & seeks discriminatory & favored treatment, he becomes a corrupter of the govt. itself. It is a wrong against the institutions set up to protect & safeguard the public."

MEYNER TOSSES MONKEY WRENCH INTO ETV DEAL: There'll be no sale of WNTA-TV N.Y. to that ETV group (Vol. 17:8 p8 et seq.) if N.J. Governor Robert B. Meyner has his way. In a 32-page brief filed with FCC last week, Meyner strongly protested any title transfer of his state's sole TV channel, even though the station would be providing a cultural service.

"Obviously questionable," was Meyner's opinion of the plans of Educational TV for the Metropolitan Area (ETMA), official purchaser of the Ch. 13 independent. He also charged the ETV group, NTA, FCC and the other N.Y. TV channels with a "conspiracy" in which FCC was making "a potential mockery" of Chmn. Minow's lofty new aims for increased local public service by stations.

Meyner threatened to go to court on the issue—a step which could conceivably gum up the sale, since a purchase condition by ETMA is that the deal be wrapped up no later than Dec. 1. The Governor sneered publicly at the contributions (totaling \$2 million) from the 3 networks and N.Y. independents WOR-TV and WNEW-TV. The contributions, he said, were "the price these stations are willing to pay to be relieved of their lawful responsibility to promote culture & public-service programming." [See also story below.]

Stations

CANADA STATION REVENUES DIP: Two annual reports on Canadian broadcasting—from the govt.'s Board of Bcst. Governors and the govt.-supported Canadian Bcstg. Corp.—indicated a decline in TV-radio station & network revenues for the 12 months ended March 31.

BBG's report estimated that the nation's TV stations took in 8% less revenue than in the preceding fiscal year, while radio stations averaged net revenue declines of 25%. BBG also reported that 90% of Canada's population is now within reach of TV.

CBC's annual report showed a drop of 1.5% in ad revenue compared with the preceding year, and Pres. Alphonse Ouimet predicted a steeper dip in the current fiscal year as a result of competition from the privately operated CTV network, which begins operation next September.

The 1.5% decline in CBC TV-radio revenues—attributed to a general reduction in ad budgets—contrasted with an increase of 18.3% in the preceding fiscal year. The govt.-supported network reported that its expenses topped \$100 million for the first time during the last fiscal year, reaching \$100,952,825—an increase of \$6.9 million or 7.4% over the preceding year. Revenues included \$37,601,651 in TV-radio advertising revenue and \$59,288,476 in govt. subsidies—excluding \$2,796,524 in subsidies returned to the government.

Pres. Ouimet again cautioned against permitting CBC-TV affiliates to join the independent network. Such action, he said, "would be disastrous to Canadian broadcasting in the long run." CBC's directors said their long-range plans include extension of TV service in Saskatchewan, New Brunswick, Eastern Newfoundland & Prince Edward Island.

More about

WNTA-TV'S SALE TALE: N.J. Gov. Meyner's move (see above) leaves FCC with a tricky decision to make. It must now decide: (1) Whether Ch. 13, which has had a poor financial track record for 2 owners, could exist as some sort of independent station beamed strongly to N.J. viewers. (2) Whether N.J. public-service interests would be adequately served by an ETV station which would essentially be a N.Y. station, even though its original license gave it a home, technically, in Newark, N.J.

TV reality was somewhat ignored in Meyner's plea. The N.J. governor stated several times in his brief that viewers in his state "need & are entitled to" their own channel. This pointedly ignored the fact that northern N.J. is within easy reach of 6 N.Y. channels, southern N.J. is covered by 3 Philadelphia channels, and mid-state viewers have an even greater choice.

ETV interests appeared undismayed by Meyner's action, preferring to put their faith in their cause and in FCC's avowed fondness for a vhf brand of ETV in major cities. Said NET Pres. John F. White: "In this effort, prescribed rules & procedures have been followed to the letter."

The Meyner protest created the 3rd snafu for a N.Y.-area station sale in recent weeks. FCC is currently holding up the sale of N.Y. radio outlets WINS (to Storer Bcstg.) and WMGM (to Crowell-Collier) while it explores license qualifications (see p. 9).

WNTA-TV itself is operating on a sort of "lame duck" basis with plans going no further than the end of August. Ted Cott, for the past 4 years NTA's bestg. div. vp, has resigned to "undertake immediately some important new projects."

And Now—"Instant Payment"! A sight-draft method of payment for advertising placed by Geyer, Morey, Madden & Ballard is being offered to TV & radio stations and most daily newspapers, announced agency Pres. Sam M. Ballard July 10. "The co-operating media, in effect, pay themselves as soon as they have computed the monthly net amount due," said Ballard. "We provide the envelope sight drafts, the publisher or station makes them out in the net amount due, inserts a copy of his invoice, and deposits them in his bank like a check." GMM&B audits drafts & invoices, as usual, when they are presented by the agency's bank. A trial run of the plan for Sinclair Refining Company has proved it "a great saver of time & effort—and accurate," Ballard said, adding that "billing errors or discrepancies have been rare and adjustable without lengthy, wasteful correspondence." A simple procedure for media, the plan also eliminates any risk of cash discount loss by missing no due dates, according to GMM&B. The agency hopes to extend the new system to all media.

ITA Expands Marketing Operations: ITA Electronics, Lansdowne, Pa. designer & builder of broadcasting & communications equipment, last week advanced Paul Comstock to the new post of mktg. dir., heading up an expanded marketing operation. He is succeeded as best. sales mgr. by Allan Timms, formerly Northeast regional sales engineer. Other changes: Elliott Baker moves up to govt. & industrial sales mgr. from best. sales. Joseph Novik, formerly product mgr., named Washington regional sales mgr., with hq in D.C. William J. Groves, ex-RCA best. & TV engineering ad staffer, joins ITA July 17 as ad director. ITA is now producing its new 10-kw FM transmitter, last week shipped its first unit to KMUZ Santa Barbara, Cal.

Music Committee to Report: The 6-month-old All-Industry TV Station Music License Committee (initiated by NAB to "set procedures to be employed in negotiating with ASCAP for the performance rights on music controlled by them & used on TV") will issue a progress report this week (July 11). Present contracts, negotiated in 1957, expire Dec. 31, 1961. "The help of many TV stations has been willingly given in assembling necessary facts & figures," praised Committee Chmn. Hamilton Shea, WSWA-TV Harrisonburg pres. & gen. mgr. He added: "There should be no free riders . . . every station in the country is urged to join in this support."

Rollins Buys Outdoor Ad Company: Rollins Bestg. Co. has purchased for over \$3 million Tribble Advertising Co., San Antonio, which reportedly has displays in more than 100 Texas cities. Rollins operates WPTZ Plattsburgh, N.Y., WEAR-TV Pensacola, Fla.-Mobile, Ala., WCHS-TV Charleston, W. Va. and 6 radio stations.

It's a Real Woof: In response to some 1,000 phone calls from puzzled listeners, "Washington's Good Music Station"—radio WGMS—has put out an official explanation of barking sounds which have been interrupting symphonies. They emanate from a 5-year-old Dalmatian named Lucky, owned by the station's landlord. WGMS staffers made the mistake of starting to feed Lucky at the studio door. Now the dog hangs around, barking for more under studio windows. The station plans a soundproofing program—"double-thick windows & walls."

Gannett Sells Radio WENY Elmira, N.Y.: An agreement has been reached by Gannett newspapers to sell WENY for \$240,000 to South Jersey Radio Inc., a group of Sayre, Pa. businessmen which has been buying newspapers & radio stations in N.J. & Fla.

Programming

Nets Holding Down Violence: In Hollywood, NBC-TV's broadcast standards dept., scanning filmed programming, recently refused 3 *Laramie* reruns, and 2 first-runs of *Whispering Smith*. Two scenes in a *Laramie* segment were re-edited because of brutality, and the "tag" of a Hitchcock film was reshot because the criminal got off too easily.

At CBS-TV Charles Pettijohn told us they've had no such problems, but that in N.Y. the network is screening *Gunsmoke* for rerun selections, and is carefully picking the less violent segments.

ABC-TV's Dorothy Brown, dir. of continuity acceptance, Western div., said there had been no orders to reject or reshoot any films because "we're concerned about violence in every show we've had. We're as conscientious & careful as we've always been." Miss Brown said it was too early to judge next season's product, most of which had just gone into production. However, she told us, the network had found that ad agencies, studios, producers and writers are showing much concern about excessive violence, and are listening more carefully than ever to her department. Most producers & writers are "taking a new look at their product," she said.

* * *
"Blueprint for Crime": Some TV shows not only encourage children to break laws but often provide a "blueprint for crime," Washington Police Chief Robert V. Murray told a House Appropriations Subcommittee at a D.C. budget hearing. "I think where juveniles are fed a steady diet of crime & violence, rape & murder, it is bound to have an effect on them," he testified. "I think there have been many cases where the juveniles have followed what I call a blueprint and followed out exactly what they had seen on TV in the commission of crimes."

* * *
Judges Lambaste TV: Meeting in San Francisco, the National Council of Juvenile Court Judges unanimously adopted a resolution protesting TV shows "devoted to themes of crime, violence, brutality, sex and sadism." The judges said crime shows in prime time have been tripled on TV since 1954 and are "dangerous to the welfare of our youth." Kansas City Judge Henry A. Riederer, the Council's new pres., said that "we, as judges, must realize that impressionable children can react in unacceptable behavior when treated to a steady diet of blood & thunder."

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"In the (Local) Public Interest": WJZ-TV Baltimore and the Greater Baltimore Committee have announced jointly a year-long campaign to identify & solve the city's most acute problems. A kickoff conference on Oct. 2 will be followed by the station's 26-episode series of 30-min. shows, examining & recommending action on specific area problems. The series, called *Focal Point: A Continuing Conference on Community Progress*, deals with such subjects as mass transportation, urban renewal. The committee & TV station estimate their expenditures in the civic effort will exceed \$200,000.

Canon 35 Blasted: The American Bar Assn.'s Canon 35 ban against camera-&-microphone coverage of judicial proceedings was subjected to a special half-hour editorial attack simulcast by WOW-TV & WOW Omaha. Take-off point in the editorial—delivered by Meredith Bestg. Co. exec. vp Frank P. Fogarty—was a ruling by a local judge forbidding photographers at a recount of Omaha's mayoralty race vote. The recount was a "judicial function," the judge explained.

Film & Tape

1962-63—NEVER ON SYNDIE: Hollywood TV-film executives currently blueprinting production plans for 1962-63 are bypassing syndication. They see no hope for a lift in that depressed field (Vol. 17:25 p13). A few scattered syndication properties are planned, but the scant supply is in emphatic contrast to the 25 series which made syndication prosperous only 5 years ago.

Executives we checked were leaving the door open for a change in the picture, but nobody professed to see any hint of a shift at this time. They attributed the gloomy syndication picture to 2 factors: Producers who supplied "junk" to the syndicated market, and lack of support by stations for producers of syndicated films.

Revue Studios, the largest TV-film company in Hollywood, doesn't have a single syndication series in production for the first time in its 10-year history. But there Pres. Taft Schreiber told us: "We cannot believe the syndication market is a dead or dormant field. It will always be a market we hope to supply. Somewhere, somehow, there may be an answer." Schreiber added that some series planned for production next year may go into syndication. Since Revue does not apply a low-budget yardstick to syndicated film, it will be no problem to decide which properties should go into syndication if the market opens up, he explained.

Screen Gems, once a prime supplier of syndicated film, may release one or 2 series in 1962-63, we were informed by William Dozier, vp for coast activities. He added that "the syndication market is tightening a little, but with some of the networks giving up some of their option time to local stations, it may pick up next year." Meanwhile SG has only one new series in syndication this season—*Shannon*, starring George Nader.

Desilu Productions, which had 3 syndicated series shooting last year, has none now. Ziv-UA has only 2—far below the optimistic plans expressed by that company several months ago. Cal. National Productions and CBS Films have both quit production. None of the movie studios in TV is in syndication, nor is the prominent independent, Four Star Television.

Storer Forms Program Subsidiary: Storer Bestg. Co. has formed subsidiary Storer Programs Inc., for the distribution & sale of TV programming. The new company will also select properties, finance their production, and handle syndication & exploitation. Production will be done by outside producers, Pres. George B. Storer Jr. told us (Vol. 17:27 p11). First acquisition of Storer Programs is *Divorce Court*, the taped series owned by KTTV Los Angeles. Storer bought 130 60-min. shows and will take over contracts with the 28 stations now carrying it.

The new subsidiary will open offices in N.Y., Chicago & L.A. Storer regional vp Terry H. Lee is vp of the company. Mgr. Joe Evans of WSPD-TV Toledo, is gen. mgr.

What's MCA's Next Move? No decision has been reached by the talent agency following the D.C. Court of Appeals rejection of MCA's & vp Taft Schreiber's appeal (Vol. 17:27 p11). FCC had cited both for contempt after Schreiber refused to testify during FCC hearings in Hollywood. Asked what he & MCA would do now, Schreiber told us: "I don't know anything about it. That's up to the lawyers." MCA's counsel was out of town.

HOLLYWOOD ROUNDUP

Shupert Named 20th-Fox TV Sales Chief: George T. Shupert's selection as dir. of TV sales for 20th Century-Fox TV last week was an offshoot of the elevation of 20th-Fox TV Pres. Peter G. Levathes to the job of studio production chief for TV & movies (Vol. 17:26 p12). In Shupert, 20th has an experienced executive who has been an MGM-TV vp, ABC Films pres., vp & gen. mgr. of United Artists TV, and sales vp for Peerless TV Productions. He takes over his new job Aug. 1 and will spend most of that month in Hollywood familiarizing himself with 20th-Fox TV operations. His hq will be in N.Y.

United National Pictures has been formed for the production of theater movies & "pay-TV movies when that medium materializes." Partnered in it are producers Richard L. Bare and Owen Crump, and ex-Republic executive Jack E. Baker.

CBS-TV producer Ben Brady has left the network after 7 years, and opened offices of his independent TV & movie company at Desilu Gower. He has a joint venture commitment for a series to be made for CBS-TV by Davana Inc.

Sheb Wooley Quits Rawhide: The actor said he obtained his release from CBS-TV because of dissatisfaction with recent roles. He is contractually committed to appear in 16 episodes this season before leaving.

Warner Bros. will film as a public service a half-hour TV drama, "The Misery Merchants," for the Arthritis & Rheumatism Foundation. Cedric Francis is producing the film which goes into production July 17.

Television Producers Guild, launching a membership drive, plans to institute an Eastern section in N.Y. Jules Bricken, a board member, will go to N.Y. to confer with Albert McCleery, Bob Banner and Walt Frammer.

TEC Productions is turning out 78 five-min. *Mahalia Jackson Sings* shows at Paramount TV Productions—Irving Townsend producer, Harold Goldman exec. producer.

Gilber Roland has signed to guest star in the "Quick Shuffle" episode of Revue Studios' *Frontier Circus*, produced by Richard Irving.

Four Star Television has a record number of 70 writers preparing 100 scripts in its 5 series for next season.

Official Films has sold reruns of *Peter Gunn*, *Mr. Lucky* and *Yancy Derringer* to KTLA Los Angeles.

Ziv-UA has dropped its *Lock-up* syndicated series, which starred Macdonald Carey.

Insight Inc. is filming next season's *Expedition* series at Producers Studio.

Selmur Productions has piloted *Mobile 7*, about TV's remote reporters. Gene Banks is producer.

Screen Gems has signed Whitney Blake as a regular in its *Hazel* series, starring Shirley Booth & Don DeFore.

People: Hy Averback has been named producer of Four Star Television's *Mrs. G. Goes to College* series, starring Gertrude Berg & Sir Cedric Hardwicke, which goes into production in mid-July . . . Harry Essex has been signed as story consultant on *Target: The Corrupters*, at Four Star Television . . . George Faber named to new job of dir. of client relations for CBS Films.

NEW YORK ROUNDUP

NTA re-shuffled its top executives last week, even as N.J. Governor Robert Meyner was stirring up a storm over the sale of the film company's broadcast property, WNTA-TV N.Y. (see p. 4). Station vp & gen. mgr. Henry White will continue in his present capacity "until the station is physically turned over" to the ETV group, said NTA Pres. Leonard Davis. "It is contemplated that White will join the NTA distribution organization in an executive capacity following the transfer." Other NTA officer changes, which amount to little more than the pinning-on of new titles: Berne Tabakin (exec. vp), Bob Goldston (business affairs vp & secy.), Leon Peck (treas.), Vernon Burns (exec. in charge of new series production), E. Jonny Graff (WNTA AM & FM pres. & gen. mgr.), Remi Crasto (gen. foreign mgr., except Canada).

Ziv-UA has purchased TV rights to *Laura*, the Vera Caspary novel which inspired in 1944 the 20th Century-Fox film directed by Otto Preminger and starring Dana Andrews, Gene Tierney and Clifton Webb. TV's *Laura* (unlike the movie version, which has become a minor classic among suspense thrillers) will be "a sophisticated comedy-drama series," said Ziv-UA. Pointing to the recent acquisition of S. J. Perelman's *Acres & Pains* (Vol. 17:27 p11), Ziv-UA vp Richard Dorso called last week's move a "continuing part of our expanded policy of purchasing distinctive works by distinguished writers for translation into quality TV presentations."

Elliot, Unger & Elliot, Screen Gems' commercial production arm, is involved in an expansion plan in N.Y. & Hollywood resulting from its recent entry into the industrial films field as well as "a continuing increase in TV commercial production." In addition to the construction of a 5th sound stage in N.Y., EUE has added 7 sales & production people to its staff in the past month, including designer Sol Ehrlich (creative dir.), Philip Frank (exec. producer & sales representative), and Doria Belden (production asst. to Michael Elliot).

Trans-Lux's latest promotion device to spark TV sales for its Encyclopaedia Britannica film library is a monthly news bulletin called *Closeups*. Edited by EBF special coordinator Roz Karen, the bulletin includes tips on special tie-in promotions, new EBF film releases, synopses and rating data of the 800-episode library, now in 75 TV markets.

CBS Films, which recently shut down all its own production facilities (Vol. 17:24 p10), is nevertheless doing fine financially with off-network series in syndication. The 8-week gross on its 154-episode series, *December Bride*, hit \$700,000—representing 21 sales including WABC-TV N.Y.

Add Syndication Sales: Screen Gems has scored 11 rerun sales on its 78-episode police-action series, *Manhunt* . . . Ziv-UA has sold *Ripcord* in 94 markets to date . . . Seven Arts has sold its 2nd group of post-1950 Warner Brothers films to 27 stations.

Hearst Metrotone News has begun a co-production TV venture with BCG Films—*Perspective on Greatness*, a series of newsreel-clip biographies on important people.

People: Eve Baer has been appointed to the newly-created Ziv-UA post of program-services mgr. . . Robert A. Behrens has been named Official Films gen. mgr. of syndicated sales.

Film's "Pre-Sold" Properties: Fourteen of next season's film series bear the "pre-sold" (to the public) label—they are already known to viewers because they are based on movies, plays, books or cartoons. This isn't complete insurance against failure, of course, as has been evidenced by such cancellations as *My Sister Eileen*, *Asphalt Jungle*, *Guestward Ho!* and *Michael Shayne*. And some of the movies converted into TV series in the past, which did not continue, include *How to Marry a Millionaire*, *Broken Arrow*, *Zorro*, *King's Road*, *Casablanca*, *Charlie Chan* and *The Thin Man*. But Hollywood believes, despite this list, that a pre-sold property which is well done has a better chance than the ordinary series. They point to the durability of a *Perry Mason* as an example.

Most of the taken-from-another-field series come from movies. This is not surprising since the major studios now in TV have vast libraries of potential series. These vehicles are Warner's *Cheyenne* and *The Roaring 20s*; MGM-TV's *National Velvet*, *Dr. Kildare* and *Father of the Bride*; Screen Gems' *Naked City*; and 20th Century's *Margie*.

Based on books are *87th Precinct*, *77 Sunset Strip*, *Perry Mason* and *Dobie Gillis*.

Taken from cartoons are *Dennis the Menace* and *Hazel*.

From the legitimate theater has come 20th Century-Fox TV's *Bus Stop* which was also a movie.

Lawmen Get Equal Time with Outlaws: Sensitive to criticism of TV violence, NBC-TV has revamped the formula for next season's *The Outlaws*. The outlaws, who have occupied the series 80% of the time this season, will share it 50-50 with the lawmen next season (Vol. 17:18).

"We are trying to personalize the lawmen more," producer Frank Telford told us. "We plan to make personalities out of our leads—something we did not do last year."

Telford replaces Joe Dackow as producer of the series. In the cast, Bruce Yarnell replaces Barton MacLane, who quit when the structural overhaul got under way; Don Collier returns as a co-star; and Slim Pickens has been added as a featured player.

"We will watch ourselves on sadism & excessive violence, although I don't believe the show ever had those qualities. Too much violence is the last refuge of a bad script. We plan to emphasize characterization," commented Telford, pointing to rival *Gunsmoke* as an outstanding example of the less-violence-more-characterization school.

5,650 actors (4,125 members of Screen Actors Guild & 1,525 Screen Extras Guild members) have qualified for health-&-welfare benefits under the new contracts with TV & movie producers. More than \$200,000 has been paid in hospital, medical & life insurance benefits to about 500 actors since Jan. 1, it was disclosed by Byron Ellerbrock, administrator of the producer-supported plan. Additional actors & extras will become eligible Oct. 1 by earning at least \$1,000 in a 4-quarter period in employment with producers who are signatories to the plan.

Creston Studios, producer of animated cartoons for TV, has bought an apartment building adjacent to its Hollywood location, to house its expanded production activities. The structure will be remodeled immediately. Creston produces *Calvin & the Colonel* and *King Leonardo*, and will do a pilot of *Beetle Bailey* for King Features.

Additions to the cast of "The Scene Stealers," 60-min. March of Dimes TV film currently in production: Jane Powell, Eartha Kitt, Jack Lemmon, Ralph Edwards.

WHAT L.A. STATIONS ARE BUYING: Los Angeles' 7 stations are presently displaying a wide diversity of buying tastes. Two prefer feature films, 2 like first-run TV films, 2 emphasize film reruns, and the 7th, caring neither for movies nor telefilm, is returning to live TV.

Dick Woollen, vp & program dir., KTTV (independent), told us that the station, once a strong buyer of feature films, had just replaced its *Late Movies* with *PM West*. "We are not interested in movies," he said, "and we are looking for TV-film reruns. We're not interested in first-runs because we have been burned by them. At the moment, of course, there aren't enough first-runs around to get disenchanted. A producer can't make a good syndicated series now because the economics don't allow it. We think we provide better programming with good reruns & tape shows. We recently bought ATV's taped *An Age of Kings*, and our TV film buys include 250 segments of *The Best of Groucho*, and—from MCA—*Johnny Staccato*, *Riverboat*, *Overland Trail*, *Suspicion* and *Cimarron City*."

Much the same policy is followed at KTLA where program dir. Robert Quinlan told us: "We are going for the off-network TV films, not first-run syndication. The latter is not our image. Also, their price is far out of line. It's being slowly proved that reruns are doing as well for a station as first-run syndicated films. We are also programming heavily in the live area. We are not buying post-'48 movies. They are too expensive for an independent station which is not part of any group. We recently bought a first-run TV series, *Main Event*, with Rocky Marciano, but that's the exception to the rule. We have also bought the taped *Crime & Punishment* series from Collier Young."

KCOP Pres. Alvin Flanagan commented that "about the only product available now is off-network shows, and the chief reason they are available is because they weren't successful on the networks. Consequently, there's not much interest on our part. We are more interested in developing our own shows, and we are looking for live programs of informational & documentary character."

KRCA film mgr. George Burke told us that the NBC-TV o&o is "looking for first-run TV film, but there aren't many. We will exhaust what is available, before we go to off-network. We are not interested in old movies."

KNXT (CBS-TV o&o) and KHJ-TV (independent) are the prime movie buyers in this market. Explained KNXT film-program dir. Allen Ludlum: "We try to stick mainly to first-run (for TV) movies. We aren't too interested in TV film, although we look at all first-run product."

KHJ-TV dir. of station operations Hal Phillips said that "most of our recent buying has been post-'48 movies. We have the 7 Arts package of late releases, also the UA and Warner Bros. post-1948s. We've bought some half-hour reruns, but aren't interested in first-runs because the price is out of line and, more important, our philosophy has been to emphasize feature-film programming. We also plan to step up live programming & tape shows."

KABC-TV, having bought *King of Diamonds* and *Ripcord*, both UA-Ziv-TV first-runs, and the 60-min. *Intertel*, has a definite interest in first-run product, although it has already bought enough film for next fall's needs. So we're told by Elton H. Rule, vp & gen. mgr. of this ABC-TV o&o. Rule said that when the channel could not find enough first-run films, it bought off-network reruns, and when this source was insufficient, syndicated reruns were purchased. Recent KABC-TV buys include *Manhunt*, *Grand Jury* and *Bat Masterson*, all reruns, and the station is now negotiating for 2 off-network shows, both 60-min. series. Cinema?

"We are not in the movie business," said Rule tersely.

While the over-all picture offers no comfort to makers of syndicated first-run product, it is encouraging to those concerned about TV-film residuals. There is a definite upswing in the demand for telefilm reruns—a fact of no small importance to producers with an increasing accumulation of film in their vaults.

PRODUCER-STARS DOING WELL: Next season's programming will contain 20 series that are being filmed by production companies owned by actors. This is a trend which shows no signs of abatement, and which began a decade ago, when 3 companies were formed by stars. They were Four Star Productions, in which Dick Powell, Charles Boyer and David Niven partnered to produce & star in *Four Star Playhouse*, an anthology series; Desilu Productions, owned by Desi Arnaz and his then wife, Lucille Ball, for their comedy hit, *I Love Lucy*; and Mark VII, formed by Jack Webb for production of *Dragnet*, in which he starred.

Four Star Productions has since become Four Star Television, one of the powerhouses in TV production (three 60-min. series and 2 half-hours next season). Desilu has a single series (*The Untouchables*), but owns 3 studios. Mark VII is presently inactive in TV.

Bing Crosby Productions has been reactivated to produce the 60-min. *Ben Casey* for next semester. Robert Young & producer Eugene Rodney return to produce *Window on Main Street*, in which Young stars. Danny Thomas's Marterto Productions has 5 half-hour series. Jack Benny's J&M Productions has a 60-min. series, *Checkmate*, produced with Revue Studios. Jackie Cooper's own production company films his *Hennessey* series. James Arness's own unit films *Gunsmoke*. Dale Robertson's company turns out *Wells Fargo*. Ozzie Nelson is producer & star of *The Adventures of Ozzie & Harriet* with his Stage 5 Productions. Tondon Productions, owned by Donna Reed & her husband, Tony Owen, films *The Donna Reed Show* with Screen Gems. And John Forsythe is a partner in the production of *Bachelor Father*, in which he stars.

Despite the growth of actor-owned companies, there is also attrition. Those which faded away in the yearly axing last spring were the companies of Loretta Young, Tab Hunter, Hugh O'Brian, Ann Sothern, Barbara Stanwyck.

They Like Westerns: With the horse operas under continual attack but with their ratings still impressive, columnist Hy Gardner set out recently to identify some of the faceless millions who do like to watch the Westerns. His list included Brig. Gen. David Sarnoff, Robert Sarnoff, Jack Dempsey, Jimmy Durante, Dwight D. Eisenhower, J. Edgar Hoover, Richard M. Nixon, Gloria Swanson, Dr. Norman Vincent Peale, Loretta Young, Mrs. John F. Kennedy, Jack Webb, Perry Como, Mayor Robert Wagner of N.Y., Raymond Massey and Rocky Graziano (the last named, however, is "quick to switch to another channel if a fine concert is scheduled"). Tommy Manville was also mentioned, but not as an admirer of Westerns. Seems he likes love stories.

Warner Bros. is sending a *Hawaiian Eye* troupe to Honolulu, and a *Surfside 6* group to Miami in July for filming of scenes & background footage. Howie Horwitz is supervising producer of both shows.

Advertising

Seek Spot-TV Price Cut: Lennen & Newell gave station reps a jolt recently when that agency proposed a "major modification" in the pricing of spot TV because of expanded nighttime breaks. "We have hesitated to simply decry the development," wrote L&N vp & media dir. Herbert Zeltner in a friendly-but-firm communique. But, he added, "our very evident concern is apparent when we realize that this agency spends approximately \$1 out of every \$4 placed for its clients in spot TV." A 4-month agency study of the matter has convinced L&N that there will be no major loss of spot TV's effectiveness—if it is "properly scheduled & priced." L&N's idea of a price prescription:

(1) A 10% reduction in the price of 20-sec. announcements in expanded breaks—"an amount large enough to safeguard the efficiency of spot TV to the advertiser" without causing a loss of station revenue. If the entire 40-sec. break is sold, there will still be an over-all revenue increase of approximately 20% for stations, L&N indicated. If the break were not fully sold, present price levels would apply.

(2) 30- & 40-sec. announcements could be offered in multiples of the lower, base price wherever applicable.

(3) Consideration to be given to the establishment of some "sensible & reasonably uniform plan to assure non-pre-emptible locations for ID announcements."

Rate card revisions covering longer breaks have yet to be made by most stations. But the few spot-TV pricing plans which have been set are not likely to please Lennen & Newell. The Crosley Bcstg. Corp. revealed last week that the 40-sec. prime-time rate for its 5 stations will be 165% of the basic (and unchanged) 20-sec. rate, the 30-sec. rate 140% of the charge for 20-sec. announcements. WTVJ Miami has put the 40-sec. rate at between 130-140% of the present 20-sec. charge, although the station will sell 8 p.m. and 10:30 p.m. availabilities (Sunday-Saturday) for 20- & 10-sec. spots only, to insure availabilities for advertisers already committed to 10-sec. campaigns.

Taft station group vp Lawrence H. (Bud) Rogers said that to charge less than twice the current 20-sec. price for the new 40-sec. announcements would be "economically unsound." The 5 CBS-TV o&o's will, "as in the past," base all rates on the 20-sec. length, with the 30-sec. rate 150% and the 40-sec. rate 200% of the 20-sec. charge, announced the network group.

Several station reps had recommended rate structures to their clients before the Lennen & Newell "suggestions." Among those reps favoring the full 200% price increase for 40-sec. spots are Blair-TV and Katz. Weed TV has suggested 3 possible formulas: (1) 30-sec. & 40-sec. rates at 150% & 200% respectively of the 20-sec. price. (2) 30-sec. & 40-sec. at 125% & 175%. (3) 30-sec. rate to be equal to the 60-sec. plus 20-sec. rates, divided in half, and the 40-sec. rate to equal the 60, since there'll be fewer 60-sec. availabilities under the new long-break system. Edward Petry also recommended pricing the new 40s on a par with ("slightly increased") 60-sec. announcements.

Spot-TV Costs Soar: Time charges for a typical 20-sec. spot commercial are up 5% from last year, production charges are up 15%, and talent fees have risen 64%, according to a recent *Advertising Age* report. A 26-week campaign (2 commercials weekly) in the top 50 markets would cost about \$1 million for time at the present rates, \$4,500-\$5,000 for production and \$1,442 for talent under the new AFTRA-SAG contract, the publication estimated. Network costs are leveling off, but the average nighttime

CPM "probably will go up during the 1961-62 season due to intensified competition for audiences." Seasonal network CPM for 1957-58 was \$3.37, in 1958-59 it was \$3.55, in 1959-60 it was \$3.92 and in 1960-61 it was \$3.96. Reasons for the leveling off, according to AA: (1) "As long as set circulation was zooming, station time-charge increases spiraled upward too. Now those rises are tapering off." (2) Although program expenditures rose during 1961 as the result of new talent-labor contracts, networks often absorbed the increase, particularly for low-rated shows. (3) Competition for minute-participation sponsors "has sometimes driven the sponsor admission fee on 60-min. films, costing \$100,000 and up, down to the \$28,000 level."

Food Firms Buying More TV: Food & grocery advertisers billed \$277 million in 1960 gross-time network & spot TV and \$81 million in the first quarter of 1961 (vs. \$77 million in the same 1960 period), according to TvB. The top 20 all-media food advertisers spent 53.1% of their budgets in TV last year, the report continued, upping their first quarter 1961 expenditure 9.6% to \$51.4 million.

The largest sub-classification was coffee & tea, with gross network & spot billings of \$58 million. General Foods led this group with billings of \$17.6 million. (Tea advertisers increased their TV dollars 35.4% over 1959, with 1960 billings of \$10.8 million.) Cereals, led by Kellogg (\$15.4 million), ranked 2nd with billings of \$41.6 million, followed by baked goods (\$31.8 million), led by Continental Baking Co. (\$6.2 million).

Following are the nation's top 20 food advertisers of 1960 together with their TV expenditures. All but 5 increased their TV spending last year over the year before:

LEADING FOOD COMPANY ADVERTISERS

	Total Measured Advertising* in TV		Television Billings**	
	1960	% 1960	1960	1959
1. General Foods Corp.	\$ 65,084,760	57.1	\$ 37,164,388	\$ 35,489,721
2. General Mills	29,958,422	57.5	17,221,517	16,156,947
3. Natl. Dairy Prods.	22,738,452	42.8	9,742,461	7,922,187
4. Kellogg Co.	20,855,832	75.3	15,695,586	13,442,861
5. Campbell Soup Co.	20,527,544	32.0	6,568,140	5,258,735
6. Stand. Brands, Inc.	18,264,839	56.7	10,364,220	10,389,650
7. Natl. Biscuit Co.	16,202,617	72.0	11,669,252	9,730,022
8. Corn Products	15,516,583	45.6	7,079,906	8,747,887
9. Quaker Oats Co.	13,974,656	38.5	5,384,844	4,669,746
10. Hunt Food & Ind.	13,206,077	49.5	6,530,630	2,936,200
11. Pillsbury Co.	12,845,744	68.3	8,774,420	6,934,594
12. Armour & Co.	11,482,057	43.1	4,948,360	5,890,528
13. Swift & Co.	11,100,697	29.7	3,295,210	3,128,964
14. Continental Baking	10,463,158	61.9	6,473,117	11,582,615
15. Ralston Purina Co.	9,390,519	71.8	6,742,580	6,222,360
16. Carnation Co.	8,852,562	57.2	5,065,407	3,225,438
17. H. J. Heinz Co.	7,370,130	40.8	3,009,011	2,875,530
18. Borden Co.	7,363,500	19.2	1,417,300	4,450,906
19. Beech-Nut Life Svcs.	7,000,588	86.3	6,039,477	5,476,210
20. Cal. Packing Corp.	6,239,428	17.4	1,088,209	321,500
Total Top 20	\$328,438,165		\$174,274,035	\$164,853,101

* Newspapers, general and farm magazines, business publications, outdoor and television media expenditures.

** Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh.

New Reps: WCKT Miami to Harrington, Righter & Parsons July 1 from NBC Spot Sales • KBAK-TV Bakersfield, Cal. to Young June 29 from Select Station Reps and Weed • WUSN-TV Charleston, S.C. to Young June 29 from Select Station Reps and Bolling and Ayers • WHTN-TV Huntington-Charleston, W. Va. to Young July 1 from Blair Television Associates • WKOW-TV Madison, Wis. to Young July 1 from Bolling • KETV Omaha, Neb. to Harrington, Righter & Parsons Aug. 1 from H-R TV.

New 4A Office: The American Assn. of Advertising Agencies has opened a Central Region office in Chicago. John L. Del Mar, asst. vp, will head it.

NIELSEN'S PROFILE OF N.Y.: Within an electronic circle centered on the Empire State Bldg.'s 7-channel antenna tower lies the country's largest TV market. Last week admen got their first real look at the socio-economic family viewing habits of that market. It came in the form of a special study that had been made last spring by A. C. Nielsen in the 17 counties comprising the N.Y. metropolitan area. Highlights:

1. **Set usage.** Practically every home (99.9%) with a TV set uses it at some time during the week. Dividing the TV homes into 3 equal groups ("heavy," "medium" and "light" viewing), Nielsen discovered that the heavy families accounted for 60% of all viewing done 7-8 a.m., 69% of viewing 2-3 p.m., and 47.7% in the 8-9 p.m. period. Those in the medium group accounted for about 30% of the viewing, and the light group accounted for as little as 6.1% of all viewing done 2-3 p.m. and only 18.3% in the 8-9 p.m. period. The light viewers, although an elusive target for advertisers, had definite tastes. Although they comprised only 19.7% of the prime evening audiences of all 7 N.Y. stations, 32.1% of the prime-time viewing of one N.Y. station (Nielsen didn't say which) came from this group.

2. **Income, education.** Of all TV homes, 21.7%, on the average, watched TV between 11 p.m. and 2 a.m. Dividing by educational lines revealed that of homes whose household head had completed high school (or better), 19.3% watched TV during these hours, while homes representing 3 years or less of high school accounted for 25%. Similarly, households with lower income (less than \$6,000) generally used TV more and averaged 22.9% watching late-night TV vs. 20.7% of homes with over-\$6,000 income.

3. **Children, location.** As might be expected, kids boost TV viewing. N.Y. homes with children watched TV 38% more during the full TV day (6 a.m.-2 a.m.) than did adult-only homes in the area. The biggest difference came in the 5-7:30 p.m. period, when an average of 52.7% of homes-with-children watched TV vs. 34.8% of adult-only households. Also brought out was the fact that homes in N.Y.'s 5 boroughs watched TV slightly less than those in the suburbs—(29.1% average audience, 6 a.m.-2 a.m., for the city folk vs. 30.5% for their suburban neighbors).

TV-Radio Agency for Drug Firms: Recent (and successful) forays into TV advertising by ethical drug companies (*viz.* Mead Johnson for Metrecal; Merck, Sharp & Dohme with a recent network special) seem to be sparking new interest in the medium among drug manufacturers. The latest sign of this trend is the setting up of Ted Gotthelf Inc., a TV-radio subsidiary of ad agency Ted Gotthelf Associates in N.Y. The new concern will specialize in the preparation of TV-radio campaigns for the agency's several pharmaceutical clients, and will seek new TV business in the drug field. Named to head the new subsidiary is David Hale Halpern, former pres. of the American TV Society and RTES.

Ad People: Charles C. Barry named to head Young & Rubicam TV-radio dept., succeeding Mort Werner, resigned.

Kenneth S. Olshan appointed media research dir., Doherty, Clifford, Steers & Shenfield . . . Claude Forget named TV-radio supervisor, McCann-Erickson (Canada) . . . Hank Anciro named a Benton & Bowles vp . . . Robert Carley appointed a vp, Young & Rubicam . . . Joseph W. King retired as Foote, Cone & Belding treas.

The FCC

N.Y. Radio Deals Challenged: Big N.Y. radio deals involving Crowell-Collier's proposed acquisition of Loew's WMGM, and renewal of Gotham Bestg. Corp.'s WINS, which Storer wants to buy, were put on ice by FCC last week—as expected (Vol. 17:27 p7).

Crowell-Collier's broadcasting qualifications were challenged by the Commission in a letter citing alleged misconduct in operations of its radios KDWB St. Paul, KEWB Oakland and KFVB Los Angeles. FCC said it would have to hold a hearing on the WMGM transfer unless Crowell-Collier came up within 30 days with good reasons for calling it off.

A similar letter went to Gotham, which was given 30 days to explain why the WINS renewal shouldn't be subjected to a hearing on charges that 3 former station staffers—program dir. Mel Leeds, disc jockey Alan Freed and record librarian Ronnie Granger—received payola which the station "directly or indirectly" shared.

The \$11-million WMGM sale was held up when FCC Chmn. Minow broke a 3-3 tie on the question of whether to haul in Crowell-Collier for a hearing, Comrs. Lee, Craven and Cross voting against the action. Minow said he "would have preferred not to have participated," since his Chicago law firm was counsel for Loew's. He added that he "had no contact with the case & did not know of its existence while I was in the firm."

FCC was unanimous in setting the scene for the WINS renewal hearing, on which the \$10-million deal with Storer hangs. Chmn. Minow & Comr. Bartley urged, however, that the Commission proceed at once with a hearing without waiting for any arguments by the station against it.

WHAS-TV Losing Tall-Tower Battle: FCC has instructed its staff to draft a decision finally denying the application of WHAS-TV Louisville to build a 1,859-ft. tower. The Commission's reasons will be spelled out in the decision. Last year, FCC examiner Charles J. Frederick recommended denial on the grounds that the greater height would produce serious economic competition with Lexington's 2 uhf stations and "would create a serious menace to air navigation" (Vol. 16:34 p9).

FCC Bills Delayed: Senate & House FCC reorganization bills (Vol. 17:27 p3) failed to reach either floor for action during the short July 4 Congressional work week. The Senate Commerce Committee had been expected to clear a Commission-drafted measure (S-2034) by Sen. Pastore (D-R.I.), but the group didn't meet in the holiday-recess absence of Chmn. Magnuson (D-Wash.). House Commerce Committee Chmn. Harris (D-Wash.) was ready to report his similar measure (HR-7856) to the House, but put it off.

Barrow Is Back: U. of Cincinnati Law School Dean Roscoe Barrow, who headed FCC's monumental network study, has been rehired by the Commission as a consultant on network matters. He will spend most of the summer in Washington.

Option Time Deadlines: Following up action by the Court of Appeals in remanding option time issues to FCC (Vol. 17:27 p10), the Commission has set Sept. 7 as the deadline for comments on its new look at "public interest" problems. Oral argument was scheduled for Sept. 28.

Another ETV CP: San Bernardino, Cal. Ch. 24 has been granted by FCC to the San Bernardino Valley Joint Union Junior College District for an educational station.

Minow Criticized in Maine Speech: "I think it's frightening that in such a high place [FCC] there should be such a misconception of the essence of democracy." So charged John W. Guider, former Washington communications attorney and now pres. & gen. mgr., WMTW-TV Poland Spring, Me. The FCC in general and its new boss in particular "want to dictate what people shall hear & see," he told the Portland Rotary Club late last month. "They do it by processes ranging from threat of failure to renew a station's license to harassment by administrative examination of a station's format." Such "censorship" procedures are an abuse of the FCC's Congressionally-granted powers, according to Guider. Predicting that excessive TV violence will play itself out, as have other programming "phases," Guider snapped: "Pros of the broadcasting business understand you can't legislate or regulate taste or intellectual curiosity anymore than you can morals." TV is making a great contribution to the fields of news, culture and public affairs and, concluded Guider, "to the 'pursuit of happiness' which the founding fathers thought important enough to group with life & liberty in the Declaration of Independence."

"I Meant Every Word": That's the title of a long interview with FCC Chmn. Minow in the July *Television* magazine. It refers to his historic NAB speech, and the interview re-emphasizes the views expressed in that talk.

Sen. McGee Commends FCC: FCC's warning to the industry, about "retaliatory action" against witnesses who testified during the network hearing (Vol. 17:27 p8), received strong backing from Sen. McGee (D-Wyo.). "Because of the little 'fuss' raised already," he said in the July 5 *Congressional Record*, "I think the industry should stand on notice that there will be many watchful eyes observing the future conduct of contracting and talent arrangements in the TV industry." He also reprinted the July 1 column of *Washington Post* TV critic Lawrence Laurent which said: "For once, the FCC refused to sit still while threats were made. Once the meekest agency in the federal establishment, the FCC found its courage only after being battered by scandals. Since March 1960, under Chmn. Frederick W. Ford and now under Newton N. Minow, the FCC has declined to play its familiar role of cheerleader to the broadcast business."

New Bedford CP Final: The long-pending New Bedford, Mass. Ch. 6 proceeding was brought to a close by FCC last week when it made effective immediately the grant to E. Anthony & Sons, permitting Eastern States Bestg. Corp. & New England TV Co. to dismiss. The Commission closed out its proposed rule-making to add Ch. 6 to Providence, noting that the New Bedford station could also serve the Rhode Island city.

Pay TV Postponed: Complying with RKO Phonevision's request for a year's delay in the start of its Hartford pay-TV trial on WHCT (Vol. 17:27 p3), FCC last week set a new target date of July 1, 1962. The Commission said the company's "estimates on the production & delivery of subscription equipment" justified the time extension. (This "in no way affects TelePrompTer's plans for testing its Key-TV system this year," said TelePrompTer's pres. Irving B. Kahn last week in New York. Key TV is proceeding "ahead of its developmental schedule," he said and would be active in a pilot operation "by year-end.")

Plugola Comments Delay: FCC has given the industry until July 31 to comment on its proposed rules governing plugola (Vol. 17:27 p6). Reply comments are due Aug. 15.

Auxiliary Services

CATV LIKES 'RIGHTS' RULING: E. Stratford Smith, special counsel to NCTA handling the copyright suit by United Artists against CATV systems (Vol. 16:27 p20), says he takes great sustenance from recent court decision against 3 Salt Lake stations (Vol. 17:27 p2).

"The San Francisco decision," he said last week, "will be tremendously valuable to us in the United Artists copyright case. It recognizes our basic thesis—that CATV is a master antenna service doing for viewers what they could do for themselves. It recognizes that the copyright owner is fully paid through the traditional method of sponsorship. The broadcaster gets paid by sale of time. CATV doesn't interfere at the point of profit-taking."

The United Artists case is now in the deposition-taking stage, is expected to come to trial in N.Y. early next year.

In the San Francisco decision, the court held that the Salt Lake City stations had no rights in their signals being infringed by pickup & sale by CATV systems.

NAB Disputes CATV Microwave Ruling: NAB took issue with FCC examiner Walther W. Guenther recently, disputing his initial decision which concluded that the possible economic injury to a station by a CATV microwave is of "no legal significance" (Vol. 17:22 p11). Guenther had recommended denial of a protest filed by KWRB-TV Riverton, Wyo. against grant of a microwave to Carter Mountain Transmission Corp., which plans to feed CATV systems in Riverton, Landis and Thermopolis. NAB charged that Guenther "failed to grasp the underlying principle that all uses of radio must be equated with the over-all public interest."

Vhf & Uhf Translator Starts: Kφ6AA & K10AC Broadus, Mont. started June 20, with K10AC repeating KOOK-TV Billings, Mont. and Ch. 6 picking up K10AC • Kφ4AK McDermitt, Nev. began July 1 with KBOI-TV Boise • Kφ9AC & K12AD Sundance, Wyo. started June 24 with KOTA-TV Rapid City, S.D. & KTWO-TV Casper, Wyo. • K77AU Likely, Cal. began June 6 with KOLO-TV Reno • K70CH Aberdeen, Wash. began June 18 with KOMO-TV Seattle • K76BF Cosmopolis, Wash. began June 18 with KTNT-TV Tacoma • K12AI Sisseton, S.D. began June 22 with WDAY-TV Fargo, N.D. • Kφ5AB & K12AE Powell, Wyo. began June 19 with KGHL-TV & KOOK-TV Billings, Mont. • K13AQ Atkinson, Neb. began June 30 with KPLO-TV Reliance, S.D. • K10AG Hettinger, N.D. began July 3 with KFYZ-TV Bismarck.

Dage Raises CCTV Prices: A general price rise, averaging 7% but ranging up to 25%, for its lines of closed-circuit TV systems & equipment has been effected by Thompson Ramo Wooldridge's Dage TV Division. The increases range from \$105 on a \$4,000 system to \$875 on \$12,500. Prices on TV cameras & controls have been jumped 25%. Dage gen. mgr. W. G. Gordon estimated that industry-wide sales of CCTV equipment now total some \$25 million annually. However, he added, very few companies are making any profit although "millions have been spent in research & development over the past 10 years. In the past 5 years we've spent well over \$1 million." Gordon said the increases were the first in 5 years and "long overdue."

Experimental Translator Granted: Byron W. St. Clair, New Rochelle, N.Y., has been given an FCC CP to experiment with a Ch. 12 translator, moving it around the state to determine coverage capabilities.

Networks

ABC Bounces Back in MNAs: After lagging behind CBS-TV in recent "multi-network area" Nielsen reports (Vol. 17:26 p6), ABC-TV whizzed under the rating wire once more in first place as the 1960-61 season drew to a close. This was evident in Nielsen's 2nd June report, the last 50-market MNA study prior to the start of summer reruns & replacements.

The MNA scores for the 3 networks in the 2-week period ending June 18, 1961 (Sun.-Sat., 6-11 p.m.): ABC—14.9 AA rating. CBS—14.3. NBC—12.0.

There was no particular program pattern in the end-of-season victory, ABC pointed out. The network landed 6 shows in the top 10 in the 50-market MNAs (including a tie for 10th place between *The Flintstones* & *77 Sunset Strip*). Of this group, 3 were mystery dramas (*Untouchables*, *Naked City*, *77*) & 3 were comedies (*My 3 Sons*, *Real McCoys*, *Flintstones*). Half the shows in the group were program veterans with at least one prior season on the air; the other half were newcomers.

"Since a number of CBS comedies and such NBC shows as *Perry Como* are off during the summer, we have every reason to believe that we'll hold this competitive lead up to & beyond the start of the 1961-62 season," ABC research mgr. Fred Pierce told us last week. In any event, ABC is hedging its bet in one future direction. Although ABC has been generally regarded as the electronic haven for the fast-drawing lonesome cowboy, this won't be as true this fall as in past seasons. A check of fall schedules reveals that ABC will have only 4 "pure" Western shows (2½ hours weekly) during the 1961-62 season, as against 5 Western (4 hours) on CBS and 6 (5½ hours) on NBC.

On the national scene for the 2nd of Nielsen's June reports, things weren't as good for ABC. CBS racked up its 142nd win in national nighttime averages in the last 144 reports. The national AA scores for the 2 weeks ending June 18: CBS—15.0. ABC—13.6. NBC—12.8. This represented a CBS national margin of 10% over ABC and 18% over NBC. This was less than the 14% & 23% margins CBS had anticipated on the basis of slide-rule figuring beforehand, but it was still a substantial win. Interestingly, CBS also beat out ABC in the Nielsen 24-market report, although it lost to ABC in the 50-market figures. The combined 24-market figures for the 2 weeks ended June 18: CBS—14.5. ABC—13.8. NBC—11.8. What it all boiled down to was that ABC had lost to CBS in the 24-market and the national ratings, but had won in the 50-market study, a research area which falls somewhere between the two, and which represents some 60% of all U.S. TV homes.

NETWORK SALES ACTIVITY

ABC-TV

Feathertop, Thu., Oct. 19, 8:30-9:30 p.m., full-sponsorship.
Mars (Needham, Louis & Brorby)

CBS-TV

Checkmate, Wed., 8:30-9:30 p.m., participations eff. Oct. 11.
Liggett & Myers Tobacco (J. W. Thompson)

Daytime programming, Mon.-Fri., participations eff. fall.
Alberto-Culver (Compton)
Drackett (Young & Rubicam)

BBG Disaffiliates 2 CBC Dissidents: The Board of Best. Governors set precedent last week by approving requests of CHCH-TV Hamilton and CJSS-TV Cornwall to cut their network ties with CBC (Vol. 17:26 p7). The Canadian network had opposed both applications for disaffiliation.

CJSS-TV's release from its CBC obligations is effective September 30 and was granted because of financial difficulties. In its application, the Cornwall station said it planned to join Canada's new private TV network and would share programming with its parent stations CJOH-TV Ottawa and CFCF-TV Montreal.

CHCH-TV's disaffiliation date will be set later. Its separation from CBC was allowed on grounds that CHCH-TV duplicates other CBC coverage in its area and is, therefore, not essential to the national broadcasting service. CHCH-TV Pres. Ken Soble had said some weeks ago (Vol. 17:22 p13): "We don't want to belong to any network. We just want to offer viewers some variety and get away from this program duplication in our viewing area."

In other actions BBG:

Granted CBC a TV station at Grand Prairie, Alta., and a rebroadcasting station at Peace River, Alta.

Reserved decisions on CBC applications for TV at Dryden, Ont. and a repeater at Sioux Lookout, Ont.

Granted applications for rebroadcast stations to CKVR-TV Barrie, Ont. at Parry Sound, Ont.; to CKRS-TV Jonquiere, Que. at Port Alfred, Que.; to CFCR-TV Kamloops, B.C. for rebroadcasters at Ashcroft, Chase, Lillooet, Merritt, Clinton (2) and Mount Timothy (2)—all in B.C.

NBC Switches Program Chiefs: Although there'll be no visible effect on NBC-TV programming until at least the middle of the 1961-62 season, when the first program replacements are made, NBC will have a new TV programs vice president this fall. Replacing David Levy, who currently holds the job, will be Mort Werner, who joined NBC in 1951 as the original producer of *Today* and left the network in 1957 as daytime-TV program vp. More recently Werner has been a vp of Kaiser Industries and TV-radio vp of Young & Rubicam (the ad agency from which David Levy came to NBC). He is the first of "Pat Weaver's boys" to return to the networks.

Levy has been offered an NBC post in which he'll be concerned with program production, possibly involving such NBC-produced series as *Bonanza* and various entertainment specials. Was the switch made because of nighttime rating victories scored by ABC and CBS, usually at NBC's expense, this past season? NBC denied that it was, with one network spokesman saying "our rating position at this time is a little better than it was a year ago."

At Y&R, Charles (Bud) Barry, onetime NBC executive and recently with NTA & MGM in program executive posts, has been named to replace Werner as TV-radio vp.

Holiday Payoff for ABC: There's nothing like a long July 4th weekend to restore that spring to the step & the determined gleam to the eye of a network salesman—or so ABC-TV learned last week. Back from the holiday, members of the ABC sales dept. pounded their Madison-Park-Lexington Ave. beats July 5 to produce just over \$1 million in sales during the working day. The score: 65 quarter-hour segments in various daytime shows sold to Nutri Bio Corp., a large "scatter plan" sale of minute participations to Maytag, and a 1961-62 participation series in *Ben Casey* to Minnesota Mining & Mfg. Co.

Television Digest

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Personals: Jack Donahue, ex-national sales mgr., named gen. sales mgr. of KTLA Los Angeles . . . Saul Rosenzweig, ex-WLOS-TV Asheville, named vp & gen. mgr., KPLR-TV St. Louis . . . Ira Kamen, ex-Portland Industries Corp., named exec. vp, Teleglobe Pay-TV System.

William B. Monroe Jr., news dir., WDSU-TV New Orleans, succeeds Elmer Lower as mgr., NBC News Washington (Vol. 17:27 p17). Russ Tornabene promoted from Washington news supervisor to news operations mgr., N.Y. . . . Bob Martin named programming & operations dir., KPHO-TV Phoenix.

Herminio Traviesas, BBDO vp, named chmn., RTES membership committee, succeeding T. J. McDermott, now a member of the board of governors . . . James E. Fuchs promoted from N.Y. sales mgr., NBC Films, to the sales dept. of NBC-TV; he was world shot-put champion in 1949, won medals in the 1948 & 1952 Olympics . . . David Steel, Washington engineering consultant, changes phone to 373-3173 . . . Willis C. Beecher, Washington engineering consultant, establishes offices at 1413 K St. NW. (phone 393-5621); Beecher and the former Roberta Kilduff Hooker were married June 22.

Meetings This Week: National Assn. of TV & Radio Farm Directors summer meeting (July 9-13). Speakers include Secy. of Agriculture Orville L. Freeman, NAB Pres. LeRoy Collins, FCC Chmn. Newton N. Minow, Food & Drug Administration Comr. George Larrick • NAB Seminar (9-21). Harvard Graduate School of Business Administration, Boston, Mass. • NBC-TV Affiliates promotion mgrs. meetings. N.Y. (10), New Orleans (11), Chicago (12), Los Angeles (14).

Meetings Next Week: S.C. Assn. of Bcstrs. summer convention (July 16-18). Speakers include FCC Comr. Robert T. Bartley and Howard G. Cowgill, ex-chief of FCC Broadcast Bureau. Ocean Forest Hotel, Myrtle Beach, S.C.

Obituary

Henry Doorly, 81, retired pres. & chmn. of the Omaha World-Herald (owner of KETV Omaha, Neb.), died June 26 of a heart attack.

Technology

Montreux Repeat Planned: The May 17-21 International Festival of TV Arts & Sciences in Montreux, Switzerland—first of its kind—was so successful that the International Telecommunications Union & other promoters of the event have scheduled another symposium for 1962.

The 2nd series of international technical sessions will be held in Montreux April 28-May 4 next year, with the ITU's John H. Gayer again acting as chairman. He said the initial event was of "such international & technical importance" that it should be repeated annually.

More than 300 participants from 32 countries were registered for the May festival, at which 50 technical papers on a wide range of TV topics were read.

RCA engineering vp George H. Brown represented RCA Chmn. David Sarnoff, who was awarded a Montreux citation for his "outstanding contributions to the advance of TV." He read Sarnoff's acceptance speech, in which the broadcasting pioneer took a characteristic TV look ahead: "Ten years hence, it is conceivable that a billion people in virtually every nation on earth will be watching the same program, at the same time & in color, with simultaneous translation techniques making it understandable to all."

U.S. TV studio equipment exhibitors at the festival included Ampex, Austin, Corning, Eraser Co., MCA Inc., Raytheon, RCA, Telechrome, Temco.

Foreign

South American TV Progress: As reported by Motion Picture Export Assn. vp William H. Fineshriber after a 5-week Latin American tour, here are highlights of the growth of commercial TV in 3 countries:

(1) Chile, which now has 3 experimental stations, will get 3 commercial outlets in Santiago in the next 12-18 months, probable licensees being the newspaper *Mercurio*, Radio Minería and the Assn. of Radio Bcstrs.

(2) Colombia, whose TV has been a govt. monopoly, with 14 repeater stations relaying programs of Televisora Nacional in Bogota, has authorized 2 commercial channels in Bogota for 1962, to be operated by the largest radio outlets, Emisora Nuevo Mundo and Nueva Granada. Privately operated stations are also scheduled for Cartagena & Baranquilla.

(3) Peru's commercial TV has seen "impressive growth," with Lima's 2 biggest ad agencies reporting that more than 30% of total client budgets is spent on TV. A new commercial outlet, due in Lima in October, will be operated by a group consisting of Radio America, *La Cronica* newspaper and the Prado banking interests.

Educational Television

GE Gets ETV Contract: The Greater Washington Educational TV Assn. has awarded GE a contract to equip its proposed new Ch. 26 station (Vol. 17:27 p5). A 12-kw transmitter & 5-bay antenna will be installed at WTTG's former tower site in nearby Arlington, Va. Equipment in studios in Arlington's Yorktown High School will include 3 vidicon cameras, test apparatus and monitors.

"Classroom TV Enters a New Era": Copies of a special article describing the Midwest Program on Airborne TV Instruction (MPATI), as reprinted from the magazine's May 20 Education Supplement, are available from *Saturday Review*, 530 5th Ave., N.Y. 36.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MUSIC SHOW TO LAUNCH FM STEREO: A fortuitous combination of time & place will make next week's Music Industry Trade Show (July 16-20) one of most significant consumer-electronics events since early days of TV. The NAMM-sponsored show, more important to consumer electronics each year, will mark the real introduction of FM stereo.

Enough time has now elapsed since FCC's April 19 decision to allow most manufacturers to have working prototypes of FM stereo receivers—at the very least—and to have formulated merchandising plans, price policies, etc. Chicago, coincidentally, is today the nation's center of stereo FM broadcasting. It's the home of 2 of the 3 stations now stereocasting, and presumably attendees at the show will have the opportunity to hear off-the-air stereo, in addition to stereo "broadcast" locally at some exhibits through closed-circuit stereo FM generators.

FCC Comr. Lee will officially lay the cornerstone for FM stereo at special symposium sponsored by EIA Consumer Products Div. July 19 at the show. Program will be moderated by EIA Consumer Products Chmn. Edward Taylor, Motorola exec. vp, with Lee talking on "What FCC Expects from FCC Stereo." Also participating will be NAB radio vp John F. Meagher discussing "What FM Broadcasters are Doing About Stereo" and Zenith & GE representatives who will explain technical advantages of the new medium. This will be followed by manufacturers' panel on marketing opportunities, a multiplex demonstration and a question period for dealers.

Music Show will be the occasion for the release of EIA's stereo promotion booklet, "The Facts About FM Stereo—A New World of Broadcast Sound" (Vol. 17:22 p16). EIA will distribute 100,000 copies of the non-technical brochure to dealers & servicemen to help them answer consumers' questions.

Virtually all stereo phono manufacturers will be showing multiplex equipment—and this includes many imports. Two German lines—Blaupunkt & Saba—will have stereo table radios in addition to their phono-stereo-FM lines (Blaupunkt's FM stereo adapters are made by Crosby Electronics).

Music Show has become a big TV event, and this year it will feature 10 U.S. TV manufacturers. All except Westinghouse have previously shown their 1962 lines to distributors and/or dealers.

Two foreign brands of TV will try to crack U.S. market for first time at Music Show. Big Canadian manufacturer Dominion Electrohome Industries, which has sold stereo phonos to some key U.S. accounts in the past, will show a complete consumer-electronics line under the "Deilcraft" brand. TV sets will be priced at \$259.50-\$895, stereo hi fi \$339.50-\$895. Dominion plans to work on direct dealer-franchise basis.

Novelty item of show will be the return of projection TV—a 4½-ft.-screen model to be shown by Saba Electronic Corp. for home use. Saba will premiere complete new line of German-made super-deluxe stereo phonos & radios, including remote-control stereo multiplex. Officials of Saba and its sales rep Kane-Mark Corp. declined to give details on the projection TV set prior to the Music Show.

(For list of Music Show consumer electronics exhibitors, see p. 16.)

TV-RADIO PRODUCTION: EIA statistics for week ended June 30 (26th week of 1961):

	June 24-30	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	132,326	137,655	106,310	2,800,817	2,963,044
Total radio	324,846	350,684	285,651	7,530,003	8,524,520
auto radio	93,187	110,338	98,471	2,394,618	3,323,092

TOP TV BRANDS-IN-USE IN 19 MARKETS: Direct comparisons of TV-set brands-in-use in selected markets have been compiled for 1961 by Consolidated Consumer Analysis, and are reproduced below by special permission.

Consumers' use of various products, from lipstick to house paint, is surveyed by sampling techniques in the home markets of CCA member newspapers each year. The 19-market TV survey tabulated here ranks 13 brands according to percentage of households owning them in the various markets.

Study covers all sets owned in homes of consumers responding—not just recent purchases. Therefore, popularity in 1960 & 1961 of various brands isn't reflected very strongly. The 1961 survey used total sample of 55,582 families, representing 2,891,488 households in 19 markets.

RCA was No. 1 TV brand in use in 18 of the 19 markets, Zenith first in one (Honolulu). Rankings of 2nd & 3rd most popular brands in the 19 markets (compared with survey results for same 19 markets in 1960): RCA, 2nd in one market (none last year); Zenith, 2nd in 4 markets, 3rd in 5 (2nd in 3, 3rd in 3 last year); Philco, 2nd in 3, 3rd in 4 (unchanged); Admiral, 2nd in 7, 3rd in 5 (unchanged); Motorola, 3rd in one (2nd in one, 3rd in 2); GE, 2nd in 2, 3rd in 4 (2nd in 4, 3rd in 3); Hoffman, 2nd in 1 (unchanged); Packard Bell, 2nd in 1 (3rd in 2).

Median set saturation in the 19 markets for 1961 was 96.2%, compared with 96.3% in 1960 and 94.4% in 1959. For comparisons of set ratings with past CCA surveys, check your back files of Television Digest—1960 (Vol. 16:35 p11), 1959 (Vol. 15:26 p16), 1958 (Vol. 14:28 p12), 1957 (Vol. 13:40 p10).

More detailed tabulations of brand preferences in individual markets will be found in Consumer Analysis reports published by each of the CCA member newspapers. These are the participating papers, each of which will supply its own area tabulations on request: Columbus Dispatch & Citizen Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Omaha World-Herald, Oregon Journal (Portland), Phoenix Republic & Gazette, Providence Journal Bulletin, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury & News, Seattle Times, St. Paul Dispatch & Pioneer Press, Wichita Eagle.

Ratings are not necessarily representative of country as whole, of course, reflecting only ownership in the 19 markets surveyed.

Television Set Ownership in 19 Markets, 1961

(See story above)

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City	% Own- ers	Bought in past 12 months	RCA Victor Place %	Zenith Place %	Philco Place %	Admiral Place %	Moto- rola Place %	GE Place %	Westing- house Place %	Pack- ard Bell Place %	Sylvania Place %	Magna- vox Place %	Emerson Place %	Silver- tone Place %	Hoff- man Place %
Columbus	98.7	19.5	1. 20.4	5. 8.3	2. 13.4	3. 12.0	4. 8.9	6. 5.3	7. 4.5	—	9. 2.4	10. 2.3	11. 2.2	—	—
Denver	96.4	10.6	1. 16.0	3. 10.7	5. 9.2	2. 11.8	4. 10.4	6. 9.0	12. 3.7	7. 6.3	17. 2.4	15. 2.7	9. 4.3	8. 4.4	13. 3.3
Duluth-Superior	98.2	10.5	1. 22.3	5. 7.6	3. 10.1	4. 9.0	9. 5.1	2. 14.7	7. 6.2	—	21. 1.0	13. 2.1	6. 7.1	10. 3.3	—
Fresno	93.8	15.0	1. 15.4	2. 10.4	4. 9.3	10. 4.7	3. 9.4	7. 7.5	11. 4.4	9. 6.8	13. 2.2	12. 2.7	8. 7.2	5. 8.0	6. 7.8
Honolulu	90.2	21.1	2. 17.3	1. 17.9	5. 9.2	7. 7.3	6. 8.2	3. 11.4	11. 2.8	9. 4.2	8. 5.4	12. 2.2	10. 3.5	4. 10.6	14. 1.5
Indianapolis	96.0	12.6	1. 16.8	4. 9.0	3. 9.9	2. 13.6	5. 7.3	6. 6.6	8. 4.8	—	6. 6.6	11. 2.4	13. 1.8	9. 3.9	—
Long Beach	97.5	12.3	1. 18.8	5. 9.3	8. 8.1	3. 10.7	10. 5.5	4. 9.8	13. 2.0	2. 11.5	14. 1.9	9. 7.6	11. 3.0	7. 9.0	6. 9.1
Milwaukee	97.1	16.0	1. 27.1	4. 9.8	3. 10.0	2. 17.2	5. 9.7	6. 7.1	10. 3.4	—	12. 2.7	9. 3.7	11. 2.9	8. 4.7	—
Modesto	92.1	15.2	1. 13.0	5. 10.0	3. 10.9	8. 4.8	7. 7.0	6. 7.2	11. 3.4	9. 4.3	12. 3.1	15. 2.0	10. 4.1	4. 10.3	2. 12.3
Omaha	98.6	12.0	1. 21.9	3. 11.0	2. 16.2	6. 9.7	5. 10.0	4. 10.3	10. 3.6	—	16. 1.3	9. 4.3	8. 4.4	7. 4.6	20. 1.0
Phoenix	95.6	14.4	1. 12.4	5. 7.4	7. 6.1	2. 9.8	4. 7.4	3. 8.5	12. 3.4	10. 4.5	13. 3.3	11. 3.8	6. 6.4	8. 5.5	9. 4.7
Portland, Ore.	94.2	14.4	1. 16.6	2. 13.8	4. 9.2	3. 11.7	6. 8.3	5. 8.9	10. 4.0	7. 5.5	12. 2.6	11. 2.9	15. 1.9	9. 5.4	7. 5.5
Providence	97.3	12.4	1. 13.9	6. 7.5	2. 13.2	3. 10.8	5. 8.0	7. 7.4	8. 3.6	—	10. 3.2	9. 3.3	4. 10.1	12. 2.2	—
Sacramento	96.2	17.4	1. 18.7	3. 9.6	4. 9.3	8. 7.3	9. 6.2	2. 11.6	11. 4.3	6. 8.2	15. 1.8	12. 3.4	10. 4.7	5. 8.3	7. 7.4
Salt Lake City	95.5	12.5	1. 17.6	8. 5.3	4. 10.3	2. 13.3	5. 7.2	3. 12.7	6. 6.2	7. 5.9	12. 3.7	11. 4.3	14. 2.6	10. 4.4	9. 5.0
San Jose	96.3	17.9	1. 16.7	2. 10.5	6. 8.4	3. 10.0	5. 8.7	9. 5.7	12. 3.4	7. 8.3	13. 2.1	10. 5.2	10. 5.2	4. 9.3	8. 6.5
Seattle	95.2	16.2	1. 20.4	2. 10.7	8. 7.3	5. 8.5	6. 8.4	4. 8.7	11. 5.0	7. 8.1	9. 5.3	9. 5.3	13. 2.4	3. 9.5	12. 3.2
St. Paul	98.2	21.9	1. 22.2	3. 11.8	5. 9.4	2. 12.2	6. 8.9	3. 11.8	9. 3.8	—	—	—	12. 2.6	14. 2.1	17. 1.2
Wichita	95.9	8.6	1. 15.6	3. 11.0	4. 10.7	2. 14.3	6. 7.8	5. 9.5	9. 4.1	—	—	13. 2.2	8. 4.2	15. 1.8	7. 4.3

New Zenith Portable: Royal 790 Super-Navigator with broadcast band, 150-400 kc band (FAA weather-navigation stations) and 2-5-mc. band (Bureau of Standards time signals, Naval & Coast Guard weather-navigation stations). It's priced at \$99.

Clairtone Adds Braun Line: Clairtone Sound Co., Toronto, which has been selling its Canadian-made hi fi to key accounts in the U.S., will also sell phonos & radios made in Germany by Max Braun Co. here under the Clairtone-Braun trade name.

Music Show Exhibitors: National Assn. of Music Merchants' Music Industry Trade Show in Chicago's Palmer House July 16-20 may well house the greatest number of consumer-electronics displays ever collected under one roof. Among the TV-radio-phono majors exhibiting at the show:

Arvin, Capehart, General Dynamics/Electronics (Stromberg-Carlson), GE, Magnavox, Motorola, Olympic, Philco, Pilot, RCA, Symphonic, Westinghouse, Zenith.

Other consumer-electronics exhibitors, including manufacturers of hi-fi sound equipment, record changers, importers, etc.: American Elite, Audio Industries, Audiotex (Textron Electronics), Bell Sound (Thompson Ramo Wooldridge), Boetsch Bros., BSR (U.S.A.) Ltd., Canadian Marconi, Clairtone Sound Corp., Consolidated Sewing Machine Corp. (Viscount radios), Continental Merchandise Co., Dean Electronics, Delmonico International, Dominion Electrohome, Dynavox, Electro-Voice, Estey Electronics, Fisher, Fujiya, General Magnetics & Electronics, Glaser-Steers, Jay Electronics, Kenwood Electronics.

Majestic International, Major Electronics Corp., Matsushita of America, North American Philips, Pentron, Petely Sales Corp. (Hi-Delity radios), Radiomaster, Real-tone Electronics, Recordio-D.A.P. Inc., Annapolis Electro-acoustic Corp. (Ravenswood), Sony of America, Spico Electronics (Spirling Products), Starlite Merchandise Co., Sterling Hi-Fidelity, Superscope (Sony recorders), Teletone Co. of America, Transistor World Corp. (Toshiba), Uropa International, V-M Corp., Videola-Erie, Waters Conley, Webcor, Westrex Alpine, Saba Electronics.

New Japanese Color Tube: Toyo Electric Industry Co., Tokyo, claims it will begin production this fall of 14-in. color sets which can sell at half the price of conventional receivers. Heart of the set is a new color tube developed by Isokichi Nagao, chief of the Nagao Research Institute, Fukuoka. First fragmentary descriptions of the tube indicate that the screen is coated with Helium, Xenon & Argon gases, each of which glow with a different color when excited by RF. The color effect is obtained by varying drive voltages between 6,000 & 50,000 volts at frequencies from 2,700 to 3,000 mc. The electron beam "punches" 750,000 holes in the gases; the holes close themselves after the color is emitted. The principle is a sophisticated application of the principle of the neon tube. Color TV engineers in the U.S. were skeptical on the basis of early descriptions of the tube, pointing out that such high drive voltages would be extremely difficult to obtain economically, particularly with a rapid switching rate, and could cause dangerous X-rays. Toyo, a manufacturer of power equipment, has not previously been in the TV business.

RCA Color TVs to Japan? Tokyo-based Okura Trading Co. is seeking the approval of the Japanese govt. to import 5,000 RCA color TVs, July 5 *Home Furnishings Daily* reported. Turn-about aspect of the unusual deal is that Japanese TV manufacturers reportedly are up in arms and urging the government to reject or limit the imports because of unfair competition. Their beef: Even with freight, tariff and all other import costs, the RCA 21-in. sets will come in ticketed substantially under the current \$1,000 price of low-end made-in-Japan 17-in. color TVs.

New Westinghouse Radios & Phonos: Being dropped into 1962 lines are 3 new clock radios at \$19.95, \$29.95 & \$39.95; a "summer special" promotional table radio at \$14.95; 7-transistor miniature at \$25.95; broadcast-marine-SW portable at \$79.95; portable stereo at \$79.95 & \$99.95.

Decline in Electronics From Britain: The recession and increasing imports from Japan & Germany apparently took their toll on 1960 British exports of electronic products to the U.S. They dropped 10% from their 1959 record of nearly \$22 million to a total of \$19,645,000. The U.S. Commerce Dept.'s Business & Defense Services Administration reported that shipments of record-playing mechanisms, which previously accounted for more than one half of the total exports of electronic equipment to the U.S., dropped 34% from \$12.4 million in 1959 to \$8.1 million in 1960.

Gains were shown in exports of tubes & components and commercial & industrial equipment. Here are comparative figures for 1960 (with 1959 in parentheses) on exports of electronic products from U.K. to U.S.:

Radios, \$200,000 (\$292,000); radio-phonos, \$190,000 (\$232,000); speakers & microphones, \$699,000 (\$532,000); phonos & record players, \$362,000 (\$147,000); phono parts & accessories, \$727,000 (\$1,207,000); record playing mechanisms with record changer, \$7,920,000 (\$11,739,000); without changer, \$219,000 (\$623,000); tubes, \$2,501,000 (\$2,381,000); tube parts, \$306,000 (\$97,000); components, \$1,458,000 (\$1,243,000); communications, navigation & radar equipment, \$2,813,000 (\$2,178,000); other, \$2,250,000 (\$1,303,000). Total: \$19,645,000 (\$21,974,000).

Despite the decline in shipments to U.S., British electronics exports to all countries increased to \$163 million in 1960 from \$155 million in 1959. U.S. remained the largest single market, runners-up being Canada (\$13 million), Australia (\$10 million) and the Netherlands (\$9 million).

Matsushita becomes "Panasonic": That's the new U.S. trade name for radios produced by Matsushita in Japan and imported by Matsushita Electric Corp. of America. Six Panasonic radios are being introduced by Matsushita, which will gradually switch to the new name.

Foreign TV Exhibitions: French Radio & TV Exhibition, sponsored by Radiodiffusion Television Francaise and the Federation Nationale des Industries Electroniques, Sept. 14-25, Parc des Expositions, Paris. (For information, write S.D.S.A., 23 Rue de Lubeck, Paris 16e.) • West German Radio, TV & Phono exhibition will be resumed, after an interruption of 22 years, Aug. 25-Sept. 3 at the West Berlin municipal fair grounds. Participation will be limited to German firms. (Illustrated brochure available from Trade Development Div., Bureau of Foreign Commerce, U.S. Commerce Dept., Washington 25.)

TV Sets Which Broadcast: Two unique features will be incorporated into some models of Westinghouse's new TV line, due to be unveiled next week at the Music Industry Trade Show in Chicago: (1) "Wireless remote speakers"—a provision for picking up the sound from the TV set on any standard AM radio. (2) "Instant start"—a feature on portable sets which accomplishes almost instantaneous start of picture & sound by eliminating the warm-up period. When the set is turned off the tubes are kept warm at half power. This feature also is said to lengthen tube life by eliminating the damaging power surge when the set is turned on. Some of Westinghouse's recent FM sets have had circuits in which tube filaments were constantly heated.

Bankruptcy Petition Filed: Shell Electronics Mfg. Co., Westbury, N.Y. maker of hi-fi components, citizens band radio & test equipment, has filed a petition under Chapter XI of the Bankruptcy Act. Liabilities were listed as \$491,000, assets \$390,000.

TOP 100 DEFENSE FIRMS: The increasing dominance of electronics in defense-contract expenditures is dramatized in the Defense Dept.'s just-released list of the 100 largest prime military contractors of 1960. The comparison with 1959 indicates an increase in dollar volume for most companies identified with electronics.

General Dynamics was the largest single prime contractor for the 2nd year in a row. In addition to the electronics firms, all other companies in the top 10 were primarily aircraft companies—most of which also are heavily in the electronics business. The aircraft companies in the top 10 not tallied below were Lockheed (2nd place), North American Aviation (3rd), Boeing (5th), United Aircraft (6th), Martin (7th). Prime contracts for aircraft, missile systems & electronics account for 61 of the top 100 firms.

From the Pentagon's top-100 list for calendar year 1960, we've compiled this summary showing standings of prominent electronics firms, compared with 1959. (Subsidiaries included; dollar figures in millions; dash indicates firm was not among top 100 in 1959.)

	1960		1959	
	Contracts	Rank	Contracts	Rank
General Dynamics	\$1,294.7	1	\$1,491.1	1
GE	964.1	4	915.7	5
AT&T	501.9	8	501.4	9
Hughes Aircraft	437.6	9	322.7	13
Raytheon	374.2	10	369.5	11
RCA	364.8	11	303.2	15
Sperry-Rand	318.0	15	318.7	14
IBM	312.1	16	262.5	17
Bendix Corp.	274.3	18	279.9	16
Westinghouse	269.5	19	220.5	18
Avco	193.2	23	199.6	20
ITT	188.3	24	156.9	24
Northrop Corp.	158.0	26	83.5	41
Burroughs	122.7	28	117.9	30
Philco	101.4	33	102.1	35
Thompson Ramo Wooldridge .	100.9	34	133.0	29
Collins Radio	99.0	35	116.4	32
Minneapolis-Honeywell	84.3	37	94.8	37
Gen. Precision Equipment ...	83.0	39	77.6	44
American Bosch Arma	82.4	40	98.2	36
Mass. Inst. of Technology ...	80.9	41	64.7	48
Ling-Temco Electronics	76.9	44	—	—
General Telephone & Elec. ..	52.6	55	51.9	58
Laboratory for Electronics ..	48.9	58	32.9	78
Lear Inc.	43.7	62	37.9	67
Magnavox	43.5	63	34.9	71
Sanders Associates	41.9	66	—	—
Motorola	38.0	68	25.0	93
System Development Corp. ..	32.8	73	—	—
Gilfillan Bros.	28.6	84	24.0	97
Litton Industries	27.2	91	25.9	92
Hallicrafters	26.9	92	—	—
Hazeltine	25.0	97	54.2	56

RCA & APEP Settle On 4-Year Pact: An 11th hour settlement July 1 forestalled a scheduled walkout by some 2,500 members of the Assn. of Scientists & Professional Engineering Personnel at 4 RCA plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. (Vol. 17:27 p21). A new 4-year contract, with a wage re-opener June, 1964, provides for an immediate 2½% wage increase and similar boosts in 1962 & 1963. Among other benefits, the maximum rate of all occupations will be raised 2% in Dec. 1962, and an additional 2% the following December.

FTC Case Settled: Central Electronics Inc., 1247 Belmont Ave., Chicago, has agreed to an FTC stipulation preventing it from representing—"in connection with the sale of radio transmitters"—that unavailable products are on hand for immediate purchase by the public.

Mergers & Acquisitions: Davega Stores and Wilcox-Gay will merge (Vol. 17:26 p19) via a share-for-share exchange of stock, subject to stockholder approval. Davega will be the survivor, but the combined company probably will be renamed. Davega operates 25 stores & discount centers in N.Y. & N.J. Wilcox-Gay is the parent of Majestic International, importer of Grundig-Majestic TVs, radios, phonos. Davega Pres. Joseph Axler and Wilcox-Gay Pres. Leonard Ashbach predicted that the combined company's first-year sales would top \$35 million.

Other merger news last week:

Westinghouse will acquire Thermo King for \$32.5 million in stock, subject to the approval of stockholders of the Minneapolis-based maker of refrigeration equipment for trucks, railway cars and missiles. The proposed amalgamation calls for the swap of 7 Westinghouse shares for each 9 of Thermo King. The latter will be operated as a wholly-owned Westinghouse subsidiary with its present management & facilities.

Ling-Temco Electronics and Chance Vought stockholders last week approved the merger of the 2 companies, effective August 31 (Vol. 17:27 p23). The combined organization will be named Ling Temco Vought Inc. Robert McCulloch, Ling-Temco chmn. & chief executive officer, will have the same titles in the new company. Ling-Temco Pres. James J. Ling will become chmn. of the exec. committee. Ling-Temco exec. vp Clyde Skeen will retain the same title. Chance Vought Pres. Gifford K. Johnson will become president of the amalgamated concern.

Ling-Temco Electronics and Pye Ltd. of Cambridge, England have jointly formed Pye-Ling Ltd. to market environmental test systems in Europe. The new concern will have its hq in Stanmore, England.

Pacific Industries will acquire in a stock exchange privately-owned Reliable Steel Supply, Los Angeles distributor of heating, ventilating and air-conditioning equipment.

Pentron Electronics, Chicago maker of tape recorders, electronic components & devices, has acquired Southern Electric, Hammond, Ind. manufacturer & distributor of motor coils. Also acquired were several affiliates. Southern will be operated as a wholly-owned subsidiary. The acquisition involved the exchange of 1,125,000 Pentron common shares for all Southern outstanding common.

New Plants & Expansions: Muntz TV has moved into a new \$1-million, 75,000-sq.-ft. hq plant at Wheeling, Ill. Production of TVs, radios and stereo phonos will be initiated July 17, when employes return from a 2-week vacation. Muntz's Evanston, Ill. plant will be closed as soon as all production equipment has been transferred • Collins Radio's Western operation has been consolidated in a new multi-million-dollar communication & data-processing R & D center at Newport Beach, Cal. The Information Science Center is the first of various R & D and manufacturing facilities planned for the 100-acre site.

"Butterfly-Wing" Antenna: Flexible printed-circuit TV antenna, the "Mite-Site," shaped like a 5-ft. butterfly, will be sold nationally at about \$3, according to B. F. Goodrich Co., which supplied the Koroseal vinyl material on which the silver circuit is deposited. The inventor, canvas manufacturer Frank Higgins, is reported to have established RF Industries to make the antenna, which can be installed in the attic, on the wall or under the rug. Somewhat similar printed-circuit antenna has been made & marketed by Jerrold Electronics for more than a year.

Semiprofitable Semiconductors: "Manufacturers of transistors, semiconductors and rectifiers are caught in a wave of price cutting & falling profits despite a continuing upturn in sales," reported July 6 *Wall St. Journal*, adding:

"The extent of the price cutting is clear. In 1959, the average price of a transistor was \$2.70, it's estimated. By the first quarter of 1960 the figure had dropped to \$2.44. The average was cut to \$1.93 in this year's first quarter.

"Part of the price trimming is a result of technological advances being made in the manufacture of the tiny devices. But much of the cutting can be traced to a competitive scramble for customers stemming largely from a production overcapacity which has developed in recent years. In addition, rising imports, especially from Japan, are aggravating the situation."

The *Journal* quoted U.S. Transistor Corp. Pres. Irving Ross: "We're selling germanium transistors for entertainment devices for as low as 25¢ each. That's low enough to compete with Japanese transistors but there's no profit margin at all on that particular transistor."

The newspaper report continued: "Transistor makers are hoping that growing volume generated by lower prices will compensate for lower per-unit profits. Currently, however, with competition so stiff, this isn't happening, and manufacturers are intensifying their cost-cutting efforts." Among the efforts: stepped-up mechanization of production, intensified quality control.

However, the report pointed out, manufacturers are reluctant to automate production on a grand scale, à la Philco which "has nearly fully automated several production lines." Explaining a prime reason for reluctance, Clevite vp C. B. Hoffman noted: "You've got to do some real inspired crystal-ball gazing to determine whether the type of device you're producing will be in demand long enough to amortize the capital expense involved."

The downbeat summation: "Compounding the problems facing manufacturers is the realization that it's no longer possible to develop a device, put it on the market and watch sales soar."

* * *

Raytheon Dedicates Semiconductor Plant: New 116,500-sq.-ft. facility at Lewiston, Me. was officially opened June 19. The transistor plant has been in production since March, employs 900, expects to expand to 1,500 by fall.

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"TV Doorman" Installation: What may be the largest TV doorman installation has just been completed by Bell Television Inc. in a Brooklyn apartment building. A 112-unit apartment building at 415 Argyle Rd. is equipped with 132 built-in 5-in. monitors (at least one in each apartment, 2 in duplexes). When a visitor rings a tenant's bell in the lobby, the TV screen is automatically turned on and the visitor can be identified & admitted. Bell, which specializes in distribution systems and various types of apartment closed-circuit (such as installations in automatic elevators), is now experimenting with compact 8-in. Japanese TV sets (made by Nichi-Bei-Kogyo) for apartment-house lobby monitors, Pres. Martin Sugar told us.

Emerson Sales Up: Joining other manufacturers that are reporting pickups in orders & sales, Emerson last week announced that its June TV-radio shipments were higher than those of any other June in the last 7 years. Arnold Henderson, sales director for the Emerson Div. of Du Mont Emerson Corp. said orders placed by distributors at the company's June convention for TV were 112% greater than at last year's convention, while radio was 122% ahead.

Trade Personals: Dr. L. Curtis Foster, research dir. of Zenith Radio Research Corp., Menlo Park, Cal., named vp of the Zenith Radio subsidiary . . . Dr. Carl E. Barnes resigns as research vp, Minnesota Mining & Mfg. . . Rear Adm. Chester W. Nimitz Jr. (U.S.N. ret.) promoted from mgr., Texas Instruments industrial products group, apparatus div., to vp & gen. mgr., instrument div.

Neil M. Blair named pres., FXR div. of Amphenol-Borg . . . Fred H. O'Kelley, ex-Raytheon, named distributor product sales mgr., Westinghouse electronic tube div., succeeding W. F. Baker, named staff asst. to the div. mgr. Carmen E. Ramich promoted from engineering mgr., Westinghouse's Horseheads plant, to new post of industrial & military equipment sales mgr. Frederick H. Townsend, ex-Raytheon, named to new post of mgr., entertainment-equipment sales.

Charles R. Green, ex-Admiral, appointed chief engineer, General Dynamics/Electronics military products div., communications lab . . . Dr. Raymond M. Wilmotte appointed project mgr. to head RCA's development & construction of the Relay experimental communications satellite . . . Harold E. Felix named vp & engineering dir., Midwestern Instruments . . . Irwin Hecht, ex-pres., Hecht Electronics, named sales vp, Terminal-Hudson Electronics.

Murray G. Crosby named chmn. & research dir., Crosby-Teletronics, Robert Marston elected pres.; Harry M. Frey promoted from mktg. vp to exec. vp, John C. Simmons from asst. to the exec. vp to asst. to the pres., Leonard Feldman from engineering vp of Crosby Electronics Corp., a wholly owned subsidiary, to engineering dir. of the parent company; Ben Goldner named mfg. dir. . . Stanley E. Benson named mgr. of long-range planning, General Dynamics/Electronics mktg. div. . . Raymond Hamada, ex-Telecomputing, has been named sr. operations vp, Houston Fearless.

■

Electronics Newsletter Discontinued: *Radio-Electronics Weekly Business Letter*, published for the last 11 years by the promotion department of Gernsback Publications' *Radio-Electronics* magazine and widely circulated in the electronics manufacturing & marketing business, ceased publication with the July 5 issue. The publisher informed subscribers that "the manpower required to produce the *Weekly Business Letter* is urgently needed for new promotional activities and can no longer be spared."

Langmuir Works Published: *The Collected Works of Irving Langmuir*, the late GE research scientist, have been published in a 12-volume set with a biography, by Pergamon Press, N.Y. (\$150 for 12 volumes, \$15 each for Vols. 1-11, \$9 for Vol. 12).

Obituary

Morris M. Gruber, 78, a pioneer in the fields of sound recording and facsimile transmission, died July 4 in N.Y. of a heart attack. In 1915 he founded the Presto Machine Products Corp. in Brooklyn, manufacturer of Sonora phonographs. The company later became the Presto Recording Corp. and was the first to sell home recording machines. They used acetate discs, which Gruber introduced into this country and which became extensively used for records & radio transcriptions. He retired 2 years ago from the descendant of Presto, the Bogen-Presto Co., now a division of Siegler. Early in his career, Gruber, a mechanical engineer, developed a sound-on-film system for Dr. Lee De Forest's General Talking Picture Corp. (see p. 3). He also built Rayfoto facsimile equipment.

Hoffman Sues 2 Textron Subsidiaries: A piracy-of-secrets suit has been filed in Los Angeles Superior Court by Hoffman Electronics against Heliotek Corp. and parent Textron Electronics. Hoffman charged that the 2 Textron Inc. subsidiaries "hired away" 3 of its engineers last February "in order to obtain trade secrets & confidential information" about Hoffman-developed solar cells. Hoffman is seeking "undetermined" damages and a permanent injunction to prevent the engineers from disclosing its solar cell secrets.

EIA Changes Tax Position: The electronics manufacturers' organization last week wired House Ways & Means Committee Chmn. Mills (D-Ark.) that it "strongly supports" a tax-incentive plan for plant modernization which would provide a flat 10% credit on investment in new plant & equipment. EIA previously had maintained a position of neutrality toward investment credit as provided in a tax proposal submitted to the Committee earlier.

Wage Floor Fixed: Effective July 26, govt. contractors in the electronic component parts industry must pay their employes at least \$1.23 per hour. Proposed in May under the Walsh-Healey Act by the Labor Dept.'s Wage-Hour Div. (Vol. 17:21 p19), the minimum wage was set in a June 26 order by Labor Secy. Arthur Goldberg.

Finance

Stock Offering Suspended: Broadcast International Inc., 3 W. 57th St., N.Y., has been slapped by SEC with an order temporarily suspending Securities Act registration exemptions for a proposed public offering of 60,000 common shares at \$5 per share. Organized in July 1960 to produce TV & radio programs for independent & foreign stations, the company applied to SEC in June for Regulation A exemptions. According to SEC, a circular describing the stock offering violated anti-fraud provisions of the law by providing "false & misleading information" to prospective buyers. In its suspension order, SEC cited: (1) "Failure to disclose that customers listed as current active accounts had ceased to deal" with Broadcast International. (2) "Failure to provide financial statements prepared in accordance with proper accounting principles." (3) "An overstatement of the number of programs which could be produced with the proceeds of the offering." (4) "A statement that Broadcast represented 150 TV stations." The SEC order also said the company "failed to disclose a material transaction with respect to the stock held by a controlling person & falsely named as an officer a person who was not an officer." SEC identified neither "person." In its SEC filing, Broadcast International named L. Nicholas Dahlman as pres. & promoter. Dahlman also was listed as founder in 1959 of the company's predecessor Broadcast Planning Corp. David Prowitt is Broadcast International vp and Ann Mannara is secy.-treasurer.

Stock Listing Challenged: "Accuracy & adequacy" of a 250,000-share stock registration filed by Kings Electronics Co. Inc., Tuckahoe, N.Y. (Vol. 17:10 p23), have been challenged by SEC in stop-order proceedings. The company, whose principal business is manufacture of radio frequency connectors, will be given a hearing July 19. SEC said it questioned Kings' statements involving: (1) Gifts of stock by Pres. Morton R. Weissman, 53% owner of the company. (2) "Formation, control and subsequent history" of subsidiaries Aviel Electronics Inc. and Ecco Electronics Components Corp. (3) Company earnings, "including the failure to reflect certain proceeds of the sale of scrap metal."

Magnavox Posts First-Half Gains: A 35-40% profit gain on a 20% sales rise was recorded by Magnavox during 1961's first half. Pres. Frank Freimann said sales rose to \$61.5 million from \$51.7 million a year ago. The year-ago profit was \$1.8 million (77¢ a share). For total 1961, Freimann forecast a sales gain to \$140-150 million from 1960's \$124.9 million—a profit rise to \$3.50-3.75 a share from \$2.76 last year. "Business this fall should be extraordinarily good for us in consumer products," he said, adding that 2nd-quarter sales of consumer products rose some 20% over a year ago. June's consumer sales alone were 40% ahead of June 1960, Freimann noted. Consumer products account for 60% of Magnavox sales; the govt. & industrial products division 40%. Freimann also reported that Magnavox would introduce in September a "comprehensive" line of about 20 new radios.

S.O.S. Photo-Cine-Optics Inc., N.Y. firm which makes & rents TV & movie production equipment, needs new financing for expansion of its business, it told SEC (File 2-18433) in applying for registration of a debentures-&-stock plan. Formerly called S.O.S. Cinema Supply Corp., the company plans offerings of \$50,000 of 6% subordinated debentures due 1969 and 50,000 common shares in units of \$10 of debentures & 10 shares. The SEC statement also covered 20,000 common shares underlying 5-year warrants sold to underwriter William, David & Motti Inc. and 20,000 shares underlying warrants issued to S.O.S. officers.

Electronics Capital Corp. Offers Stock: The San Diego-based small-business investment firm last week offered its stockholders 612,463 common shares valued at \$16,536,501. Holders may subscribe for the issue at \$27 a share in the ratio of one new share for each 3 held of record July 6. The subscription period ends July 21. Proceeds will be used for additional investments in small concerns.

ECC Enlarges Portfolio: Electronics Capital Corp., San Diego small-business investment firm, has added an 18th company to its portfolio with a \$600,000 investment in PM Electronics, San Diego. The investment comprises a \$350,000 long-term loan & the purchase of \$250,000 of 8%, 7-year convertible debentures (convertible into 33% of PM's total common stock). PM Electronics develops & manufactures a variety of solid-state ground-instrumentation, airborne-telemetry and audio amplifiers. ECC's commitments to its 18 portfolio companies top \$14.6 million.

Gabriel's Electronics Div. for Sale: Although it is now operating at a profit, compared with heavy losses in 1960, Gabriel's Electronics Div. at Millis, Mass. is up for sale. Controller & asst.-treas. Thomas A. Chervenak also reported recently that Gabriel expects to produce a profit in 1961, compared with 1960's loss of \$436,556 on sales of \$31.2 million. Diversified Gabriel's electronic products include microwave systems, radar antennas.

York Research Corp., Stamford, which makes specialty electronic tubes and conducts tests for radio noise & interference, plans public sale of 100,000 Class A shares to finance a new lab and buy equipment. An SEC registration statement (File 2-18397) said 75,000 of the shares would be offered through Allen & Co., 25,000 by present holders at prevailing over-the-counter prices.

Douglas Microwave Co. Inc., Mount Vernon N.Y. maker of microwave components, plans public sale of 100,000 common shares on an all-or-none basis through J. R. Williston and Beane & Hill, Darlington & Grimm. The company told SEC (File 2-18425) that most of the proceeds would be used to repay bank obligations.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Belock Instrument	1961—6 mo. to Apr. 30	\$ 5,576,517	—	\$ (357,983)	—	928,533
	1960—6 mo. to Apr. 30	7,489,539	\$ 198,735	90,835	\$0.09	928,533
Corning Glass	1961—24 wks. to Jun. 18	95,886,554	19,375,963	10,671,963	1.56 ¹	6,775,955
	1960—24 wks. to Jun. 18	99,409,650	22,871,269	12,353,269 ²	1.81 ¹	6,754,600
Narda Microwave	1961—year to Jun. 30	2,645,000	—	120,000	.20	—
	1960—year to Jun. 30	2,276,000	—	64,000	.11	—
National Video	1961—year to May 31	18,580,492	—	1,270,159	2.06	616,667
	1960—year to May 31	17,047,104	—	1,131,869	1.84	616,667
A. C. Nielsen	1961—9 mo. to May 31	26,561,467	3,943,091	1,860,179	1.09 ³	1,710,000 ³
	1960—9 mo. to May 31	22,866,094	3,701,988	1,693,586	2.97	570,000
Thompson Ramo Wooldridge	1961—5 mo. to May 31 ¹	164,151,654	1,540,835	777,635 ²	.20 ¹	3,186,457
	1960—5 mo. to May 31 ⁴	183,141,212	8,212,651	3,908,951	1.20 ¹	3,145,687

Notes: ¹After preferred dividends. ²Excludes non-recurring capital loss of \$2.3 million on sale of investments. ³Reflects 3-for-1 split.

⁴From SEC report. ⁵Reflects \$3-million inventory write-down on certain semiconductor products.

Ampex Slims Down: Moving toward a tighter organization (Vol. 17:25 p22), Ampex last week approved a "new organization objective," which involves the merging of Ampex Instrumentation Products Co. and Ampex Video Products Co. into a North California Operations Group under vp Robert Sackman, and the combining of all research & advanced development into a single corporate group headed by vp-research dir. Arthur H. Hausman. "The transition from today's organization to the new organization will require at least 6 months," Chmn. Alexander M. Poniatoff announced.

Reports & Comments Available: Sterling Television, review, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 • Paramount Pictures, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • Four Star Television, Black & Co., U.S. National Bank Bldg., Portland 4, Ore. • Microwave Associates, report, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • CBS, review, Ross & Hirsch, 120 Broadway, N.Y. 5 • Sangamo Electric, review, Schweickart & Co., 29 Broadway, N.Y. 6 • Data Processing, offering circular, First Weber Securities Corp., 79 Wall St., N.Y. 5 • "Medicine Turning to Electronics," profile on 11 participants in medical electronics, July 5 *Financial World* • Electronic Associates, analysis, Bruno-Lenchner Inc., Bigelow Square, Pittsburgh 19 • Granco, offering circular, Midland Securities Co., 1016 Baltimore Ave., Kansas City 6, Mo. • Seaboard Electronic, prospectus, Amos Treat & Co., 79 Wall St., N.Y. 5 • Dorsett Electronics Labs, prospectus, Ira Haupt & Co., 111 Broadway, N.Y. 6.

Recent Stock Issues

Stock	Offering Price	July 6, 1961	
		Bid	Asked
Data Processing	4	6	7½
General Resistance	3	3	3¾
Marcon Electronics	10	15½	18¾
Sony Corp.	17½	20¾	22¾
Wrather Corp.	10	8¾	9¾

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco	Q	\$0.15	Aug. 20	Jul. 28

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday July 6, 1961

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

Stock	Prev.		Stock	Prev.			
	Bid	Asked		Bid	Asked		
Acoustica	19¾	18	19¾	Magna Th.	4	3¾	4¾
Adler Elec.	16¾	15¾	17¾	Magnetics Inc. ..	10	9¾	11
Aerovox	10½	10¼	11½	Maxson	20¾	22	23¾
Allied Radio	25¾	27¼	29¾	Meredith Pub.	37	35	38
Astron Corp.	2¼	1¾	2¾	MetroMedia	17¾	17¼	18¾
Babcock	29	28	30¾	Microdot	25¾	25¼	27½
Baird Atomic	17¾	19¾	21¾	Milgo Elec.	19½	20	23
Cannon Elec.	28½	29	32½	Narda Micro	7	6¾	7¾
Capehart	8½	8¾	9¾	Newark Elec.	13½	13¾	14¾
Chicago Aer.	22½	23½	26¾	Nuclear Chl.	40	41	44¾
Control Data	95	97	103	Official	3¾	3¾	4¼
Cook Elec.	11¾	10¾	11¾	Pacific Aut.	5	5¾	6¾
Craig	13½	14½	16	Pacific Merc.	7½	7¼	8
Crosby Tel.	5¾	5½	6	Phillips Lamp ..	135½	140½	145¾
Dictaphone	35¾	37	39¾	Pyramid	1¾	2	2¾
Digitronics	26	26½	29¾	Radiation	22	23	25¼
Eitel-McC.	16¾	16½	17¾	Rek-O-Kut	2¾	2¾	3-5½
Elco Corp.	12½	13¼	14¾	Research Inc.	4¾	4¾	5½
Electro Instr.	19	18	21	H. W. Sams	39½	40	42¾
Elec. Voice	10¼	11	12¼	Sanders Assoc. ..	56	61	64¾
Elec. Assoc.	28½	29	31½	Silicon	10½	10¾	12¼
Elec. Cap. Corp.	42½	40	44	H. Smith	12	12	13¾
Eric Resistor	14½	14½	15¾	Soroban	63	62	67¾
Executone	18	17½	19¾	Soundscribe	11½	11½	12¾
Farrington	12½	12¾	13¾	Speer Carbon	29¾	31	33½
Foto Video	6½	5¼	6¾	Sprague	78½	81¾	85
Four Star	22	21½	23¾	Sterling	3¾	4	4¾
Gen. Devices	12¼	11½	12¾	Syston-Don.	40½	41¾	44¼
G-L Elec.	8	8	9¾	Taft Bestg.	19	19½	21
Goodwill Sta.	10½	10½	11½	Taylor Instr.	45	45	48¾
Granco	3	3¾	3-15/16	Technology	6¾	6½	7¾
Hallcrafters	22½	22½	24¾	Tele-Bestrs.	11½	1½	2¾
Hathaway	23½	22½	24¾	Telechrome	10½	10¾	12
High Voltage	165	155	170	Telecomp.	7¾	7¼	8
Infrared	16	16½	18	Time Inc.	82	84	88¾
Interstate Eng.	18	17¼	18¾	Tracerlab	10½	10½	11½
Ionic	30	29½	32½	United Art.	7¾	7	8¼
Itek	48	47½	51¾	Universal	¾	¾	1-3/16
Jerold	8	8	8¾	Vocaline	2¼	2	2½
Lab for Elec.	46¾	48½	51¾	Wells-Gardner ..	31	31¼	33¾
Leads & North.	34¾	34¾	37½	Wilcox Elec.	9¾	9½	10¼
Lel Inc.	8¼	8¼	9½	Wometco	24¾	24¼	26½

Will Warner Bros. Split Stock? The "advisability" of splitting its common stock is under consideration by Warner Bros. The film concern reported last week that it will make its recommendations on the split to the board at its next meeting, probably in September. WB has 1,527,900 common shares outstanding of 5 million authorized.

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

Full texts of

Revised Proposed FCC Rules on Program Forms

DOCKET No. 13961

In the Matter of Amendment of Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314 and 315

Proposed Rules on Logging Requirements

DOCKET No. 14187, RM-256

In the Matter of Sections 3.111, 3.112, 3.114, 3.281, 3.282, 3.284, 3.581, 3.582, 3.584, 3.663(a), 3.664(a) and (c), 3.781, 3.782, and 3.784 of the Commission's Rules Governing Logging Requirements for Broadcast Stations.

NOTICE OF FURTHER PROPOSED RULE MAKING

1. Notice is hereby given of further proposed rule making in the above-entitled matter.

2. The proceedings herein were instituted by the Commission on February 21, 1961, upon the release of its Notice of Proposed Rule Making. Subsequently, the time for filing comments with respect to the Commission's proposals was extended to May 1, 1961 and later to June 1, 1961. Prior to the latter date, the Commission concluded that certain revisions of its proposals were desirable. Accordingly, on May 12, 1961, the above filing date was extended until further order of the Commission.

3. The Commission has reviewed the comments filed to date and has held informal conferences with industry representatives and other interested parties. The principal objective of the discussion with the industry representatives was to insure that the questions proposed by the Commission concerning an applicant's past and proposed operations could be answered on the basis of reasonable efforts and records to be kept by the applicants. It is understood that these individuals are free to support or oppose the proposals, or to offer counter-proposals.

4. The Commission's revised proposals, which include for the first time separate Sections IV for radio and television, are attached. Pursuant to applicable procedures set forth in Section 1.213 of the Commission's Rules, interested parties may file comments on or before September 7, 1961, and reply comments on or before September 18, 1961. In the absence of the most unusual circumstances, these dates will not be extended. In reaching its decision in this proceeding, the Commission will not be limited to comments of record but will take into account any relevant information obtained in any manner from informed sources.

5. In light of the fact that our existing log keeping rules are not of sufficient scope to provide the factual information required to complete the proposed revised forms, there is being issued simultaneously with the issuance of the instant Notice the Commission's proposed amendments to said rules (Docket No. 14817). In this connection, the Commission recognizes that upon the adoption of final amendments to the above-entitled forms and to the log keeping rules, provision must be made for a practicable

transition period. This matter is being studied by the Commission and appropriate procedures will be set forth in the final report which will be issued in the instant proceedings. Interested parties may submit comments with respect to such transitional procedures within the dates set forth in paragraph 4.

6. Paragraphs 3(a) and 6 of the proposed form will be included in Part II of Form 314 (Application for Assignment) and Part III of Form 315 (Application for Transfer of Control), requiring the submission of current programming information of operating stations which are the subjects of these applications. Since this information will be supplied by the assignors and transferors, the "correct information" statements of the assignor and assignee in Form 314 will be revised to read as follows:

The (assignor) (assignee), or the undersigned on the (assignor's) (assignee's) behalf, states that he has endeavored to supply full and correct information as to all matters which are relevant to this application, (including) (excluding) the information set forth for the Current Week in paragraphs 3(a) and 6 of Section IV, Part II, and that he has done so as to all matters within his knowledge.

Appropriate changes also will be made in Form 315 with respect to the statement of the transferor in Part I and of the transferee in Part III. Interested parties may submit comments with respect to these proposals within the dates set forth in paragraph 4.

7. In accordance with the provisions of Section 1.54 of the Rules, the Commission shall be furnished with an original and 14 copies of all written comments filed herein.

8. Authority for adopting the amendments proposed herein is contained in Sections 4(i), 303(j), 303(r), 307(d), 308(a) and 308(b) of the Communications Act of 1934, as amended. JUL 10 1961

FEDERAL COMMUNICATIONS COMMISSION*

Ben F. Waple, Acting Secretary

Adopted: July 6, 1961.

Released: July 7, 1961.

* See page 10 for concurring statements of Comrs. Minow, Chmn., and Craven; Comr. Hyde dissenting.

BROADCAST APPLICATION (TV)
FEDERAL COMMUNICATIONS COMMISSION
Section IV, Page 1
STATEMENT OF PROGRAM SERVICE
OF BROADCAST APPLICANT

Name of Applicant _____

NOTICE TO ALL APPLICANTS

The applicant's attention is invited to the Commission's "Report and Statement of Policy Re: Commission *En Banc* Programming Inquiry" (FCC 60-970, 25 F.R. 7291, 20 RR 1902, released on July 29, 1960).

The replies to the questions herein which relate to future operation constitute a representation of policy with respect to programming and commercial operation upon which the Commission relies in considering the application, and against which the Commission will measure the subsequent operation of the station. Applicant shall, during the ensuing license term, supplement this information with respect to significant changes which may occur in his over-all broadcast operation.

GENERAL INSTRUCTIONS AND DEFINITIONS

1. Certain questions herein pertain to past and proposed operation. Applicants for renewal and for major changes in authorized stations as defined in Sections 1.354, 1.355 and 1.356 of the Rules shall answer questions as to both past and proposed operation. Applicants for new stations, and assignees and transferees shall answer questions relating to proposed operation only. Assignors and transferors shall file certain information in Questions 3(a) and 6 as to current operations. Where no substantial change from past operation is proposed, an applicant for renewal and for major changes may so state in lieu of supplying information on proposed operation.
2. Composite Week—An applicant for renewal shall report past performance for a Composite Week designated annually by the Commission in a public notice. This Composite Week will consist of seven different days of the week chosen generally within the year preceding the date of filing for renewal. Attach as Exhibit No. — the original program logs (to be returned) for the seven days comprising the Composite Week.
3. Applicant's Selected Week—(a) An applicant for renewal and for major changes shall also report past performance for a week within the first 12 months of the preceding license term. The seven days of the Selected Week shall be chosen by the applicant, but each day of the week shall be represented (i.e., the applicant may not select more than one Monday during the year, etc.). In no event shall the Selected Week include a day designated in the Commission's Composite Week for the year in question. The same Selected Week shall be used in responding to all questions where this information is requested.
(b) Where the applicant for renewal and for major changes is reporting for a period of less than three years, the following shall apply:
 - (1) One-year operation—Applicant shall report for seven days (representing each day of the week) other than the days included in the Commission's Composite Week.
 - (2) More than one year but less than three years of operation—To the extent practicable the Applicant's Selected Week shall not be within 12-month period immediately preceding the expiration date of the existing license.
(c) Assignors and transferors shall submit information for a selected week which shall be a calendar week falling within 6 months of the date of filing of the application. This week shall be used to answer Questions 3(a) and 6 and shall be submitted in the column headed "Applicant's Selected Week."

- (d) Attach as Exhibit No. — the original program logs (to be returned) for the seven days comprising the Applicant's Selected Week.
4. Proposed Typical Week—Applicants for new stations, assignees and transferees, applicants for renewal and applicants for major changes in authorized stations shall submit information as to their future broadcast plans for a Proposed Typical Week. A renewal applicant and an applicant for major changes need not file this information if they indicate in the appropriate space that their future broadcasting will be substantially similar to that reported in the Composite Week. All applicants except those to whom the preceding sentence applies shall attach as Exhibit No. — a program schedule for this Proposed Typical Week. (Showing program title, time, type and source.)
5. A program is an identifiable unit of program material which is not an announcement, as defined below (e.g. If, within a two-hour Entertainment program, a station broadcasts a one-minute news and weather report, this news and weather report shall be considered a one-minute News program).
6. A sustaining program is one which does not contain commercial matter.
7. Commercial matter includes all commercial announcements and all commercial continuity (network and non-network).
 - (a) Commercial Announcement (CA) is any announcement, including a promotional announcement, time signal, weather announcement, or station identification, for which a change is made and which is not part of the commercial continuity of a program sponsor; or any promotional announcement for a non-sustaining program; or any announcement which refers to or mentions the name of any business beyond the exact name of the station licensee; or any announcement which, by express or implied agreement between the applicant and a sponsor, assumes, in fact, the character of a commercial announcement (such as "bonus" spots, or "trade out" spots involving a barter arrangement).
 - (b) Commercial Continuity (CC) is the advertising message of a program sponsor.
8. Non-commercial Announcement (NCA) is an announcement for which the station does *not* receive consideration (including any announcement which promotes a sustaining program).
9. Program Types are defined as follows:
 - Religious (R)—Includes sermons, devotionals, religious news and drama, etc., but not music except where it is incidental to a religious program.
 - Instructive (I)—Includes programs other than those classified under Religious, Agricultural, News, or Public Affairs, involving the discussion of, or primarily designed to further an appreciation or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.
 - Public Affairs (PA)—Includes talks, discussions, speeches, editorials, forums, panels, round tables, and other programs primarily concerning local, national and international affairs or problems.
 - Agricultural (A)—Includes farm or market reports or other information specifically addressed to the agricultural population.
 - News (N)—Includes news reports and commentaries.
 - Sports (S)—Includes play-by-play and pre- and post-game related activities and sports news and reports.
 - Entertainment (E)—Includes all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.
10. Program Sources are defined as follows:

A live program (L) is any local program which uses live talent half the time or longer, whether originating in the station's studios or elsewhere. Programs furnished to a station by a network are classified as "network." "Disc jockey" shows shall not be classified as "live" but as "recorded," except that an identifiable unit of programming within such a show utilizing live talent shall be classified as "live" (See Instruction No. 5, above). A live program recorded or filmed for later broadcasting by the station shall be classified as "live." A recorded program (REC) is any program utilizing phonograph records, electrical transcriptions, films, tape recordings, or other means of reproduction more than half the time. News programs devoted primarily to wire copy which is read verbatim, or virtually verbatim, by the local announcer shall be classified as "recorded." A network program (NET) is any live or recorded program furnished to the station by a network (national, regional, or special). Delayed broadcasts of programs originated by networks are classified as "network."

- (c) Is there within the service area of the station any other major community whose specialized needs and interests the applicant serves or proposes to serve, or upon whose resources he draws or proposes to draw for programming purposes?

Yes _____ No _____
If yes, list name(s) and population(s) _____

QUESTIONS

1. Service Area Description

(a) As to the area within the applicant's Grade B contour, supply the following information:

- (1) Estimated population _____
- (2) Approximate farm population _____
- (3) Principal types of businesses and industries _____

(b) As to the community to which the station is, or is proposed to be, licensed, supply the following information:

- (1) Population _____
- (2) Any specialized or minority audience which applicant proposes to serve _____

- (3) Principal types of businesses and industries _____

- (4) Names of any colleges or other institutions of higher learning in the community and its immediate vicinity _____

- (5) Indicate whether the community has: a museum _____; an art gallery _____; an organized music or dramatic group _____.

- (6) Are there organized local sporting events available for telecasting?

Yes _____ No _____
If yes, name sports _____

- (7) Names and approximate circulation of principal newspapers published in the community (indicating whether daily or weekly): _____

If none, list names of principal newspapers delivered to homes in the community _____

- (8) List briefly any other facts applicant may wish to present regarding important characteristics of the community which affect its needs and/or the availability of local program resources: _____

NOTE: If the applicant has previously submitted the information called for above, it will be sufficient merely to identify the prior application(s) and to indicate any significant changes in, or additions to, such earlier information.

2. Audience Needs and Interests

Submit as Exhibit No. — a statement setting forth the following:

- (a) The efforts made by the applicant to ascertain the needs and interests of the public within his community or metropolitan area. If additional efforts have been made to ascertain said needs and interests for all or a substantial portion of station's Grade B contour these should also be specified. Applicants for renewal and for major changes in authorized stations shall describe briefly their efforts to ascertain such needs and interests during the past license period; applicants for new stations, and assignees and transferees, shall describe briefly the scope and results of their efforts to determine said needs and interests. (Any records of such efforts shall be retained in the station's files for three years.)
- (b) The scope of consultations by the applicant with civic leaders (public officials, educators, cultural and religious leaders, and representatives of agricultural, business, professional, labor and charitable and service organizations) in the community, metropolitan area, or any other portion of the station's Grade B contour with respect to the public service needs of their agencies, organizations or groups. If none, so state.
- (c) What the applicant has done, or proposes to do, to develop and present broadcast material (including program material and non-commercial announcements) which fulfills or will fulfill the needs and interests ascertained through the consultations and other efforts described above.
- (d) The procedures followed, or to be followed, for considering complaints and suggestions from the public and for acting upon them, if appropriate, giving specific examples in the case of past operations.
- (e) A description of the present or proposed staff of the station, including the number of employees in each department (i.e., program, sales, technical, general and administrative, etc.).
- (f) The procedures followed, or to be followed, by the applicant and its principals in providing regular supervision of the station's operations, determining adherence to established policies and providing guidance to management personnel.

3. Program Types and Sources

READ GENERAL INSTRUCTIONS BEFORE ANSWERING QUESTIONS BELOW

(a) State the amount of time (in hours and minutes) devoted to each of the following types of broadcast matter during the weeks listed below. For each week, on-the-air time shall be computed separately as to program and non-program broadcast matter (e.g., In a 60-minute program, if 45 minutes were devoted to Entertainment programming, 12 minutes to commercial announcements and continuity, and 3 minutes to non-commercial announcements, the time shall be reported as 45 minutes Entertainment, 12 minutes Commercial Matter and 3 minutes Non-commercial announcements). (The Commission recognizes that future proposals with respect to non-program material must be based on best available estimates.)

	Composite Week			Total
	Live	Recorded (Hours and Minutes)	Net-work	
Religious	_____	_____	_____	_____
Instructive	_____	_____	_____	_____
Public Affairs	_____	_____	_____	_____
Agricultural	_____	_____	_____	_____
News	_____	_____	_____	_____
Sports	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
Total Prog. Time	_____	_____	_____	_____

	Applicant's Selected Week			Total
	Live	Recorded (Hours and Minutes)	Net-work	
Religious	_____	_____	_____	_____
Instructive	_____	_____	_____	_____
Public Affairs	_____	_____	_____	_____
Agricultural	_____	_____	_____	_____
News	_____	_____	_____	_____
Sports	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
Total Prog. Time	_____	_____	_____	_____

	Proposed Typical Week			Total
	Live	Recorded (Hours and Minutes)	Net-work	
Religious	_____	_____	_____	_____
Instructive	_____	_____	_____	_____
Public Affairs	_____	_____	_____	_____
Agricultural	_____	_____	_____	_____
News	_____	_____	_____	_____
Sports	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
Total Prog. Time	_____	_____	_____	_____

(2) Non-Program Matter	Total
Commercial Matter (commercial announcements and commercial continuity; network and non-network)	_____
Non-commercial announcements	_____
Total Non-Program Time	_____
Total Broadcast Time [(1) and (2)]	_____

[Give information for Composite Week, Applicant's Selected Week and Proposed Typical Week]

(3) Show also number of non-commercial announcements during:
 Composite Week _____
 Selected Week _____
 Proposed Typical Week _____

(b) With respect to program matter analyzed in 3(a) in the categories of Religious, Instructive, Public Affairs, and Agricultural, provide the information listed below for each such program or program series. List all such individual programs under the appropriate type (i.e., list together all Religious programming, etc.) for the Composite Week and the Applicant's Selected Week. (Attach as Exhibit No. —.)

- (1) Title and brief description.
- (2) Whether live, network, or recorded.
- (3) Number of times program broadcast during week.
- (4) Time of broadcast and length of program.
- (5) Whether prepared by, or in behalf of, or in cooperation with an educational organization.
- (6) Except as to Religious programs, whether program concerned with local (i.e., community, state or regional) affairs.
- (7) If a Religious program, whether time paid for or carried sustaining.

(c) With respect to program matter analyzed in 3(a) in the Entertainment category, give title and brief description of each program or program series which in the opinion of applicant is of unusual or outstanding character. Attach information as Exhibit No. — for Composite Week, and Applicant's Selected Week.

(d) State whether applicant has or proposes to have programs designed for children.

	YES	NO
Past operation	_____	_____
Proposed operation	_____	_____

If answer is yes, attach as Exhibit No. — answers to questions below (Show separately for Composite Week, Applicant's Selected Week, and Proposed Typical Week):

- (1) Title and brief description of each program.
- (2) Number of times and amount of time broadcast during week.
- (3) Time of broadcast.

(e) Does applicant have or propose to have news programming which regularly deals with local (i.e., community, state or regional) affairs?

	YES	NO
Past operation	_____	_____
Proposed operation	_____	_____

If answer is yes, show below approximate amount of time for local news in hours and minutes:

Composite Week	_____
Applicant's Selected Week	_____
Proposed Typical Week	_____

Attach as Exhibit No. — information with respect to the number of full time and part time personnel employed or to be employed in developing and presenting local news, availability of mobile equipment, and arrangements with other news gathering sources in the community, state or region.

(f) If applicant is or will be affiliated with one or more national networks, state the name or names of the networks in question and, if more than one, indicate which network is or will be the principal source of network programming of the station.

(g) Attach as Exhibit No. — a description of the steps.

if any, taken or proposed by applicant to encourage local musical and dramatic talent for use in connection with the applicant's program service.

(h) Has the applicant established policies with respect to programming and advertising standards (whether developed by applicant or contained in a code of broadcasting standards and practices) which guide or will guide the operation of the station? YES _____ NO _____. If yes, attach as Exhibit No. — copies of such policy statements, or summaries thereof if policies are not in written form. (It is not necessary to furnish copies of the published code of any national organization or trade association.) Has the applicant brought these policies to the attention of appropriate station personnel? YES _____ NO _____.

(i) (a) Has applicant for renewal and major changes a policy of carrying sustaining program? YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the time devoted to such programming in the Composite Week and in Applicant's Selected Week, and indicate whether such programs have been used to serve significant minority interests, meet the needs of public service organizations, provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

(b) If this is an application for a new station, or for an assignment or transfer, state whether applicant will have a policy of carrying sustaining programs. YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the estimated amount of time applicant proposes to carry sustaining programs in the Proposed Typical Week and, indicate whether such programs have been used to serve significant minority interests, meet the needs of public service organizations, provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

4. Controversial Issues of Public Importance

(a) All applicants shall supply following:
 (1) Attach as Exhibit No. _____ a description of applicant's past and proposed practices in the presentation of opposing viewpoints on controversial issues of public importance.

(2) With respect to Proposed Typical Week, check whether applicant intends to carry any of the following types of broadcasts dealing with controversial issues: YES NO
 Programs (i.e., speeches, discussions, panels, telephone interviews, letters to stations, etc.) _____ _____
 Editorials _____ _____
 Announcements _____ _____

(b) Applicants for renewal and for major changes in authorized stations supply following:

(1) Number of broadcasts in each category below dealing with controversial issues of public importance. If none, state none.

	Pro-grams	E-di-torials	Announ-cements
Composite Week	_____	_____	_____
Applicant's Selected Week	_____	_____	_____

(2) Submit as Exhibit No. _____ a statement setting forth illustrative examples of applicant's treatment of controversial issues of public im-

portance (including community and statewide or regional issues) presented on the station in each of the past three years (within or outside of Composite Week and Applicant's Selected Week). If presented in form of programs, specify title, length, and time of broadcast of each program.

5. Prior Review of Broadcast Matter

(a) Does applicant have or propose to have procedures for review of broadcast matter (i.e., programs, commercial matter, and non-commercial announcements) prior to broadcast?

	YES	NO
Past operation	_____	_____
Proposed operation	_____	_____

(b) If yes is checked above, attach as Exhibit No. _____ a statement describing applicant's procedures with specific reference to:

- (1) Review of network broadcast matter prior to station broadcast (if affiliated with a network).
- (2) Review of non-network broadcast matter (including programs, commercial matter and non-commercial announcements) prior to station broadcast.

6. Commercial Operation

READ GENERAL INSTRUCTIONS BEFORE ANSWERING THE QUESTIONS BELOW

Show information requested below with respect to maximum amount of commercial matter, i.e., commercial announcement and/or commercial continuity during any one hour; and number of interruptions to programming. Commercial or non-commercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or non-commercial announcements shall be considered a single interruption.

	Com-posite Week	Appli-cant's Selected Week	Pro-posed Typical Week
(a) Maximum amount of commercial matter during any one hour (in minutes)	_____	_____	_____
(b) Total number of interruptions during week	_____	_____	_____
(1) Maximum during any one hour	_____	_____	_____
(2) Total number in excess of 60 seconds during week	_____	_____	_____
(3) Maximum number in excess of 60 sec. during any one hour	_____	_____	_____

7. Comparison of Proposed and Actual Operation

Applicants for renewal and for major changes in authorized stations shall attach as Exhibit No. _____ a comparison of the information reported above in Questions 3(a) and 6 for the Composite Week with information set forth for the Proposed Typical Week in last previous application. If substantial differences exist, explain reasons for differences.

8. Additional Information

Attach as Exhibit No. _____ any additional information which the applicant wishes to submit in order to reflect adequately his programming and commercial operations and plans.

**BROADCAST APPLICATION(AM) (FM)
FEDERAL COMMUNICATIONS COMMISSION**

Section IV, Page 1

**STATEMENT OF BROADCAST
SERVICE OF APPLICANT**

Name of Applicant _____

1. General Policies and Practices

(a) Submit as Exhibit No. — a statement setting forth the following:

(1) The efforts made by the applicant to ascertain the needs and interests of the public within his community or metropolitan area. If additional efforts have been made to ascertain said needs and interests for all or a substantial portion of station's primary service area, these should also be specified. (For purposes of this question, the "primary service area" of a standard broadcast station shall be the 0.5 mv/m interference-free contour, daytime pattern; of an FM broadcast station, the 1 mv/m contour). Applicants for renewal and for major changes in authorized stations shall describe briefly their efforts to ascertain such needs and interests during the past license period; applicants for new stations and assignees and transferees shall describe briefly the scope and results of their efforts to determine said needs and interests. (Any records of such efforts shall be retained in the station's files for three years.)

(2) The scope of consultations by the applicant with civic leaders (public officials, educators, cultural and religious leaders, and representatives of agricultural, business, professional, labor and charitable and service organizations) in the community, metropolitan area, or any other portion of the station's primary service area with respect to the public needs of their agencies, organizations, or groups. If none, so state.

(3) What the applicant has done, or proposes to do, to develop and present broadcast material (including program material and non-commercial announcements) which fulfills or will fulfill the needs and interests ascertained through the consultations and other efforts described above.

(4) If the applicant's past or proposed programming falls substantially into a specialized category, attach as Exhibit No. — a statement of the nature of such specialized category (viz, popular music, classical and semi-classical, country and western, foreign language, etc.) and of the specialized audience (teenage, rural, etc.). Include a statement of the specific factors which have led applicant to provide programming in this specialized category.

(b) Has the applicant established policies with respect to programming and advertising standards (whether developed by applicant or contained in any code of broadcasting standards and practices) which guide or will guide the operation of the station? YES _____ NO _____. If yes, attach as Exhibit No. — copies of such policy statements, or summaries thereof if policies are not in written form. (It is not necessary to furnish copies of the published code of any national organization or trade association). Has the applicant brought these policies to the attention of appropriate station personnel? YES _____ NO ____.

(c) Attach as Exhibit No. — a description of the

procedures followed, or to be followed, for considering complaints and suggestions from the public and for acting upon them if appropriate, giving specific examples in the case of past operations.

(d) Attach as Exhibit No. — a description of the present or proposed staff of the station, including the number of employees in each department (i.e. program, sales, technical, general and administrative, etc.).

(e) Attach as Exhibit No. — a description of the procedures followed or to be followed by the applicant and its principals in providing regular supervision of the station's operations, determining adherence to established policies, and providing guidance to management personnel.

2. Program Types and Sources

**READ GENERAL INSTRUCTIONS BEFORE
ANSWERING QUESTIONS BELOW**

(a) State the amount of time (in hours and minutes devoted to each of the following types and sources of broadcast matter during the weeks listed below. For each week, on-the-air time shall be computed separately as to program and non-program broadcast matter (e.g. In a 60-minute program, if 45 minutes were devoted to Entertainment programming, 12 minutes to commercial announcements and continuity, and 3 minutes to non-commercial announcements, the time shall be reported as 45 minutes Entertainment, 12 minutes Commercial Matter, and 3 minutes Non-Commercial Announcements.) (The Commission recognizes that future proposals with respect to non-program material must be based on best available estimates.)

(1) Program Matter

	Composite Week			Total
	Live	Recorded (Hours and Minutes)	Net-work	
Religious	_____	_____	_____	_____
Instructive	_____	_____	_____	_____
Public Affairs	_____	_____	_____	_____
Agricultural	_____	_____	_____	_____
News	_____	_____	_____	_____
Sports	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
Total Program Time	_____	_____	_____	_____

	Applicant's Selected Week		
Religious	_____	_____	_____
Instructive	_____	_____	_____
Public Affairs	_____	_____	_____
Agricultural	_____	_____	_____
News	_____	_____	_____
Sports	_____	_____	_____
Entertainment	_____	_____	_____
Other (Specify)	_____	_____	_____
Total Program Time	_____	_____	_____

	Proposed Typical Week		
Religious	_____	_____	_____
Instructive	_____	_____	_____
Public Affairs	_____	_____	_____
Agricultural	_____	_____	_____
News	_____	_____	_____
Sports	_____	_____	_____
Entertainment	_____	_____	_____
Other (Specify)	_____	_____	_____
Total Program Time	_____	_____	_____

(2) Non-Program Matter	Total
Commercial Matter (commercial announcements and commercial continuity, network and non-network)	_____
Non-commercial announcements	_____
Total Non-Program Time	_____
Total Broadcast Time [(1) and (2)]	_____

(3) Show also number of non-commercial announcements during:

[Give information for Composite Week, Applicant's Selected Week and Proposed Typical Week]
Composite Week _____
Applicant's Selected Week _____
Proposed Typical Week _____

(b) Does applicant have or propose to have news programming which regularly deals with local (i.e. community, state, or regional) affairs?

	YES	NO
Past Operation	_____	_____
Proposed Operation	_____	_____

If answer is yes, show below approximate amount of time for local news (in hours and minutes):

Composite Week	_____
Applicant's Selected Week	_____
Proposed Typical Week	_____

Attach as Exhibit No. — information as to the station's staff and technical facilities for providing such local news service.

(c) All applicants supply following:

(1) Attach as Exhibit No. — a description of applicant's past and proposed practices in the presentation of opposing viewpoints on controversial issues of public importance.

(2) With respect to Proposed Typical Week, check whether applicant intends to carry any of the following types of broadcasts dealing with controversial issues:

	YES	NO
Programs (i.e. speeches, discussions, panels, telephone interviews, letters to stations, etc.)	_____	_____
Editorials	_____	_____
Announcements	_____	_____

(d) Applicants for renewal and for major changes in authorized stations supply following:

(1) Number of broadcasts in each category below dealing with controversial issues of public importance. If none, state none.

	Pro-grams	Edi-torials	Announ-cements
Composite Week	_____	_____	_____
Applicant's Selected Week	_____	_____	_____

(2) Submit as Exhibit No. — a statement setting forth illustrative examples of applicant's treatment of controversial issues of public importance (including community and state-wide or regional issues) presented on the station in each of the past three years (within or outside of Composite Week and Applicant's Selected Week). If presented in form of programs, specify title, length, and time of broadcast of each program.

(e) With respect to the most recent primary or general election in community in which the station is located, indicate whether applicant for renewal or for major change:

	YES	NO
Sold program time	_____	_____
Sold announcements	_____	_____
Made broadcast time available without charge	_____	_____

(f) (a) Has applicant for renewal and major changes a policy of carrying sustaining programs? YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the time devoted to such programming in the Composite Week and in the Applicant's Selected Week, and indicate whether such programs have been used to serve significant minority interests, to meet the needs of public service organizations, to provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

(f) (b) If this is an application for a new station, or for an assignment or transfer, state whether applicant will have a policy of carrying sustaining programs. YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the estimated amount of time applicant proposes to carry sustaining programs in the Proposed Typical Week and indicate whether such programs will be used to serve significant minority interests, to meet the needs of public service organizations, to provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

3. Commercial Operation

READ GENERAL INSTRUCTIONS BEFORE ANSWERING QUESTIONS BELOW

Show information requested below with respect to:

- (a) Maximum amount of Commercial Matter (i.e., commercial announcements and/or commercial continuity) during any one hour,
- (b) Number of interruptions to programming, and
- (c) Number of hours containing 12 or more interruptions to programming.

Commercial or non-commercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or non-commercial announcements shall be considered a single interruption.

	Com- posite Week	Appli- cant's Selected Week	Pro- posed Typical Week
(a) Maximum amount of commercial matter during any one hour (in minutes)	_____	_____	_____
(b) Total number of interruptions during week	_____	_____	_____
(1) Maximum number in any one hour	_____	_____	_____
(2) Total number in excess of 60 seconds during week	_____	_____	_____
(3) Maximum number in excess of 60 seconds during any one hour	_____	_____	_____
(c) Number of hours with specified number of interruptions per hour:			
12 - 15	_____	_____	_____
16 - 20	_____	_____	_____
Over 20	_____	_____	_____

4. Prior Review of Broadcast Matter

(a) Does applicant have or propose to have procedures for review of broadcast matter (i.e. programs, commercial matter, and non-commercial announcements) prior to broadcast.

Past Operation _____
Proposed Operation _____

(b) If yes is checked above, attach as Exhibit No. — a statement describing applicant's procedures with specific reference to:

- (1) Review of network broadcast matter prior to station broadcast (if affiliated with a network).
- (2) Review of non-network broadcast matter (including programs, commercial matter, and non-commercial announcements) prior to station broadcast.

5. Comparison of Proposed and Actual Operation

Applicants for renewal and for major changes in authorized stations shall attach as Exhibit No. — a comparison of the information reported above in Questions 2 (a) and 3 for the Composite Week with information set forth for the Proposed Typical Week in last previous application. If substantial differences exist, explain reasons for differences.

6. Additional Information

Attach as Exhibit No. — any additional information which the applicant wishes to submit in order to reflect adequately his programming and commercial operations and plans.

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-captioned matter.

2. The Commission has instituted a rule making proceeding (Docket No. 13961) designed to amend Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314, and 315. It appears desirable, concurrently therewith, to revise the rules relating to program logs so that such logs will contain information sufficient to permit the preparation of the revised application forms.

3. The revisions proposed herein refer specifically to Sections 3.663(a), and 3.664(a) and (c) which pertain to television. Comparable revisions of the AM and FM rules and those pertaining to international broadcast stations (Sections 3.111, 3.112, 3.114, 3.281, 3.282, 3.284, 3.581, 3.582, 3.584, 3.781, 3.782, and 3.784) would also appear desirable. Comments and reply comments filed herein may, therefore, take note of any special problems or consequences of such changes with respect to the other broadcast services. Comments should be restricted to matters pertaining to logging requirements. Comments as to whether certain information should be included in Forms 301, 303, 314, and 315 should be submitted in Docket No. 13961. In like manner, comments pertaining to the proposed new Section 3.663(a) (4) should not deal with the substance or merits of that item (which may be the subject of comment in Docket No. 14119) but should consider only the requirement that such information, if required to be announced, be included in the program log.

4. On April 27, 1961, the Broadcasting and Film Commission of the National Council of Churches of Christ in the United States of America filed with the Commission a petition to institute rule making looking toward the adoption of uniform program logs "so that the Commission will be provided with full and accurate information in order that it may evaluate and assess the performance of broadcast station operators." It is believed that the proposed rule making herein will provide such information in a meaningful form and with substantial uniformity in such matters as abbreviations. The Commission's needs, however, do not require a uniform format for log keeping and some flexibility in this regard will be retained.

5. Accordingly, comments are invited with respect to the proposed Rules pertaining to television as set forth in the attached Appendix and with respect to the adoption of similar rules for the other broadcast services.

6. Authority for the adoption of the amendments proposed herein is contained in Sections 4(i) and (j), 303 and 307(d) of the Communications Act of 1934, as amended.

7. Pursuant to applicable procedures set out in Section 1.213 of the Commission's Rules, interested persons may file comments on or before Sept. 7, 1961, and reply comments on or before Sept. 18, 1961. In reaching its decision herein, the Commission will not be limited to consideration of comments of record, but will take into account all relevant information obtained in any manner from informed sources.

8. In accordance with the provisions of Section 1.54 of the Rules, an original and 14 copies of all written comments and statements shall be furnished to the Commission.

9. Accordingly, IT IS ORDERED, This sixth day of July, 1961, that the petition of the National Council of Churches of Christ IS GRANTED insofar as it requests the type of rule making proposed herein, but IS DENIED insofar as it may be construed as requesting a Rule establishing a uniform format for program logs.

FEDERAL COMMUNICATIONS COMMISSION
Ben F. Waple, Acting Secretary

Released: July 7, 1961.

APPENDIX

1. Section 3.663(a) of the Commission's Rules is amended to read as follows:

§ 3.663 Logs.

The licensee or permittee of each television station shall maintain program and operating logs in which the following entries shall be made:

(a) In the program logs:

1. An entry showing time of commencement and conclusion of each station identification announcement (call letters and location).
2. An entry identifying:

(i) All commercial matter as either commercial announcements (CA) or commercial continuity (CC); and

(ii) All non-commercial announcements (NCA); and showing time of commencement and conclusion of all such material broadcast. The following definitions should be used:

Commercial Matter includes all commercial announcements and all commercial continuity (network and non-network).

A Commercial Announcement (CA) is any announcement, including a promotional announcement, time signal, weather announcement, or station identification, for which a charge is made and which is not part of the commercial continuity of a program sponsor; or any promotional announcement for a non-sustaining program; or any announcement which refers to or mentions the name of any business beyond the exact name of the station licensee; or any announcement which, by express or implied agreement between the applicant and a sponsor assumes, in fact, the character of a commercial announcement (such as "bonus" spots, or "trade out" spots involving a barter arrangement).

Commercial Continuity (CC) is the advertising message of a program sponsor.

A Non-Commercial announcement (NCA) is an announcement for which the station does not receive consideration (including

any announcement which promotes a sustaining program).

3. An entry identifying the sponsor or those furnishing the items set forth in Section 3.654 of Part 3 of this Chapter and showing the beginning and ending of each announcement required by that Section. Additionally, if a speech is made by a political candidate, the name and political affiliation of such speaker shall be entered.
4. An entry showing the time and on whose behalf each announcement is made that a licensee; network; officer, director, or employee of licensee or network; person directly or indirectly holding an ownership interest of 10% or more in the licensee or network; or person appearing on the program during which promotional matter is broadcast, has a financial interest in a service or commodity receiving such broadcast promotion. (This requirement will be included only if the rule making proposal of Docket No. 14119 is adopted.)
5. An entry of the time each program begins and ends, and if it is a network program, the identity of the network.
6. An entry identifying each program by name or title.
7. An entry classifying each program broadcast as either Religious (R), Instructive (I), Public Affairs (PA), Agricultural (A), News (N), Sports (S), Entertainment (E), or other (specifying). For purposes of this entry, the following definitions of program types shall be used:

Religious (R) includes sermons, devotionals, religious news and drama, etc., but not music except where it is incidental to a religious program.

Instructive (I) includes programs other than those classified under Religious, Agricultural, News or Public Affairs, involving the discussion of, or primarily designed to further an appreciation of understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.

Public Affairs (PA) includes talks discussions, speeches, editorials, forums, panels, round tables, and other programs primarily concerning local, national and international affairs or problems.

Agricultural (A) includes farm or market reports or other information specifically addressed to the agricultural population.

News (N) includes news reports and commentaries.

Sports (S) includes play-by-play and pre- and post-game related activities and sports news and reports.

Entertainment (E) includes all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.

NOTE: A program constituting a single entity or unit shall be logged under the appropriate type. If a program consists of varied segments which include two or more of the types listed in this Section the segments should be separately listed and identified as to type and duration.

8. With respect to each program (including edi-

torials) or announcement dealing with a controversial issue of public importance, an entry inserting the letters "CI" after the proper abbreviation for the program type and in case the program matter was an editorial the further notation "Edit".

9. Where any program is designed primarily for children, insert "Ch" after the entry of program type.
10. As to each Instructive, Public Affairs, or Agricultural program dealing with local affairs (i.e., community, state, or regional), the program type entry shall include "LA".
11. As to each Religious, Instructive, Public Affairs, or Agricultural program prepared by, or in behalf of, or in cooperation with an educational organization, the program type entry shall include the designation "ED".
12. Each entry of a Religious program shall be entered as Sustaining (R-S) or Commercial (R-C) as appropriate.
13. Each entry of a news program containing local news shall indicate the approximate amount of time devoted to such local news.
14. An entry showing the source of each program as one of the following:

A live program (L) is any local program which uses live talent half the time or longer, whether originating in the station's studio's or elsewhere. Programs furnished to a station by a network are classified as "network." "Disc jockey" shows shall not be classified as "live" but as "recorded," except that an identifiable unit of programming within such a show utilizing live talent shall be classified as "live." A live program recorded or filmed for later broadcasting by the station shall be classified as "live."

A recorded program (REC) is any program utilizing phonograph records, electrical transcriptions, films, tape recordings, or other means of reproduction more than half the time. A news program devoted primarily to wire copy which is read verbatim, or virtually verbatim, by the local announcer shall be classified as recorded.

A network program (NET) is any live or recorded program furnished to the station by a network (national, regional, or special). Delayed broadcasts of programs originated by networks are classified as "network."

15. An entry showing the time a mechanical reproduction is announced as such, as required by Section 3.653 of this Chapter.
16. An entry identifying the announcer on duty and the time during which such announcer was on duty.
17. Signature of each person responsible for logging information and the time during which each such person maintained the log.

II. Sections 3.664 (a) and (c) are amended to read as follows:

§ 3.664 Logs, Retention of, etc.

- (a) Logs, retention of. Logs of television broadcast stations shall be retained by the licensee or permittee for a period of three years and thereafter until any application based thereon has been finally acted upon by the Commission: *Provided, however,* That logs involving communications incident to a disaster or which include communications incident to or involved

in an investigation by the Commission and concerning which the licensee or permittee has been notified, shall be retained by the licensee or permittee until he is specifically authorized in writing by the Commission to destroy them: *Provided further*, That logs incident to or involved in any claim or complaint of which the licensee or permittee has notice shall be retained by the licensee or permittee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

(b) * * *

(c) Log form. The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station are readily available. All entries required by subparagraphs 1, 2, 3, 4, 5, 13, 15, 16, and 17 of Section 3.663 (a) shall be made at the time of broadcast. Entries required by other subparagraphs of that Section may be made prior to air time but the person responsible for maintaining the log must, concurrently with broadcast, correct any entries necessary to reflect accurately what is actually broadcast. Key letters or abbreviations, in addition to those set forth in Section 3.663, may be used if proper meaning or explanation is contained elsewhere in the log. The logging day shall be considered as beginning at 12:00:01 AM.

CONCURRING STATEMENT OF CHAIRMAN NEWTON N. MINOW:

Programming forms are public documents on which broadcasters periodically report their programming practices, and tell the public what they will do in the future. These forms are the tools of our trade.

The specific question is the adoption of a proposed form, upon which the broadcasting industry—and the public—are now invited to comment.

I join my colleagues in their choice of questions for these revised forms—as far as they go. But I do not believe they ask enough—and I think it is our duty to ask for more.

On the basis of the information which these forms provide—in no small part—valuable licenses are awarded and sometimes selections are made from among 2 or more applicants. Licenses are transferred or modified in the same way—and renewals are also granted on this basis.

We search out much information in this way & make such information public. We do this because Congress has given us the job of protecting the public interest.

But we cannot act on half the facts. It is not enough to know what services the public is receiving when a license is granted or renewed. In the critical areas, the public should also know what they *could* be receiving—and what is sometimes denied them by their licensees.

The clearance of network public-affairs programs by network affiliates requires special concern. The presentation of public-affairs programs is one of the licensee's highest responsibilities. And, in television, networks are the most significant source of national public-affairs pro-

grams. Yet we all know that some licensees consistently air network entertainment programs and fail to air network public-affairs programs.

The Supreme Court once observed that "there comes a time when this Court should not be ignorant as judges of what we know as men." We cannot be ignorant as Commissioners of what we know as viewers. If an applicant who is a network affiliate has demonstrated a repeated & consistent pattern of rejecting the opportunities which his network makes available to him in public-affairs programming, the public should know about it. After all, the valuable grant to use a scarce public channel should go to those who provide more public service in preference to those who choose to provide less.

The form proposed today does seek information as to the network programs which the licensee carries in each program category. But this is only half the story. In the critical area of national public affairs there should be a public spotlight on what the licensee might have done & what he failed to do. Therefore, I propose another specific question, which I would add to the form for television.

This proposal is not concerned in any way with specific programs. The question calls only for the number of hours a station might have broadcast and the general type & source of programs which it did broadcast. Nor am I concerned with political broadcasts. My proposal is aimed at the over-all pattern of the licensee's actions in the broader field of national public affairs.

Through this additional question, each network-affiliated television licensee would make public how much network public-affairs programming he failed to carry—and what types & category of programs he broadcast instead. Did he instead carry public-affairs programming from non-network sources? Did he provide his own local public-affairs programs in place of the network programs that he might have carried? There may be good reason for his failure to air the network programs. But the public should know which licensees consistently reject network public-affairs programs and whether they were rejected for these reasons or for other reasons having to do with ratings and dollars.

Proposed question for television form:

If this is an application for renewal of license, state:

(A) The number of hours of programming offered by applicant's principal network (in the composite week & in the applicant's selected week) in the public-affairs category;

(B) The number of hours of such programming which were broadcast (in the composite week and in the applicant's selected week) at the time offered;

(C) The number of hours of such programming which were broadcast on a delayed basis (whether or not broadcast in the composite week or the applicant's selected week); and

(D) The type (by program category) and source (network, recorded or live) of the programs (in the composite week and in the applicant's selected week) which were carried in place of the network public-affairs programs offered but not broadcast.

CONCURRING STATEMENT OF COMMISSIONER T. A. M. CRAVEN:

I am for the Notice of Further Proposed Rule Making but I have some reservations with respect to the matter which I can resolve after the comments are in.

WEEKLY **Television Digest**

JULY 17, 1961

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

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KORD OFF HOOK. All stations warned about promises and told to come up with good reasons for change in formats—or else (p. 1). Dept. (p. 14).

Stations

STATION PROFITS HOLD UP, NAB REPORTS in roundup of 1960 TV & radio finances. "Typical" TV earnings went up slightly above 1959, radio declined fractionally (p. 2).

COURT HITS STATION PROFIT EMPHASIS; sends WOOD-TV case back to FCC for better analysis of service gains & losses (p. 3).

NAB FAVORS PROGRAM FORM as proposed by FCC in revised version. Pres. Collins tells members it's an "improvement" over old form despite extra paperwork (p. 5).

TWO NEW OUTLETS: WBNW-TV (Ch. 10) Charlotte Amalie, V. I. begins July 22, and CHHC-TV-1 (Ch. 4) Saddle Mt., B. C., is operating as the first Canadian satellite of a U. S. station (p. 6).

Film & Tape

100 PILOTS ALREADY PROJECTED FOR 1962-63. Figure likely to hit 175-200 by year's end. Networks say, "Minimize violence." Live TV may make comeback (pp. 3 & 7).

Networks

NETWORK SPONSORSHIP IN ALL SIZES, ALL SHAPES this fall—ranging from full sponsorship (21.5% of all prime-time shows) to a modest participation (p. 4).

O&O POLICIES ON 40-SEC. BREAKS: CBS and NBC favor paired 20-sec. announcements; ABC likes the 30-10 pattern (p. 11).

Consumer Electronics

FM STEREO: 6 stations now broadcasting in 5 markets, as multi-plex service becomes available in 3 more cities. Several other outlets poised to begin (p. 15).

MICROMODULES REACH PRODUCTION stage, culminating \$15-million program and resulting in new "format" for electronic circuits of future (p. 16).

TV-RADIO-PHONO SALES at retail counters were sharply ahead of 1960 in May, but cumulative 5-month sales of TVs & phonos still lag behind last year (p. 17).

STEREO ADAPTER BATTLE-LINES drawn as RCA takes "option extra" approach to FM stereo in phono units with adapter at \$29.95 (p. 17).

LAWRENCE TUBE back in "almost ready" stage; no manufacturers signed (p. 18).

HOFFMAN TV DESIGNS, dies, tools and blueprints acquired by Symphonic, which will incorporate Hoffman features into its 1962 line (p. 18).

Finance

MAGNAVOX HAS RECORD HALF as earnings climb 38% on a 20% sales rise. Stockholders vote 3-for-1 split, and directors boost dividend rate 50% (p. 19).

Other Departments

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NAB LIBRARY

KORD OFF HOOK; ALL STATIONS WARNED ABOUT PROMISES: FCC decided not to make a horrible example of little radio KORD Pasco, Wash., and force it through a hearing on failure to live up to program promises (Vol. 17:13 p2)—but it warned everyone to watch out from now on.

Basically, Commission thought it would be unfair to catch KORD in a policy-change squeeze. To emphasize that it's serious, however, FCC took most unusual action of sending copy of KORD decision to all broadcasters and of putting out tough-worded public notice calling attention to case. Notice said, in part:

"By this opinion, [broadcasters] are put on notice that 'proposals vs. actual operation' is of vital concern to the Commission, that a licensee is not entitled to one or any license period where he does not make a good faith effort to deliver on his public-service proposals, and that if they have not been endeavoring in good faith to discharge their representations, they should take immediate steps to do so. If they do not, they cannot validly claim that the Commission has lain 'in ambush' for them."

In its original application, KORD had said it would program 6% local live, 84% entertainment, .5% religious, 2% agriculture, .5% education, 6% news, 0% discussion, 5% talks, 2% miscellaneous. But when it filed 1960 renewal application, it showed no local live, education, talks or miscellaneous—and 1,631 commercial spots weekly instead of 700 originally proposed.

After FCC asked "how come the difference?" KORD gave 3 reasons: (1) Staff had failed to log "very short public-service offerings" in categories such as local live, education, etc. (2) There weren't dependable sources for educational & agricultural programs. (3) Improvement in local economy accounted for increase in spots.

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In last week's decision, FCC rejected these explanations as inadequate. However, it noted that KORD had done much to fulfill its original program plans since FCC sent its query and "earnestly asserts that it will continue this improvement." Commission decided to let station off hook but gave it only a one-year license.

Significance of case is this: In past, when stations were questioned on "promise vs. performance" discrepancies, they rushed in with assurances they'd improve—and FCC took their word, gave them full renewals. In KORD's case, FCC wasn't satisfied, by 4-3 vote designated it for hearing. KORD begged for reconsideration, and Commission relented with last week's "we-aren't-kidding-from-now-on" decision.

Only time will tell whether Commission is kidding. Many stations, if not most, have assumed FCC has been serious for some time—particularly since issuance of last July's program-policy statement. In practice, many have been telling Commission why performance has varied from promise.

Next question, of course, is: What will Commission do if performance meets promise—but promise includes little or nothing that FCC presumably considers "good"? Program-policy statement spelled out 14 apparently "good" things, such as "opportunity for local self-expression," "development & use of local talent," "programs for children," etc. Only time will tell on that one, too. It should be noted, however, that courts have never slapped Commission down whenever it spoke up on programming. On other hand, there's fear in industry that FCC is aiming far beyond anything it has done before in "program guidance."

Commission made it clear in KORD decision, as it did in policy statement, that program promises aren't "binding." It said: "We hope & expect the licensee to be responsive to the changing needs of the community." However, it added:

"It is one thing for a licensee to decide that its community has greater need for religious or educational programs than particular agriculture or talk or entertainment programs—or, indeed, for an essentially new format; this is a judgment peculiarly within the licensee's competence. But it is quite another thing for the applicant to drastically curtail his proposed public-service programming in education, religion, agriculture, discussion, local live, etc., and increase his advertising content and 'music-news' without an appropriate & adequate finding of a change in the programming needs of his area. Nor can such an applicant mechanically recite, 'changing needs of the community'; he has a burden of demonstrating just why his community has less need for such public-service programming than when he originally proposed it."

Six Commissioners voted (Ford absent—his first son being born, see p. 14). Hyde was listed as "concurring in the result." Cross concurred with statement in which Craven joined. Hyde, Cross & Craven had dissented from ordering a hearing originally. Last week, Cross & Craven said they "agree with the general notification to broadcast licensees" in the KORD decision. Policy of both may be put this way: We don't want FCC telling anyone how to program—but we don't want anyone lying to us.

Washington attorneys were agreed on one point last week: Stations will give more & more care to what they tell the Commission.

STATION PROFITS HOLD UP: Over-all profit margins of TV & radio stations last year were maintained close to 1959 levels (Vol. 16:27 p2), NAB will report this week in its annual roundup of statistics gathered from all classes of broadcasters.

The "typical" TV station lifted its earnings from the 14.3% before-taxes margin of 1959 to 15.4% in 1960. The "typical" radio station held almost even with its previous margin—7.6% in 1960 vs. 7.7% in 1959.

Revenues of the composite TV operator showed 4.5% increase last year while expenses went up 3%. NAB's personnel & economics dept. mgr. James H. Hulbert notes that TV stations in biggest & smallest markets showed profit decreases while those in all other market sizes reported gains.

Radio's revenue climbed 5.6%; expense rose 6% in 1960. Big-market radio profits were down, smaller-markets showed slight gains.

Biggest share of "typical" TV station's 1960 revenue—42.9% of \$904,000—came from national & regional advertisers, 31% from local advertisers, 26.1% from networks. Before-taxes profit of \$139,200 was figured after \$765,300 expenses, pro-rated this way: programs, 36.7%; general & administrative, 34.3%; technical, 16.2%; promotion, selling, agency & rep commissions, 12.8%.

Radio stations took in average of about \$110,000 in 1960, paid out \$102,000 in expenses for a profit margin of about 8¢ on every sales dollar. Local advertisers accounted for 85.6% of radio time sales, national & regional advertisers for 14.4%, networks for less than 1¢ of every sales dollar.

TV returns for 1960 were based on 57.6% sample of 481 commercial stations which operated for full year. They included number of non-NAB members. Not released by NAB for public inspection are breakdowns of statistics by market size & revenue range, but they're being sent to NAB member-operators who'll be able to figure out comparisons of how they did last year.

Stations are bullish about 1961. Asked by NAB for estimates of operating revenues this year, TV stations said they expected revenues to go up about 4.5% on average. Radio stations anticipated 2% increase.

COURT HITS STATION PROFIT EMPHASIS: "It sounds as if the Court of Appeals has been reading Minow's speeches." That was the quip by an FCC staff member, commenting on Court's ruling last week ordering Commission to take another look at its decision which granted WOOD-TV Grand Rapids authority to move site to cover more people.

After concluding that Commission hadn't justified its ruling, Judges Washington, Miller & Bazelon, in decision written by Washington, threw in this windup paragraph:

"A further comment may be noted. All too often in cases like the present the broadcasters involved appear to be chiefly interested in the revenues to be derived from operating their stations in the most profitable manner. It seems clear in the present case that WOOD-TV will make more money in its new location than in the old: It is moving to a more prosperous & more highly populated area, and its advertising revenues will no doubt increase. But such considerations, though legitimate, cannot be controlling. Television & radio are affected with a public interest: The nation allows its air waves to be used as a matter of privilege rather than of right. The interests which today are profiting so handsomely from radio & television may in the end find it in their own best interest to treat their businesses primarily as a public trust."

Case had arisen when WOOD-TV was granted move from 10 miles northeast of Grand Rapids to 20 miles southeast. WILX-TV Lansing-Onondaga protested, was given a hearing, denied. Comrs. Bartley & King dissented, latter saying that "it is not in the public interest to eliminate altogether any service to some 900 people, to reduce from 2 to 1 the services available to 42,000 people, and to downgrade the only service available to the 85,000 residents of the Muskegon urbanized area."

Court concluded that Commission didn't adequately analyze gains & losses of service and said: "The statutory duty of this court to review the action of the Commission cannot be performed without a fuller statement of its reasons for its conclusion." Court did admit, however: "We are not saying that the Commission may not in the end be able to justify the result it has reached. We think, however, that it has not so far done so." Pending another FCC look at situation, Court said, FCC may let WOOD-TV operate at either old or new site.

100 PILOTS NOW IN WORKS FOR 1962-63: A minimum of 100 pilots are already in preparation for the season after next—a record for this early date. Prospects are that 175-200 pilots will be produced for the selling season of spring 1962. Network executives are guarded in commenting about this programming, rarely going beyond a "minimize violence" generalization to describe what they have in mind.

Theorized one executive: "They're being noncommittal until they see what happens with the FCC & Senate hearings on TV. They want to know if the criticism will blow over before they commit themselves." Said another: "I get the impression that the networks are disposed to find something away from the action, blood-and-thunder formula."

One network executive predicted an increase in live TV, most likely in dramatic anthology, admitted that instructions to producers are vague, said "We are trying for better balance." Failure of CBS-TV's "Playhouse 90" was due to newness at that time of magazine concept with multiple sponsors, he said. (For details of pilot projects, see p. 7.)

NBC'S BILLINGS LEAD: "The world's largest single advertising medium before the end of 1961"—that was NBC-TV exec. vp Walter Scott's prediction at NBC's pre-NAB affiliates meeting (Vol. 17:19 p1). Last week, it began to appear that Scott's prediction would be fulfilled. TV gross billings figures estimated by LNA/BAR for the first half of this year showed that NBC, for the 3rd consecutive month, was leading CBS-TV and ABC-TV. NBC also outpaced the other networks in total hours of sponsored TV & radio network time.

The NBC lead was caused for the most part by gains in daytime TV billings while daytime billings at CBS dropped. (In April, for example, NBC's daytime total was up \$2.1 million while that of CBS was off \$204,000.) Before the start of the 1960-61 season, NBC pointed out CBS led in billings every month for 7 years.

NETWORK SPONSORSHIP—ALL SIZES, ALL SHAPES: Fall buying patterns in network TV reveal considerable flexibility. Gone are radio-heyday schedules, when big sponsors shuddered at anything less than full sponsorship of agency-selected shows. Today, advertisers are making a bewildering variety of basic purchases in prime-time (7:30-11 p.m.) hours, and program sales are being tailored to meet advertiser demand of all types:

(1) "Participation carriers" take the biggest slice—30.5%—of all network prime hours. Such shows include "Hawaiian Eye," "Ben Casey" and "Bus Stop" on ABC-TV, "Frontier Circus" and "Rawhide" on CBS-TV, "Dr. Kildare," "Cain's Hundred" and the Saturday Night Movies on NBC-TV. The standard buy is akin to magazine insertion: a 60-sec. participation with little (if any) audience identification between sponsor & program. Most participation shows are of the 60-minute variety.

(2) But full-program sponsorship is far from dead in fall season. Better than one out of every 5 hours in prime time—21.5% of the total—is filled with a single-sponsor show. Admittedly, it is now sometimes hard to tell such full-sponsorship shows from participation carriers, since most (P&G, Kraft, General Foods, et al.) advertise a number of different product lines on their shows.

(3) Equal splitting of the program tab between 2 clients forms a category that accounts for exactly the same amount of prime hours each week—21.5%. The general pattern is the so-called "major-minor" buy (an alternating arrangement for 2/3 of the commercials one week, 1/3 the next), although a few clients elect a straight alternate-week or co-sponsorship arrangement. Nearly all such buys are for 30-minute shows, generally comedies.

(4) By combining participations & major sponsorships, networks have concocted a number of sales hybrids. In such a deal, part of a show is sold off as a large buy (such as a half-sponsorship) and the rest is sold as minute participations. Examples: ABC's "Follow the Sun" (Kaiser has 2/3 one week, 5/6 the next, while L&M has 1/3 the first week, then a minute participation—the remaining 1/6th—the next). NBC's "Thriller" (American Tobacco has 1/3 each week; the rest is minute participations for various clients). A related hybrid in this area combines a major buy with a pair of lesser buys, as in CBS's "Ed Sullivan Show" in which Colgate has full sponsorship one week, Revlon and P. Lorillard a co-sponsorship split the next week. Altogether, such hybrids occupy 19.5% of prime time.

(5) Shows sold in small segments but not participations and without any full-sponsorships or co-sponsorships occupy the remaining 7% of prime time. These include NBC's "Wells Fargo" (sold on the basis of 1/3 weekly sponsorship but with no sponsors buying more or less than that) and CBS's "Garry Moore Show" (sold as half-sponsorship in alternate weeks).

Stations

WMGM Deal Dropped: The proposed \$11-million sale of Loew's radio WMGM N.Y. to Crowell-Collier was called off July 12—a week after FCC had challenged Crowell-Collier's radio operations in St. Paul, Oakland and Los Angeles (Vol. 17:28 p10). Cancellation of the deal, in which Crowell-Collier had put up \$1 million in escrow as part of a contract which set a July 10 sales deadline, was announced in a joint statement by the principals' parents—Loew's Theatres Inc. & Crowell-Collier Publishing Co. Loew's said it would continue to operate WMGM. Crowell-Collier said it was "confident" that FCC would find in further proceedings that it had been operating its radios—KDWB, KEWB and KFVB—in a manner "consistent with the public interest." There was no change meanwhile in Storer's plans to take over Gotham's radio WINS N.Y., which has been threatened with an FCC renewal hearing on payola charges. Storer renewed its \$10-million contract for the station.

Washington CP Sale: An application for the sale of the CP for WOOK-TV (Ch. 14) Washington from Richard Eaton to Automated Electronics Inc. for \$30,000 has been filed with FCC. Automated is also an applicant for Ch. 29, Dallas.

Rise of a Communications Dynasty: Fourteen years ago Gerald Bartell was a well-respected, low-paid faculty member of the U. of Wis. speech dept. In that year—1947—tiring of his low pay, Bartell, his father, 3 brothers and a sister "scraped together \$50,000 and bought WEXT, a 1,000-watt daytime station in Milwaukee," reports the latest *Newsweek* (July 17). Today, Gerald Bartell, complete with ulcer, "heads up a \$6-million chain of 4 radio stations (WADO N.Y., WOKY Milwaukee, KCBQ San Diego and KYA San Francisco). The group is also principal owner of Tele-Haiti (Ch. 5) Port-au-Prince. Its recent acquisition of Macfadden Publications was a logical extension into print media of the Bartell philosophy of serving, in broadcasting, the blue-collar, dinner-pail mass audience.

Wometco Buys Another Vending Firm: Diversified Wometco Enterprises (TV-radio stations, vending operations, amusement centers) last week acquired Lilienfeld Vending Co. of Miami. The acquisition will be operated by Wometco Vending of South Florida. Earlier this month, Wometco bought L & H Vending of Orlando (Vol. 17:27).

WDSU-TV Automates: The New Orleans station has completed installation of a Visual Electronics 6000 TV automation system, which uses punched paper tape to control a full day's programming.

NAB FAVORS PROGRAM FORM: FCC's proposed new program forms (Vol. 17:28 p1 & Special Supplement No. 8) are "a net improvement" over the old, and all stations should be able to cope with required extra paperwork without much trouble, NAB Pres. LeRoy Collins said last week.

Pointing out that the new & refined proposals were products of FCC staff conferences with NAB & Federal Communications Bar Assn., Collins said his staff is working up suggestions for "possible improvements" to be filed by the Commission's Sept. 7 deadline for comments.

But all in all, Collins said in a memorandum sent to NAB members, broadcasters should be able to live with the forms as proposed. His memorandum was accompanied by copies of FCC's documents.

"The proposed form of the FCC represents a refinement & extension of the program forms that have been utilized by the Commission for the past 30 years," Collins said. "On balance, it is our opinion that the new form represents a net improvement over the old form.

"True, more detailed information is being requested of licensees & applicants. The form itself, however, does not represent any basic change in the philosophy of the regulation of the industry by the FCC.

"In our judgment, there exists no substantial question of legality. If the Commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans—and this has been accepted in practice since the advent of radio regulation—the amount of such information required is a matter of sound official discretion.

"Against this backdrop, the proposed form has the advantage of reflecting more accurately past & proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs. "However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance."

Kansas Supreme Court Bans TV-Radio Trial Coverage: In a July 8 opinion, the Kansas Supreme Court took issue with the Geary County District Court for allowing the taping for broadcast of the early stages of a kidnaping trial. The proceedings had been taped last year by radio KJCK Junction City, Kan. In its opinion, the Court noted: "The defendant strenuously objected to such tape recording and at every possible stage of the trial renewed the objection on the ground that it violated No. 35 of the Canons of Judicial Ethics. These objections were all over-ruled by the trial court. While this court is not holding these rulings to be reversible error, such proceedings are not approved or sanctioned by this court, and they are not to be allowed in a courtroom or are they to be participated in & indulged in by a court." Said the Kansas Assn. of Radio Bestrs. (through Pres. Thad M. Sandstrom): The Supreme Court decision "which bans radio & TV coverage of trials is not in the public interest. The public is the loser if recordings are forever banned."

Add Payola Settlements: FTC hearing examiner William L. Pack has recommended dismissal of payola charges against Roulette Records Inc. and Bigtop Records Inc. (along with its affiliated Bigtop Record Distributors Inc.), both N.Y. His initial orders carried on FTC's steady withdrawal from payola prosecutions, which now are FCC's responsibility under Harris-Pastore Act (Vol. 17:27 p16).

WCKT's "Responsibility": The Miami Ch. 7 station has issued a handsomely-printed brochure entitled *Responsibility*, for distribution to community & other "leaders" in the hope that they will "take time to examine it carefully, then offer suggestions or criticisms for our consideration in the programming of WCKT." Station mgr. Charles Kelly, who signed the Biscayne Television Corp. buckslip accompanying the brochure, said also that: "WCKT has retained First Research Corp. to conduct an independent inquiry in South Florida to ascertain the views of responsible citizens on the subjects of community needs & TV programming." The brochure, among other things, describes major documentaries put on by the station and "other notable program events and achievements of 1960." One page is devoted to a list of some 200 institutions which benefitted from the station's free public-service announcements in 1960. (Meanwhile [Vol. 17:12 p1], FCC has instructed its staff to draft a decision taking Ch. 7 and giving it to Sunbeam TV Corp. Final decision has not been issued yet.)

"In the Public Interest": WSJS-TV & WSJS Winston-Salem, N.C., have described their public-service activities in a 22-page illustrated booklet by that name, which depicts, among other things, an adult learn-to-read series and a career program for young people. The pamphlet points out that the public-service dept., established in 1957, makes a daily check of community-affairs organizations to offer broadcast assistance in publicizing their activities. WSJS-TV also has presented brochures containing clippings, pictures and promotional material used in its 1960 *Salute to the Cities* series to heads of the chambers of commerce in each of the 16 cities cited.

ASCAP Pact Analyzed: Getting ready for ASCAP negotiations, the All-Industry TV Station Music License Negotiating Committee received a section-by-section analysis of the expiring TV contract (Vol. 17:28 p5) at a N.Y. meeting June 11. The report was made by Time-Life Bestg. Co. business mgr. Andrew J. Murtha, who heads the group's accounting procedures subcommittee. At the same time committee Chmn. Hamilton Shea (WSVA-TV Harrisonburg, Va.) designated NAB staffer Dan W. Shields as secretary. Shea replaces ex-NAB TV vp Charles H. Tower, now administrative vp of the Corinthian Bestg. Corp., who remains a committee member.

RFE Promotion Winners: Two TV & 2 radio stations (KCMO-TV Kansas City, Mo. & KPIX San Francisco; WBZ Boston & WEJL Scranton, Pa.) have won a nationwide competition in broadcast promotion for Radio Free Europe's 1961 fund-raising campaign. Spot announcements, documentary films, interviews and programs featuring the work of RFE comprised the winning promotion campaigns, which netted for representatives of each station a trip to Europe including an inspection tour of RFE facilities in West Germany & Portugal.

NAB Out of Voice of Democracy? It's understood that NAB plans to pull out of sponsorship of the 14-year-old Voice of Democracy script contest for high school students. NAB has been contributing \$10,000 annually, EIA \$10,000 and VFW \$2,500. NAB is thinking about putting the funds into what are considered more urgent projects. It's uncertain whether EIA, VFW or other organizations would continue the contest.

Finding Young Writers: WABC-TV N.Y., in an effort to encourage young writing talent, has added to its summer staff 2 N.Y.-area high school students, winners of the station's script contest: Susan Brown and David Gingold.

NEW & UPCOMING STATIONS: This week's report on new starters has a U.S. station beginning operation in the Virgin Islands and a Canadian satellite already in operation as the first Canadian satellite of a U.S. station. (In Canada they're called rebroadcasting stations.)

V.I.'s WBNB-TV (Ch. 10) Charlotte Amalie got FCC program-test authorization July 11 for start on July 22 with programs from all 3 U.S. networks. This changes the U.S. operating total to 587 (91 uhf). The Canadian automatic, unattended satellite is CHHC-TV-1 (Ch. 4) Saddle Mt., B.C., which is repeating KXLY-TV (Ch. 4) Spokane. It's Canada's 92nd outlet to get on the air.

WBNB-TV has a 500-watt Gates transmitter and a 200-ft. Utility tower with a Jampro antenna on 1,300-ft. Mountain Top Estates, St. Thomas. Station owners are Pres. gen. mgr. & program dir. Robert Moss (ex-ABC and NBC and former Martin Block producer) and sales mgr. Robert E. Noble Jr. (ex-ABC station relations and a nephew of the late Ed Noble, one-time chief owner of ABC). George Beers is chief engineer. These 3 men are in charge of all operations while local residents are being trained for station jobs. Base hourly rate is \$60. Rep is Caribbean Networks.

CHHC-TV-1, with its transmitter on Saddle Mt., provides service for the community of Nakusp, B.C. The owner is Horace M. Card, Box 5, Robson, B.C. He doesn't say what equipment is used, stating only that it is low voltage. His application specified 3.3 milliwatts transmitter power, using a directional antenna. No rate card.

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

KNDU (Ch. 25) Richland, Wash. has set a July 20 target for its debut as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate, reports Hugh E. Davis, KNDO pres. & gen. mgr. It has installed a 1-kw RCA transmitter and a 100-ft. Stainless tower on a 2,200-ft. hill S of Kennewick, Wash., where the studios were to be ready by July 15. KNDU will be sold in combination with KNDO at a \$400 base hourly rate. Reps will be Weed, Day-Wellington (Seattle) and H. S. Jacobson (Portland).

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has a mid-Aug. target for starting as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate, according to WSIL-TV gen. mgr. O. L. Turner. A GE transmitter purchased from defunct WBLN (Ch. 15) Bloomington, Ill., has been installed, and wiring will be completed by July 19. The 4-bay GE helical antenna has been installed on a 500-ft. Utility tower. The station will be sold in conjunction with WSIL-TV, which has a \$350 hourly rate, "but will not be considered as a bonus to the parent station." The owners anticipate originating some local programs on KPOB-TV 12 months after it begins operation. WSIL-TV rep is Meeker.

KGIN-TV (Ch. 11) Grand Island, Neb. has a Sept. 15 target for its start as a satellite of parent KOLN-TV (Ch. 10) Lincoln, Neb., a CBS-TV affiliate, reports A. James Ebel, KOLN-TV vp & gen. mgr. It has ordered a Standard Electronics transmitter for shipment within the month and it will use a 1,000-ft. Ideco tower with an RCA traveling-wave antenna. Construction has begun on the building at Heartwell, Neb., which will house the transmitter and vidicon equipment for slide origination. It will get its programming by way of an off-air pickup at Harvard, Neb., approx. 40 mi. from the KOLN-TV transmitter. It will then be forwarded by a 2-hop microwave relay using Adler

equipment. KGIN-TV will be sold as a bonus to KOLN-TV, which has a \$550 base hour. Rep is Avery-Knodel.

WETA-TV (Ch. 26, educational) Washington, D.C., has a Sept. 1 test pattern target, and plans Oct. 2 programming, says gen. mgr. George A. Baker, ex-radio WALY Herkimer, N.Y. and before that with WRC-TV Washington. A 12-kw GE transmitter has been ordered and studio construction has begun in Yorktown High School, Arlington. It will use WTTG's former 425-ft. self-supporting Blaw-Knox tower with a new helical antenna, about a mile away from the school. Charles A. Prohaska, ex-KVTV Sioux City, Ia. and WHTN-TV Huntington, W. Va., is chief engineer.

KATU (Ch. 2) Portland, Ore., formerly KOXO, plans Oct. test patterns, but hasn't set a programming target yet, writes vp & gen. mgr. W. J. Hubbach. Work on the transmitter house & tower began last April and a GE unit has been ordered. Studio construction work has also begun and RCA equipment has been ordered. Rep not chosen.

KUSU-TV (Ch. 12) Logan, Utah, formerly KVNU-TV, dropped its tentative Oct. target, according to Burrell F. Hansen, chairman of TV-radio of the Utah State U., which acquired the CP from Cache Valley Bestg. (KVNU) last fall. The school's request for funds to the legislature was trimmed to eliminate money for the purchase of a transmitter. All work is being held up until school officials find a new source of funds.

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TvB Backs Canadian Counterpart: TV Bureau of Advertising Ltd., recommended by the Canadian Assn. of Broadcasters last year, will begin operations August 1. It will be headed by William R. Seth Jr., ex-Lennen & Newell exec. in charge of the Colgate-Palmolive TV unit. The announcement was made jointly by U.S. TvB Pres. Norman E. Cash and Ralph Snelgrove (pres. & gen. mgr., CKVR-TV Barrie), chmn. of the new company's executive committee. "In its early years, Canadian TvB will be given the full support of TvB (U.S.), drawing on its facilities & information," Cash said. "We are indebted to TvB (U.S.) for its support & assistance in making this new organization possible," added Snelgrove. The extent of the American organization's "support"—in dollars & cents—was not disclosed, and emphasis was placed on the independent status of the new company. Seth will make his hq in TvB's N.Y. office until Toronto office space is located . . . The Canadian Assn. of Bcstrs. has established a Radio Sales Bureau to sell advertisers on the merits of the medium. Onetime business consultant Charles C. Hoffman has been named pres. of the new bureau. Its first-year budget: \$200,000.

Pay Exemptions Defined: Suggestions for administering small-market TV & radio station exemptions from new minimum-wage legislation (Vol. 17:19 p17) have been filed with wage-hour administrator Clarence T. Lundquist by NAB's Personnel & Economics Dept. mgr. James H. Hulbert. He proposed these definitions for station employes who need not be paid for overtime: Announcers—employes "engaged in routine announcing work." News editors—those who gather, edit, rewrite or broadcast news, or those whose work combines such activities. Chief engineers—all chief engineers, since they often are the only technical employes of small-market stations.

TV Station Plugs Rivals: WMT-TV Cedar Rapids runs regularly scheduled spot announcements rounding up the best TV fare offered by area stations. Explained Pres. W. B. Quarton: "We think there's enough good TV to go around and we don't mind pointing out where it is."

Film & Tape

More about

1962-63's 100 PILOTS: Lacking specific guidances from the networks regarding the 1962-63 programming (p. 3), Hollywood TV-film executives were preparing a melange of entertainment potential in their new crop of pilots. It included comedies, drama, adventure and action. ("The networks want *action* shows without *violence!*" complained one baffled producer.)

Accent was heavy on 60-min. series, at least 20 of the first 100 pilots being of that length. The thinking in Hollywood appeared to be to turn out "better quality" shows, but there was no indication of any ventures into cultural fields.

Our check—necessarily incomplete because some companies haven't formulated all plans and others are keeping theirs secret for competitive reasons—shaped up as follows:

CBS-TV: *The Dragon & St. George*, 60-min. drama. *Me, Myself & I*, comedy. *Darryl & His Friends*, comedy. *Yankee Clipper*, 60-min. sea saga.

Desilu Productions: Program vp Jerry Thorpe plans 6-8 projects, including 3-4 comedies, one a 60-min. show; two 60-min. mysteries; a 60-min. fictional show "in the public-service area."

Filmaster Productions: Three 60-min. series—*Man at the Cape*, *Our Town* and a newspaperman drama. Also a half-hour comedy.

Four Star Television: Some 20 projects.

Arthur Gardner-Arnold Laven-Jules Levy: *Attorney General*, a 60-min. show based on files of Cal. atty. gen.

Marterto Productions: Has 4-5 pilots in works, including *My 15 Blocks*, comedy.

MGM-TV: Vp Robert Weitman is blueprinting 11 hour & 11 half-hour shows (see next column).

Revue Studios: Preparing a number of projects, including 60-min. *Breakdown*, dealing with psychiatry.

Hubbell Robinson Productions: Has a number of projects, some not requiring pilots, says Robinson.

Screen Gems: *Panhandle*, 60-min. action-adventure about oil fields. *Safari*, 60-min. action-adventure. Also comedies, anthologies and a documentary on psychiatry.

Selmur Productions: *Mobile 7*, about TV newsmen.

Television Services Productions: *Latitude Zero*, 60-min. science-adventure. Also two 60-min. adventure series—one modern, one a period project.

20th Century-Fox TV: Minimum of 5-7 (30 & 60) pilots.

WardSon Productions: *Rodeo*, action.

Warner Bros.: *The Force*, *Black Gold*, *Sweet 16*, *House of Wax*, *Battle Zone*, *Trouble Marshal*, *One Night Stand*, *Killer Diller*, *Advance Man*, *Eastsides-Westside*.

Collier Young Associates: *1600 Penn. Ave.*, drama.

Ziv-UA: *Aeres & Pains*, (comedy) and *Laura* (drama).

CBS-TV Stations Div. has added Japan to the list of countries contributing to its international program exchange (Vol. 17:24 p8). NHK (Nippon Hoso Kyokai), the Japanese govt. network, has offered *Japan in Music*, a 60-min. show with the NHK symphony orchestra and a group of children's songs & games.

Slightly Fewer TV jobs in June: Last month saw a dip of 200 in employment in the TV & movie industries, according to the Cal. Dept. of Employment statistics. The May total had been 35,900, and June estimates were given at 35,700 by the dept.

HOLLYWOOD ROUNDUP

MGM-TV Tells Its 1962-63 Plans: TV versions of such movie hits as *Boom Town* and *The Human Comedy* and the TV debut of a veteran movie producer, Joe Pasternak, highlight the 1962-63 MGM-TV production program now being prepared by Robert Weitman (Vol. 17:25 p15).

The production vp told us that the studio plans 60-min. pilots for *Boom Town* and *The Human Comedy*.

Other 60-min. projects include *333 Montgomery Street* (action); *The New Man* (drama); *The Fairest Lady of Them All* (drama). Half-hour projects include *Boon Bay Harbor* (situation comedy) starring Russell Nype and *Sabrina & the Beauty Salon* (comedy). Blake Edwards is preparing two 30-min. shows and a 60-min. situation comedy called *All That Jazz*. And another MGM-TV series, *Zero One*, will be produced in N.Y.

Joe Pasternak makes his TV debut as exec. producer on *The Fairest Lady of Them All*. Weitman is currently conferring with network executives regarding the 1962-63 projects.

Four Star Television partners Dick Powell, David Niven & Charles Boyer will star in an anthology segment of *The Dick Powell Show*, to be filmed in Europe. Powell tells us that in addition, 2 segments starring Niven, 2 starring Boyer and one with Curt Jurgens in the lead will be produced abroad. Movie commitments by the stars prevent their appearing before cameras in Hollywood.

Producer-writer John Champion of Laramie: "We're definitely trying to minimize violence on our series for next season. In some instances this has proved better for the show. It has forced the producers, writers and directors to use their imagination."

Goodson-Todman Productions has signed Leonard Stern to create series for the production company . . . **Dorothy Malone** has signed to guest star in "The Heat of Passion," a *Checkmate* episode being filmed at Revue.

Four Star Television has signed Milton Berle to star in "Doyle Against the House," a segment of the *Dick Powell Show*, produced by Ralph Nelson.

Mikki Jamison, the daughter of Northwest Electronics Pres. James P. McGoldrick, has been signed to an acting contract by Warner Bros. TV.

ABC-TV Films moved its *Straightaway* series (formerly titled *The Racers*) from Republic Studios to Desilu Gower. Producer is Joseph Shaftel.

David (Bonanza) Dortort, NBC-TV producer, is negotiating for Craig Stevens to star in a 60-min. series.

15 writers are preparing teleplays for Revue Studio's *The Investigators*.

Desilu Productions will hold its annual meeting of shareholders at Desilu Gower studios this week (July 18).

People: Producer-writer Leo Davis has been signed by producer Herbert B. Leonard as executive in charge of production of *Naked City* . . . **Barney W. Broiles**, ex-Ziv TV, CNP has been named southern sales dir. for Filmaster Inc., with hq in Dallas . . . **Berle Adams**, in charge of MCA's international TV dept., has returned from a 6 weeks trek in South America . . . **David Hall** named associate producer on 20th Century-Fox TV's *Bus Stop*.

NEW YORK ROUNDUP

J-F Productions is the latest N.Y. production firm to grace the Madison Ave. area. Geared to handle special creative assignments for small ad agencies on a per-assignment basis, the new company will also act as consultant & negotiator for TV-radio time. Gene Foster, long-time BBDO exec., will head J-B Productions. "Our aim is to permit the smaller agency which can't afford the extremely high costs of maintaining diverse specialists on its staff to have at its beck & call those very same specialists," said Foster.

Add syndication sales: Sterling TV has sold its off-CBC, 78-episode *Adventure Theatre* in 16 markets, the latest being WPIX-TV N.Y. . . . The "A-Okay's from UAA," the recent UA 32-feature package, was picked-up by 20 stations in its first 20 days of release . . . Seven Arts has scored 28 sales for its 2nd group of Warner Brothers post-1950 features, with the latest sale to WGN-TV Chicago . . . Ziv-UA sold *Ripcord* to WNBC-TV N.Y.

Le Roy McGuirk, former World's Junior Heavyweight Champion and producer of *Championship Wrestling*, has scored 8 station sales for his 60-min. video-taped series. The show features current U.S. junior heavyweights and all tapes are less than 8 weeks old. Sales have been made to WKY-TV Oklahoma City, KOTV Tulsa, KYTV Springfield, KARK-TV Little Rock, WWL-TV New Orleans, KNOE-TV Monroe, WAFB-TV Baton Rouge, KSYD-TV Wichita Falls.

American Business Briefing Co. is producing Screen Gems' *American Business Briefing*, a taped 60-min. day-timer for ABC-TV next season. ABB was formed by Hendrik Booraem Jr., ex-vp, Ogilvy, Benson & Mather; Sidney W. Dean, ex-vp, Interpublic; and Adrian Samish, ex-vp, Dancer-Fitzgerald-Sample. Samish is exec. producer, and the news-gathering operation will be headed by Fendall Yerxa, ex-vp-exec. editor, *N.Y. Herald-Tribune*.

Ziv-UA has signed producer David ("Race for Space") Wolper to do a 38-episode, 30-min. series titled *The Story Of* . . . and ranging in subject from a football coach to an astronaut. Inspired by Wolper's "Biography of a Rookie," the series—tagged by Ziv-UA as "documatics"—will have a \$2-million budget, and a cast comprising actual people in real-life relationships to the lead."

Taynad Productions Inc. has been formed by Sherrill Taylor & Jory Nordland, the team which will produce *Kuklapolitans* for NBC-TV in the fall. N.Y. hq will begin operating in September, with Chicago and Los Angeles branches also slated.

Official Films grossed over \$1 million in first-week sales of its recently-acquired *Peter Gunn*, *Mr. Lucky* and *Yancy Derringer* rerun packages. Ten stations bought the series, but 3 markets accounted for most of the million: WNEW-TV N.Y., KTLA Los Angeles, WGN-TV Chicago.

Mickey Rooney has been signed to guest star in Revue Studios' *The Investigators* episode, "I Thee Kill."

People: Larry Lowenstein, ex-NTA PR dir., has been named General Artists Corp. vp & dir. of public relations, publicity and advertising . . . John Louis Koushouris, ex-CBS Labs dir. of marketing, has joined the recently-formed N.Y. film company VHF Inc. as operations vp.

Programming

PAT WEAVER RETURNS TO TV: Although advertising agencies no longer blueprint network program schedules, the admen still are a factor in deciding what goes on the air. Last week, one of the biggest agencies in the business—McCann-Erickson—got a new TV-radio boss whose name is already something of an industry legend and whose influence on future network programming is likely to be considerable—Sylvester L. Weaver Jr. Pat was named pres. of M-E Productions, TV-radio div. of Interpublic Inc., which in turn is the parent firm to McCann-Erickson. Weaver will continue as chmn. of McCann-Erickson (International), Interpublic's overseas arm.

Weaver, chmn. & pres. of NBC during much of TV's so-called "golden age" and the creator of many TV innovations (*Today*, *Tonight*, network spectaculars, participation sponsors) will have an impressive financial backstop for his program philosophies. M-E Productions, by the agency's own estimate, is responsible for the annual expenditure "of \$100 million in broadcast billings." Such a figure automatically gives Weaver's opinions real weight in network program circles, to put it mildly.

Weaver in effect replaced C. Terence (Terry) Clyne, M-E Productions chmn., who has resigned, confirming rumors of such a move. Also resigning was Jack L. Van Volkenburg, onetime CBS-TV pres., who had held the post of pres. of M-E Productions, which official title Weaver now receives. Weaver's No. 2 man will be Harold Graham Jr., named exec. vp. Graham joined McCann-Erickson in 1946 as a trainee, later served as a program executive in CBS's Hollywood office, rejoining McCann-Erickson in 1959.

Clyne did not announce future plans. Van Volkenburg announced that he planned to retire to a Florida home. Weaver has not recently been active in TV (other than to co-ordinate the TV activity of McCann-Erickson's overseas offices), but he was one of several key witnesses at FCC's recent program hearings in N.Y. (Vol. 17:26 p5). On the witness stand, Weaver defended the basic system of sponsored TV, but criticized networks for relinquishing the bulk of nighttime programming to Hollywood.

Sarnoff's SEP Article: A worthy companion piece for the "vast wasteland" speech by FCC Chmn. Newton N. Minow was "What Do You Want From TV?" by NBC Chmn. Robert W. Sarnoff in the July 1 *SatEvePost*. Although written before the Minow speech, it is a comprehensive "pro" for pairing with the govt. official's "con" on programming. Also noteworthy: In publishing the article, the *Post* has probably printed the most understanding & sympathetic consideration of TV programming that has thus far been presented by the usually antagonistic print media. If you make talks to community organizations on TV, you'll find the Sarnoff article good source material.

Award for Public Service: KHOU-TV Houston has won the journalism award of the Texas State Bar Assn. for its documentary program, "So You're Going to Have an Accident." The show had been presented in prime time by the Corinthian station. Prepared by staffer Bob Levy, it outlined the rights of citizens involved in traffic accidents, covered police & court rights, ambulance & hospital obligations and insurance matters.

Movies Aid KTVU's Rating Climb: There was further evidence (Vol. 17:27 p12, 28 p8) last week that well-promoted prime-time showings of post-1948 feature films enable an independent station to give network affiliates a fast run in the ratings race. This time the scene was San Francisco. The station was KTVU, which began scheduling features from its "Films of the 50's" (post-1948 Warner Bros. movies from 7 Arts) in late January. The station has been using a "double exposure," unreeling its 2-hour features first on Sundays at 7 p.m., followed with a repeat show on Mondays at 7:30 p.m.

Although KTVU followed the usual station habit of launching the package with a showing of the glossiest feature in the group ("The High & the Mighty"), the station scored its victory over a period of 6 months, using nearly half of the entire package. Results, against KGO-TV (ABC), KPIX (CBS) and KRON-TV (NBC): The Monday-night audience share for KTVU rose (according to ARB) from 4% in December to 11% in June. Sunday-night share jumped from 2% to 24%. The 3 competing outlets, carrying (for the most part) regular network fare, each dropped from 3% to 7% in audience share.

KTVU didn't emerge as an electronic Cinderella by becoming San Francisco's top-rated station during the movie time periods. That honor still belonged to KPIX, which maintained a 35% share of the audience during KTVU's Sunday movies during the 6-month, Jan.-June period. Runner-up was KGO-TV, with a 27% average Sunday share. But KTVU's 6-month Sunday-night average of 21% share topped that of NBC affiliate KRON-TV (17%). On Mondays, KTVU's 6-month average of 12% was below that of all 3 competitors.

Collins Urges Farm News: Too many TV & radio stations pay too little attention to agricultural problems, NAB Pres. LeRoy Collins said last week. Addressing a dinner meeting of the National Assn. of Radio & TV Farm Directors at its summer sessions in Washington, he said he regretted that more stations weren't represented in its membership. Collins told the 220 delegates that no broadcasters have closer ties with "the total cross-section of your communities." Other speakers at the 4-day sessions included Secy. of Agriculture Orville Freeman, who scored "an abysmal lack of understanding" of farm problems on the part of the public generally.

Crash Coverage: WOW-TV & WOW Omaha believe that they scooped even the wire services in learning of the United Airlines jet crash in Denver on July 11. Former station executive Lyle DeMoss & his wife had boarded the plane in Omaha. DeMoss is now with the Omaha ad agency of Allen and Reynolds but, still a broadcaster at heart, his eye-witness report went out over WOW-TV & WOW at 1:12 p.m.—just 36 minutes after the crash. The stations sent staffers for further on-the-spot coverage, and at 7:30 that evening they put on a half-hour documentary simulcast entitled "Flight 859."

Kaye on Kids: There's "an element of violence" in all children, and if they can't find expressions of it on TV they'll get it from books or movies, according to comedian Danny Kaye. "As long as there are children and there is violence in the world, it's going to appeal to all kinds of children," he said at a Washington press conference called by the United Nations International Children's Emergency Fund. Kaye had just returned from Japan on one of his UNICEF tours which have brought him world recognition as humanitarian as well as entertainer.

One Sponsor's Opinion: "The trouble is, too many sponsors underrate the audience's intelligence & appreciation of culture when it is done well. They forget that the rising level of education has brought a corresponding improvement in public taste. I see it in my business in the selection of colors & designs. Fine-art cards are selling better all the time although they're not distinctly greeting cards . . . I've gotten more for my money than any other sponsor in TV. My business has tripled in the 10 years the show has been on the air. I could've spent a lot more and obtained less desirable results from far larger audiences. I don't have a philanthropic attitude towards culture. The simple truth is that good TV is good business." —Joyce Hall, pres., Hallmark Cards (sponsor of prize-winning *Hallmark Hall of Fame*) in July 22 TV Guide.

How MBS Gains Audience: Network daytime radio listening hasn't changed much in terms of total audience volume, but there's been "a complete redistribution of this audience," reported MBS Pres. Robert F. Hurleigh last week. Citing Nielsen studies for the first 5 months of 1961, Hurleigh said that Mutual had made "a 23% gain in its over-all per-broadcast average audiences," at the expense of competing networks & stations. How was MBS's radio service making headway against its radio rivals and TV? According to Hurleigh, it was the increased emphasis by Mutual on "informational features" & short name-personality shows (featuring Leo Durocher, Arlene Francis, Bess Myerson, *et al.*). This formula, said Hurleigh, "permits integration of network service into local programming in such a way as to enhance a station's local image."

Sec. 315 Plot Seen: A reply by the Socialist Labor Party to a KCBS San Francisco editorial calling for Congressional suspension of the Communications Act's equal-time requirements has been broadcast dutifully by the CBS radio outlet. In it the SLP's Mrs. Jean Steiner charged that "a sinister attempt is being made to shut off free competition in the market place of ideas." She said broadcasters "exploit the publicly-owned airwaves" and seek Sec. 315 suspension to win "dangerous powers."

"Television in the Public Interest": This guide for the layman who wishes to present his public-service projects on TV was written by A. William Bluem, dir., TV programming, Syracuse U. TV-Radio Center; John F. Cox, TV-coordinator, National Education Assn.; Gene McPherson, production dir., WBNS-TV Columbus, Ohio. The book explains the operations of a typical TV station, and tells the non-professional how to obtain & make the best use of air time. (Hastings House, 192 pp., \$6.95.)

John Chancellor Takes Over "Today": NBC's Moscow correspondent replaces Dave Garroway as permanent host of the network's early morning (7-9 a.m.) show, effective this week (July 17). Others considered for the job had been ex-ABC vp John Daly and newsmen Edwin Newman. Chancellor, while subbing for Garroway June 19-23, "revealed a diversity of interests that includes jazz, baseball, contemporary art and the study of animals" and which, obviously, impressed NBC program heads. Frank Blair, who has been *Today's* newscaster, will take over as Chancellor's right-hand man. Newman will replace Blair. With the exception of certain pre-taped guest interviews, the show will go live again. Last week Chancellor was quoted in the press as follows: "I want to try & start a kind of new wave of U.S. television. When they called me back to cover election night last fall, I got a chance after 2 years away to see U.S. television again. It needs some changes."

Advertising

Ayer View of the Hearings: With tongue in cheek—but with eye on ball—N. W. Ayer's TV-radio dept. has issued an estimate of recent governmental procedures. Some excerpts:

"Both in hearings on program practices before FCC and before the Senate Juvenile Delinquency [Subcommittee], producers, writers, and network executives have gone on record during recent weeks with an interesting (and frequently entertaining) assortment of peevish & panaceas . . . The most frequent complaint was directed against the ratings system. Here, incidentally, the most colorful spokesman was not a writer but an eminent statistician named George Jessel. The opponents of ratings fall into 2 groups—those (like Jessel) who simply do not believe that they have any validity, and those who accept their validity but rebel against them anyway. With this latter group the prevalent argument seemed to be that if it were not for the ratings, TV would present better programs. The indictment, then, was more of public taste than of the systems that measure it. No practical or constructive suggestions were offered as to how the television industry would support itself if the circulation characteristics of less popular programming made competing media more desirable to advertisers.

"Another frequently expressed opinion was that TV's indifference to fine drama had driven the best writers out of the medium . . . On the record is the fact that within the past 4 months one network has contacted 29 writers with a request to submit material, at top TV prices, to an ambitiously conceived dramatic series. Only 8 showed any interest. The rest were too busy with other things . . .

"On the question of unnecessary violence in programming [one network] spokesman defensively counted the number of murders in a Shakespearian play. The opposition was quick to point out that this kind of comparison, if carried to its logical absurdity, would ultimately put D. H. Lawrence and Polly Adler in the same literary league . . .

"Despite the fact that the hearings themselves have not accomplished much, there is general agreement that some changes in network programming lie ahead. At the very least, there will be more balanced programming voluntarily undertaken by the networks. Beyond that, there is the possibility of actual licensing of networks. (Presently only the stations are licensed.) At the extreme end of the scale is the possibility of the emergence of a 4th major network devoted to cultural & informative programming. This could come about either through the expansion, with partial government aid, of the current privately supported network of 49 educational stations, or through the formation of a network programming service entirely financed by public funds.

"Whatever develops, it will not happen immediately. At the earliest, some changes will be evident starting with the 1962-63 season, more than a year hence."

3 Brands Join Top Network List: Metrecal, Swan Liquid Detergent and Du Pont Paints made the April list of the top 15 brands in network TV, TvB reported. Metrecal, with \$739,047 in gross time billings, placed 2nd. Swan Liquid Detergent (\$554,704) was 5th, and Du Pont Paint (\$475,324) was 9th. Top brand was Anacin with billings of \$814,432, and Procter & Gamble's billings topped \$4 million to make it the month's leading company in network TV. Grand total for April—\$60 million.

Why TV Polished Off Most of One Ad Budget: S. C. Johnson's recent decision to put 85% of the ad budget for its new self-applicator shoe polish into national spot TV is paying off, according to *Printers' Ink*. A 60-market test campaign in Ohio (launched February 1960) was so successful "that in the thousands of stores that had stocked the new polishes, Johnson's had racked up a sales-dollar volume equal to all other shoe-polish brands combined within just 2 months," said *PI*. National sales are following the test-market yardstick "closely." Why has TV proved such an effective selling tool? "We felt polishing shoes was widely regarded as a personal-care chore," said ad mgr. L. R. Peterson, and "we wanted to tell people 'here's how you can handle an old task in a completely new way.'" The idea would be most effectively put over, S. C. Johnson decided, when demonstrated via live-action commercials that showed people using the applicator.

Magazine Bows Out: *Coronet's* Oct. issue will be its 25th anniversary issue—and its last. With 3,120,000 circulation, the magazine called it quits—because of "a drop in advertising revenue." But A. L. Blinder, pres. of Esquire Inc., which owns *Coronet*, emphasized that the company's other properties were still in the black. (In broadcasting, Esquire owns WQXI Atlanta.)

And in the Newspaper Field: "In the last 10 years, while daily newspaper circulation rose 6,000,000 nationally, in New York it fell 358,000, and Sunday circulation slippage was far worse: 1,819,000. In the same decade, only one New York paper, the *Times*, logged any significant gain, rising 220,000 to 744,763. New York's newspaper competition is not merely savage; it is mortal. Two of New York's 4 morning papers and all 3 of its evening papers are fighting for their lives."—*Time*.

Newspaper Circulation Gains & Loses: The average total circulation in the U.S. & Canada climbed to 64,397,118 during the 6 months ending March 31, 1961. This was a gain of 862,567 copies over the year-ago period. But Sunday average circulation dropped 337,946 from a year ago to 50,089,218. The ABC study of 1,830 dailies & 564 Sunday newspapers also unearthed these facts: Daily evening newspapers outcirculated morning dailies 38,609,403 vs. 25,447,880; number of newspapers declined to 2,394 (1,491 p.m., 331 a.m., 564 Sunday, 8 all-day) from 2,419. The U.S. totals included 1,726 dailies, 559 Sundays.

Media, Agencies Cautioned: "The advent of TV has opened an avenue of attack by those who practice deception that is rather alarming to contemplate," FTC Comr. Sigurd Anderson told a teachers' summer-school convocation at Bloomsburg (Pa.) State College. Anderson stressed TV's advertising role in a speech in which he warned: "The press, radio and TV, as well as the advertising agencies, carry heavy obligations in protecting the public. I do not believe they can escape these obligations under the guise that freedom of the press must be widely observed. With freedom to speak & to print there also goes the obligation of not lending one's services to the machinations & schemes of those who deceive."

Ad People: Leonard Goldberg, ex-NBC-TV & ABC-TV, named co-ordinator of best. media & planning, BBDO . . . Allen Ducovny, TV-radio dir., D'Arcy Advertising, and Newt Stammer, account exec. for RKO General, named vps . . . David Wham and John Stack named vps, Dancer-Fitzgerald-Sample.

Networks

O&O POLICIES ON 40-SEC. STATION BREAKS: Analysis of proposed station-break sales policies of the 3 groups of o&o's indicates that in all cases, the revised rate structures provide for 10, 30, and 40-sec. announcements priced in terms of the basic, existing 20-sec. rate (50%, 150% and 200% respectively). The triple-spotting taboo is also unanimous.

CBS-NBC's o&o policies are almost identical. In both cases, these networks encourage the use of two 20-sec. commercials rather than a 30-10 combination or a full-break 40. Specific regulations toward this end: (1) 20-sec. announcements pre-empt 10's, but current 10-sec. sponsors will get first option on new 20-sec. availabilities. (2) A pair of 20's will alternate weekly in first & 2nd position. (3) No 20-sec. commercials are pre-emptible (by 30's). Other regulations: (1) When used with a 10, 30-sec. announcements always take first position. (2) The 7:30 p.m. break and breaks within 60-min. network shows will not be available for full 40-sec. announcements.

WABC-TV N.Y., whose policy the other 4 ABC o&o's will probably adopt, is more than a little ironic in its conservatism. Although parent ABC-TV fathered the longer breaks, the flagship station will offer no availabilities for full 40-sec. announcements between programs and will retain the present 30-sec. break within 60-min. network shows. (The protection of minute-participation network business is undoubtedly the motivation.) WABC-TV is encouraging the 30-10 pattern between programs, which will probably result in less local-station revenue than the CBS-NBC policy (because 10-sec. announcements will be offered at pre-emptible discounts). Specific regulations toward this end: (1) 16 prime-time availabilities for 10-sec. advertisers have been set aside. (2) Although 10's are pre-emptible by 20-sec. announcements, two 20's will not alternate first and 2nd position. (3) Option on 30-sec. availabilities will be given to current 20-sec. sponsors.

NBC Shifts Policy on Tune-in Ads: Although NBC-TV plans a sizable print campaign to promote next fall's shows, the emphasis will be on brightening the network's general image and in making viewers familiar with the network's shows & personalities rather than on specific "tune-in" information. Furthermore, NBC told some 100 promotion managers of its affiliates gathered last week for regional meetings in New York, New Orleans, Chicago and Los Angeles, there will be no co-op budgets for 1961-62 newspaper tune-in ads.

The reason for the move, NBC told the station promotion men (some of whom were not happy about the decision), was a network study which showed that only about 30% of readers of newspaper TV pages notice tune-in ads. NBC's share of co-op costs for these ads has, in past seasons, involved as much as \$1 million annually.

The best medium for promoting the launching of the new fall shows, the meetings were told, was TV itself. NBC, however, will continue to supply art & copy for affiliates who wish to buy their own newspaper tune-in advertising. And it will continue to split (with advertisers or program packagers) ad schedules in *TV Guide*, which, NBC told promotion executives, was more effective than newspaper ads in building program audiences through advance promotion. For 60-min. programs, the split will run to a full page in *TV Guide*; to a half page for 30-min.

NETWORK SALES ACTIVITY

ABC-TV

- Bus Stop, Sun. 9-10 p.m., part. eff. Jan. 14.
Johnson & Johnson (Young & Rubicam)
- Ben Casey, Mon. 10-11 p.m., part. eff. Oct. 2
Bristol-Myer (Ogilvy, Benson & Mather)
- American Bandstand, Mon. & Tue. 4-5:30 p.m., part. eff. July, Aug., Sept., & Oct.
Whitehall Pharmacal (L. C. Gumbinner)
Scripto (McCann-Erickson)
Mars (Needham, Louis & Brorby)
Vick Chemical (Morse International)
Golden Grain Macaroni (McCann-Erickson)
- Daytime programming, Mon.-Fri., part. eff. Oct. & Nov.
Hartz Mountain (George H. Hartman)
Peter Paul (Dancer-Fitzgerald-Sample)
Singer Sewing Machine (Young & Rubicam)

CBS-TV

- Tournament of Roses parade & pageant, Mon., Jan. 1, 11:45-1:45 p.m., full-sponsorship.
Quaker Oats (Lynn Baker)
- Person to Person, Fri. 10:30-11 p.m.; Gunslinger, Thu. 9-10 p.m., part. eff. July.
P. Lorillard (Lennen & Newell)
- Daytime programming, Mon.-Fri., part. eff. July.
Union Underwear (Grey)
Hartz Mountain (George H. Hartman)

NBC-TV

- Thriller, Mon. 10-11 p.m.; Robert Taylor—the Detectives, Fri. 8:30-9:30 p.m.; part. eff. fall.
Max Factor (Kenyon & Eckhardt)
International Latex (Reach McClinton)
Pillsbury (Campbell-Mithun)
- Cain's 100, Tue. 10-11 p.m.; 87th Precinct, Mon. 9-10 p.m., part. eff. fall.
International Latex (Reach McClinton)
- Outlaws, Thu. 7:30-8:30 p.m., part. eff. fall.
International Latex (Reach McClinton)
Pillsbury (Campbell-Mithun)
Bulova (SSC&B)
- Dick Powell Theater, Tue. 9-10 p.m.; part. eff. fall.
Pillsbury (Campbell-Mithun)
Max Factor (Kenyon & Eckhardt)
Bulova (SSC&B)
- Michael Shayne, Fri. 10-11 p.m., part. eff. July & fall resp.
P. Lorillard (Grey)
P. Lorillard (Lennen & Newell)
- Laramie, Tue. 7:30-8:30 p.m., part. eff. fall.
Max Factor (Kenyon & Eckhardt)
Pillsbury (Campbell-Mithun)
Bulova (SSC&B)
- National Velvet, Mon. 8-8:30 p.m., part. eff. July.
Bulova (SSC&B)
P. Lorillard (Grey)
- International Showtime, Fri. 7:30-8:30 p.m., part. eff. fall.
Bulova (SSC&B)
- Saturday Night at the Movies, Sat. 9-11 p.m., part. eff. fall.
Bulova (SSC&B)
International Latex (Reach McClinton)
- This Is Your Life, Sun. 10:30-11 p.m., part. eff. July.
P. Lorillard (Grey)
Clairol (Foote, Cone & Belding)
- Daytime programming, Mon.-Fri., part. eff. fall.
Procter & Gamble (Benton & Bowles)
Max Factor (Kenyon & Eckhardt)
- Whispering Smith, Mon. 9-9:30 p.m.; Barbara Stanwyck show, Mon. 10-10:30 p.m., part. eff. July.
P. Lorillard (Grey)

Auxiliary Services

Pay TV Has Repeat Shows, Too: Telemeter is currently borrowing one of network TV's standard programming practices—summertime reruns of film shows—in its Toronto test area. Under the title of *Summer Theatre in the Home*, Telemeter began, on July 16, repeats of movies already seen on the closed-circuit system. They are fed to viewers' sets on "Channel 5C," the system's 3rd available channel. Cost to viewers: 50¢ for single films, 75¢ for double features and 25¢ for children's matinees. That's about half the going Telemeter rate for first-run movies.

Telemeter is carrying the similarity to network reruns one step further. The rerun movies are "programmed" so that a particular film star is featured on a fixed night of the week—i.e., James Stewart on Mondays, Marilyn Monroe on Thursdays, Frank Sinatra on Saturdays etc.—during the month-long promotion. For the moppet trade, a Jerry Lewis comedy and 2 cartoons are being featured as week-end matinees. On its 2nd channel (5B), Telemeter also offers double-feature comedies on Thursday nights in addition to first-run features on channels 5A & 5B.

Vhf Translator Starts: K ϕ 2AL & K10AV Telluride, Colo. started July 9 repeating KREX-TV Grand Junction • K12AD & K ϕ 7BF Valentine, Neb. began June 24 with KPLO-TV Reliance, S.D. & KDUH-TV Hay Springs, Neb. • K ϕ 8AO, K10AL & K12AQ Milford, Utah started June 10 with KUTV, KCPX-TV & KSL-TV Salt Lake City • K10AH Paradise Valley, Miner Basin & Emigrant, Mont. began July 9 with KXLF-TV Butte.

No Unlicensed Vhf Boosters: FCC has told Mid-American Relay Systems, vhf booster manufacturer, that .1-watt boosters can't be permitted without Commission licenses and compliance with rules. MARS had thought that a simple \$200 unit might get by. Commission said no.

Technology

Satellite Target Set: U.S. viewers may be able to see the first experimental telecasts from Europe around mid-1962, NASA administrator James E. Webb told the House Science & Astronautics Committee. Testifying at a hearing at which Rep. Fulton (R-Pa.) said that Vice President Johnson's Federal Space Council (Vol. 17:27 p17) "hasn't got off the ground," Webb insisted that plans were moving ahead. He said that NASA hopes to launch its first communications satellite by the middle of next year. He added that AT&T may be able to put one up at about the same time, capable of carrying 100 telephone conversations or one TV program. USIA dir. Edward R. Murrow said any commercial operators of satellite systems should provide special cut-rate service for govt. agencies, and that the U.S. should open its satellites for use by all nations, including Russia & Communist China. Another witness was Comr. Craven, who reviewed the Commission's space proceedings. Meanwhile, the House Commerce Committee began getting into the space act. Chmn. Harris (D-Ark.) set aside July 25-27 for exploratory hearings on space satellite problems.

New TV Weather Satellite: Tiros III, successfully launched July 19, is nearly identical to Tiros II, except that it carries 2 wide-angle TV cameras in place of one wide-angle & one narrow-angle. Constructed by RCA's Astro-Electronics Div., Tiros uses the 2 half-inch vidicon cameras to photograph cloud patterns.

Educational Television

3 ETV Pots Boil in N.Y.: There will be educational television in New York City this winter even if plans to convert WNTA-TV to a non-commercial outlet (Vol. 17:27 p4 *et seq.*) are stalled. The city's Board of Estimate has approved the spending of \$348,440 as N.Y.'s slice of the operating costs of FCC's uhf (Ch. 31) test. The federal govt. share will be about \$2 million. Target date for the start of telecasting, which will be under the jurisdiction of city-owned radio WNYC: Oct. 15.

In addition to ETV programming by the Board of Education, the station will also be used for police & fire dept. telecasts & training programs. Abraham D. Beame, city budget dir., estimated that "about 66,000" uhf sets were already in the N.Y. area, and that 400,000 sets were already hooked up to master antennas which could use master uhf converters.

In another area there was also a promise of a new season of ETV programming on one of the city's regular commercial TV channels, WPIX. Starting Oct. 2, WPIX will televise a 10 a.m.-3:30 p.m. schedule of ETV shows staged by the N.Y. State Regents ETV project. The WPIX telecasts will mark the 4th successive season of the Regents ETV programs. The WPIX programs have no commercial sponsors, since the time for the ETV series is sold as a block to the Regents project and paid for from state funds. Some public-service announcements are used between Regents programs. Regular commercial announcements are permitted only between the start and finish of the program block and adjacent WPIX commercial shows. Under the present Regents contract, the shows will be on WPIX at least until the end of December, but can be shifted by the Regents to WNTA-TV thereafter if the latter station becomes an ETV channel.

WNTA-TV's sale to Educational TV for the Metropolitan Area (ETMA) was still the subject of public discussion. Rep. Emanuel Celler (D-N.Y.), frequent critic of commercial TV, hailed Ch. 13's proposed conversion to ETV as "a cool breeze in the heat of summer," and urged that FCC "should as expeditiously as possible approve . . . the objections of Governor Robert Meyner notwithstanding." Under new ETV management, said Celler, viewers in the N.Y.-Conn.-N.J. area would benefit and "the interests of N.J. from the public standpoint will be far better served than ever before."

Assemblyman Nelson F. Stamler (R-N.J.) added his amen. "At this stage of a historic breakthrough in TV history for the metropolitan area, one would expect the governor to be in the forefront of those seeking to guarantee the success of this new & remarkable venture," said Stamler last week. Remarking that the ETV group plans to maintain a studio in Newark or New Brunswick, he termed Meyner's efforts to block the sale "incomprehensible."

At FCC, there's considerable off-the-record view that Meyner has no legal leg to stand on, will be given very short shrift. The general opinion in Washington is that Meyner is playing a purely political game.

ETV Centers Proposed: Establishment of national & regional non-profit centers for wider distribution of TV films & tapes suitable for educational purposes is recommended in a research report by 2 U. of Neb. specialists to the U.S. Office of Education. Gen. mgr. Jack McBride of the University's KUON-TV (Ch. 12) Lincoln & Asst. Deau Dr. Wesley C. Meierhenry of its Teachers College had no specific proposals for public financing of the centers.

Congress

Jail for Broadcasters: Operators of TV & radio networks & stations could be jailed for "undue exploitation" of sex, crime, horror and violence under terms of a bill (HR-8109) tossed into the House hopper by Rep. McDowell (D-Del.). The measure would amend the U.S. Code to set up \$10,000 fines and/or 2-year prison terms for misuse of the airways for such purposes. "The new legislation is necessary to arm the FCC & the Justice Dept. with laws that will enable them to deal with undue exploitation of these subjects," McDowell explained. His bill was referred in routine to the Judiciary Committee headed by Rep. Celler (D-N.Y.).

FCC Bill Called Up: Chmn. Magnuson (D-Wash.) has called the Senate Commerce Committee into executive session July 18 to take up the FCC reorganization proposed in a Commission-drafted bill (S-2034) approved by the Communications Subcommittee (Vol. 17:28 p10). No opposition by Committee members to the measure sponsored by Sen. Pastore (D-R.I.) was reported last week, and the bill may be reported to the Senate floor by this week's end. A nearly-identical House bill (HR-7856) by Rep. Harris (D-Ark.) has already been cleared by his Commerce Committee. He is expected to submit it on the House floor this week. Meanwhile 2 more of President Kennedy's agency reorganization plans survived initial attacks in Congress, which killed his proposals for FCC & SEC. The House Govt. Operations Committee cleared White House proposals for the Federal Home Loan Bank Board & Federal Maritime Board.

"Defense" Ads Defended: House-approved legislation (HR-7851) forbidding use of govt. funds to pay for advertising by defense contractors could lead to federal measures to control all advertising, witnesses at Senate hearings warned. Moreover, defense-company help-wanted appeals in trade journals and ads searching for scarce materials are part of the legitimate cost of govt. business, a Senate Appropriations Subcommittee was told. Witnesses opposing the House bill included spokesmen for such groups as the EIA, Advertising Federation of America, Assn. of National Advertisers, National Business Publications Inc., Aerospace Industries Assn., American Rocket Society. Supporting the bill, Sen. Cannon (D-Nev.) said that the ad ban would plug a "loophole for profiteers" which he estimated was costing the govt. \$500 million in extra contract costs annually. Probable outcome of the Senate hearings: Approval by Congress of a compromise law forbidding "institutional" ads (such as 4-color spreads by companies whose only business is with the govt.) at Defense Dept. expense, but permitting firms to charge off costs of ads for personnel, materials, etc.

Daytimers' Bills Up: House Commerce Committee Chmn. Harris (D-Ark.) has scheduled July 18-20 hearings on a half-dozen measures to extend radio daytime stations' operating hours from sunrise to sunset to 6 a.m.-6 p.m. FCC Chmn. Minow probably will be the lead-off witness, followed by House sponsors of the bills and representatives of pro-&con industry groups.

Vhf-Uhf Bill Reaches House: FCC-sponsored legislation requiring that all TV sets that are shipped in interstate commerce or imported be equipped to receive all channels has been introduced by House Commerce Committee Chmn. Harris (D-Ark.) His measure (HR-8031) is same as Senate bill (S-2109) filed earlier (Vol. 17:26 p14).

Dodd Hearings Delayed: Resumption of TV hearings by the Senate Judiciary Juvenile Delinquency Subcommittee, tentatively set for this week (Vol. 17:27 p7), have been postponed for another 2 weeks. Chmn. Dodd (D-Conn.) had no witness list ready last week, but a Subcommittee source told us network spokesmen probably would be recalled for more testimony on charges that TV programming is full of crime & violence. Representatives of veterans & religious groups also may be heard. "We'll be tying up loose ends left over from the earlier hearings," the source said, indicating that the new sessions will run several days. In Hollywood we were told that those asked to appear before the committee include Four Star Television's Pres. Dick Powell, exec. vp Tom McDermott and first-vp George Elber. Desilu hasn't yet decided whether Pres. Desi Arnaz or another executive will attend.

Sponsor Pressure Endorsed: Senate Commerce Committee member McGee (D-Wyo.) has hailed as "extremely encouraging" an editorial in *Food Field Reporter* calling on food-products sponsors to help lift the level of TV programming. In a Senate speech, McGee again defended witnesses at FCC's N.Y. network hearings (Vol. 17:28 p11), urged the industry itself to undertake "a great deal of housecleaning," and quoted the trade-publication's editorial: "Business owes the people a responsibility in addition to raising its material standards. Sponsors should attempt different, even controversial shows, in an effort to bring some culture to viewers." At the same time, McGee revived a 1951 proposal in the *Saturday Review* by then-Sen. Benton (D-Conn.) for establishment of a National Citizens Advisory Board on Radio & TV. He ended his speech "on a more hopeful & better note" by quoting a column by Dick Kleiner in McGee's home-town *Laramie Boomerang*. It praised educational TV, said "it isn't fair to castigate a magnificent tool because some misuse it."

"Conflict" Laws Updated: The House Judiciary Antitrust Subcommittee has given unanimous endorsement to legislation overhauling govt. conflict-of-interest regulations—some of which have been in the law books, virtually unchanged, for a century. Supported by the Kennedy administration and based on identical bills (HR-3411 & 3412) introduced in January (Vol. 17:5 p8) by Subcommittee Chmn. Celler (D-N.Y.) & Rep. McCulloch (R-O.), the recommended legislation would: (1) Bar former federal agency officials forever—not for just 2 years—from representing private parties in cases which they handled while in the govt.'s employ. (2) Bar full-time federal workers from helping private parties get licenses (such as FCC TV & radio grants) or other awards from agencies. (3) Impose criminal penalties on private parties who pay govt. employes for help in cases before agencies. (4) Prevent a govt. employe who has interests in an outside company from active participation in any govt. case involving the company—unless he gets written advance permission from the head of his agency.

ETV Bill Snagged: The House Commerce Committee met in 3-day executive sessions on pending legislation last week, but once again failed to do anything about federal aid to educational TV (Vol. 17:27 p16). Chmn. Harris (D-Ark.) kept a \$25-million matching-grant bill (HR-132) by Rep. Roberts (D-Ala.) on his agenda, but didn't call it up for a vote. Backed by the Kennedy administration, the Roberts measure was approved in June by the Commerce Communications Subcommittee (Vol. 17:25 p22) as an alternative to a Senate-passed bill (S-205) by Sen. Magnuson (D-Wash.) providing outright \$51-million ETV grants.

The FCC

GE Protests Renewal Holdup: Electrical-industry anti-trust troubles of GE have nothing to do with the company's broadcast operations, GE told FCC in a statement supplementing its station renewal applications, which have been pending since March. Protesting go-slow recommendations by the Commission staff, which cited GE's guilty pleas to "numerous violations" of antitrust law (Vol. 17:14 p1), GE said the case was "in no way involved" with its 3 Schenectady stations—WRGB, WGY, WGFM. "As a licensee with a record running back as far as 40 years," GE said, "the company's fitness to conduct such operations in the future should be judged upon the facts of its proven broadcast service." The company shouldn't be subjected to "additional penalties by the FCC for [anti-trust case] conduct which it neither authorized nor sanctioned," the statement argued.

Bobby Kennedy's TV Luncheon: Nothing significant seems to have happened at a July 7 Justice Dept. luncheon hosted by Attorney General Kennedy. He had as guests CBS Chmn. Paley, CBS Pres. Stanton, FCC Chmn. Minow, NAB Pres. Collins and Deputy Attorney General Byron White. One participant described it as "a mostly social luncheon, apparently an outgrowth of a social meeting between Kennedy & Paley." Added he: "No new viewpoints were expressed, as far as I could see. No decisions were made—or sought." Said another: "Bobby has long been interested in TV. We talked generally about a lot of things—programs, allocations, and so forth." Minow has now had face-to-face discussions with the heads of all networks except MBS.

NBC-Philco Hearing: FCC isn't expected to try to get a Supreme Court review of the Court of Appeals ruling in the Philco protest case (Vol. 17:27 p9). The lower court had ruled that the Commission should have given Philco a hearing on its charges that NBC's WRCV-TV Philadelphia license shouldn't be renewed because of RCA-NBC's anti-trust history. It's expected that the Commission will consolidate the Philco charges with the WRCV-TV renewal hearing and that the Justice Dept. will be invited to participate.

FCC Asking FAA for Time on Towers: FAA's grasp for power over tall tower approvals, in the form of new regulations (Vol. 17:25 p8), has FCC worried because it believes FAA is attempting to invade the Commission's legal domain. Therefore the Commission has asked, or is planning to ask, FAA to delay the effectiveness of its new rules for 60 days pending consultation with the Commission. Comr. Bartley will head the "negotiators."

Ford Introduces Compact Model: FCC Comr. Frederick W. Ford and Mrs. Ford are parents of a son, Frederick Wayne Jr., 8 lbs., 2 ozs., born July 12 at George Washington U. Hospital in Washington. Comr. Ford has a 16-year-old daughter, Mary Carter, by his first wife, who died.

FCC to Reexamine Allocations: A major new look at TV allocations has been scheduled by the FCC for July 27—covering vhf drop-ins, possible deintermixture, etc.

Minow at RTES: FCC Chmn. Newton N. Minow will address the first RTES Newsmaker Luncheon of the 1961-62 season, Sept. 22 at the Hotel Roosevelt, N.Y.

CP Granted: Ch. 64, Pittsfield, Mass., to WWLP (Ch. 22) Springfield.

Television Digest

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Personals: Alfred J. Scalpone, ex-CBS-TV program vp in Hollywood & ex-McCann-Erickson TV-radio vp, named ad vp of Schick Safety Razor Co. . . . Ken DeVaney named managing dir., Cal. Bcstrs. Assn. . . . Everett H. Erlick, ex-Young & Rubicam, named vp-gen. counsel, AB-PT . . . John J. Lorenz named asst. controller, CBS Inc.

William N. Davidson, ex-vp-gen. mgr. of WNBC-TV N.Y., named vp, Advertising Time Sales Inc., a new firm . . . Robert W. Breckner, vp & gen. mgr. KTTV Los Angeles, elected to board of parent Times-Mirror Bestg. Co. . . . J. R. (Jack) Poppe, former VOA dir. and well-known broadcasting industry figure, named to the board of Foto-Video Electronics . . . R. L. (Danny) Cochrane promoted from asst. gen. sales mgr. to gen. sales mgr., KXTV.

Ralph H. Daniels Jr. named asst. gen. sales mgr., KNXT Los Angeles, replacing Richard Beesemeyer, who has become mgr. of ABC-TV spot sales in Los Angeles . . . Paul Kennedy Jr. resigns as Los Angeles mgr. of Weed & Co. to join sales staff of KCOP Los Angeles . . . William C. Ackerman, dir. of special projects, CBS News & exec. dir., CBS Foundation, joins staff of Bureau of Educational & Cultural Affairs in the State Dept.; he's succeeded as exec. dir. of the Foundation by Julius F. Brauner, who continues as secy. & gen. attorney, CBS Inc. . . . Herman Pease named program mgr., WROC-TV Rochester.

Fred L. Bernstein appointed gen. sales mgr., WLOS-TV Asheville, N.C., succeeding Saul Rosenzweig, now vp-gen. mgr., KPLR-TV St. Louis.

John R. Corporon named news dir., WDSU-TV New Orleans, succeeding William B. Monroe Jr., who became NBC News Washington mgr. (Vol. 17:27 p13) . . . Warren D. Quenstedt, Washington communications lawyer, confirmed without dissent by Senate as deputy administrator of National Capital Transportation Agency.

New telephone number of David Steel, Washington engineering consultant, is 393-3173; the number reported last week was incorrect.

Obituary

Emery Huse, 64, retired mgr. of Eastman Kodak's West Coast motion picture film dept., died July 7 after a long illness. He had been president of the Society of Motion Picture & Television Engineers in 1941 and 1942. Surviving are his wife and 2 daughters.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

FM STEREO—6 STATIONS, 5 MARKETS: Three new FM-stereo markets have opened up since our last issue—making 5 in all, with several more stations poised to start. What got the cork out of the bottleneck was FCC's type-approval of RCA stereo equipment Mon. July 10. Prototype RCA stereo equipment has been delivered to 7 stations. Here are the new FM stereo markets and an idea of the stereocasters' plans:

Seattle, where KLSN began stereocasting July 11. The station plans to broadcast 9 hours of stereo daily—"all kinds of music."

Dallas, where KIXL-FM threw the switch July 12. It has scheduled daily stereocasts 2-3 p.m. & 8-9 p.m.

Detroit, where WDTM was due to begin Sun. June 16. It plans to stereocast such special features as hi-fi delayed broadcasts of the U. of Michigan May Music Festival featuring the Philadelphia Orchestra.

Add these 3 markets to Chicago & Schenectady, where stereocasts have been going on since June 1, and it's obvious that there's plenty of opportunity to sell stereo receiving gear—for those manufacturers who have it ready. Several more stereo starts may be imminent, including WSPA-FM Spartanburg, S.C., now testing its RCA stereo equipment and planning to begin regular stereo programming Aug. 1; KMLA Los Angeles, testing with Calbest equipment, which has yet to be type-accepted; WDHA-FM Dover, N.J., also testing non-accepted equipment. The latter 2 will require type-acceptance before they can program stereo.

Next major stereo markets may be Boston & Houston, where stations now have RCA stereo equipment (Vol. 17:26 p16, 27 p18). WQXR N.Y. also has RCA stereo gear, but station officials indicate that they're going to take their time on tests & measurements before beginning any programming (Vol. 17:27 p18).

More sources of stereo broadcast equipment are gradually opening up. Dynamics Corp. of America (Standard Electronics) says production has started on its stereo generators and the first unit has been shipped to KPEN San Francisco. DCA's equipment is not yet type-accepted, however.

Against this background of a spreading new broadcast service, this week's Music Industry Trade Show at Chicago's Palmer House will see greatest attention centered on FM stereo, as dealers (and others) get first opportunity to see many competitive makes of FM-stereo receivers in action.

Manufacturers exhibiting at Music Show may find themselves in something of a dilemma about program sources for FM stereo. Two stations are broadcasting stereo in Chicago, but exhibitors run the risk of spreading plugs for their competitors if they tune to them. WKFM will be broadcasting daily special stereo programs sponsored by Fisher Radio. Zenith's WEFM, which normally broadcasts only 30 minutes of stereo daily, plans a vastly expanded schedule of stereo that will span the duration of the Music Show—including Zenith commercials. At least one manufacturer—Pilot—will set up own closed-circuit stereo station at show.

By year's end, it's our guess that there'll be 30-40 stereo stations on air, although some others have predicted as many as 100. A good way to keep track of all stereo markets as soon as they open up is to add our AM-FM Addenda service to your present Digest subscription—if you don't already get it. Direct from FCC sources, all stereocasting starts are reported weekly in the Addenda.

TV-RADIO PRODUCTION: EIA statistics for week ended July 7 (27th week of 1961):

	July 1-7	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	78,142	132,326	51,637	2,878,959	3,014,837
Total radio	181,889	324,846	173,906	7,711,892	8,699,636
auto radio	65,286	93,187	75,310	2,459,904	3,398,579

MICRO-CIRCUITS REACH PRODUCTION STAGE: A \$15-million program to develop a new shape & size for electronic circuits of the future officially came out of the lab stage last week. Its impact will be felt first in military equipment, later in industrial electronics, and possibly in consumer equipment in about 5 years.

Signal Corps & RCA last week jointly called together top executives of 55 component manufacturers engaged in the 4-year micromodule program, and, in effect, said: "Micromodules have been proven. This is it. Get ready to roll." Micromodule concept uses building-block methods and miniature components to make entire circuits half the size of a sugar-lump.

Micromodule design is compilation of many previously developed industry ideas. A micromodule is basically composed of as many as 12 flat ceramic wafers 3/10-in. square, each containing one or more subminiature components, including semiconductors. These component wafers are connected by 12 pins or leads, and entire micromodule is encapsulated in plastic. They are then mounted on printed-circuit boards to form end equipment.

Beauty of micromodule concept is that it is "evolutionary, not revolutionary," as RCA group exec. vp W. Walter Watts expressed it at kick-off symposium last week in Somerville, N.Y. It uses conventional-type components (although vastly reduced in size), but same tiny configuration can accommodate any new component development, such as molecular electronics (Vol. 17:26 p15), "integrated circuits," thin-film circuits, etc. Basically a new format for electronic circuits, micromodule is a "bridge between conventional techniques and all emerging new forms."

Already developed for military are such items as extremely compact computer (using 1,600 modules in 2.5-cu-ft. space), helmet radios, etc. Advantages already proven in lab are weight & size reduction, reduction of power requirements, increased reliability. Cost is still high, but studies show that micromodules should be competitive with conventional printed-board military circuits when micromodule production reaches annual rate of 5 million.

Micromodule component wafers are made by regular component & semiconductor manufacturers, are then stacked & sealed into complete circuit. Although RCA has piloted the project, concept isn't proprietary, and both Signal Corps & RCA are eager to get all component & end-equipment manufacturers thinking in terms of micromodules. RCA notes that the potential market for components which could be micromodularized in military, industrial & consumer electronics will total \$750 million a year by 1965.

So convinced is Signal Corps that tiny micromodule is circuit format of the future that procurement & distribution chief Gen. H. L. Scofield told last week's symposium that the Corps is now reviewing many of its major electronics systems with an eye to conversion to micromodules, and that all equipment now in research & development is being "reviewed actively" with this in mind.

One of purposes of symposium was pep-talk to components makers to bend every effort to bring costs down. Already micromodules are more than competitive with other components in terms of size, weight, power drain, reliability. Remaining significant barrier is price—which RCA believes will come down rapidly as production increases.

Can micromodules be adapted to consumer goods? Definitely, says RCA. But "cheap & dirty" versions won't come until military & industrial production have been in high gear for some time. What can micromodules do for consumer goods? Today's tiniest transistor radio can be halved in size, at least. Power drain can be cut. And micromodule concept can almost end the problem of complicated radio & TV repairs. For example, a 6-transistor radio would contain no more than 6 micromodules (measuring less than 2-ins. square altogether), plus speaker & tuning capacitor—nothing else. In case of trouble, find faulty module & replace it.

Canadian TV Sales to Dealers: May sales of TVs slipped to 15,326 units from May 1960's 16,455, EIA of Canada reported last week. The 1961 figures, however, do not include the sales of a former member, resigned April 30. Total sales for 1961's first 5 months were 109,172 TVs—compared with 117,033 for Jan.-May 1960. The 5-month breakdown (1960 figures in parentheses): Portables, 23,431 (23,941); table models, 18,793 (23,337); consoles, 60,046 (64,575); combinations, 6,902 (5,180). For May (vs. May 1960): Portables, 4,390 (4,414); table models, 1,946 (3,765); consoles, 7,876 (7,630); combinations, 1,114 (646).

Company-Paid Junkets May Be Taxable: Dealers & salesmen who make their quotas and win expense-paid trips to push conventions may hereafter find the junkets taxing more than their strength. A Federal District Court has ruled that an allowance for attending a company convention is fully taxable income—on grounds that the junket is primarily intended as a holiday. The ruling was made against an insurance salesman who, with his wife, received a 6-day expense-paid trip from Dallas to N.Y.—a half-day of which was devoted to a formal business meeting. The ruling was upheld by the Fifth Circuit Court of Appeals.

TV-RADIO-PHONO SALES UP: It comes as no surprise that official EIA figures for May, released last week, show substantial improvement in retail sales of TVs, radios & phonos compared with May 1960. Only in the radio category, however, are retail sales for the first 5 months cumulatively ahead of last year. In all of the 3 products, cumulative production is down sharply from 1960, indicating a careful weather eye on inventories.

In TV, May 1961 saw 17% more sets sold to consumers than in May 1960, the biggest year-to-year gain so far in 1961 and the 3rd month in a row to show a gain from the same 1960 month. The May improvement helped to whittle this lag in cumulative retail sales to less than 6% below 1960.

Radio retail sales for May were a hefty 36% greater than May 1960, running ahead of 1960 for the 4th month this year (all except January). For the first 5 months of the year, unit sales of radios led the comparable 1960 figure by 9%.

Phono retail sales, which had been relatively sluggish until April, forged ahead in May—a full 42% more than May 1960—but cumulative sales still lagged behind the 1960 mark by 11%.

The official EIA production & retail sales figures, with 1960 comparisons:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
May	470,399	442,176	22,782	32,295	391,467	334,283
TOTAL	2,186,018	2,444,174	113,191	210,602	2,151,920	2,285,866

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,381,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
May	1,196,949	1,277,040	408,875	463,165	745,818	548,322
TOTAL ..	5,911,027	6,973,069	1,863,781	2,726,222	3,449,834	3,175,469

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438). **Five-month total:** 267,787 (339,516).

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
May	53,887	142,450	196,337	36,793	146,176	182,962
TOTAL	300,433	938,914	1,239,347	342,068	1,197,103	1,539,171

PHONO RETAIL SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	317,368	102,063	347,860	449,923
March	64,138	237,537	301,675	61,249	249,497	310,746
April	56,312	182,773	239,085	41,503	152,141	193,644
May	62,328	194,891	257,319	39,734	141,080	180,814
TOTAL	350,177	1,112,047	1,462,224	396,362	1,258,417	1,654,778

Philco Enters Ionizer Field: The "Ionitron 5000," an air ionizer, is being sold through drugstores at \$100. Distribution is being made through Smith, Kline & French and McKesson & Robbins, with a 90-day parts & labor warranty honored by franchised Philco TV-radio service dealers. Ionitron has been test-marketed in 9 states and "distribution will be expanded as our production of units [in Sandusky, O. plant] is increased," Philco said.

RCA Offers Stereo Adapters: RCA Victor has cast in its lot with those who see FM stereo as an "optional extra." At this week's Music Show it will premiere a stereo adapter, for FM-AM tuners in its stereo phono combinations, carrying a retail guide price of \$29.95. The plug-in adapter fits all radio-phonograph combinations in RCA's current line and "most stereo phonographs produced [by RCA] in the last few years," RCA announced.

There thus are 3 schools of thought among manufacturers: (1) The "no-adapter" school, as exemplified by Zenith. (2) The "FM-stereo-optional" or "100% adapter" school, now led by RCA. (3) The "adapter-&-built-in" school, whose adherents offer adapters for some past and present models, but also offer, or plan to offer, radio-phonograph units with stereo-FM built in.

Zenith has been strong in its anti-adapter position. "In most cases the customer is only asking for trouble when he tries to make an instrument designed for one kind of performance do something that is completely new," said Zenith in a recent stereo-FM brochure. Zenith has already announced that it won't make or market adapters, but will offer complete drop-in stereo-FM tuners for its past stereo phonos.

RCA's rebuttal: "Rather than concentrate exclusively on FM-stereo radio products that attempt to obsolete relatively new phonographs, we prefer to satisfy our customers of the past as well as of the future," said RCA Sales Co. mktg. vp Raymond Saxon. "The industry should realize that a good stereo-FM radio system can be produced in more than one way."

RCA Pricing Scored: In a special report to Congress, the General Accounting Office has accused RCA of misleading the Air Force to jack up the price of 442 long-range radio sets in a \$5.3-million contract for pressurized airborne-communication equipment. The govt. auditors said that RCA charged the Air Force \$822 per unit for sub-contracted hermetically sealed component cases, whereas one RCA supplier had offered to make the cases for \$525 per unit. The GAO reported that Air Force negotiators questioned the higher price, but that RCA said it represented the "best competitive bid." RCA denied that it had misled the Air Force, but said it would be willing to discuss a possible refund.

Sylvania Expands Semiconductor Facilities: To meet "unprecedented product demand," Sylvania is expanding by 40% the manufacturing facilities of its semiconductor operations. Divisional vp & gen. mgr. Dr. William J. Pietenpol said the semiconductor divisions would add 81,000 sq. ft. of manufacturing space by next spring.

Sylvania Is Closing Oklahoma Tube Plant: The reduced demand for receiving tubes, resulting from the increasing use of semiconductors, has decided Sylvania to close its Shawnee, Okla. receiving tube plant. Operations there will be discontinued over the next 6 months.

Packard Bell Sales Up: Distributor sales of TV sets introduced in June are running 57% ahead of last year. PB Sales Corp. Pres. Richard D. Sharp reported that the week ended June 30 was the best in 1961, topped by only one week in all of 1960.

Motorola Color Demonstration: Compact color sets with 90-degree 23-in. rectangular shadow-mask tube developed by Motorola (Vol. 17:27) will be demonstrated for the first time the week of July 24 in N.Y.

Westinghouse's Innovations: Three engineering features, even more emphasis on furniture styling, and the reliability theme are being stressed in the 1962 Westinghouse line, due for premiere showing at this week's Music Industry Trade Show in Chicago's Palmer House.

Two interesting features, reported here briefly last week (Vol. 17:28), will be found on selected TV models:

(1) "Instant-On." This feature provides instantaneous picture & sound when the set is turned on. It uses the principle of standby power—some circuits remaining on at reduced power even when the set is turned off. This technique is said also to preserve tube & component life by eliminating power surges and humidity condensation.

(2) "Mobil-Sound" is featured on a remote-control receiver, permitting the viewer to listen to the TV sound through a conventional AM radio. The remote on-off volume control has 3 positions—low sound, higher sound and remote—the latter causing the TV sound to be transmitted by wireless to any nearby radio tuned to a pre-selected frequency.

Also included in Westinghouse TV sets is a new control circuit for picture scanning to improve picture linearity.

The TV line again features "Curio Chest" high-styled furniture bases for 19-in. portables. The 38-model TV line begins at \$189.95 for a 19-in. set, with "Mobil-Sound" remote 19-in. at \$279.95. Curio Chest base-&-19-in.-TV units start at \$349.95. The line features 7 portables, 6 compacts, eight 23-in. table models and 17 consoles.

Westinghouse's stereo line comprises 14 instruments, available in 4 furniture design styles starting at \$199.95 (including AM-FM). FM multiplex will be available as a plug-in for the 4 stereo units with AM-FM, and a new series with built-in multiplex will be available in September. Westinghouse also introduced 2 children's phonos in furniture cabinets—maple desk at \$99.95, cobbler's bench at \$69.95.

Lawrence Tube Still 'Almost Ready': Paramount's Lawrence tube and associated receiver circuitry was back in the "almost ready" stage last week, just a month after Paramount stockholders had seen a demonstration of the "perfected, production-ready" color receiver (Vol. 17:24 p15).

"We're still making improvements; it's not ready yet," Paramount vp-secy. Paul Raibourn told us. "We're doing some more work on the reproduction of b-&-w pictures. Within a matter of a few days we will be able to demonstrate a set better in b-&-w than a b-&-w set." He said several receiver manufacturers have recently appraised the tube & set, but nobody has yet agreed to produce it. For one manufacturer, he said, Paramount is modifying a b-&-w set to show how easily color can be added.

Motorola Orders Up, Too: Motorola joined the nearly-unanimous chorus of manufacturers reporting heavy orders at their recent conventions. Mktg. vp. S. R. Herkes said last week that TV & stereo orders placed at the June 29 convention for July-Aug. delivery hit an all-time high, with TV volume up 64% over July-Aug. 1960 orders, stereo up 84%, and "orders for new radio models . . . exceeded by more than 92% the projection made at the factory prior to the convention." Motorola's advertising plans for its 1962 line include a return to TV-broadcast advertising for the first time since 1954. The company will sponsor 3 one-hour TV specials, one featuring Bing Crosby, another with Jack Benny.

Symphonic Buys Hoffman Dies: Expanding its TV plans, Symphonic Electronic Corp., which re-entered the TV field last year, has acquired tools, dies and blueprints of Hoffman's recently discontinued TV line. Symphonic Pres. Max Zimmer announced at week's end that his company had taken over "all Hoffman Electronics Corp. tools & dies of their newest 19- & 23-in. models" as well as "engineering prints and manufacturing & testing techniques."

"The addition of these Hoffman developments will aid us materially," said Pres. Zimmer. "We have already made arrangements to ship the equipment from Los Angeles to our Lowell, Mass. plant and we will begin utilizing the Hoffman developments just as soon as they can be incorporated into our production facilities. Our new 1962 line will include the deluxe Hoffman chassis."

Included in the transaction were "drawing-board" plans for future models, some of which Symphonic is expected to develop; it may also continue some past Hoffman designs.

"Although we will show some samples of these lines at our exhibit at the Music Show [this week in Chicago], it is our intention to have a full-line showing of the Symphonic TV line some time in the future," said Zimmer. "We believe very strongly that there continues to be a growing demand for TV receivers and that Symphonic can substantially add to its volume under our own brand and private-label contracts."

The transaction included neither any inventory or any rights to Hoffman proprietary trade names.

Trade Personals: Larry L. Malin resigns as commercial electronics div. vp, Admiral Sales Corp., to become exec. vp, Ascon Management Corp., Los Angeles management service agency . . . Don L. Blackman, ex-Vancouver branch mgr., named to new post of sales promotion & mktg. mgr., Canadian Admiral Corp.

Jules Beuret appointed Magnavox ad & sales promotion dir. . . J. V. Holdam, ex-Lab for Electronics, elected vp in charge of electronics activities, Dresser Industries . . . Jack T. Gentry named vp-gen. mgr., U.S. Engineering Co., div. of Litton Industries . . . Leo Kagan promoted from sales vp to new post of mktg. vp, Elco Corp. (components).

Arthur K. Weber named staff mfg. vp, RCA mfg. services, promoted from mfg. dir.; John H. Sidebottom appointed div. vp, defense mktg., RCA defense electronic products . . . M. D. Schuster, ex-vp-gen. mgr. of Capitol Records Distributing Corp. home instrument div., named to new post of mktg. mgr., Packard Bell industrial TV division.

Thomas E. Drumm Jr. promoted to administrator, BDSA, Commerce Dept.; he's been acting administrator of the soon-to-be-expanded agency . . . Gail E. Boggs promoted to research & development dir., Page Communications Engineers.

TV-Radio Technical Meeting: The 33rd annual Radio Fall Meeting, the only national engineering conference for the electronic entertainment-equipment industry, has been scheduled for Oct. 30-Nov. 1 at Syracuse (Hotel Syracuse). It's co-sponsored by EIA & IRE.

Obituary

Lillian Jacobs, 62, wife of Howard A. Jacobs, secy-treas. of Symphonic Electronic Corp., died of a heart ailment July 12 at her home in Brooklyn, N.Y. She is survived by her husband, 2 children and 3 grandchildren.

Finance

Magnavox Has Record Half: Buoyed by a rising 2nd quarter which saw profits rise 92% on a 28% sales gain, Magnavox wound up 1961's first half with peak earnings & sales (see financial table). For the 6 months to June 30, profits climbed about 38% to \$2.5 million from \$1.8 million in 1960's first half. Sales gained some 20% to \$61.8 million from \$51.8 million.

Pres. Frank Freimann told stockholders who met at Fort Wayne last week that the outlook for 1961's 2nd half is even more favorable. He emphasized that Magnavox historically garners 70% of its profits & 60% of its sales in the last half of the year.

There was additional good news for Magnavox shareholders: The directors authorized a 50% increase in the dividend rate. The new rate was authorized after stockholders had approved both a 3-for-1 split of the common stock and an increase in the number of shares to 10 million from 3.5 million. The new dividend rate, effective Sept. 15 to holders of record Aug. 25, will be 12½¢ quarterly, or equal to \$1.50 a share annually on the basis of the 3-for-1 split. Previously, the dividend has been 25¢ quarterly or \$1 annually.

Reports & Comments Available: Electronics Capital Corp., prospectus, Bear, Stearns & Co., One Wall St., N.Y. 5 • ITT, analysis, Green, Ellis & Anderson, 61 Broadway, N.Y. 6 • Microwave Associates, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • MGM, review, Shearson, Hammill & Co., 14 Wall St., N.Y. 5 • Standard Kollsman, study, Hemphill, Noyes & Co., 15 Broad St., N.Y.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, July 13, 1961

Stock	Prev.			Stock	Prev.		
	Bid	Bid	Asked		Bid	Bid	Asked
Acoustica	18	18	19%	Magna Th.	37½	37½	4%
Adler Elec.	15¾	16	17%	Magnetics Inc.	9¾	9½	10%
Aerovox	10¼	11¼	13½	Maxson	22	22½	24%
Allied Radio	27¼	29½	32	Meredit Pub.	35	33	36½
Astron Corp.	17½	2	2½	MetroMedia	17¼	17%	19½
Babeock	28	27¾	30½	Microdot	25¼	28¼	30%
Baird Atomic	19¾	21¼	23¼	Milgo Elec.	20	20	23
Cannon Elec.	29	23	26¼	Narda Micro	6¾	6¾	7%
Capelhart	8¾	8½	9%	Newark Elec.	13½	13½	15%
Chicago Aer.	23½	27	29½	Nuclear Chi.	41	41	44%
Control Data	97	92	97	Official	3¾	3½	4-1/16
Cook Elec.	10½	107½	11%	Pacific Aut.	5¾	5¾	6%
Craig	14½	14¾	15%	Pacific Mirc.	7¼	7	7¾
Drosby Tel.	5¾	5¾	6%	Phillips Lamp	140½	136½	141¼
Ditaphone	37	34½	37¼	Pyramid	2	1¾	2%
Digitronics	26½	26	29%	Radiation	23	21½	23%
Eitel-McC.	16½	15¼	16½	Rek-C-Kut	2¾	2½	3-1/16
Eico Corp.	13¼	13	14%	Research Inc.	4¾	4¾	5½
Electro Instr.	18	17	19%	H. W. Sams	40	42	45%
Elcc. Voice	11	11¼	12%	Sanders Assoc.	61	56	60
Elcc. Assoc.	29	32¼	34%	Silicon	10¾	12	13%
Elcc. Cap. Corp.	40	34	36¾	H. Smith	12	11½	12%
Erie Resistor	14½	14¼	15%	Soroban	62	61	66¾
Executone	17½	18½	20%	Soundscriber	11½	11	12%
Farrington	12¾	13¾	14%	Speer Carbon	31	31	33¾
Foto Video	5¼	6¼	7%	Sprague	81¼	85	88¾
Four Star	21½	20½	22½	Sterling	4	3¾	4%
Gen. Devices	11½	11¼	12%	Svstron-Don.	41¼	39	42
G-L Elec.	8	8¼	9½	Taft Beste.	19½	19½	21
Goodwill Sta.	10½	10½	11½	Taylor Instr.	45	46¼	49½
Granco	3¾	3¼	3-13/16	Technology	1½	1½	2%
Gross Tel.	21	21	23	Tele-Bestrs.	10¾	10½	11¾
Hallcrafters	22½	20	21¾	Telechrome	7¼	6¾	7½
Hathaway	22½	22	24%	Telecomp.	84	88	92¾
High Voltage	155	162	177	Time Inc.	10½	10½	11½
Infrared	16¼	16¼	18	Tracerlab	7	6¾	7%
Interstate Eng.	17¼	17	18¾	United Art.	5	¾	1-3/16
Ionics	29½	27	29¾	Universal	2	2	2½
Itek	47½	43½	47¾	Vitro	26½	28¼	28¼
Jerrold	8	8¾	9%	Vocaline	2	2	2½
Lab for Elec.	48½	46½	49%	Wells-Gardner	31¼	32¼	34¾
Leeds & North.	34¾	34½	37¼	Wilcox Elec.	9½	9½	10%
Lel Inc.	8¼	8	9%	Wometco	24¼	24	26¼

TelePrompTer Plans Expansion: TelePrompTer Corp. will set up a \$3-million kitty for purchase & construction of additional CATV systems under plans reported to SEC (File 2-18471) for a public offering of \$5 million of convertible subordinated debentures due 1976. Bear, Stearns & Co. is the underwriter of the issue, whose price was unreported. The SEC registration statement also covered: (1) 15,000 common shares underlying 5-year options to be sold to the underwriter at 10¢ per share. (2) 26,000 shares to be issued in exchange for Pacific Telescription System stock. (3) 43,324 outstanding shares which may be put up for public sale by present holders. TelePrompTer said its plans for future expansion in the CATV field hadn't yet jelled, but that \$400,000 of the \$3 million would be earmarked for Kaiser-TelePrompTer of Hawaii Inc. The company also listed \$500,000 of proceeds from the debenture sale for payment of bank loans—\$400,000 in connection with acquisition of the Eugene, Ore. CATV system, \$100,000 for working capital. Of the balance of the debenture proceeds, \$750,000 would be devoted to development & testing of TelePrompTer's pay-TV system Key TV and other "new products." Management officials, headed by Pres.-Chmn. Irving B. Kahn, own 22% of 693,695 outstanding TelePrompTer shares. Western Union holds 13%.

Westinghouse Sees 2nd-Half Pickup: Westinghouse profits fell sharply in 1961's first half from \$1.14 a share a year earlier, but the company expects earnings will be "close to" its 60¢ dividend rate. First-quarter earnings were down 5¢ from the quarterly dividend requirements of 30¢ and down from 55¢ in first-quarter 1960. Earnings for all of 1961, Pres. Mark. W. Cresap Jr. said last week, "ought to be better than our dividend requirements" of \$1.20 a share. He said Westinghouse had "good billings in June and it looks like by far the best month of the year." He believes that total 1961 sales will top 1960's \$1.955 billion and might "come pretty close" to \$2 billion "if what the economists say about the economy is correct." Cresap said that consumer-products business, which accounts for 25% of total sales, was profitable in the first half.

Muntz TV Offers Stock for Notes: Holders of the Chicago TV maker's promissory notes last week were offered common stock in exchange for the securities, in the ratio of one common share for each \$6 of notes. The transaction involves 383,993 shares of common and will become effective if accepted by August 10 by holders of at least 50% of the \$2,303,957 outstanding notes. The notes were issued in 1957 to Muntz creditors and represented 75% of the claims against the company (the remaining 25% received preferred stock). They were issued under a federal court reorganization plan which called for retirement of the notes over a 5-year period beginning in 1962. Muntz had 1,182,376 common and 767,383 preferred shares outstanding June 30.

Emerson Forecasts 1961 Gains: Increasing sales of consumer products in the 2nd half of Emerson's 1961 fiscal year (ending October 31) should push profits ahead of the \$1.7 million earned on \$63.7 million sales in the preceding year. Pres. Benjamin Abrams painted this bright picture last week despite a slicing of first-half earnings to \$667,646 from \$1.1 million in fiscal 1960's first half (Vol. 17:17 p22). Basis for Abrams' optimism: Emerson TV sales rose 4% in 1961's first 5 months from the same 1960 period. Radio sales, he added, climbed 10%, air conditioners nearly 12%. Also, 2nd quarter earnings were up slightly over Feb.-Apr. 1960, and "we expect our 3rd & 4th quarters to be ahead of last year."

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
America Corp.	1961—6 mo. to Jun. 30	\$16,536,133 ¹	—	\$ 798,129 ¹	\$0.21	3,183,229
	1960—6 mo. to Jun. 30	15,640,499	—	673,711	.16	3,100,907
AT&T	1961—year to May 31	8,113,340,000	—	1,279,172,000 ¹⁻²	5.52	224,767,000 ³
	1960—year to May 31	7,618,508,000	—	1,185,743,000 ⁴	5.36	214,513,000 ³
	1961—3 mo. to May 31	2,083,511,000	—	325,999,000 ⁵	1.37	231,346,000 ³
	1960—3 mo. to May 31	1,971,317,000	—	311,848,000 ⁶	1.41	215,110,000 ³
Davega Stores	1961—48 wks. to Jan. 28 ¹²	20,127,184	—	(1,133,634)	—	369,600
	1960—year to Feb. 29	18,112,266	—	12,739 ¹³	—	369,600
Electronic Instrument	1961—8 mo. to May 31 ¹⁰	5,696,324	—	195,966	.40	489,143
	1960—8 mo. to May 31 ¹⁰	5,687,970	—	197,018	.40	489,143
GE	1961—6 mo. to Jun. 30	2,074,425,000	—	93,478,000	1.05	88,860,183 ³
	1960—6 mo. to Jun. 30	2,022,699,000	—	111,429,000	1.26	88,332,778 ³
	1961—qtr. to Jun. 30	1,081,803,000	—	51,002,000	.57	88,860,183 ³
	1960—qtr. to Jun. 30	1,065,266,000	—	58,815,000	.66	88,332,778 ³
General Instrument	1961—qtr. to May 31	19,220,342 ¹	—	663,076	.27	2,488,700
	1960—qtr. to May 31	16,983,282	—	642,727	.26	2,435,863
International Resistance	1961—25 wks. to Jun. 25	10,946,738 ¹	—	929,468	.67	1,387,598
	1960—25 wks. to Jun. 25	10,354,177	—	1,045,972	.75	1,382,998
	1961—10 wks. to Jun. 10 ¹⁴	4,451,188	—	362,468	.26	1,387,598
	1960—10 wks. to Jun. 10 ¹⁴	4,162,784	—	368,574	.26	1,382,998
Lear	1961—6 mo. to Jun. 30 ¹³	48,000,000	—	1,400,000	.50	—
	1960—6 mo. to Jun. 30	45,600,000	—	1,235,000	.46	—
Magnavox	1961—6 mo. to Jun. 30 ⁷	61,793,000 ¹	\$5,218,000	2,540,000 ¹	1.07	2,372,889
	1960—6 mo. to Jun. 30	51,764,000	3,807,000	1,844,000	.78	2,360,000
	1961—qtr. to Jun. 30 ⁷	29,500,000	—	1,110,000	.47	2,372,889
	1960—qtr. to Jun. 30	23,000,000	—	578,000	.24	2,360,000
P. R. Mallory	1961—6 mo. to Jun. 30	41,360,943	3,863,514	1,839,973	1.18 ¹¹	1,472,812
	1960—6 mo. to Jun. 30	43,707,226	4,297,961	2,010,806	1.30 ¹¹	1,443,739
MGM	1961—40 wks. to Jun. 8	110,112,000	—	9,442,000	3.74	2,524,829
	1960—40 wks. to Jun. 8	97,137,000	—	7,317,000	2.92	2,505,100
	1961—qtr. to Jun. 8	—	—	2,758,000	1.09	2,524,829
	1960—qtr. to Jun. 8	—	—	3,578,000	1.45	2,505,100
Newark Electronics	1961—9 mo. to May 31	9,727,068	—	189,777	.29	—
	1960—9 mo. to May 31	8,743,195	—	145,089	.24	—
	1961—qtr. to May 31	3,035,546	—	56,565	.09	—
	1960—qtr. to May 31	3,078,656	—	57,313	.10	—
Stanley Warner	1961—39 wks. to May 27	99,796,652	6,160,477	3,285,477 ⁹	1.62	2,026,374
	1960—39 wks. to May 27	95,320,896	4,935,260	2,530,260 ⁹	1.25	2,025,374
	1961—13 wks. to May 27	34,928,939	1,708,650	938,650 ⁹	.46	2,026,374
	1960—13 wks. to May 27	31,799,378	984,347	454,347 ⁹	.22	2,025,374
Vornado Inc.	1961—9 mo. to May 31	78,307,078	—	2,004,605	1.64	1,222,271
	1960—9 mo. to May 31	74,547,409	—	1,394,908	1.14	1,222,271
	1961—qtr. to May 31	24,633,780	—	626,761	.51	1,222,271
	1960—qtr. to May 31	23,174,841	—	355,713	.29	1,222,271
Womelco Enterprises	1961—24 wks. to Jun. 17	6,813,603	—	592,010	.59	—
	1960—24 wks. to Jun. 17	5,526,953	—	490,235	.51	—
	1961—12 wks. to Jun. 17	3,379,150	513,719	290,717	—	—
	1960—12 wks. to Jun. 17	3,180,003	476,927	289,914	—	—

Notes: ¹Record. ²Includes \$189,825,000 in "other income" (including proportionate interest in earnings of Western Electric & other subsidiaries not consolidated). ³Average. ⁴Includes \$160,046,000 in other income. ⁵Includes \$47,218,000 in other income. ⁶Includes \$50,152,000 in other income. ⁷Preliminary. ⁸After special charges in lieu of taxes of \$365,000 in 1961 & \$5,000 in 1960. ⁹After special charges in lieu of taxes of

\$100,000 in 1961 & \$20,000 in 1960. ¹⁰From SEC report. ¹¹After preferred dividends and based on 1,472,812 shares outstanding June 30, 1961. ¹²1961 fiscal year shortened because of change in accounting period. ¹³After \$523,783 gain on properties sold under sale & lease-back arrangement. ¹⁴Indicated. ¹⁵Estimated.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Allied Radio	Q	\$0.08	Aug. 22	Aug. 8
Intl. Resistance	Q	.07½	Sep. 1	Aug. 15
Magnavox	Stk.	300%	Aug. 3	Jul. 20
Magnavox	Q	.12½	Sep. 15	Aug. 25
Movielab Film Labs-A	Q	.10	Aug. 1	Jul. 25
Taft Bcstg.	Q	.10	Sep. 14	Aug. 15
Wurlitzer	Q	.20	Sep. 1	Aug. 14

Screen Gems Goes on ASE: The Columbia Pictures TV subsidiary has been listed for trading on the American Stock Exchange. Symbol: SGE.

Recent Stock Issues

Stock	Offering Price	Bid	July 13, 1961	Asked
Data Processing	4	5%	6%	
Sony Corp.	17½	20%	22%	

WEEKLY **Television Digest**

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SUMMARY-INDEX OF WEEK'S NEWS

JUL 24 1961

FCC

ALLOCATIONS UP AGAIN. Deintermixture analysis to be offered by FCC staff at Commission's direction, with 15 markets under study (pp. 1 & 4).

FAA RELAXES TOWER RULES in parley with FCC delegation. Regulations on advance notices, antenna farms, tower exemptions modified. Jurisdiction will be clarified (p. 3).

HYDE "EHORTS" BROADCASTERS to fight moves affecting programming & business practices (p. 5).

LEE, ON TV ALLOCATIONS, says "vacillation" is at an end, sees moves to strengthen uhf (p. 6).

Advertising

TV TOOK 53.5% OF THE TOP 100 ad budgets in 1960 (pp. 2 & 12). Dept. (p. 11).

ETV

ETV AID BILL PERILED by House Rules Committee votes killing Administration's major school programs, dimming any hope for action of \$25-million equipment grants (p. 2).

Congress

FCC BILLS ARE SET FOR VOTES IN CONGRESS. Senate's reorganization measure may be called up this week for probable passage. Similar House bill readied for action (p. 2). Dept. (p. 14).

Networks

CBS CAN'T PLAY BALL in 2-year contract with National Football League, rules district court judge. Decision leaves CBS holding bag with several major sponsors (p. 3). Dept. (p. 8).

Stations

WON'T RETREAT, SAYS COLLINS in speech to station executives at NAB's Harvard seminar, calling on TV & radio to abandon "status quo" and "push forward" (p. 7).

Consumer Electronics

MUSIC SHOW HIGHLIGHTS: Mixed reaction to FM stereo; continued good business; more TV imports; concern over \$99 TV; tape optimism; agitation for "electronics show" (pp. 16 & 20).

"DON'T KILL THE GOOSE," warns Comr. Lee as FM stereo is launched. Lee & NAB's Meagher paint bright picture, with qualifications. EIA issues "anti-confusion" book (p. 18).

PLANS FOR STEREO RADIOS & adapters vary widely among manufacturers, but most prefer outboard to inboard approach. Table shows plans of 24 manufacturers (p. 19).

Programs

NESS BUMPED OFF CLEVELAND'S WEWS after decision by the station that "The Untouchables" was too violent. Viewer reaction to the loss has been almost evenly divided (p. 9).

Film & Tape

"DOUBLE FEATURES" FOR FALL will be commonplace in NBC-TV markets; most stations to have their local film shows following the network's "Saturday Night Movies" (p. 9).

\$50-MILLION FOREIGN MARKET is predicted for next year for U.S. export telefilms by John G. McCarthy (p. 10).

Finance

FORTUNE'S "500": The 1960 performances of the nation's top industrials—including 43 in electronics & related fields—are charted in the magazine's 7th annual business survey (p. 23).

WESTINGHOUSE SLUMPS in first half as profits tumble 51.6% on a 3.5% sales slide (p. 24).

RCA PROFIT LAGS at halftime despite record sales in the June quarter and a 10% gain in earnings over April-June 1960 (p. 24).

Other Departments

AUX. SERVICES (p. 6). **PERSONALS** (p. 15). **TECHNOLOGY** (p. 15).

ALLOCATIONS UP AGAIN; DEINTERMIXTURE ANALYSIS: FCC plans to come to grips—again—with whole TV allocations problem in special meeting July 27 (Vol. 17:29 p14). You can get bets both ways, at Commission, on whether any policy breakthrough will be achieved in the one-day session before August recess.

There's still strong FCC support for at least some of the principles favored at beginning of year (Vol. 17:5 p1): (1) All-channel-set legislation. (2) Promotion of uhf. (3) Reservation of uhf channels for vhf operators who'd be encouraged to operate in both bands. (4) Reservation of uhf for educators. (5) Limited number of short-spaced vhf drop-ins. (6) Opening of unreserved uhf channels to newcomers on first-come first-served basis. (7) Relaxation of uhf technical standards. (8) More deintermixture.

FCC asked staff to come up with new analysis of deintermixture-to-uhf. Because deintermixture is strongest kind of medicine under consideration, we've managed to obtain a few details of analysis—which is scheduled to be expanded upon by staff at July 27 meeting. You'll find them on p. 4.

Comr. Lee, for one, remains strong for uhf, for all-channel-set legislation, for deintermixture and for pay TV, which he believes will stimulate uhf. He repeated these views in EIA-sponsored FM stereo symposium at Music Show in Chicago last week (for details, see p. 6). For his remarks about FM & stereo, see p. 18.

TV TOOK 53.5 % OF THE TOP 100 BUDGETS: The 100 biggest advertisers spent 5.6% more in 1960 than they did in 1959. Television's share increased a slightly better percentage than that—6.6%. But percentage gains looked better in 2 other categories—business publications (22.5%) and general magazines (15.3%). Outdoor advertising, although managing to show a gain, ran below the 6.6% average with a 2.8%. And 2 categories showed losses: Newspapers got 6.4% less in 1960 than they did in 1959 and farm magazines dropped 3.9%. This information was distributed last week by TvB on the basis of a compilation by Advertising Age (see p. 12).

The percentages tell only part of the story, for, pointed out TvB, the 1960 figures show that the top 100 spent more money for TV time (even with production costs excluded) than for all the other media combined—a fat 53.5% of their total 1960 advertising outlay of \$1.7 billion (which was up \$90 million from 1959). Also, proudly pointed out TvB, a majority share of the 5.6% increase in total budget—60%—was spent by these advertisers on their TV efforts.

From the standpoint of the television industry, the top 100 advertiser list is obviously gratifying. Of the 100 companies, 98 used TV—and the 2 that didn't were non-invited liquor companies. 71 used TV as their basic medium, spending more in it than in any other medium.

Of the 100 advertisers, 51 devoted more than half of their entire ad budgets to TV; 33 gave it more than two-thirds; 19 used four-fifths of their budget; and 9 spent more than 90% in TV.

Among the 100, 26 spent more than \$10 million apiece in TV. In this select group, newspapers and magazines had only 5 each.

Within television, the 1960-1959 dollar comparison showed networks up 8.5% vs. spot's 3.6% gain. (For the list of the 100 top television advertisers see Vol. 17:25 p10.)

But hard-selling TvB, after throwing its hat in the air, could still see plenty of market left to sell, pointing out that although the 100 advertisers had total budgets of anywhere from \$122 million down to \$5 million, there were nevertheless 7 of them who had spent less than \$1 million on TV in 1960.

HOPES DASHED FOR ETV BILL: President Kennedy's "must" program of general federal aid to schools was killed last week by House Rules Committee—and chances of any House floor action this session on govt. subsidies for educational TV probably died with it.

Crushing blow to ETV aid plans was delivered by 8-7 Democratic-Republican coalition votes which tabled 3 major administration bills to provide \$2.5 billion for school construction, to assist colleges, and to expand the National Defense Education Act. White House strategy had been to push these measures through House before attempting passage of \$25-million ETV bill (HR-132), which has been held up by Commerce Committee (Vol. 17:29 p13).

Hostile Rules Committee knifed ETV legislation in last session (Vol. 16:20 p5). Legislation-routing unit was expanded from 12 to 15 members at outset of this session in move to give administration supporters control and insure clearance of Democratic measures—including revived ETV proposals (Vol. 17:6 p14). In first big test on school issues, it didn't work out that way.

Likelihood now is that no school-aid program will be enacted at this session—except for continuation of help to federally-impacted areas. Senate approved \$51-million ETV bill by Sen. Magnuson (D.-Wash.) in March despite opposition by HEW Secy. Abraham Ribicoff, who figured it might endanger legislative prospects for over-all education program (Vol. 17:13 p2). At his urging, House Commerce Communications Subcommittee endorsed more modest measure which was tacked on to major administration program (Vol. 17:25 p22). Supporters had hoped major bills would gather enough House momentum to carry ETV aid.

FCC BILLS SET FOR VOTES: Ending several weeks of inaction on FCC's own legislative plans for streamlining its administrative procedures (Vol. 17:29 p13), Senate & House Commerce Committee began moving again last week to bring them into position for floor votes—and probable passage.

Senate may vote this week on FCC-drafted bill (S-2034) by Communications Subcommittee Chmn. Pastore (D-R.I.), which substitutes for rejected White House reorganization proposals permitting Commission to deputize staffers for case work. Full Commerce Committee voted July 18 to clear measure to floor. Pastore carried it there 2 days later, along with report (No. 576). Bill was placed promptly on Senate's action calendar, ready to be called up.

No House action on companion bill (HR-7856) was scheduled immediately, but it, too, was pushed

along. Commerce Committee Chmn. Harris (D-Ark.) brought it & report (No. 723) to floor July 17. There was no quick clearance by Rules Committee, however, and majority leader McCormick (D-Mass.) didn't put measure on his legislative priority list.

Some Republican opposition to the nearly-identical reorganization bills can be expected in both Senate & House when measures are called up for votes. But bipartisan Committee backing for measures is assured, and neither Pastore nor Harris anticipated much trouble in winning floor approval.

Another White House reorganization plan was defeated meanwhile. Coalition of Republicans & Southern Democrats combined 231-179 to kill President Kennedy's proposals to reshuffle National Labor Relations Board functions. It was 3rd White House regulatory-agency blueprint to be torn up in Congress, SEC plan in addition to FCC plan having been junked earlier.

FAA RELAXES TOWER RULES: Following jurisdictional negotiations with FCC Comrs. Bartley, Ford and Lee, FAA administrator Najeeb E. Halaby last week climbed down—at least part way—from the tall-tower-regulation positions which his agency took over the protests of the Commission & broadcasters (Vol. 17:29 p14).

FCC-FAA agreements on revisions of FAA regulations which went into effect July 15 included these: (1) Tower-application processes will be coordinated so that broadcasters need not give separate 30-day advance notices to FAA, thereby eliminating delays. (2) Antenna structures no higher than 20 feet will be exempted from FAA air-hazard requirements. (3) FAA will establish no antenna farm area "which would interfere with the statutory responsibility of the Commission." (4) FAA will write statement into its regulations "clarifying the point that FAA hearings would not affect the jurisdiction of the FCC."

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"It's a step forward," said one communications lawyer who has been active in broadcasters' case vs. FAA. "But it's by no means everything." He pointed out that FCC-FAA agreement left unsettled such jurisdictional questions as these: (1) Will broadcasters still have to go through FAA hearing processes to get challenged towers approved? (2) If they are turned down by FAA on tower applications, is that word final?

AFTERMATH OF CBS-FOOTBALL COURT RULING: Antitrust roadblock slapped across CBS-TV's 2-year contract with the National Football League (U.S. District Court Judge Allan K. Grim's ruling in Philadelphia July 21) leaves CBS with major sponsor problem on its hands. Half-sponsorship of the 1961-62 NFL games has been sold to Philip Morris and Ford Motor Co. at the national level. Most of the remaining half-sponsorship has been sold to 14 advertisers in a series of regional buys.

CBS had been granted exclusive rights to NFL's 7 games each weekend on a regional basis with national telecasts on Thanksgiving Day. In return NFL was to get \$9.3 million to be divided among 14 NFL teams (Vol. 17:19 p6). Competition was thus restrained among NFL clubs, Judge Grim ruled, by "restricting them from determining in which areas telecasts may be made and giving that decision to the network."

What happens to the billings is a moot point. J. Walter Thompson, Ford ad agency, told us: "It's too early to tell whether we'll yank the billings. We'll sponsor as much pro football as CBS makes available." Executives at Philip Morris's N.Y. hq were unavailable for comment. Sales officials at CBS declined to say whether the national or regional NFL clients had cancelled their time-period contracts.

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Fate of similar TV sports packages was uncertain last week. CBS refused to speculate on implications of the court ruling or to state whether it would appeal. Network baseball contracts have always been made with individual teams, rather than with a league. American Football League & National Basketball Assn. have both sold exclusive rights to their games, however, to ABC & NBC respectively. In Washington, the Dept. of Justice, which had questioned the CBS contract's legality when it was first signed, would not commit itself.

Amateur & collegiate TV sportscasts probably won't be affected by the ruling. That was the opinion of Walter Byers, exec. dir. of the National Collegiate Athletic Assn., who said, "The antitrust statutes of the nation apply to professional sports, but not to the athletic activities of educational institutions at the inter-scholastic or inter-collegiate level.

The FCC

More about

DEINTERMIXTURE ANALYZED: The latest study of deintermixture-to-uhf, prepared by FCC's staff (p. 1), covers 15 markets. Many of them have been discussed before, and the Commission has always concluded that they shouldn't be deintermixed. At this reading, no one knows what the Commission will do in its next go-around.

The markets are presented in 2 groups—"more favorable for deintermixture" and "less favorable." The criteria are these: Percent of uhf conversion in home county, availability of vhf signals, loss of service (creation of "white areas") which might be caused by shift from vhf to uhf.

The "more favorable" group: Madison, Rockford, Hartford, Erie, Binghamton, Champaign-Urbana-Danville-Springfield-Decatur, Columbia, S.C. The "less favorable": Montgomery, Lancaster-Harrisburg-York, Columbus (Ga.), Baton Rouge, Ft. Smith, Bay City-Saginaw-Flint, Lake Charles, Knoxville. Herewith are excerpts from data compiled by staff:

Madison: Operating stations—WISC-TV (Ch. 3), WKOW-TV (Ch. 27), WMTV (Ch. 33), WHA-TV (Ch. 21, educational). Home county set conversion—total homes, 61,200; TV homes, 54,600; uhf homes, 54,100; uhf conversion, 99%. Total homes able to receive (ARB data)—WISC-TV, 245,000; WKOW-TV, 93,000; WMTV, 89,700. Net weekly circulation—WISC-TV, 200,000; WKOW-TV, 85,600; WMTV, 82,400. Potential "white area" (loss of homes with deintermixture)—12,105 homes. What to do with Ch. 3?—can't be used in any large vhf market.

Rockford: Stations—WREX-TV (Ch. 13), WTVO (Ch. 39). Home county set conversion—total homes, 62,000; TV homes, 58,500; uhf homes, 56,700; uhf conversion, 97%. Total homes able to receive—WREX-TV, 187,400; WTVO, 97,600. Net weekly circulation—WREX-TV, 156,900; WTVO, 89,300. Potential white area—2,300 homes. What to do with Ch. 13?—can't be used in any large vhf market.

Hartford area: WTIC-TV (Ch. 3), WNHC-TV (Ch. 8), WHCT (Ch. 18), WHNB-TV (Ch. 30), WATR-TV (Ch. 53). Home county set conversion—total homes (Hartford county), 191,900; TV homes, 180,500; uhf homes, 162,500; uhf conversion, 90%. Total homes (New Haven county), 184,900; TV homes, 178,100; uhf homes & conversion not indicated. Potential white area—none. What to do with Ch. 3?—could be added to Providence with 2 short adjacent-channel spacings.

Erie: Stations—WICU (Ch. 12), WSEE (Ch. 35). Home county set conversion—total homes, 68,900; TV homes, 65,500; uhf homes, 48,500; uhf conversion, 74%. Total homes able to receive—WICU, 151,600; WSEE, 57,400. Net weekly circulation—WICU, 127,000; WSEE, 53,700. Potential white area—5,235 homes. What to do with Ch. 12?—can't be used in any large vhf market.

Binghamton: Stations—WNBF-TV (Ch. 12), WINR-TV (Ch. 40). Home county set conversion—total homes, 62,100; TV homes, 58,900; uhf homes, 43,000; uhf conversion, 73%. Total homes able to receive—WNBF-TV, 248,000; WINR-TV, 59,100. Net weekly circulation—WNBF-TV, 221,800; WINR-TV, 51,600. Potential white area—5,280 homes. What to do with Ch. 12?—could be given to Utica.

Champaign area: Stations—WCIA (Ch. 3), WCHU (Ch. 33), WILL-TV (Ch. 12, educational), WICD (Ch. 24),

WTVP (Ch. 17), WICS (Ch. 20). Home county set conversion—total homes (Champaign county), 34,200; TV homes, 26,600; uhf homes, 16,500; uhf conversion, 62%. Total homes (Vermillion county), 31,800; TV homes, 26,800; uhf homes, 21,700; uhf conversion, 81%. Total homes (Macon county), 37,100; TV homes, 35,100; uhf homes, 34,400; uhf conversion, 98%. Total homes (Sangamon county), 47,100; TV homes, 41,200; uhf homes, 41,200; uhf conversion, 100%. Total homes able to receive—WCIA, 313,000; WICD, 29,600; WTVP, 135,100; WCHU, 15,000; WICS, 123,100. Net weekly circulation—WCIA, 270,000; WICD, 26,200; WTVP, 122,300; WCHU, 12,600; WICS, 106,000. Potential white area—13,914 homes. What to do with Ch. 3?—can't be used in any large vhf market.

Columbia, S.C.: Stations—WIS-TV (Ch. 10), WNOK-TV (Ch. 19). Home county set conversion—total homes, 42,300; TV homes, 36,800; uhf homes, 25,000; uhf conversion, 68%. Total homes able to receive—WIS-TV, 193,400; WNOK-TV, 35,900. Net weekly circulation—WIS-TV, 152,600; WNOK-TV, 33,100. Potential white area—none. What to do with Ch. 10?—Give it to Augusta, Charleston or Wilmington.

Here's a briefer summary of the "less favorable" group:

Montgomery: Potential white area—12,495 homes. WSFA-TV's Ch. 12 could be assigned to Pensacola.

Lancaster area: Potential white area—none. WGAL-TV's Ch. 8 could be assigned to Johnstown.

Columbus, Ga.: Potential white area—9,820 homes. WRBL-TV's Ch. 3 and WTVM's Ch. 9 can't be assigned to any large vhf market.

Baton Rouge: Potential white area—8,358 homes. WBRZ's Ch. 2 could be assigned to Alexandria, WAFB-TV's Ch. 9 to Hattiesburg.

Saginaw area: Potential white area—18,150 homes. WNEM-TV's Ch. 5 could be assigned to Alpena. WJRT's Ch. 12 can't be assigned to any large vhf market.

Lake Charles: Potential white area—407 homes. KPLC-TV's Ch. 7 and ungranted Ch. 3 can't be assigned to any large vhf market.

Knoxville: Potential white area—30,950 homes. WATE-TV's Ch. 5 can't be assigned to any large vhf market. WBIR-TV's Ch. 10 could be assigned to Nashville.

Evansville Shift Proposed: Evansville, Ind. would become all-uhf under an initial decision by FCC hearing examiner Jay A. Kyle recommending that Ch. 31 be substituted for WTVW's Ch. 7, which would be assigned to Louisville. The deintermixture move was protested by once-bankrupt WTVW, which reported net profits of \$91,299 in the first 7 months last year. But Kyle said WTVW's arguments boiled down "simply" to this: "It is more advantageous to remain on Ch. 7 and continue to absorb at a rapid rate more of the potential market." Kyle said shifting WTVW to uhf would arrest "the state of imbalance of the market" in Evansville, where WEHT (Ch. 50) & WFIE-TV (Ch. 14) have been unable to compete "adequately" with the Ch. 7 outlet, although the area has "a high degree" of uhf-set saturation. He also pointed out that Louisville, with 3 times Evansville's population, has only 2 stations—WHAS-TV (Ch. 11) & WAVE-TV (Ch. 3)—and that a 3rd vhf outlet there is needed for "competition & growth."

Option-Time Dates Reset: At the request of affiliates of all 3 networks, FCC has extended the Sept. 7 deadline for comments on its "new look" at option time (Vol. 17:29 p10) to Oct. 6. New date for oral arguments: Oct. 27.

HYDE 'EXHORTS' BROADCASTERS: Fearing govt. encroachment on programming & freedom of speech, FCC Comr. Hyde told broadcasters last week to *do* something about it.

In a speech July 19 before the Ida. Bcstrs. Assn. in Salmon, he listed a number of well-known statements & actions by Congressional committees, FCC and Presidential aide James Landis—and found them ominous. He then said:

"This brief documentation is sufficient, I believe, to show the executive arm of govt., the legislative arm, and the FCC itself rapidly placing the Agency in a position of responsibility for program fare. I think it unfortunate that the public is being led to look to the FCC for fulfillment of its program interests. It does not appear from the miscellany of reports & recommendations having official status that the question as to whether close govt. regulation can give better results than a free-enterprise system has even been a consideration. This would seem to exhibit a strange lack of confidence in the system which most people believe to be the basis of the world's finest achievements in living standards. It is particularly disturbing in the face of the clear declaration of policy appearing in the Communications Act." Hyde concluded his speech with:

"According to precedent, a conclusion may include an exhortation or a charge. I make the suggestion with concern for the future of broadcasting, that operators of stations haven't made their works or their position adequately understood—a reflection on their efficiency as communicators—or that their demonstration of the advantages of the free-enterprise system should have improved attention. Perhaps both of these matters warrant further serious attention."

7 Govt. "Program-Control" Moves Listed

Hyde listed the following as serious govt. moves:

(1) Ex-Attorney General Rogers' recommendation to President Eisenhower that FCC "adopt a program of more intensive scrutiny of licensees' past performance in connection with renewals."

(2) Harris Oversight Subcommittee's recommendation that FCC "monitor programs . . . to the extent necessary to determine whether the program balance is in the public interest."

(3) Congress's action in passing a law specifically authorizing FCC to grant licenses for less than 3 years.

(4) Congress's action in amending the Communications Act to "preclude the settlement of conflicts between contending applicants through merger or other agreement except under certain limited conditions, and, of course, subject to Commission approval." Of this amendment, Hyde said: "This, I believe, is the first instance where govt. approval as to the prudence of an expenditure in a broadcast enterprise has been made a matter of govt. regulation. The concept, of course, is familiar in public-utility regulation."

(5) FCC's proposal to tighten up on the sale of stations owned less than 3 years.

(6) Landis's report regarding programming plans of applicants and FCC's attitude toward them. "The actual programming," Landis stated, "bears no reasonable similitude to the programming proposed. The Commission knows this but ignores these differentiations at the time when renewal of licenses of the station is before them." Hyde's comment: "The implications of this language make it relevant here."

(7) FCC's proposed program form amendment (Vol. 17:28 p1). Hyde's reaction: "The proposed reporting of

past performance has been characterized as requiring an accounting of every second of the broadcaster's week. Detailed reporting & accounting are characteristics of utility regulation. It is said that efforts by others to employ microscopic detail inspired the observation of Justice Holmes that 'delusive exactness is a source of fallacy throughout the law.'"

Hyde strongly emphasized the following statement of the U.S. Supreme Court in a 1940 decision: "The Communications Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy . . . The Congress intended to leave competition in the business of broadcasting where it found it."

"There are real possibilities, it seems to me." Hyde said, "that the Commission will find applicants making promises in their applications designed to satisfy the Commission's wishes as to programming. The operator thus committed must then perform in the manner designed to please the Commission or risk being brought to task on the issue of good faith. It does not take much imagination to find elements of prior intent in such a system."

* * *

Minow on "Lobbies": Despite any broadcasting-industry opposition, FCC Chmn. Minow intends to press on with his campaign to improve TV's "wasteland," he told Scripps-Howard staff writer Vance Trimble in an interview. "I have no illusions about the influence the industry wields in this town," Trimble quoted him. "But if I tried to weave my way through the jungle of lobbies, I know I'd never get anywhere. Smarter & more dedicated people have taken that route—and failed."

New Orleans Ch. 12 CP Near: The grant of Ch. 12, New Orleans, to Coastal TV Co. has been recommended in an initial decision by FCC examiner Charles J. Frederick. He found no air hazard to exist and he noted that the chief examiner had already approved the merger of Coastal and Supreme Bestg. Co. (originally competitors). Coastal principals will hold 60% of the CP, Supreme 40%. The 2 groups have been joint owners of New Orleans TV Corp. which has been operating WVUE temporarily on Ch. 13.

FM Station Challenged: FCC has ordered KPSR (FM) Palm Springs, Cal. to show why its license shouldn't be revoked. Cited in the order was the "alleged unauthorized transfer" of main-channel operations & programming control by licensee Richard T. Sampson to Peter E. Kohler & Chester A. Humbert. Kohler & Humbert had a 3-year contract with Sampson, FCC said.

Wausau CP Recommended: Central Wisconsin TV Inc. is the uncontested winner of a CP for Ch. 9, Wausau, Wis., under terms of an initial decision by FCC hearing examiner Walter W. Guenther. Valley Telecasting Co. withdrew as an applicant last December, leaving the field to Central, whose principals (headed by Pres. Walter A. Baumgardt) have CATV interests in Wausau.

Uhf Test Sites Set: FCC will count on the Census Bureau—not a commercial organization, as first contemplated—to pick N.Y. sample locations for observations & measurements in its uhf tests. Jerrold Electronics has been given the \$213,895 contract to install & maintain the 100 b-&-w and 10 color sets and make field measurements.

Primer of Broadcasting: Good reference for novices, and a refresher for veterans, is FCC's revised *Broadcast Primer*, a 25-page report prepared by FCC's information chief George Gillingham.

LEE ON TV ALLOCATIONS: "I must admit that the FCC has vacillated a good deal," FCC Comr. Lee told the EIA's FM stereo session at the Music Show in Chicago last week (see p. 1), as he began a discussion of TV allocations. But he added quickly: "This vacillation, I think I can assure you, is at an end."

"The Commission has determined," he said, "that we must utilize the uhf if we are going to have a competitive service, since the 12 vhf channels will obviously never do it and the 70 uhf provide the long-range answer. In this problem right at this time I see a parallel with the FM problem of a few years ago when we were fighting to keep this frequency space—which struggle has now been vindicated. So will it be, I say, in this uhf problem." He gave 5 reasons why:

(1) FCC's N.Y. uhf experiment. "While I do not expect it to cover the wide area of the vhf, I fully expect it to provide metropolitan New York with a signal superior, indeed, to the vhf."

(2) Educators "are on the march" to make use of uhf and a demand will be forthcoming for all-channel sets from not only the schools & the parents, but from the adult public who seek a type of cultural programming that I devoutly hope the educators will ultimately provide."

(3) If Hartford pay-TV tests are successful, "the nature of the allocations picture nationally is such that . . . the growth & expansion must also be in the uhf area."

(4) All-channel-set legislation. "I can understand" manufacturers' opposition and "I look upon it as a last resort, but the circumstances are so compelling that I am supporting the bill without reservation." However: "I do not expect legislation this session but it might very well be more receptively received when the Congress begins to observe that the Commission is taking every possible step to solve the allocations problem."

(5) Deintermixture. "While we expect the licensee to fight us through the court, there is no doubt that we will prevail and create a market for millions of uhf receivers to perhaps the point where the manufacturer will make the decision that while he is about it, he might as well make the all-channel set."

Good-music enthusiast Lee also had something to say about FCC's role in programming:

"In light of the so-called scandals in the broadcast area in the recent past, critics of our system have suggested, with every good intention, that perhaps America would be better off if the federal govt. went in for station ownership, or if the FCC participated actively in setting program standards. I think that the good-music FM stations across the land are dramatic refutation of this belief.

"The fact is: The American broadcast system, along with its human faults, has been primarily responsible for the greatest cultural revolution in modern times. Through broadcasting & its allied fields great classical music has been made universally & consistently accessible to everyone in our nation . . .

"Although the FCC policy has been to leave program content pretty much up to the individual broadcasters, we are charged with seeing to it that the airwaves are used 'for the public interest, convenience and necessity.' So it is within our power & purpose to encourage good programming practices, just as it is our duty to discourage & prevent notably bad ones. It is a matter of official record at the FCC that the good music audience is loyal, responsive and deserving of consideration. There are factual references to it in our rule-making & hearing procedures."

FCC-Industry Uhf Exhibit: The FCC-encouraged uhf exhibit at the Commerce Dept. Bldg. (Vol. 17:27 p5), which started July 15 and runs through July 28, was given an official send-off July 17. FCC members & staff, educators, manufacturers, press, etc., toured the exhibit, then attended a cocktail party hosted by EIA. Receivers displayed good pictures transmitted by 10-watt Ch. 75 & 80 Adler translators mounted on the top floor of FCC's hq a few hundred yards away. An unusual exhibit was that of FCC itself. Sparked by uhf enthusiast Comr. Lee, the Commission had a display depicting its functions, a group picture of the Commissioners, an attractive blonde receptionist (Norma Budenheim, one of Comr. Ford's secretaries), and 4 telephones on which visitors could hear Chmn. Minow, in a recorded statement, describing the exhibit and plumping for ETV.

Uhf Contract Signed: FCC's experimental WUHF (Ch. 31) in the Empire State Bldg. will be operated by the City of N.Y. from November until next summer under terms of a contract signed by Comr. Lee & Mayor Robert Wagner. The Commission will reimburse the city govt. for costs—estimated at about \$100,000. The uhf station will duplicate programs telecast by N.Y.'s vhf station during times designated by FCC, leaving periods open for N.Y. to put on its own shows (Vol. 17:29 p12).

Chinese Translations Aired: Audio portions of programs on KRON-TV San Francisco will be carried in running Chinese translations by the station's FM adjunct. FCC has authorized KRON-FM to use its background-music subcarrier for the special service for San Francisco's Chinese-speaking listeners.

ETV CPs: Ch. 15, Hampton-Norfolk, Va. (commercial channel), to Hampton Roads Educational TV Assn. • Ch. 26, Montgomery, to Ala. Educational TV Commission.

Auxiliary Services

Phonevision Timetable: RKO General's WHCT Hartford (Ch. 18) elaborated last week on its recent report to FCC (Vol. 17:27 p3) regarding its pay-TV timetable. It explained (in a "Phonevision News Letter" circulated in the Hartford area) that it had received FCC permission for postponement of target date for the start of service to July 1, 1962, "although we hope to get under way at an earlier date." Other highlights: (1) Zenith is now manufacturing encoding equipment for the station. (2) RKO General Phonevision has placed an order with Zenith for production quantities of decoders; Zenith expects to have a pilot production line in operation by late 1961 or early 1962. (3) Installation of decoders in subscribers' homes probably will begin about May 1, 1962. (4) Schedule of subscription programs will be announced before decoder installation begins.

Telemeter Tackles Football Fare: Having previously limited its sports coverage to away hockey games of the Toronto Maple Leafs, Telemeter offered subscribers their first pay-TV football game July 20. Another is scheduled for August 2. Both pre-season games of the Toronto Argonauts team originate from the Canadian National Exhibition Stadium in Toronto and are blacked out from free TV. Price of the TV ticket: \$1.50. On another programming front, Telemeter is reportedly negotiating for tapes of some of the 1962 Dallas State Fair musicals for its pay-TV circuit—one more step in the programming expansion launched in March with taped TV specials (Vol. 17:10 p3).

Stations

WON'T RETREAT, SAYS COLLINS: NAB Pres. LeRoy Collins, who has been needling broadcasters to get off the *status quo* and do better, ever since he took office in January (Vol. 17:7 p1 *et seq.*), promised more of the same last week.

Wryly observing that he has raised "a furor" in "some quarters" of the industry, Collins told the graduating class of NAB's 3rd annual executive development seminar at Harvard (Vol. 17:25 p12): "I meant what I said."

"We must push forward, to improve," he said in the commencement address. "We must apply the best minds in broadcasting to bring about that improvement, and we must do it ourselves . . ."

"Whether we will do it ourselves, or whether we will have unwelcome changes forced upon us, is largely in our own hands.

"We must face up to it. We in broadcasting are responsible for our own house, and those within our profession who operate in such a way as to bring grave discredit on all of us are our responsibility. In a business which is supervised every day of the year by millions of Americans, we have no choice but to put our own house in the best possible order & keep it that way."

Collins said that some people in broadcasting—as in all fields—"seem to suffer from atrophy of the mind." They resent change and take "their last-ditch stand on the premise that things just ought to be like they used to be," he told the station executives on the campus of Harvard's Graduate School of Business Administration.

In NAB, Collins went on, "we are not worshipers of the *status quo*. We want broadcasting to move forward to new greatness." He ticked off these objectives for all in TV & radio: (1) "Competence." (2) "Maintenance of high standards of ethics & quality of product." (3) "A high sense of public-service responsibility."

Fall Conferences Streamlined: NAB's fall conferences this year will be one-day sessions in 8 cities instead of the 2-day meetings conducted in past years. In a memorandum to NAB members, Pres. LeRoy Collins said the new format for the staff-led conferences will be "more economical" for broadcasters as well as NAB, and that it should encourage more members to attend. The schedule: Oct. 13, St. Louis, Hotel Jefferson. Oct. 16, Dallas, Sheraton-Dallas Hotel. Oct. 18, Salt Lake City, Hotel Utah. Oct. 20, San Francisco, Sheraton Palace. Nov. 10, Boston, Somerset Hotel. Nov. 13, Pittsburgh, Pittsburgh-Hilton Hotel. Nov. 15, Minneapolis, Leamington. Nov. 20, Jacksonville, Robert Meyer Hotel.

De Forest Leaves \$1,250 Cash: The father of radio and the vastly lucrative science of electronics passed away with only \$1,250 in cash to show for his achievements. This was disclosed last week when Dr. Lee De Forest's will was filed for probate. The will, signed in 1954, left the estate to his wife. Her attorneys said that Dr. De Forest held patents which may yield additional income but are not doing so at the present time. The famed inventor, who made & lost 4 separate fortunes, died June 30 at age 87 (Vol. 17:28 p3).

Radio KTUL Tulsa Sold: For \$450,000, by the John T. Griffin group which keeps KTUL-TV, to Raymond Ruff and Charles A. Sammons. The purchasers own KTRN Wichita Falls, which Ruff manages. Sammons, who has extensive oil & insurance interests, is also a multiple CATV owner. Hamilton-Landis handled the transaction.

BBG Revising Radio Rules: Board of Broadcast Governors has called a public hearing for Aug. 22 in Ottawa on extensively revised radio-broadcasting regulations. Taking a cue from the 55% Canadian content required in TV, BBG has written a new section requiring each radio station to show annually how it has "promoted & ensured greater use of Canadian talent." The section on advertising content is changed considerably. The old section listed commercial time allowable for programs from 5 min. to one hour; the new section eliminates the detail and establishes a limit of 20% commercial messages from 6 a.m. to midnight provided advertising content in any one hour does not exceed 30%. TV network definitions are adopted for radio, giving radio network recognition for the first time. Currently CBC operates 2 radio networks and there are no private radio networks. The radio-network regulations retain the veto right for CBC over any affiliate on the use of reserve time.

Print Firm May Buy Friendly Group: United Printers & Publishers, N.Y. maker of gift-wrapping papers, ribbons, greeting cards (Rust Craft), will buy the Friendly Group TV-radio stations if its stockholders approve at the August 3 annual meeting. They will vote on proposals to acquire WSTV Inc., Steubenville, O., which operates WSTV-TV & WSTV Steubenville, KODE-TV & KODE Joplin, Mo., WBOY-TV & WBOY Clarksburg, W.Va., and WRGP-TV Chattanooga; and WPIT Inc., Pittsburgh, which operates WRDW-TV Augusta, Ga. and radios WPIT Pittsburgh and WSOL Tampa. Terms of the proposed amalgamations call for an exchange of a maximum of 175,000 shares of United Printers stock based on a value of \$3.5 million for all of WSTV's outstanding stock. WPIT's stock would be acquired for \$1,350,000 cash, payable over a 5-year period.

NTA Employees Write FCC: In addition to other troubles besetting NTA Pres. Leonard Davis concerning the sale of WNTA-TV N.Y. (Vol. 17:28 p4), he's now being pressured to fulfill a Santa Claus pledge made last December by then-NTA officials Ely Landau and Oliver Unger. Some 200 employees in all NTA divisions were promised a Christmas bonus of NTA stock in amounts proportionate to length of service, but to date no one has received such a bonus. An "informal" group of ex-NTA employees decided to press the point while the pressing's good, and recently filed a letter with FCC requesting that the sale of NTA's broadcast property to an ETV group be withheld until the stock is issued.

NAB, EIA Drop "Voice": NAB confirmed last week that it is withdrawing from active sponsorship of the 14-year old Voice of Democracy script-writing contest (Vol. 17:29 p5). At the same time EIA announced its withdrawal as a co-sponsor, leaving it up to the remaining sponsor—VFW—to carry on. Promised NAB & EIA endorsement & help, VFW was reported "seriously considering" continuing the contest alone. Pres. LeRoy Collins explained that NAB's available money & staff time are needed now for reorganization. The contest had cost NAB \$10,000 per year.

Briefing Sessions Set: Secy. of State Dean Rusk & other top administration officials will lecture TV & radio commentators and newspaper editors on foreign policy at an Aug. 14-15 briefing conference in Washington. Rusk said in his letters of invitation to the broadcasting & press representatives that discussion will center on "such questions as Berlin, a nuclear test ban, general disarmament and the foreign aid program." The first such briefing sessions in April (Vol. 17:15 p13) were so successful that "scores of people" asked for a repeat, State Dept. said.

Networks

Live Alaska TV Link Soon? Instantaneous live TV inter-connection between the 49th state and U.S. programming centers may soon be technically possible as the result of completion of a \$25-million microwave communications system placed into operation last week by Canadian Prime Minister John Diefenbaker.

The 1,300-mile relay, stretching from Grand Prairie, Alberta, to Mt. Dave on the Yukon-Alaska border, may not ever be used to carry TV to Alaska because of the expense—but this now becomes a technical possibility. Built by RCA Victor Co. (Canada) for Canadian National Railways, the system will accommodate up to 600 telephone voice channels or can easily be modified to carry a TV channel. It will, of course, require connections on the Alaskan side of the border into the Alaskan microwave system. Although it will accommodate a TV channel, it was designed primarily for other types of communications.

Cloud Cover Over NBC Billings: Overcast skies at Cape Canaveral, which caused postponement of the July 19 U.S. manned space shot, cost NBC-TV a substantial (but undisclosed) sum in lost billings. All 3 networks provided extensive pool coverage of the Canaveral scene from 8:45-9:45 a.m. until cancellation appeared certain, but only NBC had interrupted lucrative network programming—*Today*—in the process (ABC had no network shows in that time, CBS's *Captain Kangaroo* was sustaining from 8:45-9 a.m. and the rest of the time was local). Consolation prize: NBC reported everything "A-OK" in the July 19 rating race, scoring a 38 Arbitron share of audience for the hour (vs. 28 for CBS, 22 for ABC). When astronaut Virgil I. (Gus) Grissom and the networks finally got off the ground July 21 (with live TV pool coverage from 8:11-9:15 a.m.), his successful sub-orbital flight again made possible a substantial rating victory for NBC, which this time garnered a 56.4 Arbitron share of audience (vs. 23.3 for CBS and 9.6 for ABC).

New NBC-TV Affiliate: WEPA-TV Erie, Pa. (Ch. 24), now under construction, will join the network Oct. 1, it was announced by Tom Knode, station relations vp. NBC affiliates now total 198.

NETWORK SALES ACTIVITY

ABC-TV

- American Bandstand, Mon. & Tue. 4:30-5 p.m., part. eff. Sept. 25.
Old London Foods (Richard K. Manoss)
- Maverick, Sun. 7:30-8:30 p.m., part. eff. Oct. 1.
Ideal (Grey)
- NCAA post game scoreboard, dates T.B.A.
General Mills (Knox Reeves)

NBC-TV

- International Showtime, Fri. 7:30-8:30 p.m., part., Sept. 15.
Sandura (Hicks & Greist)
- Saturday Night at the Movies, Sat. 9-11 p.m., part. eff. Sept.
Lanolin Plus (Daniel Charles)
Chemstrand (Doyle Dane Bernbach)
- Daytime programming, Mon.-Fri., part. eff. Sept.
Max Factor (Kenyon & Eckhardt)

Network Television Billings

May 1961 and January-May 1961

For April report, see TELEVISION DIGEST, Vol. 17:26 p6

May Billings Up 11.1%: Network TV's May 1961 gross time billings rose 11.1% to \$61.7 million from \$55.5 million for the same month last year. A 7.3% increase was reported by TvB for the first 5 months of this year, with January-May billings totaling \$304 million compared with \$283.3 million for the like 1960 period.

ABC set the pace for percentage gains in the 5-month period with a 22.2% jump to \$79.4 million. NBC also posted a healthy percentage gain (11.2%), with billings of \$113.4 million. But CBS, trailing NBC in monthly billings since the first of the year, registered a 4.4% decline—down from \$116.3 million to \$111.2 million.

Weekday-daytime continued to be the champ (for growth) of the billings field: Daytime Mon.-thru-Fri. in May 1961 was up 30.5% over May 1960 (22.9% for the first-5-months period). Daytime for the entire week was up 27.4% in May as against nighttime's 4.6% (cumulatively, 20.4% against 1.7%).

NETWORK TELEVISION

(by Networks)

	May 1961	May 1960	% Change	Jan.-May 1961	Jan.-May 1960	% Change
ABC	\$16,197,190	\$12,876,050	+25.8	\$ 79,403,040	\$ 65,001,870	+22.2
CBS	22,253,355	23,209,917	-4.1	111,152,326	116,288,277	-4.4
NBC	23,229,565	19,414,264	+19.7	113,419,579	102,033,075	+11.2
Total	\$61,680,110	\$55,500,231	+11.1	\$303,974,945	\$283,323,222	+7.3

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110

NETWORK TELEVISION

(by Day Parts)

	May 1961	May 1960	% Change	Jan.-May 1961	Jan.-May 1960	% Change
Day	\$20,202,283	\$15,860,393	+27.4	\$101,701,884	\$ 84,496,662	+20.4
M-F	17,509,320	13,416,107	+30.5	85,066,805	69,197,439	+22.9
S-S	2,692,963	2,444,286	+10.2	16,635,079	15,299,223	+8.7
Night	41,477,827	39,639,838	+4.6	202,273,061	198,826,560	+1.7
Total	\$61,680,110	\$55,500,231	+11.1	\$303,974,945	\$283,323,222	+7.3

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

The House that CBS Will Build: The final piece in the real-estate mosaic that CBS has been assembling in midtown N.Y. for its new hq building was dropped in place last week by the network. The purchase was the building at 53 W. 52 St. which, with earlier CBS purchases & leases, brings to 48,000-sq.-ft. the land parcel on which the new CBS building will be constructed. The area is on the East side of Ave. of the Americas (6 Ave.), between 52 & 53 Sts. Architect is Eero Saarinen & Associates.

NBC O&O's Meet Community Leaders: As the latest step in its plan to build a strong public image for its fall activities (Vol. 17:29 p11), NBC-TV has launched a series of monthly get-togethers between officials of its o&o stations and leading civic officials. The plan is to touch on a different aspect of community affairs at each informal session. The first of these meetings was recently held in Chicago by NBC outlets WNBQ (TV) and WMAQ (radio). Subject for discussion with some 19 Chicago-area officials: traffic safety.

Programming

The Day Ness Was Bumped Off: Scripps-Howard's WEWS Cleveland dropped ABC-Desilu's *The Untouchables* July 13 in the interest of "program balance." Contrary to what some may have expected, viewers did not send a trigger squad, armed with sub-machine guns and driving 1930 touring sedans, to retaliate. Asst. gen. mgr. Don Perris told us last week that the WEWS switchboard clocked 327 calls during a 60-min. replacement show—the pop concert series titled *Great Music from Chicago*. Of the calls, said Perris, "165 were opposed to the program switch, and 162 were in favor of it."

But he freely admitted that the decision to drop *The Untouchables* had lost audience for WEWS. WGN-TV Chicago, producer of the taped pop-concert series, ordered a special ARB coincidental study for July 13. Audience share, Perris told us, was "just about one-fourth of what we used to get with *The Untouchables*."

Low rating or no low rating, WEWS is going ahead with its own local plans for filling the time period. On July 20, the station slotted a rerun of a former network mystery series, *Suspicion*. Another rerun episode from the same series is scheduled for July 27, with a return to the pop-concert series on Aug. 3. On Aug. 10, WEWS will screen a locally-produced special which Perris said is currently in the works. It won't, he said, be a public-affairs show but will be "an 'unusual' which we think will be great."

The station's original decision to pull one of TV's most popular shows was made by gen. mgr. James C. Hanrahan, who had felt that its weekly serving of blood & gore was bad for his station's image. Hanrahan was not, of course, giving the heave-ho to a routine network program. The audience share for *The Untouchables* in the Cleveland area has been as high as 50%, despite competition from other channels, and hero Eliot Ness once conducted real-life crime crusades in Cleveland.

In N.Y. last week, ABC was still maintaining an official silence on the whole Cleveland situation, admitting only that the show had been yanked, but refusing to comment. At presstime, ABC had made no deal with any other Cleveland station to carry *The Untouchables*. KYW-TV, the NBC affiliate, had "confirmed" its NBC schedule, and WJW-TV, the CBS affiliate, said it had "no plans" to carry the ousted series. The usual ABC network lineup for *The Untouchables* is more than 175 stations.

Relations between WEWS Cleveland and ABC have been a bit on the cool side lately, even apart from the refusal to carry *The Untouchables*. WEWS is a sister outlet to WCPO-TV Cincinnati, also owned by Scripps-Howard Radio Inc. Earlier this year, ABC-TV pulled a major affiliation coup when it switched its affiliation from WCPO-TV to WKRC-TV, owned by Taft Bestg. Co. (Vol. 17:9 p3; 17:10 p13). Since that time, WEWS has declined to carry ABC's Saturday-night *The Fight of the Week*, and has notified ABC that it also won't clear for the network's 2 evening newscasts.

CBS Aids State Dept: A copy of an exclusive CBS News interview with Gen. Rafael Trujillo Jr. was sent, upon request, to the U.S. State Dept.'s Latin American Affairs Bureau last week. The 30-min. video-taped interview was on *Douglas Edwards with the News* July 14.

Add FTC & Payola: FTC hearing examiner Robert L. Piper has recommended dismissal of payola charges against Mutual Distributors Inc., Boston, and its officials.

Film & Tape

How to Plan a Double Feature: NBC affiliates next season will have a chance on weekends to borrow a familiar technique from the theatrical movie industry—the double feature. Reason: NBC-TV's *Saturday Night Movies*, a package of post-1948 pictures from 20th Century-Fox, will start at 9 p.m. and be off at 11 p.m., the beginning of late-night local time. Most NBC affiliates have an 11 p.m. newscast, followed by a local movie show.

One NBC affiliate, WIIC Pittsburgh, decided recently that this accidental double-feature slot should not be filled locally by whatever feature the station happened to have handy. A mismatching second movie could well lose the nice lead-in audience from the NBC network film.

To avoid this, WIIC contacted the 20th-Fox Pittsburgh theatrical exchange to seek some friendly advice, a procedure which might seem like Allen Dulles dropping in on the Kremlin to ask what's new in the espionage field. WIIC, however, was on the side of the celluloid angels. Part of its plan was to buy some recent 20th-Fox features available (via NTA) to TV. Ralph Buring, an official of the Pittsburgh exchange, helped WIIC to draw up its double-feature schedule, drawing on box-office records of how various combinations of pictures had done theatrically.

Some key tips: A comedy teams up well with contemporary action-adventure movies. (When NBC screens "How to Marry a Millionaire," WIIC will follow with "12 O'Clock High." When NBC has "Titanic," WIIC will have "Mother Is a Freshman.")

An outdoor saga frequently attracts the movie fan who would just as soon have 2 in a row. (When NBC has "Snows of Kilimanjaro," WIIC has "3 Faces West.")

Strong dramas of human conflict also pair off, since again a particular type of fan is attracted. (NBC schedules "Garden of Evil," WIIC follows up with "Pinkie.")

We asked NBC station relations in N.Y. whether other stations planned to follow WIIC's example, or had sought NBC's advice in scheduling double bills. Answer, from a station-relations official: "We've sent all NBC affiliates a list of the features and the dates for *Saturday Night Movies*. We've had no special queries, although we've heard of WIIC's promotion. It sounds like a good idea."

Desilu Forecasts Pay-TV Bonanza: Predicting the national advent of pay TV "within 3 years," Pres. Desi Arnaz told the 3rd annual meeting of Desilu stockholders last week that "there will be no practical limit to the amount of money that can be recovered as net income from outstanding productions shown on pay TV. Desilu [owns] the largest production facility in the world."

Arnaz also announced the appointment of General Artists Corp. as Desilu's network sales agency (Don Sharpe, Arnaz's personal representative, will head GAC's TV dept.) and said Desilu "is seriously considering" forming its own foreign & domestic distribution force.

Stating that "We couldn't be happier to see this trend back to better programming," Arnaz explained that Desilu had held back during the past year because he "didn't like the way the sales trend was going. I think a lot of shows bought for the fall aren't going to be around in January." Of the two Desilu-owned pilots made during the past year, *Mickey and the Contessa* "will probably start on ABC either in January or September of next year." *Counter-intelligence Corps* will be converted into a feature picture "before being made available to TV," Arnaz said.

NEW YORK ROUNDUP

\$50-Million Foreign Market: Revenue from the sale of U.S. telefilms to foreign TV customers next year could very well bring in \$50 million, said John G. McCarthy, TV Program Export Assn. pres., last week. But there was a big "if" with McCarthy's estimate—"if restrictions in key markets, such as the United Kingdom and Brazil, could be ameliorated and access to other markets maintained." McCarthy has recently made progress in combating restrictive national quotas, notably in Japan, but the problem is far from solved (Vol. 17:22 p2).

This was McCarthy's summary of anticipated revenues during the current year as furnished July 19 to the govt. for use at the Geneva negotiations on tariffs & trade:

1. Europe, Africa, Near & Middle East—\$3-4 million.
2. Britain, Canada, Australia, and other English-speaking markets—\$23-29 million.
3. Latin America—\$5-6 million.
4. The Far East—\$3.7-4 million.

McCarthy also said that NTA, under its new administration, is continuing its TVPEA membership, and that the trade organization now includes "approximately 90% of America's producers & distributors of TV programs as well as exclusive representation in this field of the 3 national networks."

In Britain, meanwhile, there were indications that McCarthy's plea for "ameliorated" restrictions wasn't going to get results without opposition. The Federation of British Film Makers, in its annual report, stood solidly in favor of a British-favored quota system in TV. That organization cited a "striking contrast" between the acceptance of British theatrical films in the world market and the marginal existence of the British telefilm industry. The chief problem, said FBFM, was that U.S. telefilms were for sale to British buyers at low prices because most costs had been recouped in the U.S. (But FBFM told only part of the story: True, many U.S. telefilms break even on their U.S. exposure. But the existing quasi-official quotas in Britain—14% on commercial TV, 10% on BBC-TV—force U.S. sellers to slash prices because of the sheer weight of competition for a few British TV time periods.)

Fountainhead International Inc. has been formed to distribute several 60-min. documentaries produced by year-old Wolper-Sterling Productions. A 50%-owned affiliate of Sterling TV, Fountainhead "initially will concentrate on selling the output to regional sponsors," said Sterling TV Pres. Saul J. Turell. "If conditions warrant, it may draw specific sales assignments in other fields also." Wolper-Sterling properties include "Race for Space," "Project: Man in Space," "Biography of a Rookie," "The Rafer Johnson Story." Other Wolper-Sterling specials, not yet available for FI distribution, include "The Legend of Rudolph Valentino," now being syndicated on a market-by-market basis by Peter Pan Foundations, and "Hollywood: The Golden Years," scheduled for NBC-TV telecast Nov 29.

People: Jack Rhodes has been appointed ITC central div. sales mgr. . . . Joseph J. Jacobs has been named Ziv-UA dir., program & talent negotiations . . . C. P. (Pete) Jaeger, Flamingo Films exec. vp, has been named to the new post of Official Films asst. to Pres. Seymour Reed . . . John Calley, Ted Bates TV programming vp, has joined Filmways as program development vp.

HOLLYWOOD ROUNDUP

More Overseas-Sales Problems: Mexico is the latest Latin-American country in which U.S. telefilm distributors face the rising nationalism which almost inevitably spells tighter quotas or anti-film regulations. Emilio Azcarraga Jr., head of Mexico City's Televiscentro, admitted he hoped soon to fill 50% of the outlet's total time with produced-in-Mexico live shows using local talent. He also said he had refused to buy film shows (U.S. & others) whose soundtracks had been Spanish-dubbed in Puerto Rico or Spain (2 currently popular centers for such dubbing), and would buy only shows dubbed in Mexico "with the idiom spoken here." Another Televiscentro official, Juan Duran y Casahonda, prodded Mexican TV producers by saying that the main reason for Mexican TV's reliance on U.S. film product was that locally-produced shows were "poorly directed, acted, edited." The Motion Picture Export Assn. has recently battled plans in Argentina to require all dubbing for telefilms to be done in Argentina (Vol. 17:27 p12).

Add syndication sales: ABC Films has added 7 more stations to those buying *Consult Dr. Brothers*, upping the total to 42 . . . Ziv-UA has sold 32 rerun episodes of *Aquanuts* to WNEW-TV N.Y., WGN-TV Chicago, KGO-TV San Francisco, WTTG Washington, KMSP-TV Minneapolis, WBAP-TV Fort Worth, WOAI-TV San Antonio . . . Seven Arts upped the market totals on both groups of post-1950 Warner Bros. films last week with the sale of Vols. I & II to KING-TV Seattle. Vol. 1 is now in 98 markets, Vol. II in 32.

Directors Guild Elects Officers: George Sidney has been elected pres. of the Directors Guild of America, succeeding Frank Capra who remains on the national & Western region boards. Sidney had been president from 1951 to 1959. Other national officers & board members include these vps, in order of seniority: George Schaefer, Willis Goldbeck, Lamar Caselli, Robert Vreeland, Shields Dierkes. George Marshall was elected secy., Lesley Selander was elected treas.

Revue Studios has signed Charlton Heston to star in *The Fugitive Eye*, on its *Aleoa Premiere* series, and Arthur Kennedy, Lee Marvin and James Gregory for *People Need People*, in the same series.

Prop Men Killed: An explosion of gun powder used in Westerns killed 2 property men, injured a third at the MGM studios in Culver City July 20.

MGM-TV producers Robert Maxwell and Rudy E. Abel have 28 scripts completed for their 2 series, *Father of the Bride* and *National Velvet*.

Jules Levy-Arthur Gardner-Arnold Laven production team has signed Adam West for a regular role in (60 min.) *Robert Taylor's Detectives* at Four Star Television.

Marie Torre: "Crime on television is drawing considerably more Washington attention than the more pressing problem of crime in the streets."—*N.Y. Herald Tribune*.

MGM-TV has signed Patricia Medina for "Blue Water, White Beach," a segment of its *Cain's Hundred* series.

Producer-star Jackie Cooper is filming exteriors of his *Hennesey* series in Hawaii.

Nancy Gates has signed as a guest star in "Fires of Kanua" episode of TCF-TV's *Adventures in Paradise*.

Advertising

Ad People: Carl W. Nichols Jr. elected pres., Cunningham & Walsh, succeeding Robert R. Newell, who becomes chmn., replacing John P. Cunningham, named exec. committee chmn. Edward H. Calhoun, Anthony C. Chevins and Joseph D. Nelson Jr., named vps.

Charles H. Newbrand elected treas., Foote, Cone & Belding . . . Anson C. Lowitz appointed a Fuller & Smith & Ross vp.

Shell Edges Back Into TV: Shell Oil launched its 3-week spot TV campaign in 27 markets last Friday to coincide with a dealer promotion contest. It was considerably more than a routine buy. Except for a supplementary spot-radio schedule which began 2 weeks ago, it marked the first broadcast breakthrough for Shell at Ogilvy, Benson & Mather, the agency which late last year engineered an all-print campaign for its newly-acquired, \$15-million client (Vol. 16:47 p9). An agency spokesman stressed to us the "one-shot" nature of the spot campaign as a tie-in for Shell's "Sea-Snark" sailboat promotion offer. But adverse reaction to all-print advertising (from, among others, Shell dealers—Vol. 17:6 p5) may mean more TV in the Shell-OBM future. Kenyon & Eckhardt, which handles institutional advertising for Shell, has meanwhile signed for 11 European-taped golf matches on CBS-TV and is currently talking to that network about Shell sponsorship of 4 Leonard Bernstein *Young People's Concerts*.

20 Years Ago This Month: July 1, 1941 was the historic day when television's first commercial went on the air—a Bulova time announcement, at 2:29:50. The advertiser shelled out \$9 for it, records *Sponsor* (\$4 for time, \$5 for facilities). Sets in use that day were 4,500. The station, WNBT (today's WNBC-TV), now has 5 million TV homes in its area. And its \$120-an-hour time charge of 1941 has gone to \$10,200. A daytime hour—then \$60—now rates \$3,500. Sunoco came on that first day too with \$100 for a 15-min. newscast. Others: P&G, Lever Bros.

Rating Techniques Described: Audience-research methods are detailed by Ohio State U.'s Dr. Harrison B. Summers in an article ("Qualitative Information Concerning Audiences of Network TV Programs") in the Spring issue of the *Journal of Broadcasting*. The same issue carries a 21-page bibliography of ratings & measurements collected by Charles R. Wright. The Assn. for Professional Bestg. Education publication also features an examination by research psychologist Charles Winick of network program controls entitled "Censor & Sensibility: A Content Analysis of the TV Censor's Comments."

ANA Offers Film-Lingo Guide: Non-ANA members may now purchase (for \$5) the *Layman's Guide to Terms Used in Film Production*. The glossary was originally prepared by ANA's audio-visual committee to "give executives in member companies a working knowledge of the unfamiliar terms they are apt to encounter in the production of a company film or film commercials for TV."

Star-Crest Bows to FTC: Stephen F. Singer's Star-Crest Recording Co., Los Angeles, has settled an FTC case against it (Vol. 16:40 p8) by signing a consent order forbidding false royalty claims & other deceptions to obtain fees from song writers for recording their songs.

North Advertising is moving its N.Y. office to 770 Lexington Ave. (TE 8-8700).

Magazines Drop 9.3% in Pages: The 87 top national magazines dropped a total of 4,022 pages in Jan.-June 1961 from the same period of 1960. In presenting the figures, the latest *Gallagher Report* calls the drop "the worst dip since 1948." Total pages were 39,077 as against the 43,099 figure of the same period in 1960. Major switch in the top 10 magazines (carrying the greatest number of advertising pages) was that of *Saturday Evening Post* which dropped from 5th to 7th place. (*Newsweek* and *U.S. News & World Report* moved up one rank apiece.) *Fortune* dropped from 8th to 10th place. *Coronet*, which recently announced its cessation (Vol. 17:29 p10), had dropped from 51st place to 58th in 1961. Television's entry in the magazine field, *TV Guide*, moved up from 49th place to 28th.

11 States Tax Out-of-State Advertisers: Even though their advertising may originate out of state, advertisers are liable for "use" taxes on their merchandise sold to residents of Ala., Ariz., Ark., Ga., Mo., Okla., Pa., R.I., S.C., S.D. and Washington. Writing in July *Media/scope*, Philadelphia lawyer Morton J. Simon notes: "The use tax is generally intended to cover merchandise bought outside the state by its residents. The rub comes when an out-of-state advertiser uses a local newspaper (or any other medium circulating there) and ships the merchandise into the state, the advertising being the only activity of the advertiser in the state." Simon advises "all segments of advertising & media . . . to make their voices [& protests] heard in Washington."

RAB Issues Radio Status Report: What Radio Advertising Bureau called "the largest collection of facts on radio ever assembled" was sent last week to members & ad planners. It was in the form of a 40-page booklet titled *Radio Facts Pocket Piece*—the latest of RAB's annual radio digests. Highlights of the booklet: (1) 20.3 million radios were sold in the U.S. in 1960. (2) Auto radio sets have increased 252.2% since 1949. (3) Sales of portable radios have jumped 380.8% since 1949, mostly because of the boom in Japanese transistor sets. (4) The nighttime radio audience is 58.1% male. (4) Of transistor-set owners interviewed in outdoor locations, 76.8% said they had listened more to radio (an average of nearly one hour daily) since acquiring their portables.

TvB Increases Membership: TvB membership now stands at 3 networks, 15 station reps, 5 associate members and 240 stations with the recent addition of: KGNC-TV Amarillo, Tex.; KHOL-TV Kearney-Holdrege, Neb.; KMID-TV Midland, Tex.; WTAP-TV Parkersburg, W. Va.; WTAE and WIIC Pittsburgh, Pa.; WNDU-TV South Bend, Ind.; WHIZ-TV Zanesville, O. and CJOH-TV Ottawa, Canada.

Wiley Praises AFA: Sen. Wiley (R-Wis.) has endorsed policy positions by the Advertising Federation of America against "extreme regulatory methods" by FCC & FTC. In a Senate speech, he called his colleagues' attention to an "important" resolution adopted at the AFA's recent Washington convention (Vol. 17:23 p10). It said that "in view of the earnest & effective campaign of self-regulation which the advertising industry has voluntarily undertaken and has so successfully advanced, no additional govt. controls or restrictions are warranted at this time."

Obituary

Harry F. O'Brien, 56, former art director for J. Walter Thompson, McCann-Erickson and CBS, died July 19 after a long illness in Jackson Heights, Queens. He is survived by his wife, 2 sons, a daughter and 2 grandchildren.

The Top 100 National Advertisers of 1960

By Dollar Expenditures In Major Media

As Adapted by TvB from an Advertising Age Compilation

Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Outdoor	Network Television	Spot Television	Total TV	% TV
1. General Motors Corp.	\$122,227,559	\$ 40,354,817	\$ 37,963,619	\$ 1,578,844	\$ 2,831,600	\$10,516,326	\$ 22,985,073	\$ 5,997,290	\$ 28,982,323	23.7
2. Procter & Gumble Co.	109,562,745	4,276,067	3,556,864	3,695	235,000	—	46,406,679	55,084,440	101,491,119	92.6
3. General Foods Corp.	65,084,760	16,197,397	9,194,991	210,182	258,900	2,058,902	18,623,648	18,540,740	37,164,388	57.1
4. American Home Products	54,824,858	3,460,401	6,820,355	289,043	1,189,200	277,692	33,376,057	9,412,110	42,788,167	78.0
5. Ford Motor Co.	53,815,502	18,659,074	10,882,179	1,580,575	700,000	5,519,651	11,159,933	5,304,090	16,464,023	30.6
6. Lever Bros.	53,518,182	5,162,958	3,189,259	17,265	—	—	28,613,140	16,535,560	45,148,700	84.4
7. Chrysler Corp.	43,329,957	18,091,428	12,746,684	268,225	350,000	1,513,209	8,638,201	1,722,210	10,360,411	23.9
8. Calgate-Polmolive Co.	41,411,194	4,560,161	2,747,867	69,056	103,600	—	22,511,280	11,419,230	33,930,510	81.9
9. R. J. Reynolds Tobacco Co.	34,134,163	8,485,691	5,222,030	361,456	—	—	15,891,416	4,173,570	20,064,986	58.8
10. General Mills	29,958,422	6,715,579	5,351,066	136,448	403,500	130,312	14,651,707	2,569,810	17,221,517	57.5
11. General Electric Co.	29,784,261	7,559,832	9,547,245	278,476	4,599,700	—	57,457,118	2,053,290	7,799,008	26.2
12. American Tobacco Co.	29,175,160	5,543,039	6,714,711	242,480	165,800	916,355	9,701,965	6,056,610	15,758,575	54.0
13. Bristol-Myers Co.	29,163,564	11,654,170	10,876,273	14,472	220,000	2,530,717	10,747,288	1,597,570	20,916,848	71.7
14. Distillers Corp.—Seograms Ltd.	26,878,730	5,776,265	4,517,451	—	12,000	123,427	11,245,448	4,149,560	15,395,008	59.6
15. Philip Morris Inc.	25,824,151	5,428,587	10,768,628	479,521	815,000	625,984	1,904,364	5,661,300	75,656,664	29.5
16. American Telephone & Telegraph Co.	25,683,384	4,316,227	422,971	4,410	—	—	12,533,149	7,786,200	20,319,349	81.1
17. Brown & Williamson Tobacco Corp.	25,062,957	5,100,677	3,328,776	—	—	345,011	7,555,281	8,431,630	16,186,911	64.8
18. P. Lorillard Co.	24,961,375	2,921,375	3,328,776	—	—	179,102	8,529,811	1,212,650	9,742,461	42.8
19. National Dairy Products Corp.	22,738,452	6,022,399	6,267,562	332,028	194,900	1,397,280	15,358,919	2,185,890	17,544,809	80.5
20. Sterling Drug Inc.	21,782,851	1,763,927	1,984,590	120,925	368,600	1,397,280	9,900,196	5,795,390	15,695,586	75.3
21. Kellag Co.	20,855,832	992,889	2,572,947	71,830	155,300	193,161	5,304,700	1,263,440	6,568,140	32.0
22. Campbell Soup Co.	20,527,544	4,619,378	8,991,565	259,634	3,499,000	633,109	7,558,622	399,730	7,958,352	39.4
23. E. I. du Pont de Nemours & Co.	20,193,611	2,460,342	5,383,174	—	538,200	111,406	12,075,302	4,072,910	16,148,212	83.5
24. Miles Laboratories Inc.	19,699,214	1,335,705	741,467	—	—	78,190	10,991,624	1,542,980	12,534,604	67.3
25. Gillette Co.	19,343,654	1,939,254	1,256,188	—	—	—	2,887,140	7,477,080	10,364,220	56.7
26. Liggitt & Myers Tobacco Co.	18,614,825	2,792,485	3,197,856	11,690	—	—	5,464,060	6,302,760	11,766,820	70.0
27. Standard Brands Inc.	18,264,839	3,465,145	4,194,052	241,422	640,000	—	8,825,165	314,520	9,139,685	55.3
28. Warner-Lambert Pharmaceutical Co.	16,798,421	1,218,265	3,173,336	183,996	2,600,000	—	10,347,922	1,321,330	11,669,252	72.0
29. Westinghouse Electric Corp.	16,513,027	2,385,138	2,204,208	—	258,300	—	426,297	2,826,190	3,252,487	20.7
30. National Biscuit Co.	16,202,617	1,065,049	2,670,770	47,620	349,500	—	5,271,794	330,520	5,602,314	35.9
31. American Motors Corp.	15,711,003	9,399,679	6,377,992	38,567	1,800,000	—	3,342,356	3,737,550	7,079,906	45.6
32. Eastman Kodak Co.	15,613,801	1,833,495	6,377,992	98,502	55,000	341,713	—	—	—	0.0
33. Carn Products Inc.	15,516,583	4,498,483	3,442,979	2,627	500,000	1,905,527	12,161,822	541,250	12,703,072	85.1
34. National Distillers & Chemical Corp.	15,025,143	6,539,919	6,077,070	—	—	93,325	2,362,270	2,362,270	5,384,844	38.5
35. Texaco Inc.	14,928,076	380,072	747,177	240,130	764,300	173,980	3,022,574	85,670	85,670	0.6
36. Quaker Oats Co.	13,974,656	4,192,526	4,075,655	25,151	122,500	1,454,825	—	—	—	—
37. Schenley Industries Inc.	13,556,636	8,206,851	3,429,290	—	380,000	—	—	6,530,630	6,530,630	49.5
38. Hunt Foods & Industries Inc.	13,206,077	613,130	5,962,317	543,728	100,000	48,870	1,819,908	105,290	1,925,198	14.9
39. Goodyear Tire & Rubber Co.	12,849,460	3,596,620	5,864,944	66,390	970,100	—	4,927,310	3,847,110	8,774,420	68.3
40. Pillsbury Co.	12,845,744	1,827,032	2,061,002	66,390	116,900	1,619,102	786,155	3,175,400	3,961,555	31.7
41. Standard Oil Co. (New Jersey)	12,484,763	2,136,094	3,068,791	99,221	1,600,000	4,464,873	4,232,910	4,879,483	4,879,483	39.4
42. Anheuser-Busch Inc.	12,386,338	996,641	1,905,241	—	140,100	58,298	4,219,880	2,359,060	6,578,940	53.1
43. Revlon Inc.	12,382,045	1,489,901	4,254,906	—	—	—	3,735,367	555,180	4,290,547	35.1
44. Radio Corp. of America	12,237,814	3,269,720	3,923,797	3,750	750,000	2,408,325	561,080	4,187,470	4,748,550	39.4
45. Coca-Cola Co.	12,050,228	956,556	3,860,797	—	76,000	—	8,103,747	2,813,160	10,916,907	91.8
46. S. C. Johnson & Son	11,891,151	354,980	616,589	2,675	—	—	—	—	—	—

47. Shell Oil Co.	11,704,814	3,145,404	1,528,126	145,555	255,000	3,545,751	274,028	2,810,950	3,084,978	26.4
48. Armour & Co.	11,482,057	2,053,573	3,884,155	181,456	302,600	111,913	3,988,370	959,990	4,948,360	43.1
49. Swift & Co.	11,100,697	1,481,870	4,156,360	152,685	86,300	1,928,272	1,366,220	1,928,990	3,295,210	29.7
50. Wm. Wrigley Jr. Co.	10,846,222	91,459	807,869	---	---	1,520,426	616,248	7,810,220	8,426,468	77.7
51. U. S. Steel Corp.	10,748,048	1,556,424	2,387,736	347,940	2,776,900	380,430	3,298,618	5,879,280	3,298,618	30.7
52. Continental Baking Co.	10,463,158	1,767,525	94,300	---	78,300	2,049,916	593,837	2,185,000	6,473,117	61.9
53. Jos. Schlitz Brewing Co.	10,371,227	534,045	1,930,610	---	500,000	3,096,042	2,625,530	2,185,000	4,810,530	46.4
54. Studebaker-Packard Corp.	10,288,291	3,775,068	2,644,610	110,130	1,178,014	1,314,494	1,064,249	3,119,040	1,943,989	18.9
55. Pepsi-Cola Co.	10,220,894	4,105,105	1,699,135	2,100	117,500	---	---	9,961,120	3,119,040	30.5
56. Lestail Products Inc.	10,070,984	109,864	---	---	---	---	---	10,064,198	9,961,120	98.9
57. Alberta-Culver Co.	10,064,198	2,991,744	76,971	379,540	424,500	2,824,738	8,822,038	2,246,750	10,064,198	100.0
58. Standard Oil Co. (Indiana)	9,392,322	676,674	222,225	825,536	140,000	783,504	448,079	2,694,829	2,694,829	28.7
59. Rolsion Purino Co.	9,256,059	678,787	1,174,232	112,424	---	---	6,067,040	6,742,580	6,742,580	71.8
60. Nestle Co.	9,248,909	1,204,674	4,747,008	356,319	1,100,000	249,792	1,611,156	5,679,460	7,290,616	78.8
61. F. Goodrich Co.	9,056,463	3,763,018	4,907,953	---	135,700	---	1,568,158	272,750	1,840,908	19.9
62. Hiram Walker-Cooderham & Woris	8,907,205	1,463,729	2,107,143	28,657	1,656,000	---	3,492,926	158,750	3,651,676	41.0
63. Aluminum Co. of America	8,852,562	661,002	2,270,895	219,072	266,300	359,886	3,009,147	2,056,260	5,065,407	57.2
64. Carnation Co.	8,704,207	293,341	283,854	14,257	700,000	---	6,174,175	1,938,580	8,112,755	93.2
65. Carter Products Inc.	8,663,348	2,147,979	3,741,078	554,511	408,200	---	1,789,210	22,370	1,811,580	20.9
66. Firestone Tire & Rubber Co.	8,518,353	1,730,520	1,815,208	67,765	158,400	---	4,297,630	607,230	4,904,860	57.6
67. Johnson & Johnson	8,456,662	887,173	1,886,951	---	1,453,600	51,023	1,613,613	327,840	1,941,453	23.9
68. Scott Paper Co.	8,351,389	542,388	2,401,775	151,612	164,300	---	2,374,527	2,213,520	4,588,047	58.7
69. J. B. Williams Co.	8,123,500	2,124,037	1,387,856	577,183	700,000	---	4,181,034	---	4,181,034	53.9
70. Dow Chemical Co.	7,818,751	1,101,365	2,790,641	1,300,000	440,400	---	3,524,286	89,280	3,613,566	47.8
71. Richardson-Merrell Inc.	7,757,893	86,218	2,397,424	13,560	110,000	---	2,940,051	68,960	3,009,011	40.8
72. Armstrong Cork Co.	7,532,260	1,087,310	1,740,942	62,519	113,300	---	1,786,149	1,446,150	3,232,299	43.9
73. Kimberly-Clark Corp.	7,370,130	2,447,658	888,105	---	130,000	1,325,533	613,920	803,380	1,417,300	19.2
74. H. J. Heinz Co.	7,365,730	888,105	3,132,026	17,890	105,700	---	4,612,913	2,448,910	7,061,823	100.0
75. Chesebrough-Pond's Inc.	7,363,500	1,756,511	---	---	633,800	---	4,819,117	1,220,360	6,039,477	86.3
76. Borden Co.	7,061,823	---	---	---	3,000,000	---	2,783,184	---	2,783,184	40.7
77. American Chicle Co.	7,000,588	1,757,716	679,695	---	102,400	---	77,850	50,770	331,746	5.0
78. Beech-Nut Life Savers Inc.	6,841,938	605,859	2,358,358	460,737	46,000	---	3,766,861	26,270	5,668,860	86.8
79. Sperry Rand Corp.	6,578,043	220,572	1,835,030	1,190,695	3,000,000	---	280,976	217,610	217,610	3.3
80. American Cyanamid Co.	6,481,869	2,254,524	3,907,335	3,907,335	102,400	---	3,766,861	26,270	3,793,131	58.8
81. Stanley Warner Corp.	6,453,502	2,059,397	350,490	29,197	46,000	175,287	4,448,040	---	4,448,040	69.4
82. Calumet Broadcasting System Inc.	6,406,476	380,804	383,249	126,082	1,023,000	45,301	3,350,042	903,420	4,253,462	67.0
83. Prudential Insurance Co.	6,350,994	1,146,789	817,143	---	133,600	---	1,304,462	635,670	1,940,132	30.7
84. Kaiser Industries Corp.	6,322,677	782,951	1,923,255	72,239	1,604,100	---	1,604,100	600,100	1,088,209	17.4
85. Helene Curtis Industries	6,239,428	1,203,514	3,056,746	93,359	101,600	691,000	488,109	89,480	2,907,640	47.8
86. Union Carbide Corp.	6,082,943	1,181,508	732,210	441,585	800,000	---	2,818,160	228,690	3,046,850	25.9
87. California Packing Corp.	6,033,944	1,958,767	1,402,657	45,658	400,000	663,563	1,334,609	1,563,299	5,705,471	97.9
88. Reynolds Metals Co.	5,827,534	102,063	---	---	20,000	---	5,705,471	---	5,705,471	97.9
89. Gulf Oil Co.	5,732,961	681,598	1,271,189	2,939	8,400	---	2,827,765	961,070	3,788,835	65.9
90. Sears Roebuck & Co.	5,719,994	603,154	313,365	---	---	2,331,275	2,472,200	4,803,475	4,803,475	84.0
91. Simaniz Co.	5,622,792	263,373	107,587	---	---	1,418,583	1,236,529	2,596,720	3,833,249	68.2
92. Stallstaff Brewing Corp.	5,579,365	---	29,375	---	8,100	1,855,477	5,242,390	299,500	5,541,890	99.3
93. Block Drug Co. Inc.	5,555,995	440,207	414,873	---	1,800,000	---	412,908	2,432,530	2,845,438	51.2
94. Theo. Hamm Brewing Co.	5,498,591	442,772	1,787,518	24,865	1,025,000	---	70,176	772,970	1,443,436	26.3
95. Minnesota Mining & Mfg.	5,376,657	754,036	2,652,496	81,091	1,000,000	---	115,296	26,460	141,756	2.6
96. U. S. Rubber Co.	5,354,801	477,263	3,546,185	---	---	189,597	1,124,788	1,516,010	2,640,798	49.9
97. General Telephone & Electronics Corp.	5,293,251	1,537,960	862,879	14,438	---	372,787	570,799	3,457,890	4,028,689	77.7
98. Plough Inc.	5,182,821	244,722	536,623	---	---	---	---	---	---	---
99. Corling Brewing Co.	\$1,695,353,369	\$316,793,130	\$339,723,002	\$14,838,146	\$51,317,300	\$66,213,841	\$567,110,610	\$339,357,340	\$906,467,950	53.0
Total Top 100 1960	\$1,605,329,069	\$338,531,831	\$294,726,889	\$15,437,370	\$41,876,000	\$64,395,698	\$522,776,641	\$327,584,640	\$850,361,281	53.0
Total Top 100 1959	---	---	---	---	---	---	---	---	---	---
\$ Change '60 to '59	---	---	---	---	---	---	---	---	---	---
% Change '60 to '59	---	---	---	---	---	---	---	---	---	---
Share of 1960	---	---	---	---	---	---	---	---	---	---
Share of 1959	---	---	---	---	---	---	---	---	---	---

*In some instances spot-TV figures include both parent company and dealer or distributor expenditures. Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; N. C. Rorobough; LNA-BAR; Outdoor Advertising Inc. Reprinted with permission from Advertising Age, June 5, 1961. Copyright Advertising Publications, Inc.

Congress

Clear-Channel Plan Protested: FCC's proposed solution to the 15-year-old AM clear-channel dilemma (Vol. 17:25 p9) would leave 4 Midwestern states (Ill., Ind., Mich., Mo.) without adequate radio service, Sen. Douglas (D-Ill.) protested in a floor speech. "I am not well enough informed to make a judgment about this proposed order in its overall effects, but I can say I think Chicago & the Illinois area should not lose at one fell swoop all 5 of the clear-channel stations which serve them," Douglas said. He asked the Commission to reconsider its plans affecting the Chicago stations—NBC's WMAQ, CBS's WBBM, ABC's WLS, the *Chicago Tribune's* WGN—and CBS's KMOX St. Louis. At the same time, Douglas praised FCC Chmn. Minow. "I have the greatest respect for the way in which he has carried out his appointed tasks in the face of groups with very great economic & political power which seek to preserve their existing power," Douglas said. In the House, Reps. Bennett (R-Mich.), Dingell (D-Mich.), Flynt (D-Ga.) and Loser (D-Tenn.) introduced nearly identical bills (HR-8828, 8210, 8211 and 8274) which would amend the Communications Act to block FCC changes in the clear-channel set-up which existed as of July 1. Purpose of the measures: (1) "Prohibit further duplication or breakdown of Class 1-A clear channel frequencies." (2) "Improve service to the present radio 'desert' by authorizing Class 1-A clear-channel stations to operate with higher power." In the Senate, Sens. Capehart (R-Ind.) & Talmadge (D-Ga.) followed up the speech by Sen. Douglas by submitting another clear-channel measure (S-2990).

Dodd TV Probe Starts Again: TV sex, crime and violence will get another going-over from the Senate Judiciary Juvenile Delinquency Subcommittee (Vol. 17:29 p13). Chmn. Dodd set July 27-28 for resumption of hearings, with 8-10 witnesses (not including network rebuttal witnesses) tentatively listed for testimony. The witness roster hadn't been drawn up at last week's end, but it probably will include executives of Hollywood TV film production companies and spokesmen for religious organizations. Subcommittee staffers recently spent 2 weeks on the West Coast exploring the TV field there.

Program Controls Decried: "Creative beauty is in the eye of the beholder," Sen. Bridges (R-N.H.) told the Senate in a speech protesting any attempt by FCC to set its own broadcast program standards. "What is good programming to one person may fall far short of his neighbor's standards," he said. "I suggest that federal officials encourage superior programs on TV, but I submit that interference can only muddy the road to excellence for which the TV industry is striving." As part of his speech, Bridges inserted the text of a Rotary Club address by John W. Guider of WMTW-TV Poland Spring, Me., which had already been printed in the *Congressional Record*.

FTC Nomination Up: The Senate Commerce Committee has summoned Democrat Everette MacIntyre to a July 26 hearing on his nomination by President Kennedy as an FTC member (Vol. 17:7 p3). Now gen. counsel of the House Small Business Committee, MacIntyre is scheduled to replace FTC Comr. Robert Secrest.

Licensing Bill Favored: A bill (S-1589) amending the Communications Act to authorize issuance of radio licenses to U.S. nationals who aren't citizens—such as natives of Samoa (Vol. 17:19 p17)—has been approved by the Senate Commerce Committee.

Daytimers Have Their Day: The House Commerce Communications Subcommittee last week went through motions of giving daytime radio broadcasters another go-around in their perennial—but always forlorn—pleas for longer operating hours. Winding up 3-day hearings on a half-dozen bills extending daytime schedules from sunrise-sunset to 6 a.m.-6 p.m. (Vol. 17:29 p13), Daytime Bcstrs. Assn. Chmn. Ray Livesay (WLBH Mattoon, Ill.), presented his group's traditional arguments July 20. In off-the-cuff testimony, he said the public needs the extra service—and the daytimers the extra revenue—which the longer hours would bring. Pitted 2-to-1 against him were other witnesses—asst. chief James E. Barr of FCC's Broadcast Bureau, who gave lead-off testimony, and Pres. J. H. Dewitt Jr. of WSM-TV & WSM Nashville, Clear Channel Bestg. Service spokesman. Their theme (which has prevailed over the years in Congress): Radio listeners would lose more service by interference with bigger stations than they might gain from more service from smaller outlets.

Copyright Overhaul Urged: Following 6 years of study, the U.S. Copyright Office has given Congress a 227-page preliminary report which may become the basis for the first major rewriting of copyright law since 1909. Among its recommendations & suggestions: (1) BMI & ASCAP should be made the subjects of a "comprehensive study" to see whether their music-licensing operations should be regulated under the antitrust laws or by "an administrative agency under statutory provisions." (2) Public-performance copyright rules should apply to broadcasts when the public is charged (by TV community antenna systems, *e.g.*) to receive them—but mere reception of broadcasts should be exempt. (3) The maximum copyright term should be extended from 56 to 76 years. Register of copyrights Abraham L. Kaminstein, in a covering letter, told Congress that the report isn't "intended as the final word." He said that the copyright office wanted to "pinpoint the issues & stimulate public discussion so that the widest possible agreement can be reached on the principles to be incorporated in a revised statute."

Sabotage Bill Held Up: A Senate-passed bill (S-1990) setting up stiff criminal penalties for malicious damage to private communications facilities (Vol. 17:27 p7) has been tagged for further study by the House Judiciary Committee, which first voted to approve it for House action. Chmn. Celler (D-N.Y.) re-referred the measure to a subcommittee headed by Rep. Forrester (D-Ga.). Labor unions have expressed fears that such legislation could be used to harass legitimate strikers in the communications industry.

Recommended Reading: Members of Congress who want to keep current on broadcasting's problems & faults can find plenty of background reading matter in a single issue—July 12—of the *Congressional Record*. Full texts of the following documents are carried: (1) Speech by John W. Guider of WMTW-TV Poland Spring, Me. to the Portland Rotary Club (Vol. 17:28 p11), inserted by Sen. Cotton (R-N.H.). (2) Address by FCC Comr. Bartley to the Fla. Assn. of Bcstrs. (Vol. 17:25 p11), inserted by Sen. Schoepel (R-Kan.). (3) Testimony by U.S. Prisons Bureau Dir. Bennett at Senate juvenile-delinquency hearings (Vol. 17:24 p2), inserted by Rep. Lane (D-Mass.).

Scranton Lauds WEJL: Rep. Scranton (R-Pa.), 1953-59 chmn. of Northeastern Pennsylvania Bestg. Inc. (WNEP-TV Scranton), has high praise for a rival outlet. Noting that radio WEJL Scranton had twice been picked for Radio Free Europe awards, he said for the *Congressional Record* he's "very proud" of the station's operation.

Television Digest

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Personals Simon B. Siegel elected exec. vp, ABC. He continues as financial vp, AB-PT . . . Theodore F. Shaker promoted from vp-gen. mgr. to pres., ABC-TV National Station Sales. Edwin T. Jameson, gen. sales mgr., and D. Thomas Miller, central div. mgr., named vps. Robert Goldman promoted from business mgr. to treas.

Wilbur M. Fromm named new business & promotion dir., NBC Spot Sales. Alfred Ordovery named research mgr. . . . George H. Rogers Jr. named national sales mgr., WKRC-TV Cincinnati, succeeding Charles P. Dwyer, who resigned to become dir., ABC-TV's international sales organization. Donald E. Hardin promoted from advertising-merchandising dir. to national sales service dir., succeeding Rogers . . . Tom Chauncey, KOOL-TV Phoenix; and Tom Baker, WLAC-TV Nashville, elected chmn. & secy., respectively, of CBS Affiliates Advisory Board.

Edward Morey, Allied Artists vp, elected pres., wholly-owned subsidiary Artists Television Corp. (formerly Interstate Television Corp.). Robert B. Morin, ex-Famous Artists, named vp-gen. sales mgr. . . . Paul Davis, NBC News correspondent & cameraman, was wounded July 20 while covering the fighting at Bizerte. He was struck in the elbow by a bullet; his condition is not considered serious. . . . Robert Schnuelle, ex-KOLN-TV Lincoln, Neb., named operations director of satellite KGIN-TV Grand Island.

Robert W. Breckner, vp-gen. mgr., KTTV Los Angeles, elected a dir. of owner Times-Mirror Bestg. Co.

Ken DeVaney named managing dir., Cal. Bcstrs. Assn. . . . Thomas L. Young, vp-gen. mgr., KMMT & radio KAUS Austin, Minn., named to new post of vp for TV-radio, Black Hawk Bestg. Co. . . . Dr. James Ralph Darling appointed chmn., Australian Bestg. Commission, which controls the National (non-commercial) TV-radio network. Darling succeeds the late Sir Richard Boyer . . . Dick Jackson has resigned as AFTRA PR dir. to set up his own PR firm (510 Madison Ave.; EL 5-5633).

Gloria Coe, confidential asst. to FCC Chmn. Minow, was featured in July 21 *Washington Post* interview titled "She Has 4700 Ayes for Minow"—referring to number of letters received responding to Minow's "vast wasteland" NAB speech; she read all of them . . . John J. Hurley, ex-pres. of radio WNEB Worcester, Mass and former NBC Washington staffer, joins Small Business Administration as special asst. to Administrator John E. Horne.

Turnout for Gammons: Some 200 top Washington govt. & broadcast industry figures attended a luncheon honoring retired CBS vp Earl Gammons last week. The group included Supreme Court justices, members of Congress, present and former FCC members, *et al.* Gammons was praised & lampooned by the best praisers & lampooners in the Capitol—Frank Russell, retired NBC vp and organizer of the luncheon; Paul Porter, former FCC chmn.; Ted Koop, who now holds the top Washington CBS spot. FCC got its share of jibes. Example: Russell noted that former FCC Chmn. Larry Fly sent his regrets for being unable to attend, with the comment: "I laugh myself to sleep every night. Give my regards to Minow."

Information Unit for CBS News: CBS last week announced a "reorganization & expansion" of part of CBS News. The division's information & special services will now be broadened to include news & public-affairs transcripts' research and the CBS News special-projects library. This information unit, now adding 15 people to its staff, is headed by Josef C. Dine, onetime NBC publicity mgr.

Obituary

Mrs. Fred M. Thrower, 40, wife of WPIX N.Y. exec. vp-gen. mgr., died July 17 at Greenwich Hospital after a long illness. She is survived by her husband, daughter, mother and father.

Technology

Satellite Policy Due: FCC's blueprint for space—at least in its broad outlines—probably will be adopted by the White House in a policy directive which is expected to give private companies ownership of satellite communications systems under govt. standards & regulation.

It's understood that the Commission's views on operation of satellite systems—opposed by NASA & some members of Congress who have advocated govt. ownership—prevailed at high-level conferences conducted by Vice President Johnson's National Space Council. He disclosed that it filed policy recommendations with the President July 14.

The Space Council acted soon after it had been criticized in House space hearings for slowness in coming up with its proposals (Vol. 17:29 p12).

There was no immediate policy announcement by the White House. Johnson himself wouldn't comment beyond saying that the Council's recommendations were "unanimous" and that he had had "excellent cooperation among the many govt. agencies involved."

But from other sources we learned that FCC's plan—contemplating leading satellite roles for such international communications companies as AT&T & RCA—won out. FCC also is contemplating a broadening of its plan to permit satellite ownership participation by such other companies as GE & Lockheed. FCC's original decision to authorize a combine of communications firms for satellite operations had been attacked in Congress as opening the way to space monopoly.

In addition to FCC representatives, participants in the Space Council conferences at the White House included spokesmen for NASA, AEC, OCDM and State, Defense and Justice Depts.

Stepped-up development of communications & weather satellites is provided in a \$1.78-billion bill authorizing appropriations for space-agency operations which was signed July 21 by President Kennedy. He said it demonstrated U.S. determination to take an "important position in the race for the far reaches of space."

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MUSIC SHOW—CONCERTO FOR CASH REGISTER: A merry tune was being whistled by most consumer-electronics dealers & manufacturers at last week's NAMM Music Show at Chicago's Palmer House. But there were also some blue notes.

People are buying again—that's the good news—and most dealers & manufacturers reported business still on the upgrade. Dominant theme of electronics segment of the show was FM stereo (see also p. 18)—and dealers can't seem to decide whether this will be boon or bane.

One thing is sure: Public isn't confused yet about FM stereo—but dealers are. And hi-fi manufacturers aren't sure whether to play it up or down. Confusion was already beginning to show in terms of dealer hesitancy about the whole FM stereo business: Will the public accept the adapter approach used by most manufacturers? On the other hand, can FM stereo be sold in areas where there's no stereocasting yet?

Except for component-hi-fi dealers, few were openly enthusiastic about tackling the new field of FM stereo. While most conceded they would probably end up making more money, many expressed dread of the interim period. Big Pa. TV-appliance dealer Mort Farr, NARDA chairman, was outspoken about the whole stereo field: "We would have come further with hi fi without introducing stereo at all. For pleasing music, there was still enough potential to sustain the industry for many years. We could have perfected stereo in the lab instead of coming out half-baked with a number of different approaches—2-cabinet, one-cabinet, 3-channel, 2-channel, and so forth. Every time the public gets unconfused, we give them something new. FM stereo is just one more thing to confuse them, postpone their buying."

Some manufacturers, too, were openly resentful, going along only reluctantly. One of them insisted that FM stereo was virtually a figment of the trade press's imagination—or at least that if the press left it alone it would go away and the industry could get back to the serious business of selling reverb. Others were considerably more enthusiastic.

Most major manufacturers favor the adapter approach at least for the interim period while few stations are stereocasting (notable exceptions: Zenith, Symphonic, Olympic). The comment of Stromberg-Carlson hi-fi mgr. H. W. Hibshman was typical: "This can be an important plus in the business—like power steering—but we must give the customer an opportunity not to buy it. Much will depend on the available programming." Prices quoted for adapters for console stereo instruments varied from \$15 to \$79.95 (table of manufacturers' plans, prices & availability dates on p. 19).

Very few manufacturers were promising immediate delivery on FM-stereo equipment, but about half of them said they'd be in production next month. Everybody had FM-stereo receivers blaring—and the results were mixed.

Chicago's 2 FM stereo stations—WKFM & Zenith's WEFM—were stereocasting almost continuously during the show. It was an acid test for the prototype adapters being demonstrated—and some failed it. Stereo separation varied from excellent to non-existent, and one foreign-made receiver was picking up interference from WKFM's storecasting subcarrier. But enough sets (and not only the expensive ones) were giving excellent results to signify that there need be no trouble with well-manufactured units.

Doing a big business as "consultant" to set makers—helping them adjust sets, providing test signals, etc.—was WKFM owner-engineer Frank S. Kovas Jr. We asked him what he thought of the receiving equipment being shown at the Palmer House.

"Some of these adapters may cause problems," he said, pointing out that poor phasing reduced the

channel separation. "Accurate tuning of the receiver [to the center of the FM channel] is important. And most important of all is the antenna. Many people might be satisfied with FM stereo on a built-in antenna, but people who think they can get really good reception without an outside antenna are fooling themselves."

Has stereocasting cut the range of his station? "Not as much as we expected," replied Kovas. "Why, we even received a letter from South Bend, 90 miles away, saying the stereo reception was good there. That's about the limit of our normal monophonic coverage." He estimated that there were 300-400 FM stereo receivers in the Chicago area, mostly H. H. Scott and Crosby.

Several manufacturer-exhibitors became irritated with the commercials on WKFM—which plugged Fisher, Grundig-Majestic, H. H. Scott, Blaupunkt and Saba—and switched between it and WEFM's Zenith commercials to avoid advertising their competitors. GE & Pilot, which shared Palmer House's Victoria Room, both brought their own transmitters.

FM stereo wasn't the whole show, of course. Here are some other highlights (and lowlights) of the Music Show as we saw them:

Consumer-Electronics Show? Issue of an independent TV-radio-phono show came up again, as usual, this year. Electronics industry is tired of blowing hind bagpipe at the Music Show, and again there's agitation for an industry-run show, possibly under aegis of EIA or NARDA. At this year's Music Show, electronics exhibits were spread on first, 4th & 9th floors. The difficulty of trying to listen to EIA's stereo demonstration in the grand ballroom while a brass band blared in the next room added to discontent of some industryites. Nevertheless, Music Show (to be held in N.Y. next year) is still biggest consumer-electronics exhibit.

That \$99.95 TV Set: There's no question TV makers are stirred up about Delmonico's Japanese-made 19-in. portable which "can be promoted as low as \$99.95." Delmonico introduced the stripped-down (17 tubes, no handle or antenna) set to stop dealers from treating its more deluxe 19-tube portable as a nailed-down loss-leader at \$99.95 (it wholesales for more than that). It's understood the Delmonico set will be available in very limited quantities (\$90 wholesale), and it's one of 3 new 19-in. portables being introduced by Delmonico with the 17-tube "metropolitan" circuit.

Nevertheless, several American manufacturers hinted darkly that they're working on low-low-end 19-in. sets to meet the foreign competition. Olympic may choose to meet fire with fire. Olympic Sales Corp. Pres. Morton Schwartz told us that Olympic Radio & TV Corp. Pres. Morris Sobin is in Japan now, and "if we're forced to a \$99 set, we'll import one from Japan, too."

'True Portable' TV: There'll be at least 2 more makes of 8-in. battery-portable sets on the market soon, following introduction of Sony's \$278.80 (with battery) receiver (Vol. 17:27 p19). Sony exhibit drew big crowds, but before show ended Majestic International was showing its own version of an 8-in. Japanese battery set, quoting a probable list of "about \$150" (without battery) and delivery in around 90 days. Delmonico was showing 8-in. battery set by Japan Victor at \$250 including battery, and exec. vp Herbert Kabat said company plans to bring in some very soon for test marketing before embarking on full-scale merchandising effort. Matsushita showed similar set, but said it had no specific plans. Delmonico had nicely-designed 8-in. line-cord portable listing at \$110 (reminiscent of RCA's old 8-in. portable) on which it was promising fall deliveries.

Canadian Imports: Three North-of-the-border manufacturers were actively soliciting music & dept. store accounts for consumer-electronics merchandise. They were Dominion Electrohome, Clairtone Electronics & Canadian Marconi. The first 2 are in high-end stereo bracket (\$260 & up) and have been in U.S. market for some time; Marconi's line of AM-FM-stereo units runs \$99 to \$349. Dominion Electrohome also showed TV line for sale in U.S. (under Deilcraft brand) at \$259 (portable) to \$895 (combo) and announced it will also offer color set on U.S. market. Interestingly, Electrohome's color chassis is made by RCA Victor of Montreal, which also makes private-brand color for T. Eaton dept. stores under Viking label.

More Color Sets: Even as Sylvania announced its entry into color field (see p. 21), ever-active Delmonico was demonstrating \$650-list Japanese color-radio-stereo combo (with RCA tube) for mid-September delivery and promising a table model, possibly in the \$400-450 range. Some Delmonico chassis will be shipped in Japanese cabinets, others will be fitted in U.S. cabinets here.

Westinghouse Upgrades Warranty: Only major new line to debut at Music Show, Westinghouse (described last week in Vol. 17:29 p18) quietly announced its 90-day warranty now covers both parts &

labor on entire TV & stereo line. Last year this parts & labor policy applied only to portable TVs. Interesting feature of Westinghouse line is stress on 23-in. table models in modern enameled cabinets (blue, white, gold, red). It's understood the company is now working on 23-in. "portable"—with wheels and built-in dipole antenna—in attempt to reverse trend which saw sales of 23-in. table models decline 18% during first half of 1961 from same period last year.

Other show highlights, including big new splurge of tape recorders, the new Ravenswood TV-stereo line, a new projection TV set, announcement of a "TV line eliminator," are summarized on p. 20.

'DON'T KILL THE FM-STEREO GOOSE': FM stereo was officially launched last week at the NAMM Music Show in Chicago with a warning to manufacturers by an FCC Commissioner, a plea for dealer & distributor cooperation by the National Assn. of Broadcasters, and a campaign to head off dealer & consumer confusion by EIA.

With 6 FM stations now broadcasting stereo—2 of them in Chicago—EIA marked the occasion of the first mass showing of FM stereo receivers by sponsoring a symposium for dealers at Chicago's Palmer House. It simultaneously released its clearly-written 16-page "anti-confusion" booklet, "A New World of Broadcast Sound" with an introduction by FCC Chmn. Minow. (The pamphlet, describing what FM stereo is, carefully skirts the controversial issue of adapters vs. built-for-stereo sets.)

As a further anti-confusion move, the day before the symposium, EIA's Radio & Phono Sections met to give a name to the new baby. They unanimously chose "FM stereo"—rejecting "multiplex" & "stereo FM." EIA and many manufacturers fear that use of such a technical term as multiplex will lead to needless confusion—and besides, FM stereo is just one kind of multiplex service.

EIA will distribute 100,000 copies of its non-technical booklet to distributors, dealers & FM stations, and make it available at cost to manufacturers who want to distribute it over their own imprints. In surprising display of unanimity, cost of printing booklet was shared by 13 of the 14 consumer-products manufacturers in EIA (exception: Magnavox).



EIA's symposium, attended by about 150 dealers, heard optimistic predictions for FM stereo's future by FCC Comr. Robert E. Lee and NAB radio vp John F. Meagher—coupled with qualifications & warnings.

"I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg," said Lee in issuing what he called "a serious word of caution." Directing his remarks at manufacturers, he explained that FCC's FM stereo broadcast standards have been set very high—and "all this will go to naught if the receiving equipment does not match those high standards."

Lee appeared to squash any hope for an AM stereo system in the foreseeable future. A hi-fi fan himself, he said such a move "would require years of study" and that he sees "no disposition to make stereo available in this band." He added: "To put it bluntly, I can certainly say that I for one am in no mood to even study, let alone approve, stereo in the AM band . . . I believe it would be contrary to the public interest if the term stereo were to be attached to less than high audio quality."

Urging industry to "proceed with full speed ahead," he said FCC's last count indicates that "60% of FM station owners are prepared to broadcast stereo within 60 days." (For Lee's comments about all-channel TV sets, TV allocations and FCC's role in programming see p. 6.)

Broadcaster Meagher's prediction was also optimistic, but more restrained than Lee's. He reported that a June 27 NAB survey of 594 FM stations resulted in replies from 381, indicating 185 planned to begin stereocasting, 140 planned to stay out of stereo, 32 were undecided. Of the 185 stations with stereo plans, 2 were already broadcasting stereophonically, 77 planned to start this year, 21 in the first half of 1962, 7 in the 2nd half, 16 some time next year, 7 later.

Meagher outlined how manufacturers, distributors & dealers can help: Cooperate. "FM licensees," he said, "are going to be very reluctant to embark upon stereo broadcasting without full assurance of full cooperation . . . Whether the bonanza can be brought to realization depends, in large measure, upon how aggressively & cooperatively manufacturers, distributors & dealers are willing to work with FM broadcasters."

He didn't ask for FM stereo program sponsorship by manufacturers, but pointed out that "in the overall, FM has not yet reached the break-even point operationally." He added that a San Francisco station [pre-

sumably KPEN] plans to start stereocasting the first week in August and already has sold two-thirds of the 40-50 hours of stereo programming it plans to carry weekly.

Although Comr. Lee called start of FM stereo "a step as significant now as was the breakthrough of TV a few years ago," dealers—and some manufacturers—obviously were uncertain just how the new broadcast service would fit into the radio-phono picture. For a report on first demonstrations, reactions and manufacturers' stereo-radio plans, see stories below and on p. 16.

Here's boxscore of stations now broadcasting FM stereo: On air with programming—WEFM & WKFM Chicago; WGFM Schenectady, N.Y.; KLSN Seattle; KIXL-FM Dallas; WDTM Detroit.

Now making equipment tests during non-broadcast hours (usually 1-6 a.m.): WSPA-FM Spartanburg, S.C. (aiming for Aug. 1 start); WUPY Lynn, Mass. (hoping to start within 2 weeks); KPEN San Francisco (hoping to start first week of Aug., but still requiring FCC type-acceptance for its Standard Electronics equipment); KMLA Los Angeles (requiring acceptance for Calbest equipment); WDHA-FM Dover, N.J. (using home-built equipment not yet type-accepted). Ready for testing are KGHM Houston, Tex. and WQXR-FM N.Y., but latter probably won't begin until fall.

More about

STEREO RADIOS & ADAPTERS: Virtually every hi-fi manufacturer exhibiting at the Music Show last week (see p. 16) showed at least one radio-phono combination with FM stereo, but few were ready to deliver.

Even fewer had anything concrete to show in the way of table-model FM-stereo receivers. GE, of course, showed its very striking \$175 set (Vol. 17:27 p20), and a few developmental units were displayed—such as a one-piece Webcor unit, for which there are currently no production plans. Arvin showed a 3-piece stereo radio, which eventually will be worked down to a single unit. It's scheduled to be marketed as a 3-piece unit (radio-speaker, stereo adapter, speaker) in September, as a 2-piece unit (stereo radio, speaker) next January and as a single unit (with extendable speaker) in March.

Fisher demonstrated a super-deluxe set which is more aptly called a "bookshelf" unit than a table set. It comes in 2 matching wood cabinets about the size & shape of bookshelf hi-fi speakers. One unit contains FM tuner, stereo adapter, stereo controls, amplifier & speaker; the other has amplifier & 2nd speaker. Total price will be \$299.50; October delivery.

Several German stereo-ready table sets were shown. These were adapted models of so-called "stereo radios" which have been on the market for some time—they have 2-channel amplifier-speaker systems so that they may be used as amplifiers for stereo phonos, and they contain jacks for external speakers. Table sets of this type were shown by Blaupunkt, Kuba & Saba (all using Crosby FM stereo adapters) and Delmonico (a Korting set with German-made Korting adapter).

Delmonico also displayed a mockup of a Japanese-made (Japan Victor) modern-design stereo receiver 25-in. long with side-firing speakers covered by doors. The company said it would be priced less than \$100, but hadn't determined delivery dates.

FM stereo's first big application will be in hi-fi stereo phono units, and most manufacturers are planning to offer the new service as an "optional extra," at least until there are more stations on the air and demand can be gauged. Some, however, will make it standard equipment on high-end lines, and 5 manufacturers—Fisher, Olympic, Pilot, Symphonic and Zenith—will put it in all FM-AM-stereo &

TV-FM-AM-stereo console combinations.

In most cases, adapters or FM stereo tuners will be in production in August or September. Several manufacturers are using GE- or Crosby-made adapters, but most of the majors are making their own. Completely transistorized units will be used by Admiral, Stromberg-Carlson & Westinghouse. Pilot's high-end adapter at \$79.50 is completely automatic—when a stereo program is tuned in, the receiver operates stereophonically without the use of a manual selector switch. Most adapters designed for use in consoles have no controls and are not visible from the control panel.

In most cases, many or all hi-fi models made in the last year or 2 can be adapted by using the specific manufacturer's stereo adapter. Almost all sets made to accommodate plug-in adapters can be adapted by the consumer without a serviceman.

This table shows the variety of approaches, prices & availability dates being quoted by manufacturers for FM stereo in phono consoles:

Manufacturers' Plans for FM Stereo Phono Consoles

Manufacturer	Policy	Adapter Price	Deliveries Start
Admiral	optional	under \$50	August
Bell Sound (own sets)	optional	\$39.95	August
Bell Sound (other makes) ..	—	59.95	August
Canadian Marconi	optional	39.95	September
Capehart	optional	47.50	August
Delmonico (Japanese)	optional	15-18 range	August
Delmonico (German)	optional	20.00	August
Dominion Electrohome	optional	69.95	September
Du Mont	optional	approx. \$30	August
Emerson	optional	approx. \$30	August
Fisher (consoles)	included	*50.00	August
Fisher (components)	optional	89.50	now
GE	optional	39.95	now
	(included in 3 high-end consoles)		
Grundig-Majestic	optional	50.00	now
Magnavox	optional	30.00	summer
Motorola	optional	29.95	September
	(included in Drexel model)		
Olympic (present line)	included	*30.00	now
Olympic (past sets)	—	29.95	now
Philco	optional	under \$50	late Sept.
Pilot (consoles)	included	*49.50 & 79.50	August
Pilot (components)	optional	49.50 & 79.50	August
RCA	optional	29.95	September
Ravenswood	optional	probably \$29.95	September
Stromberg-Carlson	optional	35-45 range	September
Symphonic	included	*20 & 30	August
V-M	optional	45.00	September 1
Webcor	probably op.	about \$39.95	September
Westinghouse (pres. line) ..	optional	39.95	September
	(included in one console series)		
Westinghouse (past sets) ..	—	59.95	September
Zenith	included	*25.00	September

*Approximate amount added to list price.

TV-RADIO PRODUCTION: EIA statistics for week ended July 14 (28th week of 1961):

	July 10-14	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	86,259	78,142	48,075	2,965,218	3,062,960
Total radio	215,396	181,889	196,175	7,927,288	8,897,533
auto radio	67,641	65,286	68,608	2,527,545	3,467,348

Music Show Highlights

TAPE RECORDERS got their biggest whirl in recent years at the NAMM Music Show last week in Chicago (see p. 16). Particular emphasis was placed on stereo-record-stereo-playback units, and manufacturers indicated that they believed FM stereo broadcasting would boom their products as consumers become increasingly aware of opportunities to tape stereo music directly from the air.

Two TV-radio-stereo manufacturers made their tape-recorder debuts—Magnavox, which showed a \$179.95 unit made by its British affiliate Collaro, and Westinghouse, which is beginning test-marketing of 3 models at \$169.95 (monaural), \$249.95 & \$349.95. These moves follow Emerson's acquisition of the Telectro line through a loan to the company with option to buy control.

Although most of the play went to standard open-reel tape recorders, RCA continued to demonstrate its cartridge-tape machines and Bell Sound Div. of Thompson Ramo Wooldridge announced the start of marketing of its newly redesigned compact cartridge units (which use same type cartridge as RCA). The 2 basic models: monaural record & playback, \$139.95; stereo record & playback, \$199.95. Bell's distribution will be mainly through appliance & photographic distributors.

"If tape recorders are ever to become a mass market, the cartridge is the only approach," Bell ad mgr. Andrew Lorant told us, pointing out that the average consumer wants an automatic device as easy to load as a phonograph. He added: "I think FM stereo will open the consumer's eyes to the tremendous uses for tape in building a home music library."

Ravenswood TV-Stereo Line: An unconventional loud-speaker system and magnificent furniture are the keystones of the brand-new Ravenswood line, shown to Music Show attendees in the appropriate setting of an Ambassador East penthouse. The division of Annapolis Electro-acoustic Corp., staffed in top positions largely by former Stromberg-Carlson officials and financed through Drexel & Co., Philadelphia investment brokers, was recently restrained by legal action from using the Scott Radio Labs name, which it had acquired (Vol. 17:26 p18).

The line features the "reflection-coupler" sound principle, using rear-firing speakers which bounce sound off the wall, eliminating front speakers and grille cloth and making it possible to use for storage hi-fi cabinet space formerly occupied by bulky speakers (the speakers are mounted in back of the set). The furniture-styled stereo line runs from \$379.95 to \$1,700 (including 23-in. TV). TV sets start at \$239.95 and include portable, console & combo.

Ravenswood board chmn. is John Remer, gen. partner of Drexel & Co. Officers are: Pres., Leon J. Knize, ex-Capehart & Stromberg-Carlson; vp, Richard W. Jones, ex-Stromberg-Carlson; vp, Stanley C. Bogart, co-founder of Philharmonic Radio; treasurer, Edward M. Kriz, treas. of Chesapeake Instrument Corp.

Philips Entering U.S. TV Market? North American Philips Co., affiliate of the huge Netherlands-based electrical-electronics manufacturer, was seeking dealer reaction to a TV set displayed by its High Fidelity Products Div. The 23-in. table-model, which would be marketed here under the Norelco tradename, is claimed to have broadcast-monitor quality, 4.75-mc bandwidth, with 7-in. speaker and 50-60-cycle frame-frequency switch to adapt it to certain Latin-American line-power standards. If sold here, it would list at \$395.

Other foreign-made TVs demonstrated at the Music Show, in addition to the Japanese sets mentioned elsewhere in this issue included Grundig, Fonovox and Kuba, all German.

* * *

Wireless Remote Stereo Speakers: System which can put stereo in every room of the house without wire connection to the phonograph or radio was demonstrated at the show by Capehart. The system uses a special transmitter, which can be installed in any phono console, and one (for monaural) or 2 (for stereo) auxiliary speakers which plug in any power outlet. Each of the auxiliary speakers has its own receiver, amplifier, on-off switch and volume control.

The broadcast chassis (for installation in the hi-fi set) plus one auxiliary speaker lists at \$159.95; a 2nd-channel speaker for stereo lists at \$109.95.

* * *

Stromberg Completes Stereo Line: A new 5-console series of stereo instruments was premiered by Stromberg-Carlson in the \$595-695 range, bridging gap between its medium-priced "Young America" series (\$199.95-499.95) and its packaged-component "Integrity" line which is priced up to \$1,100. The introduction now gives Stromberg-Carlson the most complete stereo line in its history. It will be further broadened by the later addition of a portable phono line. A decision on whether to re-enter TV hasn't yet been made, we were told, but if the company decides to do so, it will be with a full line featuring a TV chassis made in its own plant.

* * *

"TV Line Eliminator": Some TV manufacturers would like to see competitive lines eliminated, but that isn't the type of line Saba Electronics (Germany) was talking about when its representatives discussed the company's invention at the Music Show.

The line eliminator, previewed in Germany at a press showing July 4, removes scanning lines from the TV picture through an optical process. A transparent plastic sheet containing a special optical system of lenticulated grooves with tiny lenses spreads the light to fill in dark spaces between the lines, according to Saba representatives. The plastic lens-mask can be installed by tube or set makers, possibly by the set owner at home. A 625-line version, being developed for the U.S., will be demonstrated in this country in 6-8 weeks. Saba officials said it will be low enough in cost to be installed as a regular TV picture-tube feature.

* * *

New Projection Set: Saba also demonstrated a projection TV with a remarkably clear & bright picture which

can be viewed at a wide angle. It will be aimed at clubs, schools, hotels, bars, with a price of \$1,000-1,250 in the U.S. The projector uses a Schmidt optical system. One of the secrets of the good picture is a specially designed 3½ x 4½-ft. curved aluminum screen, Saba spokesmen said.

Don't Oversell Stereo, EIA Told: Record Industry Assn. of America exec. secy. Henry Brief met informally with EIA's Phono & Radio Sections during the Music Show to discuss common problems of the phono & record business. Brief urged manufacturers not to "oversell" FM stereo as some manufacturers did with stereo phonos through tricky demonstration records, etc., leading consumers to misunderstand stereo's real purpose—to provide better music reproduction.

Hold the Fort Dept.: Zenith, as one of 3 major manufacturers which will not provide FM-stereo adapters for radio-phono systems, will supply only complete drop-in FM-stereo-AM radio tuners for its phono consoles. Consoles displayed at the Music Show had space inside for the drop-in tuners, with a label reading: "This compartment has been provided for installing your Zenith AM-stereophonic FM radio." Zenith plans to begin stereo-tuner deliveries in September.

EIA FM-Stereo Booklet Sponsors: Manufacturers contributing to & cooperating in production of EIA's *A New World of Broadcast Sound* (see p. 18): Arvin, General Dynamics/Electronics (Stromberg-Carlson), GE, Motorola, Olympic, Packard Bell, Philco, Pilot, RCA, Sylvania, Warwick, Wells-Gardner, Westinghouse.

Glidden Case Goes to Supreme Court: Is seniority a vested right earned by employes or is it a negotiated benefit which exists only as long as the union contract which guarantees it? The Glidden Co. of Cleveland last week referred this vital question to the U.S. Supreme Court by requesting a review of a recent adverse ruling by the U.S. Court of Appeals. Glidden, in 1957, after the expiration of its contract with the General Warehousemen's Union, transferred the operations of its Elmhurst, N.Y. plant to Bethlehem, Pa. Five Elmhurst employes sued for damages, contending that their seniority rights were still effective despite expiration of the union contract and that Glidden should have offered them jobs at Bethlehem with continuing seniority rights. Glidden contended that their seniority, pension, insurance and other benefits stemmed from a specific contract for a specific plant and expired with the legal termination of the contract. A lower court ruled in Glidden's favor but was reversed March 28 by the Court of Appeals which held that seniority is a "vested" right "earned" by employes, which cannot be "unilaterally annulled." Pointed out July 21 *Wall St. Journal*: The issues in the Glidden Case "could have an impact not only on most of the 125,000 collective bargaining agreements in force in the U.S. but indirectly on scores of communities now seeking to bring new industries into their areas."

Sylvania Offers Color TV Entry: After abstaining from color TV for 5 years, Sylvania last week announced that it is readying a color console for mid-September availability—with an \$825 price tag. Home Electronics Corp. Pres. Peter J. Grant described it as "the cheapest color set with doors." The conventional color receiver (21-in., 3-gun, shadow-mask tube) is a TV-only, Scandinavian-styled console (Model 21LC7) with tambour doors. The cabinet measures 33 x 52 x 26 inches.

Trade Personals A. Robert Baggs resigns as mgr., Magnavox radio products & mktg. development. He had formerly been merchandising mgr., RCA radio & "Victrola" products (Vol. 16:52 p23) . . . Jules Bereut, ex-Fuller & Smith & Ross, named to new post of ad & sales promotion dir., Magnavox.

William F. Rueger named vp & gen. counsel, Sylvania. He'll continue as secy. . . . Arthur L. B. Richardson, formerly senior vp, Sylvania, named vp-gen. counsel, C.I.T. Financial Corp.

James S. Farnell named product mgr., Westinghouse Electric's radio-phonograph dept., succeeding E. D. Smithers, resigned . . . D. C. Fulton named a vp, Canadian Westinghouse Co. . . . William E. Slusher named to new post of electronics dir., Transiron Electronic Corp.

M. J. Johnson named vp, Electronics Corp. of America's military div. . . . Paul J. Colleran named engineering vp, International Rectifier Corp. . . . Harry Finkel named ad & sales promotion mgr. for the Merchandise Mart.

Charles E. Wolf promoted from mfg. mgr. to plant mgr., Warwick Mfg. radio products plant. Morton Sherman promoted from quality control engineering supervisor to quality control mgr. . . . William P. Gallagher promoted from sales vp to new post of mktg. vp, Columbia Records . . . Robert E. Peterson, Philco, named chmn., Mktg. Data Committee, EIA Industrial Electronics Div. . . . Dr. James B. Fisk & Dr. William O. Baker of Bell Labs named by President Kennedy to 11-man *ad hoc* panel on nuclear testing . . . F. E. Rushow named vp, Giannini Controls.

Mark Shepherd Jr. has been promoted from head of the defunct semiconductor-components div., to operations vp, Texas Instruments. Two new divisions have been formed to conduct the former division's operations. James R. McDade will head the new transistor-products division. Jay Rodney Reese will head new components division. Other realignments: S. T. Harris, mktg. vp, will take charge of long range planning. C. J. Thomsen, in charge of control & finance, will also assume responsibility for corporate communication with customers, suppliers, shareholders, employees & the community.

Patent Index Revised: Govt.-owned patents in the electronics field, released for licensing from July 1958 through December 1960, are listed in *Electrical & Electronic Apparatus*, published by the Commerce Dept.'s Business & Defense Services Administration. Copies of the supplement (PB171-676) to BDSA's *Patent Abstract Series* are available for \$1.75 from the Office of Technical Services, Commerce Dept., Washington 25, D.C. Said OTS Dir. John C. Green: "The ideas contained in these patents are yours for the asking, but you have to supply the imagination & initiative to realize the latent benefits involved."

Electronics Growth Rate On Decline? More than one-third of today's electronics companies may be out of business by 1975, Lab for Electronics Pres. Henry W. Harding predicted recently. He said that the electronics growth rate is diminishing and the industry will find it increasingly difficult to absorb the R&D costs of so many firms working on product prototypes. Harding said that the military share of Lab for Electronics sales has dropped from 98% in 1950 to 80% in the first half of 1961.

Revised Guide Published: A new edition of the Commerce Dept.'s *Directory of National Associations of Businessmen*, updating listings of 2,000 trade organizations, is available at 50¢ from the U.S. Govt. Printing Office.

Enter the "Banana Tube": An entirely different type of color tube which has been generating interest in England is described in the July *Wireless World* (London). Dubbed the "Banana Tube" because of its shape (and presumably inspired by Philco's "Apple Tube," which it doesn't resemble), the display was developed by big British tube-maker Mullard with aid from Dutch Philips. Basic principle of Banana: Three continuous horizontal phosphor lines (red, green & blue), less than the width of a single scanning line, are on a metal radiating fin inside a cylindrical one-gun cathode-ray tube. The phosphor lines run the full length of the horizontal dimension of the picture. The electron beam lights up the appropriate phosphor bands by vertical "spot wobble." Three cylindrical lenses (glass rods) rotate around the phosphor stripes at about 1,000 rpm, constructing the full picture on a viewing mirror. Among advantages of the system are said to be "very high brightness" (40 ft.-lamberts) and absence of adverse effects from high ambient light.

Compactron Use Spreads: 19 manufacturers are known to have definite plans to employ GE Compactron multi-function tubes in consumer & industrial electronic equipment. So said GE receiving tube mktg. mgr. Walter F. Greenwood last week in a letter to leading electronics manufacturers. He listed some of the uses: "One large TV manufacturer" (presumably Admiral) already is using them; another is scheduling a 2-Compactron & a 5-Compactron set; a 3rd plans a completely 'Compactronized' set. Other uses now planned by manufacturers: intercoms, audio amplifiers, electronic organs, auto radios, amateur radio equipment, home radios.

BBB Issues Tape Recorder Guide: "Things You Should Know About the Purchase & Servicing of Tape Recorders," a 12-page illustrated guide, has been published by the National Better Business Bureau for public distribution. The Magnetic Recording Industry Assn. cooperated in producing the publication. Explained NBBB exec. vp Allan E. Bachman: "In non-technical terms we have described the recording process, mechanics of the equipment, how it should be maintained, how to edit tape, new developments in the field, what to look for in guarantees & service, and, finally, a glossary of tape terms."

RCA Color TVs Headed for Nippon: If Tokyo-based Okura Trading Co. can obtain the approval of the Japanese govt., it will import for sale in Japan 1,000 RCA 21-in. color TV sets (Vol. 17:28 p16), according to RCA sources. Okura, an RCA distributor, awaits only an official go-ahead to pull off the neatest reverse play of the year—hitting Japanese TV-set makers with made-in-America color competition before their long-heralded color TV sets reach U.S. markets.

Sylvania Making Photoconductors for TV: Volume production of cadmium sulfide photoconductors for automatic contrast control in TVs is now underway at Sylvania's Emporium, Pa. plant. The light-sensitive photoconductors also can be used to trigger controls in a variety of commercial & industrial applications. Among the 1962 TV lines, RCA, Magnavox and Du Mont include models with automatic brightness & contrast devices.

Transistor FM Circuits Reduced: 12% price cut in transistorized tuners for FM radios has been announced by Waller Corp., Crystal Lake, Ill. The new prices vary from \$4.75 to \$5.75—down from a top of \$6.52. Said vp Charles A. Richmann: "The lower prices will allow American manufacturers to more easily build transistor FM radios in the popular price range."

Finance

Zenith Expects 2nd-Quarter Gains: Sales & earnings in the June quarter should top the \$50.1-million volume & \$1.5-million profit recorded in April-June 1960, Pres. Joseph Wright forecast last week. He said the 2nd-quarter performance had made up some of the ground lost in the first quarter (Vol. 17:18 p18), but "at this point we don't know whether the 6-month figures equaled a year ago." Wright predicted that 3rd-quarter sales & earnings would be "fine" despite heavy preparation costs of 3 new product lines: color TV, FM stereo radios, subscription-TV equipment. Re FCC's recent extension of the starting date of the Hartford pay-TV test to July 1, 1962 (Vol. 17:27 p3), Wright explained: It "was nothing more than formality and did not constitute a delay. No one had contemplated operations starting on August 23, 1961, the original date set by the FCC." (See p. 6.)

Taft Bestg. Stock Offer Delayed: A secondary offering of 376,369 shares of Taft Bestg. common stock, registered with SEC in May (Vol. 17:23 p19), has been postponed because of market conditions, underwriters Harriman Ripley & Co. and associates announced last week.

National Video Proposes 2-for-1 Split: Shareholders will be asked to vote on a split of the common stock at the September 19 annual meeting. National Video presently has 616,667 common shares outstanding—349,979 Class A shares, 266,688 Class B.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 20, 1961

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

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acustica	18	18½	20%	Magna Th.	37½	3%	4½
Adier Elec.	16	15½	17%	Magnetics Inc.	9½	9	10½
Aerovox	11½	12	13%	Maxson	22½	20%	22%
Allied Radio	29½	29¼	31½	Meredith Pub.	33	34	37½
Astron Corp.	2	2	2½	MetroMedia	17½	17½	19½
Babcock	27½	26	28½	Microdut	28½	25	27½
Baird Atomic	21¼	19½	21½	Milgo Elec.	20	18½	21½
Cannon Elec.	23	24	27½	Narda Micro	6	6%	7½
Capehart	8½	8%	9%	Newark Elec.	13½	13%	14%
C-E-I-R	53	53	59½	Nuclear Chi.	41	38½	42
Chicago Aer.	27	24½	27½	Official	3½	3½	3-15/16
Control Data	92	89	95	Pacific Aut.	5	5%	6½
Cook Elec.	10½	9%	10%	Pacific Merc.	7	6%	7½
Craig	14¼	13½	14%	Phillips Lamp	136½	134¼	139
Crosby Tel.	5	6	6%	Pyramid	13	3%	2%
Dictaphone	34½	33%	36%	Radiation	21½	20½	22½
Digitronics	26	24	27½	Rek-O-Kut	2½	2	2%
Eitel-McC.	15½	15½	16%	Research Inc.	4	4½	5¼
Elco Corp.	13	12	13%	H. W. Sams	42	44	47½
Electro Instr.	17	17½	19%	Sanders Assoc.	56	51	55
Elec. Voice	11½	10½	11½	Silicon	12	12	13%
Elec. Assoc.	32¼	31	33½	H. Smith	11½	10	11½
Elec. Cap. Corp.	34	34	37	Soroban	61	63	67½
Eric Resistor	14½	13½	14%	Soundscribe	11	11	12%
Executone	18½	17	18%	Speer Carbon	31	31	33½
Farrington	13	13½	14%	Sprague	85	75	80%
Foto Video	6	6	7%	Sterling	3	3%	3-15/16
Four Star	20½	18½	20%	Svstron-Don.	39	38	40%
Gen. Devices	11½	10	11½	Taft Bestg.	19½	19	20%
G-L Elec.	8	8½	9%	Technology	6½	5%	6%
Granco	3¼	3	3-9/16	Tele-Bcstrs.	1%	1%	2%
Gross Tel.	21	21½	23%	Telechrome	10½	9¼	10½
Hallcrafters	20	21	22½	Telecomp.	6½	6%	7½
Hathaway	22	21½	23½	Time Inc.	88	85	89½
High Voltage	162	150	165	Tracerlab	100	8%	11
Infrared	16¼	16½	18%	United Art.	6	6%	7%
Interstate Ems.	17	16½	17%	Universal	3%	½	1-1/16
Ionics	27	24	27½	Vitro	26½	23%	25%
Itek	43½	42	46½	Vocaline	2	2	2½
Jerrold	8	8	9	Wells-Gardner	32½	31	33½
Lab for Elec.	46½	43½	46%	Wilcox Elec.	9½	9	10%
Leeds & North.	34½	34	36%	Wometco	24	24	26%
Lel Inc.	8	7%	8½				

TV-Radio-Electronics Rankings Among 1960's 500 Largest U.S. Industrial Corporations

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RANK '60	RANK '59	COMPANY	SALES ¹ (\$000)		ASSETS ² (\$000)		NET PROFITS ³ (\$000)			CAPITAL ⁴ (\$000)		EMPLOYEES ⁵ RANK		
			'60	'59	'60	'59	'60	'59	'60	'59	'60	'59	'60	'59
4	4	General Electric	4,197,535	2,551,258	11	11	200,072	9	7	1,513,416	12	12	250,621	2
10	11	Western Electric	2,640,358	1,664,796	16	19	124,490	16	18	1,092,003	15	17	140,238	6
15	17	General Dynamics	1,987,749	842,388	44	34	(27,056)	496	74	289,235	87	70	105,700†	10
16	15	Westinghouse Electric ..	1,955,731	1,521,138	19	17	79,058	22	20	964,136	20	18	114,842	9
25	24	Radio Corp. of Amer. ...	1,486,200	815,503	47	44	35,117	70	60	432,914	55	72	88,000†	17
27	27	Int'l Business Mach. ...	1,436,053	1,624,462	18	20	168,181	11	13	972,790	19	21	70,050†	21
32	34	Gen. Telephone & Elec. .	1,178,475	2,204,859	13	13	72,430	24	26	1,013,597	17	20	90,000†	15
34	42	Sperry Rand	1,173,051	849,215	43	51	37,236	65	94	360,057	68	67	104,490	12
51	52	International Tel. & Tel.	811,449	923,944	35	31	38,472 ⁶	61	85	415,814	59	54	132,000	8
53	62	Bendix	787,025	407,174	96	95	26,188	96	97	245,469	101	100	49,094†	35
58	64	General Tire & Rubber .	753,948	386,333	102	106	22,785	110	99	162,132	141	147	41,794	44
81	86	Minnesota Mining & Mfg.	549,675	447,259	86	98	70,692	27	28	331,938	75	90	26,500	83
82	90	Raytheon	539,975	225,794	162	167	11,537	195	185	92,138	245	256	40,724	46
111	123	Minn. Honeywell Reg. ..	426,183	330,028	119	122	26,228	95	84	200,282	115	115	39,872†	49
113	109	Thompson Ramo Wool. .	420,421	239,534	151	145	12,137 ⁷	187	229	123,972	180	188	26,132†	85
121	122	Philco	389,522	231,927	156	169	2,287 ⁸	427	288	110,274	207	202	25,000	91
123	127	Burroughs	387,474	334,216	117	112	9,236	228	292	125,711	177	178	37,850†	54
124	146	Textron	383,188	271,829	132	162	14,168	166	151	119,175	189	186	29,000	71
145	148	Avco	322,745	176,460	209	183	10,022	216	231	111,406	200	205	18,555	111
157	158	Motorola	299,066	162,935	224	230	12,634	182	175	97,167	228	249	14,500	148
165	177	Time Inc.	287,121	235,189	153	161	9,303	227	248	95,671	236	227	5,500	360
180	252	ACF Industries	263,611	182,883	199	214	3,933	364	464	119,081	190	182	13,246	165
198	212	Gen'l Precision Equip. .	244,428	163,976	221	235	5,313	319	384	69,017	307	304	17,100	122
204	194	Zenith Radio	235,772*	131,659	235	252	15,226	155	152	88,179	255	261	8,500	259
206	234	Texas Instruments	232,713	118,665	276	290	15,488	152	176	72,481	292	340	16,000	129
222	221	Corning Glass Works ...	214,871	174,378	211	211	19,720 ⁹	125	111	132,006	171	175	15,034	140
246	337	Collins Radio	190,835	132,290	256	324	6,561	286	403	41,857	415	459	14,850†	146
249	322	Litton Industries	187,761	119,004	275	352	7,455	262	325	50,568	379	442	17,400†	119
257	244	Admiral	176,547*	104,396	304	280	(2,493) ¹⁰	484	388	61,428	338	314	7,438	292
285	386	Ling-Temco Elec. ¹¹	148,447	93,460	335	493	3,051	400	479	28,533	472	495	10,303†	218
329	333	American Bosch Arma ..	125,309	64,498	431	429	1,038	460	410	29,882	467	456	8,959	250
330	409	Magnavox	124,879	64,728	429	456	6,533	289	416	32,286	456	474	5,920	347
357	336	I-T-E Circuit Breaker ..	115,488	75,051	392	366	(286)	477	434	44,355	407	381	8,253	264
368	394	Times-Mirror	111,100	81,014	371	377	4,618	343	366	50,162	381	400	4,532†	403
375	347	Stewart-Warner	107,348	79,305	380	360	6,180	297	274	57,924	348	343	7,544	287
389	•	Federal Pacific Electric.	100,194	73,147	397		2,768	414		34,144	453		9,100	245
406	489	Standard Kollsman	95,569	44,768	484	494	3,460 ¹²	385	468	20,596	485	493	7,670	282
411	443	Clevite	94,012	75,322	391	400	6,826	277	311	53,853	358	370	7,296†	295
415	432	Cons. Electronics Ind. .	92,940	79,135	382	371	3,573	380	354	51,372	373	364	5,565	358
420	431	Lear	90,979	59,993	440	465	3,624 ¹³	378	447	21,136	483	492	5,774†	352
424	475	Daystrom	90,609	55,096	459	470	2,271	428	487	31,095	458	457	7,111†	304
458	472	Siegler	84,095	45,634	483	489	3,201	396	450	25,522	477	486	3,600	447
459	435	Mallory (P.R.)	83,586	57,414	448	437	4,367	351	380	36,380	442	444	5,797	351

Note: A bullet (•) in the 1959 sales rank column indicates that company was not in the 1959 list.

*Does not include excise taxes.

¹Net sales, including service & rental revenues for companies that derive at least 50% of their revenue from manufacturing or mining, for fiscal years ending not later than Jan. 1, 1961. Sales of consolidated subsidiaries included; excise taxes collected by the manufacturer not included. ²Total assets employed in business net of depreciation & depletion, but including govt. securities offset against tax liabilities. ³After special charges or credits; non-recurring items of a non-operating nature are footnoted when they are 10% of total profit or loss.

Figures in parentheses are losses. ⁴Capital & surplus (i.e., net worth).

⁵Average employment for year unless followed by dagger (†), in which case year end. ⁶Includes non-recurring profit of \$7,902,032. ⁷Includes special credit of \$1,960,646. ⁸Includes special credit of \$700,000. ⁹Includes special charge of \$2,334,924. ¹⁰Includes special charge of \$750,000. ¹¹Includes all 1960 sales of Temco Aircraft (1959 rank: 356), which was acquired by Ling-Altec Electronics in July, 1960. Acquisition of Chance Vought (rank: 223) pending, with enlarged company to be called Ling Temco Vought. ¹²Includes non-recurring profit of \$348,926. ¹³Includes non-recurring gain of \$801,743.

FORTUNE'S 500: The nation's 500 largest industrials—including 43 in electronics & related fields—"weathered last year's downturn significantly better than lesser corporations," concludes *Fortune* in its annual charting of corporate ups & downs (see table).

It was an up & down year for the TV-radio-electronics-appliance manufacturers. They were represented by only one of the 18 newcomers to the "500" rankings (Federal Pacific Electric). But on the other hand, they lost only Tung-Sol Electric among the 26 firms that were displaced from 1959's list (Vol. 16:28 p18).

They posted these 1960 vs. 1959 median gains & losses: Profits down 1.1%, sales up 6%. Return on invested capital slipped to 10.3% from 11.6% in 1959. Return on sales also slipped—to 4% from 4.4% in the preceding year. On sales

per dollar of invested capital, electronics-appliance makers ranked 3rd (\$2.77) among 16 industrial categories.

Three electronics firms were among the 10 corporations with the biggest 1960-over-1959 sales increases: Collins Radio, 6th with a 61.9% gain; Federal Pacific Electric, 8th, 59.7%; Litton Industries, 10th, 49.6%.

The top 500 industrials also had the ups & downs. Their combined sales rose 3.7% over 1959 to a record \$204.7 billion—but profits slumped 3% to \$11.6 billion from \$12 billion in the preceding year. The median return on invested capital slipped to 9.1% from 10.3%; return on sales also was down, to 4.4% from 4.9%.

General Motors continued its role as the nation's largest corporation, with sales of \$12.7 billion, profits of \$959 million. Runners-up to GM (and retaining their 1959 ranks): Standard Oil, Ford, GE, U.S. Steel.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Boston Herald-Traveler Corp. ¹	1961—6 mo. to Jun. 30	—	—	\$ 867,203	\$1.93	\$ 449,328
	1960—6 mo. to Jun. 30	—	—	539,193	1.26	427,931
Cohu Electronics	1961—6 mo. to Jun. 30	5,417,204	\$ 638,341	404,341	.28	1,425,591
	1960—6 mo. to Jun. 30	3,211,945	13,632	13,632 ³	.01	1,414,441
	1961—qtr. to Jun. 30	3,315,697	407,186	195,186	.14	1,425,591
	1960—qtr. to June. 30	1,719,658	8,534	8,534 ⁴	.01	1,414,441
Fairchild Camera & Instrument	1961—6 mo. to Jun. 30	\$ 44,570,000 ⁵	—	2,299,000 ³⁻⁴	1.85 ⁵	1,243,475
	1960—6 mo. to Jun. 30	30,285,000	—	1,682,000	1.35 ⁵	1,039,140
	1961—qtr. to Jun. 30	23,915,000 ⁵	—	1,422,000 ³⁻⁴	1.14 ⁵	1,243,475
	1960—qtr. to Jun. 30	16,447,000	—	881,000	.71 ⁵	1,039,140
Oak Mfg.	1961—6 mo. to Jun. 30	11,009,138	—	187,520	.28	655,794
	1960—6 mo. to Jun. 30	9,646,813	—	401,568	.61	655,894
	1961—qtr. to Jun. 30	5,825,208	—	120,608	.18	655,794
	1960—qtr. to Jun. 30	4,936,817	—	249,891	.38	655,894
RCA Story below.	1961—6 mo. to Jun. 30	721,800,000	33,400,000	17,600,000	.97 ²	16,557,000 ⁷
	1960—6 mo. to Jun. 30	707,000,000	35,400,000	18,100,000	1.14 ²	14,436,000 ⁷
	1961—qtr. to Jun. 30	360,100,000 ⁵	10,800,000	5,600,000	.29 ²	16,557,000 ⁷
	1960—qtr. to Jun. 30	345,800,000	10,000,000	5,100,000	.29 ²	14,436,000 ⁷
Storer Bcstg.	1961—6 mo. to Jun. 30	—	—	2,032,500	.82	2,474,950
	1960—6 mo. to Jun. 30	—	—	2,820,939	1.14	2,474,750
	1961—qtr. to Jun. 30	—	—	977,083	.39	2,474,950
	1960—qtr. to Jun. 30	—	—	1,397,860	.56	2,474,750
Trav-Ler Radio	1961—year to Apr. 30	—	—	211,078	.23	865,765
	1960—year to Apr. 30	—	—	706,227	.78 ⁸	827,445
Westinghouse Story below.	1961—6 mo. to Jun. 30	920,381,000	34,661,000	19,561,000	.54 ²	34,843,536
	1960—6 mo. to Jun. 30	953,844,000	73,954,000	40,454,000	1.14 ²	34,753,648
	1961—qtr. to Jun. 30	484,277,000	19,693,000	10,493,000	.29 ²	34,843,536
	1960—qtr. to Jun. 30	495,027,000	37,758,000	20,958,000	.59 ²	34,753,648

Notes: ¹Includes WHDH-TV & WHDH Boston. ²After preferred dividends. ³Record. ⁴Includes special non-recurring \$315,000 credit reflecting part of the net operating-loss carryover from the merger of Allen

B. Du Mont Labs last year. ⁵Based on 1,243,475 shares outstanding June 30, 1961. ⁶Tax provision not required because of loss carry-forward. ⁷Average. ⁸Adjusted to reflect Nov.-1960 5% stock dividend.

Westinghouse Slumps in First Half: The first 6 months of 1961 brought no solace to antitrust-troubled Westinghouse (see financial table). Earnings tumbled 51.6% from a year earlier to \$19.6 million on a 3.5% sales skid. Earnings in the 2nd quarter fell 50.1% to \$10.5 million as sales dropped 2.2%.

Explained Pres. Mark W. Cresap Jr.: "Operating results for most of the 2nd quarter continued to reflect factors which we had forecast would adversely affect earnings, although there was considerable improvement in June." The adverse factors: Soft prices, higher labor & material costs and lower sales volume resulting from the general business decline, he said.

Although Westinghouse failed for the 2nd consecutive period to cover its quarterly dividend requirements of 30¢ a common share, it is not considering any change in its dividend policy. Cresap forecast that Westinghouse's total 1961 earnings will exceed its annual dividend needs of \$1.20 a share, if the economy continues its recovery.

The outlook for the 2nd half is much brighter, he said. Second-quarter orders were up 19% over those recorded in 1961's first 3 months. The appliance market is on the mend and the trend is expected to continue in the final half. Appliances account for the bulk of sales by the Consumer Products Div., which in turn represents about 25% of Westinghouse's total volume. Cresap also noted a firming of prices in some product lines, but said "this has been spotty rather than a general movement."

RCA Profit Lags at Halftime: Despite record sales in the June quarter and a resultant 10% profit rise over April-June 1960, RCA passed 1961's halfway point with earnings trailing the year-ago pace—\$17.6 million vs. \$18.1 million (see financial table). Sales for the half gained to \$721.8 million from \$707 million.

Earnings in the 2nd quarter climbed to \$5.6 million from \$5.1 million as sales rose 4% to a peak \$360.1 million—up from \$345.8 million in 1960's June quarter. (The 2nd-quarter profit was down sharply from the \$12 million earned on \$361.7 million sales in 1961's first quarter, Vol. 17:19 p24.)

"The rise in [2nd quarter] earnings was stimulated primarily by improved business in the home-instrument area," Chmn. David Sarnoff & Pres. John L. Burns noted in a joint statement. "Sales rose across the board—in color and b&w TV, radios & phonographs. The profit improvement trend also reflects the turn-around in the national economy generally and the substantial operating savings made possible through our recent consolidation of home-instrument activities in Indiana [Vol. 17:11 p15]."

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
National Video "A" ...	Q	\$0.25	Aug. 25	Aug. 11
Sperry Rand	Stk.	2%	Sep. 28	Aug. 10
Thompson Ramo Woold.	Q	.35	Sep. 15	Aug. 31
Whirlpool	Q	.35	Sep. 10	Aug. 18

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WITH THIS ISSUE: January-June 1961 Index to Television Digest

SUMMARY-INDEX OF WEEK'S NEWS

FCC

ALLOCATIONS PROPOSAL—deintermixture & drop-ins—issued by FCC. Eight markets due to lose vhs, 8 to gain. Vhs finally added to Grand Rapids, Syracuse and Rochester (pp. 2 & 5).

MIAMI'S WCKT OUT, SUNBEAM IN, in FCC's final Ch. 7 "influence" decision. WKCT must quit on date to be set. Sunbeam gets a 4-months license, winning by default (p. 3).

FIRST FORFEITURE ORDERED BY FCC in disciplinary action against Crowell-Collier's St. Paul radio, which must pay \$2,500 for operating above authorized power (p. 7).

CLOSE SHAVE ON KMBC-TV SALE as FCC grants MetroMedia purchase in 4-3 vote, dissenters preferring hearing to explore "concentration" (p. 7).

Congress

SENATE APPROVES FCC REFORMS in Commission-drafted Pastore reorganization bill after voting 3 minor changes. Companion House bill held up in Rules Committee (p. 2).

JFK SETS SATELLITE POLICY in line with FCC plans for private ownership & operation of space-communications system, but monopoly issue is raised in Congress (p. 3).

CONGRESSMAN'S GOOF GIVES MINOW PR VICTORY. Rep. Michel (R-Ill.) accuses FCC Chairman of favoring political buddy in Moline Ch. 8 case—but it turns out he didn't vote (p. 4).

DODD WANTS FCC CENSORS to police TV. Senate juvenile-delinquency prober calls for law giving Commission "regulative & coordinative" control of networks (p. 8).

Advertising

1961 AD BUDGETS STATIC—but TV keeps climbing. Printers' Ink predicts 7% gain in TV billings this year (pp. 3 & 9).

ADMEN ON FM STEREO: Most see it as "another refinement," not strongly influencing the course of FM as an ad medium (p. 9).

Consumer Electronics

TV SET SHORTAGE likely in fall, EIA market chief Mansfield warns, predicting retail sales of more than 6.2 million sets, with inventories inadequate to meet demand (pp. 1 & 16).

"COMPACT COLOR TUBE" dispute rages as Motorola demonstrates 23-in. 90-degree prototype "due next year." RCA snaps back: Years away, if at all (p. 16).

MOTOROLA SEES GAIN on industry front, Taylor predicting sales of 6.25 million sets at retail, and healthy 2nd-half profits for Motorola (p. 19).

FM STEREO FOR N.Y. due in Sept., as new station owned by Friendly Frost strives to be first on air. San Francisco, Boston, Grand Rapids markets to open soon (p. 20).

Programs

CBS-NFL TV CONTRACT, ruled out as antitrust by federal court, sparks action by NBC to sign up 2 teams. NFL request for postponement is denied (p. 10).

NEW GAC-TV CHIEF EYES TV, predicts swing away from 60-min. shows in 1962-63 season, more 15-min. & 2-hour programs, new show types in 7:30-8:30 p.m. slots (p. 11).

Networks

CTV SIGNS PACT for Canadian microwave service for its 3,900-mile, coast-to-coast TV network (p. 13).

CANADIAN PRODUCTION BOOM BEGINS, to meet anticipated demand this fall from new 2nd Canadian network (p. 13).

CBS REVAMPS DAYTIME SCHEDULE, adding a 30-min. daily public-affairs show aimed at women and 2 newscast strips. "Captain Kangaroo" is being expanded to an hour (p. 13).

Other Departments

FILM & TAPE (p. 12). **STATIONS** (p. 14). **CATV** (p. 14). **AUXILIARY SERVICES** (p. 14). **PERSONALS** (p. 14). **FINANCE** (p. 21).

MANSFIELD WARNS OF TV SET SHORTAGE: TV sets are selling again—at a far faster clip than the industry is producing them. And the TV-manufacturing fraternity's top market researcher—Sylvania's Frank Mansfield, chairman of EIA's Marketing Data Policy Committee—predicts retail TV sales this year will be the highest since 1957.

Mansfield estimates retail sales of at least 6,220,000 sets this year—up from 5,945,000 last year. But inventories of sets in the stocks of retailers, distributors & manufacturers are at the lowest point since 1954, while sets were selling at a 7.1-million-a-year pace in April & May, and an indicated 8-million rate in June. The only thing that can head off a shortage of sets by fall, Mansfield warns, is a rapid increase in the industry's TV-production rate.

For details of Mansfield's EIA report, see Consumer Electronics section, p. 16.

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ALLOCATIONS PROPOSAL—DEINTERMIXTURE & DROP-INS: FCC's plan for solving the TV allocations problems, announced last week, is precisely as forecast in these pages last January (Vol. 17:5 p1). Most of FCC's action is in the form of proposed rule-making, with industry comments due Oct. 2. But 3 final actions were taken: addition of Ch. 13 to Grand Rapids, Ch. 9 to Syracuse, Ch. 13 to Rochester. Herewith, in brief, is FCC's proposal to lick the old problem of station scarcity:

(1) Deintermixture in 8 markets, making them all-uhf—Madison, Rockford, Hartford, Erie, Binghamton, Champaign, Columbia, Montgomery. Other markets may be proposed in the future.

(2) Short-spaced vhf drop-ins for 8 markets—Baton Rouge, Ch. 11; Dayton, Ch. 11; Birmingham, Ch. 3; Jacksonville, Ch. 10; Knoxville, Ch. 8; Johnstown, Ch. 8; Charlotte, Ch. 6; Oklahoma City, Ch. 5 (shifting KOCO-TV's Ch. 5 from Enid).

(3) Renewed push for all-channel-set legislation.

(4) Eased uhf station technical requirements.

(5) Dual vhf-uhf operations by existing vhf stations.

(6) Earmarked uhf channels for ETV.

(7) Eliminated uhf table of assignments and eliminated uhf hearings—granting CPs on first-come first-served basis.

(8) Use of uhf translators for dead-spot fill-ins.

Vote was a tenuous 4-3 for most of foregoing—Hyde, Craven & Cross dissenting. But Commission was unanimous for short-spaced vhf drop-ins, though Minow would like to give educators a chance to plump for reservation of the new assignments.

It's understood that Commission came close to impasse again. Ford argued vigorously against deintermixture, but changed his mind when he concluded Commission would do nothing unless he went along with deintermixture.

Commission intends to get 3rd channels on air fast in Grand Rapids, Syracuse and Rochester. It said it would grant "interim" CPs quickly—pending customary years-long contests for the valuable facilities—the interim to end when final winners are selected.

Announcing its proposals, Commission made clear that major thrust is to invigorate uhf. Heading on public notice was titled: "Comprehensive Actions to Foster Expansion of Uhf TV Broadcasting."

"It is not yet clear," FCC said, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, present efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combination with the now virtually saturated 12 vhf channels." (For further details, see p. 5.)

SENATE APPROVES FCC REFORMS: FCC-written legislation (S-2034), revamping Commission procedures & cutting red tape, sailed through Senate July 27, as expected (Vol. 17:30 p2), but companion reorganization bill in House (HR-7856) ran into unexpected trouble.

Senate bill was cleared by almost listless voice vote in nearly empty chamber after 3 minor amendments were tacked on to take care of questions raised by Sens. Lausche (D-O.) & Dirksen (R-Ill.). Otherwise, Commerce Communications Subcommittee Chmn. Pastore (D-R.I.), who sponsored measure, had easy job steering it to passage on floor.

House bill hit Rules Committee snag. Seeking quick clearance of his FCC bill for vote on House floor, Commerce Committee Chmn. Harris (D-Ark.) went before Rules Committee July 26 for hearing on it. Supporting him in arguments for measure as written was Commerce member Younger (R-Cal.). Two other members of Harris Committee—Reps. Flynt (D-Ga.) & Rogers (D-Tex.)—also showed up to urge further polishing of language, however. They said bill needs tightening to safeguard rights of litigants in cases delegated by FCC to staffers. Result: Rules Committee Chmn. Smith (D-Va.) pushed Harris bill aside, postponing any Committee action on it until at least Aug. 1.

Pastore avoided any such delay in Senate by quickly accepting amendments to his bill as urged by Lausche & Dirksen—the only other Senators who spoke on FCC plan. Pastore himself added language to make sure—as Lausche put it—that Commission "would never make a delegation [of case-review authority] to an irresponsible subordinate." Amendment said only "especially qualified" staffers may handle reviews. Dirk-

sen's amendments provided that: (1) Staffers who make case decisions will be disqualified from reviewing their own rulings if litigants challenge them. (2) Ex-parte prohibitions apply at all stages of cases designated for hearings.

There was no real Senate debate on Pastore's measure. In speech clinching passage, he said it carried out "objectives" of President Kennedy's FCC reorganization plan, which House rejected on "czarism" grounds. Pastore pointed out that "one major exception" in Senate bill was elimination of White House proposal to give FCC Chmn. Minow authority to assign work to other FCC members.

MIAMI'S WCKT OUT, SUNBEAM IN: FCC continued its stern march of decisions in "influence" cases last week, completing its proposal (Vol. 17:12 p1) to take Miami Ch. 7 (WCKT) from the Cox-Knight-Trammell group and give it to Sunbeam TV Corp.

Decision was very similar to Miami Ch. 10 case. Commission concluded that WCKT principals had attempted to influence FCC's original decision and should therefore lose channel. In addition, of WCKT's original competitors—Sunbeam, East Coast TV and South Florida TV—only Sunbeam wasn't charged with attempted influence. Sunbeam is to be given a 4-month license.

In Ch. 10 case, WPST-TV was ordered to quit, and L. B. Wilson was left as the only "clean" applicant. Only difference in the 2 decisions: WPST-TV was given a termination date but WCKT must quit "on a date to be later specified," and effectiveness of whole decision is held in abeyance "until further order of the Commission." It's understood that Commission wants to avoid repetition of problems in Ch. 10 case—namely, that Wilson built quickly and has had to stand by expensively while awaiting court appeals. Presumably, it wants to clean up litigation before requiring Sunbeam to build.

It is assumed Sunbeam got 4-month license for same reason Wilson did. Sunbeam won Ch. 7 only by default, and Commission serves notice that other qualified applicants may compete for channel soon.

Full text of decision isn't available yet, so Commission's full analysis isn't available. Vote was 5-1, Lee dissenting, Craven not participating. Noteworthy is Chmn. Minow's majority vote in view of his close political relationship with Cox Stations' managing dir. J. Leonard Reinsch, TV-radio advisor to President Kennedy. Of course, as one FCC source put it: "If Minow voted otherwise on this one, he'd be done for."

1961 AD BUDGETS STATIC—BUT TV KEEPS CLIMBING: Despite almost-unchanged ad-expenditure totals, TV is nevertheless expected to show a healthy 7% gain in gross time billings for 1961 over 1960, according to Printers' Ink estimates released last week.

Total ad volume will hit "nearly \$12 billion" in 1961 as it did in 1960. PI's estimate for all of 1961 (based on first-quarter activity) forecasts \$11,945,000,000 for this year—which represents a step-up of only 1/10 of 1% over the 1960 final estimate of \$11,931,700,000. (For further details see p. 9.)

JFK SETS SATELLITE POLICY: Kennedy administration's space-communications program, centered on FCC's plans for private-company ownership & operation of satellite system (Vol. 17:30 p15), was placed officially on launching pad last week—and Congressional critics promptly took up kibitzing posts around it.

"It is for the Congress to decide whether to go along with the program as developed or whether to insist on particular changes," House Commerce Committee Chmn. Harris (D-Ark.) warned FCC Chmn. Minow and other administration spokesmen who testified at hearings on the program, which was formulated by Vice President Johnson's National Space Council.

Dangers of monopolization of space by AT&T, RCA—or other international communications carriers favored by FCC for satellite ventures—were cited by Committee members at 4-day sessions. Hearings coincided with July 24 release by President Kennedy of his space-policy statement & next-day release by FCC of its implementing plans, which had been adopted July 21.

Similar monopoly questions already had been raised by House Space Committee in earlier hearings—and more Congressional inquiries into issues were scheduled. Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) called Minow for questioning Aug. 1. Senate Small Business Committee Chmn. Sparkman (D-Ala.) put Minow on top of his witness list for August 2-4 hearings and extended them into next week (Aug. 9-11). In House, Rep. Ryan (D-N.Y.) introduced measure (H. Con. Res. 360) calling on govt. to "retain & exercise ownership & responsibility" for satellite systems for at least 2 years.

NASA plans for communications-satellite launching tests moved ahead meanwhile. Govt. space agency signed agreement July 27 with AT&T by which 2—and perhaps 4—satellites built at company expense will be sent up next year. AT&T will reimburse NASA for launching & tracking cost—estimated at about \$6 million per shot—and AT&T will give NASA all scientific data gathered in experiments. "We feel we have effectively prevented any possibility of AT&T developing or increasing a monopolistic position during this period," said NASA's gen. counsel John A. Johnson. Satellite being built for NASA by RCA under contract also is scheduled for 1962 launching.

Possible hazards of Communist infiltration of any worldwide system were also mentioned by Rep. Hemphill (D-N.C.), in Harris Committee proceedings. If Russia & Red China are invited to co-operate with U.S.-sponsored system—as contemplated by administration—they could be counted on to "steal everything they can & take credit for it," Hemphill said.

"Private ownership & operation of the U.S. portion of the system is favored," President Kennedy said in the key section of the White House policy directive, which nevertheless laid out some strict govt. requirements which companies must meet. Among them: (1) "Make the system global in coverage." (2) "Provide opportunities for foreign participation." (3) Insure "non-discriminatory use." (4) Set up "competitive bidding in the acquisition of equipment." (5) Observe antitrust laws and "regulatory controls of the govt."

FCC stressed anti-monopoly space safeguards in its implementing statement, which called on AT&T, RCA and 8 other international common carriers to form ad hoc committee to devise plans for "joint venture" into space and report back to Commission not later than Oct. 13. FCC instructed group "to prevent any single participating carrier from being in a position to dominate or control the development, construction, management, operation or use" of system. FCC also warned against any "favoritism" in equipment procurement.

Safeguards also were emphasized in House testimony by Minow, who said Commission "regards the establishment of a communication-satellite system of the greatest urgency & national importance." In answer to questions by dubious Commerce Committee members, he argued that FCC's restrictions may be so tight that combine couldn't reap much profit—although he conceded it's "too early to tell" how much money companies may find in space. Harris Committee was given this tentative satellite timetable by FCC Comr. Craven: First experimental launching, 1963. First telephone-message relays, 1964. Regular TV programming in space, 10 or maybe 20 years later.

Industry Committee will meet for first time Aug. 3, with Comr. Craven presiding under rules limiting discussion to "agenda approved in advance by the Commission" and forbidding company representatives to engage in space negotiations among themselves outside FCC-sanctioned meetings. Invited to participate, in addition to AT&T & RCA: American Cable & Radio Corp., Hawaiian Telephone Co., Press Wireless Inc., Radio Corp. of Puerto Rico, South Puerto Rico Sugar Co., Tropical Radio Telegraph Co., United States-Liberia Radio Corp., Western Union Telegraph Co.

FCC turned down GE and General Telephone & Electronics as participants in combine—at least for now. Reaffirming initial position adopted in May—that only companies with overseas communications business should be involved at outset in satellite development—FCC said it would take another look at the case for GE and other non-qualified companies after ad hoc committee reports in October.

CONGRESSMAN'S GOOF GIVES MINOW PR VICTORY: One of most bumbling political backfires in recent memory last week gave FCC Chmn. Minow a public-relations break. GOP Rep. Michel (Ill.) got up on House floor July 27 and delivered a bitter attack on Minow, taking 2½ pages of Congressional Record with this charge: After examiner recommended a winner in Moline's 5-way contest for Ch. 8, favoring Community Telecasting, Minow voted to reverse—to give channel to Moline TV Corp., whose principals include Richard Stengel. Minow, Michel went on, had stumped for Stengel when latter was Democratic nominee for U.S. Senate in 1956. Ergo, Michel concluded, Minow voted for his political buddy.

Only thing wrong with Michel's argument, as Minow noted next day, was that he (Minow) didn't vote at all in the case—precisely because Stengel was involved with one of the applicants.

FCC keeps secret its votes in instructions to staff in such cases as foregoing, doesn't release votes until final decision. Michel made fatal assumption that Minow voted for Stengel group. Much of Michel's attack centered on assertion that Stengel group hadn't searched out Moline's broadcast needs and that Minow (& FCC majority) violated their own principles by favoring it.

All Commissioners were so worked up by Michel's gaffe that they decided to disclose vote in the case.

It turns out that not only had Minow not voted but 3 FCC Republicans & one Democrat (Ford, Hyde & Lee plus Bartley) had favored Stengel group. Democrat Cross voted for examiner's choice—Community Telecasting—and Craven had abstained because his former engineering firm worked for one contestant.

Minow was testifying on space communications before Harris Committee day after Michel attack, read his response to Committee. He said, in part: "I decided after attending oral argument not to vote in the case nor to participate in the deliberations about it because I knew one of the applicants and had worked in his behalf when he was a candidate for public office. For that reason I stayed out of the case. On behalf of the Commission & myself, I resent this type of careless accusation. We make every effort to decide each case fairly & squarely—that's the only way to conduct this important work before the Commission." Michel's answer to that was that Minow shouldn't even have listened to oral argument.

FIRST-HALF INDEX TO NEWSLETTERS: With this issue, to all Television Digest subscribers goes our index covering all 1961 issues through the end of June (Vol. 17:1-26). This index is cumulative and replaces the Jan.-March index, which may now be discarded.

The index enhances the permanent reference value of Television Digest—the only fully indexed publication in the TV field. Indexed under broad subject categories (and names of companies in the manufacturing field) are all the significant events covered & interpreted in the Digest.

The FCC

More about

ALLOCATIONS DETAILS: Though full texts of FCC's final proposed allocations actions aren't to be released until this week, the Commission last week issued a long public notice summarizing what it did. Herewith is an elaboration of the quick checklist on page 2:

(1) Deintermixture. "The Commission believes it is of prime importance to increase the number of communities where all TV stations are confined to the uhf band. Elimination of vhf-uhf intermixture would be most practicable in markets where there is only one vhf station operating in competition with one or more local uhf stations, and where considerable numbers of receivers in the hands of the public are capable of using uhf signals. It initiated deintermixture proceedings in 8 markets where it appears that the uhf service areas of local stations would be sufficiently free from competition from outside vhf stations to promise meaningful improvement in the possibilities for enhanced uhf services through the removal of the local vhf channel assignments. It contemplates additional deintermixture proceedings in further markets."

The Commission thus proposed deintermixture of the 7 markets we disclosed (Vol. 17:30 p4) as recommended by the staff as "more favorable," plus one from the "less favorable" group (Montgomery). The stations proposed to be shifted to uhf are WISC-TV (Ch. 3) Madison, WREX-TV (Ch. 13) Rockford, WTIC-TV (Ch. 3) Hartford, WICU-TV (Ch. 12) Erie, WNBF-TV (Ch. 12) Binghamton, WCIA (Ch. 3) Champaign, WIS-TV (Ch. 10) Columbia, and WSFA-TV (Ch. 2) Montgomery. With one exception, the Commission didn't say what it planned to do with the deleted vhf's. It intends to let industry make its recommendations. The exception is Hartford. It's understood that the FCC will say that Ch. 3 could be used commercially or for ETV in Providence, for ETV in Hartford or for ETV elsewhere in Connecticut.

(2) Short-spaced vhf drop-ins. Here are the important factors involved, according to the Commission: (A) That the markets selected be included in the 75 major TV markets, (B) that 2 vhf's are operating in the markets, (C) that there be "minimal dislocation to existing stations," (D)

that there be no "significant adverse effect" on uhfs, (E) that potential service gains outweigh losses, (F) that minimum spacings be 120 miles co-channel, 40-miles adjacent, (G) that assignments conform with international agreements.

FCC said it would issue engineering tables "in the interest of orderly procedure and simplification of the process of calculating required radiation suppression." It turned down pending petitions inconsistent with its decision.

As with the vhf drop-ins finalized last week, FCC said it would welcome proposals for "interim" operations of the short-spaced drop-ins (if they're also ultimately finalized) to provide service quickly while waiting for final decisions in the usual protracted comparative hearings.

(3) All-channel sets. "The Commission has requested Congress to enact legislation giving it authority to prescribe all-channel receivers to be shipped in interstate commerce. Resultant improvement in respect to receivers' incompatibility would encourage the building of more uhf stations and make possible further steps by the Commission to provide for substantially all-uhf assignments in certain areas of the country where population is dense and communities capable of supporting TV stations are located close together, thus permitting multi-channel all-vhf service in sparsely populated areas or where terrain makes vhf service more appropriate. Unless it be found later that all TV can be shifted to . . . uhf . . . such a regionally deintermixed system may permit the most efficient possible use of the 82 channels now allocated to TV."

The Commission is bitterly disappointed by Congress's failure even to schedule hearings on the proposed legislation. It's understood that White House spokesmen explained the long delay in sending the measure to Congress thus: "It was lost." Suspicion at the Commission is that Commerce Secy. Hodges persuaded the administration to bottle it up as long as possible.

(4) Eased uhf technical standards—to eliminate lower sideband attenuation, modify DA restrictions, allow remote control, allow aural power as low as 10% of visual.

(5) Dual vhf-uhf operations. "One of the potentially significant means whereby uhf service may be introduced in communities which are now primarily or completely vhf would be the operation by vhf station licensees of an ancillary uhf outlet. It would (1) make provision for

waiver of the duopoly rule to permit such dual operation by the same licensee and (2) insure the continued reservation of adequate spectrum space for the future development of educational television. To meet these two needs, it would insure that wherever a commercial vhf channel is assigned and wherever there is an authorized vhf educational TV station or an unused vhf or uhf educational channel assignment, there will remain available sufficient uhf spectrum space to accommodate an equivalent number of uhf stations. If studies, which the Commission understands are being made, lead to proposed revisions of present provisions for educational television, any such proposal will receive attentive consideration by the Commission in reaching its decision herein.

"The Commission appended a table showing numbers of uhf channels to be earmarked in individual community 'pools,' subject to amended substitutions, until three years after the effective date of legislation concerning all-channel sets or until Dec. 31, 1965, whichever date shall first occur. This will give the Commission time to make further decisions in light of intervening experience including results obtained in its New York City uhf-TV project. The dual operation would work this way: An applicant who is within the class of persons for whom pooled channels are earmarked (*i.e.*, the holder of a local vhf authorization or an educator) may apply for any of the local pool earmarked unapplied-for channels, or for any other channel locally available. In the latter case, one of the earmarked channels will be dropped from the pool. An applicant other than a holder of a local vhf authorization or an educator would be permitted to apply for an earmarked channel or for a channel causing short separations to an earmarked channel provided that, when he so applied, he proposes an acceptable substitute channel for the earmarked pool. By this means, it would be possible to avoid reducing the number of pooled channels required for holders of vhf authorizations and educators and at the same time avoid preferential earmarking for persons eligible to participate in the pool as against other applicants prepared to go forward with the building and operation of the local station."

Uhf Allocations Table To Be Dropped

(6) Elimination of uhf TV table of assignments. "The Commission proposes to amend the rules to enable a qualified applicant to designate and apply for any uhf channel available for local assignment meeting prescribed separation rules. In this connection, the Commission invites comments on methods and restrictions it should take to safeguard against the taking up of uhf channels in a manner which would result in ultimately inefficient distribution of uhf assignments and earlier saturation than would occur under the present system of fixed assignments. One method which may have merit, and which the Commission is studying, would be to make groups of channels available alternately to major markets or smaller outlying cities to help preserve equitable distribution and avoid undue concentration of all the more desirable uhf assignments in the larger cities to the deprivation of smaller communities. Such a system might retain the advantages of a fixed city-by-city table of allocations and at the same time provide the degree of flexibility needed to stimulate the development of uhf TV by making low channels more easily available to early starters. The first applicant for a locally available channel would tentatively pre-empt it as against subsequent applicants, and the pre-emption would be confirmed upon any subsequent grant of the application. The Commission would rigorously require such grantees to build

and start operating within the prescribed time, with extensions to be considered only for brief periods when good cause is amply shown. At such time as local availabilities approach saturation, the opportunity to so pre-empt a channel would be discontinued and the Commission would then recur to the traditional system of comparative hearings for mutually exclusive applications."

(7) Use of TV translators. "The Commission favors the use of uhf channels for translator use in supplement service from major uhf stations. After the pattern of major use of the uhf band emerges more clearly, the Commission will then be prepared to consider making additional uhf channels (now limited to the upper 14 channels) available to translators, consistent with preservation of needed uhf spectrum space for full-fledged TV stations."

Springfield Case Revived: "A fresh start" in FCC's tangled Springfield, Ill. deintermixture case (Vol. 17:8 p15) has been ordered by the Court of Appeals. In & out of court since 1957, when Ch. 2 was shifted from Springfield to St. Louis and then awarded to KTVI, the case was remanded to the Commission "with instructions to conduct an entirely new proceeding." FCC had urged limited re-opening of the case, in which it scored *ex parte* conduct by KTVI Pres. Harry Tenenbaum, but did not "absolutely disqualify" owner Signal Hill Telecasting Corp. Ordering the new start instead, the Court of Appeals said: "In all the circumstances, we think it would not be appropriate for the Commission to determine in 1961 on the basis of a somewhat supplemented 1957 record where vhf Ch. 2 ought to be assigned." The Court added that it had no doubts that "conduct of the type Tenenbaum engaged in, occurring since the Commission's earlier decision on this point in this case, would be grounds for disqualification." But it gave FCC discretion to continue KTVI's operations.

Spartanburg Case (cont.): Marathon litigation over the site-move case of WSPA-TV (Ch. 7) Spartanburg, S.C., produced an unusual action last week. FCC agreed with the objections of protestant WAIM-TV (Ch. 40) Anderson, S.C. and ordered the hearing record reopened for further testimony—on the ground that chief examiner James Cunningham had improperly stopped cross-examination of WSPA-TV principals by WAIM-TV counsel. WAIM-TV was trying to prove its allegations that *ex parte* contacts had been attempted with an FCC Commissioner. Though Cunningham's initial decision recommended that WSPA-TV be denied a shift from Hogback to Paris Mountain because coverage would suffer, WAIM-TV is attempting to go further & get WSPA-TV disqualified as a licensee—on the *ex parte* charges. Comrs. Lee & Cross dissented in last week's action.

"Notice" Rules Amended: With Comrs. Hyde, Ford and Cross dissenting on one point or another, FCC has altered its rules (Sec. 1.359 & 1.362) requiring broadcast applicants to give local notices of filings or designations for hearings: (1) Renewal applicants must advise the public that letters can be written to the Commission "to call its attention to facts for consideration." (2) If there's no daily newspaper in an applicant's community, a weekly paper will do for publication of notices. (3) If there's no other operating station of its kind in the community, broadcast notices—without publication—will do. (4) If broadcast announcements are permitted, they must be made between 7 & 10 p.m. on TV, between 7 & 10 a.m. on AM & FM.

CP Granted: Ch. 32, Montgomery, Ala., to First Alabama Corp., Columbia, S.C.

FIRST FORFEITURE ORDERED: In the first such disciplinary action of its kind against a station under the Harris-Pastore Act, FCC has ordered Crowell-Collier's radio KDWB St. Paul to forfeit \$2,500 to the U.S. Treasury for "repeated failure" to operate under license conditions.

Cited by the Commission in proceedings which ended in collapse of Crowell-Collier's \$11-million deal to buy radio WMGM N.Y. (Vol. 17:29 p4), the St. Paul station had operated since August 1959 with power in excess of that authorized, FCC said.

FCC Chmn. Minow voted for the forfeiture but said it should have been the full amount—\$10,000—specified in FCC's March 22 notice of liability to Crowell-Collier.

In a covering opinion, FCC said: "We intend to use the forfeiture proceeding, as we believe it was intended to be used, to impel broadcast licensees to become familiar with the terms of their licenses & the applicable rules . . ."

In other get-tough disciplinary actions, FCC:

Ordered Edwin H. Estes to show cause why the license for his radio WPFA Pensacola shouldn't be revoked and a renewal hearing for his WMOZ Mobile shouldn't be held. FCC said WMOZ submitted "false & forged program logs" with its renewal application, misrepresented its finances, "compelled employes to violate the Commission rules under threat of dismissal."

Limited radio WILD Boston to a one-year renewal only to Aug. 1, 1962. FCC said the station hadn't been paying employe withholding taxes and that other questions about its financial condition hadn't been resolved.

Gave radio WAVA Arlington, Va. a one-year renewal. FCC called on it to "demonstrate continued improvement of its programming and commercial policies & practices."

Rejected a plea by radio WIRA Fort Pierce, Fla. for reconsideration of a limited renewal of its license and FM CP to May 1, 1962. FCC said the station's petition may have cleared up some citations against it, but that others remained unexplained. Comrs. Bartley & Lee voted to give WIRA a full 3-year license.

JFK's Code Issued: The White House has followed up President Kennedy's May message to Congress on ethics in govt. (Vol. 17:19 p15) by distributing copies of *Minimum Standards of Conduct* to FCC Chmn. Minow and heads of all other federal depts. & agencies. The code was prepared by the Civil Service Commission, approved by the President and handed out by his special asst. Frederick G. Dutton. Designed to prevent govt. employes from profiting personally from their job connections, the primer rules warn them against conflicts of interest—whether real or apparent.

N.Y. Uhf Progress Report: FCC has recapitulated the contracts signed for its N.Y. uhf projects, issuing a public notice (No. 8145) describing each. In addition, it reported that it's seeking "cooperation of all facets of the TV industry," has received consent of all N.Y. stations to repeat their programs, has been given gratis licenses by ASCAP, BMI and SESAC, requests "assistance of the various labor unions & guilds concerned." "The FCC has no funds," it explained, "to pay any of these groups for their contributions to the project."

Network Hearing Resumption: FCC has set Sept. 26 for the next phase of its network hearing, resuming with a to-be-announced list of national advertisers as witnesses in the N.Y. sessions.

CLOSE SHAVE ON KMBC-TV SALE: MetroMedia's \$9,650,000 purchase of KMBC-TV (Ch. 9) & KMBC Kansas City from Cook Bestg. Co. squeaked by on a 4-3 vote last week. Dissenters Minow, Bartley & Cross would have had the principals justify the sale in a hearing.

The close vote serves as definite warning to multiple owners of difficulties in hiking their holdings which may lie ahead in next few years, as FCC membership changes.

Though the dissenters didn't specify why they wanted a hearing, it's understood they were concerned about "concentration"—whether MetroMedia would own too many major outlets in major markets. Last month (Vol. 17:23 p3), FCC wrote parties about its concern—and last week, the Commission majority showed it was satisfied with response. The Commission letter had noted that the Kansas City buy would give MetroMedia 3 vhf's in the top 25 markets & 4 AMs in the 25—implying this might be too many.

Associated with the Kansas City deal was FCC's approval of MetroMedia's: (1) Purchase of radio KFRM Concordia, Kan. for \$400,000 and resale to KFRM Inc. for \$201,000. (2) Sale of tangible property of KMOS-TV (Ch. 6) Sedalia, Mo. to KRCG (Ch. 13) Jefferson City for \$200,000. Cook is assigning the license of KMOS-TV to KRCG without monetary consideration.

FCC Budget Restored: The Senate Appropriations Committee has voted to give FCC its full budget estimate of \$12.5 million for the fiscal year started July 1. Reflecting a favorable reception given FCC Chmn. Minow at a June hearing (Vol. 17:25 p2), the Committee recommended that a House-voted cut of about \$125,000 in the Commission's appropriation (Vol. 17:24 p13) be restored. It said a reduced budget would "create problems" for FCC in such areas of stepped-up operations as space communications (see p. 3) and field hearings on license renewals. The amended House appropriations bill (HR-7445) covering FCC and a host of other agencies was called up for a Senate vote July 29 at an unusual Saturday session.

FCC Pay Raises Proposed: Salaries of FCC members would be increased \$2,000 under a bill (S-2307) by Senate Commerce Committee Chmn. Magnuson (D-Wash.). It provides \$22,500 for the Chairman, \$22,000 for the other 6 Commissioners. Members of FTC, FPC, CAB and ICC would get similar raises. Magnuson's proposal was referred to the Post Office & Civil Service Committee headed by Sen. Johnston (D-S.C.).

Manufacturers' "Law Practice": TV equipment-maker Electron Corp., Dallas, seeking to abide "by the letter of the law," last February asked FCC if it was violating Commission rules by helping customers fill out applications. Last week, the Commission answered by saying that Electron Corp. "may not furnish legal services to an applicant" and "may perform the ministerial function of furnishing an applicant the technical information required to complete an application." The Commission concluded: "The applicant continues to bear the ultimate responsibility for the correctness & accuracy of the information contained in the application."

Uhf Translator Grant: Cowles Magazine & Bestg. Inc. has been given a CP by FCC for a uhf translator on Ch. 70, Fort Dodge, Ia., to carry programs of its KRNT-TV (Ch. 8) Des Moines.

Salisbury Sale Okayed: FCC has approved the \$1,211,246 sale of WBOC-TV (Ch. 16) & WBOC Salisbury, Md. to WMAR-TV Baltimore.

Congress

DODD WANTS FCC CENSORS: Chmn. Dodd (D-Conn.) of the Senate Judiciary Juvenile Delinquency Subcommittee, who said in June that he'd give TV networks 6 months to clean up violence & sex in their programming (Vol. 17:27 p7), decided last week that he was tired of waiting.

"The time has come to stop this nonsense," Dodd said as he started another round of hearings on TV's effects on children (Vol. 17:30 p14). He called on Congress to broaden the Communications Act so that FCC can regulate the networks & assume the role of program censor.

In what amounted to a rerun of Subcommittee testimony in June—when TV film producers & admen charged that the networks forced them to spice shows with plenty of girls & action (Vol. 17:25 p7)—Dodd put a string of Hollywood & N.Y. witnesses on the stand to buttress his complaint. Their theme was set by Ziv-UA producer Maurice Unger, who said network chiefs exercise "virtually complete control of the airwaves."

Dodd proposed authorizing the Commission "to assume a regulative & co-ordinative function over the networks in order to eliminate broadcasting of violence for its own sake, in order to enable TV to develop to its true capacity, and in order to assure that networks & independent stations operate in the best interests of the American people."

His new blast at TV also brought in another indictment of TV shows, which have been charged at Subcommittee hearings with everything from dullness to lewdness. The networks, Dodd said, are not only guilty of exploiting sex; they are promoting "eccentric sex."

Clergyman Scores TV's Influence

Dodd got some support for his latest charge from Msgr. Joseph E. Schieder, who heads the Youth Dept. of the National Catholic Welfare Conference. He cited a case on which he had worked, involving a 16-year-old boy who mutilated his body with acts of sexual masochism.

The clergyman testified that the boy watched a TV show in which a character took pleasure in performing sadistic acts on a man he was guarding. The boy then started "experimenting" on himself, Msgr. Schieder said, maintaining that TV was directly responsible for the self-mutilation.

The Catholic social worker also recounted a case in which he said a youth ended up by raping & murdering a girl after watching demonstrations of masculine strength on TV. The youth's own girl had rejected him as a weakling, Msgr. Schieder said, agreeing with Dodd that prompt action is needed to halt TV's "fantastic variety of bloody or brutal offerings."

More restrained testimony came from HEW Secy. Abraham Ribicoff, who said TV can't be blamed for all social evils. Moreover, he assured Dodd, TV deserves recognition for presenting good programs which show imagination and concern for culture & public understanding of world affairs.

"Let's be perfectly frank about it," Ribicoff said. "We cannot say with certainty that a bad program causes a child to do bad things. Or that a good program guides him towards better things." The Cabinet officer urged that parents take a stronger hand in controlling their children's viewing habits.

"Parents must learn to get tough with themselves & their children, as well as with the TV industry," Ribicoff went on. He said that more detailed research will be required before TV critics can establish relationships between

episodes "which darken our TV screen" and anti-social behavior by children.

A cautionary statement for the Senate Subcommittee's record also came from the American Civil Liberties Union. Citing opinions by N.Y. criminologist Donald E. J. MacNamara and N.Y.U. law teacher Paul W. Tappan, the ACLU said no TV shows—or books, or movies—should be censored "unless a direct causal relationship" to illegal acts can be proven.

But these go-slow statements were topped in newspaper-headline coverage of the hearings by livelier evidence—such as the anti-network testimony by Ziv-UA's Unger and letters & memos put into the record by Dodd.

Unger maintained that heads of the 3 TV networks are far more powerful than the 7 FCC members under present law, that they maintain a virtual programming monopoly which should be cracked by Congress. He said the networks use their power to strangle creativity in shows and keep the sex-&violence content high. Sometimes, he told Dodd, TV producers get formal letters from network officials calling for a hold-down, then receive follow-up telephone calls asking for more action. He recalled that one such call urged not only more sex but "blacker villains so we can kill everybody off at the end."

One piece of 1959 Ziv-NBC correspondence produced by Dodd summed up what Dodd said was a conversational understanding about the content of *Man & the Challenge*. "The 2 major story facets to be stressed in the new concept of *Challenge* are sex & violence," said the Ziv letter.

Dodd also exhibited a Ziv memo on *Challenge* which quoted unnamed NBC officials: "We would undress [the hero] as much as possible in every episode . . . His rippling muscles should be displayed at every opportunity for women viewers. As for the men, it's that old standby—girls."

The ultimate *Challenge* product was defended by vp Joseph R. Daly of Doyle Dane Bernbach, N.Y. agency which handled the show. "We never had anything but a clean show," he said, explaining that the producers disregarded some instructions in the memos.

ABC-TV's *The Untouchables* also was featured in documents unearthed by the Subcommittee's staff. In one, exec. producer Quinn Martin complained in January 1960 about repetitious scenes in which men were run down by automobiles. "I like the idea of sadism, but I hope we can come up with another approach to it," Martin said. Another Martin memo commented on the gunning-down of a group of prostitutes: "This scene is the roughest I have ever seen. I don't know if we can get away with it, but let's leave it in. Have a feeling you may have to kill the girls off camera."

ABC-TV's continuity dept. was represented in another memo as being "revolted" by the number of killings in *The Untouchables*.

Science Aide Sought: The Senate has approved a bill (S-1456) by Commerce Committee Chmn. Magnuson (D-Wash.) authorizing appointment of a new Asst. Secy. of Commerce for Science & Technology. Requested by Commerce Secy. Luther H. Hodges, the measure would put such science-related offices as the Bureau of Standards, Patent Office and Weather Bureau under over-all supervision of the new official. He also would help co-ordinate govt. & private research in development of new products.

"Conflict" Bill Advances: The House Judiciary Committee headed by Rep. Celler (D-N.Y.) unanimously approved a bipartisan bill (HR-8140) updating laws governing private activities of govt. officials & former federal employees (Vol. 17:29 p13).

Advertising

More about

TV's 1961 CLIMB: The estimate of total 1961 ad volume (see p. 3) released last week by *Printers' Ink* indicates that TV's 7% gain over 1960 is to be accompanied by only one other media gain—the magazines, with 1%. All other media listed are down—news-papers, radio, outdoor, and business papers. Television's outstanding gain is attributed by *PI* largely to stepped-up national daytime business.

At the end of May 1961, national ad dollars were 1% under the same 5-month period of 1960, the study further informs, but adds that increased activity will reverse this into a 2% national-advertiser gain by the end of the year. What will water the 2% gain down to 0.1% is the reduced spending expected from local advertisers.

Getting away from estimates, the ad trade paper is able to point out that the final total for 1960, now available, runs 6% above 1959 and establishes a record high.

Here's the table:

Medium	1960		% change
	Expected 1961	final estimate	
	ad volume (\$ millions)	ad volume (\$ millions)	'61 vs. '60
Newspapers (national)	\$ 810.0	\$ 836.1	-3%
Magazines	950.0	940.8	+1
Television (network & spot)	1,420.0	1,325.0	+7
Radio (network & spot)	245.0	253.0	-3
Business papers	585.0	609.3	-4
Outdoor (national)	125.0	137.2	-9
Other investments by national advertisers	3,285.0	3,194.5	+3
Estimated total investments by national advertisers	7,420.0	7,295.9	+2
Estimated total investments by local advertisers	4,525.0	4,635.8	-2
Grand Total	\$11,945.0	\$11,931.7	+0.1

Top 20 Air Agencies: The advertising agencies doing the greatest amounts of billing in TV & radio are presented in the July 24 *Sponsor* as follows:

Rank	Agency	Air Billings (in millions)
1	J. Walter Thompson Co.	\$151.4
2	Young & Rubicam	112.7
3T	Ted Bates & Co.	105.0
3T	McCann-Erickson	105.0
5	Batten, Barton, Durstine & Osborn	92.5
6	Benton & Bowles	88.0
7	Leo Burnett Co.	65.6
8	Dancer-Fitzgerald-Sample	62.0
9	William Esty Co.	60.0
10	N. W. Ayer & Son	57.0
11	Compton Advertising	50.0
12	Kenyon & Eckhardt	47.6
13	Lennen & Newell	45.1
14	Foote, Cone & Belding	44.1
15	Campbell-Ewald Co.	36.0
16	Cunningham & Walsh	34.5
17	Sullivan, Stauffer, Colwell & Bayles	32.0
18	Erwin Wasey, Ruthrauff & Ryan	29.1
19T	Grey Advertising Agency	26.2
19T	Needham, Louis & Brorby	26.2

Ad People: William B. Templeton, ex-Cunningham & Walsh TV-radio vp, appointed TV programming consultant, Ted Bates . . . Dick Feldman, former TV dir. (*Bell Telephone Hour*, *Perry Como Show*, others), and commercial TV dir., Campbell-Ewald, named TV producer, Doyle Dane Bernbach.

Alice Moseley named a McCann-Erickson vp . . . William P. Gordon appointed vp, Dancer-Fitzgerald-Sample . . . Frederic Lyman Horton, ex-NBC-TV network sales exec., named vp, Norman, Craig & Kummel.

AD AGENCIES VIEW FM STEREO: Madison Avenue has mixed emotions about FM stereo as an ad medium. This was evident from the assorted reactions to an NAB survey of advertisers & agencies, as reported by NAB radio vp John F. Meagher in his July 19 address to the EIA FM stereo symposium at the Music Show in Chicago (Vol. 17:30 p18). Selected quotes from ad agency responses, as reported by Meagher:

An executive of a leading ad agency: "Stereo is not going to have much effect on advertising. Stereo gives FM an added plus, but I don't think the public understands stereo thoroughly enough to appreciate it. The cost of converting monaural equipment to stereo will hold up listener enthusiasm for a while."

An official of another agency: "Stereo will stimulate buyer interest in FM, but I don't think the coming of stereo will change the FM audience character. The listener will still be in a select high-income group. Therefore, FM's virtues for an advertiser will remain the same as before."

Still another agencyman: "Stereo won't make that much difference. The FM listener is the same FM listener with or without stereo."

Another concurs, with this statement: "How stations program is far more important than whether they broadcast in stereo or not. FM is there now for any advertiser who is interested. Stereo will not make enough difference."

A timebuyer for a big N.Y. agency: "Stereo will spark much more FM interest. Stereo is the excitement the medium has been looking for. The FCC's indecision on stereo systems has probably held people back from buying sets. When stereo receivers reach the market, these people will be there to buy them. The stereo-record industry has had such a boom that I am sure the same people who buy the records will want FM stereo receivers. If the switch to stereo catches on with listeners, then advertisers will take more interest. We have already found FM to be an excellent medium."

Another N.Y. agencyman: "Color TV has been held back by its cost and lack of technical perfection. Black-&-white is there and the viewer is satisfied with it. FM stereo may have the same problem. The cost factor is important here. It may be 5 years before the real effect of stereo will be felt in FM."

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WBMM-TV Chicago	\$4750 to \$5000	\$1200 ¹	Jun. 3
WNAC-TV Boston	3000 (no change)	650 to 700 ¹	Jul. 1
WBZ-TV Boston	2600 to 2800	650 to 675 ¹	Jun. 1
WEWS Cleveland	1900 to 2000	625 to 725	Apr. 16
WTAE Pittsburgh	1800 (no change)	500 to 525 ¹	Jun. 1
WMAR-TV Baltimore	1650 to 1700	425 to 450	Jun. 1
KTVI St. Louis	1400 to 1650	325 to 350	Jul. 1
WFBN-TV Indianapolis	1300 to 1400	350 to 400	Jun. 1
WBTV Charlotte, N.C.	1250 to 1350	325 to 330	Jun. 1
WSAZ-TV Huntington	1000 to 1300	220 to 240	Jun. 1
WTVN-TV Columbus, O.	1000 to 1050	260 to 300	Jun. 1
WLAC-TV Nashville	950 (no change)	200 to 225	Jun. 1
KLZ-TV Denver	900 (no change)	270 to 300	Jun. 1
KARD-TV Wichita	800 (no change)	130 to 195	Jun. 24
KUTV Salt Lake City	750 (no change)	125 to 168	May 1
KONO-TV San Antonio	700 (no change)	200 to 210	Jun. 1
WSTV-TV Steubenville, O. ..	600 (no change)	140 to 180	Jun. 10
WGSC-TV Charleston, S.C. ..	400 to 500	100 to 110	Jun. 1
WKBM-TV San Juan, P.R. ..	265 to 325	65 to 90	May 15
WNOK-TV Columbia, S.C. ..	200 (no change)	25 to 60	Jun. 1

¹20 Sec. only.

Obituary

Hyland L. Hodgson, 69, former vp of Ellington & Co. and partner in J. M. Mathes until 1945, died July 24 after a long illness. In the early 1930s, he had been head of N. W. Ayer's radio-advertising section. Surviving are his wife, a daughter and 6 grandchildren.

BRICKBATS (& BOUQUETS) FROM PINKHAM: Any poll of TV admen would put Ted Bates high on the list of agencies least likely to take a critical swipe at network TV in its present form. Its clients are participation sponsors in a long string of action-adventure shows (*The Untouchables*, *77 Sunset Strip*, *SurfSide 6*, *Roaring 20s*, *Checkmate*, et al.), rarely buy "prestige" shows, and the agency has achieved considerable fame for its hard-sell commercial approach. But it was a Bates TV executive—senior TV-radio vp Richard Pinkham—who launched a blast at TV last week before a N.Y. meeting of the Magazine Promotion Group.

Most of what Pinkham had to say had already been said this year by other critics of the medium, from FCC Chmn. Minow to syndicated columnists. The story, however, was not so much in what was said but who said it. TV, Pinkham told the print-media promotion executives, was "a sick medium," and its present programming was due to "decision-making executives who tend to play it safe because the stakes are so high."

Hollywood (chief source of most shows bought by Bates) came in for some knocks. The TV medium, said Pinkham, was in "Hollywood's velvet embrace," and the result was "imitativeness." What was needed was more "imagination & courage" on the part of program producers, he added. Pinkham cited the recent small-but-steady decline in nighttime viewing in the average TV home (Vol. 17:28 p2) as evidence of "public disenchantment in the quality of TV programming."

But although Pinkham's words were likely to bring a happy gleam to the eyes of magazine executives, he warned his audience that TV "must remain the top medium . . . because it's free, it amuses and it sells merchandise." The impact of TV (and its ability to compete with magazines for ad revenue) was likely to increase, said Pinkham, because of technical advances in the medium. "If you think you have competition now, this competition is going to get worse & worse," said the Bates vp.

Magazine Flurry: Magazines are not limiting their attacks to TV; they pick on each other as well. The announcement by *McCall's* that in addition to its 7-million circulation guarantee this fall it would deliver an additional 1-million bonus at no charge was met last week by an indignant *Ladies' Home Journal* which refused to play "the numbers game," but instead announced a 10% slash in its ad rates in December. Both magazines currently guarantee 6.5 million; both will advance to the 7-million guarantee in the fall. *McCall's* has promised no rate increase until the summer of 1962.

MacIntyre Hearing Continued: The Senate Commerce Committee meets again Aug. 1 on President Kennedy's FTC nomination of A. Everette MacIntyre, who was given a preliminary hearing July 26 on his qualifications for the advertising-policing job (Vol. 17:30 p14). Appearing in MacIntyre's behalf at the initial hearing was his House boss—Chmn. Patman (D-Tex.) of the Small Business Committee, for which the nominee has been gen. counsel.

Dialogue on "Who Do You Trust?": Johnny Carson (to aspiring guest vocalist who has just sung): *Do you sing much?* Guest: *Only to kill time.* Carson: *You've got a fine weapon.*

WOR-TV to Expand Schedule: In the 7-channel N.Y. market, WOR-TV will add more than 12 program hours a week, effective Sept. 18, said vp & gen. mgr. R. J. Leder.

Programming

CBS-NFL TV Contract (cont.): CBS-TV will appeal the ruling by a federal court that the network's 2-year package contract with the National Football League is an anti-trust violation (Vol. 17:30 p3). If CBS loses the appeal, its loss may be NBC's gain, for the latter has begun conditional negotiations with 2 individual NFL clubs—the Baltimore Colts and the Pittsburgh Steelers—whose games NBC carried during the 1960-61 season. (The court ruling permits individual teams to make TV deals, but so far denies NFL the right to make a package deal in which TV income is split equally among all the league's teams.) NBC's proposed deal would feed the Baltimore & Pittsburgh games to the network, but would have blackouts in NFL cities except for the "away" games of the 2 teams in their home towns.

In an unsuccessful fight from behind its own legal goal line, NFL took the first steps toward appealing the verdict of Federal Judge Allan K. Grim. It filed 2 petitions for reversal which (1) asked for a modification of a 1953 decree to permit a single network to televise the non-home games of a single team, and (2) requested a go-ahead on the current CBS-NFL contract until Dec. 31 because the present ruling would cause "competitive disadvantages." Judge Grim denied both of them.

The long shadow of further govt. crackdowns on other TV contracts was also cast in Philadelphia. Asked in U.S. District Court if he thought other TV sports contracts (World Series, American Football League, pro basketball, etc.) were legal, U.S. atty. Samuel Gordon replied that there was "grave doubt" that they were. He added that "some" of these contracts were being probed by the Dept. of Justice. Gordon, who presented the U.S. case against the NFL contract, termed the league's appeal as an attempt "to snatch victory out of the jaws of defeat."

In N.Y. meanwhile, ABC-TV—which holds a contract with the new American Football League—was singularly unruffled. Although ABC declined (on advice of counsel) to make any official prediction about its pro football deal, an ABC source pointed out a legal factor that is strongly in ABC's favor. The AFL came into existence to challenge NFL's monopoly in pro football, and thus has a sort of friendly blessing from the Dept. of Justice which has been snapping at NFL's heels for several years. AFL, at the same time, is so new & untried that its sports contract with ABC will provide crucial revenues this year. Squelching the ABC-AFL contract, our ABC source said, would "put NFL right back as the only pro football major league—which is exactly what the govt. doesn't want." ABC admitted the possibility, however, that its AFL contract might be modified to conform to govt. rulings.

Producers Won't Crawl on Credits: Branding a plan to separate the usual producer's TV screen credit from those of director & writer as "discriminatory & preposterous," the TV Producers Guild in Hollywood last week pledged a "fight to the very end." The separation of credit "implies a reduction of rank . . . degrades the producer . . . and threatens to disturb an historic relationship between the 3," charged TPG in a July 18 resolution demanding that producer credit directly precede writer & director credits. This indignation was officially expressed to the 3 networks, DGA, WGA, SAG, the Assn. of Motion Picture Producers and the Alliance of TV Film Producers. Should the resolution be violated, TPG has threatened to "convene a special meeting to consider appropriate action, however drastic."

New GAC-TV Chief Eyes TV: There'll be fewer 60-min. network shows during the 1962-63 season, in the opinion of one authority. And there'll be a revival of the 15-min. nighttime show as well as a sprinkling of 2-hour programs. The 7:30-8:30 p.m. period, now generally occupied on all 3 networks with comedies and/or action-adventure series, will be a "new area of program development, and not necessarily by film companies."

These predictions were voiced to us last week by Don W. Sharpe, newly-named senior exec. vp of General Artists Corp. and new pres. of GAC-TV. Asked whether GAC would follow the TV formulas of its bigger talent-agency rivals, Music Corp. of America or William Morris, Sharpe said: "We're going to combine some of the elements of both. Like MCA, we will become financially involved in production & development partnerships with independent TV producers. But unlike MCA we won't be in actual production of our own shows at our own studio. In that respect, we'll be more like William Morris which stays out of production and sticks to representation."

Sharpe wouldn't disclose the name of any production firm besides Desilu which GAC-TV will represent with network packages groomed for the 1962-63 season (Vol. 17:30 p9). "We won't try for the mid-season replacement market," said Sharpe. "We'd rather take our time and concentrate on the live & film market next year." He added that GAC-TV was not eyeing the syndication market "at this time."

Sharpe also said that he'd like to see "a greater variety" of shows on network TV, but that he operated on the premise that TV is an entertainment medium, not an art form. "The key reason TV is turned on in the average household," said Sharpe, "is that the guy in the house doesn't want to be reminded of how bad things are. He wants to romanticize. He wants to escape. He doesn't want to be hit over the head with what he can read in his newspaper."

Too Much Film, Says AFTRA: Repeats of filmed shows, old feature movies, the lack of showcases for new young talent—all these have "radically" affected employment opportunities for members of AFTRA, the live-talent union's exec. secy., Donald F. Conaway, told delegates to the 24th annual AFTRA convention in Detroit last week. Conaway also pointed out that "this fall, average amount of film programming [on the 3 networks] will have risen to 85%." Despite the film trend, there's been a growth of AFTRA membership until it now numbers "about 16,000," Conaway said. What he described as "the biggest proportion" of AFTRA's members earn their living making taped or transcribed commercials for TV & radio. Other AFTRA convention news: Art Gilmore, Hollywood announcer who has been West Coast chapter pres. of AFTRA, was elected national pres., with Bernard Lenrow, N.Y. chapter pres., elected first vp. Announcer Ken Carpenter was given the George Heller Memorial Foundation award (gold-card life membership) for "outstanding service" to AFTRA.

"TV and the Teaching of English" (Appleton-Century-Crofts, 138 pp., \$1) is by NYU associate prof. of English education Neil Postman and the Committee on the Study of TV of the National Council of Teachers of English. Part One of the book describes the nature, scope and impact of TV & programming. Part 2 "suggests to teachers specific methods, materials, and activities for teaching about TV" and reviewing & analyzing programs.

Stations in Editorial Battle: WTVJ (Ch. 4) and WCKT (Ch. 7), both Miami, have been putting on a war of words over the issue of city government. Last week WTVJ claimed a victory in its campaign for Miami City Manager Melvin A. Reese when that municipal official was reinstated. WCKT had opposed Reese with a public-affairs documentary entitled "Condemned" which had criticized the city's delay in slum clearance and had led to the tem-
July 30, 12:30 p.m.) on the CBS-owned station.

Another Station Becomes Press Critic: KMOX-TV St. Louis is the newest station to set up a critique of the press ("newspapers & magazines in this area"). Said vp & gen. mgr. Gene Wilkey: "KMOX-TV Views the Press will examine just how well the press bears its responsibility, and each program will be an appraisal & analytical review of the printed page." The show premiered last weekend (Sun. July 30, 12:30 p.m.) on the CBS-owned station.

Williamsburg Documentary: WBNS-TV Columbus, O. featured the world premiere of "Music of Williamsburg" last week (July 27, 10:30 p.m.). The 30-min. film documentary, concerned with colonial Williamsburg and pre-Revolutionary America, is available free to TV stations from Hugh DeSamper, Colonial Williamsburg Press Bureau, Williamsburg, Va.

Community-Service Show: *Focal Point* is the name WJZ-TV has given to its "continuing conference on community progress," a series of 26 programs to run every other week for a year. The show is conducted in co-operation with the Greater Baltimore Committee and Johns Hopkins University. Mayor J. Harold Grady and Sen. Harrison Williams will participate in the kick-off Oct. 2.

Public-Service Booklet: WJXT Jacksonville, Fla. (Post-Newsweek station) has described its news, public-affairs, cultural and documentary programs in a 20-page booklet called *Awareness*. This 2nd annual report is an account of the 1,225 hours (equivalent to 68 broadcasting days) of public-service programming (local & CBS) carried in 1960.

WDSU-TV Covers City Council: The New Orleans station's cameras moved twice into the chambers of the City Council for live coverage of the deliberations of the city officials to find a replacement for Mayor deLesseps S. Morrison who had resigned to become Ambassador to the Organization of American States.

WJXT Local Teenage Idea: The Jacksonville station put on "A Chance to be Heard" last Thursday at 10:30 p.m. The show, part of WJXT's documentary *Project 4* series featured a local psychologist, Dr. Edward Flemming, leading a discussion among 6 teenagers. They discussed sex attitudes, school cheating, drinking, parental discipline.

Flexible ETV at CBS: Unlike NBC-TV's early-a.m. *Continental Classroom*, which is carried by stations on a strict live-network basis, CBS-TV's *The College of the Air* (produced in conjunction with Learning Resources Institute) will operate this fall on a flexible schedule. CBS will feed the 30-min. daily ETV show at 1-1:30 p.m. starting Sept. 25, but stations will be able to tape it, play it when they find a convenient regular slot, and even pick their own starting date with as much as a full month's leeway. As a result, CBS estimated last week, *The College of the Air* will be "on the air somewhere in the U.S. virtually throughout the daylight hours and into the evening." First course in the series will be "The New Biology," taught by Dr. Ray Koppelman of U. of Chicago.

Film & Tape

Our Man in Havana Dept.: When Al Lanken, Southern regional sales rep for Official Films, boarded an Eastern Air Lines Electra in Miami July 24, he was headed—as far as he knew—for a sales call in New Orleans. Under his arm was the audition print of the Official Films-distributed reruns of *Peter Gunn*—an episode titled “The Long, Long Ride.” What Lanken got, though, was the wrong, wrong ride, for presently his plane—hijacked by a Cuban gunman—had landed in Havana and, on the other side of the field, Soviet astronaut Yuri Gagarin was making a triumphant arrival. Lanken got back to Miami with the plane’s other passengers after a couple of days of sitting around the Havana airport hotel and proceeded to New Orleans, still clutching his *Peter Gunn* print. (NBC News correspondent Herb Kaplow, in Cuba last week to cover Gagarin’s visit, got an exclusive interview with Castro following the plane hijacking. Reported Kaplow: “Castro [at a reception for the Russian spaceman] said he did not know the man who hijacked the plane.”)

Office of Civil & Defense Mobilization’s *Retrospect* (13-episode, 15-min. documentary series based on famous newsreel footage and narrated by Douglas Edwards) has been requested by some 200 stations since its release 2 months ago. Prints are issued free, providing the interested station carries the complete series.

Canadian Bestg. Corp.’s 12-station French-language TV network has bought 15 MGM pre-1948 feature films. Other MGM pre-1948 Canadian sales include: CKCO-TV Kitchener, Ont. (the complete feature library—over 700—plus MGM’s complete short subject library), CFTO-TV Toronto (125 feature films and short subject library), and CFCY-TV Charlottetown, P. E. I. (48 features).

HOLLYWOOD ROUNDUP

“Blacklist” Writ Refused: U. S. District Court Judge Edward A. Tamm in Washington has refused to order the motion-picture industry to lift its ban against employment of writers & actors suspected of being Communists. He turned down a plea for a temporary injunction by a dozen plaintiffs in a \$7.7-million damage suit against alleged “blacklisting” by the industry (Vol. 17:12 p9). The writ had been sought as a preliminary move by the plaintiffs in their antitrust action. The validity of the ban will be tested later in actual trial of the suit.

Videotape Productions has joined with tape producers International Video Tape (Beverly Hills) and WFAA-TV Dallas to form the first video-tape recording “network.” To cut costs of transporting production people to a client’s home city, the network “affiliates” will make their facilities available to each other as needed.

Westrex’s New California Address: 335 N. Maple Drive, Beverly Hills. After 25 years at 6601 Romaine St. in Hollywood, the Westrex Recording Division of Litton Systems has moved to a larger, 30,000-sq.-ft. building adjoining the hq of parent Litton Industries.

Screen Gems has completed a pilot for *The Seekers*, a Clarence Greene-Russell Rouse-produced adventure series dealing with research scientists. Casting is now under way and production is slated for fall.

NEW YORK ROUNDUP

Filmaster, one of the few film companies with a first-run show in syndication, has signed 2 regional sponsors in multi-market deals for *Beachcomber*, a 30-min. action-adventure series now in production at Winter Park, Fla. The deals: American Stores (a supermarket chain) has bought the series for 4 large Eastern markets, including Philadelphia and Baltimore. Stretmann Biscuit has signed for 6 Southern cities, including Nashville and Birmingham. TV Stations Inc., the film-buying advisory organization owned by a large group of stock-holding stations, has been instrumental in launching *Beachcomber* by recommending it to TSI stations in exchange for some market exclusivities and production supervision.

CBS Films cartoon characters Mighty Mouse, Deputy Dawg, Muskie the Muskrat and Vincent Van Gopher have been chosen by the U.S. committee for UNICEF to promote its 1961 fund-raising campaign. A 15-min. recording explaining the drive will be distributed to radio stations next fall. The continued commercial appeal of Deputy Dawg was also noted by CBS Films. Recent orders for a 2nd run on the 26-episode, 30-min. series total 58, including sales to H. W. Lay Co. in 46 Southeastern markets, to MetroMedia’s 5 stations, and to 7 other stations.

MGM Telestudios, formerly the NTA-owned tape-production concern, expects soon to make a bid for TV commercials now shot on location by film producers. The MGM subsidiary has acquired a location area at New Hope, Pa. and has equipped a small truck as a field unit containing an Ampex recorder, sound facilities and a single camera. The unit does not have the control-room facilities associated with multi-camera remote units, but MGM Telestudios claims it has the advantage of extreme mobility. A package rate of \$4,900 has been established by MGM at New Hope, covering a 10-hour shooting day.

Video-Tape Standards Group: The American Standards Assn. has accepted a request by SMPTE for the establishment of an ASA committee on video-tape recording. To be known as the ASA Sectional Committee on Magnetic Visual-Aural Recording Systems, the committee will be composed of manufacturers, consumers & representatives of other groups. It will consider all proposed American standards for magnetic tape recording.

Add Syndication Sales: Ziv-UA’s *King of Diamonds* has added 7 sponsors & 10 stations, reaching its season high of 171 markets. New stations signing for the series: KGO-TV San Francisco, WJAR-TV Providence, WMCT-TV Memphis, WINK-TV Ft. Myers, Fla., KHSL-TV Chico-Redding, Cal., KOLN-TV Lincoln, Neb., WEHT Evansville, Ind., WTVH Peoria, Ill. and WSFA-TV Montgomery, Ala.

Niles Broadens Name: Fred A Niles Productions Inc., Chicago & Hollywood film & “business theater” producer, has changed its name to Fred Niles Communications Centers. A company announcement said the new name reflects expansion & diversification of the firm’s business since its start as a movie-maker.

Seven Arts scored its 100th station sale of the Vol. I Warner Bros. post-1950 features last week with the signing of WSAZ-TV Huntington, W. Va. Sales for 7 Arts’ Vol. II package are now up to 34 markets, with WHP-TV Harrisburg, Pa. and WJAC-TV Johnstown, Pa. the latest buyers.

Networks

CTV Signs Pact for Microwave Service: Canada's new private TV network (Vol. 17:17 p11) last week signed an \$11-million, 7-year contract with Bell Telephone of Canada (an AT&T subsidiary) to furnish microwave facilities for its 3,900-mile, coast-to-coast operation. CTV Television Network Ltd. is slated to commence telecasting between Montreal & Toronto early in August and will expand into national service by June 1963.

When completed, the coast-to-coast network will bring CTV programming to 65% of Canada's TV viewers, according to CTV Pres. Spence Caldwell. The network's long leg from Toronto west to Vancouver is scheduled to be operative by the fall of 1962—a year earlier than anticipated. The final network link, from Montreal east to Halifax, will be completed by June of the following year.

CTV will use the \$50-million microwave radio relay facilities completed in 1958 and operated by the 8 companies that comprise the Trans-Canada Telephone System.

NETWORK SALES ACTIVITY

ABC-TV

The Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Oct. 4.
Sandura (Hicks & Greist)

Daytime programming, Mon.-Fri. part. eff. Sept. 24 & 26.
Chemstrand (Doyle Dane Bernbach)
Standard Brands (J. Walter Thompson)

Alcoa Presents, Tue. 10-10:30 p.m., part. eff. Oct. 4.
Alcoa (Fuller & Smith & Ross)

All Star Football, Fri. Aug. 4, 10 p.m.-conclusion, partics.
Alberto-Culver (Compton)

American Football Post Game Scoreboard, Sun. & Thu.,
part. eff. Sept. 17.
Bristol-Myers (DCS&S)

CBS-TV

Daytime programming, Mon.-Fri., part. now & fall.

P. Lorillard (Grey)

Nozzema (SSC&B)

Daytime programming, Sat., part. eff. Oct.

Luden's (J. M. Mathes)

The Garry Moore Show, Tue. 10-11 p.m., co-sponsorship eff.
Oldsmobile (D. P. Brother)

NBC-TV

Bullwinkle, Sun. 7-7:30 p.m., part. eff. Nov.

Idcal (Grey)

Laramie, Tue. 7:30-8:30 p.m., part. eff. Oct.

Luden's Inc. (J. M. Mathes)

World of Bob Hope, Sun., Oct. 29, 7:30-8:30 p.m., full spon.

Purex (Edward H. Weiss)

Hallmark Hall of Fame (Macbeth), Fri. Oct. 20, 8:30-10:30
p.m., full sponsorship.

Hallmark (Foote, Cone & Belding)

Sugar Bowl Game, Mon., Jan. 1, participations.

Brown & Williamson Tobacco (Ted Bates)

Daytime programming, Mon.-Fri., part. eff. Aug. 28.

H. J. Heinz (Maxson)

Pro championship game, Sun., Dec. 31, participations.

George Wiedemann Brewing (DCS&S)

Speedway Oil (W. B. Doner)

American Oil (D'Arcy)

Dinah Shore Show, Fri. 9:30-10:30 p.m. (monthly), co-
sponsorship eff. Oct. 6.

Sperry and Hutchinson (SSC&B)

Reassurance at CBS-TV: A July 26 *Variety* story suggesting that CBS's William Paley might be selected for the Kennedy cabinet and that Frank Stanton would also move on to government, education, or public service, elicited the following terse memo "from Messrs. Paley and Stanton" to personnel at CBS: "In case you are bothered by today's *Variety* article on page 21, it's utter nonsense."

Canadian Production Boom: With an eye toward filling the coming live & film TV program demand from Canada's 2nd network (Vol. 17:17 p11), Canadian production sources are busily expanding. Added impetus (and production) is provided by (1) BBG's authorization to Canadian TV Network to provide at least 10 hours of programming weekly, and (2) a favor-Canada quota which requires that 55% of the network's programming be of Canadian production.

NBC Canada Ltd., a subsidiary of NBC Enterprises div., last week established a Toronto production unit with which it hopes to make a bid in the Canadian live-program field. Roger Muir and Robert (Nick) Nicholson have been named exec. producers of the unit's first group of live shows offered to both CBC and CTN: *It's a Hit* (musical), *Celebrity Crosswords* (panel show), *For the Love of Mike* (situation comedy), *I Predict* (interviews), *Family Classic Theatre* (drama), and *Big News* (news game).

On the film-TV side, Ottawa's Crawley Films Ltd. has received what amounts to a strong boost from BBG in setting up a Canadian TV-film industry. Crawley Films is no stranger to telefilm production, having been co-production partner (with, incidentally, NBC Films) in *R.C.M.P.*, an action-adventure series now in U.S. syndication. Crawley now has a co-production deal for a follow-up "Mountie" series with Mark VII Productions, Jack Webb's firm. Crawley's latest venture is the production of *The Wonderful Wizard of Oz*, a Videocraft International Inc. 5-min. animated series originally scheduled for production (mostly because of low costs) in Japan. The production contract came to Crawley, in part, because BBG agreed to give Videocraft Canadian-quota approval for another animated series, the Japanese-produced *Pinochio*, if the *Oz* series were to be produced in Canada. A cast of Canadian actors has been assembled by Crawley for the *Oz* soundtracks and the firm is rounding up 35 Canadian animators.

The prospect of an upbeat in Canadian production is attracting production executives from the U.S. Ted Cott, who recently resigned as NTA bestg. div. vp (Vol. 17:28 p4), has organized Oakland Co. to serve as an independent production source for CTN. Cott also intends to produce Canadian radio shows & records. CTN's original deal with Cott called for his services as a consultant. Also planning to invade Canadian production is Filmways, a N.Y. film commercial firm whose activities have recently been expanded to include program production & studio ownership.

CBS Revamps Daytime Schedule: A daily public-affairs show aimed at women, 2 newscasts and the expansion of a juvenile-appeal morning show were highlights of a revamped daytime program structure announced last week by CBS-TV.

Starting Oct. 2, the 10-10:30 a.m. reruns of *I Love Lucy* will be dropped. In their place will go a new program series from CBS News, tentatively titled *Calendar*. Backbone of the series will be features & news, with guest authorities, and CBS correspondent Harry Reasoner as acting newscaster.

Two new daily 5-min. news programs—the first at 11:55 a.m. and the 2nd at 3:55 p.m.—will also start on Oct. 2, and will also be slanted to distaff viewers.

A 15-min expansion of *Captain Kangaroo*, currently scheduled Mon.-Fri. 8:15-9 a.m., was also announced by CBS. The change, however, means the loss of a newscast series, since *Captain Kangaroo's* new 8-8:15 a.m. segment absorbs the present *Richard C. Hottelot With the News*.

Stations

TV Saturation Confirmed: Supporting industry estimates of the degree of saturation of U.S. homes by TV sets, the Census Bureau estimates that 86% of 53 million households had at least one set last year. Based on preliminary findings in the govt.'s 1960 census of housing, the figure is just a shade under the 87.1% saturation point reported for 1960 by NBC (TELEVISION FACTBOOK No. 32, p. 28). The Census Bureau tabulation shows that about 10% of the households had 2 or more TV sets last year, that 91% had at least one radio and 1/3 had 2 or more radios (excluding car sets). Other 1960 household-appliance census data: Washing machines were in 62% of households, electric dryers were in 10% of homes last year, home freezers were in one household in 6.

Fluorescent Tower Paint Lauded: Better visibility & durability can be obtained by painting TV & radio towers with Day-Glo orange fluorescent paint. So said ABC engineering vp Frank Marx, in terming a 2-year experiment on the WABC radio transmitter in Lodi, N.J. "an unqualified success." The top 100-ft. section of the tower, painted with Day-Glo, has shown no signs of wear, he said, while the rest of the tower (painted with standard paint) has faded and soon will need repainting. Marx said airplane pilots have praised the Day-Glo paint for outstanding visibility and ABC Radio is recommending it to its affiliates because of its maintenance cost advantages. Special FCC approval is required for the use of non-standard tower paint.

Collins Weighs Top Assistants: Word in Washington is that NAB Pres. Collins is strongly considering recommending to the Board the advancement of Govt. Relations vp Vincent Wasilewski to exec. vp. Also reportedly in the running for the job is station-relations mgr. William Carlisle. For vp & dir. of the proposed new Code Authority, with responsibilities for both TV & Radio Codes, Collins is understood to be considering Robert Swezey, ex-pres. of WDSU-TV New Orleans.

McLendon Buys Buffalo Radio: McLendon Corp. of Dallas has purchased WBNY Buffalo (250 watts, 1400 kc, unlimited) for \$650,000 from Peter Straus and associates. The purchase is contingent on McLendon's sale of its present Buffalo area radio, WYSL (1 kw, 1080 kc, daytime only). Other McLendon radio stations are KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville, and KABL Oakland-San Francisco.

Mutual Now in 49 of Top 50: Radios KLIV San Jose and WRVM Rochester, N.Y. joined MBS July 23 and 31 to give that network outlets in 49 of the top 50 U.S. markets. In the week of July 17, Mutual added KHAK Cedar Rapids, WJRL Rockford, Ill. and WCMA Corinth, Miss. Mutual shifts Aug. 14 from WINF Manchester to WCCC Hartford.

Seeking Community Needs: KHOL-TV Kearney & KHPL-TV Hayes Center, Neb. have formed a permanent 8-member committee of leading citizens within their areas to meet periodically and advise station executives on the needs of their communities and how the stations may best serve them. On the committee are farming leaders, educators, scientists and clergymen.

Station Facility Changes: KOOL-TV (Ch. 10) Phoenix, Ariz. placed its new GE 35-kw transmitter with a 10-kw driver into operation July 21 • WITN (Ch. 7) Washington, N.C. has set a Sept. 1 target for move to new 1500-ft. tower • WPRO-TV (Ch. 12) Providence, R.I. has Oct. 1 target for move of transmitter to Rehoboth, Mass.

Community Antenna TV

Another Court Attack on CATV: Already fighting a major battle against United Artists, the Clarksburg, W. Va. CATV system Fortnightly Corp. has been hit by another suit. WSTV Inc., operator of WBOY-TV Clarksburg & WSTV-TV Steubenville, has filed in the U.S. District Court in Fairmont, charging the system with illegal pickups of WSTV-TV Steubenville and with unfair competition to WBOY-TV. The new challenge came just after a San Francisco federal court had ruled that a Twin Falls, Ida. system violated no law in picking up signals of Salt Lake City stations (Vol. 17:27 p2).

Sammons Buys Oil City CATV: The price of a CATV system was reported last week, a rare occurrence—\$550,000 for the 4,200-subscriber Oil City, Pa. firm. Fortnightly Corp., headed by Nathan Levin sold it to National Trans-Video Corp., owned by multiple-system operator C. A. Sammons, Dallas. The system will be operated by Systems Management Co., a subsidiary of brokers Daniels & Associates which handled the transaction.

H&B Buys Colorado CATV System: H&B American Corp., which owns & operates numerous U.S. CATV systems via subsidiary Transcontinent Communications System, has purchased for an undisclosed sum Trinidad Community Television, Trinidad, Colo. The system began operation in May 1953, had 2,340 subscribers in March '61.

Auxiliary Services

Vhf Translator Starts: Kφ3AC Palmer, Alaska began June 30 repeating KTVA Anchorage • W13AA Monticello, Ky. started July 10 with WBIR-TV Knoxville, Tenn. • K13AI Hulett, Wyo. began July 8 with KOTA-TV Rapid City, S.D. • K10AT & K13BC Circle, Mont. started May 22 with KUMV-TV Williston, N.D. & KXGN-TV Glendive, Mont. • Kφ7AZ Hoven, S.D. began July 25 with KDLO-TV Florence, S.D. • K13AB Kadoka, S.D. started July 15 with KPLO-TV Reliance, S.D. • K11AD Loma, Mont. began July 17 with KFBB-TV Great Falls, Mont. • Kφ3AB Delta Junction, Alaska started July 15 with KTVF Fairbanks • Wφ8AA Midland, Md. began July 20 with WMAL-TV Washington, picking it up via W80AB Frostburg, Md.

Argument Against Pay-TV Test: Connecticut Committee Against Pay TV and other movie exhibitors, in a brief supporting their appeal against FCC's decision allowing RKO General to test in Hartford, offered the following conclusions in a 47-page document filed with the D.C. Court of Appeals: (1) FCC doesn't have legal power to grant the test. (2) Even if FCC does have the power, it erred because RKO didn't fulfill the Commission's requirements for a test. (3) RKO offered "practically non-existent program" plans. (4) The test will not give "any useful & meaningful information." FCC & RKO have 30 days within which to file their briefs.

Green Light for Telcimeter: In Little Rock, Ark., a 3-man board of the state's Public Service Commission rendered a unanimous decision in favor of Telemeter July 28, ordering Southwestern Bell Telephone Co. to file pay-TV tariff rates and to provide necessary services to Telemeter franchise-holder Midwest Video. The ruling ended several weeks of on-&-off debate as to whether pay-TV was "in the public interest." Chief opponent had been the Theater Owners of America's anti-pay-TV committee (Vol. 17:5 p3; 17:26 p9). In N.Y., Telemeter officials hailed the decision as "an important & basic victory for pay TV."

Television Digest

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Personals: Martin Brown elected vp & treas., ABC, continuing as AB-PT treas. Michael P. Boland named vp for financial controls . . . Peter M. Affe, ex-daytime program operations mgr., NBC-TV, appointed station mgr., WNBC-TV N.Y. . . . Daniel B. Burke named gen. mgr. WTEN Albany, succeeding Thomas S. Murphy, who is also exec. vp, Capital Cities Bestg. Charles G. Pogan appointed program dir., Capital Cities TV stations. William J. Lewis named sales dir.

Harrison E. Mulford Jr., ex-NBC, named Eastern sales mgr., ABC-TV National Station Sales. John A. McElfresh, ex-CBS Spot Sales, appointed sales mgr., ABC-TV National Station Sales Chicago office . . . May Dowell promoted from mgr., CBS News special projects dept., to dir. of the dept. . . . Keith T. McKenney, ex-WJBK-TV Detroit, named managing dir., WSPD-TV Toledo, succeeding Joe Evans, recently appointed gen. mgr., Storer Programs Inc. Floyd E. (Bud) Beaton resigned as gen. sales mgr., WSPD-TV . . . Howard Lloyd will manage Storer Programs Inc. Western states div.

Harold Cowgill's return as an associate of Smith, Hennessey & McDonald, Washington law firm, formally announced (Vol. 17:20 p18) . . . Arthur C. Nielsen, founder & chmn., A. C. Nielsen Co., appointed Knight of the Order of Dannebrog by the King of Denmark for his contribution to strengthening Scandinavian-American cultural relations . . . Charles Fritz, John Blair Co., named pres. of new Detroit chapter of Station Reps Assn.

Edward F. Ryan, ex-WHTN-TV Huntington-Charleston, WBZ-TV Boston and WHEN-TV Syracuse, joins WRC-TV in Washington (where another Edward F. Ryan is WTOP-TV news mgr.) as advertising & promotion mgr.

David Klinger promoted from business-affairs dir. to administration vp, CBS News. Robert Lang, CBS News vp, will concentrate on sales & sales administration of news & public affairs programs. Ernest Leiser named asst. gen. mgr. for TV, CBS News . . . Gene Thompson named ARB sales promotion mgr. He is succeeded as advertiser-service dept. account rep by Robert D. Welsh.

Anthony Reda named TV dir., U. of Detroit . . . Dick Doan appointed TV-radio editor, N.Y. *Herald Tribune*, succeeding Hy Gardner, who will devote all his time to his general news & commentary column. Marie Torre will con-

tinue her column . . . Arthur Elliott, ex-KXTV Sacramento, named program & operations dir., KOTV Tulsa . . . Jack Ware returns to KOOL-TV Phoenix as news dir., after 18 months, during which he operated his own ad agency . . . Cliff Kirtland, Transcontinent Television Corp., won the Storer Cup for low golf net score at RTES Fun Day July 25th at the Pelham Country Club. His score was 69 gross, 4 handicap, 65 net . . . Sheldon Saltman, ex-WBZ-TV Boston, appointed promotion mgr., WJW-TV Cleveland.

Sam J. Slate, vp-gen. mgr., WCBS Radio, named chmn., RTES legislative committee, succeeding Joel F. Berson.

Manolo Reyes, Latin news editor at WTVJ Miami, was cited by Miami Mayor Robert King High for "his work in promoting good will & understanding between the people of Miami & the growing Latin American colony." (The station broadcasts 2 Spanish-language newscasts daily.)

Larry Walker, exec. vp-gen. mgr., WSOC-TV Charlotte, N.C., appointed to the N.C. State Board of Education's Advisory Committee on Educational TV . . . Herb Dudnich and Don Bustard, reporter & soundman respectively, for WRCV-TV & WRCV Philadelphia, were injured last week while covering the community meeting that turned into a riot when Mayor Richardson Dilworth arrived to discuss his plan to charge \$40 a year for overnight parking on the street.

Frank Bourgholtzer, who has served as an NBC Bureau chief in Paris, Bonn & Vienna, has been assigned to Moscow as the network's correspondent. He replaces John Chancellor, who has returned to N.Y. as Dave Garroway's replacement on *Today*.

Bernard H. (Pop) Linden, 67, engineer-in-charge of FCC's Los Angeles office, retires July 31 after 44 years of federal service which started with Commerce Dept.'s radio field office in San Francisco. J. Lee Smith will serve as acting chief.

Obituary

John B. Kennedy, 67, radio commentator, writer & editor, died in a Toronto hospital July 22 after an intestinal operation. He earned the title of the first TV personality when he served as master of ceremonies for RCA's first TV transmission in Camden, N.J. As managing editor of *Collier's*, his introduction to broadcasting came in the early 1930s, when he served as director of a radio program sponsored by the magazine. As announcer, newscaster & commentator, he served on the staffs of all 4 radio networks, and since his 1950 retirement he did four 5-minute commentaries weekly for MBS. He is survived by his wife & 2 daughters.

James T. Brennan, 46, FCC attorney in the general counsel's office, died of a heart attack July 25 while on vacation at Rehoboth Beach, Del. Last December, the Commission awarded him a commendation for his work, including activities as FCC counsel in several important TV hearings which explored charges of *ex parte* representations. His wife, son and daughter survive.

Edwin J. Paxton Sr., 84, owner & publisher of the *Paducah Sun-Democrat*, died July 22 at Lourdes Hospital, Paducah, Ky. (The Sun-Democrat owns WPSD-TV Paducah and is part-owner of radio WFRX West Frankfort, Ill.) Paxton leaves his wife, 2 daughters and 3 sons.

Bernard W. Cruger, 59, mgr. of transmitters & technical maintenance, WRGB and radios WGY & WGFM Schenectady, died of a heart attack July 23. He had been with WGY for 34 years.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

6.2-MILLION SALES, SHORTAGE LIKELY—MANSFIELD: Retail TV sales this year will total at least 6,220,000, "and we can expect either a rapid increase in production rate for the industry by midsummer, or a shortage of sets this fall." So said industry's "Mr. Statistics," EIA Marketing Data Policy Committee Chmn. Frank Mansfield in a report to EIA's Consumer Products Div., released last week (p. 1).

More emphasis is added to Mansfield's report—prepared June 16—by preliminary retail sales estimates for full month of June. They show retail TV sales about 32% ahead of June 1961, and at an annual rate (seasonally adjusted) of more than 8 million sets. Mansfield pointed out that April-May sales were at a 7.1-million-set-a-year pace. As of June 1, inventories at all levels totaled about 1.7 million, down from all-time high of 2.8 million late in 1956.

Industry's tight inventory control has resulted in cutting stocks down to about 2.8-month supply at all levels—in sharp contrast to previous occasions when the figure went as high as 5½ or 6 months' supply. During first 5 months of this year, Mansfield notes, retail sales have totaled 2.15 million, while production totaled 2.18 million (or an average of 435,000 sets a month). He estimates that during the last 7 months of year, 4.07 million sets will be sold to public, requiring 7-month production of 4.44 million (680,000 sets a month). Inventories, which stood at 1,705,000 on June 1, will have to be built up to 2,075,000 at year's end to support the anticipated level of sales—in short, an inventory increment of 370,000.

With TV sales now mainly a more-or-less-predictable replacement & 2nd-set market, Mansfield anticipates that retail sales will level off in the 6.2-6.4 million area annually from now through 1970.

Much of Mansfield's report was devoted to explanation of EIA's decision to discontinue collection of TV-radio-phono retail sales statistics after the July tabulation (Vol. 17:22 p16). He cited principally the inequities in budgeting the high cost of retail sampling among EIA members (some of whom had no use for them) as well as rising costs of sampling the increasingly complex retail trade. He pointed out that there is "considerable interest" in his Committee's proposal that manufacturers who still need retail sales figures join together to gather it through a market research organization, either directly or through EIA.

EIA began compiling retail sales figures in 1951, when inventories were fluctuating wildly. Mansfield credits this statistical service with having helped to develop the "astute & mature industry" which now exists, in which inventory excesses have almost disappeared. Nevertheless, he adds:

"It is perhaps a bit ironic that the program was started by EIA at a time when the industry was worried about the large size of its total inventory, and that we are making a change in techniques when inventories are probably much too low to support the inevitable demand for sets that will accrue as we depart from a demand that was primarily for initial installation and move into a market which, in the future, will be primarily activated by demand for replacement sets and those needed for multiple set ownership."

DISPUTE RAGES OVER 'COMPACT' COLOR TUBE: Motorola taunted RCA last week by displaying to newsmen a working model of its developmental 23-in. rectangular color tube with 90-degree deflection angle—5 inches shorter than RCA's 21-in. round 70-degree tube (Vol. 17:27). "We would like to force the industry to move a little faster," Motorola consumer-products exec. vp Edward R. Taylor told us. "With a tube like this, the industry could sell 300,000-600,000 color sets a year at present prices."

Retorted RCA group exec. vp W. Walter Watts in a later interview: "Anybody can make a few samples of anything. We do not know how to make a rectangular tube that will perform as well and cost as little as the round tube." It would take years of development, millions in tooling, to make such a tube in production, he added—and it would result in more expensive color sets.

Tube-industry people took skeptical stand, not yet having seen Motorola's tube—but they tended to side with RCA, lacking anything to convince them otherwise. Here are both sides of last week's story:

Motorola showed the tube to newsmen, large dealers and some competitors (including RCA) in N.Y. It was mounted in a Drexel cabinet no bigger than a 23-in. b&w set. Both color & b&w pictures were demonstrated. Showing was followed up with full-page ads in Wall Street Journal and other papers proclaiming: "Motorola Announces a New & Significant Advance in Color TV."

Tube was developed in 44-day period between May 16 & June 29 by Motorola engineers working with Chicago tube maker National Video. It uses shadow-mask principle employed in RCA tube. "A decided improvement, but not the breakthrough," was the way Taylor frankly characterized it. "We showed it can be done," he said. "We've put nearly \$100,000 into it. It's up to the tube industry to take it from here."

"We're sure somebody's going to make this tube," said Taylor. He added that Motorola believes bulkiness of present sets is prime obstacle to color-TV sales—and his company has been the sole big-volume hold-out against the color-TV bandwagon. Taylor claims industry color sales totaled less than 125,000 last year.

Why did Motorola choose to demonstrate & publicize a color tube at this time? Replied Taylor: "We've been after RCA for several years to come up with a thinner tube. At first we got some encouragement, but now we're told it will be 2 years before they have a 90-degree tube and another year before there's a rectangular version. Everyone's looking to RCA to do it, but RCA apparently wants to work off the tooling investment in its 21-inch tube. The rest of the industry is asleep. We're not new in color work. One out of 3 Motorola employes is an engineer, and we are now making more money on color-set production than anybody in the business—because of royalties from 14 basic patents we own."

The tube could be in production within a year, Taylor said. "Of course, if somebody comes out with something better in the meantime—like a 110-degree tube, for example—we'll go for it." In the meantime, no color from Motorola.

Color set using 23-in. wide-deflection tube can be produced for about same price as current 21-in. sets, Motorola engineers said. The set shown used standard 23-in. b&w tube bulb, doctored up, and with wider neck affixed, but they said slightly different bulb would have to be engineered for production color use, and another 1½ inches could be taken from length. However, explained chief color-TV engineer Karl Horn: "This tube can be produced by any tube manufacturer now making 23-in. black-&-white tubes. It would keep investment costs at a minimum. It's based on tube makers' present equipment & know-how."

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RCA's reaction was immediate. "We have experimented with a number of different color tubes, including 23-in. rectangular tubes," said Watts, "but the color tube currently in use is the only one that meets our rigid standards." If samples of Motorola's tube are made available, he continued, "we shall be happy to evaluate its ability to meet our high specifications."

We asked Watts to elaborate. "In the first place, we learned long ago that you can't make a color tube out of black-&-white glass. Special glass is required for color tubes, because the voltages used would otherwise cause glass browning, and 'poison' the phosphors & cathode. Regular black-&-white glass can't meet the precision requirements for the close tolerances required in color. As to a 90-degree tube, the increase in deflection angle requires more power and greatly increases the difficulty of laying the color dots on the screen and controlling the electron beam."

What effect would a "compact" color tube have on sales? "We've been through all the arguments, and have concluded that the success of color depends on a combination of 2 things—a good picture, and good programming & lots of it."

Price of "compact" color set, if it could be made in production now, would be considerably higher than present sets, said Watts. He said Corning had given RCA a price of \$19 for rectangular 90-degree color bulbs in production quantities, as opposed to \$15 for present round bulbs. In addition, component costs would go up because of higher voltages required.

"Even if all the problems were licked, I don't think anybody could get into production before 1963." "You wouldn't be able to get the tube mold before the middle of next year," he said. "We're willing to look at the tube, if they'll give us a sample to evaluate in our own labs, but we were told we'd have to look at it at their plant," he added. "If they really want the tube industry to make it, why don't they include us?"

Is RCA's indignation a cover-up for a top-secret plan to change tube sizes & shape later? Replied Watts: "As of this moment, I know of no method to make a tube which would give a picture as good as the one we have. I'm not naive enough to think we'll never change, but I now can foresee nothing to change the type or shape of the color tube. There's nothing in sight to even make it possible to name a speculative date."

Will Motorola's compact-tube campaign affect sales of current-style color-TV sets? "Not one iota," snapped Watts.

We went to 3 other tube-industry officials for their views. Harold Cole, sales vp of National Video, which worked with Motorola on the compact tube, conceded that special glass & special tube molds would be required if tube went into production. "It would take many hundreds of thousands of dollars & many months, but we proved it can be done. We once thought it was impossible to make a rectangular black-&-white tube, but we've learned that things we think are improbable today are practical tomorrow." He estimated it would cost about \$500,000 more to fully develop the tube. This, he said, would have to be backed by set makers.

Two other tube-industry figures thought Cole was a little optimistic. Said one: "From the glass standpoint alone, there's millions of dollars to be spent & years of work to be undertaken in a venture like this."

Said a very large tube maker (not RCA): "We haven't seen their tube yet, but a lot of people have thought about the general concept of a rectangular color bulb. Recognizing that using a 90-degree rectangular bulb multiplies the problems involved, I don't think a lot of people are going to jump into this. Could it be done/ Of course it could. But my guess is that if you put a real task force on this problem, you'd still be several years from the solution."

The compact color set will be shown to tube & set makers during next few weeks. Style-conscious Motorola insists the lack of an available "modern-shaped" picture tube is its only reason for abstaining from color now, and its developmental set is a challenge. It hopes somebody will accept the challenge. Preferably somebody whose initials are R.C.A.

TV-RADIO PRODUCTION: EIA statistics for week ended July 21 (29th week of 1961):

	July 17-21	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	111,100	86,259	69,944	3,076,318	3,133,488
Total radio	305,206	215,396	241,005	8,232,494	9,140,538
auto radio	78,949	67,641	93,638	2,606,494	3,561,206

Color Sales Rising: *Wall Street Journal* took a look at color TV last week and found that set sales this year are ahead of last year, but that even if 1961 sales reach 225,000 sets, this will be only 4% of anticipated industry-total TV-unit sales of 6 million sets.

Motorola's estimate that the industry sold less than 125,000 color sets last year (see p. 16) isn't included in the story, which repeats the generally accepted figure of 150,000 sets as last year's sales total. The roundup comes up with these sales increase percentages: RCA color sales, up 20-25% from first-half 1960, with a company executive predicting that industry sales for the full year will be more than 50% greater than last year. Admiral, first-half sales up 45%. Magnavox expects its 1961 color sales to triple the number sold in 1960.

Is color TV a profitable manufacturing business? RCA and several others say it is. The *Journal* also carries some dissents: From a GE executive: "We'll lose a few bucks on color, but it's a necessary evil needed to round out the product line. You've got to protect your dealers, because if you don't have color sets, they'll go over to someone who has." From Olympic Sales Corp. Pres. Morton M. Schwartz: "Color is a break-even thing, and it will stay that way until there is a technological breakthrough enabling us to sell a color set for about \$100 more than a black-&-white set."

547,320 Color TVs in 50 Markets: So adds up July 10 *Television Age* after a joint survey with an unnamed ad agency. The top 10 color-set markets: N.Y. (92,000 sets). Philadelphia (48,000). Chicago (42,200). Los Angeles (35,000). San Francisco (28,500). Cincinnati (27,000). Detroit (19,000). Milwaukee (14,500). Atlanta (13,200). Cleveland (12,000). Among the runners-up: Boston, 12th with 10,600. St. Louis, 15th with 9,200. Washington, 19th with 7,500. Miami, 25th with 5,300.

Hodges Calls for Color-TV Push: One way to get the national economy moving forward again, the Commerce Secy. suggested last week, is to promote new & upcoming products. Among them: Color TV, electronic ovens, electronic refrigerators, home TV tape recorders. He said that more intensive promotion of such products & developments would create more employment among suppliers, manufacturers, retailers and other industrial & service groups.

Suggests New Market for Sets: English farmer Charles Pidgeon has found a way to get more out of his cows, reports AP. He mesmerizes 'em with TV. Pidgeon installed TVs in his barn, was gratified to find his appreciative cows each giving out with 2 additional gallons of milk daily. His explanation for the outpouring: "Cows like to watch & hear things. There's nothing like a contented cow for getting those extra pints."

TAYLOR SEES 6.25-MILLION YEAR: Motorola consumer-products exec. vp Edward R. Taylor anticipates a good year for the consumer-electronics industry in general and Motorola in particular. For the TV industry, he sees sales of 6.25 million "if retail movement continues its present pattern." For Motorola, he sees profits about equal to last year's \$26.2 million (\$3.74 per share), despite a disappointing first half (see financial table).

Taylor, who is also chairman of EIA's Consumer Products Div., told us that sales in all consumer-electronics categories are holding up well, pointing to TV's better than 30% increase in June over a year ago (see p. 16). Other comments by Taylor, who was in N.Y. for the showing of Motorola's developmental rectangular color tube (see p. 16):

What's selling: If today's interest in low-priced merchandise is strong, it's also "step-uppable." A customer looking at a \$229 console can often be sold a \$329 set.

Stereo phonos: "We're most encouraged by dealer reaction to our stereo line at the Music Show. The phono business is going to be good this fall, provided we have a good healthy economy. We're budgeted for the biggest stereo volume ever. We're still very strong for reverb, and think it's a great thing."

Warranties: "Let the other guys fight it out. We're going to stick to our present policy."

That \$99.95 TV set: Taylor conceded he was "concerned," but he pointed out that there was very little mark-up in the Japanese set designed to be promoted at that figure. "However, when it comes to selling \$129 Japanese TVs against \$169 American portables, we won't have any trouble."

Transistorized TV: Sales of Motorola's 19-in. battery-powered Astronaut are "slow, but we'll sell out." The Astronaut, said Taylor, "was a victim of its time—a luxury item introduced at a time when the public wasn't buying luxuries." However, he added, "we learned a lot about transistors in our experience with the Astronaut, and we think they'll have definite applications in TV, since they can reduce size, increase reliability, cut down power drain & heat."

Taylor said he's going to Europe in September on a "product search—to see what's going on there." Principal targets will be Scandinavia & Italy.

Note: Motorola Pres. Robert W. Galvin, in a letter to stockholders accompanying the firm's financial report last week, predicted that 2nd-half earnings would exceed those of last year. He said that "each of the company's principal divisions operated at a profit during the first half, and each showed an improving profit trend as the half ended."

"TV Tune-Up Week": Nationwide preventive maintenance campaign on behalf of independent TV-radio service dealers will be sponsored by GE Electronic Components Div. with the theme, "World Series Week is TV Tune-Up Week." The Sept. 30-Oct. 6 promotion will feature TV commercials in the nation's top 70 markets by sportscaster Mel Allen, who will educate consumers on what to look for in a test pattern. The commercials will refer viewers to 2-page ads in regional issues of *TV Guide*, which will list local service dealers. Viewers will be urged to get their sets in top operating shape to avoid breakdowns during the World Series.

IHF Movers: Institute of High-Fidelity Manufacturers moves its offices Aug. 1 to 516 Fifth Ave., N.Y. 36.

Mergers & Acquisitions: ITT plans to acquire American Cable & Radio via an exchange of stock, if the latter's shareholders approve. ITT now owns 56.55% of American Cable's outstanding common. It now proposes to acquire the remaining outstanding shares by offering \$4 of ITT convertible preferred stock and 1/7 of a capital share for each share of American Cable • Lab for Electronics and Rome-based International Commercial Co. have organized a jointly-owned Italian production & sales company, *Compania Generale Automazione*. Lab for Electronics will have a 70% interest in the new concern, which will have its hq in a 10,000-sq.-ft. plant in Rome • Astrex, electronics distributor in N.Y., has purchased for \$750,000 cash & 15,000 shares of Astrex common 2 Milwaukee firms & their affiliates: U-Test-M Mfg., maker of self-service test equipment for TV-radio tubes, and Midland Distributing, distributor of TV-radio tubes • Telex, St. Paul electronics concern, has acquired for undisclosed stock *Inteledata Corp.*, Detroit maker of printers for computer applications • Beckman Instruments plans to acquire via a stock exchange *Offner Electronics*, Schiller Park, Ill. manufacturer of electronic & medical instruments. Offner will be operated as a Beckman division • American Electronics has sold its Ground Support Division to *Astro-Science Corp.* The cash purchase price is expected to range between \$1.1 & \$1.3 million.

Components Output Steady: Total first-quarter shipments of electronic components were relatively unchanged from 1960's 4th quarter, and down less than 1% from first-quarter 1960, the Commerce Dept.'s Business & Defense Services Administration reported last week. The following changes, among specific categories, were reported for this year's first quarter from the preceding period: Capacitor shipments, up 9%; resistors, up 6%; receiving tubes, up 4%; quartz crystals, up 3%; transformers, down 8%; relays, down 5%; power & special-purpose tubes, down 2%. While unit shipments of semiconductors increased 15% to nearly 113 million, price reductions held the dollar-volume increase to only \$2 million (for a total of \$146 million). Tables of first-quarter component shipments by category are available from Electronics Div., BDSA, U.S. Commerce Dept., Washington 25, D.C.

EMI/US Buys General Communications: EMI/US Ltd., the American arm of British EMI Ltd., has purchased the assets of General Communications Inc., Ft. Atkinson, Wis. manufacturer of broadcast & industrial electronics equipment. GC's products, to be integrated into the EMI/US communication-equipment line, include transistorized TV switching equipment, solid-state video & pulse distribution equipment, special effects generators, monitor systems, picture monitors, studio consoles, solid-state power supplies and automation systems. GC Pres. E. D. Peterson has been retained by EMI/US under a long-term management contract. EMI/US has changed the name of its Broadcast Div. to General Communications Division. Other divisions are Magnetic Tape, Electron Tube & Consumer Products.

Visual Intercom by Motorola: "Visicom" system, a self-contained desk-top audio-video intercom, was demonstrated by Motorola last week at a N.Y. news conference. Using 8-in. picture tubes, the system was demonstrated as a "product of the future," but exec. vp Edward R. Taylor said the units could be produced for about \$500 a pair. Each Visicom unit contains a TV camera & receiver so that each sends & receives a picture. A switch permits the user to see either what the remote unit is receiving or to see himself in his own receiver.

N.Y. FM STEREO IN SEPT: A new FM station operated by a large TV-radio-appliance chain hopes to provide the N.Y. metropolitan area's first FM stereocasts when it goes on the air in September.

The unique 20-kw WTFM, owned by Friendly Frost Inc., will combine a 24-hour music broadcast operation with a hi-fi sound salon in a modern glass-walled building in Fresh Meadows, N.Y., according to Friendly Frost Chmn. Gerald O. Kaye, onetime president of WNTA-TV & WNTA, Newark-N.Y. The sound salon "will combine custom cabinetry & quality components from leading manufacturers" under the "Volare" trade name, said Kaye. Although at least 7 N.Y. metropolitan area stations are planning to stereocast (Vol. 17:27 p18), WTFM hopes to be first on the air with stereo programming.

No new stations were reported programming in stereo last week, and FCC issued no new type-acceptances for stereo-broadcast equipment. Therefore, at week's end, there were still only 6 stations broadcasting in stereo during regular program hours (for list, see Vol. 17:30 p19).

Stations now planning to begin stereocasting in August include KPEN San Francisco, WRCB Boston, WOOD-FM Grand Rapids, WUPY-FM, Lynn, Mass.

Fortune Smiles on Grundig: "Perhaps the most fantastic Cinderella story in postwar Germany is Max Grundig's rise to his current eminence as one of Europe's biggest radio manufacturers," profiled August *Fortune*, adding: "In the 1930s, Grundig ran a small radio sales & repair shop. During the war he managed a small plant that made radio parts for the army. Then, in 1945, he started his own operation in a Nurnberg suburb. At the time, the occupation authorities prohibited the manufacture of radio sets, but Grundig evaded this ruling by selling assemble-it-yourself radio kits as toys. At first, his customers had to rely on the black market for the tubes to make them work. By 1952, the millionth Grundig radio was turned out. In 1953 he started producing TV sets, and soon after, portable tape recorders. (He also pioneered in German production of short-wave receivers.) Today, at 53, he has 10 major production plants, 10 additional sub-assembly operations, and his own retail outlets in every major German city. Last year his total sales amounted to \$238 million . . . [He is] the owner of the country's largest one-man operation."

Raytheon Takes Over CBS Tube Plant: The CBS Electronics Div., which last month announced its retirement from receiving-tube production (Vol. 17:23 p18), is selling the "specialized machinery" at its North Windham, Me. plant to Raytheon. The latter also will lease the building and expects to employ about 100 workers in the production of tube mounts. The mounts will be types formerly produced by CBS.

New Zenith Record: "Second-quarter 1961 unit sales of TV-radio & phonographs exceed even record-breaking 1959 & 1960 second-quarter sales—and Zenith distributors report greatest acceptance & orders from dealers in history for June, July & August." So said 2-page Zenith trade ads last week.

Magnavox Introduces Electronic Organ: An all-transistor model was announced last week by Pres. Frank Friemann. He said that advance orders indicated that Magnavox would sell 5,000 organs, or all it can build, by year's end.

Trade Personals: George A. Bradford, GE consultant on advertising & sales promotion (N.Y.), Aug. 1 heads up new division-wide marketing operation for GE's Radio & TV Div., supervising advertising, distribution planning, export sales project, industrial design and press relations. He's former ad mgr. of GE's Tube Dept. and Radio & TV Dept., and more recently was a vp of Compton Advertising.

Leonard Ashbach, chairman & president of Wilcox-Gay Corp. (parent of Majestic International), elected president, chief executive officer & treasurer of Davega Stores Corp., due to be merged with Wilcox-Gay (Vol. 17:28 p17). Wilcox-Gay gen. counsel Arthur Homans becomes Davega secy. Joseph & Melvin Axler have resigned as Davega pres. & exec. vp-chmn. . . . W. M. Meyer named gen. mgr., John M. Otter Co., N.Y. Philco distributor, succeeded as gen. sales mgr. by Arthur Ollstein, ex-Columbia Phonograph Distributors.

Lowell R. Day named to new post of exec. vp, Packard Bell. He'll continue as treas. . . . Hanno Koegel, ex-Bogen-Presto, appointed mgr., sound products engineering, General Dynamics/Electronics Commercial Products Div. . . . Dave Gerstein elected to new post of govt. & industrial relations vp, Olympic.

Norman Skier, ex-merchandising mgr., DuMont Div. of DuMont Emerson, named to new post of ad & merchandising mgr., Fedders Corp. . . . Irving Mills elected a vp, Cenco Instruments.

Maj. Gen. John A. Barclay (U.S. Army ret.), appointed vp, Lionel Corp. . . . John A. Mayberry, ex-CBS Electronics, named central-zone mgr., Raytheon's Distributor-Products Div. . . . Jack R. Fitzwater named to new post of traffic mgr., Eitel-McCullough.

Maxwell B. Bassett appointed vp for systems management, General Precision Inc. . . . John W. Johnson appointed PR & advertising dir., Ling-Temco-Vought . . . William D. Hogan, ex-Raytheon, named to new post of engineering-services mgr., Sylvania Semiconductor Div.

Andrew J. Chitica named financial analysis mgr., General Dynamics/Electronics . . . Rollin M. Russell named pres., Acoustica Associates, replacing Robert L. Rod, who continues as chmn. . . . Donald J. Arvas named Northwest regional mgr. of Antennavision's CATV equipment-manufacturing div. Ameco, headquartered in Spokane.

Bent Glass Manufacturers Listed: The name of Eagle Convex Glass Specialty Co., Clarksburg, W. Va., a producer of bent tempered glass for TV, was omitted from the list of bent TV glass manufacturers in our June 26 issue (Vol. 17:26 p16). Other makers of tempered TV glass: Marsco, Chicago; Permaglass, Woodville, O.; Hordis Bros., Philadelphia; Hamilton Glass Co., Chicago; Chicago Dial Co.; Dearborn Glass Co., Chicago; Virginia Glass Products Corp., Martinsville, Va.

Wescon Telecasts in 4 Cities: Taped telecasts from the Aug. 22-25 Western Electronic Show & Convention will be sponsored by International Resistance Co. in 4 major markets. Featuring on-the-spot coverage of activities at San Francisco's Cow Palace, the 15-minute engineering shows will be presented on KTVU San Francisco (11 p.m. Aug. 22, 23, 24), KTLA Los Angeles (11 p.m. Aug. 23 & 24, 10:30 p.m. Aug. 25), WPIX N.Y. (11:15 p.m. Aug. 23, 24, 25), WRCV-TV Philadelphia (6:10 p.m. Aug. 23, 24, 25).

Hazeltine Relocates Washington Office: The Little Neck, N.Y. electronics manufacturer has moved its D.C. office to larger quarters at 1625 Eye St., NW.

Picture & Receiving Tube Sales: May factory sales of TV picture tubes increased modestly in both unit & dollar volume from a year earlier, but receiving tube unit & dollar sales were down slightly from May 1960. May picture-tube sales totaled 673,315 units valued at \$13,238,774—compared with 667,080 units at \$12,745,714 in May 1960. For year to date, unit & dollar volume continued ahead of the pace set in 1960's first 5 months. May receiving-tube sales totaled 29,823,000 units—down from 30,612,000 in May 1960. The dollar volume also dropped, to \$25,308,000 from \$25,904,000. For 1961's first 5 months, receiving-tube unit & dollar sales ran behind 1960's Jan.-May volume. Here are EIA's tabulations:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,833	\$14,430,602	26,343,000	\$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	936,098	18,725,011	36,635,000	30,719,000
April	722,110	14,293,375	28,687,000	24,392,000
May	673,315	13,238,774	29,823,000	25,308,000
Jan.-May 1961	3,768,345	\$75,083,743	147,291,000	\$124,511,000
Jan.-May 1960	3,697,969	73,093,786	160,508,000	137,352,000
	*	*	*	*

May Factory Sales of Transistors: 15,128,181 units valued at \$25,113,042. Hewing to the established sales pattern, the May volume was sharply ahead of May 1960's 9,046,237 units at \$24,714,580. The unit sales also were slightly ahead of April 1961's 15,072,064, but dollar volume was appreciably behind the preceding month's \$27,388,278, reflecting the price constrictions in the semiconductor industry. Here are EIA's tabulations:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,193,576
May	15,128,181	25,113,042	9,046,237	24,714,580
TOTAL	70,783,877	\$130,971,403	50,093,271	\$125,591,228

Union Seeks Say in Plant Moves: United Automobile Workers has asked Ford Motor Co. for a say in any decisions to open new plants and close old ones. UAW official Ken Bannon told the auto maker that his union "does not believe the company should have the right to make a unilateral decision on the transfer of operations, location of new plants, or any other move that destroys the worker's investment in the company." He suggested that if the company & union fail to agree on a proposed move, a "responsible member of the community, or a panel from the community, should become party to the discussions" and make recommendations.

NLRB Okays TV: It's all right for an employer to give away a TV set as a "door prize" in a union-representation election to encourage workers to vote, the National Labor Relations Board has ruled. It reversed trial examiner Arther Reyman on the TV-affle issue, but upheld other findings by him that an Austin, Tex. firm had threatened employes with reprisals if they joined the carpenters' union. The NLRB ruling said there was no proof that the management's "door prize" induced the employes to vote one way or another.

8 Firms Sign Negro Job Pledge: The presidents of 8 defense contractors, employing a total of 760,000 workers, recently signed White House agreements to ensure equal job opportunities for Negroes. Among the 8 companies: GE, RCA, Western Electric. The long-range agreements, or "plans for progress," were negotiated by President Kennedy's Committee on Equal Employment Opportunities, chaired by Vice President Johnson.

Finance

MUNTZ TV'S ROAD BACK: Prospects & profits have perked up considerably at Muntz TV since that dark March 2, 1954 when the company filed a petition for reorganization under Chapter X of the Bankruptcy Act. Still making steady progress on the comeback trail, Muntz is now offering an exchange of common stock to holders of its non-interest-bearing promissory notes (Vol. 17:29 p19).

How Muntz TV survived the knockout blow and then came off the floor to get back into the TV fight is chronicled in a prospectus issued in connection with the stock offer.

When Muntz went under, it received a strong downward push from "the fixed overhead of 77 [company-owned] retail locations." The new Muntz has abandoned direct selling in favor of 3 independent channels of distribution: a limited number of volume, exclusive-franchise dealers; an unlimited number of smaller dealers operating on a non-exclusive basis; private label.

Muntz believes that this 3-channel distribution "offers a measure of protection against localized economic disturbances." Ultimately it expects each channel to account for one-third of total sales.

For the 1960 fiscal year ended last August 31, the prospectus pointed out, "exclusive volume dealers as a group purchased 53% of total dollar sales; appliance dealers purchased 35%; private-label sales amounted to 12% of total." In that fiscal year, more than 1,500 individual accounts purchased Muntz TV's output—"without any one account representing 15% or more of yearly sales."

The new Muntz has also dropped the production of air conditioners. It limits itself to the manufacture of TVs "to sell in the lowest price field." Currently the company makes 17- & 19-in. portables which "accounted for 18% of net unit sales in the last fiscal year." It also produces 21-, 23- and 24-in. table & console TVs. Combination TVs—21- & 23-in. models with stereo, radio and record players—represent 25% of over-all business. Muntz TV sales "for 1960 are estimated to have been less than 2% of the total industry sales for the year."

Muntz has not produced color TVs since 1956 and, the prospectus emphasized, "has no present plans" to re-enter the field. The company "will not consider resumption of such production until such time as it can purchase component parts at lower prices than are presently available and a technological breakthrough occurs which will permit Muntz TV to sell popular priced color TV sets in volume at a profit."

Muntz commenced production operations July 17 in a new 75,000-sq.-ft. plant in Wheeling, Ill. (Vol. 17:28 p17). The new hq combines all production, merchandising and shipping under one roof. Muntz has a 15-year lease at an annual rental of \$63,500, plus annual real estate taxes of \$12,000. The plant's maximum production capacity is 18,000 sets monthly—nearly double the output capacity of the former plant at Evanston.

In its 1960 fiscal year, Muntz earned \$860,451 on \$9,840,116 sales—compared with \$420,894 on \$6,728,906 sales the preceding fiscal year. In the 8 months to April 30, 1961, earnings totaled \$462,750 on \$6,443,000 sales, vs. \$735,666 on \$7,419,016 in the comparable 1960 period.

Muntz TV's current assets, as of April 30 this year, totaled \$2,218,955 vs. current liabilities of \$375,253. Included among the assets was \$276,456 cash. Production equipment was valued at \$313,844 before a \$245,520 allowance for depreciation. Tools & dies were listed at \$14,775.

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

Allied Artists. Roger W. Hurlock bought 900, held 24,000. W. Ray Johnston sold 300, held 1. Albert Zugsmith sold 23,700, held 139,700.
 Ampex. Charles P. Ginsburg bought 1,125, held 1,890. John M. Leslie Jr. bought 1,500, held 1,635. Thomas L. Taggart sold 2,970, held 1,500. Erwin Tomash sold 1,050, held 11,500.
 Amphenol-Borg. Henry Feldman acquired 40,504 in merger, held 40,504. Richard M. Purinton bought 100, held 200.
 Arvin Industries. Fred E. Daniel sold 300, held 5,905.
 Audio Devices. C. J. LeBell sold 1,000, held 66,814. Joseph K. McCammon sold 100, held 10,071.
 Avco. James R. Kerr exercised option to buy 3,333, held 12,567.
 Belock Instrument. Donald C. Walton sold 800 and 700 more for wife, held 15,071 personally, 1,043 for wife.
 Capital Cities Bcstg. Lowell J. Thomas sold 1,000 in private transaction, held 113,567 personally, 4,267 for wife.
 Cinerama. Sam Boverman exercised option to buy 2,000, held 4,000.
 Morris Schecter exercised option to buy 500, held 1,000.
 Columbia Pictures. Abraham Montague sold 200, held 3,766 personally, 97,159 in Fico Corp.
 Consolidated Electronics Industries. Don T. McKone bought 400, held 2,275.
 Corning Glass. William C. Decker sold 600, held 17,537.
 Crowell-Collier. Joseph Schwarz sold 9,400 in joint venture, held 15,958 in joint venture, none personally.
 Daystrom. John W. McLaren bought 100, held 100.
 Desilu Productions. Edwin E. Holly sold 300, held 2,000.
 Electronic Specialty. Clyde F. Mooney sold 396 and 10 more as trustee, held 10,770 personally, 210 as trustee.
 Electronics Corp. Harlow F. Avery sold 4,800, held 80,200.
 General Dynamics. Robert P. Meiklejohn sold 1,000, held 1,000.
 Clifton M. Miller sold 9,000, held 5,000.
 GE. Oscar L. Dunn exercised options to buy 1,963 from September 1959 through June 1960, bought 1 more, held 3,636 personally, 371 in trust. Lyman R. Fink sold 400, held 526. H. W. Gouldtborpe exercised option to buy 133, held 1,996. James F. Young received 242 in incentive compensation from April 1960 through April 1961, sold 1,200, held 1,236.
 General Precision Equipment. E. A. Link sold 6,300, held 26,026.
 Globe-Union. W. M. Wanvig exercised option to buy 100, held 3,000.
 Hazeltine. Henry Reeve sold 3,100, held 17,300.
 Indiana General. Paul R. Doelz exercised rights to buy 5,680, held 19,126 personally, 458 for wife, 12,320 in trusts.
 IBM. Charles V. Boulton exercised option to buy 299, held 1,043.
 Herbert T. Hansford bought 378, held 2,576. Dean R. McKay bought 1,021, held 1,205. H. Wisner Miller Jr. exercised option to buy 100 in December 1960, sold 174 in July 1959 and 50 more in June 1960, held 584. Thomas J. Watson Jr. sold 2,000, held 31,610 personally, 39,256 in trusts. Bernard F. Wiegard exercised option to buy 329, held 1,664.
 Albert L. Williams exercised option to buy 834, held 6,574.
 ITT. Harold S. Geneen received 619 as bonus award, held 2,855.
 Lear. Roy J. Benecchi sold 2,000, held 2,405.
 Ling-Temco. Lee D. Webster bought 1,000, held 2,000.
 Litton Industries. Roy L. Ash sold 500, held 104,269 personally, 785 as custodian, 14,178 in partnership. William L. Reynolds bought 2,000 privately, held 2,000. Henry Salvatori sold 1,700, held 77,095.
 Charles B. Thornton sold 1,000 and transferred 2,700 more from community property interest, held 264,206 personally, 31,191 in partnership.
 Loew's Theatres. Lewis Gruber bought 400, held 1,000.
 Loral Electronics. Bernard R. Garrett exercised option to buy 1,968, held 2,043. Edward R. Garrett exercised option to buy 7,875, held 42,525.
 William Lorenz exchanged 25,000 for shares of open-end investment company, held 300,050.
 Magnavox. Jack S. Beldon sold 100, held 100.
 P. R. Mallory. P. R. Mallory (amended report) bought 1,000 in December 1959, sold 1,500 from trust in October-November 1959, held 80,636 personally, 16,464 in trust.
 MGM. Howard Strickling exercised option to buy 600, held 1,425.
 Minneapolis Honeywell. Richard F. Brown sold 200, held 52,273 personally, 600 in trust.
 Motorola. Allen H. Center bought 100, held 300.
 Muntz TV. Wallace A. Keil bought 4,000, held 6,500.
 National Telefilm Associates. Oliver A. Unger received 1,092 as dividend from National Theatres & TV in October 1960, sold 1,000 in April 1961, held 92.
 National Theatres & TV. Leonard Davis bought 4,000 through holding company, held 9,000 in holding company, none personally. Samuel Firks sold 2,000 in October 1960 and 9,000 more in April-May 1961, held 39,164. Eugene V. Klein bought 6,400, held 50,223.
 Philco. Robert F. Herr sold 500, held 22,953. David B. Smith sold 300, held 2,352.
 RCA. Martin F. Bennett sold 175, held 1,267. David Sarnoff sold 2,500, held 23,102.
 Reeves Bcstg. & Development. George L. Buist sold 600, held 14,524.
 Servomechanisms. J. J. Dempsey exercised option to buy 400, held 800.
 Siegler. Morris Sobin exercised option to buy 3,214, held 6,010.
 TelePrompTer. Fred Barton sold 900, held 39,743. Irving B. Kahn sold 5,457, held 57,798. Edward C. Reveaux exercised option to buy 250, held 250.
 TV Industries. Martin J. Robinson bought 450, held 450.
 Tectron Electronics. Robert G. Tabors bought 300, held 600.
 Thompson Ramo Wooldridge. Irwin A. Binder bought 660, held 2,700. Frederick C. Crawford sold 4,100, held 32,074. Harold L. George sold 1,600, held 21,535. Dean E. Wooldridge sold 300, held 42,563. J. D. Wright sold 300, held 9,200 personally, 4,600 in trusts.
 Tung-Sol. Donald A. Harper bought 100, held 4,883 personally, 637 in trust. Paul J. Hemschoot bought 100, held 316. Milton R. Schulte bought 100, held 3,586.
 20th Century-Fox. Francis T. Kelly sold 300, held 150. C. Elwood McCartney sold 200, held 450.
 Westinghouse. M. K. Evans exercised option to buy 500, held 922.
 Charles H. Weaver sold 2,500, held 550.
 Zenith. Francis W. Crotty exercised option to buy 420, held 870 personally, 270 for wife as trustee. Clifford J. Hunt exercised option to buy 600, held 1,200. Clarence E. Isgrig exercised option to buy 400, held 800. Eugene M. Kinney sold 200, held 2,191. Hugh Robertson exercised option to buy 1,500, held 9,583.

Reports & Comments Available: Westinghouse, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Jerrold Electronics, review, Suplee, Yeatman, Mosley Co., 1500 Walnut St., Philadelphia 2 • Pittsburgh Plate Glass, comments, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Scully Recording Instruments, offering circular, Moran & Co., 10 Commerce Court, Newark 2 • Litton Industries, profile in July 15 *Forbes* • Avnet Electronics, review, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Ampex, analysis, Dean Witter & Co., 45 Montgomery St., San Francisco 6 • Crowell-Collier, comments, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • Clairtone Sound, comments, Stearns & Co., 80 Pine St., N.Y. 5 • Science Capital, prospectus, Blair & Co., 20 Broad St., N.Y. 5. • Texas Instruments, Transiron Electronic, Sprague Electric, discussions, Laidlaw & Co., 25 Broad St., N.Y. 4 • Lab for Electronics, report, Boening & Co., 1529 Walnut St., Philadelphia 2 • Gilbert Data Systems, prospectus, Schriver & Co., 37 Wall St., N.Y. 5 • Servonic Instruments, prospectus, C. E. Unterberg, Towbin Co., 61 Broadway, N.Y. 6 • General Precision Equipment, review, Blair & Co., 20 Broad St., N.Y. 5 • International Cablevision, prospectus, James Anthony & Co., 37 Wall St., N.Y.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Burroughs	Q	\$0.25	Oct. 20	Sep. 29
Canadian GE	Q	2.00	Oct. 2	Sep. 15
Electronic Investment	—	.02	Aug. 30	Aug. 1
P. R. Mallory	Q	.35	Sep. 11	Aug. 10
Siegler	Q	.10	Sep. 1	Aug. 15
Stanley Warner	Q	.30	Aug. 25	Aug. 10
Stewart-Warner	Q	.35	Sep. 9	Aug. 18
Tung-Sol Electric	Q	.17½	Sep. 2	Aug. 11
Westinghouse	Q	.30	Sep. 1	Aug. 7

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

Thursday July 27, 1961

Stock	Prev.			Stock	Prev.		
	Bid	Bid	Asked		Bid	Bid	Asked
Acoustica	18½	18½	20½	Magna Th.	3	3½	4½
Adler Elec.	15¾	17¼	19½	Magnetics Inc.	9	10	11¼
Aerovox	12	11½	12¾	Maxson	20¾	20¾	22
Allied Radio	29¼	29¼	31½	Meredith Pub.	34	38	42
Astron Corp.	2	1½	2¾	MetroMedia	17½	17½	19½
Babcock	26	26½	28¾	Microdot	25	27¾	30½
Baird Atomic	19¼	19	21	Milgo Elec.	18½	19½	22
Cannon Elec.	24	26½	29¾	Narda Micro	6¾	6¾	7½
Capehart	8¾	9	10	Newark Elec.	13¾	12¾	14
C-E-I-R	53	48	54½	Nuclear Chi.	38½	38	41¾
Chicago Aer.	24½	24½	27¼	Official Films	3½	3¾	3-13/16
Control Data	89	92	98	Pacific Aut.	5¾	5¾	5¾
Cook Elec.	9¾	10¼	11¾	Pacific Merc.	6¾	6¾	7¼
Craig	13½	13½	14¾	Philips Lamp	134¼	133	138
Crosby Tel.	6	5½	6¾	Pyramid	3¾	1¾	2¾
Dictaphone	33¾	36	38¼	Radiation	20½	22	23¾
Digitronics	24	25	28¼	Rek-O-Kut	2	1¾	2¾
Eitel-McC.	15½	15½	16¾	Research Inc.	4½	4¾	5½
Elco Corp.	12	11	11¾	H. W. Sams	44	44	47½
Electro Instr.	17½	18½	21	Sanders Assoc.	51	56½	61
Elec. Voice	10¼	9¾	11	Silicon	12	12¼	13¾
Elec. Assoc.	31	29½	32	H. Smith	10	10¼	11¾
Elec. Cap. Corp.	34½	36¼	38¾	Soroban	63	62	66¾
Erie Resistor	13½	13½	14¾	Soundsciber	11	9¾	11
Executone	17	17½	19¾	Speer Carbon	31	31½	33¾
Farrington	13½	15	16¼	Sprague	75½	82½	86¼
Foto Video	6¼	6¼	7¾	Sterling	3¾	2¾	3-9/16
Four Star	18½	18½	20¾	Systron-Don.	38	40¾	43¾
Gen. Devices	10	11	12¼	Taft Bcstg.	19	18½	19¾
G-L Elec.	8½	8½	10	Taylor Instr.	—	48½	52½
Goodwill Sta.	—	10½	12¾	Technology	5¾	6¼	7¼
Cranco	3	2¾	3-5/16	Tele-Bcstrs.	1½	1½	2¼
Gross Tel.	21½	23	25¼	Telechrome	9¼	9	10¼
Hallcrafters	21	21	22¾	Telecomp.	6¾	6¾	7¼
Hathaway	21¼	22¼	24¾	Time Inc.	85	82	86¼
High Voltage	150	157	172	Tracerlab	9¾	10¼	11¼
Infrared	16½	17½	19¾	United Art.	6¾	6¾	7¾
Interstate Eng.	16½	18¾	20¾	Universal	—	½	15/16
Ironics	24	29	32	Vitro	23	26¼	28¼
Iték	42	42	48¼	Vocaline	2	2	2½
Jerrold	8¼	9	9¾	Wells-Gardner	31	30	32½
Lab for Elec.	43½	47	50¾	Wilcox Elec.	9½	9¾	10½
Leeds & North.	34	33½	36½	Wometco	24	23¾	25¾
Lel Inc.	7¾	8	8¾				

SEC Cites Telescript: Anti-fraud provisions of the Securities Act were violated by Telescript-CSP Inc., N.Y., SEC has charged in an order temporarily suspending a Regulation A registration exemption for a public stock offering of 60,000 common shares at \$5 per share. The maker of Telescript prompting equipment & TV staging apparatus was accused by SEC of issuing a "false & misleading" offering circular in connection with an SEC filing last December. Among other things, SEC said, Telescript: (1) Failed to disclose that Federman, Stonehill & Co. held a 50% stock interest in the company and a controlling interest in Mangrow Industrial Corp., which was reported by Telescript to hold 70,000 of 140,000 Telescript shares then outstanding. (2) Neglected to mention a "material transaction" in which voting rights of Mangrow shareholders had been changed.

SEC Charges Fraud: Northeast Telecommunications Inc., N.Y., organized in 1958 to develop such electronic products as 2-way mobile radio units, has been accused by SEC of violating anti-fraud provisions of the Securities Act. Issuing an order temporarily suspending Northeast's registration exemption for a 1958 offering of 300,000 common shares at \$1 per share, SEC said the company's offering circular was "false & misleading." Alleged misrepresentations included claims regarding the "business experience" of Northeast Pres. Richmond Lisle-Cannon, principal promoter of the stock sale.

WABC-TV N.Y. Profits Soar: A net profit increase of 22% for the first 6 months of 1961 over last year's comparable period was reported last week by WABC-TV N.Y., marking the most profitable half-year in the station's 13-year history. In addition, the station reported a second quarter sales increase of 14% over 1960's figures for the same period. WABC-TV vp & gen. mgr. Joseph Stamler predicted that the ABC-TV flagship's 1961 third-quarter would easily surpass in station sales & net profit the comparable period of 1960.

Adler Electronics "scored a major break-through" in sales & earnings in the fiscal year ended June 30, Pres. Benjamin Adler reported. Sales in the year rose to about \$8.5 million from \$3.6 million in the preceding fiscal year. Net earnings topped \$200,000 (more than 30¢ per share) vs. \$17,000 (before a \$39,000 tax credit) in the year ended June 30, 1960. Adler said big factors in the company's record returns were Signal Corps & Air Force contracts.

Faradyne Filings Challenged: SEC has started stop-order proceedings against Faradyne Electronics Inc., questioning "accuracy & adequacy" of stock & debenture registration statements by the Belleville, N.J. electronic-component manufacturer (Vol. 17:7 p22). SEC said a 1959 Faradyne stock prospectus was "false & misleading," that a statement explaining its debenture proposals this year failed to disclose pertinent information.

Siegler Profits Decline: Despite a sales rise to about \$94 million from \$84 million a year earlier, Siegler Corp. (Olympic Radio & TV) earnings declined 10-15% in the 1961 fiscal year ended June 30. Earnings totaled \$3.2 million in fiscal 1960. Pres. John G. Brooks said that per-share earnings were within 10% of \$1.20 on 2,220,000 shares outstanding—compared with \$1.71 on 1,871,696 shares the preceding fiscal year.

Unlisted Trading Sought: The Detroit stock exchange has asked SEC to approve unlisted trading in Ampex & Raytheon common stocks.

Churchill Stereo Corp., Brooklyn assembler of TV-radio-stereo-hi-fi units in console furniture which is sold at 6 N.Y.-area retail stores, plans to go into brand-name business. The company, organized in June, filed an SEC registration statement (File 2-18514) covering a public stock offering to finance development & promotion of a Churchill stereo & hi-fi cabinet line. Lieberbaum & Co. heads the underwriters for the issue of 105,000 common stock shares with attached 5-year warrants to be offered in units at \$3.60 per unit (one share & one warrant). Outstanding now are 140,000 common shares with a book value of 86¢ per share. Pres. Jack Dubler & secy.-treas. Bernard Dubler hold 62,500 each.

Additional Japanese Stock Offerings? Sony Corp.'s recent success on the U.S. stock market (Vol. 17:27 p21) "is expected to be the curtain raiser for similar offerings of 15 other Japanese stocks later this year," reported July 26 *Financial World*. The publication added: "All 16 issues originally had been scheduled to bow in on the American market a few months ago. But objections raised by U.S. securities dealers in hearings before the SEC forced postponement of all but the Sony offering." Electronics representatives among the 15: Hitachi, Mitsubishi, Nippon Electric, Toshiba.

Revenuers Push Against "Push": Closer attention is being given to "push money" by Internal Revenue men, reported July 19 *Wall St. Journal*, adding: "This is money given a retail salesman by a wholesaler to push a specific brand. The practice recently has become more widespread in the appliance field, to mention one. Such payments are usually made without a store's knowledge, and so little if any push money, or spiff, is ever reported for tax. Revenuers say they learn about such under-the-counter compensation from informers, some of them competing firms."

Federal Pacific Electric Has Loss Year: Although the company will report a \$3 million net loss for its 1961 fiscal year ended June 30, Pres. Thomas M. Cole forecast profits for the succeeding year on record sales "in the area of \$115 million." He said that the Cornell-Dubilier Electronics Division did not return a profit, but is "making progress" and should be profitable in the current year. He said C-D is "going after more military R&D business and help pay the freight in areas which interest us."

Roanwell Plans Issue: Public sale of 150,000 common stock shares through Paine, Webber, Jackson & Curtis is proposed in an SEC registration statement (File 2-18482) by Roanwell Corp., N.Y. maker of microphone & headset components. The company would offer 50,000 shares, and Pres. Richard W. Howell & vp Donald W. Powers 50,000 each, at an unspecified price, to raise money for new equipment and possible acquisition of other firms.

Varitron Corp., organized in June in Brooklyn by Vacudyne Associates Inc. to make TV & hi-fi accessories and import Japanese radios, plans a public offering of 100,000 common stock shares at \$2 per share. An SEC registration statement (File 2-18556) listed Kenneth Kass as underwriter.

Amphenol-Borg is setting aside 111,959 shares of common stock for use in its restricted option plan for officers & key executives, according to an SEC registration statement (File 2-18487).

Acro Electronic Products Co., Philadelphia manufacturer of hi-fi amplifiers, plans a public offering of 100,000 Class A common stock shares at \$4 per share through Roth & Co., according to an SEC registration (File 2-18508).

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Amphenol-Borg Electronics	1961—6 mo. to Jun. 30 ^a	\$ 34,641,054	—	\$ 463,470	\$0.33	1,388,081
	1960—6 mo. to Jun. 30 ^a	35,226,005	—	1,532,948	1.10	1,390,728
	1961—qtr. to Jun. 30 ^a	19,413,496	—	404,200	.29	1,388,081
	1960—qtr. to Jun. 30 ^a	17,650,119	—	734,815	.53	1,390,728
Arvin Industries	1961—6 mo. to Jun. 30	29,934,949	\$ 717,148	378,840	.33	1,137,607
	1960—6 mo. to Jun. 30	32,476,234	1,224,652	593,333	.52	1,132,534
	1961—qtr. to Jun. 30	16,954,891	883,049	458,473	.40	1,137,607
	1960—qtr. to Jun. 30	15,181,445	98,836	47,441	.04	1,132,534
Daystrom	1961—6 mo. to Jun. 30	21,845,000	336,000	186,000	.15	1,255,697
	1960—qtr. to Jun. 30	22,457,000	717,528	344,528	.27	915,813
Dynamics Corp. of America	1961—6 mo. to Jun. 30	22,226,614	1,593,945	881,840	.23 ¹	2,787,027
	1960—6 mo. to Jun. 30	20,675,146	1,536,409	870,926	.22 ¹	2,756,683
Electronic Associates	1961—6 mo. to Jun. 30	8,631,000	—	404,000	.48	759,675
	1960—6 mo. to Jun. 30	6,485,000	—	435,000	.52	722,665
Gabriel	1961—6 mo. to Jun. 30	15,459,250	591,461	345,142	.50 ¹	678,238
	1960—6 mo. to Jun. 30	16,889,831	(264,168)	(126,801) ^o	—	675,838
	1961—qtr. to Jun. 30	8,736,013	374,859	204,189	.30 ¹	678,238
	1960—qtr. to Jun. 30	9,225,277	(336,531)	(161,535) ¹⁰	—	675,838
GT&E	1961—6 mo. to Jun. 30	\$584,640,000	—	32,538,000	.46 ¹	70,581,000 ²
	1960—6 mo. to Jun. 30	581,310,000	—	35,180,000	.51 ¹	67,962,000 ²
	1961—qtr. to Jun. 30	296,968,000	—	17,057,000	.24 ¹	70,504,000 ²
	1960—qtr. to Jun. 30	290,078,000	—	17,449,000	.25 ¹	69,241,000 ²
Giannini Controls (Conrac Inc.)	1961—6 mo. to Jun. 30	10,491,382	—	426,909	.80	532,024
	1960—6 mo. to Jun. 30	7,547,287	—	269,519	.67	383,321
Globe-Union	1961—6 mo. to Jun. 30	26,390,545	1,865,695	871,695	1.02	853,775
	1960—6 mo. to Jun. 30	28,041,516	1,770,525	836,525	.99	842,729
Goodwill Stations	1961—6 mo. to Jun. 30	2,331,870	—	154,562	.24	631,903
	1960—6 mo. to Jun. 30	2,062,958	—	166,023	.26	632,143
Hoffman Electronics	1961—6 mo. to Jun. 30	31,336,996	722,657	349,657	.22	1,534,088
	1960—6 mo. to Jun. 30	23,935,550	253,054	123,054	.08	1,524,221
	1961—qtr. to Jun. 30	15,238,681	188,989	92,989	.06	1,534,088
	1960—qtr. to Jun. 30	13,719,653	248,524	120,524	.08	1,524,221
Motorola <small>Story on p. 19.</small>	1961—6 mo. to Jun. 30	128,722,224	6,426,661	3,062,529	.76	4,028,652
	1960—6 mo. to Jun. 30	145,725,874	13,552,962	6,506,218	1.61 ¹¹	4,030,262 ¹¹
	1961—qtr. to Jun. 30	68,963,624	4,880,740	2,259,552	.56	4,028,652
	1960—qtr. to Jun. 30	74,647,880	7,174,495	3,469,743	.86 ¹¹	4,030,262 ¹¹
NAFI Corp.	1961—6 mo. to Jun. 30	37,916,833	3,135,057	1,635,057	1.34	1,215,755
	1960—6 mo. to Jun. 30	27,809,122	2,893,747	1,572,747	1.28	1,229,155
Sangamo Electric	1961—6 mo. to Jun. 30	24,636,000	1,544,000	811,000	.50	1,634,123
	1960—6 mo. to Jun. 30	25,616,000	1,422,000	759,000	.47	1,620,930
Screen Gems	1961—9 mo. to Apr. 1 ³	40,510,183	—	1,817,752	.72	2,538,400
	1960—9 mo. to Apr. 1 ³	—	—	861,000	.34	2,538,400
Standard Kollsman Industries	1961—6 mo. to Jun. 30	51,745,707	3,317,371	1,615,967	.77	2,086,891
	1960—6 mo. to Jun. 30	45,329,044	2,887,064	1,377,714	.66 ⁴	2,006,213
	1961—qtr. to Jun. 30	27,074,984	1,740,798	845,818	.40	2,086,891
	1960—qtr. to Jun. 30	23,457,224	1,759,939	805,589	.39 ⁴	2,006,213
Stewart-Warner	1961—6 mo. to Jun. 30	54,141,851	6,340,732	3,032,732	.91	3,322,733
	1960—6 mo. to Jun. 30	57,749,015	7,256,149	3,461,149	1.05	3,296,016
	1961—qtr. to Jun. 30	27,796,755	3,521,310	1,686,310	.51	3,322,733
	1960—qtr. to Jun. 30	27,423,884	3,189,130	1,521,130	.46	3,296,016
Technicolor	1961—26 wks. to Jul. 1	—	—	1,405,000 ⁵	.54 ⁵	2,598,218
	1960—28 wks. to Jul. 9	—	—	288,000	.14	2,036,235
Thompson Ramo Wooldridge	1961—6 mo. to Jun. 30	200,879,678	7,170,237	2,071,337 ^o	.60 ¹	3,292,168
	1960—6 mo. to Jun. 30	219,145,159	10,423,961	5,033,861	1.55 ¹	3,145,687
	1961—qtr. to Jun. 30	104,143,974	4,161,300	581,300 ^o	.15 ¹	3,186,457
	1960—qtr. to Jun. 30	107,509,667	5,438,282	2,671,582	.82 ¹	3,145,687
Trav-Ler Radio	1961—year to Apr. 30	19,928,831	437,078	211,078	.23	911,182
	1960—year to Apr. 30	21,447,472	1,417,227	706,227	.78 ⁷	905,836 ⁷
Tung-Sol Electric	1961—26 wks. to Jul. 1	31,395,690	1,247,457	641,457	.58 ¹	925,858
	1960—26 wks. to Jul. 1	35,559,800	2,005,057	962,057	.92 ¹	924,521

Notes: ¹After preferred dividends. ²Average. ³From report to American Stock Exchange. ⁴Adjusted to reflect Dec.-1960 3% stock dividend. ⁵Includes non-recurring dividend of \$517,000 (20¢ a share) from English affiliate, Technicolor Ltd. ⁶After giving effect to \$1.5-million inventory

adjustment. ⁷Adjusted to reflect Nov.-1960 5% stock dividend. ⁸Includes FXR Inc., acquired May 1961. ⁹After \$137,367 tax credit. ¹⁰After \$174,996 tax credit. ¹¹Adjusted for July-1960 2-for-1 split.

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CITY-VS.-COUNTRY PROGRAM RATINGS show that viewer preferences among program types vary with the population size of U.S. counties, according to A. C. Nielsen (p. 7).

CBS FOOTBALL PLANS FOR FALL now involve separate deals with 9 of the NFL's 14 teams in a legal end run (p. 7).

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FCC BILL CLEARED BY HOUSE in 198-150 vote following GOP-Southern Democratic attack on substitute for JFK's rejected reorganization plan. Final passage is sure (p. 2).

FCC OPPOSES SPECTRUM COMMISSION at Senate hearing on plan for super-agency on allocations. FCC already knows—and does—its business, Minow says (p. 4).

PASTORE PLANS PROBE into wide-ranging broadcasting fields, starting with FCC "progress report" submitted to him in response to TV Guide "open letter" (p. 11).

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JAPANESE CHASSIS offered to several U.S. set makers, but industry cross-section sees no advantage, while conceding TV imports will hurt U.S. price level (p. 18).

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NO NEED FOR PLUGOLA RULES, industry says in comments filed with FCC. Parties urge periodic reports to Commission, rather than on-air announcements (p. 9).

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TOP FOREIGN ELECTRONICS firms in Fortune's 1960 compilation: 14 companies which posted an aggregate \$2.9-billion profit on record \$62.7-billion sales (p. 22).

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NETWORKS (p. 14). **PERSONALS** (p. 16).

UPSHOT OF NORTHWESTERN'S SYMPOSIUM: After listening to 2 days of discussion of TV, censorship, freedom of speech, program balance, etc., by 21 learned men from industry, government and the academic world—at Northwestern U.'s "National Symposium on Freedom & Responsibility in Broadcasting"—we came away with these impressions:

1. The law is sufficiently uncertain to permit FCC plenty of latitude in interpreting "the public interest" in programming.
2. A majority of the FCC is likely to continue, with some success for a few years at least, to try to "raise" programming standards.
3. Public, Congressional and judicial climate at this time is such that FCC will not be blocked in its efforts in the near future.
4. When & if FCC "goes too far," it will be stopped.

FCC Chmn. Minow epitomized the one position: Programming is not as good as it ought to be. We intend to do something about it—and the law directs & permits us to do it.

The opposite was expressed by attorney W. Theodore Pierson: Whether programming is good or

not, whether the law seems to give FCC power to do something about it or not—the law ultimately will strike down Commission programming actions as “censorship” and, besides, any such FCC activity is repugnant to our way of life.

We sensed that there is a growing middle ground, best expressed by NAB Pres. Collins and backed by NAB Chmn. McCollough. It's this: We abandon the charge that anything FCC does is censorship. The law may or may not hold that FCC has power over programming. Much more important—Commission must learn the facts of broadcasting life, base its every action on full knowledge of how industry works. Don't throw out the baby with the bath water.

It was apparent, as it always has been throughout FCC's history, that Congress deliberately gave the Commission wide discretion in handling the delicate medium of expression so that it could swing with the major moves of the public-opinion pendulum. Pendulum began its reverse swing last year under Chmn. Ford, after 8 years of McConnaughey-Doerfer leadership. It has been given sharp acceleration by Chmn. Minow. It will be several years before Congress & courts tell us whether it is swinging too far or too fast.

Meanwhile, broadcasters being practical businessmen (no John Peter Zengers in sight, though some may emerge), the industry will generally ease along with current tide. Pierson delivered a brilliant & exceptionally sardonic attack on Minow, but it's questionable whether he or others will find clients sufficiently zealous to test the Commission to the ultimate.

Symposium was an excellent idea. Participants all said so. In fact, McCollough said that NAB would like to sponsor comparable discussions through TIO. Some observers suggested future participation by articulate Congressional leaders such as Sen. Pastore (D-R.I.). Northwestern plans to publish entire proceedings. Westinghouse Bcstg. Co.'s Donald McGannon, who attended sessions, promptly offered to share costs. ABC's Leonard Goldenson & Oliver Treyz, who video-taped and closed-circuited the entire proceedings, received kudos for their contribution—and “The Untouchables” was the most-mentioned program in discussions.

Most attention was directed to papers by Minow, Collins, Pierson and Harvard U. Professor Louis Jaffe—that tortured academician whose mind is preoccupied with the imperfections of men & law. Their addresses are excerpted on p. 5.

FCC BILL CLEARED BY HOUSE: Legislation revamping FCC's procedures was nearly wrapped up in Congress last week for President Kennedy's enacting signature, but it took some tugging & hauling by House supporters to keep package from falling apart on floor.

Reorganization bill was approved 198-150 by House in unexpectedly tight rollcall vote. It followed flurry of hot debate in which Commerce Chmn. Harris (D-Ark.) had to beat down arguments by Republicans & Southern Democrats that his measure (HR-7856) was little more than a disguised version of the President's rejected FCC reform plan. He helped to save the bill by accepting modifying amendments which brought it into line with revised FCC-drafted bill (S-2034) by Sen. Pastore (D-R.I.), which already had been passed by Senate (Vol. 17:31 p2).

Harris bill itself then was shelved by House after its language had been substituted for that in Pastore bill which was sent back to Senate for almost-certain concurrence—possibly this week. Quick signing by President is sure.

Two-hour debate on House bill was permitted by Rules Committee, which cleared Harris measure to floor Aug. 2 after holding it up for week. It was called up next day—and Harris needed much of allotted time to defend it against attack which was led by Rep. Rogers (D-Tex.) of his own Committee & joined by Minority Leader Halleck (R-Ind.)

“I rise in opposition to this bill & vigorously oppose it,” said Rogers at outset of debate, in which he charged that provisions to streamline FCC work rules gave White House too much control over Commission. It would give Commission power to disregard right of litigants in cases, said Halleck. “I think that what we have here is a watered-down version of [President's FCC] Reorganization Plan No. 2, and I am not going to vote for it,” said Rep. Gross (R-Ia.).

Harris then put through amendments which provided that “3 or more employes” must constitute staff boards to which FCC delegates cases, that employes must be specially qualified to handle cases, and that Commission itself must pass on applications for review of rulings by staff boards which in turn have reviewed examiner's decisions. Latter safeguarding amendment was proposed by Rep. Younger (R-Cal.).

Note: Debate also elicited opinion by Harris that Commission already had full authority to put Chmn. Minow's license-fee plans (Vol. 17:27 p1) in effect without extra implementation by Congress. Rep. Jonas (R-N.C.) said he hoped FCC would get going on plan so that Congress no longer would be forced to "the necessity of using taxes to support this Commission."

UNSOLD TIME CREATES NETWORK HEADACHES: Each of the 3 networks still has a sizable number of unsold prime-time program availabilities on its hands—although the start of the fall 1961-62 season is only 2 months away. The problem can't be avoided simply by yanking slow-moving shows and substituting others.

Virtually all unsold time involves "committed" shows, i.e. programs which networks can't junk at this late date because of any one, or a combination, of the following: (1) The show is largely sold to other sponsors on a participating basis, and cancellation would spell endless contract re-negotiation. (2) The unsold properties are prestige- or image-building shows which networks need for program balance and because of pressures from FCC, govt., and TV critics of all types. (3) There are still a few sponsors, such as Beech-Nut, which have yet to commit fall TV budgets, and there's always a chance for a last-minute sale. (4) The show's producer holds an iron-clad contract with the network.

General pattern of unsold programs looks like this: Public-affairs programs are selling better this year than last, particularly at NBC, but it's still hard to find buyers and all 3 networks have some unsold informational shows or specials on the shelf. Action-adventure film shows with strong-rating track records are no problem, but there are available participations or sponsorship segments in nearly all of the untested 60-min. film shows and in those with so-so rating histories. The biggest entertainment specials are largely committed, but there's buyer hesitancy about those with extra-large price tags or with stars whose names are not a guarantee of automatic rating success (see p. 12).

Price-cutting is the common network answer to the over-all sales problem. Advertisers who have held back on fall buys, or who may be able to scrape up extra TV budgets, are the targets of network salesmen who are shooting with some real bargains. Generally, a minute participation in a nighttime 60-min. film show costs (time & talent) about \$30-35,000. Unsold minute slots can be had at all 3 networks, with some haggling, in the area of \$20-25,000. Some unsold public-affairs shows are being offered at break-even prices.

The price slash sometimes goes pretty deep. ABC-TV last week refused to confirm or deny a report, current in N.Y. agency circles, that a major advertiser had picked up a series of unsold minute availabilities in 60-min. film shows for an average price of \$9,500 each (less, actually, than the cost of just the time). CBS declined comment on a report that another sponsor had bought a weekly minute in a nighttime show for a flat \$500,000 for the season (or about \$14,250 for each participation). NBC was said to be trying to hold the price line on its "Saturday Night Movies," but was under heavy pressure to make some cuts. And so it went.

HOLLYWOOD REPORTS TV VIOLENCE FADING: Network minimizing of violence on next season's shows has resulted, to a large extent, in more adult & provocative themes. Our check of network censors in Hollywood who have had chance to preview some of fall product disclosed that they are satisfied that production companies are co-operating in the campaign to keep violence to a minimum.

"Writers have gotten into stories of emotional & mental violence, rather than physical," we were told by Dorothy Brown, dir. of continuity acceptance, Western division, ABC-TV. "They'll be provocative, with strong dramatic values. Whether the public will be satisfied is in the laps of the gods. Some of these stories are presenting greater problems than an old-fashioned fist fight." Examples? "There is the problem of a man & wife and the other woman; or a boy trying to adjust to his father's concept of what he should grow up to be. These involve human relations, family turmoil. Some might label 'The New Breed,' which is about the Metropolitan Squad of the Los Angeles police dept., a cops-&-robbers show. It's not. It's about policemen who figure out why people do things. If a 'New Breed' story also has a chase or a fight, will people see this new added dimension or just call it violence?" Miss Brown mused.

Robert Wood, mgr., broadcast standards for NBC-TV in Hollywood, also told us that producers were veering away from physical violence. Instead "producers are searching—& finding—intriguing ways involving an emotional rather than a physical approach to a dramatic situation. It makes for much better drama," Wood said.

The network is adhering to its policy of no violence without motivation, added Wood, and has not

encountered problems in next season's shows as yet. In answer to those who accuse TV of being responsible for juvenile delinquency & crime he said: "TV didn't do any plays about planes being hijacked. The most recent hijackers read about the first such incident in the newspapers. Why don't they say—with the same logic—that the newspapers are inciting people to steal planes?"



At CBS-TV, William Tankersley, dir. of program practices, Hollywood, told us there is great awareness of problem of excessive violence among producers supplying the network programs. Early time-slotted shows such as "Frontier Circus" (7:30 p.m. Thu.) are always a problem, but that series has little violence, he remarked. As for the problem of violence generally, he said, "Enough people are concerned so that the message has soaked in. Our work is being done for us."

FCC OPPOSES SPECTRUM COMMISSION: In testy testimony resisting Congressional moves to set up a super-agency to tell FCC how to handle commercial-vs.-military allocation problems, Chmn. Minow tossed some not-so-veiled barbs at White House, Pentagon and OCDM in Senate hearing last week.

New govt. commission isn't needed to explore spectrum field, Minow told Commerce Communications Subcommittee, objecting to plan (S. J. Res. 32) by Sen. Hartke (D-Ind.) to establish 5-member supervisory body (Vol. 17:4 p10). FCC already has "plenary power" & "fully adequate mechanism" to take care of its end of business—non-govt. allocations—he said in statement representing views of full Commission. It's doing its appointed job now and has been for 25 years, Minow assured the Subcommittee at session otherwise devoted to satellite communication developments (see p. 11). There's no question that "study of over-all allocations policies is needed," Minow said. But he argued that at best "only the rudiments of the complex problems" could be touched in 6-month inquiry proposed by Hartke resolution.

What's needed is "equally adequate counterpart" to FCC on military side of spectrum, Minow went on, reflecting Commission's frustration at the long—& always fruitless—efforts to wangle additional space from such scattered White House authorities as Defense Dept. & OCDM (Vol. 17:18 p4). Then FCC & single authority for govt. use of the spectrum could get together (with "distinguished & experienced outside advisors") and work something out, Minow said. He pointed out that military & other govt. users now have priority grip on half of the spectrum.



But Commission can't even start any such joint study of "over-all allocation problems" because it doesn't "feel qualified to evaluate whether or not there exists on the govt. side an adequate mechanism for formulation & implementation of policy," Minow complained. He added, icily: "It would, we think, be inappropriate for this agency to sit in judgment on its counterparts in the Executive Branch. Such judgment can only be made by the Executive itself or by appropriate Congressional committees such as yourself."

Minow got few counter-arguments from Subcommittee headed by Sen. Pastore (D-R.I.). Sen. Hartke himself made no speech for his resolution establishing special spectrum body (full name: Commission on the Organization of the Federal Communications Commission & Telecommunications Management) made up of 2 Presidential appointees and one each from Senate, House and FCC. He didn't pursue subject beyond asking questions to clarify Commission's position in opposition. In House, Commerce Committee Chmn. Harris (D-Ark.) has introduced similar study proposal (Vol. 17:2 p3), but his measure hasn't reached hearing stage.

INDUSTRY PONDERES FCC ALLOCATIONS MOVES: Seldom were documents more avidly scanned than when FCC released texts of final orders and proposed rule-making in its major allocations action (Vol. 17:31 p2). (Though Commission issued a limited number of copies, full text will be available this week at nominal cost in Federal Register.)

Reactions are what you'd expect: Vigorous opposition by vhf operators who'd be deintermixed, cheers by uhfs to be deintermixed, martialing of forces by vhfs whose contours would be sliced by short-spaced drop-ins, huzzahs by avid seekers for vhf drop-ins. With the slim 4-3 vote for deintermixture, there's certainly some chance for reversal in that area. Unanimous vote for vhf drop-ins indicates virtually no chance of change there.

Appeals to Senate Commerce Committee aren't likely to get far—because FCC's action is much as that which Committee has been urging for years.

Programming

More about

NORTHWESTERN SEMINAR: Herewith are key excerpts from presentation at Northwestern U.'s Conference on "Freedom & Responsibility in Broadcasting" (p. 1):

FCC Chmn. Minow ended his address with this stinger: "To those few broadcasters & their professional associates who would evade the nation's needs crying 'Censorship—oh, where will it end?' I ask: 'Responsibility—when will it begin?'"

Minow's speech, which ran 21 single-spaced pages, was based heavily on court decisions which he said amply supported FCC authority to weigh licenses in terms of programming. He released at the same time a 76-page legal analysis of the subject by his legal asst. Joel Rosenbloom. The latter had written it in 1957, but it had been shelved. Last week, Rosenbloom updated it. The memo is an exhaustive analysis of legislative, judicial and administrative history. Standing alone, it's an impressive document. But opposing attorneys assert that such scripture has been & can be similarly quoted by them.

Minow's position was probably best summarized by this court ruling, in the old Dr. Brinkley "goat gland" case—which Minow quoted:

"There has been no attempt on the part of the Commission to subject any part of appellant's broadcasting matter to scrutiny prior to its release. In consideration of the question whether the public interest, convenience or necessity will be served by a renewal of appellant's license, the Commission has merely exercised its undoubted right to take note of appellant's past conduct, which is not censorship."

After citing many similar decisions, Minow quoted former Attorney General Rogers: "No action by the Commission has ever been held by the courts to constitute censorship or to violate Constitutional protections of freedom of speech or of the press."

Critics Ignore Court Findings

"Well then," Minow asked, "how do the critics answer all this? Simple. They ignore it. They argue each time as if the slate were completely clean. Don't study the law books . . . Their argument to the Commission—the very agency charged by law with the protection of the public interest—is often the same as their answer to their critics: 'If you don't like it, turn your set off.'"

Their arguments, Minow said, "should be addressed to Congress . . . They were," he added, "and Congress rejected them . . . Nonetheless," he said, "I would like to meet [their] argument head on. It seems to me that just because it is difficult to delineate the exact limits of a law does not mean that the law should not be enforced at all. I wonder what would have been the history of the Sherman Act and similar 'broad' statutes if that standard had been applied to them. If the Commission ever oversteps its permissible province in the area of programming, the doors of the courtroom are open. Any arbitrary action will meet rejection by the judiciary."

Minow summarized what the FCC had been doing recently in the area of programming and said that the Commission would keep doing it. He asserted that "I am sure we will have the support of almost all the broadcasters. Gov. Leroy Collins honorably exemplifies the best in broadcasting. Most broadcasters take pride in their service. Proud people resent those whose only interest in broadcasting is the dollar & cents sign—those

fast-buck operators—many of them new to the industry and lacking in a traditional dedication to serving the public interest. Thus, the Commission, in discharging its responsibilities, is serving not only the public but the responsible broadcaster also."

Speaking of censorship, Minow said there's a lot of it—but not from the FCC . . . "Rating censorship," he said, results from "the almost desperate compulsion of some of our licensees to work & to plan & to live by the numbers—always striving to reach the largest possible audience, in order to attract & hold the mass advertising dollars." And "dollar censorship" occurs, he said, when the broadcaster "simply abdicates his own judgment and turns programming decisions over to an advertiser or his agency."

Gov. LeRoy Collins, NAB pres., reiterated his basic beliefs, many times expressed:

"Some assert that the FCC has no proper or lawful concern with programming. I shall be quite candid and say I disagree with this position.

"The FCC may not substitute its tastes & judgment of programming for that of a licensee. But, at the same time, we should not expect the FCC to close its eyes to abuses in programming reflecting a gross lack of qualifications to enjoy the license privileges.

Licensee Must Show Good Faith

"Furthermore, the FCC should be expected to hold every licensee accountable for good faith efforts to serve the public interest in accordance with the representations which he made in his application for original or renewal license. This has long been the NAB position . . . This is a position which our legal staff continues to find completely sound, based upon statutory requirements and judicial interpretations. I believe that the majority of broadcasters concur in this view, and I stand with them.

"A recent decision of the FCC denying a new license application for FM service in Elizabeth, N.J., has been assailed by some trade-press editorialists as constituting censorship. I cannot accept this view. The applicant in his filing simply duplicated a form used for Alameda, Cal., and for Berwyn, Ill. The Commission found that he made no effort whatever to determine the needs to be served in Elizabeth, nor were his program proposals designed to serve those needs."

Collins made explicit point of the fact that Minow had President Kennedy's backing. "In urging broadcasters to improve their product," Collins said, "Chmn. Minow is not speaking just for himself or just for the Commission he heads. He is speaking for the President of the United States. He is speaking for the people as he interprets their best interests & needs under law."

Like Minow, Collins again attacked ratings: "Creativity is now being curtailed by slavish addiction in some quarters to audience measurements or ratings of questionable validity and administered outside any qualitative control of broadcasters." He noted that NAB plans a research & training center "in association with one of our leading universities, where we can explore the myriad of problems broadcasters encounter from day to day and find intelligent, dependable answers." He also alluded to plans for the unified TV-Radio Code Authority and stated, "These are . . . steps to advance freedom through responsibility."

One point on which Collins disagrees flatly with Minow: number of radio stations. Collins repeated his view that authorization of stations should cease, that programming would then improve.

"I could not be in more disagreement with Chmn.

Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air & additional competition. If he will check, I believe he will find that where there is a reasonable number of radio licenses in a market, the services generally are very superior. The reason is that good operators can earn enough with a reasonable amount of advertising at reasonable rates to allow for reasonable public service."

Collins has eased up from his views about FCC's proposed program form, which he had previously regarded as no excessive imposition on stations. "I have made it clear," he said, "that I can find no legal objection to the FCC requesting information from licensees regarding programming. But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters—especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms."

To give FCC a better understanding of radio's problems, including those of the programming form, Collins called for a mid-September FCC industry meeting "to exchange freely & frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere."

Government as Opinion Maker

Louis Jaffe, Harvard U. prof.: Jaffe seemed substantially torn between what FCC should & could do. He settled finally on govt. exposure rather than threat of license loss. "In areas of opinion," he said, "and it is with such an area that we are concerned, it is precisely flat, legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even trench on the Constitution. But I can see no reason why govt. should not enter the arena of opinion making; should not hold up for public scrutiny ideas, performances, associations, which it regards as dangerous, unsound, or deleterious. This is part of the very process of free discussion. The public may be without the resources to give content, depth, reality, to its consideration. To enable the non-official forces of the community to do the community's business is a healthy exercise of governmental power.

"Accordingly, I envisage govt. as a Grand Court of Inquiry. It can assemble, digest and bring into focus the totality of opinion concerning the role & performance of TV. I applaud the proposed moves of the FCC to increase the scope & precision of licensee reporting and to compel the licensee to make studies relevant to the discharge of its responsibility. I approve, too, the proposal to subject renewal applications to occasional public hearings—or informal investigations—in which the licensee will be called upon to defend its programs, to account for spates of lust & violence, to explain persistent refusal to carry meritorious chain programs . . . to justify niggardly budgets. The chain, too, must report, since their programming is the key to licensed programming."

W. Theodore Pierson, Washington TV-radio lawyer, delivered a 24-page attack on FCC Chmn. Minow. His paper was in form of a response to Cincinnati law school Dean Roscoe Barrow, who had urged: "(1) Greater self-regulation by industry, (2) closer FCC scrutiny of the performance of stations, (3) FCC regulation of networks, (4) advisory committees and independent analysis centers.

Pierson likened Barrow's and Minow's approach to that of "Marxist-Leninist ideology." Referring to Minow's NAB speech, Pierson said the FCC Chairman showed:

"1. That the broadcaster owes to the public the type of programming that he, Minow, specifies.

"2. That he intends in his official capacity to see that the broadcaster pays the debts he, Minow, stated.

"3. And that he intends to accomplish this through the licensing power of the Commission . . .

"Now it seems to me that considering these vigorous words, the Chairman simply said to the broadcaster, 'Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our Commission to broadcast anything.' This, in my opinion, is a prior restraint upon broadcast communications; it is censorship and it violates the First Amendment . . .

"Whether each of us would like the Minow format better than what we now have is a matter of personal taste for each individual. I personally would like it better than present fare. But what price do I pay for receiving the Minow format for the period that he holds sway?

"It seems to me that the price is my concession that the Chairman and his fellow members at any time have the right and the power to set and enforce the format and structure of TV program schedules—what they do to please me today can be undone tomorrow. They can prohibit violence today and editorials tomorrow—as they have prohibited editorials in the past.

"More bluntly, the price I pay is acceptance of a high degree of centralized governmental control of TV fare. Still more bluntly, it is censorship . . .

"Would it not be better to prohibit radio & TV absolutely than to embrace it at the cost of liberty? If not, should we not be more honest with ourselves and cast off the facade of freedom and accept the governmental control of communications that has been so effectively and efficiently used by the ideology we despise but the power and success of which we cannot gainsay?

Pierson Poses a Puzzle

"I wish to be very precise about the area in which I believe Chmn. Minow's proposed course of conduct offends against liberty of speech & press, because, in many other areas, I not only agree . . . but have nothing but admiration for his intelligent and vigorous approach . . .

"It is contended that the Commission in its program investigation and review does not censor because it only examines and weighs 'over-all programming.' This is one of those phrases, the utterance of which seems to invoke some mystical power that changes restraint to liberty. An official accused of censoring needs only to utter these words and the evil spirit of censorship is supposedly exorcised. An otherwise impure act by this incantation becomes pure and holy.

"But mysticism to one side, how in logic can one consider total programming without considering its parts? This is an esoteric rite that I have always wanted to witness but never have been so privileged. Mr. Minow's talk before the NAB was no revelation of a secret . . . I cannot understand why it is censorship to require a station to broadcast a single educational program, for example, but it is not censorship to require several."

Pierson conceded some sort of authority to the FCC when, apparently referring to the Elizabeth, N.J. Suburban case (see p. 17), he said:

"I have no quarrel with the Commission refusing a license where the licensee does not demonstrate that he will make reasonable efforts to inform himself on the needs and tastes of his public, in order that his judgment is an informed one." And in another place: "This has nothing to do with whether his programs were good or bad or what programs he proposes for the future; the only question is whether he intentionally deceived the Commission."

CITY-VS.-COUNTRY TASTES COMPARED: Big-city viewers have a stronger taste for TV drama specials and shows like *U.S. Steel Hour* than do viewers in towns of less than 30,000 population. A similar pattern applies to private-eye fare & suspense shows. Comedies & quiz shows, on the other hand, attract a larger percentage of viewers in smaller communities than they do in the big metropolitan centers. Westerns, variety and adventure shows pull their best in medium-size towns.

These are highlights of the following special audience analysis prepared for us by A. C. Nielsen Co. The figures also highlight a fact basically realized by most TV admen and program planners but sometimes forgotten in the study of overnight ratings (such as Trendex & Arbitron, which reflect big-city tastes) or even in national average-audience levels (which reflect a hypothetical "typical U.S." viewer): There can be a big difference in how popular a show is in N.Y. and how it does in Sheboygan.

THE PERFORMANCE OF
EVENING PROGRAM TYPES BY COUNTY SIZE
(October 1960)

Program type	Nielsen Average Audience Percentage				
	Total U.S.	U.S. County Classification			
		A	B	C	D
Drama	15.3	15.5	15.6	15.9	13.3
Suspense	17.4	17.3	17.8	16.4	14.4
Situation comedy	18.3	17.3	18.6	19.4	19.0
Western	21.0	20.0	21.8	22.7	20.3
Adventure	14.1	13.4	14.6	14.6	14.4
Variety	19.1	18.8	19.3	20.0	18.4
Game, quiz	18.6	17.3	18.3	20.7	19.8

U.S. census county classifications: "A" group, over 500,000 urban population and counties forming part of such major metropolitan areas. "B," at least 100,000 and a central city of less than 500,000. "C," at least 30,000 to 100,000. "D," under 30,000. The "Total U.S." column recites average-audience levels by basic program types in the U.S.

Program Exchange Has 12 Stations: TV Affiliates Corp., the new offshoot of Trans-Lux designed to interchange locally-produced informational & public affairs shows between stations (Vol. 17:24 p8), has signed 12 stations so far, including 6 on the West Coast. So reported TAC dir. & Trans-Lux vp Robert Weisberg last week, adding that TAC expects to have a backlog of 100 programs by January 1962, of which 80% will be half-hours. "You'd be surprised at how varied station programming can be," Weisberg told us. "We've been offered programs dealing with the Strategic Air Command, psychological testing of chimpanzees, the Chinese New Year celebration in San Francisco, medical documentaries, and even an original local dramatic show." A comment from Harold P. See, gen. mgr. of KRON-TV, was typical: "We've long thought the individual TV station was an important source of national as well as regional public-service program material."

TAC's station list so far includes WFLA-TV Tampa, KCPX-TV Salt Lake City, KTTV Los Angeles, KRON-TV San Francisco, KOGO-TV San Diego, KOIN-TV Portland, Ore., KOMO-TV Seattle, KCRA-TV Sacramento, WFIL-TV Philadelphia, WLYH-TV Lebanon, Pa., KPRC-TV Houston, and WLAC-TV Nashville.

Science Reporting Conference: National Science Foundation has given U. of Texas \$12,990 for a 3-day conference on "Mass Communications and Understanding of Science," to be held late in the fall. A total of 35 TV, radio and newspaper people from the Southwest will meet with scientists "to lay the basis for more consistent & accurate reporting of science." Nominations for participation may be addressed to Director, School of Journalism, U. of Texas, Austin 12.

CBS's Fall Football Plans: There will be pro football on CBS-TV this season after all. At presstime, the network announced what amounted to an end run around the legal line defense set up by a federal court, which had ruled the 2-year CBS contract with the National Football League an antitrust violation (Vol. 17:30 p3 *et seq.*). Highlights of the new CBS sports deal:

1. CBS will have "approximately 90" pro football games featuring the following clubs: N.Y. Giants, Detroit Lions, San Francisco Forty-Niners, L.A. Rams, Philadelphia Eagles, Dallas Cowboys, Chicago Bears, St. Louis Cardinals, and the Green Bay Packers.

2. The above lineup is about two-thirds of the total NFL 14-team membership.

3. All the deals are individual contracts, and are not handled (as was the original deal) through the NFL.

4. CBS hinted at more to come: "Games of other teams may be added when the final schedule is completed."

5. The clients signed for national sponsorship of the original NFL series—Ford Motor Co. and Philip Morris—will sponsor the new package. CBS will also retain the original regional sponsors as well.

6. NFL may still seek a reversal of the recent court ruling which invalidated the original CBS-NFL deal.

BBC's Musical Hoax: The British network's performance of an *avant-garde* musical work by Polish composer Piotr Zak was reported by *The New York Times* last week to be a prank—and Mr. Zak to be non-existent. The composition, which was broadcast in June on a series for music and intellectual discussions, was entitled "Mobile for Tape & Percussion"—but the "music" was produced by two studio employes who, with official approval, had "dragged together all the instruments we could find and went around the studio banging them." Wrote one critic: "It was certainly difficult to grasp more than the music's broad outlines, partly because of the high proportion of unpitched sounds and partly because of their extreme diversity." Said another: "Wholly unrewarding . . . A succession of whistles, rattles and punctured sighs proclaimed, all too shamelessly, their non-musical origins." Said BBC: "It was an experiment . . . It was a serious hoax to set people thinking . . . That fake music can be indistinguishable from the genuine is a reflection on certain trends in present-day composition. We are sorry if we have embarrassed certain music critics."

Labor on the Air: The extent of TV-radio public-service programming in behalf of organized labor is demonstrated in a recent *Machinist* of the International Assn. of Machinists. In the "first complete guide ever compiled" in the labor-broadcast field, the IAM weekly fills a 4-page special section with schedules of AFL-CIO-produced shows carried by 880 stations in 688 cities & towns in 49 states. And all but one of the programs—the AFL-CIO-sponsored *Edward P. Morgan & the News* on ABC radio—are sustaining. The *Machinist* estimates that labor's air time adds up to more than 300 hours weekly. TV shows include *Briefing Session*, carried by 92 stations, and *Americans at Work*, used by 173. Regular radio shows include *Washington Reports to the People*, currently broadcast by 415 stations, and *Labor News Conference*, featured weekly by 62 MBS stations.

Repeat for Cuban Show: A special report ("The Plight of Pepito") on Cuban exiles in the U.S. by WTVJ Miami will be carried by WTTG Washington as part of its *A Look at America* series in the fall.

The FCC

AXE AIMED AT KINGSTREE: In a blistering 89-page obscenity-case indictment of WDKD Kingstree, S.C. (Vol. 17:23 p5 *et seq.*), FCC's Broadcast Bureau has recommended that renewal of the license of the radio station—only one in the community—be denied.

Chief count in the indictment was that for 8 years WDKD disc jockey Charlie Walker regularly broadcast "coarse, vulgar and indecent" programs. The Broadcast Bureau also noted that with "virtual unanimity" witnesses at Kingstree renewal hearings called the Walker shows "uncouth, suggestive, indecent, sexy, filthy, smutty, or a combination thereof."

But WDKD owner E. B. Robinson Jr. came under heavy fire, too. The Broadcast Bureau concluded that he: (1) "Made written misrepresentations of fact to the Commission." (2) "Made numerous oral misrepresentations at the hearing." (3) "Made many misrepresentations to the Commission in his renewal application." (4) "Failed to exercise adequate supervision & control over programming." (5) "Does not possess the requisite qualifications to be a licensee."

Accompanied by a 12-page appendix of excerpts from tapes of the Walker broadcasts, which often took up 25% of WDKD schedules, the findings were submitted by Broadcast Bureau chief Kenneth A. Cox and signed by hearing div. chief Robert J. Rawson and attorneys P. W. Valicenti & Donald L. Rushford.

Commission's Jurisdiction Disputed

There was no immediate reaction by WDKD to the damning report, but the station was expected to defend itself in a formal reply. "I have a horrible confession to make," Robinson's Washington counsel Lenore G. Ehrig told us Aug. 4, the day after a copy of the bulky document findings was delivered to her. "I haven't read it. I'm going to take it home with me over the weekend, take off my shoes, and settle down to studying it." Mrs. Ehrig added, however, that she was sure an answer would be filed.

In the station's own 162-page "Proposed Findings of Fact & Conclusions," submitted to the Commission along with the Broadcast Bureau's recommendations, Mrs. Ehrig's firm of Daly & Ehrig argued that FCC has no legal grounds for rejecting WDKD's renewal on any "obscenity" evidence gathered at the on-the-spot hearings. Obscenity on the air is a criminal offense under the U.S. Code, and the Commission as an administrative agency doesn't have enforcement jurisdiction, the station said. Moreover, it argued, the Communications Act & the First Amendment to the Constitution forbid censorship of free speech. WDKD also said "contemporary community standards" of decency—not any preconceived judgments of what constitutes indecency—must be weighed.

The Broadcast Bureau's indictment referred the Commission to the appendix for any needed details of Walker's patter, but summarized a few of his unprintable remarks about his personal anatomical features & sexual proclivities.

"Not only is the Charlie Walker programming passively inconsistent with the public interest but is manifestly detrimental to it. In addition to its inherently offensive nature to listeners, particularly children, the programs constituted a threat to the maintenance of acceptable programming standards by neighboring radio stations."

And as for owner Robinson's protestations that he

was unaware of what was going over WDKD's air, the FCC team said scornfully:

"It is far beyond the realm of reasonable belief that Robinson in some manner was mysteriously sheltered from acquiring knowledge of a fact so well known in the community & among radio broadcasters. In this regard, he revealed an astonishingly calloused penchant to ignore facts & the truth . . .

"Robinson attempted to picture himself as an unwilling & unwitting victim of Walker's misconduct when in fact he was a knowing party & financial beneficiary of such misconduct."

The Broadcast Bureau also figuratively held its nose over WDKD programming during periods when Walker wasn't at the mike. It noted that the station's other "entertainment programs" were intermixed—as was Walker's show—with "a staggering number of commercials." Also noted: (1) "Complete absence of local discussion programs." (2) "Minimal agricultural programs." (3) "Dearth of local talk programs."

The findings did acknowledge a point in WDKD's favor, however. Despite the un-churchlike Walker: "Robinson has a policy that religious programming is 'first' in his operation of station WDKD and it is only in this area that he has made any effort to meet his objective regarding the needs of the community." Even so: "Some . . . programs such as *Hymn Time* are so saturated with commercials that little time is available for program material."

FCC Stresses "Community Needs" Again: FCC last week held up the sale of radio KMAK Fresno from McMahan Bestg. Co. to Radio One Inc., refusing to accept the purchaser's statement that there is "no requirement whatever that affirmative, narrative statements be drawn & submitted . . . showing what steps have been taken and who has been communicated with in planning the programming data." Radio One had made the statement following objections to the proposed sale filed by radio KYNO Fresno. The Commission said that Radio One proposed programs "substantially similar" to those of its KLIV San Jose & KXOA Sacramento and then noted: (1) FCC had turned down the FM application of Suburban Bestrs. for Elizabeth, N.J. for failure to seek out community needs (Vol. 17:27 p1). (2) Last year's policy statement propounded the "seek out" requirement in definite terms (Vol. 16:31 p1). The Commission also said there are charges that Radio One had "falsely advertised surveys" and made misrepresentations to the Commission. The parties were given 30 days to respond.

KRLA Renewal Opposed: Replying to a 77-page pleading by radio KRLA Pasadena against a proposed limited license renewal of one year (Vol. 17:18 p6), FCC's Broadcast Bureau has retorted in a 4-page answer that the station doesn't even deserve the short term. Managerial shortcomings, "frantic & undignified promotional activities" and log alterations were cited against the station in the initial decision by hearing examiners James D. Cunningham & Herbert Sharfman, who recommended one-year discipline. In its exceptions, asking for a 3-year renewal, KRLA wound up by saying it "acquiesced" to the short term. But hearing div. chief Robert J. Rawson said FCC shouldn't make a grant at all.

CPs Granted: Ch. 70 translator, Champaign-Urbana, to MetroMedia to repeat its WTVP (Ch. 17) Decatur . . . Ch. 18, San Bernardino, Cal., to Norman H. Rogers.

New 'Public Notice' Rules: FCC is explicit about what must be published & broadcast by stations filing various applications (Vol. 17:31 p6). For example, renewal applicants must state:

"The application of this station for a renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. Members of the public who desire to bring to the Commission's attention facts concerning the operation of the station should write to the [FCC] before [date]. Letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on this application." Applicants whose renewals have been set for hearing must list the issues in the hearing, preceded by:

"The application of this station for the renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. After considering this application, the Commission has determined that it is necessary to hold a hearing to decide the following questions." After list of issues, the following must be stated:

"The hearing will be held [place, time, date]. Members of the public who desire to give evidence or testimony concerning the foregoing issues should write to the [FCC] before [date]. Letters should set forth in detail the specific facts of the evidence or testimony which the writer wishes to give. If the Commission's staff believes that the evidence or testimony is legally competent, material, and relevant to the issues, it will contact person in question."

The Commission also acknowledged broadcasters' complaints that the original proposal showed little confidence in the broadcast medium itself. It said that if the station involved is the only one in its community, announcement over its facilities will suffice—no newspaper publication needed. The Commission's theory is that virtually everyone in such a city will hear the announcement sooner or later.

Boston Ch. 5 Bout: The infighting for Boston Ch. 5 in FCC's re-opened WHDH-TV "influence" case (Vol. 17:22 p12) has started with WHDH-TV and contestant Massachusetts Bay Telecasters aiming one-two punches at rival Greater Boston TV to knock it out of the free-for-all. The *Herald-Traveler* station, which entered the bout with FCC demerits against it, told the Commission that Greater Boston should be disqualified because major stockholder Richard Maguire had sold his interest. This changed Greater Boston's corporate structure, WHDH-TV said. Massachusetts Bay, also given demerits in the case, followed up by suggesting that Greater Boston be taken out of the running because Maguire now has a federal job in Washington. Massachusetts Bay made haste to assure the Commission that it wasn't accusing Maguire of any crime. But it reasoned that Maguire's past connections with Greater Boston—and the possibility that he would "re-acquire proprietary interest" in the company—might put him into a conflict-of-interest position. And this could run afoul of President Kennedy's code of conduct for govt. employes (see p. 12), Massachusetts Bay said. FCC referees waited for expected counter-punches from Greater Boston's side of the ring.

FAA Rules Clarified: Non-broadcast common-carrier applicants for radio authorizations involving construction or alterations of antennas come under FAA's new tall-tower rules (Vol. 17:30 p3), FCC pointed out in a July 27 notice. Effective on & after July 15, such applications to FCC should be accompanied by information as to whether notices have been filed with FAA, the Commission said.

No Need for Plugola Rules, Industry Says: Unanimous opposition to FCC's proposed anti-plugola rules was expressed by the industry in comments filed against the Commission's proposed new rules last week. Such rules simply aren't necessary, the parties told FCC, happily quoting former Attorney General Rogers' Dec. 30, 1959 report to President Eisenhower. The report said that abuses could be controlled by a regulation requiring "the periodic filing of reports by each station."

FCC's proposal would require stations to make an on-air announcement every time the station promoted goods or services in which licensee principals had an interest.

Last week, all the networks & many licensees told the Commission that the proposal was "vague," "burdensome," "unnecessary," etc. Most said that an annual report on such promotions should be adequate.

Virtually all those filing comments associated themselves with comments filed by NAB. That organization, in addition to plumping for the "reporting system," said that if FCC insists on on-air announcements, it should limit them drastically. It appended a list of examples of what it believes should & should not be announced.

FCC Questions "Trafficking": Too much wheeling & dealing on the part of both seller & buyer of radio WMIN St. Paul was charged by FCC as it set the transaction for hearing. Assignor is Franklin Bestg. Co., assignee Tedesco Inc. The principals, the Commission said, "have acquired & disposed of interests in numerous broadcast licenses & permits, and hearing issues are to determine whether a grant would be consistent with the Commission's policy against 'trafficking' in broadcast licenses & CPs." Comrs. Hyde, Craven & Cross dissented. The Commission also designated for hearing the sale of 5 FM CPs by Plains Bestg. Co. to United Communications Inc. FCC wants to know whether the grants were obtained in good faith, since no construction was started, and whether trafficking is involved. The CPs: KRKY Denver, WFFM Cincinnati, KFMV Minneapolis, KFMC Portland, Ore., KPRN Seattle. Comrs. Lee & Cross dissented.

Mrs. Johnson's "Concentration": FCC has set for hearing the application of KWTX-TV Waco for a power-height increase and site change, on the ground that coverage might overlap too much with KTBC-TV Austin. Claudia T. (Ladybird) Johnson, wife of the Vice President, is 61% stockholder of KTBC-TV licensee LBJ Co. which owns 29% of KWTX-TV. The Commission said it wants to determine whether the grant would produce "undue concentration of control." Dissenting Comrs. Hyde, Ford & Craven voted to grant the application.

Fla. Grant Recommended: Under terms of an initial decision by FCC hearing examiner Asher H. Ende, the Dade County Board of Public Instruction is the winner by default of the Fort Lauderdale Ch. 17 grant. "For failure to prosecute," he recommended dismissal of the Ch. 17 renewal application of WITV (Gerico Investment Co.), which went off the air in May 1958.

Kentucky ETV Request: Large-scale uhf ETV reservations are sought by the Commonwealth of Kentucky in a petition filed with the FCC: Ashland, Ch. 59; Bowling Green, Ch. 17; Hazard, Ch. 19; Madisonville, Ch. 26; Morehead, Ch. 24; Murray, Ch. 33; Pikeville, Ch. 14; Somerset, Ch. 29; Cincinnati, Ch. 54 (in addition to present Ch. 48). The FCC recently reserved Ch. 46 in Lexington and added Ch. 40 for commercial use.

FCC Sees Sec. 315 Show: All FCC members except Comr. Cross, who was unable to attend, turned out for a special showing in the New Senate Office Bldg. of a kine demonstrating what TV stations & viewers put up with under equal-time requirements of the Communications Act. "I am hopeful that something will be done with Sec. 315," said pres. & gen. mgr. Hugh B. Terry of KLZ-TV Denver at the conclusion of the luncheon presentation, which was arranged by Sen. Allott (R-Colo.).

It featured a nearly-incoherent half-hour speech by independent candidate William R. Casey, who ran for the Senate last year against Allott & Colorado's Democratic Lt. Gov. Robert Knous. Qualifying at the last campaign minute as a petition candidate, Casey demanded & got free equal time on KLZ-TV, which had presented Allott & Knous in debate. Terry said that Casey's performance, in which a miniature Statue of Liberty was used as a prop, aroused a storm of protests by viewers who didn't understand that the appearance was mandatory under the law. "This is an excellent example of how poorly the thing [Sec. 315] works," commented Comr. Ford. "But what is your solution for it?"

Terry said equal-time requirements should be lifted for candidates for federal offices, at least—something that Allott has advocated. Allott himself had been called home for a family funeral, but 2 Senate Commerce Committee members—Communications Subcommittee Chmn. Pastore (D-R.I.) & Sen. Schoepel (R-Kan.)—attended the luncheon. They left without commenting on the outlook for Sec. 315 changes, however.

Other guests included NAB Pres. LeRoy Collins & govt. affairs vp Vincent T. Wasilewski. Note: Candidate Casey polled 3,000 of 700,000 votes cast in the election.

FCC Seeks Speed with Computers: FCC has asked 14 computer makers to submit bids by Sept. 29 on a data-processing system, described in 440 pages of specifications, designed to cut paperwork, save manpower, slice application backlogs. A team of 12 has been working full time on the problem for a year under expert John Hand. FCC exec. officer Robert Cox has over-all supervision. Cox said the project has support of Congress and the Budget Bureau. Hand said the installation would be "fairly large" and that rental cost of comparable systems runs some \$20-\$25,000 monthly. The system would do such chores as: compute radiation patterns; predict contours; make channel studies; supply station-ownership data; keep track of license expirations, renewals & modifications; compute common-carrier depreciation rates. Curtis Plummer, chief of the Safety & Special Radio Services Bureau—which handles hundreds of thousands of applications yearly—said that system will not be used to pick frequencies for applicants even though it could be programmed to do so. "Frequency selection is still the job of the applicant," he said. It's expected that FCC will try to condense its application forms and include more "yes-no" questions. Cox said it's possible that the system could be shared with other govt. agencies. The Commission hopes to convert to it by July 1963.

WROC-TV Transfer Okayed: The \$6.5-million sale of WROC-TV (Ch. 5) Rochester from Transcontinent TV Corp. to Ch. 10 share-timers WVET-TV & WHEC-TV has been approved by FCC (Vol. 17:5 p14). WVET-TV will give its share of Ch. 10 to WHEC-TV, go full-time on Ch. 5—subject to accepting a modification of license to Ch. 8. When FCC added Ch. 9 to Syracuse (Vol. 17:31 p2), it ordered Ch. 5 & 8 swapped between Rochester & Syracuse.

Dropout Deals Discouraged: FCC has finalized its proposal to further Sec. 307(b) of the Communications Act which says that "the Commission shall make such distribution of licenses . . . among the several States & communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." It amended Sec. 1.316 of its rules "to provide that whenever the only application for a broadcast facility in a community is sought to be withdrawn via agreement between competing applicants and the withdrawal would unduly impede the distribution of radio service," new applications will be accepted for the facility. The Commission explained: "For those who now file applications with the expectation that they will be able to bring about the withdrawal of competing applicants for other communities through a merger, or those who file an application in the expectation that they can extract a merger with a more favorable competing application as the price for the withdrawal of their application will be confronted with the fact that no such agreement can be entered into without the possibility of other parties coming in and succeeding to the application sought to be withdrawn." Comr. Lee dissented.

Combination STL Proposed: FCC plans to eliminate separate classes of AM, FM and TV (aural) studio-transmitter-links, has issued proposed rule-making to combine them in a single class termed "Aural Broadcast STL Stations." The Commission stated: "Many licensees operate their FM & TV stations, and sometimes the AM station, at a common transmitter site and their AM, FM and TV studios at a common location, with the result that 3 separate radio circuits deliver program material from a common studio location to a common transmitter location. This is not only wasteful of spectrum but also adds to the installation & operating costs of the licensee. Improvements in multiplexing techniques appear to make it possible to transmit more than one aural program over a single radio circuit . . ."

Moline Vote Correction: The FCC vote instructing its staff to prepare a final decision giving Ch. 8 Moline to Moline TV Corp. (Vol 17:31 p5) was: Hyde, Lee and Bartley for Moline TV Corp., Cross for Community Telecasting, Minow & Craven not participating, Ford absent. FCC sources were unaware of Ford's absence when they supplied us with the text of the official Commission minute of the vote, which was released after Rep. Michel (R-Ill.) mistakenly accused Minow of voting for Moline TV Corp. The minute reads: "Item 2. Staff instructed to prepare an appropriate document looking toward a grant of the application of Moline TV Corp. (Comrs. Minow, chmn., and Craven not participating. Comr. Cross voting to affirm the examiner's initial decision)." Meanwhile apparent losers Community Telecasting Corp., Midland Bestg. Co. and Illiway TV Inc. got together in a joint filing demanding that FCC reconsider. Among other things, they cited the Commission's Suburban decision that applicants must seek out community programming needs.

Detroit Uhf Shift: Ch. 20 has been substituted for WJMY's Ch. 62 in Detroit (Allen Park) in a final FCC action which substituted Ch. 66 for Ch. 20 in Ann Arbor, Ch. 62 for Ch. 34 in Port Huron. WJMY was granted a change to the lower channel.

Buffalo & Paterson Sales Approved: FCC has authorized the transfer of WKBW-TV & WKBW Buffalo for \$14 million, and radio WPAT Paterson for \$5,350,000, to Capital Cities Bestg. Corp. (Vol. 17:21 p16, 17:22 p5). Comrs. Minow & Bartley dissented.

Congress

PASTORE PLANS PROBE: Chmn. Pastore (D-R.I.) of the Senate Commerce Communications Subcommittee is getting ready for a series of wide-open hearings for FCC & "all interested parties" on broadcasting issues ranging from violence on TV to rating services.

Pastore disclosed his intentions to conduct the hearings "in the near future" as he prepared release this week of FCC's answers to a series of questions on network policies & programming which were propounded in an "open letter" to Chmn. Minow in the April 8-14 *TV Guide*. Pastore sent the *TV Guide* questionnaire to the Commission April 12, asking for comment. It was supplied Aug. 1 in a 14-page FCC letter signed by Minow to Pastore. Minow had earlier replied more briefly in an article which appeared in the magazine.

In its letter, FCC called again for legislation permitting the Commission to regulate networks, but said it was unable to submit "our final report & recommendations with regard to all the matters under inquiry" until the Commission's network study is completed.

Emphasises Problem of Crime-Violence Shows

On the subject of TV violence, the Commission noted in its "progress report" that violence is being studied by the Senate Judiciary Juvenile Delinquency Subcommittee (Vol. 17:31 p8). "We are following those hearings with care & have collaborated with the Committee in this area," Minow said. He went on:

"In view of the provisions of Sec. 326 of the Communications Act, it is uncertain, on the present state of the record, how the Commission can effectively deal with this problem. It is one thing to assert generally that excessive crime & violence in TV programs is undesirable & perhaps socially damaging. It is quite a different thing for the Commission to attempt to establish processes for making the nice literary distinctions which apparently would be necessary to regulate crime & violence in TV programming.

"It is difficult to see how this matter can be dealt with except on a program-by-program basis. In order to determine which programs involve 'excessive' or 'unnecessary' depiction of crime & violence, it would be necessary to examine the detailed subject matter of each program and to make the appropriate literary judgments. For the Commission to do so would certainly involve grave questions of censorship . . ."

FCC had this to say on other *TV Guide* subjects:

On stations' program responsibilities—"The present statutory pattern which places the entire responsibility for broadcast matter on individual station licensees has been so affected by the realities of network broadcasting that it no longer is adequate . . ."

On network program ownership—FCC is exploring the "extent to which network proprietary & financial interests in independently-produced programs may be necessary or desirable." It's also exploring "the extent, if any, to which the networks use the leverage of their control of the time & facilities of the licensees as a means of acquiring such interest."

On informational programming—"The Commission will attempt to see to it that its licensees perform their functions as broadcasters in the public interest."

On rating services—"We plan further to explore these matters in detail with representatives of the national advertisers & the networks."

More about

SPACE PLANS THREATENED: Already clouded by Congressional criticism, President Kennedy's plans for private ownership & operation of satellite communications under FCC controls (Vol. 17:31 p3) ran into growing opposition on Capitol Hill last week.

And even while FCC's new *ad hoc* committee of 10 communications companies was meeting Aug. 3 in its first preliminary satellite-planning session, the biggest participant—AT&T—came under Justice Dept. suspicion on a monopoly issue which could disqualify it as a member of the private combine. With Comr. Craven presiding, the special committee (plus Justice Dept. representatives) met briefly and adjourned after setting up a subcommittee on Agenda which will start this week to work out a schedule.

On the House floor, Rep. Roosevelt (D-Cal.)—usually counted on by the administration to be in the forefront of the New Frontier—made a lengthy speech which challenged the whole concept of commercial operations in space. "Utterly inexcusable," he said, denouncing FCC's proposals in the White House directive. "Giant firms" would dominate the satellite system under the plan, he said.

Similar policy clashes were heard at space hearings by the Senate's Commerce & Small Business Committees. They promised to spread into full-dress Congressional debate on whether the govt. or private companies should take charge of communications in space.

FCC Restates Space Plans

FCC Chmn. Minow, space expert Comr. Craven and other Commission members trooped up to Capitol Hill again to repeat earlier House Commerce Committee testimony on FCC's space intentions. They told the Senate Commerce Communications Subcommittee that careful safeguards against monopoly had been placed around the plan.

But Subcommittee Chmn. Pastore (D-R.I.) & Sen. Yarborough (D-Tex.) were skeptical. Pastore wanted to know how much the private companies should pay the govt. for its tremendous satellite research investments. "Who has the biggest stake—the taxpayers who developed this thing, or the stockholders of the companies licensed to use it?" Yarborough asked. Minow said FCC would look to Congress for help in answering such questions.

The next day, at a Senate Small Business Committee session, Asst. Attorney Gen. Lee Loevinger, prodded by Subcommittee members, said his Antitrust Div. is considering action to force AT&T to divest itself of its overseas communications. Such divestiture would make AT&T ineligible to help organize the space combine.

Loevinger stressed that there had been no Justice Dept. decision to institute proceedings against AT&T. But he also made it clear that in his opinion AT&T was much more monopolistic than was Western Union (another participant in FCC's *ad hoc* committee) in 1943, when WU was ordered to get rid of its overseas operations.

Small Business Committee members led by Sen. Long (D-La.) also listened closely to other witnesses who voiced doubts or reservations about any privately-run space system. One of them—U. of Ill. communications research prof. Dallas W. Smythe—said the U.S. would be making a regrettable mistake to promote such an operation.

"The amount of time wasted by private corporations fighting amongst themselves for their spheres of influence in the process of creating the consortium is enormous," Smythe said. "If we value the image which the world holds of us, the last thing we should do would be to place a commercial trademark on these satellites & this service."

"Watchdog" Installment Is Issued: Vol. III of a monumental record of nearly everything said by the candidates in last year's Presidential election campaign—on the air or off it—has been published by the Senate's equal-time "watchdog" unit. The limited edition of the new book, quickly snapped up by members of the Senate & House and other politicians, includes verbatim transcripts of all TV & radio appearances by John F. Kennedy & Richard M. Nixon. The 4th & final volume of the series—a collection of network newscasts during the campaign—will be published later this year by the Commerce Freedom of Communications Subcommittee. The professed purpose of the political scholarship by Chmn. Yarborough (D-Tex.) & the "watchdog" staff is to give Congress background references on pending legislation—S-204 by Chmn. Magnuson (D-Wash.) of the full Senate Commerce Committee—to regularize the 1960 suspension of the Communications Act's equal-time requirements for Presidential tickets. No hearings on the bill have been scheduled, and little has been heard publicly from the Yarborough Subcommittee since it conducted a March hearing on how the Sec. 315 suspension worked last year (Vol. 17:14 p4).

JFK's Code Modified: Protests by Rep. Moss (D-Cal.) have led to an amendment of the code of conduct distributed by the White House to FCC and other federal depts. & agencies (Vol. 17:31 p7). Objecting as chmn. of the House Subcommittee on Govt. Information, Moss had complained that one section of the ethics rules could be invoked by agency officials to conceal legitimate information from the public. President Kennedy's press secy. Pierre Salinger promptly announced that a new clause had been added making it clear that the order shouldn't be "construed as directing any employe of the federal govt. to withhold unclassified information from the press or public." The corrective clause said the challenged section was "intended solely to limit prior distribution of confidential information [such as market tips] to an individual or group of individuals where the possession of such information would give the individual or individuals advantages not accorded to other citizens."

Full FCC Funds Voted: Following debate which started July 29 & ran through July 31, the Senate approved a \$9-billion appropriations bill (HR-7445) for 23 federal agencies, including provisions for FCC's full \$12.5-million fiscal 1962 budget (Vol. 17:31 p7). The Senate acted by voice vote after beating down numerous economy amendments, none of which was aimed at the Commission. The bill was sent into Senate-House conference to work out differences in House-voted appropriations, which had cut \$125,000 from the FCC budget.

Add TV-Crime Bills: Criminal law forbidding obscenity on the air would be broadened to include "undue emphasis on crime, violence and brutality" under a proposal (HR-8435) by Rep. Kearns (R-Pa.). He said enforcement of such a new TV-radio provision of the U.S. Code, carrying 2-year prison terms and/or \$10,000 fines for offending broadcasters, could be left to the Justice Dept. The Kearns bill is similar to one introduced by Rep. McDowell (D-Del.).

Carroll Bill Pushed: A Senate bill (S-1734) upgrading the status of agency hearing examiners (Vol. 17:18 p7) has been given another—if indecisive go-round of hearings by the Judiciary Administrative Practice & Procedure Subcommittee. Co-sponsored by Chmn. Carroll (D-Colo.) and Sens. Hart (D-Mich.) & Long (D-Mo.), the measure was subjected to analysis by spokesmen for such agencies as SEC & NRLB, but Subcommittee took no action on it.

Advertising

More about

THOSE UNSOLD NIGHTTIME SLOTS: Many of the nighttime programs or availabilities listed below can be had for a good deal less than the rate-card prices hung on them back in January & February, when the blueprinting for the 1961-62 network schedule began (see p. 3). Estimates of the list-price value of these unsold slots run as high as \$30 million, and they are bound to have an effect (except possibly in the public-affairs area) on program planning for the 1962-63 season. Here's a closer look at what's still in fall network inventory as of presstime:

ABC-TV Availabilities

Sundays—Several minute availabilities open in *Maverick*, *Bus Stop* and *Adventures in Paradise*.

Mondays—*Ben Casey* (10-11 p.m.) moving slowly in sales; a "lot" of participation availabilities open.

Tuesdays—A few participations unsold in *Bugs Bunny* and *New Breed*.

Wednesdays—*Steve Allen Show*, sold so far in 30-min., alternate-week segments, has some unsold time being offered as minute availabilities.

Thursdays—One of ABC's best-sold nights, but still some time open in *Ozzie & Harriet*.

Fridays—ABC's 2 new shows in early evening still have availabilities. *Straightaway* has a 30-min. co-sponsorship open; *Hathaways* has several minutes unsold.

Saturdays—*Roaring 20s*, which has had only a modest rating success, is about 50% unsold. Reputedly, this is one of the shows on which ABC is willing to discuss trimmed-back prices.

Specials—Of the network's planned 44 specials for the fall season, 42 are sold including 26 sponsored by Bell & Howell. Remaining 2, plus pair of drama specials largely of a public-affairs nature, are up for grabs. One of these is a 90-min. biography of Eva Peron.

CBS-TV Availabilities

Sundays—No program; a complete sell-out.

Mondays—Alternate-week sponsorship of *Pete & Gladys* (8-8:30 p.m.) is open. Until late last week, CBS had openings in *I've Got a Secret* but finally managed to list the show as sold out with the aid of some last-minute participation sales.

Tuesdays—Alternate-week sponsorship of *Ichabod* (9-9:30 p.m.) is open.

Wednesdays—*Checkmate* (new time period of 8:30-9:30 p.m.) has sponsors for 3 of its 4 alternate-week half-hour positions. Still has one more 30-min. slice to go.

Thursdays—CBS's worst night from a sales standpoint. *Frontier Circus* and *The Investigators*, a pair of new 60-min. film shows with no track record, are 65% and 75% unsold, respectively, with no takers at the moment. There are no fall sales at all for the prestige-laden *CBS Reports* series.

Fridays—Alternate-week sponsorship of *Twilight Zone* (10-10:30 p.m.) is open.

Saturdays—Another well-sold night, including an SRO for sponsors of the 60-min. *Gunsmoke*.

Specials—A reduced number of specials for the season is easing the usual sales problem in this area, although CBS admitted there are "always a few unsold until the last minute." One of the unsold specials, a 120-min. adaptation of "The Power & the Glory" starring Laurence Olivier, carries a \$650,000 price tag, plus time. It's scheduled for Nov. 26.

NBC-TV Availabilities

Sundays—No sales problems; a sell-out.

Mondays—General Mills has bought half of *National Velvet* (8-9 p.m.) but there are several participation availabilities in the alternate week. *Thriller* (10-11 p.m.) now has 9 participating sponsors but has some open minutes.

Tuesdays—There are some availabilities in each of the 3 hour-long film shows scheduled—*Laramie*, *Dick Powell* and *Cain's Hundred*.

Wednesdays—Another sold-out night, including the new *Bob Newhart Show* and *David Brinkley's Journal*.

Thursdays—There are several minute availabilities in *Outlaws* (7:30-8:30 p.m.).

Fridays—A half-sponsorship position in *International Show Time* (7:30-8:30 p.m.) has been sold to 7-Up but there are several minute availabilities in the balance of the taped-in-Europe show.

Saturdays—A problem night for NBC's sales dept. There are minute availabilities in *Wells Fargo* (7:30-8:30 p.m.), a half-sponsorship of *Tall Man* (8:30-9 p.m.) and several minutes in *Saturday Night Movies* unsold.

Specials—Of some 40 public-affairs specials scheduled for fall, about half are sold and the rest are on the block (in contrast to the sales success with the regularly scheduled Brinkley and Frank McGee shows). Entertainment specials have been moving, but several are still unsold.

How to Cut Costs of TV Commercials: Hooper White, Leo Burnett's mgr. of N.Y. production, advanced these tips to the 4th annual *Advertising Age* Summer Workshop on Creativity in Advertising: (1) Hire good writers with good ideas, since good ideas are always a bargain; (2) select the best-selling production method for the product (animation avoids residuals!); (3) produce, if possible, more than one commercial at a time, thus lowering per-unit production costs; (4) use "lifts" from longer versions, where feasible, for shorter versions; (5) avoid unneeded expenses in lengths, frequencies, and production values such as backgrounds. Added White: Simplicity is harder to create than complexity; and an agency's most difficult job is selling to a client an unproduced idea, complete with predictable production costs.

FTC Nominee Confirmed: By routine vote Aug. 2, the Senate confirmed President Kennedy's nomination of Everette MacIntyre as an FTC member. The confirmation came a day after MacIntyre had been cleared for the job by the Commerce Committee (Vol. 17:31 p10).

Drug Ads Challenged: Congress should crack down on drug advertising which fails to make "truthful disclosure" of adverse side effects of prescription medicines, FTC Chmn. Paul Rand Dixon told the House Commerce Health & Safety Subcommittee. He said many drug-firm ads—particularly those carried in medical journals—have "tended to emphasize only the favorable aspects of some potent new drugs." Some of the drugs, he testified, "possess grave potentialities for harm & perhaps irreparable injury to health."

Cold "Cure" Defended: Richardson-Merrell Inc. has denied FTC charges that it falsely advertised that its Vicks Double-Buffered Cold Tablets will cure or shorten the duration of a common cold (Vol. 17:22 p9). In a formal answer to FTC's complaint, the company said its claims for the remedy "are substantiated by medical opinion, medical literature and medical studies."

4 Image-Improving Drives: Four separate campaigns were launched last week with the same goal—to improve the public image of the advertising-TV worlds:

1. The ANA-4A Committee for Improvement of Advertising Content, formed by the 2 organizations last fall (Vol. 16:41 p2) to advise national & regional advertisers on objectionable advertising, will now extend its services to the local level. The Committee made its offer to the Assn. of Better Business Bureaus, AFA and the Ad Assn. of the West because they are "chiefly instrumental in setting up local improvement programs." Ads criticized "on grounds of taste or opinion, not factual validity of claims," will be considered by the Committee when requested.

2. CBS Radio has invited the 100 leading ad agencies to submit a 60-sec. recorded or taped statement about the economic-social contribution of advertising to society. "The importance of creating a better public image of the ad profession is self-evident," said CBS Radio vp Fred Ruegg in a letter to agencies. To date, 28 agencies have agreed to make contributions, each statement to be broadcast 12 times on each of the 7 CBS o&o radio stations.

3. A "station-image audit" service has been started by the N.Y. communications-research firm of Henderson & McNelis. Based on extensive local telephone surveys & taped depth interviews, the reports are designed to aid subscribing stations in selling, programming & promotion.

4. The recently-formed TvB of Canada (Vol. 17:29 p6), in conjunction with the opening of its Toronto office last week, reported on its objectives to the Canadian Assn. of Broadcasters' Sales Advisory Committee. "We must all work toward creating a large pool of usable material to promote TV," said dir. William R. Seth.

Admen Dubious About Program "Improvement": A survey of 437 agency-advertiser executives revealed 52% of the admen doubtful that sponsors would take action to improve the much-criticized "wasteland" of TV programming. Other highlights of the survey, conducted by the Greenwich, Conn. marketing research firm of Nowland & Co.: (1) 75% agreed with FCC Chmn. Newton Minow's "wasteland" speech at the NAB convention. (2) 80% agreed that TV should improve programming. (3) Only 34% said that the impetus was likely to come from those with perhaps the biggest vested interest in TV—the sponsors. Probing 419 admen in another disputed TV area—the 40-sec. station break—Nowland & Co. found: (1) 78% opposed, 12% in favor and 10% undecided; (2) 82% of agency men opposed, compared with 75% of the corporate advertising executives; (3) 48% of those opposed said there were already too many TV commercials, 19% said there would be an audience-loss in the longer-break period, 18% said commercial messages would be diluted; (4) of those in favor, 45% said there would be more room for spot commercials, 18% said there would be a cost reduction, 16% said the longer break would have no significant effect.

Ad People: William P. Gordon appointed vp, Dancer-Fitzgerald-Sample . . . William R. Wyatt, A. C. Nielsen vp, elected pres., Best. Advertising Club of Chicago . . . John W. Hergeden elected a vp, Geyer, Morey, Madden & Ballard . . . Paul Slater and Samuel M. Sutter named Compton vps . . . Thomas A. Casey named vp-mktg. dir., Needham, Louis & Brorby . . . Duane C. Bogie, John E. O'Toole, John B. Rand and Donald B. Williams appointed Foote, Cone & Belding vps.

Networks

Net TV Biggest Gainer in May: Network TV ad volume was 20% higher in May compared with the same month in 1960, despite the fact that over-all ad activity was off 2%, reports *Printers' Ink*. Confirming the downward trend evident since the start of this year, national ad volume for the January-May period was off 1%, "the first time since December 1958 that cumulative change in the general index has shown a loss," said *PI*. Only network TV (up 14%) and women's magazines (up 3%) showed gains for the 5-month period. Declines in other media, as measured by the media planning div. of McCann-Erickson: magazines 3%, newspapers 6%, network radio 5%.

Here is *PI's* index for May as prepared by McCann-Erickson's media-planning division:

MEDIUM	INDEX		% Change from		% Cumulative Change
	May 1961	May 1960	1 month ago	1 year ago	
GENERAL INDEX	236	241	+ 3	- 2	- 1
TOTAL MAGAZINES	182	194	+ 3	- 6	- 3
Weekly	208	224	+ 5	- 7	- 4
Women's	138	141	+ 1	- 2	+ 3
General Monthly	213	232	+ 2	- 8	- 1
Farm	85	89	-12	- 4	-18
NEWSPAPERS	200	227	+ 2	-12	- 6
NETWORK TELEVISION	532	442	+ 4	+20	+14
NETWORK RADIO	25	23	+ 9	+ 9	- 5
BUSINESS PAPERS	241	257	+ 3	- 6	- 7
OUTDOOR	126	163	+ 1	-23	-14

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49, except for the TV base, which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through May 1961.

NETWORK SALES ACTIVITY

ABC-TV

- Bell & Howell (M-E Productions) full sponsorship eff. Sept. 19.
Bell & Howell Closeup, Tue. 10-11 p.m.
- Brown & Williamson (Ted Bates) part. eff. Oct. 7.
Make that Spare, Sat. 10:50-11 p.m.
- Charles Antell (Geyer, Morey, Madden & Ballard) part. eff. Aug. 15.
Daytime programming, Mon.-Fri.
- General Mills (Knox Reeves) part. eff. Sept. 10.
American Football Post Game Scoreboard, Sun., following AFL games.

CBS-TV

- Bristol-Myers (Young & Rubicam) part. eff. Aug.
Rawhide, Fri. 7:30-8:30 p.m.
- Hertz System (Norman, Craig & Kummel) part. eff. Sept.
I've Got a Secret, Mon. 10:30-11 p.m.
- Mutual of Omaha (Bozell & Jacobs) part. eff. Aug.
Father Knows Best, Wed. 9-9:30 p.m.

NBC-TV

- Helene Curtis (Edward Weiss) part. eff. Oct. 7 & 9 and Dec. 12 respectively.
Saturday Night at the Movies, Sat. 9-11 p.m.; *87th Precinct*, Mon. 9-10 p.m.; *The Dick Powell Show*, Tue. 9-10 p.m.
- Andrew Jergens (Cunningham & Walsh) part. eff. Sept. 22.
Daytime programming, Mon.-Fri.
- Procter & Gamble (Benton & Bowles) part. eff. Aug.
Michael Shayne, Fri. 10-11 p.m.; *Laramie*, Tues. 7:30-8:30 p.m.
- Chunky Chocolate (J. Walter Thompson) part. eff. Oct. 7.
Daytime programming, Sat.

Film & Tape

U.S. Syndicators in Mexico: In a series of tied finishes which would bring a gleam to the eye of any horse player, 8 U.S. syndicators are splitting the top 4 positions in the Mexican TV-film market. NBC International, which had only a 3.9% share of all U.S. programming on Mexican TV last November, has jumped its share to 14.7% and is tying with Screen Gems for first place. Each has 9 half-hour export series on the 3 TV channels in Mexico. Ziv and ITC are tied for 2nd position, each having six 30-min. shows and a 9.8% market share. In 3rd position are TV Interamericana & William Morris, each with three 30-min. shows and a 4.9% share. MCA & Magnum, each with one 30-min. show worth a 1.8% share, are tied for 4th position. All U.S. shows in Mexico, however, represent only 14% of the total program transmission time on all 3 channels; 58% is live shows and 28% is feature films.

American telefilm shows, however, will continue to face in Mexico a problem current in a number of Latin-American markets: A growing "Yanqui, no" attitude on the part of program officials & TV-film unions determined to foster locally-produced shows at the expense, if necessary, of U.S. export product. Telesistema Mexicano's Emilio Azcarraga Jr. has announced a "broad program revision policy" which is aimed at "diversified" Mexican TV programming. One result of this: There'll be more film programming from European & Japanese sources on Mexican channels in the near future, challenging U.S. syndicators as the primary source of imported TV shows in Mexico. Working in favor of U.S. TV (but not necessarily in favor of U.S. film distributors) are plans in Mexico for an inter-American TV system along the lines of Eurovision. Proposals for the system are expected to be made at the September convention of inter-American TV officials in Bogota, Colombia.

Beefcake for TV: What TV needs, producer Joseph E. ("Hercules Unchained") Levine and Filmways Chmn. Martin Ransohoff decided recently, is a good dash of masculine "beefcake." Accordingly, they have teamed to produce a pair of muscle-flexing 72-min. pilot films in Europe which they'll offer for 1962-63. The first will be based on the "Hercules" movies which have already run up a \$25-million box-office gross. The second will be a co-production with Rory Calhoun's Calvic Corp. called *Capri*.

Production budgets on the 2 films will run around \$750,000 each, Levine said last week—a whopping figure by TV-pilot standards. But both will also be released outside the U.S. as feature movies, cutting the pilot cost to about \$200,000. If the pilots are sold to networks (which, presumably, would use them as the basis of 90-min. specials to launch each series), the shows within the series will be 60-min., carrying "normal" (about \$100,000) budgets. Both series will be in color, with American stars, writers and production teams. *Capri* will be an action-adventure property with locations in Southern Europe. *Hercules* will, of course, be a costumed adventure series but, according to Levine, "the dialog will be strictly contemporary."

BBC-TV's tape-kine series *An Age of Kings* goes into print October 1, when Pyramid Books releases a paperback edition containing the series' 15 Shakespearean adaptations. Arrangements for the paperback's publication were made by the U.S. syndication distributor, Peter M. Robeck & Co.

HOLLYWOOD ROUNDUP

Fate of TV's Most Expensive Pilot: It's a rarity when an unsold pilot film gets a 2-hour, prime-time network exposure, but there's little that's usual in the circumstances behind the pilot produced by Desilu Productions under the title of *C.I.C.* (Counter-Intelligence Corps). ABC-TV will air the show Sept. 23 & 30 under the title of "The Assassination Plot at Teheran" (it's about a rumored Nazi plot to assassinate the big 3—Roosevelt, Churchill and Stalin).

The network and McCann-Erickson had each put up \$250,000 for the show, with Desilu to pay any costs over that. The total tab eventually mounted to more than \$700,000. No sponsor was found and, after option dates passed, all rights reverted to Desilu. ABC-TV's only financial out is that 2-part airing, which was part of its original deal. Desilu owns most of the property, with a small piece belonging to producer Joseph Shaftel's Berkshire Productions.

Desilu Pres. Desi Arnaz and ex-McCann-Erickson TV vp Terry Cline had planned *C.I.C.* as an international *The Untouchables*, the plot being built around a C.I.C. agent & his aides. But a Desilu spokesman told us the company is now contemplating releasing TV's most expensive pilot abroad as a movie.

MGM-TV has started work on the first 2 of 6 new TV series in association with Project III Enterprises, an independent production company headed by Blake Edwards, Freddie Fields and David Begelman. The shows: *All That Jazz* (60-min. situation comedy) and *The House of 7* (60-min. adventure drama to be produced in association with Phil Silvers' Tranan Productions).

Film Share: 81.8% of all nighttime network shows this fall will be on film, tallies *Sponsor*. That leaves 14.4% for all-live or taped and 3.8% for live & film. ABC-TV leads the networks with 91% of its prime-time shows on film as against 77% apiece for the other 2 networks. CBS-TV leads its 2 competitors in the all-live or taped category with 21%.

Format Films has increased its staff to 152 employees—from the 15 it had when founded in October 1960. It's producing 26 half-hour segments of *The Alvin Show*, to be seen on CBS-TV next season . . . UPA Pictures hiked its employe roster from 40 to 250 in the past year.

Screen Gems has dropped its syndicated *Manhunt* series, starring Victor Jory. It's preparing a new series, *Ship's Doctor*, to star Jory.

Warner Bros. sent a *Hawaiian Eye* troupe to Honolulu last week for series footage.

Four Star Television has signed Van Heflin to star in "Ricochet," an episode in *The Dick Powell Show*.

People: Howard Ross placed in charge of program development for Peer Oppenheimer's O&O Productions, producer of the *Here's Hollywood* series. . . Marion Hargrove, producer of 20th Century-Fox TV's *Follow the Sun*, has been moved to the studio's movie operation as a writer . . . Arthur Freed elected first vp of Academy of Motion Picture Arts & Sciences . . . Shelley Hull, ex-Roncom producer, named program supervisor for *Steve Allen Show*.

NEW YORK ROUNDUP

ABC Films' bullish 2nd-quarter report showed a healthy over-all sales increase over the January-June period last year. The only network syndication offshoot not suffering severe personnel-production cutbacks, ABC Films boosted domestic syndicated sales substantially, with "a major portion of the plus figure" coming from 4 off-network series (*The Life & Legend of Wyatt Earp*, *One Step Beyond*, *Casper the Friendly Ghost & Company*, and the one-time NBC-TV show *Consult Dr. Brothers*). Overseas grosses for the first 6 months were up, and included the sale of 2 network shows for the coming season (*Expedition* and *Straightaway*). The only sluggish sales area was Canada, where sales for the 2nd quarter were down 11%.

Screen Gems reviewed its world-wide operations at last week's full-scale international sales convention in N.Y.—believed to be the first such held by a TV-film distributor. Attending were Steve Krantz (Canada), Joe Joel (Australia), Harold Winston (Mexico), George Blaug (European sales supervisor), Al Zecha (Far East), Helios Alvarez (Brazil), Bruce Ledger (Canadian business mgr.). Domestic sales executives attended an August 1-4 meeting in Shawnee, Pa. on "The Future of Syndication Programming."

Viewers Like TV's Movies: Pulse Inc. provided an unexpected bonus of sales ammunition to TV distributors of feature-movie packages last week. A Pulse survey in N.Y. showed: (1) Nearly 20% of respondents said they were viewing more features on TV this year than last because "better" movies were scheduled. (2) About 50% of the viewers said they were "just as happy" to watch one-time theatrical movies as they were to see made-for-TV film programs. (3) 34% said they preferred watching features to watching TV's own shows. (4) Only 1% said they watched fewer movies because of excessive commercial interruptions.

Marilyn Monroe, who has never made a TV appearance (apart from old feature movies & newsreels), has at last been signed by NBC-TV for her video debut. But she'll be heard—not seen live. She'll narrate a film of her USO tour of UN military installations during the Korean War as part of the *DuPont Show of the Week* scheduled for Oct. 29. Titled "USO—Wherever They Go!", the program will also review USO activities in entertaining troops during World War II and profile the organization's current services in Alaska, Labrador, Europe, Japan and other U.S. military bases. Jesse Zousmer and John Aaron, who used to do *Person-to-Person*, will be co-producers.

Add syndication sales: Screen Gems, via a 6-station regional deal signed last week with Genessee Brewing Co., has upped the market total for *Shannon* to 87 . . . Ziv-UA scored its 100th station sale for *Ripeord* . . . ITC sold *Whiplash* to WNBC-TV N.Y., raising the market total to 62 . . . Screen Gems has sold its post-1948 Columbia package of 260 features to WLWA Atlanta and WGAN-TV Portland, upping the market total to 36.

GAC-TV's first production package offered for the 1961-1962 season will be the "Miss Teenage America" pageant to be held in Dallas, Texas, Oct. 19. The pageant will end a 3-month search for America's "ideal teenager."

Television Digest

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Personals: George Harper, ex-Cal. National Productions, named vp-gen. mgr., NBC-Canada . . . Robert E. Bailey, ex-Storer Television Sales, appointed national sales mgr., WSPD-TV Toledo . . . Arthur R. O'Neil promoted to gen. mgr. of WSBT-TV & WSBT South Bend, succeeding Neal B. Welch, who retires Aug. 19 . . . Dave Gerber, ex-Famous Artists, appointed vp, GAC-TV.

Peter A. Whipple, ex-WTTG Washington, appointed business mgr., Metropolitan's WNEW-TV N.Y., succeeding George Bill, named asst. treas., MetroMedia, parent company of Metropolitan.

Keith Miller named gen. sales mgr., KTNT-TV Tacoma-Seattle. Herchel Cary appointed national sales mgr. . . . Richard Holloway, ex-WFMY-TV Greensboro, N.C., gen. sales mgr., named regional sales mgr., WLOS-TV Asheville, succeeding Tom Burkhart, appointed asst. national sales mgr., WTVJ Miami.

Leonard C. Feldman, ex-NBC, named research dir., N.Y. office of Harrington, Richter & Parsons . . . John J. Dunn, CBC representative at the UN, appointed CBC dir. for the Ottawa area, succeeding Peter A. Meggs, who will study for the Anglican priesthood . . . Edward H. Benedict, Triangle Publications TV-radio div. national sales dir., elected chmn., RTES admissions committee.

Henry Schachte resigns as exec. vp, Lever Brothers, to become mktg. officer of London-based Unilever Ltd. Harold H. Webber, ex-Cowles Magazines, *Broadcasting* and Foote, Cone & Belding, will replace Schachte at Lever, with the new title of consumer relations vp . . . Allen L. Gunderson named chief engineer, KTTV Los Angeles . . . Don Estey named exec. asst. to Don Sharpe, GAC-TV senior exec. vp . . . Erwin H. Ephron, press relations dir., A. C. Nielsen, appointed chmn. of RTES Timebuying & Selling Seminars for the coming season . . . John J. Madigan resigns as *Chicago American* city editor to join WBBM-TV there as news commentator & analyst.

Hitchcock: *Stories for Late at Night* is a collection of short stories, 2 novelettes and a novel, written by Roald Dahl, Evelyn Waugh, Ruth Chatterton and others, and edited by macabre murder specialist Alfred Hitchcock. (Publication Aug. 17, Random House, 469 pp., \$5.95.)

NBC Doesn't Advocate Sex: There's no connection between the recent resignation of NBC programming vp David Levy and recent testimony in Sen. Dodd's (D-Conn.) Judiciary Subcommittee hearing that NBC favored the addition of sex & violence to film shows made by outside producers (Vol. 17:24 p2 *et seq.*). So said NBC officially last week in the wake of reports that the network had ousted its program chief (to be replaced by Y&R vp Mort Werner) as a scapegoat. "Neither Mr. Levy nor anyone else at NBC has ever advocated sex & violence in this sense," said the network, indicating that it wanted "to make it perfectly clear that the change in Mr. Levy's assignment was in no way related to such testimony."

Le Grand Tour, TV Style: Lufthansa and Cartan Travel Bureau have announced a deluxe "seminar-tour" of foreign TV & film high spots. In the itinerary: (1) Hamburg's Norddeutscher Rundfunk, a major TV producer, the studio facilities of Real Films, Bavarian Film Kunst, Bavaria Television, and Riva Film Studios. (2) Rome's Cine-Citta and Dino de Laurentis film studio, plus the Vatican broadcasting station. (3) Britain's BBC and A.B.C. Ltd. TV studios, and the J. Arthur Rank studios. (4) French TV, film and radio studios in Paris. Members of the tour (Oct. 20-Nov. 5) will also face a round of cocktail parties in their honor. The tab (\$859.30 to \$1,163.50) includes meals, hotels, sightseeing and seminar excursions.

TV's Effect on Boxing Technique: Archie Moore, shareholder in the world light-heavyweight championship, told the AP last week that TV had caused him to change his boxing style. Said he: "I used to be a beautiful boxer, with a stand-up style, but along came that commercial monster, television, and forced me to change. TV wants action fighters, not classical boxers, who aren't appreciated. So I changed my style to a compensative type, you might say. I try to hit on all fronts, with a little of this, and a little of that. It's a hard style to master."

Conference Dates Set: The 7th annual NAB-sponsored conference of presidents of state broadcasters assns. will be held next Feb. 28 & March 1 in the Shoreham Hotel, Washington. Announcing arrangements for the sessions, NAB's industry affairs vp Howard H. Bell said: "With last year's meeting averaging slightly better than 90% of possible attendance, we feel that a goal of 100% attendance at the 1962 conference will be reached."

Kudos for Granik: Veteran TV-radio producer Theodore Granik "deserves the highest praise from all segments of our society for keeping public-service programs alive & informing," Sen. McGee (D-Wyo.) said in a floor speech. McGee hailed Granik's new *All America Wants to Know*, distributed by *Reader's Digest* to 140 TV & 1,000 radio stations, as "a major breakthrough" in forum shows.

New Radio Era Seen: Pa. Gov. David L. Lawrence says radio broadcasters no longer are maintaining "discreet silence on controversial issues." Hailing this "new epoch," he maintains that "the days when a radio station was supposed to keep its hands off community affairs" are passing. His comments were broadcast by radio WBCB Levittown-Fairless Hills, Pa. as part of a station festival.

Meetings This Week: Ga. Assn. of Bcstrs. annual summer convention (Aug. 6-8). Frank Fletcher, past pres. of Federal Communications Bar Assn., will speak. King & Prince Hotel, St. Simon's Island.

Meetings Next Week: N. M. Bcstrs. Assn. meeting (Aug. 12). The Alvarado, Albuquerque.

Stations

RKO General Forms Own Rep Firm: RKO General will establish its own sales organization Oct. 1, replacing deals with H-R Representatives, Young TV Corp., Robert E. Eastman Co., and Avery-Knodel. The new sales organization with offices in N.Y., Chicago, Los Angeles and San Francisco, will be headed by RKO General national sales dir. Donald J. Quinn. The company's decision to open its own rep firm "did not stem from dissatisfaction with the existing firms," said RKO General bestg. vp Hathaway Watson, but "with 4 offices selling only our own stations, we can work more closely with buyers, and better understand their requirements." RKO General stations to be represented by the new firm: WOR-TV & WOR N.Y., WNAC-TV & WNAC and WRKO-FM Boston, KHJ-TV & KHJ Los Angeles, CKLW-TV & CKLW Windsor, WHBQ-TV & WHBQ Memphis, KFRC-TV & KFRC San Francisco, and WGMS Washington.

Suburban Fights Back: FCC's out-of-hand rejection of an uncontested FM application by Suburban Bestrs. for Elizabeth, N.J. has been carried to the Court of Appeals—as promised—at the start of what may become a precedent-making legal battle (Vol. 17:27 p1). Suburban counsel Edward Kenehan said in the appeal that FCC had no authority to turn down the application on ground that the applicant hadn't sought out programming needs of the community to be served. The case could develop into a court test of the Commission's new philosophy on programs. Kenehan & his associate counsel Robert L. Heald told the Court of Appeals: (1) FCC's turndown of Suburban's program proposals was "in reality, censorship of these proposals" in violation of the Communications Act. (2) If the law gives the Commission such authority, then the Communications Act "is unconstitutional in that such authority deprives appellant of the protection of the First Amendment guaranteeing freedom of speech & of the press." (3) In any event, FCC's action was "arbitrary & capricious."

How Crosley & Taft Teamed Up: To assure that no Cincinnati lacked the opportunity to tune in on both President Kennedy's July 25 speech and the same-night broadcast of the Reds-Braves baseball game, Crosley Bestg. & Taft Bestg. joined forces to scramble their Cincinnati TV-radio schedules for public benefit. Taft's WKRC-TV and Crosley's radio WLW broadcast the Presidential speech live. Meanwhile, their sister outlets—WLW-T and radio WKRC—carried live coverage of the baseball game, which originated an hour earlier. Finally, at the conclusion of the baseball game, WLW-T and radio WKRC rebroadcast the President's address.

TvAR's Summit Meeting: A bumper crop of some 500 N.Y. agency timebuyers (90% of the invitation list) turned up for the season's biggest TV party last week. The affair was an opening-day party tossed by Westinghouse-owned TvAR at the Hotel Summit, N.Y.'s first new hotel in 3 decades. There were door prizes (Dancer-Fitzgerald-Sample timebuyer Jim Hunter won the all-expenses trip to Paris), champagne, balloons, a handwriting analyst, free photographs. Reason for the party: TvAR has added WTOP-TV Washington, WBTV Charlotte and WJXT Jacksonville to its list of 5 Westinghouse Bestg. Co. TV outlets now handled by the rep firm.

SMPTE's 90th Convention: "Integration of Motion Picture & Electronic Systems" will be the theme of the Oct. 2-6 meeting at Lake Placid Club, Essex County, N.Y.

BBG Sets Hearings on Satellites: Applications to establish 12 new TV rebroadcasting stations in Canada will be heard by the Board August 22. The applicants: CBC, for CBUT Vancouver, B.C., rebroadcasters at Courtenay and Chilliwack; for CHEK-TV Victoria, B.C., at Port Alberni; for its Edmonton, Alta., station (under construction), at St. Paul & Cold Lake. CKBI-TV Prince Albert, Sask., for rebroadcasters at Greenwater Lake and Kipawin. CHSA-TV Lloydminster, Sask., at North Battleford. CKOS-TV Yorkton, Sask., at Wynyard. CJLH-TV Lethbridge, Alta., at Burmis. CFCN-TV Calgary, Alta., at Drumheller. CJBR-TV Rimouski, Que., at Sept. Isle.

Code Revision Due: An NAB TV Code Review Board research-&-editing team headed by Joseph Herold (KBTV Denver) met in N.Y. Aug. 3 for another try at rewriting the language of the industry's self-regulating rules. The job has been under way since April 1960. "Our chief aim is to organize, reword and index the provisions of the present Code so that it can be readily used by any lay person," Herold said. "To do this, we have spent many hours investigating the history of the Code to discover exactly what its original authors intended & how subsequent Code Review Boards have interpreted that intent."

NAFMB Stereo Promotion: A program for pushing stereo FM, financed by manufacturers and others who will benefit from stereo sales, is near approval by the National Assn. of FM Bestrs. NAFMB believes that FM, generally, can ride the stereo wave. A \$175,000 annual budget is envisioned—\$60,000 for a "consumer-education campaign," \$60,000 for institutional advertising, \$25,000 for brochures, \$20,000 for new stereo advertising techniques & promotion, \$10,000 contingency fund.

Another Public-Service Brochure: Virginia Assn. of Bestrs. has issued a 36-page pamphlet, *Broadcasting in Virginia*, describing the public-service activities of that state's TV & radio stations. Much of the book is devoted to shows put on in the categories of general public service, public affairs & politics, news, religion, education, agriculture, classical music and sports. Virginia stations, reports the brochure, annually donate some \$3.3 million in time to public causes. Some 57 TV & radio stations participated.

McLendon Buys Chicago Radio: WGES Chicago has been sold to McLendon Corp, Dallas, for \$2 million by John A. Dyer and associates. McLendon, operator of a theater chain in the Southwest, already owns 7 radio stations and must dispose of one of the following in order to acquire the Chicago station: KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville, KABL Oakland-San Francisco, WYSL Buffalo.

Add FTC & Payola: FTC hearing examiner Edgar A. Buttle has recommended that payola cases against 3 affiliated Chicago record firms be dropped, in line with the agency's policy of withdrawing such charges, leaving any prosecution to FCC. Named in Buttle's initial dismissal order were Chess Record Corp., Argo Record Corp. and Checker Record Co., all of 2120 S. Michigan Ave.

"Get Growing" Drive Starts: The Advertising Council is co-operating with the Commerce Dept. to promote an economic expansion campaign whose theme is "Now's the time to get growing in a growing America." Business publications are contributing space for a series of ads prepared by Grey Advertising inviting businessmen to take advantage of the Commerce Dept.'s free research & patent information services.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

JAPANESE CHASSIS FOR U.S.-BRAND TV SETS? Japanese manufacturers are going out after some U.S. TV chassis business. Several American set makers have been approached by representatives of Japanese firms which claim they can supply chassis cheaply enough to make possible a \$99-list, 19-in. portable. Negotiations are in progress with several firms.

A cross-section of U.S. TV firms sampled by us last week gave ample evidence that such feelers by Japanese manufacturers have been fairly widespread—but the consensus was that their proposition has little or no appeal. At all levels of trade, among all sizes of manufacturing companies, we found genuine concern over the so-called "\$99 set," but little inclination to fight fire with fire. Typical, and almost uniform, reactions were these:

(1) Mere presence of widely advertised \$99.95 Japanese sets on the market will have adverse effect on pricing of American-made portable TV.

(2) Economic advantage of importing Japanese-made TV chassis has not yet been demonstrated. Prices quoted for Japanese chassis (less picture tube) have generally been around \$35-40.

(3) Present \$99.95 Japanese-made sets are promotional only, with markups too short and availability too limited to make them mass-market items. Best way to combat them is with low-priced U.S.-made sets.

Most manufacturers are willing to listen to what Japanese have to offer, but are skeptical. Examples: Olympic Pres. Morris Sobin is now in Japan, looking at TV sets, among other things. Olympic's attitude is "we'll import if we're forced into it." Symphonic Pres. Max Zimmer said he's been approached by one Japanese firm. "If they can give us something we can't make ourselves, we're very interested," he told us. "We're waiting to be shown. We want to see samples and we want to hear some definite prices."

So far this year, fewer than 10,000 Japanese sets have been shipped to U.S.—almost all of them to Delmonico International. This doesn't include about 1,300 transistorized 8-in. battery TV sets shipped to Sony of America. Not much of a threat—or is it? Here's what some U.S. manufacturers, large & small, have to say:

Trav-Ler Pres. Joe Friedman: "We've been approached, but we just can't see it. They offered us chassis at \$35-40 without picture tube or cabinet. In a portable, the picture tube is about 25% of the parts cost. And wiring of the chassis represents only about 40% of the labor cost—alignment & assembly are about 60% of the labor cost and they're still required. Then there's the 10% excise tax. There's 15% duty on the chassis, and shipping charges come to 5-6%. Put it all together, and the saving is only a dollar or two.

"Nevertheless, if somebody big enough can find big savings in a Japanese chassis, it could have a real effect. There's been some effect already, in terms of weakening of prices. Nobody makes money on portables, anyway. The industry has had \$99 American-made sets before, and we can do it again, but it would be a shame to wreck the TV business in the process. We can meet them & beat them, but the over-all TV price level is bound to suffer."

Motorola Consumer Products Exec. Vp Edward R. Taylor: "We always say no to proposals like that. There's no money for anyone in \$99 promotional sets. When they're priced with proper profit margins—when you go a little over \$100, you're competitive with American makes. With a \$20 or \$30 spread, we can lick 'em any day of the week. Who's going to buy a Japanese set when he can get a GE portable at \$159, a Motorola at \$169 or a Zenith at \$179? I know what our profit is at this level, and the portable business isn't making anybody rich."

Muntz TV Vp Jack Simberg: "We can beat them at their own game. Their so-called \$99 pro-

motional set costs the dealer \$90 in limited quantities in one-step distribution. This January, we're going to put out a \$99.95 set with full 20% markup (dealer cost, \$80) that will be a mass item. If the duty picture were a bit more favorable, I think we could successfully export it to Japan. It won't be a loss leader in any sense of the word; it's an 8-tube 19-in. metropolitan set, and the same chassis will swing a 23-in. console at \$150 that will also offer the retailer some profit.

"As far as imports are concerned, the portable seems to be the only area where there may be a battle in prospect. As for chassis sold to American manufacturers—the chassis isn't such a great item in the over-all selling price of a TV set. For example, in our \$200 console, the chassis & small tubes cost \$30-32 in material, or about \$34-35 including labor, but not tax. How much lower would an imported chassis be priced? A couple bucks at most.

"The threat of competition comes only when they ship a complete set here. They can do it with portables. But I don't think it's economically feasible for them to ship consoles & combinations—since shipping costs increase with bulk and a console or combination takes 5 or 6 times the space (in cube size) of a portable. But even in portables, you get to the point where you're fighting over \$10. The Japanese portable costs the dealer \$90. Plenty of U.S.-made ones can be had for \$100. We visited Japan last year and found we had nothing in common with them—we couldn't use either their chassis or components economically."

RCA Group Exec. Vp W. Walter Watts: "The \$99 set is nothing new—in one-step distribution. I don't think the Japanese or anyone else can do it without short-circuiting the distribution channels. But if they want to service a broad market in this country, the Japanese must go to 2-step distribution; this means bigger margins and the end of the \$99 set. From our analysis, there isn't enough margin in the Japanese sets on the U.S. market today to put them in 2-step distribution, backed by a dealer-service organization. They've got to be sold direct to dealer and this isn't the way to move mass merchandise.

"Is it going to affect us? Of course it is. But the answer isn't legislation & high tariffs. It's better styling, better value, better performance, better service. The American TV industry is ingenious enough to find the answer. In the long range, the Japanese wage rate will rise until it's competitive with ours—this is the inevitable result of our effort to increase their standard of living. Then we'll have an opportunity to participate in the markets we have created.

"For the present, Japanese TV sets here will have an impact on our prices. The public will look at them, but eventually will pay a legitimate premium for the legitimate value they get in U.S.-made products."

Emerson Pres. Benjamin Abrams: "We haven't been approached and we're not interested. We will not have anything to do with Japanese merchandise. We feel that the situation would end up about the same as transistor radios—with indiscriminate price-cutting. Of course we're concerned about the \$99 set. But so far it's sort of a veiled threat. We really don't know how many they can deliver, what the discounts are, and so forth. And it's still not an American set."

The now-famous "\$99 set" actually is Delmonico's price-leader metropolitan 19-in. portable. Delmonico concedes the markup may be too short for many dealers' comfort and that the set will be available only in limited quantities with the order of other more expensive Delmonico TVs. Delmonico is offering four Japan Victor-made 19-in. portable models plus 19- & 23-in. combos. Company officials say the leader set ("can be promoted as low as \$99.95") was introduced to prevent dealers from using Delmonico's more expensive portable as a nailed-down loss-leader at that price.

TV-RADIO PRODUCTION: EIA statistics for week ended July 28 (30th week of 1961):

	July 21-28	Preceding week	1960 wk.	'61 cumulative	'60 cumulative
TV	100,882	111,100	97,966	3,177,519	3,231,898
Total radio	282,617	305,206	271,809	8,522,398	9,414,879
auto radio	114,098	78,949	89,683	2,707,765	3,651,101

Motorola Down to Last Factory Branch: R.E. Hanrahan Inc. has taken over Motorola's Gary, Ind. factory branch as an independent distributorship. Pres. R. E. Hanrahan was the branch manager. Motorola-Chicago is now the company's only factory branch.

Standard Kollsman-Matsushita Pact: Matsushita has become Standard Kollsman's exclusive Japanese licensee for the manufacture of TV tuners under the terms of a 10-year agreement, to become effective when approved by the Japanese government.

2 More FM-Stereo Markets: Columbus, O. and Spartanburg, S.C. became FM-stereo markets last week when stereo programming began. WBNS-FM Columbus & WSPA-FM Spartanburg were the 7th & 8th stereo stations on the air.

The Spartanburg station, whose entire broadcast day—9 a.m.-midnight—is being programmed in stereo, held a special preview demonstration July 31 for hi-fi dealers, service technicians & distributors. The station reported that “demands on dealers for stereo adapters far exceed the present supply.”

Other FM-stereo stations now on the air are WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit.

Applications for equipment type-acceptance have been filed by 2 Los Angeles FM outlets—KMLA & KFMU—and both stations hope to begin stereocasting as soon as equipment is accepted (probably in about 2 weeks). In the Philadelphia area, 4 stations are planning to stereocast, but all have been delayed until September or October by equipment unavailability. They are WFLN-FM & WQAL Philadelphia, WIFI Norristown, and WJBR Wilmington, Del.

Corning's TV Image: “TV tube glass blanks that account for about 25% of Corning Glass Works' business . . . were responsible for the company's surge in the early '50s,” profiled Aug. 1 *Forbes*. “Corning claims to have licked the costly production problems it had late last year with its newer laminated tube,” the magazine continued. “This technical trouble largely accounted for the disappointing 1960 2nd half, when Corning netted only \$1.42 a share against \$1.81 in the first half [for 1961's first half, see Vol. 17:28 p20]. The laminated blank, built on a safety-glass principle, may help Corning in another way. Most burnt-out tubes are now reprocessed, with the old Corning glass being used over again. ‘But,’ says Chmn. William C. Decker, ‘the laminated tube is tremendously more difficult to reprocess.’ Thus it is more likely that replacement tubes will require new glass—Corning glass. When the newer tubes start reaching replacement age, Corning's relatively small share of this end of the business may pick up smartly. In recent years, Corning's video-tube business has been something of a mixed blessing. ‘Now TV should grow with us,’ says Decker.”

Westinghouse Cancels Tube-Distributor Trips: Because they “are out of keeping with the times,” trips to Miami, Las Vegas or Brazil (previously offered to distributors who qualified with receiving-tube sales) have been canceled by the Electronic Tube Division. Distributor-products mgr. Fred O'Kelley explained: “Anyone who reads the trade press knows that these are sober times with a real profit squeeze on distributors & suppliers alike. Serious distributors are pleading that funds of this type be made available for assistance in promoting & merchandising their own businesses. We concur with this approach and will support the distributor with the acumen to judge the needs of his business.”

Otter's “Buy-Back” Plan: To encourage new dealers to try the Philco stereo line, Philadelphia distributor John M. Otter Co. has developed a special “buy-back” program. Dealers who buy 18 sets or more can return one-half the amount they sell by Dec. 1 for full credit toward the purchase of other products. Thus, a retailer who sells 12 units may return 6 for credit. Otter, which also has distributorships in N.Y. & Newark, so far has made this plan available in Philadelphia only.

Western Electronics Growth Predicted: In the second quarter of 1961 the electronics industry became the leading manufacturing employer in the Los Angeles area, passing the aircraft industry which had been first for 20 years. And electronics sales in the 11 Western states should climb to \$2.8 billion—24.9% of the national total—this year, according to Ampex Corp. vp Phillip L. Gundy, pres. of Western Electronics Mfrs. Association. Gundy based his figures on the annual WEMA survey of the Western electronics industry.

Employment in Western electronics companies has reached 215,000—24.6% of the total U.S. electronic manufacturing employment, Gundy said. Of this number 128,000 are in the greater Los Angeles area, and 45,500 in the San Francisco Bay area.

Projected 1961 sales are 14% above the \$2.4 billion reported by Western electronics firms last year. The 1960 output represented 24.2% of the U.S. total; in 1959, the West accounted for 22% of U.S. electronic sales. The Los Angeles area had 1960 factory sales exceeding \$1.4 billion, and projections for 1961 put sales over \$1.5 billion.

Tape Patent Again Held Invalid: A basic patent on magnetic recording tape was declared invalid last week by U.S. Appeals Court in N.Y., upholding a lower court decision & paralleling a decision a year ago by Chicago U.S. Appeals Court (Vol. 16:30). The N.Y. decision was the outcome of a suit filed in 1955 by Audio Devices Inc. against Armour Research Foundation, holder of the patent, and Minnesota Mining & Mfg. Co., licensee. A counterclaim charging infringement was dismissed. Last year's Chicago decision threw out a patent-infringement suit by 3M against Technical Tape Corp. and C. K. Williams & Co., which produces oxides used in making magnetic tape.

Canadian Firm Posts Sales Gain: Dominion Electrohome Industries, Kitchener, Ont. maker of TVs, hi fi, other products, reported rising sales of its consumer-electronic products during 1961's first half. Stereo hi-fi volume jumped 18% over a year ago. Consumer Electronics Div. merchandising mgr. H. W. Main said division sales “have exceeded the budget forecast each month in 1961. The addition of new products in the past few months has given a real spurt to sales.” Engineering mgr. David Johnston noted that Electrohome has no plans at present for large-quantity production of FM stereo sets.

Trav-Ler Steps Up Private Labeling: Pres. Joe Friedman told us last week that Trav-Ler is pushing to increase its already sizable private-label volume. TV production for private brands now accounts for 61% of Trav-Ler's total business and may increase to 75% by year's end. Trav-Ler has just contracted to produce portables for Firestone Tire & Rubber. The volume could amount to “approximately \$2 million annually,” he said. As to TV business generally, although “there's no real seller's market yet,” Friedman is optimistic about fall business. Trav-Ler's current backlog is at a record \$8 million.

Counterfeit Ban Proposed: Sen. Fulbright (D-Ark.) has introduced a bill (S-2341) making counterfeiting of phono records a federal criminal offense. His measure is similar to a bill (HR-6354) by Rep. Celler (D-N.Y.), House Judiciary Committee chairman (Vol. 17:19 p21).

RCA Awards Scholarships to 12 Dealers: The winners of the first annual RCA Sales Corp. scholarships (Vol. 17:17 p20) will attend NARDA's Institute of Management, August 6-12, at American U. in Washington.

Trade Personals: Gerald L. Phillippe elected pres., GE. He had been controller. Ralph J. Cordiner, who had been chmn. & pres., will continue as chmn. & chief exec. officer. Cramer W. LaPierre elected to new post of exec. vp, from vp & group exec. for the electronic & flight systems group. Robert E. Pfenning succeeds Phillippe as controller. Jack S. Parker replaces LaPierre, succeeded as vp for relations services by Virgil B. Day, formerly public affairs service manager.

Mark Shepherd Jr. promoted from semiconductor-components div. vp to exec. vp, Texas Instruments. S. T. Harris, from mktg. vp to senior vp for corporate development. C. J. Thomsen, from control & finance vp to senior vp for financial activities & corporate communications. W. F. Joyce, from apparatus div. vp to senior vp for the division. Cecil P. Dotson, from head of TI's European semiconductor operations to vp for the new international division. James R. McDade, from gen. mgr., new transistor-products div. to vp for the division. Jay Rodney Reese, from group mgr. to vp, new components division. Bryan F. Smith, from secy. & gen. counsel to corporate relations vp, continuing his former duties. H. J. Wissemann, head of govt. products group, elected a vp. George E. Livings, from asst. treas. to treas.

Lowell R. Day named to new post of exec. vp, Packard Bell. He'll continue as treasurer, Dr. S. Dean Wanlass appointed defense & industrial group vp . . . William R. Donnelly named to new post of finance vp, Gabriel Co. . . . George W. Phillips promoted from vp-treas. to pres., Bendix do Brasil Equipamentos Para Autoveiculos, S.A., a joint operation of Bendix Corp., and Bendix-Westinghouse Automotive Air Brake Co.

John J. Graham named to new post of division vp, operations, RCA Electronic Data Processing Div. . . . Osborn Andreas named chmn. & chief exec. officer, Pentron Electronics, succeeding Theodore Rossman, now senior vp . . . Robert P. Bennett appointed mgr., Cornell-Dubilier's new relay mktg. dept. Earl F. Olsen promoted from chief relay engineer to succeed Bennett as engineering mgr., CD's electro-mechanical products . . . Clarence E. Watson, ex-Remington Rand, appointed business administration vp, CBS Labs . . . Dr. Raymond L. Garman named to new post of vp & chief scientist, General Precision.

R. M. Duncan promoted from mgr., GE receiving-tube dept.'s Owensboro plant to head the new procurement & distribution section, formed to handle purchasing, production, scheduling, quality control, inventory control, warehousing & distribution of products . . . T. Gordon Hame named advanced development mgr. for communications, General Dynamics/Electronics' military products div. . . . Richard H. Vaughan appointed New England sales mgr., Audio Devices . . . James F. McGlinchy named to new post of ad & PR dir., C-E-I-R.

"Seniority" Plan Outlawed: The National Labor Relations Board has ruled that Erie Resistor Corp. committed an unfair labor practice by offering "super-seniority" to strikers who returned to work and to replacements for strikers. Overruling trial examiner Reeves R. Hilton, the NLRB sustained charges by the International Union of Electrical Workers that the company's plan was illegal. During a 1959 IUE strike at the Erie, Pa. plant, Erie Resistor adopted the policy of giving returning strikers extra 20-year seniority and new employes 20-year seniority. Post-strike lay-offs then were ordered on the new seniority basis.

Sight-&Sound Recordings: New audio-visual device designed for the home is Phono-Visor, a portable unit which projects still color pictures in synchronization with LP records. Each album contains a 12-in. LP record and two 40-frame film strips. The phono-projector and recordings will be merchandised through the Visual Dynamics Club plan by Visual Dynamics Corp., 505 Park Ave., N.Y. The first albums will include recordings by Ralph Bellamy ("Great American Presidents"), Arlene Francis ("Fairy Tales, Myths & Legends") and Douglas Edwards ("The Story of Flight"). Other albums will feature language teaching, excerpts from Broadway shows and sports stars.

Philippine TV Manufacture Begins: Although the Islands have had TV since 1953, manufacture of sets & picture tubes has been started only recently, with 4 companies now making sets. Carlsound Inc., headed by Carl W. Paulino, is credited with being the pioneering firm. Using 60% locally manufactured parts and 40% imported from Dutch Philips, Carlsound reportedly makes an average of 15 sets a day. The 17-in. 110-degree sets retail for about \$800. Also reported producing sets are Avegon Inc., Ysmael Steel Corp. and Radiowealth Inc., the latter also said to be operating the Philippines' first picture-tube plant.

Factory Sued for TV Interference: An English court last week ordered a factory to cease interfering with neighborhood TV reception, reported AP. After suffering dots & dashes & flashes in the middle of his favorite TV fare for nearly 2 years, Dennis Grainger sued for an injunction against the company and \$1,200 damages. He was financed by a group of interfered-with neighbors. His lawyer described the case as the first of its kind in Britain or the U.S. The judge gave the factory 6 months to properly screen its offending machinery, warned that it still might have to pay damages.

Toshiba May Make Capitol Stereo: Stockholders of Toshiba Musical Industry Co. Ltd., subsidiary of Tokyo Shibaura Electric Co., have approved an affiliation agreement with Capitol Records Inc., involving an investment of about \$47,000 by the U.S. record firm. Under the agreement, Capitol Records, a subsidiary of EMI Ltd. (Great Britain), will provide technical assistance to record-making Toshiba Musical, but it was reported that Capitol also may handle distribution of Toshiba audio equipment in the U.S. & elsewhere.

FCC Rejects Stereo Complaint: Multiplex Development Corp. got no satisfaction from FCC in its complaint that GE was trying "to extort" payment from manufacturers with its stereo symposium (Vol. 17:19 p19) and that there's danger of crosstalk with the Zenith-GE system approved by the Commission. Responding to Multiplex's May 5 letter, the Commission said it believes that GE's patent-licensing activities were reasonable, that crosstalk shouldn't occur in a properly designed & adjusted system and that FCC was concerned with performance rather than design methods.

New Plants & Expansions: Erie Resistor's Elgin Labs Div. is adding 20,000 sq. ft. of production & engineering space to its Waterford, Pa. facilities. Completion is scheduled for early fall • IBM has purchased a 39-acre site at Harrison, N.Y. for an office building.

ANPA Names Radio Unit: Development of mobile radio as a reporting aid, which could open a new electronics-communications market, will be explored by an American Newspaper Publishers Assn. subcommittee headed by Alex de Bakosy of *San Diego Union & Tribune*.

Finance

Top Foreign Electronics Firms: Fourteen electronics-electrical companies are ranked in August *Fortune's* compilation of 1960's 100 largest foreign industrials (see table below). The electronics representation marks an increase of one over the 1959 tally (Vol. 16:31 p24). There were 3 newcomers—Japan's Matsushita Electric (74th place), Mitsubishi Electric (76), Mitsubishi Heavy Industry (95)—and 2 of 1959's top electronics firms failed to make the 1960 list: Sweden's ASEA (95th in 1959) and Canada's Northern Electric (96).

In the aggregate, the top 100 foreign industrials outperformed the top 500 American industrial firms (Vol. 17:30 p23). The former's total 1960 sales increased 14.2% over 1959 to a record \$62.7 billion. Their profits climbed 10.7% to \$2.9 billion. Their American counterparts produced an aggregate 3.7% sales gain, but suffered a 3% profit drop. Among the foreign industrials, *Fortune* noted, "the best reported showing of all was made by the Japanese companies. The 5 Japanese industrials that made both the 1959 & 1960 lists reported a sales increase that averaged 27.5%." Runners-up: 19 German firms, 22.5%; 3 Italian, 20.3%.

Note: Combined reprints of *Fortune's* listings of the 500 largest American industrials & the 100 top foreign industrial firms, together with compilations of the 50 biggest banks and merchandising, transportation, life-insurance and utility companies, will be available after August 15 from Fortune Directory, Room 2063, Time & Life Building, Rockefeller Center, N.Y. 20.

Reports & Comments Available: P. R. Mallory, report H. Hentz & Co., 72 Wall St., N.Y. 5 • International Resistance, memo, Blair & Co., 20 Broad St., N.Y. 5 • GE, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Electrical & Musical Industries, memo, Peter P. McDermott & Co., 42 Broadway, N.Y. 4 • Adelpia Electronics, offering circular, H. B. Crandall Co., 79 Wall St., N.Y. 5 • Yardney Electric, review, Philips, Rosen & Appel, 55 Liberty St., N.Y. 5 • Radio Frequency, analysis, L. H. Rothchild & Co., 120 Broadway, N.Y. 5 • AB-PT, review, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Transcontinent TV, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5.

Response to Motorola Color Tube: "We've had more inquiries than we can handle," consumer-products exec. vp Edward R. Taylor told us last week, as a result of Motorola's demonstration of its developmental 23-in. 90-degree color tube (Vol. 17:31 p16). "Later this month," he said, "we will set up an orderly program of inviting tube manufacturers in. But some didn't want to wait and we are welcoming them now." As to the general level of TV-radio-stereo business, Taylor told us: "If the consumer keeps buying in the fall, Motorola's consumer-products div. should return more profit this year than last." On the corporate level, he said, Motorola expects to return a 1961 profit of about \$2.50 a share compared with last year's \$3.14. Taylor's comment last week about 1961 profit prospects equaling or exceeding 1960 (Vol. 17:31 p19) referred to the consumer-products div. only, not to the corporation.

Sprague Electric Sets Record: Sales rose to a \$37-million high in 1961's first half, the North Adams, Mass. components maker reported last week in its first semi-annual statement (see financial table). Chmn. Robert C. Sprague noted that "we expect to issue such statements each year in the future since there has been growing interest in the business community in [our] continuing progress." Analyzing the balance of the year, he said that "incoming orders have continued into the 2nd half at a higher level than in 1960 and it therefore seems probable that total 1961 sales will approach \$75 million [compared with 1960's record \$64.5 million]. Full year earnings should also record a good increase and be at a record level [\$4.9 million in 1960]. At this time, the outlook for 1962 is very satisfactory."

New Ampex Leadership: William E. Roberts, former exec. vp of Bell & Howell, took over from George I. Long as pres. of Ampex Corp. Aug. 1 to supervise the company's fiscal reorientation (Vol. 17:25 p22). Ampex's proxy statement for the Aug. 22 shareholders' meeting indicates that Roberts' salary will be \$90,000 a year, as opposed to Long's \$73,750 in the last fiscal year (ended April 30). Only other salaries topping \$30,000 in fiscal 1961 were those of founder-Chmn. Alexander M. Poniatoff (\$53,333) and vp Robert Sackman (\$54,167). Stockholdings of officers who are also directors, as of April 30: Poniatoff, 5,500 shares; Long (who continues as director), 78,705; Roberts, 8,000 (as of June 13). For official fiscal-1961 financial results, see financial table, p. 24.

Electronics-Electrical Rankings Among 1960's 100 Largest Foreign Industrials

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Rank '60	Rank '59	Company	SALES ¹ (\$000)	ASSETS ² (\$000)	NET PROFITS ³ (\$000)	EMPLOYEES
6	6	Philips' Lamp Works (Holland)	1,253,158	1,446,106	104,433	211,000
10	7	Siemens (Germany)	967,381	811,524†	32,476†	209,000
17	24	Hitachi (Japan)	783,246	921,321	29,446	100,607
31	38	Tokyo Shibaura Electric (Japan)	612,222	799,494	27,280	85,000
32	23	Associated Electrical Industries (Britain).....	602,833	648,523	13,103	105,068†
33	35	AEG (Germany)	594,524	466,854	10,356**	119,200
48	44	Brown, Boveri (Switzerland)	480,603	490,654	5,023	72,567
54	37	English Electric (Britain)	445,200	437,144	8,981	80,000
57	64	Robert Bosch (Germany)	415,000*	152,006**	2,321**	71,000
64	63	British Insulated Callender's Cables (Britain)..	400,400	297,877	9,349	41,000
74	•	Matsushita Electric Industrial (Japan)	366,575	337,144	21,358	40,277
76	•	Mitsubishi Electric Mfg. (Japan)	352,790	395,147	12,081	44,077
83	77	General Electric (Britain)	327,412‡	325,099‡	6,502‡	62,600‡
95	•	Mitsubishi Heavy Ind., Reorganized (Japan)....	280,715**	392,396**	10,378**	35,632**

¹ Sales are consolidated third-party sales for fiscal years ending no later than March 31, 1961. ² Assets are consolidated balance-sheet totals. ³ Profits are consolidated net profits after taxes & all deductions. * *Fortune* estimate. ** Unconsolidated. † Partly consolidated. ‡ Year ended March '60.

AB-PT Posts a Record Half: Net operating profits of AB-PT rose to a record \$5.7 million during 1961's first half (see financial table). The earnings were slightly ahead of the year-earlier pace. The 2nd-quarter operating profit of \$2.3 million, however, lagged behind 1960's April-June performance. The 2nd-quarter returns included capital gains of more than \$2.2 million—resulting principally from the sale of half of AB-PT's stock holdings in Microwave Associates. Capital gains were also reduced by a \$2-million provision for a reserve against foreign investments.

Pres. Leonard H. Goldenson reported that "revenues of the ABC Broadcasting Div. for the first 6 months were ahead of the comparable period of last year. In keeping with our policy to fully develop the TV network," he continued, "additional time periods were programmed and our expanding news & public-affairs dept. increased its programming. The additional costs involved in broadening the scope of our program structure are not usually fully recoverable until the new programs become well established & achieve acceptance."

April-June Profit Sag: "Second-quarter net income of 17 electronics & electrical companies trailed 1960 by 18.3%," reported Aug. 2 *Wall St. Journal*. The breakdown: 9 broad-line companies were down 18.2% to \$78 million from \$95 million; 6 components & parts firms gained 5.6% to \$3.4 million from \$3.3 million; 2 non-consumer products companies skidded 49.7% to \$1.4 million from \$2.9 million. Noting signs of an upturn in the electronics-electrical industry, the *Journal* still cautioned that "whether the group's earnings in the 3rd quarter can come up to those of a year earlier is not yet clear." The over-all survey of 2nd-quarter performance covered 453 corporations. Aggregate findings: Profits down 3.7%, sales down 2.1%.

GE Credit Corp. at Peak: Record gross volume & profits were posted by GECC during 1961's first half (see financial table). Net earnings climbed 33% to \$4 million from \$3 million in Jan.-June 1960. Gross volume totaled \$360 million. Receivables outstanding at halftime amounted to \$564 million—up from \$474.4 million a year earlier. Total assets, including \$21 million cash, topped \$579 million—compared with \$489.6 million (including \$19.5 million cash) at the end of 1960's first half.

MGM Buys Panacolor Stock: Panacolor Inc., which has a patented process to produce color-film prints for motion pictures & TV, reported recently that MGM has purchased 50,000 shares of its common stock at \$4 a share. MGM also received an option to buy an additional 50,000 shares at \$7.50 a share and 50,000 at \$10 each.

Datom Industries Inc., Orange, N.J. maker of radios & portable phonos, has asked SEC (File 2-18513) to register 112,500 common stock shares for public sale at \$4 per share. Robert L. Ferman & Co. is the underwriter for the issue. The company said proceeds would be used partly for "new product development."

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
GT&E	Q	\$0.19	Sep. 30	Aug. 22
Gen. Tire & Rubber ...	Q	.25	Aug. 31	Aug. 15
Giannini Controls	Stk.	100%	Sep. 29	Sep. 15
Lear	Q	.10	Sep. 1	Aug. 11
Oak Mfg.			(Omitted)	
Speer Carbon	Q	.17½	Aug. 31	Aug. 14
TV-Electronics Fund ..	—	.04	Aug. 30	Jul. 27
United Artists	Q	.40	Sep. 29	Sep. 15

Muntz Sees Good Year: The company's fiscal year ending Aug. 31 will see "a nice profit," we were told last week by vp Jack Simberg, "although not quite as good as the preceding year." He said sales for the fiscal year will be about 10% lower than fiscal 1960. Simberg said the real pickup this year began in April—first month when Muntz TV's sales were greater than the corresponding 1960 month. July has been "substantially" ahead of last year, he added, and August orders indicate dealers are rebuilding their depleted inventories. Simberg noted that 35% of Muntz's volume is now in TV-phono combinations, which sell for \$219 & up. Muntz will return to the stereo phono field (non-TV) this fall with "a few items," he said. (For 8-month report, see financial table.)

Electronics Capital Corp: In its 2nd annual report, the largest & first publicly-held small-business investment company reports total income of \$1,076,607 for the year ended June 30, assets of \$16,783,501 (including small-business investments of \$10,405,000 at cost, and \$5,641,615 in U.S. securities), shareholders' equity of \$16,560,508. The company's portfolio now includes 18 companies accounting for total commitments of \$15,055,000. ECC's biggest coup during the last fiscal year came when Potter Instrument Corp. offered common stock to the public. This brought the value of ECC's \$750,000 of Potter convertible debentures to \$10,666,672 (current market value), 18 months after ECC's original investment. This investment alone represents unrealized capital gains of \$5.80 per ECC share.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS
Thursday, August 3, 1961**

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

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	18½	19½	21¼	Magna Th.	3¾	3¾	4-1/16
Adler Elec.	17¼	20	22	Magnetics Inc. -	10	10¼	11½
Aerovox	11½	11¼	12¾	Maxson	20¼	21	22¾
Allied Radio	29¼	28½	30¾	Meredith Pub. ...	38	40	44
Astron Corp.	1¾	1¾	2¾	MetroMedia	17¾	17¾	19
Babcock	26½	30	32½	Microdot	27¾	27½	29¾
Baird Atomic ...	19	18	19¾	Migro Elec.	19½	19½	21½
Cannon Elec. ...	26½	27½	30¾	Narda Micro	6¾	6¾	7¾
Capehart	9	10¼	11½	Newark Elec.	12¾	13¾	15
C-E-I-R	48	48	53½	Nuclear Chi.	38	38	41¾
Chicago Aer.	24½	26½	29¾	Official Films ...	3¾	3¼	3-11/16
Control Data	92	90	96	Pacific Aut.	5½	5	5¾
Cook Elec.	10¼	11¼	12¾	Pacific Merc. ...	6¼	7¼	8¾
Craig	13½	15¼	16½	Philips Lamp ...	133	138¼	143¾
Crosby Tel.	5½	5¾	6¼	Pyramid	1¾	1¾	2½
Dictaphone	36	37	39¾	Radiation	22	23	24¾
Digitronics	25	26	28¾	Rek-O-Kut	3¾	1¾	2¾
Eitel-McC.	15½	16¾	17¾	Research Inc. ...	4¾	4½	5¼
Elco Corp.	11	11¼	12¾	H. W. Sams	44	43½	46½
Electro Instr. ...	18½	18½	21	Sanders Assoc. ...	56½	56½	60½
Elec. Voice	9¾	10¼	11½	Silicon	12¾	12¼	13¾
Elec. Assoc.	29½	29¼	31¾	H. Smith	10¼	9½	11
Elec. Cap. Corp.	36¼	37	39¾	Soroban	62	55	59½
Eric Resistor ...	17½	17½	19¾	Soundsciber ...	9¾	9½	10¾
Executone	17½	17½	19¾	Speer Carbon ...	31½	31¼	33½
Farrington	15	17	18¾	Sprague	82½	82	85¾
Foto Video	6¼	5	6¾	Sterling	2¾	2¾	3-7/16
Four Star	18½	18½	20¾	Systron-Don. ...	40¾	41	44
Gen. Devices ...	11	11¼	12¾	Taft Bestg.	18½	18½	19¾
G-L Elec.	8¾	8½	9¾	Taylor Instr. ...	48½	48	51¾
Goodwill Sta. ...	10½	10½	11½	Technology	6¼	6¼	7¾
Granco	2¾	9¼	10½	Tele-Bcstrs. ...	1½	1¾	2
Gross Tel.	23	23	25½	Telechrome	9	7½	8¾
Hallcrafters ...	21	23¾	25¾	Telecomp.	6¾	6¾	7½
Hathaway	22¼	22½	24¾	Time Inc.	82	83½	87¾
High Voltage ...	157	142	156	Tracerlab	10¼	9¾	10¾
Infrared	17½	18¾	20¾	United Art.	6¾	6¾	7¾
Interstate Eng. ...	18¾	18¾	20¾	Universal	1½	5¼	1-3/16
Ionics	29	28½	32	Vitro	26¼	25½	27¼
Itek	42	41	45¼	Vocaline	2	2	2½
Jerrold	9	8¾	9¾	Wells-Gardner ...	30	30¾	33¼
Lab for Elec. ...	47	45¾	49	Wilcox Elec. ...	9¾	10¼	11¼
Leeds & North. ...	33½	34	36¾	Wometco	23¾	24	25¾
Lel Inc.	8	8¼	9½				

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT Story on p. 23	1961—6 mo. to Jun. 30	—	\$ 12,108,000	\$ 5,694,000 ⁵⁻⁶	\$1.34 ⁶⁻⁸	—
	1960—6 mo. to Jun. 30	—	12,203,000	5,653,000 ¹⁰	1.33 ⁹⁻¹¹	—
	1961—qtr. to Jun. 30	—	4,783,000	2,269,000 ¹¹	.53 ¹²⁻¹¹	—
	1960—qtr. to Jun. 30	—	4,928,000	2,317,000 ¹²	.55 ¹²⁻¹¹	—
Ampex Story on p. 22	1961—year to Apr. 30	\$70,105,000	(9,284,000)	(3,930,000) ¹	—	7,725,597
	1960—year to Apr. 30	73,434,000	6,659,000	3,959,000	.51	7,697,317
Beckman Instruments	1961—year to Jun. 30 ¹³	65,500,000 ²	—	3,600,000 ²	2.50	—
	1960—year to Jun. 30	54,257,282	—	3,092,915	2.24	—
Clevite	1961—6 mo. to Jun. 30	46,700,745	4,977,739	2,423,739	1.24 ⁴	1,887,512
	1960—6 mo. to Jun. 30	51,409,665	7,921,395	3,930,395	2.05 ⁵	1,876,743
	1961—qtr. to Jun. 30	24,003,000	2,602,000	1,254,000	.64 ⁶	1,887,512
	1960—qtr. to Jun. 30	25,431,000	3,384,000	1,614,000	.84 ⁶	1,876,743
Crowell-Collier	1961—6 mo. to Jun. 30	27,976,580	1,637,473	820,682	.28	2,957,668 ¹⁰
	1960—6 mo. to Jun. 30	21,034,276	3,326,199	2,790,999 ²⁰	.95 ²⁰	2,957,668 ¹⁰
	1961—qtr. to Jun. 30	15,905,712	1,323,698	656,807	.22	2,957,668 ¹⁰
	1960—qtr. to Jun. 30	11,938,159	2,057,152	1,735,252 ²⁰	.59 ²⁰	2,957,668 ¹⁰
Decca Records	1961—6 mo. to Jun. 30 ²	—	—	1,315,063	1.02	1,285,701
	1960—6 mo. to Jun. 30 ³	—	—	2,946,224	2.29	1,285,701
Eitel-McCullough	1961—6 mo. to Jun. 30	—	—	42,707	.02	1,834,656
	1960—6 mo. to Jun. 30	—	—	184,433	.10	1,827,706
Electronic Specialty	1961—6 mo. to Jun. 30 ³	12,728,223	—	477,118	.54	543,885
	1960—6 mo. to Jun. 30	5,068,008	—	12,529	.02	547,440
Electro-Voice	1961—qtr. to May 31	2,301,520	—	8,520	.02	497,332
	1960—qtr. to May 31	2,463,313	—	49,586	.11	473,650
General Bronze	1961—6 mo. to Jun. 30	9,567,702	(819,738)	(393,738) ⁴	—	391,820
	1960—6 mo. to Jun. 30	15,987,786	524,333	252,333	.66	384,137
GE Credit Corp. Story on p. 23	1961—6 mo. to Jun. 30	360,026,000 ⁵	—	3,978,000 ⁵	—	—
	1960—6 mo. to Jun. 30	—	—	2,990,000	—	—
Indiana General	1961—6 mo. to Jun. 30	10,250,925	1,576,494	770,604	.67	1,150,002
	1960—6 mo. to Jun. 30	10,077,824	1,444,073	710,193	.62	1,124,522
MetroMedia	1961—26 wks. to Jul. 2	23,397,580	3,039,433	396,537	.23	1,707,057
	1960—26 wks. to Jul. 3	19,177,895	3,512,931	738,970	.43	1,699,012
	1961—13 wks. to Jul. 2	12,337,991	1,933,557	409,203	.24	1,707,057
	1960—13 wks. to Jul. 3	12,240,959	2,407,567	592,471	.35	1,699,012
Milo Electronics	1961—6 mo. to Jun. 30	2,634,355	—	102,691	.20	510,400
	1960 ¹⁴	—	—	—	—	—
Muntz TV ⁷ Story on p. 23	1961—8 mo. to Apr. 30	6,443,000	—	462,750	.38 ⁸	1,175,876
	1960—8 mo. to Apr. 30	7,419,016	—	735,666	.62 ⁹	1,165,376
Muter	1961—6 mo. to Jun. 30	6,950,689	76,889	65,942	.06	1,142,961
	1960—6 mo. to Jun. 30	5,887,254	143,526	70,238	.08	839,523
NT&T	1961—39 wks. to Jun. 27	32,634,089	—	736,470 ¹⁵	.26	2,816,247
	1960—39 wks. to Jun. 27	34,392,901	—	(3,071,274) ¹	—	2,816,247
	1961—13 wks. to Jun. 27	10,722,509	—	114,306 ¹⁷	.04	2,816,247
	1960—13 wks. to Jun. 27	10,028,325	—	(2,235,293) ¹⁵	—	2,816,247
Raytheon	1961—6 mo. to Jun. 30	280,180,000	—	3,009,000	.73	3,888,764
	1960—6 mo. to Jun. 30	277,564,000	—	4,187,000	1.08	3,723,008
	1961—qtr. to Jun. 30	142,022,000	—	1,644,000	.40	3,888,764
	1960—qtr. to Jun. 30	142,812,000	—	2,027,000	.52	3,723,008
Sprague Electric Story on p. 22	1961—6 mo. to Jun. 30	37,066,358 ⁵	—	2,960,166	2.06	1,436,968
	1960—6 mo. to Jun. 30	32,283,457	—	2,077,821	1.49	1,398,795
Taft Bcstg.	1961—qtr. to Jun. 30	2,606,162	—	460,683	.30	1,539,162
	1960—qtr. to Jun. 30	2,874,875	—	465,966	.31	1,486,528
TelePrompTer	1961—4 mo. to Apr. 30 ⁸	1,910,207	—	103,281	.15	685,811
	1960—4 mo. to Apr. 30 ⁸	1,139,778	—	(129,895)	—	685,811
Time Inc.	1961—6 mo. to Jun. 30	144,821,000	—	5,232,000	2.66	1,957,029
	1960—6 mo. to Jun. 30	142,951,500	—	6,814,000	3.48	1,955,779
Wells-Gardner Electronics	1961—6 mo. to Jun. 30	9,626,811	416,199	205,199	.48	422,400
	1960—6 mo. to Jun. 30	9,295,088	437,384	215,384	.51	421,800
	1961—qtr. to Jun. 30	5,542,104	356,627	170,627	.40	422,400
	1960—qtr. to Jun. 30	5,493,750	406,841	194,841	.46	421,800

Notes: ¹After \$5.5-million tax credit. ²Includes operations of Universal Pictures. ³Includes operations of D. S. Kennedy Co., merged March 1961. ⁴After \$426,000 tax credit. ⁵Record. ⁶After preferred dividends. ⁷For profile on Muntz TV, see Vol. 17:31 p21. ⁸From SEC report. ⁹Before capital gains of \$6,149,000 (\$1.45 a share). ¹⁰Before capital gains of \$1,328,000 (31¢). ¹¹Before capital gains of \$2,235,000 (53¢). ¹²Before capital gains of \$1,284,000 (30¢). ¹³Estimate. ¹⁴Unavailable. ¹⁵In-

cludes \$257,115 gain on disposal of theaters. ¹⁶After \$853,980 gain on disposal of theaters and provision for \$3.5-million loss on NTA investment. ¹⁷Includes \$76,553 gain on disposal of theaters. ¹⁸After \$69,773 gain on disposal of theaters and provision for \$1,521,396 loss on NTA investment. ¹⁹Outstanding June 30, 1961. ²⁰Includes tax benefit of loss carry-over equal to 42¢ a share for the 6-month period, 27¢ for the quarter.

WEEKLY **Television Digest**

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O-&O'S CARRYING MORE NETWORK FINANCIAL LOAD: When FCC for first time last year segregated 1959 network financial figures from their o-&o performance (Vol. 16:36 p1), official documentation was finally provided for what was commonly known—that o-&o's are the real profit makers.

We checked with industry financial experts recently, to get their judgments as to how networks fared in 1960 and how they're doing this year, found that the trend appears to be the same—that network income & expenses continue to rise, leaving profit about the same, but that o-&o income continues to outstrip expenses, producing hefty increase in o-&o profits.

For 1959, FCC found network revenues of \$438.5 million, expenses of \$406.5 million, profits before taxes of \$32 million. We asked Commission to provide similar breakdown for 1958—something it hadn't previously released. Here's what it was: revenues, \$400.7 million; expenses, \$366.7 million; profit, \$34 million. Industry specialists guess that 1960 showed same curve—income & expenses up 10-20%, profits static in the \$30-35 million range.

O-&o's, on other hand, had 1959 revenues of \$137.6 million, expenses of \$81.7 million, profits of \$55.9 million. Commission supplied us with comparable 1958 figures: revenues, \$116.1 million; expenses, \$73 million;

profits \$43.1 million. There's every evidence, we're told, that o-&o profits rose in 1960, though probably not as much as during preceding year.

Where did expenses eat up networks' increased revenues as in 1959? Programming—as most people assumed. Of total 1958 expenses (\$366.7 million), programming took \$278.6 million; technical, \$39.9 million; general & administrative, \$28.6 million; selling, \$19.6 million. Of 1959's \$406.5 million expenses, breakdown was: programming, \$316 million; technical, \$40 million; general & administrative, \$29.9 million; selling, \$20.6 million. In 1960, there was undoubtedly great increase in programming costs, relatively little change in others—and that's why the profit picture probably was unchanged. Hiked program costs continue this year, may well eat substantially into network profits, putting more & more burden on o-&o's to carry load.

NETWORK CONTROLS PROPOSED: At FCC's request, Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) last week introduced a bill (S-2400) to carry out the Federal Communications Commission's recommendations for Communications Act Amendments permitting regulation of networks (Vol. 17:32 p11).

Several similar measures—notably bills (HR-1164 & 4231) by Reps. Harris (D-Ark.) & Brown (R-O.)—are pending in the House, but Pastore's is the first such Senate bill since an abortive campaign for network licensing was started in 1955 by Sen. Bricker (R-O.).

There's little chance for any Congressional action on any of the bills at this session. Pastore scheduled no hearings on network controls or on other broadcasting subjects outlined by him a week earlier in releasing FCC's reply to a TV Guide "Open Letter" to Chmn. Minow. The House Commerce Committee headed by Harris has failed so far to get around to network bills—and final Legislative Oversight Subcommittee staff recommendations on the subject last year were inconclusive (Vol. 16:52 p3).

Pastore's FCC-written bill for regulation (but not licensing) of networks authorizes the Commission to make rules & regulations "to assure that the policies, practices and activities of such networks shall not adversely affect the ability of broadcast licensees to operate their stations in the public interest."

Enforceable by cease-&desist orders, FCC's rules could include: (1) requirements for network "supervision & control" of shows; (2) prohibitions against "unfair" exploitation by networks of programs in which they have financial interests; (3) prohibitions against option-time & other contracts with affiliates which would "limit the ability of such licensees to operate in the public interest"; (4) limitations on network ownership of stations; (5) extension of equal-time & payola-plugola requirements to networks.

Similar legislative recommendations by FCC have been on file with the House Committee since May 1960 (Vol. 16:20 p1).

BARTLEY REPEATS 1954 SPEECH, 'WELCOMES' MINOW: FCC Comr. Robert Bartley wants it known that: (1) Minow doesn't stand alone in his views about Commission's duties. (2) Commission had similar convictions before it heard of Minow.

To dramatize his point last week, Bartley gave Georgia Assn. of Broadcasters same speech he presented to the group Jan. 29, 1954, "American Broadcasting—Its Structure & Its Purpose." After he returned from Georgia, Bartley said: "I told them that they evidently didn't hear me the first time, so I had to repeat myself. I told them it was good to be in the majority now and that we at the Commission were glad to have Minow join in our July 1960 programming-policy statement."

Bartley's speech, similar in many respects to Minow's address at recent Northwestern U. conference (Vol. 17:32 p1), quoted drafters of Communications Act and Supreme Court decisions to effect that FCC had duties beyond those of an engineering "traffic cop." "The courts have consistently upheld the Commission's jurisdiction," he said, "in fact, have stated it to be the Commission's duty under the mandate from Congress, to inquire into the qualifications of the applicant, the type of programming proposed by the prospective licensee, his financial qualifications to serve the public adequately, the question whether the applicant had the requisite character qualifications so that he could be entrusted with a license in the public interest, and the question as to whether or not the grant of a license to a particular applicant would enhance the diversification of ownership of media of mass communication."

Bartley has long been concerned with "monopoly." He said: "I sense that there is an increasing attention to, and unwarranted—perhaps undesirable—emphasis upon the business & money-making aspects of broadcasting by people interested in entering the field, particularly through the purchase of existing stations

... What concerns me is the entry by people more interested in the 'fast buck,' than they are in assuming the responsibilities of a licensee; those who don't even know what their obligations are and care less." He urged licensees to "devote themselves to making their local stations, in addition to a means of entertainment & advertising, a real medium of communication in the community—a forum of the community in all phases of its cultural, economic and political life."

Bartley urged GAB to make "bona fide" effort to tell FCC what's wrong with the proposed program form, in fact gave them suggested wording for a resolution asking all Georgia broadcasters to test proposal for 30 days. Impressed by Bartley's seriousness & sympathy, they adopted resolution verbatim except for reduction to 7 days, promptly agreed to pay for costs of tests at radio WDEC Americus, which has 6 full-time & 2 part-time employes, and radio WCON Cornelia which has 8 full-time. GAB exec. secy. Jack Williams said Bartley told group that FCC "wants facts, not high-sounding words" on which to base its final decision.

In addition, GAB called a 7-state parley for Sept. 15 in Atlanta to discuss "all current problems"—program form, censorship, NAB, Gov. Collins, editorialization, etc. GAB invited attendance by broadcasting leaders from Ala., Fla., Miss., N.C., S.C., Tenn.

In Washington last week, NAB's Advisory Committee and Pres. Collins discussed plans for NAB program-form comments, after which Collins said:

"The burdensome nature of these proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller operators.

"We will make the strongest possible showing by our filing, including NAB's insistence upon the right of broadcasters to use their own good-faith judgment in programming for the needs of the communities which they serve free of censorship from any source."

Advisory Committee comprises Chmn. Clair McCollough, Radio Board Chmn. George Hatch, TV Board Chmn. Dwight Martin.

TV IN 9 OUT OF 10 U.S. HOMES, SAYS ARF: TV penetration of the U.S. was 89.4% in May, reported Advertising Research Foundation last week. It was citing its latest (8th annual) count of TV homes based on a survey made by the U.S. Bureau of the Census for ARF.

The home figure is thus 47,720,000 TV households with one or more sets. By contrast, in April 1950 there were only 5 million TV homes. Of the 177-million household population in the U.S., 164 million—92.5%—live in TV homes.

Multi-set homes are now common, the ARF survey shows. One out of every 8 TV homes (6,388,000) have at least 2 TV sets. In fact, said ARF, there are more households with 2 or more sets than there are households with no TV at all.

Cost of survey was shared by the 3 networks, NAB and TvB. Copies of complete report are available for \$5 from ARF, 3 E. 54th St., N.Y. 22, N.Y.

The FCC

FCC Uhf Exhibition Report: Comr. Lee has given his colleagues a brief report on the uhf exhibit sponsored by the Commission & Washington ETV interests, in the Commerce Dept. lobby. He said, among other things: "While it is unfair to make a critical comparison of vhf & uhf reception, it should be noted that regardless of the type of vhf antenna used in the exhibition, no good vhf pictures were obtainable. The vhf pictures received & translated to uhf were optimized by precise receiving antenna orientation obtained by the use of handy-talkies between our roof where Adler translators were located and the exhibition." He also enclosed a spot-check of local uhf set marketing plans which showed, generally, that dealers plan to sell uhf receivers & converters when the demand develops. Educational WETA-TV (Ch. 26) is due to start in October.

Option Time Oral Argument: Rescheduled by FCC from Oct. 27 to Nov. 3 (Vol. 17:19 p2).

Hartford Deintermixture Battle: Example of the vigor with which FCC's proposed deintermixture will be fought was the move of Conn. Gov. John N. Dempsey last week. Terming the situation "urgent," he asked the Conn. Congressional delegation to meet with him in Washington Aug. 15 and said he would name a committee of prominent people to present to FCC the case for retaining WTIC-TV's Ch. 3. His wire to Conn. members of Congress said that deintermixture would take "clear TV service" from 250,000 and that 145,000 would lose their choice of programs. "I'm sure you will agree with me," he said, "that we cannot allow this to happen." Accepting Gov. Dempsey's invitation, Rep. Seely-Brown (R) said "I am pleased to join with my colleagues of the Connecticut delegation in Congress to meet with Governor Dempsey here to plan action which will save television's very high frequency Channel 3 for Hartford. This channel was allocated to Connecticut after full & fair consideration after public hearings, and the performance of the present licensee in my judgment has justified the original decision of the FCC . . ."

LANDIS ASSAILS INDUSTRY: White House regulatory-agency advisor James M. Landis, who had remained silent following humiliating House rejection of President Kennedy's FCC reorganization plan in June (Vol. 17:25 p3), finally exploded in wrath last week.

In 2 appearances at the American Bar Assn.'s annual meeting in St. Louis, Landis blamed Congressional defeat of the plan on what he said was lobbying & misrepresentation by NAB & its Pres. LeRoy Collins, the networks and the Federal Communications Bar Association. He denounced them all.

Referring to the 323-77 vote by which the House junked FCC proposals which he had drafted, Landis told the ABA:

"An analysis of that event throws considerable light on the general problem of administrative reorganization. All the networks, the National Assn. of Bestrs., the Federal Communications Bar, opposed the reorganization plan.

"Their opposition stemmed not from a belief that the plan would not work, but that it would work too well. Their fears related to the potentiality that the license-renewal requirements might really be made workable."

As for Collins, Landis charged that the NAB pres. made misrepresentations to Congress about the President's plan. He said Collins "knows better" than to allege—as Democrats & Republicans in Congress also did—that the White House was trying to accomplish through an executive order what it couldn't win in legislation.

The veteran New Deal-Fair Deal agency administrator (FTC, SEC, CAB) told the lawyers in St. Louis that it was otherwise hard for him to understand why the President's FCC plan—along with similar SEC & NLRB reorganization plans—went down to defeat.

Chmn. Minow Finds Silver Lining

Regret at the rejection of the White House proposals also was expressed by FCC Chmn. Minow, another ABA speaker. "But I am grateful to the administration—and to Dean Landis in particular for drafting & submitting it," Minow told the delegates. "For even in failure it served a most worthwhile purpose."

Minow said that the President's plan at least "gave impetus" to Senate & House passage of legislation (Vol. 17:32 p2) modifying the White House scheme, which would have given Minow himself authority to parcel out assignments to FCC members. Actually, Minow never wanted such authority, pleaded unsuccessfully with Landis to drop the idea. The slightly different Senate & House versions of the substitute plan (S-2034) awaited conference committee agreement last week.

Reviewing the Commission's procedural headaches under 1952 amendments to the Communications Act, Minow said the President's plan provided more "flexibility" of operation than the legislation. But he assured the ABA that FCC nevertheless "is most grateful" to Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) & House Commerce Committee Chmn. Harris (D-Ark.) for their work in pushing reforms through Congress. They head Senate-House conferees on the legislation. Others are Sens. Thurmond (D-S.C.), McGee (D-Wyo.), Case (R.-N.J.) and Cotton (R-N.H.) and Reps. Rogers (D-Tex.), Flynt (D-Ga.), Moss (D-Cal.), Rogers (D-Fla.), Bennett (R-Mich.), Springer (R-Ill.), Younger (R-Cal.) and Thompson (R-Wis.).

"The 1952 Communications Act amendments erected an 'Iron Curtain' between the Commission & its staff in all adjudicatory cases," Minow said, adding: "The Commission

was forbidden to have any consultation at all with its chief engineer, general counsel, or chief accountant in any adjudicatory case . . . These provisions make no sense." He also pointed out that under the 1952 amendments, FCC "lost the power to delegate its review functions in adjudicatory cases."

The President's plan would have given FCC "the maximum amount of flexibility to deal with its procedural problems," Minow went on, arguing that FCC members ("necessarily men who can be trusted") should have full authority to delegate their functions. But he said the legislation at least gives the Commission "a considerable degree of discretion."

At an ABA panel session Minow also discussed—again—his proposals for improving TV's "vast wasteland" (Vol. 17:32 p1). He reiterated that his criticisms of TV programming aren't the start of attempts at govt. censorship of shows, but that FCC has legal responsibility to do something about poor programming.

Another regulatory-agency spokesman at ABA sessions was Chmn. Paul Rand Dixon of the FTC, which is undergoing reorganization under a White House plan which survived Congressional criticism. He reviewed steps started by FTC to streamline its procedures (Vol. 17:28 p2).

Lombardo & the Weathermen: FCC has nothing to say about weathercasters' manner of delivery, as long as they don't broadcast "deliberate falsifications" or "distortions." The Commission so informed bandleader Guy Lombardo last week after the latter wired Chmn. Minow to complain that N.Y. weathercasters were keeping people away from his "Paradise Island" show at the Jones Beach Marine Theater by "over-dramatizations" of possible bad weather. FCC told Lombardo that the Commission requires more information, including identity of stations, before it can determine whether weather news is being tampered with. Robert Moses, president of the Long Island State Park Commission, which sponsors the shows, urged stations to restrain themselves, saying that "dramatic & fanciful embellishments & interpretations, added to the factual, official weather forecasts, have misled listeners & viewers." WPIX then blew briskly into the rapidly clouding picture, invited Lombardo to film his own weekend forecast for presentation Aug. 11—and was promptly accepted. Next, WNBC weatherman Dr. Frank Field reported reception of a complaint from an umbrella maker: "He says my forecasts of fair weather this week have been ruining his sales." And finally (?) William H. Coy, dir. of the Car Wash Institute, wired Minow that "Radio & TV commentators over-dramatize the possibility of bad weather."

More Time for Plugola Comments: Reply comments in FCC's plugola rule-making (Vol. 17:32 p9) are now due Sept. 15 instead of Aug. 15. The Commission extended the time because: "Preliminary review of comments filed on July 31 indicates several lines along which it may be desirable to consider revisions or additions to the rule amendments proposed May 11, and the extension of time for filing replies will afford all interested parties a longer opportunity to examine the comments and to submit views . . ."

AMST Meets on Allocations: A special session of the AMST Board was conducted in Washington last week to discuss plans for opposing FCC's proposal to deintermix 8 markets and drop in 8 short-spaced vhf assignments.

FCC WUHF Sendoff: On Sept. 22, FCC members will tape a kickoff program for its experimental WUHF N.Y.

Congress

SPACE CHARGES DENIED: Mounting Congressional protests against White House-FCC proposals for commercial ownership & operation of a satellite communications system (Vol. 17:32 p11) were met last week by the Commission with vehement denials that it favors a space monopoly.

FCC Chmn. Minow & space specialist Comr. Craven, supposedly on their August vacations, were called once more to a Congressional hearing—this one conducted by the Senate Small Business Monopoly Subcommittee—to defend the plan to turn over the system to a 10-company combine. Each did so vigorously.

Scorning charges by Subcommittee Chmn. Long (D-La.) that the proposals would lead to a "gigantic monopoly" of space, Minow struck back with these points in his testimony: (1) The Communications Act requires FCC to foster free competitive enterprise. (2) Only one satellite-communications system appears to be feasible. (3) No commitments have been made to any of the 10 international carriers—including big AT&T—invited to participate, and all will be under strict anti-monopoly controls.

Long wasn't mollified. "You're getting ready to put this thing into the hands of the biggest & most powerful monopoly in America," he insisted, referring to AT&T. Long said he doubted that FCC could effectively regulate any consortium in which AT&T—with a near-monopoly of overseas telephone service—would be dominant.

Minow conceded that AT&T would own up to 90% of the satellite system if the degree of ownership were based on the proportion of business the 10 companies now handle. But he said he was confident FCC wouldn't permit any such division of capital stock.

Long's sharp questioning, challenging FCC's motives & intents, finally brought a protest from an obviously irritated Craven, who had been assigned by the Commission to present a formal statement on its space position, stressing its safeguards against monopoly.

"We're a group of dedicated people," Craven told Long. "We're trying to maintain leadership for the U.S. in one field where we have leadership." He also scoffed at estimates that space communications could soon become a multi-billion-dollar business. "It could turn out to be a South Sea bubble," Craven said. "We're not going to permit inordinate profits."

Other Views on Space Plan

At an earlier Subcommittee session, NASA Administrator James E. Webb also defended the plan to turn over the system to experienced communications companies under FCC regulation. "If you want to make soap, you better find a man who knows how to make soap," he said.

And in simultaneous satellite hearings conducted by the House Space Committee, Chmn. Brooks (D-La.) warned that it was time for the U.S. to get going, that Russia wouldn't wait for the U.S. to set up a space system. "I think it would be a serious mistake to squabble about the niceties of legal ownership," Brooks said.

Opposition to the White House-FCC plan continued, however—and no end to the policy debate in Washington was in sight.

An oldtime AT&T foe—Chmn. Celler (D-N.Y.) of the House Judiciary Committee—organized an informal caucus of Senate & House Democrats to try to work out strategy

to stop the plan. "If this thing goes through, AT&T would run the show and [AT&T manufacturing affiliate] Western Electric would get most of the equipment work," Celler said.

The Small Business Administration joined the Justice Dept. in calling on the administration to use caution in proceeding with space proposals. Deputy SBA Administrator Irving Maness said his agency had told FCC that the plan "does not take cognizance of the problems of small business concerns." He told the Senate Subcommittee that more safeguards are needed to give small firms an "appropriate share" of space business.

Justice Dept. reservations about the plan were emphasized again to the House Space Committee by Asst. Attorney General Nicholas deB. Katzenbach. Following up earlier Senate testimony by antitrust chief Lee Loevinger, who said AT&T may face action to force divestiture of its overseas operations, Katzenbach testified against turning over the space system to any commercial "chosen instrument."

Another go-slow sign was raised in the Senate by majority whip Humphrey (D-Minn.). In a floor speech, he said satellite-communications policy "must be formulated very carefully." For one thing, Humphrey said, Congress should listen closely to arguments (such as those advanced in Senate hearings by the Midwest Technical Development Co.'s Dr. Robert Larson) that small manufacturers should have a share in eventual ownership of the system.

"Ethics" Bill Approved: The House has passed & sent to the Senate an omnibus bill (HR-8140) updating & codifying conflict-of-interest laws governing officials & employees of FCC & other federal agencies. "Present law in this area presents a crazy quilt of contradictory provisions," said Rep. Celler (D-N.Y.), whose Judiciary Subcommittee No. 5 worked 3 years in drafting the measure. The bill isn't aimed specifically at FCC, but under its provisions: (1) No full-time FCC payroller could help friends or business associates get a TV or radio license. (2) Former FCC employees would be barred forever—not for just 2 years—from representing clients in Commission cases which the employees once handled directly. (3) A law firm to which an FCC attorney returned after leaving the Commission would be unable for 2 years to represent clients in cases in which the attorney "participated personally & substantially." (4) A law firm in which an FCC attorney is a partner will have to "stay out of matters in which he participates or has participated or which are under his official responsibility." The bill retains an existing legal prohibition against members of Congress practicing law before the Court of Claims. It otherwise avoids the always touchy subject of Congressional conflicts of interest. As Celler put it: "The discipline of members must come from the electorate. A Congressman offending against good morals must face the voters who can condemn by refusing to re-elect him."

FCC Budget Cleared: Without debate, the House voted Aug. 7 to concur with the Senate in restoring FCC's \$12.5-million budget for fiscal 1962 (Vol. 17:32 p12). The vote completed Congressional action on the Commission's funds, which had been cut \$125,000 in initial House action on the independent offices appropriations bill (HR-7445). The House also agreed to a Senate amendment extending the cut-off date for funds for the Commission's \$2-million N.Y. uhf project from June 30, 1962 to Dec. 31, 1962.

Another Probe Proposed: Rep. Alford (D-Ark.), who was given the chairmanship of the House Small Business Advertising Subcommittee in April (Vol. 17:15 p9), is trying to revive a long-dormant investigation of TV & radio time-selling practices. Picking up where his predecessor ex-Rep. Brown (D-Mo.) left off in 1959 (Vol. 15:12 p4), he has given other Subcommittee members a list of questions which might be explored in hearings—but Alford says none will be held before Congress adjourns. The questions, duplicating those suggested by Brown 2 years ago in his abortive plans for hearings, are aimed at finding out whether the networks & big advertisers prevent small advertisers from getting choice time on the air. Other Subcommittee members are Reps. Evins (D-Tenn.), Roosevelt (D-Cal.), Avery (R-Kan.) and Robison (R-N.Y.).

FTC Bill Favored: The House Commerce Committee has scheduled Aug. 22-23 hearings on a bill (HR-1233) by Rep. Steed (D-Okla.) authorizing FTC to issue temporary cease-&-desist orders to halt suspected monopolistic or fraudulent practices by companies against which complaints have been issued. The orders would be effective pending completion of FTC investigation of the challenged practices.

Educational Television

International ETV Seminar: Prominent educators & ETV specialists from more than 30 nations are expected to participate in an International Seminar on Instructional TV to be conducted Oct. 8-18 at Purdue U., Lafayette, Indiana. Purdue reports that some 25 nations already have accepted the invitation to participate.

The Seminar's objectives, as outlined by the U.: "To examine the present status of instructional TV on an international level; to study the developing trends in the educational uses of TV, and by bringing together leading educators, broadcasters and instructional TV specialists from throughout the world, to lay the groundwork for a more effective exchange of information & resources."

Co-operating with Purdue are the U.S. Office of Education, UNESCO, the U.S. National Commission for UNESCO, the State Dept., the International Co-operation Administration, the National Academy of Sciences, and RCA. Warren F. Seibert, Purdue's TV program research consultant, has been named Seminar director. An original grant of \$10,000 to finance the Seminar was made by UNESCO. Additional financial assistance has come from other co-operating organizations.

ETV Best Serves Elementary Schools: That's the opinion of Martin G. Atkins, Central Mich. U.'s ETV Council director. Addressing the recent U. of Mich. Summer Speech Conference, he said that in-school TV can be used to best advantage at the elementary level because (1) "elementary teachers are more willing to accept TV's help," (2) "they are more creative in developing activities to supplement the learning process," (3) "they have consistently considered their job as something more than a disseminator of facts & information," (4) elementary program & schedules are flexible and "can respond to the programming and the various limitations imposed by TV."

ETV Help Pledged: "Technical & management assistance" in setting up an educational TV system in Kansas has been pledged in an editorial broadcast by gen. mgr. Thad Sandstrom, WIBW-TV (Ch. 13) & WIBW Topeka.

Advertising

40-sec. Size Cold-Shouldered, Survey Shows: Only 10 national & regional advertisers out of some 200 will include the full 40-sec. commercial in their fall-winter campaigns. So revealed a Bolling Co. survey of spot TV-radio buying patterns in 14 major buying centers (Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, Memphis, Minneapolis, N.Y., Philadelphia, San Francisco and St. Louis). The checkup was conducted by the rep-firm salesmen and intended as a national cross-section. Other highlights of the survey:

- 108 accounts will hike their ad budgets over 1960, 17 will lessen their volume and 91 will maintain 1960 level.

- 102 will continue with last year's market list, 93 will add more markets and 17 will drop some.

- 26 accounts will join the list of exclusive TV users, upping the total to 104, vs. 78 for radio; 46 will use both.

- Exclusive use of TV is more popular in major markets, with a heavy emphasis on radio in the medium-to-smaller markets. Reasons include the increased time costs in larger markets resulting in the elimination of small-market campaigns to cover the expense; also radio's flexibility, low cost and easy clearances for reaching smaller, selected audiences.

- Usual emphasis is being placed on 20-sec. and 60-sec. spots for TV.

- Increased popularity of 5- and 10-min. programs, especially news, weather and sports, was noted.

FSR's "Big Brother" Panel: Fuller & Smith & Ross, in a campaign to pull in new packaged-goods business, invited N.Y. media buyers & press members Aug. 9 to take a look at something called "focused research." It had more than a dash of George Orwell's "Big Brother" technique. A group of housewives were led in panel discussions on TV programming & packaged-goods products while an audience of clients & FSR personnel watched (unbeknownst to the ladies) via closed-circuit TV. Sitting in a separate room, observers directed questions & remarks to the interviewer which he alone heard on special earphones, but the ladies could not. At the demonstration of "focused research" last week, the housewives were asked if they liked *The Untouchables*. Answered one lady nostalgically: "Oh, yes, it brings me back to the good old days."

Drug Ads Probed: FTC has launched a full-scale industry-wide investigation of the pricing & advertising practices of drug manufacturers & distributors, following up charges by Chmn. Paul Rand Dixon in House hearings that some promotion conceals dangerous medicinal side-effects (Vol. 17:32 p13). First targets of the probe are 37 major companies which have been given FTC notices requiring them to answer a series of questions about their practices. They also must furnish samples of "each type of advertising."

Ad People: George Chatfield, Benton & Bowles senior vp, appointed to American Assn. of Ad Agencies' Committee on Advertiser Relations; Carl W. Nichols, Cunningham & Walsh pres., to Committee on Govt., Public & Educator Relations; Neville Bayless, Bayless-Kerr pres., to Committee on Improving Advertising . . . Cherie Lee appointed McCann-Erickson vp . . . Thomas C. Butcher returns to Lennen & Newell as senior vp & co-ordinator on the Colgate-Palmolive account, a new post.

Stations

NEW & UPCOMING STATIONS: New starter reporting last week was KNDU (Ch. 25) Richland, Wash. which received FCC program test authorization Aug. 9 and began operating Aug. 10. The U.S. on-air total will change to 588 (92 uhf). Canadian on-air total stands at 92 stations.

KNDU will operate as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate. It has a 1-kw RCA transmitter and a 100-ft. Stainless tower on a 2,200-ft. hill S of Kennewick, Wash. KNDU will be sold in combination with KNDO at a \$400 base hourly rate. KNDU's over-all management & programming will be under supervision of KNDO Pres. & gen.-mgr. Hugh E. Davis. Its resident staff includes sales mgr. K. Lynn White, chief eng. D. L. Devon, operations mgr. Bob Kalstad. Reps will be Weed, Day-Wellington (Seattle) and H. S. Jacobson (Portland).

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

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has changed its programming target to Aug. 15-Sept. 1. It will be operated as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate, says WSIL-TV gen. mgr. O. L. Turner. It will use a GE transmitter purchased from off-air WBLN (Ch. 15) Bloomington, Ill., with a 4-bay GE helical antenna on a 500-ft. Utility tower. It will pick up WSIL-TV by way of an off-the-air relay from WSIL-TV's transmitter at Cereal Springs, Ill. KPOB-TV will be sold in combination with WSIL-TV, which has a \$350 hourly rate. WSIL-TV rep is Meeker.

KDCD-TV (Ch. 18) Midland, Tex. has its studio-transmitter building ready and plans to begin programming Sept. 1, reports gen. mgr. Chet Darwin, ex-owner & operator of radios KSWB Yuma, Ariz., KPAS Banning, Cal. and KHCD Clifton, Ariz. The 100-watt Electron Corp. transmitter was due there Aug. 1. It hasn't signed a network affiliation, but has set a \$200 base hourly rate. Rep has not been chosen.

WCCA-TV (Ch. 25) Columbia, S.C. plans to be on the air by Labor Day, according to Harold E. (Hap) Anderson, pres. & gen. mgr. of grantee First Carolina Corp. It has ordered GE transmitter & studio equipment and will use a 348-ft. tower. It has eliminated considerable construction work by purchasing the site & building of defunct WCOS-TV (Ch. 25), which left the air in April 1953. James C. Luttrell, ex-WSAV-TV Savannah, is chief engineer. Rep has not been chosen.

WSIU-TV (Ch. 8, educational) Carbondale, Ill. hopes to begin programming about Sept. 15 according to Buren C. Robbins, dir. of bstg. service for grantee Southern Illinois U. Its 35-kw GE transmitter & 10-kw driver are scheduled to arrive about Aug. 10 and construction on both studios & transmitter house is scheduled for completion by mid-August. Foundations have been poured for the 903-ft. Dresser-Ideco tower which will have a GE helical antenna.

WLKY (Ch. 32) Louisville, Ky. plans Sept. 1 test patterns and commercial programming between Sept. 1 & Oct. 1, says Richard Shively, vp of grantee Kentuckiana TV Inc. & gen. mgr. of WTVW Evansville, Ind. A transmitter building is being remodeled for a 12-kw GE transmitter due to arrive Aug. 15. Studios are complete. The station will use a 300-ft. Blaw-Knox tower. Base hour is not reported. Rep will be Hollingbery.

KTPS (Ch. 62, educational) Tacoma, Wash. is retaining

TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

Montgomery, Ala. Ch. 26, educational, doesn't have a target as yet, but will operate as a satellite of the Ala. Educational TV Commission's present 3-station network, reports Louis Peneguy, director of co-ordination & information for AETC. When funds are available, a studio will be established in Montgomery for local programming. A tower & transmitter have been purchased. The transmitter will be near Patterson Field.

TV Denver Inc. buys Webb & Knapp Interest: Operator of KBTW & KBTR—TV Denver Inc.—is reported to have bought for the sum of \$2.4 million the half interest in the company owned by Webb & Knapp. of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

WCBB (Ch. 10) Augusta, Me. hopes to begin programming about Nov. 1, writes E. B. Lyford, one time with NBC station relations N.Y., who is exec. dir. of the grantee Colby-Bates-Bowdoin Educational Telecasting Corp. A 25-kw RCA transmitter is scheduled for delivery Aug. 15. The walls & roof of the transmitter building are finished, with interior work remaining to be done. The station will use a 369-ft. tower, but won't have its own studios for the first year, operating as a satellite of WENH (Ch. 11, educational) Durham, which repeats programs of educational WGBH-TV (Ch. 2) Boston. Roland A. Desjardin, ex-WCSH-TV & WCSH Portland, Me., is chief engineer.

WEPA-TV (Ch. 66) Erie, Pa., which becomes an NBC-G. Robertson. He is pres. of the grantee Christian Bestg. Network Inc. It is acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulaif, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

WHRO-TV (Ch. 15) Hampton-Norfolk, Va., planned as a non-commercial outlet, has an Oct. 1 target, reports W. E. Campbell, fiscal agent for the grantee Hampton Roads Educational TV Assn. A GE transmitter has been ordered and it will use the 480-ft. tower formerly used by WVEC-TV before it changed from Ch. 15 to Ch. 13.

KICU-TV (Ch. 43) Visalia, Cal. is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

WXGA-TV (Ch. 8) Waycross, Ga., to be non-commercial outlet of owner Georgia State Board of Education, is keeping to its September program target, writes Mrs. Nancy Lively, for the State Dept. of Education. The studio-transmitter building is scheduled to be ready Aug. 2 for the 25-kw RCA transmitter shipped July 21. Work on 972-ft. Ideco tower is to begin Aug. 10 with a completion date set for Sept. 1.

WYAH-TV (Ch. 27) Portsmouth, Va. has changed its target for non-commercial operation to Oct. 1, reports M.

SRA Revamps ID Standards: Revised specifications for production of full-screen, 10-sec. IDs have been issued by the Station Representatives Assn., tailored to fit within the new 42-sec. station breaks. Citing the new standards as "a benefit to advertisers," SRA managing dir. Lawrence Webb said they would allow 33 1/3% more audio (8-sec. instead of 6) and 25% more video time (the full 10-sec. instead of 8). In addition, stations will now use a full 2-sec. in addition to the 40-sec.-commercial time for station identification, whereas in the past, the advertiser has had to give up 2 seconds of his 10-sec. ID. Other SRA specifications: (1) Of the 2 seconds without audio, 1/2 second should be used for switching. (2) Adequate blank film "padding" should be added for splicing purposes, and for leading in & out of the commercial. (3) Producers must shoot 1 second of black lead-in, 4/5 seconds of frozen-frame pictures, 4/5 seconds of black lead-out.

ITA Enters TV Field: A debut line of TV transmitters—3 uhf types—will be introduced by ITA Electronics early next year, Pres. Bernard Wise reported last week. The transmitters will be designed to meet FCC's proposed uhf requirements, he said. Projected prices of the new uhf transmitters: 15-kw model, \$99,500; 30-kw model, \$139,500; 60-kw model, \$179,500. Wise also told us that ITA has submitted its FM stereo exciter to the FCC for type acceptance and expects to begin deliveries of the equipment early next month.

Sale of Friendly Group Snags: The planned acquisition of the Friendly Group TV-radio stations by N.Y. greeting-card maker United Printers & Publishers (Vol. 17:30 p7) ran into a snag last week when one of the latter's stockholders filed suit to block the purchase. The block was thrown after UPP stockholders overwhelmingly approved the acquisitions of WSTV Inc., Steubenville, O. & WPIT Inc., Pittsburgh, which control 5 TV & 5 radio stations in 7 cities. The dissident stockholder, Bertram Field, raised a conflict-of-interest issue, among others. UPP's Berkman brothers, Chmn. Louis & Pres. Jack, according to the proxy statement, own some 40% of WSTV shares and slightly more than half of WPIT stock. Pres. Jack responded: "I feel the TV properties will widen the base of the company. We are building on a sound foundation."

McGannon Heads NAB Unit: NAB Pres. LeRoy Collins has named Westinghouse Bestg. Co. Pres. Donald H. McGannon as chairman of a special committee to study the feasibility of setting up a university-attached NAB Research Center (Vol. 17:25 p5). In announcing the appointment, Collins said his plans for the new project "comprehend all phases of the media of radio & TV" including ratings, but that he doesn't "contemplate tearing down existing audience-measurement systems." Accepting the appointment, McGannon said the industry must "move aggressively into the examination of present problems & future opportunities."

SEG Supports AFTRA Strike vs. KFVB: Screen Extras Guild's exec. committee last week voted to forbid all members to cross picket lines established by the American Federation of Television & Radio Artists in its strike against radio KFVB Los Angeles. Any SEG member who accepts work at KFVB during the strikes, which began July 11 over wages & other benefits, faces possible fine, suspension or expulsion, the union warned. In another communique, SEG reported its revenue for the past year as \$243,664 and expenses, \$219,590.

Station Sales Seminar: WLOS-TV Greenville, S.C. ran its first annual Sales Seminar at its studios recently. Julius Barnathan, ABC affiliates vp, headed a panel that included A. J. Thornhill, a PR dir. for Humble Oil Co.; Charles Ruth, gen. mgr., Marsh Stores; and Marvin Bird, pres., Smith Wholesale Drug Company. Station staff participants included gen. mgr. Theodore A. Eiland and Fred L. Bernstein, gen. sales mgr. The seminar agreed that the one-stop shopping center would increase and that discount stores would be more in evidence. Added Marsh Stores' Ruth: "The image these retailers present to the public will be of much importance and there is no doubt that TV will be sought out to help create the picture of an establishment where it is pleasant & desirable to buy."

TV-Radio Billing Agency Formed: To handle the immense volume of paperwork incidental to processing TV-radio spot buys, a central billing agency called Broadcast Clearing House has set up shop in N.Y. & San Francisco. Headed by Pres. John E. Palmer & exec. vp Lee P. Mehlig, BCH will process spot-purchasing data through the standardized forms & electronic equipment of The Bank of America. Stations will pay 50-60% of the service's costs, the rest to be divided between agencies & representatives. BCH, which estimated the service will need 80% support of the principal agencies, reps & stations, has set a target date of March 1. BCH's theory: Spot business will increase when it is made easier to transact.

Wometco Affiliate Expands: Caribbean Bottling Co. Ltd. has been granted a franchise to bottle & distribute Canada Dry beverages in the Bahamas and is completing a new bottling plant in Nassau for its expanded operations. The Wometco Enterprises affiliate, in a cash transaction, also acquired Crawford Bottling Co. of Nassau, former holder of the Canada Dry franchise. Caribbean also bottles & distributes Pepsi-Cola.

Time-Life Buys Into Lebanon TV Firm: The Time-Life Broadcast Div. of Time Inc. has become a minority stockholder in Beirut-based Lebanese Television Co., the only TV firm in Lebanon. Time-Life plans to be active in the TV company's programming, production and sales.

Wasilewski & Swezey Tapped: NAB Pres. Collins has recommended to the board that govt. affairs vp Vincent Wasilewski be named exec. vp, and Robert Swezey, ex-pres. of WDSU-TV, head of TV-radio Code Authority (Vol. 17:31 p14).

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WWJ-TV Detroit	\$3000 (no change)	\$760 to \$900 ⁵	²
WKZO-TV Kalamazoo	1300 to \$1400	360 to 400	June 1
KOMO-TV Seattle	1350 (no change)	400 to 425	July 1
WRGB Schenectady	1250 (no change)	275 to 300	July 1
KING-TV Seattle	1200 (no change)	330 to 380	Aug. 1
KFMB-TV San Diego	1000 to 1100	260 to 290	July 1
WHBF-TV Rock Island, Ill.	950 to 1050	250 (no change) ^{1, 2}	
KOTV Tulsa	825 to 900	200 to 220 ¹	July 1
WSJS-TV Winston-Salem	750 to 800	150 to 200	July 1
WFBC-TV Greenville, S.C. ...	750 to 800	160 to 200 ³	July 1
WTWV Evansville, Ind.	600 to 700	115 to 135	July 1
KTVK Phoenix	600 (no change)	135 to 150	July 1
WGAN-TV Portland, Me.	500 to 700	110 to 150	July 1
WLUK-TV Green Bay	500 to 650	100 to 125	
WSFA-TV Montg., Ala.	500 to 575	125 to 160	July 1
WLOF-TV Orlando	500 to 550	110 to 115	July 1
KNTV San Jose, Cal.	400 (no change)	100 to 120	July 1
WKST-TV Youngstown, O. ...	400 (no change)	80 to 90	July 1
WSAU-TV Wausau, Wis.	300 to 330 ⁴	100 to 110	July 4
WKOW-TV Madison, Wis. ...	300 to 325	60 to 65	July 1
WLUC-TV Marquette Mich.	300 (no change)	70 to 90	July 1
KHSL-TV Chico, Cal.	250 to 275	57.50 to 65	July 1
KOTA-TV Rapid City, S.D.	225 (no change)	50 to 60	July 1

¹20 Sec. only. ²Not reported. ³Also rate for 30 Sec. ⁴30 Min., Hour not quoted. ⁵Min. or 40 Sec.

Networks

Does ABC Own 25% of Toronto Station? Word at the weekend was that ABC International had purchased 25% of CFTO-TV Toronto—the maximum interest permitted non-Canadian stockholders. An ABC spokesman said that the network “cannot confirm or deny” the purchase, but admitted “ABC is certainly interested in that area.”

The Toronto *Star* reported that ABC had purchased from CFTO-TV principal Joel Aldred his 17% interest for more than his estimated initial \$5-million investment. ABC's purchase of an additional 8% reportedly was from Ted Rogers, a 10% holder.

ABC International Pres. Donald Coyle was in Toronto last week but would not comment on whether his visit there had any connection with the reported ABC buy into the Ch. 9 station.

Beech-Nut Makes Its Play: NBC-TV began to look like the strongest contender last week in the network race to dispose of remaining unsold network time before the start of the fall season (Vol. 17:32 pp3&12). What jumped NBC into the lead was a major coup—the signing of most of the \$7.5-million TV billings of Beech-Nut, previously the principal advertiser hold-out in fall purchases. Late last week, Beech-Nut and its agency, Young & Rubicam, were still picking a long list of minute availabilities in NBC shows. The level of 7:30-11 p.m. sold time in the last quarter of 1961 among the networks now looks like this: NBC-TV—92%. ABC-TV—88%. CBS-TV—86%. These figures, of course, can shift quickly.

WOR & MBS Go Pfft: WINS N.Y., owned by Gotham Bcstg. Corp., will become Mutual Bcstg. System's N.Y. affiliate as of August 28, thus ending a 27-year association between the network and WOR, the N.Y. RKO General station and a charter member of MBS. “A difference in philosophies” caused the WOR-MBS split-up, said a network spokesman. “WOR, with its emphasis on 15-min. newscasts, just couldn't carry enough MBS material.”

NETWORK SALES ACTIVITY

ABC-TV

- American Oil (D'Arcy); Frito (Erwin Wasey, Ruthrauff & Ryan) part. eff. Sept. 16.
NCAA Football Games 1961, Sat. & Thu.
- Beecham Products (Kenyon & Eckhardt) part. eff. Sept. 13.
The Connie Francis Show, Wed. 9-10 p.m.
- E. R. Squibb, Sons (Donahue & Coe) full spon. eff. Sept. 25.
ABC Evening Report, Mon. 6-6:15 p.m.

NBC-TV

- All State Insurance (Leo Burnett) co-spon. eff. Oct. 11.
The Bob Newhart Show, Wed. 10-10:30 p.m.
- Whitehall Laboratories (Ted Bates); Lever Bros. (BBDO); Reader's Digest (J. W. T.), part. eff. Oct.
Daytime programming, Mon.-Fri.
- General Foods (Ogilvy, Benson & Mather); Smith Corona Marchant (BBDO), part. eff. immediately.
Laramie, Tue. 7:30-8:30 p.m.; National Velvet, Sun. 8-8:30 p.m.
- Smith Corona Marchant (BBDO), part. eff. immediately.
Tales of Wells Fargo, Mon. 8:30-9 p.m.
- Elgin National Watch (McCann-Marschalk) full sponsorship eff. Nov. 28-Dec. 15.
3 news specials.

NBC's Pro Pigskin Coup: NBC scored a neat sales “first down” against CBS last week. By moving quickly in the wake of a federal court's ruling against the CBS-National Football League package, NBC concluded negotiations to cover both “home” & “away” games of 2 major NFL teams, the Pittsburgh Steelers & the Baltimore Colts (Vol. 17:31 p10). Having won 2 major clubs from the CBS fold, NBC proceeded to intercept a slice of CBS billings as well. Signed by NBC for a one-quarter sponsorship of its profootball series was Ford Motor Co., which is remaining with CBS as a sponsor of that network's trimmed-back football schedule. A J. Walter Thompson source confirmed that the money Ford will spend with NBC for pro football “just about equals” the difference between Ford's present CBS contract and its original CBS football deal. The NBC pro grid schedule will be networked Sept. 17 through Dec. 17, but will not be carried by stations in the 14 NFL cities.

At the local level, several TV stations are also profiting from the voiding of the CBS-NFL deal. Regional rights to the Pittsburgh Steelers reverted to the Duquesne Brewing Co. of Pittsburgh, which has organized a 7-station network to carry the team's “away” games. A total of 3 exhibition games and 7 NFL games will be televised. Duquesne will co-sponsor the games with American Oil and Marlboro cigarets splitting the remaining half.

Programming

WESTERN RERUNS? GOING THAT-A-WAY! TV's Western trend is over, with only a dozen or so such series scheduled for the networks next season. But the hangover lingers on in the already tight syndication market, where there is evidence of resistance to Western reruns on grounds of too much & too late.

There are of course, hundreds of Western films in Hollywood, which have been seen on the networks, but are not yet in syndication. Their residual value is now highly uncertain except for a hit such as *Gunsmoke*.

For example, Dick Woollen, programming vp & film buyer for KTTV Los Angeles, an important purchaser of syndicated product, told us: “Westerns have been offered which I turned down because of poor quality . . . The public's appetite for [them] is waning, so I have to be selective. If 8 series are offered, I may take one or two.”

On the other hand, Woollen said he would not hesitate to buy reruns of a so-called “violent” series such as *The Untouchables*, despite the wide-spread criticism. He added: “We buy a show if it's well done & entertaining. *The Untouchables* is. It's not that we're not sensitive to Washington; we have a sensitive ear to what the public wants.”

KCOP Los Angeles Pres. Alvin Flanagan told us: “We have looked at the *Wyatt Earps* and *Wanted—Dead or Alive* with great interest. They did a good job on the networks. However, the possibility is that TV is veering away from [them] and therefore we are skeptical of their economic values. It would take 3 years to have such a series pay off. With the emphasis on public-information shows & entertainment series of a non-violent nature, the money could be better spent elsewhere. In 3 years, or even one, the Western concept may not be of interest to the public or advertiser.”

A production executive told us that, with the syndication market already soft, he thought the industry had a major problem on its hands in trying to recoup Western investments via syndication. Like most Hollywood companies, his firm had no Western projects planned for '62-63.

Lavish Launchings for Feature Films: There's a growing trend among stations to launch feature-film showcases as important local highlight shows, rather than as handy dumping grounds for late-night spot business or as odd-hour filler. Reason: Movie packages have become newer (as post-1948s entered the market), smaller (groups of 20-50 pictures instead of huge libraries), less numerous on the market—and, per-picture, considerably more expensive. The viewers like movies, and it's now an established fact that star-sprinkled post-1948s can compete handily with well-rated network shows in local prime time (Vol. 17:27 p12, 32 p15).

Such motivations underlie the current plans of KLZ-TV (Time Inc. CBS affiliate) to make its *The 10:30 Movie* a major Denver attraction when it debuts next month (Sept. 8). The package contains 81 post-1950 pictures from 7 Arts plus some new movies from MGM-TV and NTA. A summit meeting of all concerned with the project reached these key decisions in a 2-day conference:

- **Format, time slot**—KLZ-TV decided to treat its film show as a weekly special attraction. It chose Fridays at 10:30 p.m. as the best available time period. A regular host-producer, Bob Davis, was assigned to the show.

- **On-air promotion**—The station's Friday-night rating pattern shows a 50% audience drop-off at 10:15 p.m., following a local newscast. KLZ-TV has now scheduled a tune-in plug at 10:10 p.m., using within the newscast a clip from the movie to catch the peak audience before this drop-off. Also scheduled is a special 30-min. prime-time "preview" show in which host Bob Davis will give Denver viewers a quick look at the shape of movie things to come with the aid of movie trailers. Besides other tune-in plugs on KLZ-TV, the station is also using 10-sec. spot announcements on 2 independent local radio stations.

- **Off-air promotion**—To make viewers aware of the movie showcase, KLZ-TV has scheduled 400-line ads in all Denver papers and *TV Guide*, and in other newspapers within a 60-mile radius. Other forms of local promotion (billboards, car cards, etc.) are planned. KLZ-TV will also use National Screen Service Theatrical Posters in a special lobby display and has made a tie-up with a leading local cab company for taxi posters.

- **Sales plan**—Station sales officials and Katz reps have developed a concerted campaign for *The 10:30 Movie*. It's available to spot advertisers in minute participations, 20-sec. availabilities and IDs. And to make Madison Ave. aware of the show as an advertising medium (apart from the sales efforts of Katz), KLZ-TV has scheduled ads in TV-radio trade publications plugging several of the top features in the package. A special by-invitation film preview of the series will be staged by KLZ-TV Aug. 22 in Denver for local agency men, timebuyers and Denver-area clients.

In many ways similar to the advance buildup for KLZ-TV's *The 10:30 Movie* are the plans of Crosley-owned WLWA Atlanta for a major new movie program starting Oct. 16 in early-evening time: *Peachtree Playhouse*. So far, WLWA has programmed for moppet viewers in the 5:30-7 p.m. slot (including the use of ABC-TV's 5:30-6 p.m. Monday-Friday strip of juvenile-angled shows). This fall, WLWA will drop the network kiddie strip and will aim for an all-family audience. The station recently bought 500 features from Screen Gems, including 260 post-1948 Columbia movies, for \$750,000 (Vol. 17:32 p15). Armed with this package, WLWA is now out to win new audiences for *Peachtree Playhouse* with the aid of posters, car cards, radio announcements and on-air TV promotion.

Index of U.S. Home TV Usage

Viewing Recoups: Average home viewing of TV during June 1961 was up 3.9% from June 1960, marking the year's first substantial all-day viewing increase and reversing (at least temporarily) the downward trend spotlighted recently by ex-Lever Bros. vp Henry M. Schachte (Vol. 17:17 p7). The latest Nielsen figures show nighttime viewing during June was up 2.1% over last June (a matter of 1.1 percentage points) and daytime viewing was up 7% (or 1.2 percentage points) for an average all-day increase of 10 minutes. The figures follow:

	Average Audience Per Average Minute		Daily Avg. Hrs. Per Home		
	Day (10 a.m.-5 p.m.) %	Homes	Night (7-11 p.m.) %	Homes	
June 1961	18.5	(8,677,000)	48.5	(22,747,000)	4 hrs. 29 mins.
June 1960	17.3	(7,820,000)	47.4	(21,425,000)	4 hrs. 19 mins.

Color Specials Court a Network: Six big-budget, 60-min. musical specials, produced by Henry Jaffe in color and complete with sponsor (Cities Service), will have to settle for black & white exposure on 1961-62 network TV. Color-conscious NBC couldn't clear time for the series and, although ABC & CBS are equipped for network color shows, neither will do any colorcasting this fall. The b&w fate of the specials now seems to lie with ABC. The network has offered a time slot (reportedly pre-emptions of *Roaring 20s*, Sat. 7:30-8:30 p.m.) and has given Cities Service until Aug. 14 "to make up its mind." CBS had previously turned down the series, unable to clear the time.

Prof. Jaffe Elaborates: Harvard Law Prof. Louis Jaffe questions whether FCC has as much power to influence programming as FCC Chmn. Minow believes it has, but he insists that Minow's efforts to improve programming should be supported. In an Aug. 18 letter to *The New York Times*, he said that his views, as expressed during the recent Northwestern U. conference (Vol. 17:31 p1), were correctly reported by the *Times*. However, he wrote: "This obscured the fact that I am in complete accord with Mr. Minow that TV has important functions which it is under obligation to perform & which it is at present failing to perform . . . I insist upon the responsibility of TV to provide a program which caters to all needs & to all tastes, but I insist also on the value of the selective approach to the solution of current deficiencies. This means that though TV programming inevitably must be predominantly popular, there must be some provision for the needs of cultural minorities . . . Insofar as Chmn. Minow is seeking to alert the industry to its multiple responsibilities—to its responsibilities for education, information and entertainment, and to lowbrow, middlebrow and highbrow taste, he has my complete support and should have the support of the general public."

CBS Cameras Crack Iron Curtain: The first U.S. camera-reporter team to visit communist Hungary since the 1956 revolt has completed a 2-week filming for *The 20th Century*. The network news team interviewed students, farmers, a journalist jailed in 1956 for anti-govt. articles and several members of the Communist youth organization, KISZ. Their documentary report, written by Bonn bureau chief Daniel Schorr and titled "Hungary Today," is scheduled for the 1961-62 season.

BUSINESSMAN'S TV: It's time network TV branched out from mass-market escapist entertainment to provide sponsors with special-interest programming designed to reach special-interest audiences. And, at cost-of-audience figures attractive to sponsors.

That's how ex-agencyman Hendrik Booraem Jr. summed up the backstage philosophy of *American Business Briefing*, the new show that's likely to be one of the fall season's few departures from network program tradition. Booraem, a former vp of Ogilvy, Benson & Mather, is now a production partner in the firm which, with Screen Gems, will produce the show. It's due to start on ABC-TV as a Sun. 12:30-1:30 p.m. tape series (Vol. 17:29 p8) aimed at "the business community."

The show is open to advertisers in a basic buy of 60-sec. participations at a time-&-talent cost of \$15,570.

Aimed at 17 Million Businessmen

Is it another example of TV's trend toward sponsored public-affairs shows? Not exactly, Booraem told us recently. "I don't believe in public-service TV which exists because people feel they should do it, and other people feel they should watch," he said. "If we're following any particular trend, it's the recent growth of specialized magazines, such as *Business Week*, *U.S. News & World Report* and various trade publications. Our show will have news, documentaries, features and analysis. But it will be aimed at an audience that has not really been tapped—the decision-making businessman."

Booraem's group (which also includes ex-Interpublic vp Sidney W. Dean and ex-Dancer-Fitzgerald-Sample vp Adrian Samish) has planned its TV approach to the 17 million U.S. businessmen with considerable care. For one thing, in order to have an attractive CPM forecast, the show had to be in lower-cost daylight hours rather than expensive prime time at night. "We settled for our Sunday spot," explained Booraem, "because it's after church and before the start of Sunday-afternoon activities. We'll never reach some all-day Sunday golfers and such, but they are a minority of businessmen."

Budget and CPM Figures

The show's production budget (\$70,000 for a 60-min. program) is modest by entertainment-budget standards, which average about \$100,000 for hour shows. It's high for a show designed to reach less than a mass market, but this in turn is offset by reduced time costs of the show's Class-C slot on ABC. Result: Booraem predicts a CPM figure of \$7.79 for *American Business Briefing*.

"The average nighttime half-hour show has a CPM of about \$4—half of ours—but ours is quite competitive," said Booraem. His point: Average nighttime CPMs are not based on reaching men only; his is. To reach a male-only audience via *Gunsmoke*, Booraem calculated, would involve "a CPM of about \$7.50—and only half of those men would be a useful prospect to advertisers trying to reach businessmen, so your CPM would really be about \$15." In print media designed to reach businessmen, comparative CPMs in *Fortune* and *Business Week* "are about \$14 & \$11.20," estimated Booraem.

Since the show is not the usual run of TV fare, Booraem's group and production partner Screen Gems have reserved the right to handle sponsor sales—by no means a typical practice among independent producers. "We're after a lot of advertising revenue so far not on TV, such as office copying machines, construction companies that

build whole plants and big shipping and trucking concerns," he explained. Recently, Booraem said, Screen Gems sent out sales letters to a carefully-screened list of 288 potential TV clients, received a "remarkable" response of 60% with "interest toward possible TV purchase."

The series itself, according to Booraem, won't be "a TV version of the business page of the *N.Y. Times*." Rather, it will treat "the effect of general news on the business community in a visual, informed way, such as a study of the effect of Jackie Kennedy's Paris trip on 7th Avenue's fashion industry." To be timely, it will be taped at ABC only 24 hours before airtime (apart from some special filmed features and capsule documentaries).

Can such "special-appeal" programming pay off financially for advertisers? "A show like *American Business Briefing* is quite different from a show that's selling bubble gum or cigarettes," Booraem replied. "All a client who's selling a business service on our show has to do is make one big sale to a business executive and he's off the program nut for the season."

Clearance Problem Axes "Discovery": ABC-TV's decision to drop *Discovery*, blueprinted as a Monday-Friday public-affairs show for kids, is a case of good network intentions vs. the current trend to lock up national & local fall TV programming early in the year. The network's decision to go ahead on *Discovery* was originally announced in the wake of FCC Chmn. Minow's famous "wasteland" speech (Vol. 17:32 p4). Only a little more than a week ago, a screening of *Discovery* was held for Minow in Chicago (he liked it). But ABC, meanwhile, faced a clearance crisis. Of the network's 116 primary affiliates, 72 stations early last week had offered to clear a weekday 5-5:30 p.m. slot for the show. But 8 stations in major markets declined to clear the show for the fall series, despite Minow's blessings and the fact that ABC had lined up some participating advertisers. Reason for clearance refusal: The show was scheduled in station-option time which had long since been programmed and sold in long-term local deals. Unable to deliver the 8 key markets to advertisers, and uncertain that it could clear time in markets not yet reporting to the network, ABC-TV daytime program vp Giraud Chester announced that the show was "postponed." (Translation: It won't appear in the 1961-62 season, and there's no likelihood it may be seen the following year unless it's shifted to a network-option slot.)

Canon 35 Untouched: The American Bar Assn. has gone through its annual performance of doing nothing to revise its Canon 35 ban on camera-&-microphone coverage of court proceedings. A special ABA media committee reported at the ABA's St. Louis meeting (see p. 4)—as it did last year at the lawyers' Washington convention (Vol. 16:36 p7)—that it had little to report. The committee said it still was unable to find any foundation willing to put up money for a pilot study of Canon 35 questions. Its only recommendation was that the search for a donor of an estimated \$35,000 needed for the research be continued for another year. A group of judges & lawyers attending the convention discussed pros-&-cons of Canon 35 on a KMOX-TV St. Louis *Close-Up* show, but there was no floor debate on the anti-broadcasting rule. At the same time the ABA singled out TV programs for 1961 Gavel Awards. Cited for contributions to public understanding of legal processes were *CBS Reports*, CBS-TV's *Armstrong Circle Theater* and the U. of Mich. TV Center at Ann Arbor. Radio KMOX also received a Gavel Award.

Film & Tape

TV & THE CRISIS OF THE MOVIES: The steady growth of TV abroad has hurt the American movie industry's global box office and provided still another problem for an industry in decline. But TV is only one of a number of the factors which have resulted in the sharp dip in the output of Hollywood movies.

The situation is accented today by top-echelon moves at 20th Century-Fox, where Peter G. Levathes has replaced Robert Goldstein as studio head, and economy measures are under way (Vol. 17:26 p12, 17:25 p14). 20th, like other studios, is confronted by a troublesome situation stemming from the divorce (of theaters) decree, shortage of stars, rising costs, TV competition, and insufficient box-office pictures.

One of Levathes' first steps was to consolidate the TV & movie casting depts.—an obvious economy measure. Owen McLean is now casting chief for both TV & movies, and TV casting chief John Erman has resigned. (Producers Jack Cummings, Oscar Brodney, Walter Reisch and Sam Katzman have left the studio.) Levathes told us there would be more such consolidation of departments. He also made it clear that he would retain close supervision over the TV operation. In that expanding area 20th-Fox Pres. Spyros Skouras recently told his TV executives: "I want 15 series in 1962." The studio has 5 for next season.

What are the underlying factors contributing to the unhappy state of the movie industry? This appraisal—shared by many others—is from veteran 20th-Fox producer Samuel Engel, who has 3 pictures stymied:

"These movies are budgeted at around \$5 million each, but we can't afford to go ahead without the insurance of a star name. There is a shortage of stars, and no one has come along to replace a Clark Gable or a Gary Cooper. In the old days when the studios had lower budgets and owned the theaters they were virtually certain of getting their money back. That's why Darryl Zanuck (then 20th-Fox production head) could put a then-new name—Tyrone Power—in "Lloyd's of London" as star. The picture cost only \$600,000, and the risk was practically nil. Today, top pictures can't be made on a budget that small and because of the divorce decree, studios do not own the theaters.

"At first, the domestic competition from TV hurt, but that leveled off. Now TV has become important in countries like Japan, Italy, Germany, England and France, and our foreign market is going down because of this competition. The more sets sold abroad the more box office falls."

Engel believes that eventually studios will be forced by desperation & necessity to use new names in their pictures. Pay TV, he thinks, may be the salvation for the movie industry. There will be fewer movie theaters and they will occupy a position much like the Broadway theater, with 2 performances a day on a reserved-seat basis.

Another 20th-Fox producer, ex-*Playhouse 90* producer Martin Manulis, has also been handicapped by the star shortage, but has now cast his pictures and is proceeding with his projects. When 20th-Fox's troubles became apparent, Manulis received offers from a dozen TV companies, but told them he was under contract to 20th.

Warner Bros., another movie major with a stake in TV, has already begun to use a number of its TV-developed "new faces"—Efreim Zimbalist Jr., Dorothy Provine, Roger Moore, Troy Donahue—in modestly-budgeted features. But usually, at least one name star heads the cast list as box office insurance.

Union Concessions in N.Y.: N.Y. movie production got a sudden helping hand when 7 local IATSE branches agreed to go easy on labor costs for 5 low-budget features planned by producer Michael Myerberg. Similar agreements for TV may possibly follow, as union co-ordinator Steve d'Inzillo indicated willingness to negotiate with other interested producers.

IATSE concessions included smaller production crews, interchangeability of duties for members of different unions and reduction of overtime pay by starting at 12 noon instead of 8:30 a.m. In return, the union members will receive 16⅓% of Myerberg's gross profit on each film, after return of all production and 50% of distribution costs.

SAG last week revealed the details of a modified dubbing agreement between the union's N.Y. branch and local dubbing studios. Negotiated earlier this year and signed March 10, the new agreement, designed to stimulate more dubbing in N.Y. of foreign-language movies & TV, was retroactive to Sept. 1, 1960, and expires Dec. 31, 1961. Under the old agreement, the dubbing actor received 25% of his basic wage at time of dubbing (if the distributor intended eventually to release the English-voiced film to TV) and another 25% at time of TV sale. If the distributor was delinquent in paying the first fee, the actor received 100% of his original wage on sale to TV. The new agreement slashes the distributor fee in half, providing for payment to actors of 12½% at the time of dubbing and 12½% at the time of sale to television with no penalty made for late payment.

NBC & CBS in Mexican Ruckus: After NBC International recently claimed, among U.S. syndicators, the greatest number of program sales in Mexico, CBS Films promptly declared that not only had it been left out of NBC's listings entirely, but that CBS is really top chihuahua in Mexican telefilm sales. Countered NBC International: CBS shows hadn't been counted because "CBS Films sold its shows in Mexico to Television Interamericana S.A. (TISA), which is actually owned by Mexican & Argentinean interests, and it is TISA which actually made the sales." Snorted CBS in reply: "CBS Films never sells negative rights to its telefilm series. Sure, we work with TISA in Mexico, but it functions as our distributor and reports all sales to us." Then MCA got into the act by issuing (for the first time, to anyone's knowledge) a story about Mexican telefilm sales which mentioned specific shows. MCA's TV de Mexico vp Jacques Brazy said pointedly: "Sales of MCA TV film series in South & Central America are booming to unprecedented heights, and MCA continues in its position as the leading U.S. TV film distributor in the market."

CBS Films Sale in Japan: *This is Your World*, a 30-min. weekly series drawn initially from 1960-61 CBS informational shows seen in the U.S., has been bought by Japan Light Metal Works Ltd., (described as "the largest aluminum refinery & manufacturing company in the Orient"). The series will start this month on the Tokyo Bestg. System (TBS) network. The deal was made through Sekiya & Co., the CBS Films sales rep in Japan, and marked "the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan." Worth noting is the fact that in this hemisphere Alcoa and Aluminium Ltd. have both sponsored prestige-building public-affairs programs.

The Maltese Falcon Flies Again: One of the best movies Warner Bros. ever made—"The Maltese Falcon"—will be remade as a feature film, and possibly as a TV series as well, by a major Warner rival, MGM. The project is the indirect result of the TV feature-distribution policies of both studios. The background: When Warner Bros. turned over its pre-1948 backlog to Eliot Hyman's original Associated Artists Productions for TV distribution in the mid-1950s, "The Maltese Falcon" went to AAP on an all-rights basis as part of the package. In 1957, Hyman—aware that the picture had been hailed by critic James Agee as "the greatest private-eye film"—considered doing his own remake with Jackie Gleason in the "Casper Gutman" (Sydney Greenstreet) role. It was held out of the original AAP Warner package, and even yanked back when it had been scheduled by WCBS-TV N.Y.

Later, after AAP was bought by United Artists, Hyman changed his mind and TV-released the circa-1940 movie, starring Humphrey Bogart, with John Huston directing. It invariably drew strong ratings and is still one of UAA's best pre-1948 attractions.

MGM, meanwhile, was invading TV in a different manner. Warner Bros. had dumped its pre-1948 backlog in an outside distribution deal and was concentrating on developing new TV properties (a formula which has been successful for WB). MGM chose to distribute its own films and, more slowly than the Warner studio, began to develop TV properties. A key difference: MGM drew (& still does) primarily from its movie backlog for TV ideas, and acquired a corporate taste for filmed remakes.

This MGM philosophy can be seen in action in TV in such early MGM shows as *Northwest Passage* and *The Thin Man*, and more recently in *National Velvet*, *Dr. Kildare* and *Father of the Bride*. In theatrical films, it can be seen in the successful remake of "Ben-Hur" and the forthcoming "Mutiny on the Bounty."

Eventual result: Earlier this year, MGM and Hyman, who had held on to "The Maltese Falcon" rights when he formed 7 Arts, began to negotiate for the sale of the Dashiell Hammett-penned movie. The deal was recently concluded. An incidental irony: 7 Arts is the TV distributor for post-1948 Warner Bros. features.

20th-Fox Re-Aligns Top Brass: An official of 20th-Century-Fox who's been with the movie firm since 1932 now has what amounts to the job of co-president. He's exec. vp William C. Michel, named last week to the newly-created post of chmn. of the exec. committee with powers "the same as" those of Pres. Spyros P. Skouras. In N.Y., sources at 20th-Fox hq did not foresee any major changes in the company's TV or movie activities as a result of Michel's appointment, nor did they indicate that Skouras might in future relinquish some executive control by moving upstairs to the post of corporate chairman.

An End Run for CBS-TV: The Senate has been called on by Sen. Hruska (R-Neb.) to come to the aid of CBS in its antitrust football-telecast troubles (Vol. 17:32 p7). In a floor speech he urged quick action on a bill (S-1856), which he co-sponsored, which would give relief from antitrust law to professional sports (Vol. 17:20 p12). Hruska said the federal court decision against CBS-TV's contract with the National Football League threatened to dim "one bright spot" in TV programming—Sunday-afternoon football. The sports bill is pending before the Senate Judiciary Antitrust & Monopoly Subcommittee.

HOLLYWOOD ROUNDUP

MCA Acquires J&M Productions: Control of Jack Benny's J&M Productions passed to MCA last week, when the talent agency purchased the stock of the Benny TV-film company. Neither MCA nor J&M sources would discuss the price, but it was reported that MCA stock valued at \$2.5 million was exchanged for the J&M company.

Involved in the deal were J&M's *Checkmate* series (of which CBS-TV has 50%); *Holiday Lodge*; *Ichabod & Me* (in which J&M and Kayro Inc. each own 50%); and *The Jack Benny Show* films. The series will not be affected in production, since Revue Studios, MCA's TV-film subsidiary, has been producing *Checkmate* and *Holiday Lodge*, Kayro produces *Ichabod* at Revue, and Benny films are produced at Revue.

Artists & Production Associates has been formed by producer-director Blake Edwards, producer-director Richard Quine, Jack Lemmon and talent executive Max Arnow for the production of TV films, movies and legitimate theatrical presentations. Arnow is gen. mgr. of the company, which has its hq at Producers Studio.

Wolper-Sterling Productions' documentary, "Hollywood: The Golden Years," has been selected for exhibition at the Venice Film Festival in Italy Aug. 24-Sept. 7 and in the Stratford Festival, Ontario, Canada, Aug. 21-Sept. 2.

Warner Bros. has optioned 17-year-old Bronwyn Fitz-Simons for a contract. She's Maureen O'Hara's daughter.

Charles Boyer, a partner with Dick Powell & David Niven in Four Star Television, will star in 2 segments of *The Dick Powell Show*, both to be filmed in Europe.

Screen Gems' *Route 66* moves to Boston and its immediate vicinity late in August for filming of 3 episodes of the CBS-TV series.

NBC-TV's Hollywood press dept. has moved from the network's Hollywood offices to its Burbank hq.

Warner Bros. has signed John Dehner to a contract, and assigned him a co-starring role in its *The Roaring 20's*.

NTA has sold its *Shirley Temple Festival* film package in 53 markets.

ABC Films plans to produce *Lanny Budd—Presidential Agent*, based on the Upton Sinclair novels, next fall.

People: John Goetz has joined Wolper Productions as producer-director. His first assignment is "The Story of a Test Pilot," in the documentary series being produced for Ziv-UA. Mel Stuart has been assigned by Wolper as producer-director of another segment, titled "The Story of an Entertainer" . . . Charles Bowman, ex-Shell Oil Co. PR, named PR dir. of Revue Studios . . . John Young named vp-treas. of Producers Studio . . . Jerry Thomas named associate producer on *Route 66* . . . Jimmy Sarno named vp of McFadden & Eddy, PR company . . . Desilu Productions public-affairs vp George Murphy has resigned, to enter movie production. Rudy Petersdorf has returned to Desilu as associate dir. of contract administration, following a stint as an executive with Home Entertainment, ex-Desilu vp Martin Leeds' pay-TV company . . . Max Lamb has resigned as story editor of 20th Century-Fox TV's *Adventures in Paradise*.

3 New Series in Shaky Starts: More than the average amount of behind-the-scenes production problems are besetting 20th Century-Fox TV's *Follow the Sun*, Revue Studios' *The Investigators*, and ABC Films' *Straightaway*. There has been considerable producer turnover, with Richard Irving replacing Michael Garrison on *Investigators*; Marion Hargrove out as *Sun* producer; and Joseph Shaftel appointed the fourth *Straightaway* producer. His predecessors: Irving Cummings Jr., Phil Shuken, Albert Cohen. Brett Halsey has been added to *Sun* as co-star, with Garry Lockwood "relegated to a peripheral role," and Jay Lanin added as a regular featured player. Some reshooting & editing of *Investigators* footage may be necessary, Revue sources say. *Straightaway's* footage has not been up to expectations, and some is reported being reshot.

Selmur Productions will pilot *Young Love*, a situation comedy, this fall. Exec. prod. Selig Seligman is now casting the leads—a couple in their early 20s. The series is the creation of Alan Lipscomb & Bob Fisher. Selmur, which has finished the pilot of *Mobile 7*, is planning several other projects for 1962-63.

Dorothy Malone and Dennis O'Keefe star in *Open Season*, a segment of the *Dick Powell Show* being directed by Ray Milland at Four Star Television.

Wolper Productions and Wolper-Sterling Productions have moved their executive-production offices to 8720 Sunset Blvd., Hollywood.

Warner Bros. has optioned Ginger Drysdale, wife of L.A. Dodgers pitcher Don Drysdale, for an acting contract.

NEW YORK ROUNDUP

"Silents Please," with 39 episodes in the can & a summer replacement spot on ABC (Thu. 10:30-11 p.m.)—but with no network commitment beyond fall—is now making 20 additional episodes. "We are currently negotiating with ABC for a fall slot, although not prime time," said a Sterling TV spokesman. New additions to the old-movies show, 13 of which will be ready for release after October, include "Lilac Time" (Gary Cooper), "The 3 Musketeers" (Douglas Fairbanks), "Don Juan" (John Barrymore), "Blood & Sand" (Rudolph Valentino), and Sergei Eisenstein's "Alexander Nevsky."

WNEW-TV N.Y. will be the new home base for a new (& not so open) *Open End*, which has been evicted from its 2-season spot on WNTA-TV with the latter's pending sale to a non-commercial ETV group (Vol. 17:27 p4). Jointly owned by MetroMedia, Metropolitan Bestg.'s parent, and producer-host David Susskind, the show will debut on the 5 Metropolitan stations Sept. 10, with NTA handling all outside syndication. One show monthly will originate from WTTG Washington to feature govt. people.

Teledynamics Corp.'s 30-min. adventure series *Long John Silver*, now in its fifth N.Y. run—but this time in color—has climbed into Nielsen's No. 2 spot among local shows. The series' first color run was last May. It is now sold in 65 markets.

Carousel Films will distribute 2 CBS Films specials—"A Christmas Carol" and "The Juggler of Our Lady"—in the non-theatrical 16-mm market (schools, govt. agencies, libraries, etc.).

Foreign

13 New Australian Outlets: Australia will have a complete nationwide TV service available to 78% of the population next year, the Postmaster General has reported. The govt.-controlled Australian Bestg. Commission expects to have 13 new non-commercial outlets on the air in 1962, and each of the 13 areas will also get a privately-owned commercial station, for a total of 42 outlets, including the 16 commercial & non-commercial stations now in operation. Contracts for the transmission equipment for the govt. station have been let—7 stations being equipped by Australian firms, the others by British & Japanese companies. At the end of May, there were 1,199,012 licensed TV receivers in use, representing 11.53 licenses per 100 people.

Australian TV is currently experiencing its first downturn. Charles Michelson Inc. reports TV advertising running 43% under last year. Reasons: (1) general recession, (2) credit-buying limits and (3) uncertainty about Australia's trade if Britain joins European common market.

ABC Signs with Japanese Stations: Agreements covering technical & production exchange, as well as U.S. sales representation and minority-stock ownership, have been signed between ABC International TV Inc. and 2 major Japanese broadcasting concerns. Announcement of the "pioneering" deals with Nippon Educational TV Co. of Tokyo and Mainichi Bestg. Co. Ltd. of Osaka came last week from ABC International Pres. Donald W. Coyle. Among highlights of the latest ABC overseas liaison: (1) ABC will act as U.S. program-purchasing agent for the NET and Mainichi outlets. (2) ABC may use the production facilities of the Japanese TV stations to make entertainment, news & documentary shows. (3) The Japanese stations may similarly call on ABC facilities. (4) In the electronic future are possible "live intercontinental telecasts by means of space satellites."

CATVN Expands to Panama: ABC International recently announced a new Central American TV Network station—Televisora Nacional, S.A.—in the Republic of Panama. The new station, to be constructed in Panama City, will begin operations by the end of 1962. Televisora Nacional, S.A. brings to 6 the number of Central American markets on which CATVN's international advertisers may purchase time. ABC will supply Panama's new station with engineering, financial & administrative assistance, and will act as program purchaser & sales representative. Panama's set count exceeds 25,000, said ABC.

British TV Union Gets Pay Boost: Britain's equivalent of IATSE, the National Assn. of Theatrical & Kine Employees, has signed a 3-year contract with 12 of Britain's 15 TV contractors (Associated Rediffusion, Granada TV, ABC TV Ltd., etc.) for a 19% pay hike & a 42-hour week. Also covered by the new contract, which includes most craft, professional, industrial and technical people in TV: National Federation of Building Trade Operatives.

Britain Boosts TV Ad Tax: Now it's an 11% bite (up from 10%) for the British govt. on commercial TV business in that country. It came in the form of a 10% surcharge this month on the original (April) tax and on "all existing duties, revenues and sales taxes."

British TV Revenues: United Kingdom TV-advertising billings reached a new high for the first half of this year—\$117,500,000. This was \$14,250,000 more than 1960's first 6-month expenditures.

Television Digest

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TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
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Personals: Herbert F. Solow, ex-CNP program dir. & exec. producer, appointed CBS-TV daytime programs dir., Hollywood, succeeding Bruce Lansbury who becomes general program exec., Hollywood; Charles Cadley named network transmission facilities mgr., succeeding Lawrence Gumbinner, resigned; Cadley will be succeeded as asst. mgr. by Gordon H. Batten.

Lawrence M. (Larry) Carino, ex-WWL-TV New Orleans gen. mgr., appointed managing dir. of Storer Bestg.'s WJBK-TV Detroit, succeeding Bill Michaels, regional vp for TV, whose duties include supervision of Storer's Cleveland, Toledo and Detroit stations . . . Warren J. Boorum, ex-RAB vp, resigns as MetroMedia (Metropolitan Bestg. Corp.) ad & promotion dir. to join broker Hamilton-Landis in Washington office.

Ed Tabor, former KBAK-TV Bakersfield gen. mgr., named gen. mgr., KLRJ-TV Las Vegas . . . Henry T. Sjogren, ex-WNBQ & WMAQ Chicago, joins Troy-Beaumont Co. as communications dir. . . Phil Rose promoted to gen. mgr. of local & regional sales, KOLO-TV Reno . . . Martin Codel, associate publisher of TELEVISION DIGEST and now a Washington consultant in TV-radio-telecommunications fields, leaves Aug. 16 for a 10-week survey tour covering 20 Latin American capitals. Last year, he surveyed the TV potentials of 19 countries in Africa and the Middle East.

Robert M. Hoffman advanced by TvAR to marketing & research vp . . . Paul Adanti, WHEN-TV Syracuse, re-elected to a 4-year term on the board of AP Radio & TV Assn.; Dwight Martin, WDSU-TV New Orleans, elected for one-year term . . . Ross McLean, CBC producer, joins new CTN TV network . . . Brian T. Brolly, ex-MCA European rep, appointed exec. asst. to Irish TV dir.-gen. Edward J. Roth.

Walter M. Stein, ex-WCBS-TV N.Y., becomes research & sales promotion dir., ABC-TV National Station Sales . . . Charles Dwyer, ex-WKRC-TV Cincinnati, joins ABC International TV Div. as sales mgr., succeeding Steve Mann, resigned . . . Bill Leeds, ex-NBC News, N.Y., appointed WDAF-TV Kansas City news dir.

Wilmot H. (Bill) Losee elected AM Radio Sales pres., succeeding Donald H. McGannon who will serve as chmn. . . John C. Rome, ex-NTA, joins J-F Productions as TV-radio dir. . . George M. Benson, ex-Robert Saudek Associ-

ates, named consultant for financial & business affairs to Educational Television for the Metropolitan Area . . . Harold C. Lang, ex-CBS comptroller, appointed treas., Midland Capital Corp.

Alan May and Irving H. Levin elected to NT&T board; Robert W. Selig elected vp; Sheldon Smerling out as exec. vp due to "policy differences" in management . . . Norman E. Cobb named engineer-in-charge of KNXT Los Angeles . . . Ted Koop, CBS Washington vp, attended inter-American economic conference at Punta Del Este, Uruguay, as member of 14-man business group attached to U.S. delegation to observe proceedings . . . Edwin L. Sullivan, Meredith Publishing senior vp, has resigned.

FCC Chmn. Minow hopes to go to Denmark Sept. 9 to serve as usher at wedding of his former law partner William Blair, Ambassador to Denmark.

Obituary

Earle C. Anthony, 80, pioneer Los Angeles broadcaster and 1926-28 pres. of NAB, died in San Francisco Aug. 6. Anthony acquired KFI radio Los Angeles in 1922, and began KFI-TV in 1948. Three years later he sold the TV station to RKO General, which changed the call letters to KHJ-TV. In 1929 he acquired another Los Angeles radio station, KECA, but sold it in 1944 under federal rules barring ownership of 2 stations in a single community. It is now radio KABC, ABC o&o outlet. Anthony was also widely known throughout the West as an auto dealer and innovator of the gas station. He is survived by a son, Kelly.

Dr. Claude E. Robinson, 61, public-opinion specialist, died August 7 in N.Y.'s Columbia-Presbyterian Center. He was the founder (1938) of the Opinion Research Corp. of Princeton, N.J., chmn. of its exec. committee, and a director of Gallup & Robinson, an ad-research company formed in 1948 with Dr. George Gallup. He is survived by his wife and 2 sons.

Dr. Frank Buchman, 83, founder of the Moral Re-Armament movement, died August 7 at Freudenstadt, Germany, after a heart attack. TV film represents a major weapon in MRA's assault on Communism. At its Mackinac Island, Mich. hq, MRA operates one of the world's most modern TV-film-production centers (Vol. 16:24 p5).

Max H. Aronson, 70, an FCC attorney since 1934, died of a heart attack Aug. 7. Working in the renewal branch, he received a meritorious service award last year for handling political equal-time complaints. He is survived by his wife and 2 sons.

Andrew Mercier, 49, CBS-TV mgr. of plant operations, died Aug. 6 in a boating accident near Long Beach, N.Y. He is survived by his wife Elfrieda, daughter Susan, and son Russell.

Meetings This Week: Okla. Bcstrs. Assn. meeting (Aug. 18-19), Lake Murray Lodge, Ardmore.

Meetings Next Week: ABC Radio Affiliates and network officials, 4 regional meetings (Aug. 21-30). Sheraton-East Hotel, N.Y. (Aug. 21); Mark Hopkins Hotel, San Francisco (Aug. 25); Sheraton-Chicago Hotel, Chicago (Aug. 28); Sheraton-Charles Hotel, New Orleans (Aug. 30). Speakers include AP-PT Pres. Leonard H. Goldenson, ABC News, Special Events and Public-Affairs vp James Hagerty, ABC Radio Network vp-in-charge Robert Pauley • Ark. Bcstrs. Assn. fall meeting (Aug. 26-26). San Peck Hotel, Little Rock • Bcstrs. Sales Mgt. Conference (Aug. 26), co-sponsored by Miss. Bcstrs. Assn. and U. of Miss. King Edward Hotel, Jackson.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MIDYEAR SALES & PRODUCTION FIGURES: Buoyed by TV's biggest June since EIA began compiling statistics in 1952, rebounding sales at retail rose to 2,639,184 units at 1961's halfway point. This was only 18,343 units (or 0.7%) under 1960's first-half total of 2,657,527 sets.

Indicative of TV's April-June comeback strength, unit sales at end of first quarter (Vol. 17:20 p21) had trailed 1960's first-quarter retail sales by more than 200,000 sets.

TV's big June was up 31.1% over June 1960 (487,264 units vs. 371,661). Although normally a sales-pickup month, June was markedly ahead of May's 391,467.

June TV production was up 18.5% over June 1960 (615,118 units vs. 518,870), but cumulative first-half production for the inventory-conscious industry was cut back 5.5% from a year earlier (2,801,136 vs. 2,963,044).

Radio sales also soared in June—by 33.8% to 940,346 units from June 1960's 702,889. First-half sales climbed to 4,390,180—13.2% ahead of 1960's January-June volume of 3,878,358 units. June radio production gained 4.8% over June 1960, but cumulative first-half production was scaled down 11.6% from a year earlier—7,537,290 radios vs. 8,524,520.

Here are EIA's official statistical indicators of TV-radio's status at midyear.

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
May	470,399	442,176	22,782	32,295	391,467	334,283
June	615,118	518,870	34,641	34,245	487,264	371,661
TOTAL	2,801,136	2,963,044	147,832	244,847	2,639,184	2,657,527

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
May	1,196,949	1,277,040	408,875	463,165	745,818	548,322
June	1,626,263	1,551,451	518,010	596,870	940,346	702,889
TOTAL	7,537,290	8,524,520	2,381,791	3,323,092	4,390,180	3,878,358

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438), June 88,808 (105,317). 6-month total: 356,595 (444,833).

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 4 (31st week of 1961):

	July 29-Aug. 4	Preceding week	1960 wk.	'61 cumulative	'60 cumulative
TV	107,362	100,882	116,682	3,284,881	3,351,372
Total radio	283,260	305,206	261,430	8,805,658	9,680,156
auto radio	96,002	114,098	88,166	2,803,767	3,738,843

9th FM-Stereo Market: San Francisco became the nation's 9th FM-stereo market Aug. 10 when KPEN-FM commenced stereocasting. The station obtained FCC type acceptance of its stereo equipment (manufactured by Dynamics Corp. of America's Standard Electronics Div.) the preceding day.

KPEN-FM co-mgr. James Gabbert said the station plans to devote at least 1/3 of its 124 weekly broadcast hours to stereo programs. KPEN-FM serves an estimated 420,000 FM-radio-equipped homes within a 100-mile area, claims to be the most powerful FM broadcaster in Northern Cal.

The 8 other FM-stereocasters: WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C.

* * *
Crosby Licenses Nippon Firm: Tokyo-based Sansei Electronics has signed a license agreement with Crosby Teletronics to produce & sell stereo FM receivers & adapters under Crosby patent. Sansei is Crosby's first overseas licensee. Crosby Chmn. Murray G. Crosby said more than 30 U.S. FM manufacturers have signed license agreements.

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EIA Gets More Time for Comments: FCC has granted EIA's petition for extension to Sept. 29 of the deadline for comments on the Commission proposal regarding labels on TV & FM receivers (Vol. 17:27 p22). But Zenith, Wells-Gardner and Pilot Radio have filed despite the extension.

Zenith suggested that FCC require manufacturers to add a sentence to their labels explaining what "radiation" is—because the general public thinks "radiation" deals with x-rays or atomic emanations. Zenith also reported buying at random 14 sets made by 8 manufacturers and finding only 4 complying with FCC's current rules. Zenith concluded: "There is a cost penalty in manufacturing sets which comply with the Commission's rules. Our investigation indicates that a substantial portion of the industry considers this cost advantage of greater importance than FCC certification. Aside from the general public, only the manufacturers of complying sets suffer the consequences. This is certainly not the result intended by the Commission. We respectfully suggest that the Commission should also consider whether its enforcement rules & procedures cannot be revised to bring effective enforcement measures against the manufacturing or importing sources of non-complying sets."

Wells-Gardner, private-label set maker, urged that lettering of FCC-required labels be molded into plastic backs of sets. It suggested that the label not be required to show the name of the set manufacturer and that it carry the following words: "Design certified as complying with Federal Communications Commission rules, Part 15, in effect as of date of manufacture."

Pilot urged that seals be affixed to the bottom of receivers when it isn't possible to put them in back, and that the type-size be specified to insure legibility.

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ITT Takes On "Minifon" Line: The "Minifon" line of portable, transistorized wire & tape recorders will be represented in the U.S. exclusively by ITT, according to an agreement concluded by the ITT Distributor Products Div. and manufacturer Protona GmbH, Hamburg, Germany. The recorders & accessories will be available through the ITT division and more than 200 dealers & industrial distributors throughout the country.

Canadian TV Sales to Dealers: First-half sales of TVs totaled 124,871 units—down from 136,400 in 1960's first 6 months. EIA of Canada also reported last week that the June volume lagged behind June 1960—15,699 TVs vs. 19,367. The 1961 figures, however, do not include the sales of a former EIAC member, resigned April 30. The first-half breakdown (1960 figures in parentheses): Portables, 27,870 (28,316); table models, 21,418 (28,008); consoles, 67,869 (74,317); combinations, 7,714 (5,759). For June (vs. June 1960): Portables, 4,439 (4,375); table models, 2,625 (4,671); consoles, 7,823 (9,742); combinations, 812 (579).

Loral's Underwater Venture: Loral Electronics has moved into the field of oceanography by acquiring the patents, products and proprietary inventions relating to underwater vehicles or scooters developed by a French inventor. Loral has obtained exclusive rights to a series of remote-controlled and 1-man & 2-man operated vehicles. The 1-man vehicle, the "Pegasus," has an underwater speed of 3 knots, can travel to a depth of 230 feet. Loral Chmn.-Pres. Leon Alpert believes "we can develop some good sales in our first year of operation in oceanography."

Emerson & IUE Settle Strike: A 3-day walkout by some 1,000 employes of Emerson Radio & Phonograph ended Aug. 10 when the company & IUE reached agreement on a 28-month contract. The pact provides for a 4¢ an hour increase during the first 14 months, an additional 5¢ an hour boost during the remaining 14 months.

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Trade Personals: Sylvania has split off an autonomous Commercial Electronics organization from its Home Electronics Div. to consolidate sales, service and leasing of industrial & commercial TV & electronic products (closed-circuit TV, industrial security systems, etc.). Douglas L. Hamilton, div. controller, has been elected vp & gen. mgr. of Commercial Electronics; Robert E. Brockway, vp-marketing; Thomas R. Shepherd, vp-service.

Sidney Harman, ex-Harman-Kardon pres. and Jerrold exec. vp since April, elected Jerrold pres. & chief exec. officer, succeeding founder Milton J. Shapp who continues as chmn. . . . Francis J. Dunleavy, advanced by RCA to Communications & Controls Div. gen. mgr., succeeding John J. Graham, recently named to new divisional vp post (Vol. 17:32 p21) . . . Charles Stradwick, ex-Australian Post Office exec., appointed area gen. mgr.-Far East by ITT and vp of subsidiary International Standard Electric.

Lloyd F. Taylor named a Standard Kollsman Industries vp . . . David W. L. Hickie appointed Lynchburg mktg. mgr., GE rectifier components dept.

Nicholas De Falco named technical & quality control advisor to the pres., Du Mont Emerson Corp. . . . David K. Elwell advanced by Sylvania Electric Products to dir. of purchases, succeeding Harry H. Martin, resigned . . . J. Burton Henry appointed sales dir., International Resistance, a new post . . . Gerald G. (Jerry) Griffin, ex-RCA Electron Tube Div. ad & mktg. activities, joins TelePromp-ter in new post of mktg. dir.

R. J. Douglass elected pres., Westinghouse Electric International, S.A., Geneva, succeeding P. G. Schmitt who becomes asst. to pres. of Westinghouse Electric International . . . Richard K. Mosher promoted by Lab for Electronics from asst. vp to new post of vp in charge of Systems Div. . . . Walter R. Hicks, ex-Reevesound pres., appointed special-projects vp of parent Reeves Soundcraft . . . David I. Margolis elected ITT treas., succeeding Paul F. Swantee who becomes asst. vp.

Finance

ZENITH'S RECORD PACE: Zenith Radio's first-half & June-quarter profits rose to peak levels (see financial table), Pres. Joseph Wright & Chmn. Hugh Robertson reported last week. Second-quarter earnings soared 34% to \$2 million from \$1.5 million in 1960's April-June period. First-half profits inched to a record \$5.4 million from \$5.3 million a year earlier.

Zenith also reported that its unit factory shipments of TV sets in the first half established a record, and that TV inventories on June 30 at both factory & distributor levels were down from a year ago.

The Zenith board last week also voted, subject to approval of stockholders at a special Oct. 24 meeting, to increase the authorized common stock to 12 million shares from 8 million. This would pave the way for a proposed distribution to stockholders of record Nov. 3 of 2 additional shares for each share held.

PHILCO'S FIRST-HALF LOSS: Although sales climbed to \$196 million from \$194 million, Philco closed out 1961's first 6 months with a loss of \$4.4 million, compared with a \$1.9-million profit a year earlier (see financial table).

"The unfavorable operating results," explained Pres. James M. Skinner Jr., "reflect a continuation of the adverse factors present in the first quarter and greater evidence of the current price weakness in the semiconductor field. In view of the broad base of the general business recovery, we anticipate much better results in the last half of 1961. In addition, we have taken steps to phase out certain [unidentified] operations which have been yielding unsatisfactory margins."

Admiral Lags at Half: Admiral turned 1961's midway point with both sales & earnings running markedly behind the year-earlier pace (see financial table). Sales slipped to \$86.2 million from \$95.2 million in January-June 1960. The net operating profit declined to \$433,550 from \$578,030. The operating profit was sliced further by a special charge of \$270,663, representing a drop in the book value of its Canadian subsidiary because of the recent decline in the exchange value of the Canadian dollar.

Pres. Ross D. Siragusa said that field inventories were in excellent balance and that any increase in consumer buying would mean a marked pickup in production & factory sales. He forecast a sharply higher sales volume in 1961's final 4 months.

Packard Bell in Red: Packard Bell Electronics reported a net loss of \$3.9 million for the 9 months to June 30, compared with a \$494,752 profit for the same period a year ago (see financial table). Pres. Robert S. Bell, in a message to stockholders, attributed the decline largely to cost miscalculations on previously-accepted military contracts. On the brighter side, Bell noted that distributor TV orders since the June showings of the 1962 line are more than double those of a year ago, that unit deliveries to dealers first 2 weeks of July were 29% over same '60 period.

New ASE Member: Silicon Transistor Corp. has been listed for trading on the American Stock Exchange. Symbol: SIC.

CBS Halftime Profit Down: Despite a rise in net sales to \$240.8 million from \$231.8 million a year earlier, CBS Inc.'s first-half earnings dropped to \$9.4 million from \$12.7 million in 1960's first 6 months (see financial table).

General business conditions and increased costs were among the major profit-whittling factors, Chmn. William S. Paley & Pres. Frank Stanton explained. Another profit drain: The performance of the CBS Electronics Div., which so far this year has retired from 2 major product activities—phonographs (Vol. 17:20 p20) & receiving tubes (Vol. 17:23 p18). Because of losses & expenses related to the discontinuance of receiving-tube production, Paley & Stanton noted, an estimated \$4 million (after applicable tax credits) is being charged against retained earnings.

Mergers & Acquisitions: Dynamics Corp. of America has acquired for undisclosed cash and 15,853 shares of common stock Norbury Watch Co., Croydon, England maker of precision electronic & electromechanical assemblies & components, other products • Raytheon has offered \$5.7 million cash for all outstanding stock (4 million common, 500,000 of 6% preferred) of A. C. Cosser Ltd., London manufacturer of radio, electronic and scientific equipment & instruments • Air Reduction will acquire Speer Carbon, subject to approval of the latter's stockholders at the August 15 meeting, on the basis of one share of AR common for 2.25 shares of Speer common • Beckman Instruments has completed acquisition of Offner Electronics (Vol. 17:31 p19), Schiller Park, Ill., maker of medical & electronic instruments, for 58,823 shares of Beckman common stock • Republic Corp. is contemplating merger with America Corp. on the basis of one share of Republic common for each 3 shares of America.

Reports & Comments Available: Magnavox, report, Schwabacher & Co., 100 Montgomery St., San Francisco 4 • "Commercial Implications of the Space Program," pamphlet, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Harvey-Wells, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • Taffet Electronics, prospectus, Stanley Heller & Co., 30 Pine St., N.Y. 5 • AB-PT, analysis, Aug. 7 N.Y. *Herald Tribune* • Vornado and Crowell-Collier, profiles in Aug. 9 *Financial World* • Electronic Instrument, prospectus, Goodbody & Co., 115 Broadway, N.Y. 6 • Schaevitz Engineering, analysis, Woodcock, Moyer, Fricke & French, 123 S. Broad St., Philadelphia 9.

Recent Stock Issues

Stock	Offering Price	Aug. 10, 1961	
		Bid	Asked
Electronic Instrument	7½	10	11
Intl. Cablevision	10	10½	11½
Q-Line Instrument	4	7½	8½
Servonic Instruments	10	12	13½
Taffet Electronics	3	6	6½

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
CBS Inc.	Q	\$0.35	Sep. 8 Aug. 25
GPE	Q	.30	Sep. 15 Aug. 31
Meredith Publishing	Q	.35	Sep. 12 Sep. 1
Packard Bell		(Omitted)	
Storer Bcstg.	Q	.45	Sep. 11 Aug. 25
Storer Bcstg. "B"	Q	.12½	Sep. 11 Aug. 25
Trav-Ler Radio	Stk.	5%	Sep. 30 Sep. 15
Zenith	Q	.50	Sep. 29 Sep. 8

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

Allied Artists. Roger W. Hurlock bought 400, held 24,400.
 AB-PT. Jerome B. Golden exercised option to buy 765, held 867.
 Herbert Hahn exercised option to buy 1,020, held, 1,020.
 Amphenol-Borg. John L. Woods sold 900, held 2,550.
 Audio Devices. L. M. McHugh sold 1,000, held none.
 Avco. Martin W. Clement acquired 174 through exchange, bought 26, held 1,250. Edward H. Litchfield bought 200, held 1,200 personally, 500 for wife.
 Avnet Electronics. Charles Avnet exchanged 5,000 for investment company stock, held 198,236 personally, 412 as trustee. Lester Avnet exchanged 10,000 for investment company stock, held 285,533 personally, 1,357 as trustee. Robert H. Avnet exchanged 10,000 for investment company stock, held 306,352 personally, 1,042 in foundation, 650 as custodian. Michael G. Kletz exchanged 2,000 for investment company stock, sold 1,500, held 6,839.
 Capital Cities Bestg. James F. Fletcher sold 100, held 32,801 personally, 20,125 for wife.
 Cinerama. Nicholas Reisini bought 500 through Robin International Inc., held 249,050 in Robin International Inc., 350,000 personally.
 Clevite. John S. Stark bought 400 for minor children, held 812 for minor children, 24,411 personally.
 Cohu Electronics. Henry W. Cohu bought 166, held 7,000.
 Collins Radio. Harold V. Gaskill exercised option to buy 1,622, held 2,444.
 Columbia Pictures. M. B. Silberberg acquired 1,917 in exchange for Fico Corp. stock, sold 1,917, held 630.
 Corning Glass. Thomas Waaland exercised option to buy 200, held 3,800.
 Crowell-Collier. Sumner Blossom sold 63 and 437 more from joint account with wife, held 2,133 personally, none jointly with wife. Armand G. Erpf bought & sold 14,700 in secondary distribution, held none. Eugene J. McCaffrey sold 1,800, held 228.
 Daystrom. Bradford T. Blauvelt bought 1,000, held 6,000. Allan W. Greene bought 200, held 200.
 Electronics Communications. E. F. Coy bought 1,000, held 2,000.
 Emerson. Benjamin Abrams bought 1,300 for trusts for children, held 29,432 in trusts for children, 290,086 personally, 4,014 in trusts for grandchildren, 67,526 in foundations. H. Goldberg sold 100, held 2,473.
 Filmways. Robert C. Winkler sold 200, held 420.
 Friden. J. A. Trainor sold 6,000 as part of underwriting, held 11,775.
 General Dynamics. Ellsworth C. Alvord sold 1,660 from trusts, held 5,037 in trusts, 2,615 personally, 14,568 in company. Robert H. Biron sold 900, held 100. Robert P. Meiklejohn sold 1,000, held none.
 GE. James H. Goss exercised option to buy 480, held 4,423. Robert W. Gouldthorpe exercised option to buy 493, held 2,489. George L. Irvine exercised option to buy 1,445, held 7,536. William Allen Mann exercised option to buy 2,292, held 3,580. J. S. Parker sold 700, held 7,300. Gerald L. Phillippe sold 2,044, held 8,922 personally, 750 as custodian. Charles K. Rieger exercised option to buy 1,725, held 9,656. Willard H. Sahloff exercised option to buy 1,545, held 9,099. Nathan L. Whitecotton exercised option to buy 295, held 3,363.
 General Telephone & Elctronics. Theoder F. Brophy exercised option to buy 750, held 1,000. Don G. Mitchell disposed of 1,500 in private sale & gift, held 15,832 personally, 8,000 in Waldon Inc. after exchange of 2,500.
 Global-Union. Chester O. Wanvig Jr. exercised option to buy 1,800, held 13,351 personally, 200 in Trust A, 15,000 in Trust B.
 H&B American. David E. Bright bought 70,000, held 186,880.
 Hazeltine. Henry Reeve sold 1,300, held 16,000.
 Hoffman Electronics. M. B. Prince sold 1,000, held 200.
 Hycon. William Piper exercised option to buy 10,000, held 10,000.
 IBM. James W. Birkenstock exercised option to buy 704, held 2,282. Walter G. Buckner sold 604 from foundation, held 300 in foundation, 3,130 personally, 2,441 in trusts. J. J. Kennedy sold 400, held 2,600. L. R. LaMotte exercised option to buy 3,893, held 8,700 personally, 10 in foundation. T. Vincent Learson sold 300, held 1,187. William W. McDowell bought 851 in June 1959 and 853 in May 1961, sold 470 in December 1959-July 1960, held 1,558. E. R. Piore bought 501, held 957. McLain B. Smith sold 300, held 593.
 Lafayette Radio. Louis Friedland sold 200 as custodian and 200 more for daughter, held none as custodian, none for daughter, 200 personally. Leonard D. Pearlman sold 1,000 for wife in private transaction, held 5,102 for wife, 27,102 personally, 25,702 for wife as custodian. Abraham Pietman sold 2,500 and 1,250 more for daughters in private transactions, held 245,342 personally, 3,852 for daughters. Norman A. Siefert sold 1,200, held 1,300.
 Lear. Richard M. Mock sold 10,071, held 8,100.
 Ling-Temco. D. H. Byrd bought 50, sold 150, held, 75,691.
 Litton Industries. Roy L. Ash sold 500, held 103,769 personally, 785 as custodian, 14,178 in partnership. William L. Reynolds bought 500 privately, held 2,500. Charles B. Thornton sold 800, held 263,296 personally, 31,191 in partnership.
 Loew's Theatres. Arthur M. Tolchin bought 1,000, held 7,500.
 Magnavox. Frank Freimann sold 100, held 99,562 personally, 61,946 in trust. Richard A. O'Connor sold 5,000, held 75,697.
 P. R. Mallory. J. Taylor Foster exercised option to buy 1,272, sold 1,300 held 1,354. G. Barron Mallory sold 3,200 from trusts, held 85,223 in trusts, 4,840 personally. P. R. Mallory sold 400 from trusts, held 15,393 in trust, 75,572 personally.
 Microwave Associates. Lawrence Gould exercised option to buy 1,250, held 3,250. Herman H. Kahn sold 700, held 192. Richard M. Walker sold 508, held 32,744.
 Motorola. Allen H. Center bought 100, held 400.
 Muntz TV. Jack Simberg bought 2,500, held 10,500.
 NAFI Corp. H. V. Sherrill sold 200, held 12,500 personally, 149,386 in Nafco Inc., 250 as custodian.
 Packard Bell. H. A. Bell exchanged 25,000 for investment company shares, held 77,872.
 Philips Electronics & Pharmaceutical. James J. Colt sold 150 through Omo Mfg. Co., held 62,413 in Omo Mfg. Co., 3,834 personally.
 RCA. George W. Chane exercised option to buy 1,200, held 1,670.
 RCA Bestg. O. Wayne Rollins acquired 7,000 in exchange for 7,000 Class B, sold 7,000 in private transaction, held none common, 593,000 Class B personally, 6,000 Class B as guardian. Henry B. Tripple exercised option to buy 750, held 3,250.
 Servomechanisms. William W. Shannon sold 3,000 privately, held 72,700 personally, 45,450 in trusts for children.
 Siegler. Frederick L. Anderson bought 1,000, held 48,471.

TelePrompTer. Fred Barton sold 1,100, held 38,643. Hubert J. Schafly Sr. bought 200 in July 1959, sold 2,000 in April 1961, held 8,200.
 TV Industries. Lawrence E. Brinn bought 500, held 500.
 Texas Instruments. W. D. Coursey sold 400, held 4,720. Robert C. Dunlap Jr. sold 200, held 22,550. E. O. Vetter sold 800, held 4,572.
 20th Century-Fox. Francis T. Kelly sold 100, held 50. John L. Loeb sold 600 from trusts, held 6,800 in trusts, 10,000 personally.
 United Artists. Louis Lober exercised option to buy 1,000, held 1,000. James Velde exercised option to buy 752, held 752.
 Varian Associates. William H. Chandler sold 750, held 6. Edward L. Ginzton acquired 500 in exercise of rights, held 9,406. Sigurd F. Varian bought 14, sold 800 from community property, held 28 personally, 70,968 in community property.
 Victoreen Instrument. Richard T. Brown acquired 4,208 in exchange, held 9,724. Joseph M. Johnson sold 200, held 8,343.
 Webcor. Titus Haffa bought 854, held 14,487.
 Westinghouse. R. D. Blasier sold 500, held 5,036. E. D. Brockett bought 100, held 100. George G. Main sold 1,100, held 3,600 personally, 800 in trust. Gwilyn A. Price sold 1,000, held 10,050.
 Zenith. Alexander Ellett exercised option to buy 420, held 940. Albert J. Franczak exercised option to buy 240, held 370. Sam Kaplan exercised option to buy 1,500, held 3,660. Donald MacGregor exercised option to buy 900, held 2,550. John A. Miguel Jr. exercised option to buy 300, held 400.

TelePrompTer Stockholders Okay Debentures: Shareholders at a special meeting Aug. 7 approved a proposed public issue of \$5 million of convertible subordinated debentures through Bear, Stearns & Co. Proceeds of the offering, now awaiting SEC registration, would be used primarily for expansion of TelePrompTer's CATV holdings and for the development & testing of Key TV and other new products. TelePrompTer now has 693,695 common shares outstanding. Among the major stockholders: management officials, 22%; Western Union, 13%.

Corning Glass plans a public offering of 150,000 outstanding common stock shares, price unreported, through Harriman Ripley & Co. and Lazard Freres & Co. An SEC registration statement (File 2-18644) said 6 selling holders include Corning Chmn. Amory Houghton.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, August 10, 1961

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

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	19 1/2	18	19 1/2	Lel Inc.	8 1/4	6 1/2	7 1/2
Adler Elec.	20	19	21	Magna Th.	3 1/2	3 1/2	3-15/16
Aerovox	11 1/4	11 1/4	12 1/2	Magnetics Inc.	10 1/4	10	11 1/4
Allied Radio	28 1/2	27 1/2	29 1/2	Maxson	21	19 1/2	21 1/2
Astron Corp.	1	1 1/2	2	Meredith Pub.	40	39	43
Babcock	30	27 1/2	29 1/2	MetroMedia	17 1/2	15 1/2	16 1/2
Baird Atomic	18	16 1/2	18	Microdot	27 1/2	27 1/2	29 1/2
Cannon Elec.	27 1/2	26 1/2	29 1/2	Milgo Elce.	19 1/2	20	21 1/2
Capearth	10 1/2	8 1/2	9 1/2	Narda Micro	6 1/2	6 1/2	7 1/2
C-E-I-R	48	48	53 1/2	Newark Elec.	13 1/2	13 1/4	14 1/2
Chicago Aer.	26 1/2	26 1/2	29 1/2	Nuclear Chi.	38	42 1/2	46 1/2
Control Data	90	94	99	Official Films	3 1/4	3 1/4	3-11/16
Cook Elec.	11 1/2	11 1/2	12 1/2	Pacific Aut.	5	4 1/2	5 1/2
Craig	15 1/4	13 1/2	15 1/2	Pacific Merc.	7 1/4	6 1/2	7 1/2
Crosby Tel.	5 1/2	4 1/2	5 1/2	Philips Lamp	138 1/4	138 1/4	143
Dictaphone	37	38	40 1/2	Pyramid	1	2	2 1/2
Digitronics	26	26 1/2	29 1/2	Radiation	23	26 1/4	28 1/4
Eitel-McC.	16 1/2	16 1/2	17 1/2	Rek-O-Kut	1 1/2	2 1/4	3-7/16
Elco Corp.	11 1/4	11 1/2	13 1/2	Research Inc.	4 1/2	4 1/2	5 1/4
Electro Instr.	18 1/2	17 1/2	19 1/2	H. W. Sams	43 1/2	41 1/2	44 1/2
Elec. Voice	10 1/4	10	11 1/4	Sanders Assoc.	56 1/2	57	61
Elec. Assoc.	29 1/4	29 1/4	31 1/4	H. Smith	9 1/2	9 1/2	11 1/2
Elec. Cap. Corp.	37	35 1/4	37 1/4	Soroban	55	52	57 1/2
Erle Resistor	12 1/2	12	13 1/2	Soundscribe	9 1/2	9 1/2	10 1/2
Executone	17 1/2	16	17 1/2	Speer Carbon	31 1/4	31 1/4	33 1/4
Farrington	17	14 1/4	15 1/4	Sprague	82	83	86 1/2
Foto Video	5	5 1/2	6 1/2	Sterling	2 1/2	2 1/2	3-7/16
Four Star	18 1/2	19 1/2	21 1/2	Systron-Don	41		
Gen. Devices	11 1/4	10 1/4	11 1/4	Taft Bestg.	18 1/2	18 1/2	19 1/2
G-L Elec.	8 1/2	8 1/2	10	Taylor Instr.	48	48	51 1/2
Goodwill Sta.	10 1/2	10 1/2	11 1/2	Technology	1 1/4	6 1/2	7 1/2
Granco	9 1/4	9 1/4	10 1/2	Tele-Bestrs.	2	1 1/2	2 1/2
Hallcrafters	23 1/4	24	25 1/2	Telechrome	7 1/2	6 1/2	7 1/2
Hathaway	22 1/2	21 1/2	23 1/2	Telecomm.	6 1/2	6 1/2	7 1/2
High Voltage	142	145	160	Time Inc.	83 1/2	85	89 1/2
Infrared	18 1/2	16 1/2	18 1/2	Tracerlab	9 1/2	9 1/2	10 1/2
Interstate Eng.	18 1/2	17 1/2	18 1/2	United Art.	6 1/2	6 1/2	7 1/2
Ionic	28 1/2	28	30 1/2	Vitro	25 1/2	25	26 1/2
Itek	41	43	47 1/4	Vocaline	2	2 1/2	2 1/2
Jerrold	8 1/2	8 1/4	9 1/4	Wells-Gardner	30 1/4	31	33 1/4
Lab for Elec.	45 1/4	45 1/2	48 1/2	Wilcox Elec.	10 1/4	10 1/4	11 1/4
Leeds & North.	34	37 1/2	40 1/2	Wometco	24	24 1/2	26 1/4

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics	1961—year to Jun. 30	\$ 8,500,000 ¹	—	\$ 200,000 ¹	\$0.30	670,000
	1960—year to Jun. 30	3,643,000	—	17,000	—	670,000
Admiral Story on p. 18	1961—6 mo. to Jun. 30	86,191,630	\$ 981,124	162,887 ¹¹	.07 ¹¹	2,410,926
	1960—6 mo. to Jun. 30	95,204,031	1,295,717	578,030	.24	2,407,136
	1961—qtr. to Jun. 30 ¹²	43,758,700	—	(41,226)	—	2,410,926
	1960—qtr. to Jun. 30	46,790,368	—	(185,345)	—	2,407,136
Aerovox	1961—6 mo. to Jun. 30	10,978,643	—	107,670	.12	—
	1960—6 mo. to Jun. 30	11,085,785	—	127,394	.14	—
CBS Inc. Story on p. 18	1961—6 mo. to Jul. 1	240,767,745	20,476,332	9,409,332	1.09	8,637,607
	1960—6 mo. to Jul. 2	231,821,970	28,463,169	12,669,169	1.47	8,632,076
	1961—qtr. to Jul. 1	114,759,653	—	3,383,354	.39	8,637,607
	1960—qtr. to Jul. 2	110,744,242	—	5,839,802	.68	8,632,076
General Dynamics	1961—6 mo. to Jun. 30	1,010,887,737	(83,576,496)	(39,532,496) ²	—	9,997,069
	1960—6 mo. to Jun. 30	979,750,082	22,970,151	12,095,151 ³	1.22	9,946,080
GPE	1961—6 mo. to Jun. 30	118,903,557	—	2,488,704 ¹⁴	1.50 ¹⁵	1,129,494
	1960—6 mo. to Jun. 30	120,722,804	—	2,369,183 ¹⁶	1.48 ¹⁵	1,126,646
	1961—qtr. to Jun. 30	56,006,690	—	1,155,465	.66 ¹⁵	1,129,494
	1960—qtr. to Jun. 30	65,065,883	—	1,145,051	.71 ¹⁵	1,126,646
ITT	1961—6 mo. to Jun. 30	402,878,000	—	16,149,000 ¹⁰	1.01 ¹⁰	15,698,524
	1960—6 mo. to Jun. 30	377,478,000	—	14,331,000	.91	15,534,307
	1961—qtr. to Jun. 30	207,624,000	—	9,385,000 ¹⁰	.59 ¹⁰	15,698,524
	1960—qtr. to Jun. 30	198,571,000	—	8,476,000	.54	15,534,307
Loral Electronics	1961—qtr. to Jun. 30	9,606,000	741,000	350,000	.20	1,766,512
	1960—qtr. to Jun. 30	9,084,000	664,000	310,000	.18 ⁴	1,740,444 ⁴
Minnesota Mining & Mfg.	1961—6 mo. to Jun. 30	290,714,358	66,815,129	34,315,129	.67	51,380,521
	1960—6 mo. to Jun. 30	263,013,173	64,366,002	32,366,002	.63	50,989,037
	1961—qtr. to Jun. 30	151,034,000	34,426,047	17,826,047	.35	51,380,521
	1960—qtr. to Jun. 30	134,343,955	32,048,091	16,148,091	.32	50,989,037
MCA Inc.	1961—6 mo. to Jun. 30	—	7,789,376	3,786,196 ¹	.93 ¹⁵	3,995,735 ¹⁵
	1960—6 mo. to Jun. 30	—	6,515,547	3,129,447	.77 ¹⁵	3,995,735 ¹⁵
National Union Electric	1961—6 mo. to Jun. 30	16,513,449	—	231,062	.04	5,747,579
	1960 ⁵	—	—	—	—	—
Outlet Co. (WJAR-TV Providence)	1961—qtr. to Apr. 29	4,193,314 ²⁰	412,206	200,386	.40	—
	1960—qtr. to Apr. 30	3,907,632 ²¹	421,620	220,320	.44	—
Packard Bell Electronics Story on p. 18	1961—9 mo. to Jun. 30	24,603,735	(6,484,247)	(3,859,125) ⁶	—	816,493
	1960—9 mo. to Jun. 30	34,740,353	989,752	494,752	.61	811,880
	1961—qtr. to Jun. 30	8,163,919	(3,980,848)	(2,328,264) ⁷	—	816,493
	1960—qtr. to Jun. 30	11,028,264	(81,349)	(3,651) ⁸	—	811,880
Philco Story on p. 18	1961—6 mo. to Jun. 30	196,307,000	(8,458,000)	(4,372,000)	—	4,096,571
	1960—6 mo. to Jun. 30	194,280,000	4,262,000	1,931,000	.43	4,096,571
Reeves Soundcraft	1961—6 mo. to Jun. 30	3,209,800	—	905,200	—	—
	1960—6 mo. to Jun. 30	2,894,000	—	991,000	.01	—
Rollins Bcstg.	1961—year to Apr. 30	4,401,773	730,092	358,553 ¹⁷	.42 ¹⁷	925,125
	1960—year to Apr. 30	3,761,011	734,402	374,513 ¹⁸	.48 ¹⁸	846,801
Sieglar Corp.	1961—year to Jun. 30 ⁹	96,207,082	5,395,794	2,742,472	1.20	2,265,985
	1960—year to Jun. 30	84,095,002	6,218,742	3,201,023	1.66	1,927,753
Textron Electronics	1961—6 mo. to Jun. 30	11,057,000	—	(598,000)	—	—
	1960—6 mo. to Jun. 30	14,292,000	—	458,000	—	—
	1961—qtr. to Jun. 30	5,525,000	—	(322,000)	—	—
	1960—qtr. to Jun. 30	7,078,000	—	136,000	—	—
Varian Associates	1961—39 wks. to Jul. 1	42,296,488	—	2,351,813	.61	1,589,750
	1960—39 wks. to Jul. 1 ¹⁰	34,392,995	—	2,180,255	.69	1,580,450
Zenith Story on p. 18	1961—6 mo. to Jun. 30	116,698,673	11,899,831	5,393,244 ¹	1.80	2,996,399
	1960—6 mo. to Jun. 30	118,263,821	11,721,735	5,309,465	1.79	2,954,784
	1961—qtr. to Jun. 30	52,732,802	4,266,523	1,947,214 ¹	.65	2,996,399
	1960—qtr. to Jun. 30	50,118,845	3,464,612	1,454,336	.49	2,954,784

Notes: ¹Record. ²After \$44-million tax credit and \$56-million write-off against jet transport program. ³After \$10.8-million write-off. ⁴Adjusted to reflect Nov.-1960 3-for-1 split. ⁵Comparison unavailable because of mergers & acquisitions. ⁶After \$2.6-million tax credit. ⁷After \$1.6-million tax credit. ⁸After \$85,000 tax credit. ⁹Includes Jack & Heintz, merged Feb. 1961. ¹⁰Restated to include Semicon Associates. ¹¹After special charge of \$270,633 (11¢ a share) representing drop in book value of Canadian subsidiary because of reduction in exchange value of Canadian currency. ¹²Indicated. ¹³Outstanding June 30, 1961.

¹⁴Before special credits equal to 36¢ a share. ¹⁵After preferred dividends. ¹⁶Before special credit equal to 9¢ a share. ¹⁷Before special credit of \$269,416 (30¢) from sale of radio stations. ¹⁸Before special credit of \$406,136 (48¢) from sale of radio stations. ¹⁹Before special credit of \$12.6 million (79¢) representing first-quarter net profit on sale of portion of holdings in Nippon Electric and settlement of war claims against Japanese govt. ²⁰Includes \$543,717 from broadcasting. ²¹Includes \$369,636 from broadcasting.

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS**Programming**

STATION-BORN SHOWS are filling much of the gap created by the shortage of new syndication properties. Our survey shows more than 2 dozen in distribution (pp. 1 & 2).

JUVENILE MERRY-GO-ROUND OF NEW SHOWS angled toward young viewers is planned by all 3 networks for fall (p. 4).

Congress

FCC-OVERHAUL BILL FINALIZED by Congressional conferees, who rush modified Pastore reorganization measure back to Senate & House for routine acceptance (p. 2).

MACK FIGHTS FCC PLAN for deintermixture. As 2nd ranking man on House Commerce Committee, he cites mounting protests in mail against proposals. "Discriminatory," he says (p. 7).

KEFAUVER TO THE RESCUE. He introduces a bill which would allow arrangements such as the CBS-NFL football contract that was recently declared monopolistic (p. 7).

ETV AID BILL IS UNCORKED by the House Commerce Committee, which finally votes to clear \$25-million plan for floor action. Chances of House passage remain dim (p. 8).

Networks

NETWORK SALES SEASON WINDS UP in flurry of last-minute transactions as all 3 networks go over the 95%-sold mark. Another major holdout, Mobil Oil, has signed for 21 shows. NBC's Saturday night movie is sold out (p. 5).

NETWORKS RAN 8% AHEAD in first half, and June billings jumped 13.1% to \$59.9 million, with ABC setting the pace for percentage gains (p. 5).

Consumer Electronics

TV SET MARKET—present & future—as analyzed by Frank Mansfield: 85% of sales represent replacements & 2nd sets. Scrappage rate reaches all-time high (p. 13).

TRANSISTORS UP 46.6% at half—88.7 million units vs. 60.5 million in 1960's first half. EIA figures also show dollar volume was up only 2.7%—to \$157.1 million from \$152.9 million (p. 14).

10TH FM-STEREO MARKET OPENED Aug. 16 when KFMU Los Angeles commenced stereocasting (p. 14).

SYLVANIA ADDS 3 TVs to line—also 2 stereo hi-fi consoles and 3 clock radios (p. 15).

FCC

ABC URGES DROP-IN SPEED in letter to FCC offering network financing for "interim" operations on new vhf channels in Syracuse, Rochester and Grand Rapids (p. 6).

MINOW IS UPLIFTED by cracks at his TV program-reform zeal in NBC-TV special co-starring Jimmy Durante, Bob Hope, Garry Moore—and FCC. He writes them a fan letter (p. 7).

Stations

WNTA-TV DEAL CHALLENGED ON ANTITRUST GROUNDS by N.J. Attorney General, who questions networks' part in purchase of Newark-N.Y. station by ETV group (p. 8).

Film & Tape

WOLPER HITTING RECORD PRODUCTION with a small boom in documentaries (p. 10).

Other Departments

ADVERTISING (p. 12). **PERSONALS** (p. 13). **FINANCE** (p. 15).

STATION-BORN SHOWS FILL SYNDICATION GAP: Almost unnoticed by old-line film syndicators, a sizable distribution business in station-created programming has sprung up in past couple of seasons. Today, more than 2 dozen series, show packages or one-shots which got their start as local TV shows or as program projects to station groups are now in active syndicated distribution (see p. 2).

Rise of such programming is contemporaneous with the drop in telefilm syndication—becalmed this year in a widespread sales doldrum. Some syndication majors (CBS Films, NBC Films, NTA, others) have cut back heavily on personnel & new series. Others (like MCA's Revue) have decided to sit on the sidelines and produce nothing new for syndication until things get better. Only a few distributors (notably Ziv-UA and Screen Gems) are launching first-run telefilm shows for fall.

But syndication market isn't dead, nor has it faded away. What's happened to syndication is a definite shift in stations' buying taste caused by: (1) Resistance to stiff telefilm prices for new & many rerun properties. (2) FCC & other pressure for more "quality" local programming. (3) Broadcaster weariness with viewpoint of many network-level film producers that rerun syndication is an automatic patsy for recoupment of losses on network shows. (4) Growing station unwillingness to accept new syndication series that are merely mass-produced stereotypes.

New trend in station taste can be seen in analysis of our survey of station-originated shows now avail-

able in syndication. Nearly half (42.8%) of the properties are in the documentary-public affairs area, or are serious interview-discussion shows. Next-largest category (18.0%): programs of an instructional or inspirational nature (usually "self-help" types). In terms of strength, these are followed by educational, sports, entertainment, drama and music shows.

Stations are divided on the methods of distribution, although 2 general patterns are clear. Some stations & station groups (like WGN-TV Chicago, KTTV L.A., Storer Bcstg. Co., Westinghouse Bcstg. Co.) prefer a do-it-yourself approach. Others (like Corinthian Bcstg. Co. and WFIL-TV Philadelphia) employ an outside distributor. A new, 3rd force in the field can be seen in an organization like Trans-Lux's TV Affiliates Corp. (Vol. 17:24 p8), which acts as a clearing house and library source for outstanding local shows.

Outlook is for more, not less, of such shows. Prompted by the success of several of the better station-originated syndicated shows—which have returned their initial production investment plus a handsome profit—many stations now think in national terms when planning new station series. As Frank Browne, mgr. of KTTV Program Sales, put it: "Programming brains aren't confined to Madison Ave. or Sunset Blvd."

FCC-OVERHAUL BILL FINALIZED: Senate & House Commerce Committee conferees reached quick agreement Aug. 16 on final form of modified FCC reorganization legislation (S-2034) substituting for President Kennedy's rejected plan to revamp Commission procedures (Vol. 17:33 p4).

Conference report was than sped toward Senate-House concurrence and White House for President's enacting signature to mark end of one of swiftest legislative campaigns—little more than 2 months—in broadcasting industry history. Original bill by Sen. Pastore (D-R.I.), drafted by FCC itself, was introduced June 7—week before House turned down White House plan. Routine floor votes accepting final report probably will be completed early this week.

Senate & House versions of measure were meshed together with little editing trouble by conferees headed by Pastore & Rep. Harris (D-Ark.), who put last-touch commas & semi-colons in place. Communications Act amendments authorizing Commission to delegate decision-making powers to panels & staffers already were close together when they emerged from Senate July 27 & House Aug. 3.

FCC bill will be only major TV-radio measure enacted this session—unless Congress puts on another unaccustomed burst of speed before recessing, which is unlikely. Chances for federal aid to educational TV are dim (see p. 8), and no other important legislation affecting broadcasting—such as network-regulation bills (Vol. 17:33 p2)—is moving fast enough to meet adjournment deadline.

Programming

More about

SYNDICATED STATION SHOWS: In January 1960, WISH-TV Indianapolis got the surprise of its electronic life. Needing a new daytime local show, vp & mgr. Robert B. McConnell had decided to take a chance on one of broadcasting's oldest program gimmicks: the daily exercise show. As hostess for the series, McConnell had signed (for a modest \$150 weekly) Debbie Drake, a tall, robust Texas blonde with the kind of well-scrubbed good looks usually associated with Doris Day. The 15-min. series hit the air—and came the surprise.

The show was a resounding success with Hoosier housewives, who obediently followed Debbie's bend-&-stretch routines. Ratings soared, spot sponsors hopped aboard, and before WISH-TV quite realized what was happening, out-of-town stations began to call, asking if *The Debbie Drake Show* was available on tape.

Owner Corinthian Bestg. Co. quickly took the hint. Realizing that Debbie Drake was a marketable TV commodity, Corinthian turned over tapes of the show to a N.Y. distributor, Banner Films, last fall for syndication. Since then, Debbie Drake has: (1) been signed by more than 70 TV stations; (2) contracted with Prentice-Hall for a health-&-exercise book due this fall; (3) been approached

to write a syndicated column; (4) been asked to put her exercise routine on records; and (5) has become a valuable TV property of Corinthian, which has signed her to a long-term contract, plans also to distribute her show overseas.

The syndication success of *The Debbie Drake Show* is, of course, unusual. There are many local TV shows, and few ever become anything more than a local favorite. But our chart of station-originated shows now in syndication (p. 3) proves this show's experience is no longer unique.

The shortage of top-quality first-run film shows in syndication has helped the cause of station-originated shows, but it isn't just a case of independent stations—the biggest consumers of syndicated programs—selling to each other to fill a Hollywood-created gap. A case in point is *Great Music from Chicago*, a 60-min. serious-music show taped & syndicated by WGN-TV Chicago and which recently wrapped up its 2nd production season. Currently, *Great Music* is seen in 25 markets. Said Bradley Eidmann, mgr. of the independent station's syndication offshoot: "We're not just doing business on *Great Music* with non-network stations. Of our 25 station customers, 20 are network affiliates like WEWS Cleveland, KPRC-TV Houston and WSM-TV Nashville. We don't feel we are competing with syndicated film shows like *Sea Hunt*. Our show is being bought by stations concerned not merely with attracting an audience but with building an image."

(Continued on p. 4)

Station-Originated Shows Available in Syndication

TITLE	DESCRIPTION	ORINATION	SYNDICATOR	MINUTES	EPISODES	MARKETS	FILM/TAPE
<i>Alex In Wonderland</i>	Discussion	WNTA-TV N.Y.	NTA	60	13	3	Tape/kine
<i>American Civil War</i>	Documentary	Westinghouse Bestg. Co.	Trans-Lux	30	13	110	Film
<i>Paul Coates Show</i>	Interview	KTTV Los Angeles	KTTV Program Sales	30 (5 a week)	200+	Not disclosed	Tape/kine
<i>Consult Dr. Brothers</i>	Psychological advice, self-help	WNBC-TV N.Y.	ABC Films	5 15	195 65	42	Tape/kine
<i>Cowtown Rodeo</i>	Western sports	WFIL-TV Philadelphia	Official Films	30	26	14	Tape/kine
<i>Debbie Drake Show</i>	Exercises, beauty tips	WISH-TV Cleveland	Banner Films	15	250+	Over 70	Tape/kine
<i>Divorce Court</i>	Factual drama	KTTV Los Angeles	Storer Programs Inc.	60	130	28	Tape/kine
<i>Frontiers of Knowledge</i>	Educational	WFIL-TV Philadelphia	Trans-Lux	30	12	6	Tape/kine
<i>Funny World</i>	Documentary	KTTV Los Angeles ¹	KTTV Program Sales	5	130	Not Disclosed	Film
<i>Great Music from Chicago</i>	Symphonic music	WGN-TV Chicago	WGN-TV Program Sales	60	2 series of 26	25	Tape/kine
<i>Intertel</i>	Documentary	Westinghouse Bestg. Co. ²	Westinghouse Bestg. Co.	60	12	24	Film
<i>Life Is Worth Living (Bishop Fulton Sheen)</i>	Inspirational	WNTA-TV N.Y. ³	NTA	30	26 (Vol. I) 52 (Vol. II)	13	Tape/kine
<i>Medicine 1961</i>	Medical documentary	KRON-TV San Francisco	Screen Gems	60	12	About 90	Tape/kine
<i>Henry Morgan & Co.</i>	Discussion	WNTA-TV N.Y.	NTA	90	52	None	Tape/kine
<i>Open End</i>	Panel discussion	WNTA-TV N.Y. ⁴ WNEW-TV N.Y.	NTA NTA	As reqd. (Old) 120 (New)	52	8	Tape/kine Tape/kine
<i>Outdoorsman</i>	Hunting & fishing	WGN-TV Chicago	WGN-TV Program Sales	30	104	Regional deals being discussed	Tape/kine
<i>Play of the Week</i>	Drama	WNTA-TV N.Y.	NTA	120	64	49	Tape/kine
<i>PM East & PM West</i>	Entertainment-variety	Westinghouse Bestg. Co. & KPIX San Francisco	Westinghouse Bestg. Co.	90 (5 a week)	In produc- tion since June 12	12	Tape/kine
<i>Public Affairs Specials</i>	Documentaries	WNEW-TV N.Y.	Banner Films	60	9	Not disclosed	Tape/kine
<i>Quickie Quiz</i>	Educational	KTTV Los Angeles	KTTV Program Sales	1	260	Not disclosed	Film
<i>Reading Out Loud</i>	Educational	Westinghouse Bestg. Co.	Westinghouse Bestg. Co.	30	13	Not disclosed; Sustaining only	Tape/kine
<i>Sincerely, Maria Palmer</i>	Self-help advice	KTTV Los Angeles	KTTV Program Sales	5	130	Not Disclosed	Tape/kine
<i>Twelve Hour Grind</i>	Sports events (Sebring Race)	WFIL-TV Philadelphia	WFIL-TV Philadelphia	30	One-shot	22	Film (b&w or color)
<i>Mike Wallace Interviews</i>	Interview	WNTA-TV N.Y.	NTA	20	117	7	Tape/kine
<i>Watkins Glen Races</i>	Sports events (auto race)	WFIL-TV Philadelphia	WFIL-TV	30	One-shot	None	Film (b&w or color)
<i>Way Of Thinking</i>	Public affairs	WNEW-TV N.Y.	Banner Films	30	39	22	Tape/kine
<i>WPIX Spectaculars</i>	Documentary	WPIX N.Y.	Durham- Telefilm	60	5	70-80	Tape/kine
<i>Zoorama</i>	Educational	KFMB-TV San Diego	Peter Robeck & Co.	30	39	10	Tape/kine

¹Co-produced with Jim Hawthorne Productions.²Produced in association with NET, Canadian Bestg. Corp., Australian Bestg. Commission, and Associated-Rediffusion Ltd. of Great Britain.³Produced in association with Society for the Propagation of the Faith.⁴Produced in association with Talent Associates and Pamandia Productions (Old Series). Produced with David Susskind (New Series).

(Continued from p. 2)

Local pre-occupation with image-building lies behind the syndication strength of a number of shows hatched by local TV outlets of station groups. Examples: Westinghouse Bestg. Co.'s filmed *American Civil War*, WFIL-TV Philadelphia's *Frontiers of Knowledge*, the internationally-produced (in part, by WBC and NET) *Intertel*, NTA's *Open End* and *Play of the Week* and the WPIX N.Y.-produced series of 60-min. filmed documentaries. Although there's clearly a market for such shows (judging from sales results), few old-line film syndicators are attempting to supply it, apart from Screen Gems' *Medicine 1961* (which started as a local documentary on KRON-TV San Francisco), and a few other filmed public-affairs series.

President Kennedy & TV: "The President rates television very high, both as a political & a cultural force. He watches whenever he has time. We put on several reports of the President in the first 6 months of the year. He saw them and asked several members of his staff, including Pierre Salinger, whether they had seen them, too. When they said they had not, he was not at all pleased. If he doesn't see something which involves him, he usually hears about it from someone else, usually his father, who is a great TV & radio fan. As a participant, President Kennedy is very professional. He is never flustered and uses the medium in the manner of a man who is fully alive to its power to enhance a man's reputation or destroy it. I feel, personally, he could use some guidance on his delivery during a set speech from the White House."—NBC correspondent Sander Vanocur in *N.Y. Herald Tribune*.

Western Goes Daytime: To the daytime situation-comedy reruns next season, ABC-TV will add a he-man touch in the form of reruns of Rory Calhoun's *The Texan*. What ABC knows and what recent ARB figures confirm: Although shoot-'em-ups are regarded by many as masculine program meat, more women than men watch Westerns. A January 1961 ARB audience composition study revealed that in the 9.6 million homes tuned to the average network Western, 7.6 million of the viewers were women (vs. 7.5 million men, 4.3 million children and 1.9 million teenagers). The evening rating record for *The Texan* (when it was on NBC) proved the show's "strong feminine appeal," added ABC. Replacing *The Gale Storm Show* (Mon.-Fri. 11-11:30 a.m.), *The Texan* will ride between *I Married Joan* and *The Bob Cummings Show*.

Dr. Frank Baxter: "I find much on the schedule of the commercial stations that seems to me to be worth the attention & respect of any viewer, no matter how critical or sophisticated. All 3 major networks have presented excellent programs on international affairs and on domestic problems. The special reports by these networks are socially valuable and entertaining, too. One does not want a diet of 'egghead' TV, of course—but a balanced diet. Ideally there should be a choice for the viewer at every hour—between escape and easy entertainment and a program somewhere that could 'entertain' a grown-up mind with something a little better."—*N.Y. Herald Tribune*.

Testimonials for "Community Needs": WJXT Jacksonville, proud of its local public-affairs series, *Project 4*, has issued an offset booklet reproducing laudatory letters received by the series. Among those included are letters from the Florida State Dept. of Education, Board of Public Instruction of Duval County, National Council on Crime & Delinquency, the Urban League, Jacksonville U.

Juvenile Merry-Go-Round: ABC-TV's recent decision to drop its proposed daytime public-affairs shows for kids—*Discovery* (Vol. 17:33 p11)—put somewhat of a damper on post-NAB convention enthusiasm for high-class children's shows (Vol. 17:22 p4). But last week a round of new juvenile shows was dropped into the network fall schedules (2 were in the news & public affairs area):

ABC-TV—A "legitimate news show beamed toward younger interests" was blueprinted by ABC news & special-events vp James C. Hagerty. Tentatively titled *American Newsstand*, the 10-min. show will be slotted daily at 4:50 p.m. as a segment of Dick Clark's *American Bandstand*. Under the direction of a young trio of ABC newsmen—Roger Sharp, David Jayne and William Lord—*Newsstand* will utilize student editors as guest commentators and editorial aides. ABC fall kiddie fare will also include a hocus-pocus series titled *Magic Ranch*. Although live-TV production today can approximate many optical tricks of film, *Magic Ranch* (which showcases magicians in a dude ranch setting) will use "no camera trickery."

CBS-TV—The network will carbon-copy one of its more popular adult programs, *Video Village*. The Jr. edition, which premieres Sept. 30 (10-10:30 a.m.) is a Heatter-Quigley-CBS production featuring Monty Hall, Eileen Barton and Ken Williams.

NBC-TV—As its reply to pleas from FCC Chmn. Minow for more informational programming, NBC plans a news series for teen-agers titled *Update* to debut Sept. 16. Each week the 30-min. daytime series will feature student reporters interviewing a prominent person in the news. Associate producer James Leenthal is now scouting young people for student reporter segments at the 10th annual national student leadership conference in Denver. Last week he reported, "a bright youngster may be able to bring out facts that experienced newsmakers may miss."

Astaire Previews Alcoa Shows: A 21-city closed-circuit telecast of ABC-TV's *Alcoa Premiere* will be staged Sept. 12 for the press & personnel of Aluminum Co. of America. Host-narrator of the October 10 debuting series: Fred Astaire, who will present footage from forthcoming shows "as well as more informal film taken on the set during shooting." The sponsor hopes to demonstrate the "flexibility & variety" of the drama series, made possible, according to Alcoa, by the alternating 30-min., 60-min. length of the Tuesday-night show.

Canon 35 "Study" On Again: Newark lawyer John Yauch is the new chairman of the American Bar Assn.'s Canon 35 Committee. He was named at the ABA's St. Louis convention, where no action was taken to liberalize the rule against coverage of court proceedings by microphones & cameras (Vol. 17:33 p11). Yauch said that he would favor relaxation of Canon 35 to permit pool coverage of trials by one mike & one camera. He also suggested that his committee examine the situation in Colorado & Texas courts, where trial broadcasts are permitted in limited circumstances.

Technology

Grizzly 54, Where Are You? In co-operation with the National Science Foundation, the National Geographic Society has undertaken a project to equip the most dangerous bears in Yellowstone National Park with miniature radio transmitters—to spot & keep track of the grizzlies in the wilderness.

Networks

Network Sales Season Winds Up: The logjam of uncommitted TV budgets, broken a fortnight ago by a major series of NBC-TV buys made by Beech-Nut (Vol. 17:33 p9), was busily whizzing down the sluiceways of all 3 network sales depts. last week. Each estimated that it had passed the 95%-sold level for the last quarter of 1961. "We're now as near S.R.O. as we're likely to get," said one CBS source.

How many of the buys represented sizable bargains, as compared with prices back in Jan.-Feb., was something no network sales executive cared to talk about. Most were just glad to take a breather—and to look forward to another sales round at mid-season when some contracts expire and the first program replacements are due.

The most significant sales-policy change was made by CBS-TV, which finally threw in the towel in its efforts to sell its last remaining availabilities as major program segments. Everything in nighttime inventory—*CBS Reports*, *Eyewitness to History*, *Twilight Zone*, *Pete & Gladys*, etc.—was suddenly tossed on the counter in minute-availability packages, and in some cases at marked-down prices. Result: a rush of CBS business from Procter & Gamble, Polaroid, Best Foods, American Motors, Smith, Kline & French, Vick Chemical and Mobil Oil.

This last advertiser, another of the firms which had held back a major TV budget until the last moment, has allotted \$3.2 million (about half of its annual ad billings) to a 21-program barrage of minute buys, with the TV billings divided evenly between ABC-TV and CBS-TV. It will be the first Mobil Oil TV campaign to be handled by Ted Bates, which took over the account July 1.

What Bates Seeks for Mobil Oil

The Bates buying formula so far for Mobil Oil: to pick shows on their potential for reaching "one adult male viewer per household." The ABC schedule: *Cheyenne*, *New Breed*, *Ben Casey*, *Bus Stop*, *Adventures in Paradise*, *Roaring 20s*, *Ozzie & Harriet*, *Target—Corruptors*, *The Hathaways*, *Straightaway*, *Naked City*, American Football League games and the 6-6:15 p.m. newscast.

Beech-Nut Life Savers Inc., meanwhile, announced details of its NBC-TV daytime-nighttime buy. It includes participations in *Saturday Night at the Movies*, *International Showtime*, *Cain's Hundred* and *The Dick Powell Show*. Beech-Nut will also sponsor *The Bob Newhart Show* about once a month. Daytime buys include *The Price Is Right*, *The Loretta Young Theatre*, *Here's Hollywood* and *From These Roots*, and 15-min. segments of *Truth or Consequences* and *Young Dr. Malone*.

Also joining the buying scramble last week was Union Carbide, which—for "Eveready" flashlights & batteries—signed for participations in 10 network series and backstop coverage on 475 radio stations in 311 market areas. Union Carbide's program list, bought by William Esty, was, like Mobil Oil's, something of a network cross-section: *Saturday Night at the Movies*, *NCAA Football Warmup*, *Lawrence Welk*, *C.I.C.* (a 2-part special), *SurfSide 6*, *Robert Taylor's Detectives*, *Target—Corruptors*, *Laramie*, *Outlaws* and a one-shot World Series special.

Other late sales news: With all the sales action going on last week, NBC-TV was finally able to hang out the S.R.O. sign on one of the fall season's programming innovations—*Saturday Night at the Movies*, a feature showcase of post-1948 movies & minute participations. Underlining the general trend toward magazine-concept TV buying, *Saturday Night at the Movies* has 12 national advertisers signed for the final quarter of this year.

Network Television Billings

June 1961 and January-June 1961

For May report, see TELEVISION DIGEST, Vol. 17:30 p7

Net Ran 8% Ahead in First Half: Network TV's June 1961 gross time billings rose 13.1% to \$59.9 million from \$53 million for the same month last year. And an 8.2% increase was reported by TvB for the first half of this year, with Jan.-June billings totaling \$363.9 million compared with \$336.3 million for the like 1960 period.

ABC set the pace for percentage gains in the 6-month period, with a 23% jump to \$94.6 million. NBC also posted a healthy percentage gain, increasing billings 12.6% to \$136.3 million. CBS, lagging behind NBC in monthly billings since the year began, was the only network to show a loss—billings for the half-year period moved down to 3.9% to \$132.9 million from the \$138.4 million mark that was set in 1960.

Biggest billing boom showed up in the daytime (Mon.-thru-Fri.), with a Jan.-June jump of 23.2% to \$102 million and a 24.4% increase (to \$17 million) for the month of June alone. Daytime for the entire week was up 20.8% in the first half and 23.4% during June.

NETWORK TELEVISION (by Networks)

	June 1961	June 1960	% Change	Jan.-June 1961	Jan.-June 1960	% Change
ABC	\$15,233,000	\$11,948,700	+27.5	\$ 94,636,040	\$ 76,950,570	+23.0
CBS	21,787,201	22,062,832	- 1.3	132,939,527	138,351,109	- 3.9
NBC	22,874,326	18,959,323	+20.6	136,293,905	120,992,398	+12.6
Total ..	\$59,894,527	\$52,970,855	+13.1	\$363,869,472	\$336,294,077	+ 8.2

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,874,326	59,894,527

NETWORK TELEVISION (by Day Parts)

	June 1961	June 1960	% Change	Jan.-June 1961	Jan.-June 1960	% Change
Day	\$19,545,824	\$15,844,295	+23.4	\$121,247,708	\$100,340,957	+20.8
M-F	16,967,590	13,644,364	+24.4	102,034,395	82,841,803	+23.2
S-S	2,578,234	2,199,931	+17.2	19,213,313	17,499,154	+ 9.8
Night	40,348,703	37,126,560	+ 8.7	242,621,764	235,953,120	+ 2.8
Total ..	\$59,894,527	\$52,970,855	+13.1	\$363,869,472	\$336,294,077	+ 8.2

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

Live Coming to Life: Although CBS-TV's nighttime fall schedule consists mainly of film shows (77% film, by one recent estimate), live TV is not being overlooked in the network's planning. There's considerable expectation that CBS will go ahead with 1962 plans for a \$12.5 million live-TV studio addition to the CBS Production Center on W. 57th st. There are also indications that the 2 labor unions chiefly concerned with N.Y. live TV at CBS—NABET and IATSE—are taking a "positive" attitude toward CBS efforts to bring N.Y. production costs into line with the lower live-TV costs of Hollywood. At one time, CBS had nearly 2 dozen live studios in operation in N.Y.; currently, there's about half that number. Of CBS's present live-shows roster, 75% are produced in N.Y. and this percentage is likely to be maintained even if there's a sizable increase in live 1962-63 programming.

NETWORK SALES ACTIVITY

ABC-TV

- Ludens (J. M. Mathes) part. eff. Jan. 3.
Maverick, Sun. 6:30-7:30 p.m.; *Naked City*,
Wed. 10-11 p.m.; *The Steve Allen Show*,
Wed. 7:30-8:30 p.m.
- Endicott-Johnson (Hicks & Greist) part. eff. March 28.
The Steve Allen Show, Wed. 7:30-8:30 p.m.
- Minnesota Mining & Mfg. (MacManus, John & Adams)
part. eff. Nov. 27.
Ben Casey, Mon. 10-11 p.m.
- Procter & Gamble (Grey) full-sponsorship eff. 1962.
Oscar Awards.
- Mobil Oil (Ted Bates), participations eff. Sept.
Cheyenne, Mon. 7:30-8:30 p.m.
The New Breed, Thu. 9-10 p.m.
Ben Casey, Mon. 10-11 p.m.
Bus Stop, Sun. 9-10 p.m.
Adventures in Paradise, Sun. 10-11 p.m.
Roaring 20's, Sat. 7:30-8:30 p.m.
Ozzie & Harriet, Thu. 7:30-8 p.m.
Target: The Corrupters, Fri. 10-11 p.m.
The Hathaways, Fri. 8-8:30 p.m.
Straightaway, Fri. 7:30-8 p.m.
Naked City, Wed. 10-11 p.m.
ABC Evening Report, Mon.-Fri., 6-6:15 p.m.
AFL Games, 15 Sun. afternoons, Sept. 10-
Dec. 17.
- Columbia Pictures (Donahue & Coe), part. eff. fall.
ABC Evening Report, Mon.-Fri., 6-6:15 p.m.

NBC-TV

- International Latex (Reach-McClinton) part. eff. Sept. 30
& Dec. 16.
Saturday Night at the Movies, Sat. 9-11
p.m.; *Tall Man*, Sat. 8:30-9 p.m.
- Derby Foods (McCann-Erickson) part. eff. Sept.
International Showtime, Fri. 7:30-8:30 p.m.
- American Motors (Geyer, Morey, Madden & Ballard) part.
eff. Oct.
Tall Man, Sat. 8:30-9 p.m.
- Pillsbury (Campbell-Mithun) part. eff. Sept.
Outlaws, Thu. 7:30-8:30 p.m.; *Michael*
Shayne, Fri. 10-11 p.m.
- Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
Daytime programming, Sat.
- Quaker Oats (J. Walter Thompson) part. eff. Sept. 16.
Daytime programming, Sat.
- Beech-Nut Life Savers (Young & Rubicam), part. eff. Sept.
Daytime programming, Mon.-Fri.
Saturday Night at the Movies, Sat. 9-11 p.m.
International Showtime, Fri. 7:30-8:30 p.m.
Cain's Hundred, Tue. 10-11 p.m.
The Dick Powell Show, Tue. 9-10 p.m.
The Bob Newhart Show, Wed. 10-10:30 p.m.
Thriller, Mon. 10-11 p.m.
Outlaws, Wed. 7:30-8:30 p.m.
The Tall Man, Sat. 8:30-9 p.m.
Laramie, Tue. 7:30-8:30 p.m.
The Jack Paar Show, Mon.-Thu., 11:15
p.m.-1 a.m.

CBS-TV

- Mobil Oil (Ted Bates), participations eff. Sept.
Pete & Gladys, Mon. 8-8:30 p.m.
Ishabod & Me, Tue. 9-9:30 p.m.
Cheekmate, Wed. 8:30-9:30 p.m.
CBS Reports, Thu. 10-11 p.m.
Investigators, Thu. 9-10 p.m.
Frontier Circus, Thu. 7:30-8:30 p.m.
Twilight Zone, Fri. 10-10:30 p.m.
Eyewitness, Fri. 10:30-11 p.m.

The FCC

ABC Urges Drop-in Speed: ABC is so anxious to get going in 3rd-channel vhf drop-in markets of Syracuse, Rochester and Grand Rapids that it's willing to put up money to finance "interim" TV station operations, AB-PT Pres. Leonard H. Goldenson told FCC.

In a letter to the Commission commenting on its final allocations actions assigning Ch. 9 to Syracuse, Ch. 13 to Rochester and Ch. 13 to Grand Rapids (Vol. 17:31 p2), Goldenson offered network financing—"with the Commission's approval"—for any authorized temporary setups.

Noting that FCC "will welcome & give consideration to the issuance of special temporary authorizations" pending any comparative hearings for applicants for the new channels in the 3 cities, Goldenson said "it is of first importance" that the STA process be expedited, that it could be speeded by giving grants to "interim" combines of contestants.

"The large number of inquiries which we have received since your decisions were announced on July 27, 1961 indicate that the Syracuse, Rochester and Grand Rapids assignments will be eagerly sought after with the result that in every instance there will be several mutually-exclusive applications for the new channel," Goldenson wrote.

The rush was started by Anthony R. Tyrone of New Rochelle, N.Y., who filed an application for the Rochester grant & STA under the business name of Channel 13 of Rochester. He is exec. vp & 24.5% stockholder of Denver's Hamilton Management Corp., which sponsors the publicly-held mutual fund, Hamilton Fund Inc. Also filing last week was Rochester's WVET-TV for Ch. 9 in Syracuse.

Proposing STA grants to joint organizations whose operations would have ABC's financial backing, Goldenson offered FCC some "thoughts" on forming the combines:

(1) "Participation in the organization should be open to all applicants in the comparative hearing, but should not be mandatory. Any applicant should be permitted to elect not to participate, but this should not preclude the other applicants from going forward."

(2) "Those applicants who do participate should share equally in the financing, the losses or the profits, and should have equal representation on the governing board of the organization."

(3) "The officers & principal members of the staff of the temporary operation should be selected by its board of directors and preferably should not include any persons associated with any of the applicants. This is important to avoid jockeying for position among applicants, and perhaps some comparative advantage accruing to an applicant who succeeded in infiltrating the temporary operation."

(4) "Although the operation is to be temporary, the transmitter site selected & the transmitting installation should be permanent—that is, the one to be used by the eventual winning applicant."

(5) "If the applicants cannot agree on the selection of the best transmitting site, perhaps it could be arranged that an engineering committee of the Commission's chief engineer and the applicants' consulting engineers could be given authority to make the necessary determinations."

Defense Conference Set: The 3rd annual Defense Communications Seminar for FCC's National Industry Advisory Committee will be held this week in Washington. Defense Comr. Bartley & alternate Defense Comr. Lee will moderate the restricted, closed-door sessions Aug. 22-23 in the Departmental Auditorium.

Minow Is Uplifted: TV "wasteland" explorer & missionary-reformer Newton N. Minow, who was the butt of running gags & gibes on NBC-TV's hour-long Jimmy Durante special Aug. 9, thinks the show was just fine.

FCC's Chairman took time out to watch the program while on his vacation speech-making trip to ABA's St. Louis convention (Vol. 17:33 p4). He was surprised & pleased to find himself virtually co-starred with Durante, Bob Hope and Garry Moore.

Although Minow is in dead earnest about TV's programming faults & fissures, he was: (1) Captivated by Durante's opening lines dedicating the beer-brewer-sponsored show to Minow & "uplifting the quality of television." (2) Convulsed by Hope's crack at a chubby elevator girl, "That's what Newton means by TV's vast waistline." (3) Cheered by Moore's song, "It's been an uplifting show and I'd like to say I hope Newt had a laugh or a smile."

The FCC Chairman promptly got off a fan letter to "Dear Jimmy, Bob and Garry": "Your show last night not only uplifted television—it lifted the country's spirits in the midst of the summer doldrums. And many thanks for all the plugola for the FCC. We're glad to be a part of your show anytime." The special received mixed reviews.

Amendments Amended: FCC's new rules governing public notices by stations which file broadcast applications (Vol. 17:32 p9) have been revised again. Acting through Comr. Bartley, the Commission amended the rules to set up cut-off dates for viewers & listeners to give "facts" about the stations to FCC. The deadlines: "30 days after the renewal application was tendered for filing & 30 days after the date of release of Commission's order specifying the time & place of commencement of the renewal hearing." Other amendments substituted "tendered for filing" for "filing" in the rules.

Landis Lambastes Lawyers: Attorneys practicing before FCC & other federal regulatory commissions can be blamed for many chronic case logjams suffered by the agencies, President Kennedy's special advisor James M. Landis told the D.C. Young Democratic Club. It's a matter of money, he said. "These [procedures] have been stretched out by the bar because they get more pay that way," Landis asserted. "The client likes that—and he pays for it. The attention of the bar, over the last 8 to 10 years, has been spent trying to insure due process, forgetting that a delay is a denial of due process."

Program-Form Grace Granted: The deadline for comments on FCC's proposed new program & logging forms has been extended to Oct. 2 from Sept. 7 in response to pleas from broadcasters that they need more time to demonstrate faults in the plan. "We want to have the benefit of actual experience in testing the forms rather than speculation," Broadcast Bureau Chief Kenneth A. Cox told us. He pointed to plans of the Ga. Assn. of Bcstrs. to conduct tests (Vol. 17:33 p2) and said the commission also was counting on test findings from NAB and such individual stations as KWTW Oklahoma City.

WINS Explains Payola: Seeking renewal & sale to Storer Bestg. Co. for \$10 million, radio WINS N.Y. has filed a 41-page letter responding to FCC's query on payola charges. The station said record payola, if any, was taken by employes without the knowledge of management, and it's taking strong measures to prevent such practices.

Money Bill Signed: The fiscal-1962 independent offices appropriations bill (HR-7445) carrying FCC's full \$12.5-million budget was signed Aug. 18 by President Kennedy.

Congress

Mack Fights FCC Plan: Deintermixture proposals by FCC (Vol. 17:31 p2 *et seq.*) will be opposed down the line by Rep. Mack (D-Ill.), 2nd ranking majority member of the House Commerce Committee, which oversees the FCC.

"I deplore the Commission's action because it is discriminatory against those communities which the FCC would reduce to dependence upon the inferior type service provided through uhf channels," Mack said, complaining in particular about Champaign, Ill. deintermixture which would deprive WCIA of its Ch. 3.

He added that he was getting a lot of mail from back home protesting FCC's plan. Samples: Letters from Pres. William J. Kuthfuss of the Ill. Agricultural Assn., who reported his members were "disturbed," and from Shelbyville Mayor William E. Lecrone, who said his community would suffer "a great loss."

Meanwhile Conn. Gov. John N. Dempsey, embarking on a campaign to save WTIC-TV Hartford from deintermixture loss of its Ch. 3 (Vol. 17:33 p3), met in Washington with his state's Congressional delegation. He reported it backed him unanimously. "We hope to end the punishment & shameful harassment of Ch. 3," Dempsey said.

Another Space Go-Around: The Senate Commerce Communications Subcommittee under Sen. Pastore (D-R.I.) will take off this week on another exploration of satellite-communications problems. Picking up where Senate Small Business & House Space Committees left off 2 weeks earlier (Vol. 17:33 p5), Pastore scheduled Aug. 23-24 sessions on space & spectrum issues on which he had already heard FCC testimony (Vol. 17:32 p4). Scheduled witnesses: Aug. 23—NASA administrator James E. Webb, Asst. Attorney General Lee Loevinger, OCDM dir. Frank Ellis. Aug. 24—spokesmen for State & Defense Depts. Pastore's hearing agenda includes further study of a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a special 4-man spectrum-control commission. Hartke has asked President Kennedy to establish the group by executive order in the event Congress fails to approve his plan this session. In a related development, the White House meanwhile approved a go-ahead later this year for Project West Ford—experimental launching of a space vehicle to spread a communications-relay girdle of tiny copper wires 2,000 miles above the earth. The test-band plan, adopted by Vice President Johnson's National Aeronautics & Space Council, was proposed 2 years ago.

Kefauver to the Rescue: CBS-TV's game-telecast contract with the National Football League, thrown out by U.S. District Court in Philadelphia as monopolistic (Vol. 17:30 p3 *et seq.*), would be valid under a bill (S-2427) introduced by Sen. Kefauver (D-Tenn.). A companion House bill (HR-8757) is sponsored by Rep. Celler (D-N.Y.). The Kefauver measure would amend the antitrust laws to permit TV negotiations between the networks & organized sports—baseball, basketball and hockey in addition to pro football. "Continued individual negotiations by the teams would work a hardship on them and jeopardize the future of organized sports," Kefauver said. Tacked on to his new bill were sections of previously-introduced sports measures protecting minor-league pro clubs and college teams from big-game TV invasions of their home territories. No authorization for such blackouts of TV is provided in the House legislation drafted by Celler. Blackouts are "unnecessary & undesirable," he said.

ETV Aid Bill Uncorked: The House Commerce Committee finally voted last week to send a long-stalled federal-aid-to-educational TV bill to the floor, where it ran into another legislative block—a Congressional impasse over the administration's general school program (Vol. 17:30 p2).

The Committee headed by Rep. Harris (D-Ark.) unloosed a compromise \$25-million matching-grant ETV measure (HR-132) by Rep. Roberts (D-Ala.), acting 2 months after it had been endorsed by the Communications Subcommittee chaired by Rep. Moulder (D-Mo.). In March the Senate approved a \$51-million ETV-aid bill (S-205) by Sen. Magnuson (D-Wash.). Harris pushed the Roberts plan through to the floor after failing at repeated closed sessions of the Committee to stir up much enthusiasm for it over objections raised—or indifference expressed—by Republican & Southern Democratic members who take dim views of any govt. subsidies for schools.

The final closed-session committee vote to endorse the measure was understood to have been 21-3.

The Roberts bill has administration backing, but it bore no legislative priority tag—and chances that it will clear the House itself before Congressional adjournment remained dim. The White House & Democratic leaders will have their hands full trying to salvage sections of the administration's omnibus school-aid plan which was stopped by the House Rules Committee in July.

Design Piracy Deplored: Industrial designs for products ranging from corsets to TV consoles, and from ladders to lighting fixtures are subject to increasing piracy, Chmn. George Lucas Jr. of N.Y.'s National Committee for Effective Design Legislation told a Senate hearing. Testifying before the Judiciary Patents Subcommittee, he supported a bill (S-1884) co-sponsored by Sens. Hart (D-Mich.), Wiley (R-Wis.) and Talmadge (D-Ga.) to provide 5-year patent protection for developers of "original ornamental designs for useful articles." Milwaukee designer Jack Waldheim told the Subcommittee that design thieves used to be regarded as outcasts of industry. "But pride has diminished, and stealing another man's product of the mind is too frequently accomplished without condemnation and even with the approval of society," he said. Speaking in behalf of Walt Disney Productions, ex-Ga. Gov. Ellis Arnall praised the bill for making it possible for copyright owners to rely on design protection while not losing copyright protection. It could lead to reciprocal agreements providing international protection for designs for Disney animated characters, Arnall said.

Sabotage Bill Cleared: The House Judiciary Committee has endorsed a Senate-approved measure (S-1990) broadening federal prohibitions against malicious damage to communications facilities (Vol. 17:30 p14). The bill, held up for several weeks by the Committee for staff analysis, was cleared to the House floor unchanged. It provides sabotage penalties of \$10,000 fines and/or 10-year prison terms. The measure gained impetus from the dynamiting in May of 2 western telephone microwave relay stations. Court psychiatric tests have been ordered for 2 suspected saboteurs scheduled for trial in Nov. in Carson City, Nev.

Ad Curbs Modified: Senate & House conferees have agreed to amendments to a bill (HR-7851) which was originally designed to bar defense contractors from charging the govt. for any advertising (Vol. 17:29 p13). The compromise measure permits govt. reimbursement to contractors for ads to recruit personnel, obtain scarce items, enlist sub-contractors.

Stations

Meyner's WNTA-TV Antitrust Angle: N.J. Gov. Robert B. Meyner is trying to enlist U.S. Attorney General Robert F. Kennedy in his fight against NTA's proposed \$6.2-million sale of WNTA-TV Newark-N.Y. to Educational TV for the Metropolitan Area (Vol. 17:28 p4).

In another move in Meyner's campaign to block the sale and keep WNTA-TV's Ch. 13 for home-state viewers, N.J. Attorney General David D. Furman wrote Kennedy Aug. 15 challenging the validity of participation by ABC, CBS and NBC in the NTA-ETMA deal. Furman demanded to know whether the networks' offer to contribute \$2 million toward the purchase price of the station wasn't in violation of federal antitrust laws. He also asked whether the Justice Dept. had investigated & approved the deal—and if so, what legal grounds were cited.

There was no immediate response from Kennedy to the Furman letter. Justice Dept. sources acknowledged that it had been received, but told us at last week's end that "it's still under study."

Meanwhile Meyner made it clear that he wasn't opposed to ETV as such, despite his efforts to hang on to his state's only commercial vhf outlet. He met with members of the N.J. Educational TV Corp., and announced his endorsement of its plan to set up a uhf ETV station at Montclair State College, financed by \$500,000 in contributions from local school districts.

Spokane Stations Sold: Midwestern newspaper publisher-telecaster Morgan Murphy has expanded his broadcasting operations into the Northwest with the \$3.25-million purchase of KXLY-TV (Ch. 4) & KXLY Spokane from co-owners Joseph Harris & Norman E. Alexander. The Harris-Alexander group, which bought the Spokane stations in 1954 for \$1.72 million, retains its KERP-TV & KERP El Paso. The Murphy group, whose newspaper chain stretches into La. from Wis. & Minn., has interests in WEAU-TV Eau Claire, Wis.; WISC-TV Madison, Wis.; WLUC-TV Marquette, Mich., and radio KVOL Lafayette, La., which is a TV applicant. Blackburn & Co. handled the Spokane deal, in which KXLY-TV was priced at \$2.6 million and KXLY at \$650,000.

IBFM Elects Officers: H. W. Dornseif (WCCO-TV & WCCO Minneapolis-St. Paul) has been elected pres. of the newly-formed Institute of Bcstg. Financial Management. Incorporated in May, IBFM will serve as an idea exchange and exploratory body for problems & methods in broadcasting financial affairs. Other officers: vp, Thomas E. Carroll (WFBM-TV Indianapolis); treas., Richard S. Stakes, (WMAL-TV Washington, D.C.); and Joseph J. Madden (MetroMedia) is in charge of membership. In addition to these 4, directors include Joseph K. Mikita (Westinghouse), Charles A. Hart (radio WHDH Boston), Edward Mitchell (WPIX N.Y.), A. B. Suhor (WDSU-TV New Orleans), Aubrey H. Moore (WRAL-TV Raleigh-Durham), John E. Hinkle (WISN-TV Milwaukee), Norman C. Hadley (CBS), E. S. Zimmerman (Crosley), Richard C. Percival (KRNT-TV Des Moines), Richard M. Thomas (radio WJR Detroit), Julianna Royal (KCOP Los Angeles).

Fetzer Gives Tower to Music Group: Fetzer Television has contributed to the National Music Camp at Interlochen, Mich. a 450-ft. antenna tower once used by its WWTW Cadillac-Traverse City, Mich. The camp will use it for the transmitting antenna of its educational stereo FM station.

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

KTPS (Ch. 62, educational) Tacoma, Wash. is retaining its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

WYAH-TV (Ch. 27) Portsmouth, Va. has changed its target for non-commercial operation to Oct. 1, reports M. G. Robertson. He is pres. of the grantee Christian Bestg. Network Inc. It is acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulaff, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

KICU-TV (Ch. 43) Visalia, Cal. is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

WEPA-TV (Ch. 66) Erie, Pa., which becomes an NBC-TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

* * *

CKOS-TV-2 (Ch. 7) Carlyle Lake, Sask., planned as a satellite of CKOS-TV (Ch. 3) Yorkton, Sask., has a target in "latter August," says George S. Skinner, technical dir. of CKOS-TV. The building is ready for a 2-kw RCA transmitter which is due to arrive soon. The station will use a 680-ft. Utility tower. Resident staff will consist of Frank White, a salesman, and a technician. CKOS-TV, which also operates satellite CKOS-TV-1 (Ch. 8) Dauphin, Man., has a \$175 hourly base rate. Reps are Devney-O'Connell and Stovin-Byles Ltd.

CHSJ-TV-1 (Ch. 6) Bon Accord, N.B. is still hoping to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B., reports W. A. Piekarski, project engineer. Work on the transmitter house at a site 8 mi. SE of Perth, N.B. is nearing completion and 5-kw Canadian GE transmitter is to be installed in mid-August. It expects to have a 500-ft. tower purchased from Ocean Steel & Construction Co. Ltd., St. John, ready for use by Sept. 25. It will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV which has a \$375 hourly rate. Reps are Weed and All-Canada.

CKRT-TV (Ch. 7) Riviere-du-Loup, Que. has changed its target to Oct. 15 for starting as a CBC-TV French-language affiliate, reports Luc Simard, pres. of radio CJFP Riviere-du-Loup, owner of CKRT-TV. A 5-kw Canadian Marconi transmitter is scheduled to arrive Sept. 15. It will have a 170-ft. Wind Turbine tower with a 3-bay Alford antenna. Base hour will be \$144. Reps will be Young and Joseph A. Hardy.

■

Canadian Stereo Budding: Canada's Dept. of Transport has stereo standards under consideration, presumably will give the green light shortly. CFRB-FM Toronto is reported equipped & ready to start when authorized.

'Twas No "Victory," says WCKT: The recent claim by WTVJ Miami (Vol. 17:31 p11) that it had won an editorial battle over rival WCKT because of the reinstatement of Miami City Mgr. Melvin A. Reese was denied subsequently by the latter station's mgr. Charles Kelly. Their community-service documentaries, said Kelly, had been "critical of the lack of action on slums by city officials which included Mr. Reese, but none was singled out . . . Mr. Reese was not shown nor mentioned in the first program, and references to him and his appearance occupied little more than 60 sec. in the follow-up program . . . WCKT's criticism was directed toward the entire body politic & the indifferent public. At no time, either on the air or off, did WCKT ever say that either of the anti-slum documentaries was 'the filmed report which resulted in the firing of City Manager Reese.'"

"Mass Communications": Edited by Wilbur Schramm, Dir. of the Institute for Communications Research, Stanford U. (695 pp., U. of Illinois Press, Urbana. \$6.50). In this useful addition to any book shelf of basic works on TV-radio & advertising, Schramm traces the development of mass communications, its structure & function, content, audiences, effect and ultimate responsibilities. This revised edition of Schramm's original 1949 work covers its field through essays by sociologists, economists, teachers and professional mass communicators, including Walter Lippmann, Paul F. Lazarsfeld, Terry Ramsaye and Margaret Mead. Of interest to TV program planners are the complete texts of NAB's TV Code and the production guidelines of the Motion Picture Assn. of America.

A Sail for Sales: It's likely to draw little more than a cold look from the Internal Revenue Service, but another big party for N.Y. timebuyers was in the works last week, this time with Metropolitan Bestg. Co. as host. Unlike Westinghouse's TvAR, which tossed a fancy bash for buyers earlier this month at N.Y.'s new Hotel Summit (Vol. 17:32 p17), Metropolitan invited 200 ad agency men to an Aug. 21 combination moonlight cruise, buffet, cocktail function and gambling party (roulette, blackjack, etc. played with \$500 in phoney money given to each guest). Reason for the party: A new 20-min. presentation on Metropolitan's WIP Philadelphia as "an adult, responsible station." Bonus for WIP: Guests will find it difficult to skip out on the sales pitch, since the party is scheduled to be held aboard an excursion steamer, the S.S. Hudson Belle.

Who Pinched the Red Carpet? Washington police have wound up one piece of unfinished business left over from the NAB convention in May. After 3 months of sleuthing, they recovered a stolen \$800 red carpet which had been rolled out at the Sheraton Park Hotel for President Kennedy, who addressed the opening convention session (Vol. 17:20 p8). The detectives also arrested a former moving-van helper in whose attic the VIP carpet was found. He pleaded guilty to petty larceny, was ordered to pay a \$150 fine or spend 6 months in jail.

MGM-TV Eyes Portland Station: Following "exploratory" talks in Portland, Ore. regarding the possible acquisition of KPTV, an MGM task force reported its findings & recommendations to the board last week. MGM, seeking to enter the station field, sent a group headed by MGM-TV business-affairs dir. Jay Rabinovitz to Portland for inspection and informal discussions. Whether the talks turn into full-scale negotiations depends on the decision of the board. A company source denied reports that MGM-TV was also interested in acquisition of KCOP Los Angeles.

Canadian FM Allocations Revised: FCC has released a letter to Canada's Dept. of Transport describing the border allocations situation and stating that a recently revised Canadian assignment plan is acceptable. The letter said that present notification procedures will be continued pending completion of FCC's study of U.S. assignment principles. The Commission said it expected that neither country would object to new assignments if they did not exceed 100 kw and 2,000 ft. and if the following minimum spacings were observed: co-channel, 220 miles; 200 kc removed, 100 miles; 400 kc, 45 miles; 600 kc, 35 miles. The letter and new Canadian table of assignments are FCC Public Notice 8947, available from the Commission.

Hurricanes Sponsored: The Florida Defense Network has scored what it believes is a "first" by placing its hurricane-season weather broadcasts under commercial sponsorship. Said Fla. Assn. of Bcstrs. Pres. Lee Ruwitch (WTVJ Miami exec. vp): "As far as we know, this is the first time that broadcasts by a state defense network have been sponsored." D. W. Onan & Sons, makers of electric generators, will sponsor the 5-min., 11 a.m., Mon.-Fri. weathercasts through the hurricane season. The broadcasts originate from the U.S. Weather Bureau and National Hurricane Center in Miami and are relayed throughout the state via the defense network.

Wrong Switch: Washington viewers of NBC-TV's *Thriller* on WRC-TV Aug. 15 heard these snatches of dialogue during a tense scene: First voice: "Use Washington self-rising flour." Second voice: "Do it again." First voice: "Hey, are we live?" It was 5 minutes before WRC-TV engineers got *Thriller* back on its proper audio course from a switch-over to a rehearsal of a commercial.

How to Dramatize Being "Tops": To symbolize its claim of being "tops," CTV Television Network Ltd. has issued a 10-inch-square promotion piece featuring an 8-pointed star—one for each station in the network: CFTO-TV Toronto, CJOH-TV Ottawa, CFCE-TV Montreal, CJCH-TV Halifax, CHAN-TV Vancouver, CFCN-TV Calgary, CFRN-TV Edmonton, CJAY-TV Winnipeg. A die-cut hole at each set of call letters contains a top for recapping bottles.

Gift to Conn. ETV: Travelers Bestg. Service Corp. (WTIC-TV & WTIC Hartford) donated \$30,000 to the Conn. Educational TV Corp. recently toward operation of the state's ETV network, which has CPs granted for WCTB Bridgeport, WEDH Hartford and WCTN Norwich. Travelers is also offering to discuss placing transmitter facilities for WEDH atop WTIC-TV's Talcott Mountain.

BPA Expects 500: The 1961 Seminar of the Broadcasters Promotion Assn., set for the Waldorf Astoria in N.Y. Nov. 6-8, anticipates attendance by more than 500 delegates, although the organization presently has only 380 members (an all-time high). Non-members may attend the Seminar, three-fourths of which will be devoted to discussion panels.

Promotion Piece: WBTB & WBT have issued a "rocket's-eye view" of the Charlotte, N.C. market area. Unfolded, the piece—half map, half illustration—presents a 29x22 view of the stations' 150-mile-wide market area.

Film Promotion: WVEC-TV Hampton, WTAR-TV Norfolk and WAVY-TV Portsmouth, Va., have combined to produce a 15-min. color film to educate advertisers on the merits of their market.

Film & Tape

Wolper Documentaries in Small Boom: Wolper Productions is engaged in unprecedented activity in a field still fairly new to Hollywood—documentaries. Pres. & exec. prod. David L. Wolper has, in recent days, signed 4 producers and 8 film editors to work on his productions.

The lineup: "The Rafer Johnson Story," a 60-min. special for BBDO, being produced by Mel Stuart for Wolper-Sterling Productions; 38 half-hour segments of *The Story Of*, for Ziv-UA; "Hollywood: The Talkies," a 90-min. sequel to "Hollywood: The Golden Years," to be aired on NBC-TV Nov. 29 for P&G.

In addition, *Fiorello LaGuardia*, pilot of a proposed biographical series for Official Films, has just been delivered to Official, and three 60-min. documentary specials for *Du Pont Show of the Week* on NBC-TV are being readied. Five more specials are in negotiation.

More Post-1948s for TV: Allied Artists, one of the few large motion-picture firms not active in TV programming or distribution, will soon take its first direct TV plunge. We learned last week in N.Y. that AA's first move will be with a small package of post-1948 features, several of which are in color. Titles rumored to be in the package: "Friendly Persuasion" and "Love in the Afternoon" (both starring the late Gary Cooper). So far, several Allied Artists pictures have managed to filter into TV distribution, primarily through M&A Alexander, but the deal will mark AA's first major effort under its own banner.

Columbia Sells Sunset Studio: Appel Development Co. and Larry Slaten have purchased for \$900,000 the 2.9-acre Hollywood studio. The deal represents a "substantial profit," said studio sources. Under its terms, Columbia Pictures may occupy the studio until Jan. 15, 1962. The bulk of Columbia's TV-film (via subsidiary Screen Gems) & movie production is done in the main studio at Gower Street. Columbia bought more property near this studio at the same time it disposed of the Sunset lot. Meanwhile, a report that Red Skelton's studio is for sale was denied to us by Joe Ross, Skelton's attorney, who remarked dourly, "Actors shouldn't be in this [studio] business . . . That [denial] doesn't mean we wouldn't sell if somebody came along with a price we couldn't resist," he added.

Screen Gems grossed \$8 million in overseas sales during the fiscal year ended June 30, 1961—a 40% increase over the previous fiscal year. These were the figures revealed at SG's recent full-scale international sales convention (Vol. 17:32 p15). Included on the sales scorecard were pre- & post-1948 Columbia Pictures features and some 60 TV series sold in 50 foreign countries for a total of 15,000-20,000 half-hour episodes. Future plans discussed at the week-long meeting: (1) Overseas distribution of outside properties. (2) Foreign station ownership. (3) The establishment of a \$250,000 International Development Fund to aid in foreign co-productions. In addition, SG will offer production & technical assistance.

Screen Actors Guild board has voted unanimously to support AFTRA in its strike against the Los Angeles radio station, KFWB, closely following the same action by Screen Extras Guild (Vol. 17:33 p8). The strike began July 11 over wages & other benefits.

International Video Tape has moved into a new production center at 5907 West Pico Blvd., Los Angeles.

HOLLYWOOD ROUNDUP

MCA, owner of Revue Studios, largest TV-film production company in Hollywood, has launched an ambitious expansion program which encompasses construction of new buildings & stages, and entrance into movie production on a large scale. Reportedly there may be a complete separation between MCA and Revue, with MCA brass moving completely into the studio operation. Revue is already razing a mountain on its 400-acre studio to make room for a 1,600-car studio parking lot & service station. Also planned are an administration building, another stage, and a new commissary.

Warner Bros. is ahead of its production schedule, has finished 15 segments of *77 Sunset Strip*, and 13 each of *SurfSide 6* and *Hawaiian Eye*, exec. producer Howie Horwitz tells us. *Strip* sidelights: Victoria Shaw, wife of Roger Smith, makes her TV debut in a currently shooting episode opposite her husband; Efrem Zimbalist Jr. is the only actor on screen in the just-finished segment, "Reserved for Mr. Bailey."

RKO General Acquires 34 Foreign Movies: The package of overseas product will be marketed under the title, "International Film Festival for Television" by the sales office of Ideal Pictures. The movies include "The Truth About Women," starring Laurence Harvey, Julie Harris, Eva Gabor; "The Wild Blue Road," Yves Montand and Alida Valli; "Bread, Love and Dreams," Gina Lollobrigida and Vittorio De Sica.

Four Star Television sold 156 segments of film to P&G for telecasting in Canada. The sale involved 52 episodes of *Dick Powell's Zane Grey Theater*, 52 *Captain of Detectives*, and a combined total of 52 *The Tom Ewell Show* and *The Law & Mr. Jones*. Four Star has also sold 38 episodes of *Stagecoach West* to Japan.

MGM-TV has finished 31 episodes of its 4 series for the coming season—a studio record for advance production. Production has been completed on 8 segments each of *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* and 7 of *National Velvet*.

Screen Gems will pilot *Medicine Man* this fall. Exec. producer Harry Ackerman has assigned scripters Jay Sommers & Joe Bigelow to develop the series.

Vi-Way Productions will film 39 color adventure episodes during a 2-year voyage aboard a converted minesweeper owned by Artie Wayne, company chief.

M. & A. Alexander Productions has sold its cartoon-comedy package, *Q. T. Hush*, in 63 markets.

People: Bob Wells has been signed by Hubbell Robinson Productions as exec. prod. of a 60-min. special, "The Sound of the 60's," to be shown on NBC-TV in October with Westinghouse sponsoring. Robinson & Dore Schary are co-producers . . . Ed Jurist has been named producer of *One Night Stand*, Warner Bros. TV project . . . William Kronick has joined Wolper Productions as a producer-director of its *The Story Of* series for Ziv-UA . . . Leonard Freeman has been named producer of *Route 66* . . . Jerry Kurtz, ex-Official Films, has been named sales vp for Television Enterprises Corp., which is opening offices in N.Y. at 333 West 56th St. . . . Jack Mulcahy has joined Wolper Productions as production mgr. on *The Story Of* series.

NEW YORK ROUNDUP

Add Syndication Sales: Ziv-UA has scored 41 sales for its off-NBC-TV package *Bat Masterson* . . . ITC has added 5 stations to its *Whiplash* roster, upping the domestic market total to 73. The show has also been sold in 51 foreign countries and debuts Oct. 15 on Canada's new CTV network, sponsored by Procter & Gamble. New U.S. sales: WFBM-TV Indianapolis, WNHC-TV New Haven, WBIR-TV Knoxville, WHAS-TV Louisville, KOOK-TV Billings and KXLF-TV Butte . . . Screen Gems has signed a 4th regional sponsor for *Shannon*—Procino-Rossi Corp.—upping the market total to 96 . . . Seven Arts has sold its first group of post-1950 Warner Bros. features to WBIR-TV Knoxville and KBOI-TV Boise, upping the market total to 103 and its 2nd group to WFMV-TV Greensboro and WILX-TV Onondaga, raising the total to 38 . . . Ziv-UA has now sold *Everglades* in 23 markets. . . Trans-Lux has sold its 700-episode *Encyclopaedia Britannica* Film Library to Taft Bestg. Co. for telecast on its stations beginning Sept. 1.

Official Films has scored "a sale a day" in the month since it released package of 4 off-network series—*Peter Gunn*, *Mr. Lucky*, *Yancy Derringer* and *Wire Service*. The market total is now 31, with newest sales to KYW-TV Cleveland, WJBK-TV Detroit, KMSP-TV Minneapolis, WTTV Bloomington, WAGA-TV Atlanta, WDSU-TV New Orleans, WTVJ Miami, WTTG Washington, WDEF-TV Chattanooga, WNEP-TV Scranton, WBNS-TV Columbus. Official also made a world-wide distribution deal last week with Fremantle International for the 4 above-mentioned series and *The Du Pont Theater*. Other Official news last week—the appointment of Stan Byrnes as Midwestern sales mgr.

Ziv-UA Goes Long-Hair: N.Y. maestro Anthony Amato will produce a Ziv-UA pilot for a projected series of 60-min. TV adaptations of celebrated operas. "The close-up style & technique already developed so strikingly by Amato in the intimate Town Hall setting will lend themselves particularly well to [TV]," said Ziv-UA.

ITC Canadian network & station sales totaled \$1.5 million for the January-June 1961 period, "an all-time record," according to sales vp Abe Mandell. Sales to CBC and CTV included *Whiplash*, *Ghost Squad*, *Sir Francis Drake*, *The 4 Just Men* and an 8-episode ATV package called "Drama Specials." On the syndication side, ITC scored 132 station sales comprising 3,243 half hours and 412 full-hour episodes. "This marks a 110% increase over the corresponding period in 1960," said Mandell.

MGM-TV has signed motion-picture producer Joe Pasternak ("The Great Caruso," "Where the Boys Are") as exec. producer of *The Fairest Lady of Them All*, a 60-min. drama series being offered for the 1962-63 season. The show will deal with the stories of famous immigrants who have contributed to the greatness of this country.

People: Barry Wood, exec. producer of NBC-TV's *Bell Telephone Hour*, will become a partner in Henry Jaffe Enterprises . . . Producer Alan Neuman has joined N.Y.'s Arnold Michaelis Productions as producer-dir. of *Adlai Stevenson Reports*, a public-affairs show set for fall on ABC-TV . . . John B. Spires, ex-MCA-TV foreign sales mgr., has joined MGM-TV as European & U.K. sales dir.

Advertising

ARB Expanding: American Research Bureau, with financial support already assured from at least one network (CBS-TV), will expand its present multi-city Arbitron "instantaneous" measurements to a full national service next month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "Will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Arbitron's multi-city reports will be suspended.

Columbia Pictures Buys Network TV: Early this week, Columbia Pictures and ABC-TV will take the wraps off "a new advertising concept involving the use of network TV by a motion-picture company." The film firm has bought participations in *ABC Evening Report* (Mon.-Fri. 6-6:15 p.m.)—a rare, if not the first, network TV advertising to be undertaken by a member of the spot-TV conscious motion-picture industry. The fall campaign was placed through Donahue & Coe. The new concept, industry sources speculate, will be some form of institutional advertising or a "roundup" commercial, previewing several soon-to-be-released films. Although the Columbia Pictures off-shoot, Screen Gems, is among the most active telefilm producers, neither Columbia nor SG will play any production role in the news series.

UA Buys Spots to Sell Movies: For the 2nd time in as many months, United Artists has poured its promotional dollars for a new theatrical release into spot TV (Vol. 17:27 p11). An August 25-31 campaign on WNBC-TV N.Y. will plug the August 30 N.Y. opening of "The Young Doctors" via a saturation schedule of fifteen 20-60-sec. spots throughout the broadcast day. The station will aid in the promotion effort with a running message flashed on its Times Square electric sign, including the names of the 2 theaters where the film can be seen.

Adman on "Prize" Commercials: "I watched 45 minutes of the American TV Festival's Best Commercials of 1960, and I . . . wondered who judged those films. They couldn't be advertising men. If they were, they didn't seem very proud of their profession. And they couldn't be businessmen, either. Most of those commercials wouldn't sell a hill of beans, as the old saying goes."—Don P. Nathanson, pres., North Advertising, in *Advertising Age*.

Ad People: Charles C. Barry, Young & Rubicam TV-radio dept. dir., named a senior vp . . . John T. Bunch elected a vp, BBDO . . . William F. Heimlich, ex-OCDM public-affairs dir., named ANA vp . . . Emerson Foote, McCann-Erickson, reappointed chmn., Advertising Federation of America education committee. George W. Head, National Cash Register Co., appointed chmn., membership committee. Kenneth Laird, Tatham-Laird, chmn., finance committee. Burton E. Hotvedt, Brady Co., continues as chmn., legislative committee.

Obituary

Theodore Lee Brantly, 68, ad consultant with Geyer, Morey, Madden & Ballard, and former ad dir. & vp, Crowell-Collier, died Aug. 15 in Stanford Hospital. He is survived by his wife, 3 daughters, a brother, sister, 9 grandchildren.

Television Digest

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Personals: Simon B. Siegel promoted from financial vp, AB-PT, to exec. vp, continuing as ABC exec. vp . . . Edwin T. Vane promoted from audience-promotion mgr. to daytime program-operations mgr., NBC-TV . . . Don Hamilton named CBS News business-affairs dir., succeeded as business-affairs dir., CBS-TV Sports, by Martin Carmichael.

Gerald J. Leider promoted from special-programs dir. to new post of program-sales dir., CBS-TV . . . Richard (Dick) P. Morgan, ex-CBS Films, named business affairs dir., CTN Network, Canada . . . Charles L. King Jr. appointed local sales mgr., KTRK-TV Houston . . . Royal E. Blakeman, N.Y. TV attorney, and Loren L. Ryder, Ryder Sound Services, elected co-chmn., National Academy of TV Arts & Sciences legal committee.

Sherman C. Hildreth, technical facilities dir. of NBC's o&o stations, transferred from N.Y. to Washington as operations dir. of network's WRC-TV & WRC . . . Keith Miller named gen. sales mgr., KTNT-TV Tacoma-Seattle . . . Howard D. Duncan Jr., ex-gen. mgr., WEHT Evansville, Ind., named gen. sales mgr., KGUN-TV Tucson. Pat Reed named promotion-publicity mgr., KGUN-TV . . . J. J. Bernard resigned as vp-gen. mgr., KTVI St. Louis.

Joseph Novik, ITA's exec. representative in Washington, and Eliot S. Baker, industrial & govt. sales mgr., elected vps, ITA Electronics . . . Carl I. Sisskind resigns as press asst. to Sen. Allott (R-Colo.) to join WIBW-TV & WIBW Topeka as news dir. . . Warren C. Zwicky, whose Washington law firm Jones & Zwicky has represented Storer Bestg. Co., leaves firm Sept. 1 & joins Storer's legal dept. as Washington staff attorney . . . Thomas J. White and Roger O'Sullivan elected senior vps, Avery-Knodel . . . A. B. Chamberlain, CBS-TV engineering dir., will retire Sept. 1 . . . Irwin W. Unger, ex-Headley-Reed, named to head Select Stations Representatives new Chicago office (333 North Michigan Ave.).

Obituary

Thomas Reddy, 43, vp of Whitehall Stations and veteran TV & radio announcer, drowned August 13 during a nighttime swim at Fenton Lake near Flint, Mich. He had been the first announcer on the radio *Dragnet* series, had also appeared on the Jackie Gleason, Jan Murray and Cliff Arquette shows. Surviving: his wife and 6 children.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV SET MARKET—PRESENT & FUTURE: The report of Frank Mansfield, EIA Marketing Data Policy Committee chairman, which predicted 1961 TV production at more than 6.2 million and warned of possible TV set shortages in the fall (Vol. 17:31 p16), contains much food for thought about the present & future of the TV market. Some noteworthy highlights from the report and its statistical tables:

(1) Changing nature of the market. It hardly needs to be stated that today's market is almost entirely a replacement & 2nd-set market. "During the early '50s, we were able to sell some 15-17% of the non-TV homes their first TV set in any particular year," said Mansfield. "During the middle '50s, demand increased to a point where we were frequently able to sell somewhere between 18% & 25% of these non-TV homes in a year . . . The percentage of non-TV homes buying a set during 1958 dropped to 17%. In 1959, it was only 10% and last year the figure was 5%." At the same time, the percentage of U.S. non-TV homes dropped from 100% in 1946 to 12% at the end of 1960.

"What this means in simple English is that we are probably approaching ultimate saturation," Mansfield continued. "We can predict with a fair degree of certainty that TV saturation may ultimately settle down in the neighborhood of 90-92% . . . Should this be cause for alarm to the TV manufacturing industry? Most definitely not. In fact, many industries have thrived for many years on a 'saturated' market. Fortunately, things wear out—even automobiles, refrigerators & TV sets. Fortunately, also, the American standard of living requires more & more of better products. Even the demand for multiple-set ownership has now arrived at a point where the ratio of TV sets to TV homes is slightly more than 1.15 and its rate of growth is at least 2.2% per year."

Breaking down last year's retail sales of about 6 million sets, Mansfield estimates nearly 3.5 million were sold as replacements, as opposed to about 2.6 million that weren't replacements. The non-replacement category breaks down this way: 1,450,000 to multi-set homes (2nd or 3rd sets), 1,090,000 to new TV homes, 100,000 to commercial establishments. For 1961, out of predicted retail sales of 6,220,000 sets, Mansfield breaks down the market into 3.8 million replacements, 2,420,000 others (1,220,000 for multi-set homes, 1.1 million for new TV homes, 100,000 for commercial establishments).

(2) Replacement, or set scrappage, rate. In 1961, approximately 6.8% of all sets in use (Mansfield estimates there will be 58 million by year's end) will be replaced. This will be an all-time high in number of sets replaced, although not in terms of percentage of total sets in use. These year-by-year set scrappage (replacement) figures are indicated by Mansfield (with % of total sets in use replaced):

1949.....	3,000 (0.3%)	1953.....	911,000 (4.2%)	1957.....	2,745,000 (6.4%)
1950.....	27,000 (0.7%)	1954.....	1,492,000 (5.5%)	1958.....	2,010,000 (4.3%)
1951.....	100,000 (1.0%)	1955.....	2,836,000 (8.7%)	1959.....	3,109,000 (6.2%)
1952.....	275,000 (1.8%)	1956.....	1,400,000 (3.7%)	1960.....	3,425,000 (6.5%)
				1961.....	3,800,000 (6.8%)

It's obvious from these figures that replacement rate is determined by factors other than merely the age of existing set. These presumably include economic conditions, features of new sets, etc. (note contrast between 1955 & 1956 replacements).

(3) Projections for the future. Mansfield sees both production & retail sales leveling off after this year to relative stability, production sticking between 6,340,000 & 6,490,000 units annually through 1970, while retail sales vary only from 6,200,000 to 6,350,000 with year-end inventories holding at about the 2,160,000 level.

Interesting speculation is Mansfield's appraisal of TV import market. He sees steady increase, with imports reaching about 10% of retail market by 1967 and rising slightly through 1970. He puts 1961 retail

sales of foreign-made TV sets at about 40,000, and speculates they will more than double to 90,000 in 1962. His projection of total retail TV sales & retail sales of imported sets (in parentheses) for 1963 through 1970:

1963.....	6,200,000 (170,000)	1966.....	6,350,000 (440,000)	1969.....	6,300,000 (670,000)
1964.....	6,270,000 (240,000)	1967.....	6,350,000 (530,000)	1970.....	6,250,000 (720,000)
1965.....	6,350,000 (350,000)	1968.....	6,250,000 (630,000)		

(4) Current sales patterns. Updating Mansfield's figures (which ran only through May) to cover preliminary 1961 first-half data, we see that retail TV sales have picked up briskly. On a seasonally adjusted annual rate, sales fell to a 2½-year low point in 1961's first quarter—an annual rate of 5.4 million sets. Sharp reversal came in 2nd quarter, with sets selling at annual rate of nearly 7.5 million sets—making it the best quarter (in rate of retail sales) in years. Even taking into consideration 1961's slow first half, the 6-month retail sales were running at an annualized pace of better than 6 million (Vol. 17:33 p16).

Spotting the retail pickup, manufacturers have begun releasing the brakes on production which they applied suddenly last year when market softened. In both May & June, monthly production exceeded that of the comparable 1960 month, but as of the year's mid-point, cumulative production still trailed last year. In fact, as of August 11, output still lagged behind 1960, but only by 35,520 sets.

Retail sales for 6 months were also still behind last year at the 6-month mark—but only by the very slight margin of 18,343 sets. But this year differs from last in that TV retail picture now is of a rising market, as opposed to a declining one last summer & fall.

By stepping up production in May & June, manufacturers were able to increase total trade inventories from 1,630,000 at end of first quarter to about 1,832,000 at end of 2nd quarter. But stocks still aren't high enough to supply demand if sets continue to sell at present rate (or even somewhat lower). Difference between the picture at mid-year 1960 and at mid-year 1961 is this: As of end June 1960, total industry inventories were 2,419,000 sets, and sales were declining; overproduction not only threatened, but was a fact. As of this mid-year, inventories were down to around 1,832,000 while sales were on a rising trend. This is reasoning behind Mansfield's prediction of shortages.

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 11 (32nd week of 1961):

	Aug. 5-11	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	122,504	107,362	89,430	3,407,385	3,442,905
Total radio	296,165	283,260	243,351	9,101,823	9,927,602
auto radio	88,680	96,002	82,720	2,892,447	3,821,165

Transistors Up 46.4% at Half: Paced by booming business in June, transistor sales during 1961's first 6 months climbed 46.6%—to 88,682,882 units from 60,485,683 in 1960's first half. But dollar value gained only 2.7% (to \$157.1 million from \$152.9 million)—reflecting the ever-tightening profit squeeze in the semiconductor industry.

June unit sales surged 72.1% ahead of June 1960—17,899,005 units vs. 10,392,412. Despite the sales gain, June's dollar volume declined 4.4% to \$26.1 million from \$27.3 million in the year earlier. June was 1961's best month in unit sales, supplanting leader March (15,129,273), although June dollar volume trailed both March (\$29.8 million) & April (\$27.4 million).

Here are EIA's official tabulations of transistor performance at 1961's midway point:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,198,576
May	15,128,181	25,113,042	9,046,237	24,714,580
June	17,899,005	26,148,746	10,392,412	27,341,733
TOTAL	88,682,882	\$157,120,149	60,485,683	\$152,932,961

The Millionth Nuvisor: RCA Electron Tube Div. celebrated the production of its millionth thimble-sized receiving tube by releasing a statement by div. vp-gen. mgr. Douglas Y. Smith in which he predicted that the nuvisor's size & power consumption can be further reduced.

10th FM-Stereo Market Opens: Los Angeles became the nation's 10th FM-stereo market Aug. 16 when International Good Music's KFMM began stereocasting. It is also the 6th station on the air using RCA FM-stereo equipment. KFMM obtained FCC type acceptance of its stereo equipment Aug. 14. The Los Angeles station's initial stereo schedule calls for a nightly 2-hour musical concert, 8-10 p.m., Mon-Fri. Starting this week (Aug. 26), KFMM will add a 2-hour stereo concert Sat., 1-3 p.m. The station reported that on the day following its debut stereocast, it received more than 100 congratulatory phonecalls.

The 9 other stereocasters: WEFM & WKFM Chicago, WGFN Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C., KPEN-FM San Francisco.

RCA's "Universal" Silicon Transistor: A "workhorse" transistor that can perform the functions of upwards of 40% of the more than 2,000 transistor types now on the market has been developed by RCA and will be unveiled this week at the WESCON Show in San Francisco. The silicon transistor, Type 2N2102, will become available commercially early next month, priced in the \$12 range in production quantities. Semiconductor & Materials Div. mktg. mgr. T. R. Hays said: "We have succeeded in wedding triple diffusion & planar manufacturing techniques in a single transistor."

Sylvania Adds 3 TVs: Over the weekend, Sylvania dropped in 3 new TV sets "to round out the 1962 line in specific areas of styling & pricing which have come into demand since its introduction" in June (Vol. 17:22 p18). Also added were a stereo hi-fi phonograph console (Model 45C31, \$185), a similar console with AM/FM tuner (Model 55C31, \$255), and 3 clock radios from \$29.95 to \$39.95.

The 3 TVs are a 19-in. lowboy consolette (Model 19L17, \$249.95), a 23-in. table with metal cabinet (Model 23T41, \$219.95) and a 23-in. lowboy console (Model 23L47, \$329.95). The consolette is Sylvania's first 19-in. model with a transformer chassis. The new TVs use bonded shield picture tubes; the consolette & console feature "Velvetone" types.

The TVs are now being shipped in quantity from the factory; stereo consoles will become available next month.

Trade Personals: Robert L. Shaw, ex-Du Mont-Emerson exec. vp, and formerly pres., Sylvania Home Electronics Corp., named asst. to Admiral Sales pres. Carl E. Lantz.

F. R. Kappel, AT&T pres., promoted to chmn., continuing as chief exec. officer of the company. E. J. McNeely promoted from exec. vp to succeed Kappel as pres. W. C. Bolenius, an exec. vp, named vice chmn. J. E. Dingman, vp & chief engineer, appointed exec. vp, replacing McNeely . . . Webster H. Wilson, pres. & chief exec. officer, Hazeltine Corp., elected also chmn., succeeding the late W. A. MacDonald (see below) . . . John E. Johnson returns to RCA as staff vp, headquartering in Boston, after a year as vp, Itek . . . Martin Minney resigns as vp-gen. counsel, Ampex Corp. to return to private law practice . . . John J. Moran elected exec. vp, Sigma Instruments.

James D. McLean resigned as pres., General Dynamics/ Electronics div. of General Dynamics Corp. . . . Jack T. Anderson resigned as mktg. vp . . . W. P. Gullander, exec. vp of the parent company, becomes acting pres., GD/E. No replacement set for Anderson . . . Donald S. Parris, veteran dir. of electronics div. in Commerce Dept.'s BDSA, shifted to industrial equipment div. as acting dir., E. MacDonald Nyhen replacing him as acting electronics div. chief . . . W. Herbert Lamb promoted from head of Sylvania's microwave-device operations & picture-tube operations, in the electronic tube div., to vp of the new microwave-device division.

Brig. Gen. Bernard M. Wootton (ret.), recently assigned to Air Force communications in the Pacific area, joins Northrop's Page Communications Engineers as exec. dir. of contract services . . . William R. Donnelly, ex-Chrysler International, S.A., treas., named finance vp, Gabriel . . . Thomas P. Collier, Motorola International pres., elected dir., EIA's international dept.

Jerrold R. Bucher of Corning Glass and Frederick A. Weiss of Western Electric appointed members of National Defense Executive Reserve by Commerce Secy. Luther H. Hodges . . . A. R. Gaus named exec. vp, P. R. Mallory's new subsidiary, Reduction & Refining Co. Stuart Lasdon appointed production vp. Lloyd Lasdon named sales & development vp.

Obituary

William A. MacDonald, 65, Hazeltine Corp. chmn., died Aug. 11 at his home in Locust Valley, N.Y. He began his career in electronics as a radio operator for Marconi Wireless in 1913, later was an RCA engineer, and joined Hazeltine in 1924 as its chief engineer—and first employee. He was granted 110 U.S. & foreign patents, and during World War II, was awarded a Presidential citation.

Finance

Mergers & Acquisitions: Westinghouse has acquired Thermo King (Vol. 17:28 p17), Minneapolis maker of refrigeration equipment for trucks, trains and missiles, by exchanging 7 shares of Westinghouse common for each 9 shares of Thermo King • National Video's Puerto Rico affiliate, Rico Electronics, has incorporated a new wholly-owned subsidiary, Caribbean Electronics. The new company will occupy an 11,500-sq.-ft. plant which will be erected adjacent to Rico's present facility. National Video Pres. Asher J. Cole said "this expansion is necessitated by the increased demand for National Video cathode-ray tubes"—sales of which have about doubled over the past 6 years. Caribbean Electronics has been granted a 10-year expansion tax exemption • Stewart-Warner has acquired for cash the Aero Division of the Cornelius Co., Minneapolis • Republic's board has approved the merger of America Corp. (Pathe Labs, other subsidiaries) on the tentative basis of one share of Republic common for each 3 shares of America (Vol. 17:33 p18). The merger & terms are subject to the approval of stockholders of both companies. Republic plans to submit the proposals to its stockholders first, in about 2-3 months. If the merger is approved, Republic Chmn.-Pres. Victor Carter would become chairman of the merged concerns; America Pres. Gordon K. Greenfield would be president • Ling-Temco Electronics and Chance Vought merged Aug. 15 (Vol. 17:28 p17), were immediately hit by an antitrust suit against the amalgamation—filed by the Justice Dept. in Dallas Federal District Court. The govt. contends the consolidation would tend to lessen competition substantially. Judge J. E. Estes scheduled an injunction hearing Sept. 11 on govt.'s request.

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

Thursday, August 17, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	18	17½	19¾	Lel Inc.	6½	7	8¾
Adler Elec.	19	18¾	20½	Magna Th.	3¾	3¼	3-11/16
Aerovox	11¼	11¼	12¾	Magnetics Inc.	10	9½	11
Allied Radio	27½	—	—	Maxson	19¼	19	21
Astron Corp.	1¾	1¾	2¼	Meredith Pub.	39	38	41¾
Babcock	27½	26½	28½	MetroMedia	15½	15½	16¾
Baird Atomic	16½	16¼	17¾	Microdot	27½	25¾	28
Cannon Elec.	26½	23	26¼	Milgo Elec.	20	19½	21½
Capehart	8¾	9½	10½	Narda Micro	6½	6¼	7½
C-B-I-R	48	43	49¼	Newark Elec.	13¼	12	13¼
Chicago Aer.	26½	25½	28¼	Nuclear Chi.	42½	43	46¾
Control Data	94	94	99	Official Films	3¼	3½	3-15/16
Cook Elec.	11¾	10¾	11¾	Pacific Aut.	4¾	4¾	5½
Craig	13¾	13¾	15½	Pacific Merc.	6¾	6½	7¾
Crosby Tel.	4¾	4¾	5½	Philips Lamp	138¼	139	144
Dictaphone	38	37	39¾	Pyramid	2	2	2½
Digitronics	26½	25	27¾	Radiation	26¼	24	26¼
Eitel-McC.	16½	15¾	17	Rek-O-Kut	2¾	2¾	3-7/16
Elco Corp.	11½	11	12¾	Research Inc.	4½	4¾	5
Electro Instr.	17½	16½	18½	H. W. Sams	41½	41½	44¾
Elec. Voice	10	9½	10¾	Sanders Assoc.	57	55	59
Elec. Assoc.	29¼	28	30¾	H. Smith	9¾	9	10½
Elec. Cap. Corp.	35¼	33½	36¾	Soroban	52	50	54¼
Erie Resistor	12	12½	13¾	Soundscribe	9½	9¼	10½
Executone	16	16	17½	Speer Carbon	31¼	32½	34¾
Farrington	14¼	15	16¼	Sprague	83	84½	88¾
Foto Video	5¼	5	6¼	Sterling	2¾	2¾	3-7/16
Four Star	19¾	18¾	20¾	Systron-Don.	—	36½	39¾
Gen. Devices	10¼	9¾	10¾	Taft Bestg.	18½	—	—
G-L Elec.	8¾	8¼	9¼	Taylor Instr.	48	—	—
Goodwill Sta.	10½	10½	11½	Technology	6¼	6½	7
Granco Prod.	9¼	2¾	3-5/16	Tele-Bcstrs.	1¾	1¼	1¾
Gross Tel.	—	23¼	25¾	Telexhome	8¼	7½	8¾
Hallicrafters	24	22¾	24¾	Telecomp.	6½	6¾	7
Hathaway	21¾	21½	23¾	Time Inc.	85	84	87¾
High Voltage	145	150	165	Tracerlab	9¾	9½	10½
Infrared	16¾	17	18¾	United Art.	6¾	6¾	7¾
Interstate Eng.	17½	16¾	18	Vitro	25	22¾	24¼
Ionics	28	28	30¾	Vocaline	2¾	2¾	2¾
Itek	43	38	42	Wells-Gardner	31	31½	34
Jerrold	8¼	8¾	9¾	Wilcox Elec.	10¼	10	11
Lab for Elec.	45½	42½	45¾	Wometec	24½	24½	26¼
Leeds & North.	37½	36¼	39				

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1961—6 mo. to Jun. 30	\$ 71,177,596	—	\$ 1,204,143	\$0.62 ¹	1,902,041
	1960—6 mo. to Jun. 30	65,686,052	—	1,008,822	.51 ¹	1,885,254
Andrea Radio	1961—6 mo. to Jun. 30	3,055,807	—	126,727	.50	251,036
	1960—6 mo. to Jun. 30	3,718,889	—	131,953	.53	250,700
Bendix	1961—9 mo. to Jun. 30	570,167,511	\$34,947,318	17,685,660 ²	3.29	5,381,019
	1960—9 mo. to Jun. 30	606,009,118	35,827,009	17,359,408	2.23	5,367,881
	1961—qtr. to Jun. 30	197,475,022	—	5,186,041 ²	.96	5,381,019
	1960—qtr. to Jun. 30	206,972,416	—	5,682,715	1.06	5,367,881
Capitol Records	1961—year to Jun. 30	48,364,719	—	1,815,523	3.93	—
	1960—year to Jun. 30	46,368,096	—	1,796,233	3.77	—
Walt Disney Productions	1961—9 mo. to Jul. 1	43,852,820	5,201,083	2,373,083	1.46	1,626,023
	1960—9 mo. to Jul. 2	33,821,606	848,151	323,151	.20	1,626,023
Eitel-McCullough	1961—6 mo. to Jun. 30	13,165,833	278,657	42,707	.02	1,838,538
	1960—6 mo. to Jun. 30	15,554,220	577,923	184,433	.10	1,832,706
Electronics Corp. of America	1961—6 mo. to Jun. 30	3,106,271	137,016	68,116	.07 ¹	744,863
	1960—6 mo. to Jun. 30	3,167,714	202,274	105,174	.12 ¹	735,328
Erie Resistor	1961—24 wks. to Jul. 2	12,156,000	—	251,000	.25	798,806
	1960—24 wks. to Jun. 12	12,499,000	—	192,000	.18	798,806
Esquire Radio & Electronics	1961—6 mo. to Jun. 30	1,382,691	9,815	6,871	.02	417,650 ³
	1960—6 mo. to Jun. 30	1,706,531	64,993	38,693	.09	417,650 ³
Ling-Temco Electronics	1961—6 mo. to Jun. 30	70,847,881	—	827,379	.32	2,569,208
	1960—6 mo. to Jun. 30	76,120,306	—	1,437,076	.59	2,432,776
	1961—qtr. to Jun. 30	36,010,381	—	217,596	.08	2,569,208
	1960—qtr. to Jun. 30	42,480,837	—	1,124,372	.46	2,432,776
National Co.	1961—6 mo. to Jun. 30	3,658,439	—	12,949	.01 ¹	802,779 ³
	1960—6 mo. to Jun. 30	6,094,858	—	230,429	.28 ¹	802,779 ³
Paramount Pictures	1961—6 mo. to Jun. 30	—	—	4,420,000 ⁴	2.62	1,684,481
	1960—6 mo. to Jun. 30	—	—	3,732,000	2.23	1,673,231
	1961—qtr. to Jun. 30	—	—	1,970,000 ⁵	1.17	1,684,481
	1960—qtr. to Jun. 30	—	—	2,033,000	1.22	1,673,231
Silicon Transistor	1961—6 mo. to Jun. 30	956,000	137,000	69,000	.13	516,250
	1960—6 mo. to Jun. 30	513,000	105,000	53,000	.11	501,000
Speer Carbon	1961—6 mo. to Jun. 30	12,108,099	1,267,706	569,706	.61 ¹	881,700
	1960—6 mo. to Jun. 30	13,620,894	2,652,940	1,222,940	1.37 ¹	881,400
	1961—qtr. to Jun. 30	—	—	305,326	.33 ¹	881,700
	1960—qtr. to Jun. 30	—	—	650,040	.73 ¹	881,400
Texas Instruments	1961—6 mo. to Jun. 30	119,860,000	13,282,000	6,374,000	1.60 ¹	3,935,494
	1960—6 mo. to Jun. 30	116,051,000	16,352,000	7,921,000	2.00 ¹	3,923,687
	1961—qtr. to Jun. 30	60,883,000	5,545,000	2,601,000	.65 ¹	3,935,494
	1960—qtr. to Jun. 30	59,853,000	7,862,000	3,991,000	1.01 ¹	3,894,388

Notes: ¹After preferred dividends. ²Includes non-recurring net of \$3,215,287 (60¢ a share) on sale of Elliott-Automation shares. ³Out-

standing June 30, 1961. ⁴Before investment profit of \$422,000. ⁵Before investment profit of \$22,000.

Reports & Comments Available: RCA, review, Halle & Stieglitz, 52 Wall St., N.Y. 5 • "The New Defense Posture," pamphlet, Purcell & Co., 50 Broadway, N.Y. 4 • Admiral, review, F. P. Ristine & Co., 15 Broad St., N.Y. 5 • Raytheon, discussion, Hill, Darlington & Grim, 40 Wall St., N.Y. 5 • Precision Transformer, study, John R. Boland & Co., 30 Broad St., N.Y. 4 • Arvin Industries, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • IBM, analysis, F. S. Moseley & Co., 50 Congress St., Boston 2 • GT&E, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Precision Specialties, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Transiron Electronic, profile in August 12 *Business Week* • Spencer-Kennedy Labs, report, Draper, Sears & Co., 50 Congress St., Boston 2 • General Instrument, memo, Uhlmann & Co., Board of Trade Bldg., Kansas City 5, Mo.

Realtone Electronics Corp., N.Y. distributor of Japanese-made radios, plans a public stock offering of 100,000 common shares at \$4 per share through Lieberbaum & Co.

Recent Stock Issues

Stock	Offering Price	Aug. 17, 1961 Bid	Asked
Electronic Instrument	7½	9	10
Precision Specialties	3	3	3½
Q-Line Instrument	4	9	10¼
Taffet Electronics	3	6	6¾
Transcontinent TV	12½	9¾	10¾

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
AB-PT	Q	\$0.25	Sep. 15
AT&T	Q	.90	Oct. 2
Andrea Radio	Q	.12½	Sep. 15
Disney Productions	Q	.10	Oct. 1
Famous Players Canada	Q	.37½	Sep. 9
Federal Pacific Elec.	Q	.05	Sep. 15
Hazeltine	Q	.20	Sep. 15
Indiana General	Q	.15	Sep. 11
Minnesota Mining	Q	.17½	Sep. 12
Paramount Pictures	Q	.50	Sep. 22
Time Inc.	Q	.75	Sep. 11

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WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

Congress

COLLINS WARNED ON LIQUOR ADS by Senate Commerce Committee's Magnuson & Pastore, who threaten reprisals if NAB doesn't hold line against whiskey commercials (p. 1).

AFA BLASTS FTC'S DIXON for proposing law giving govt. power to take fraudulent commercials off air through cease-&desist orders. "Unconstitutional," AFA says (p. 2).

STREAMLINED FCC APPROVAL by Congress, which concurs in House-Senate conference agreement on changes in reorganization bill originally written by Commission (p. 5).

SPACE "GRAB" CHARGED to AT&T & other big communications companies by Rep. Lane (D-Mass.), who calls for probe of White House-FCC satellite plans (p. 5).

FCC

PROGRAM-FORM TESTS start in Georgia at radios WDEC & WCON in week-long experiments intended to demonstrate that FCC's proposed rules are too burdensome (p. 4).

Advertising

MORE INFO FOR ADMEN is due from a pair of new services announced by American Research Bureau and Standard Rate & Data to provide rating & billing aid (p. 8).

Networks

BOOM IN NEWS SALES by all 3 networks finds news & public-affairs programming no longer ugly duckling at sales depts. Nearly all regularly-scheduled news shows are sold (p. 3).

SUNOCO'S LATE-NIGHT NEWSCAST series starts this fall on ABC-TV, although clearance list is only 70-odd stations (p. 7).

Stations

RCA'S "ANGEL" ROLE in local-level color TV finds firm's distributors aiding cause of live & film color by helping stations to defray added color costs (p. 4).

Consumer Electronics

MORE FM-STEREO SETS coming on market. Zenith's "Multiplexer," designed as companion to monophonic FM set, may stir controversy (p. 14).

FM STEREO DROPPED by Chicago outlet, which blasts set makers for lack of support. N.Y. Times' WQXR to bring FM stereo to No. 1 market Sept. 7 (p. 14).

COLOR INNOVATIONS reach announcement stage: Zenith shows 10-set color line, \$695 & up, for Sept. delivery; RCA announces bonded version of color tube (p. 15).

PHONO SALES LAG at half by 10.8% as January-June over-the-counter purchases decline to 1.7 million units from 1.9 million in 1960's first half (p. 16).

JULY RETAIL SALES hew closely to 1960 figures, TV down about 2% from last year (but ahead of July 1959), radio up less than 1%, preliminary survey shows (p. 16).

ZENITH-ADMIRAL LITIGATION on "Fringelock" & phono patents settled out-of-court, but dispute on TV remote control remains in litigation (p. 17).

Programming

'POGO' ON TV'S PERILS: New govt. pamphlet written & illustrated by cartoonist Walt Kelly says there's good in TV, but it's not intended to be baby-sitter (p. 10).

Film & Tape

12-15 PILOT PROJECTS planned by Four Star for 1962-63, including comedy, adventure, private eye series (p. 11).

PRODUCER PROFIT-SHARING plan for TV films, unveiled by TEC, gives producer & distributor percentage of station income from programs (p. 11).

Other Departments

CATV (p. 9). **ETV** (p. 13). **FINANCE** (p. 19).

COLLINS WARNED ON LIQUOR ADS: Senate Commerce Committee Chmn. Magnuson (D-Wash.) & Communications Subcommittee Chmn. Pastore (D-R.I.) last week served stern notice on NAB Pres. Leroy Collins that broadcasters had better keep hard-liquor advertising off air—or else.

Legislative & FCC reprisals against any breakdowns in NAB Code prohibitions banning liquor commercials were threatened by Magnuson & Pastore in their Aug. 23 letter to Collins. They said issue "is of grave importance to the American public."

Senate's chief TV-radio overseers were incensed by trade-press reports that Publicker Industries Inc. had started test campaigns on 28 radio & 2 TV stations—none reported to be NAB member or Code subscriber—for Old Hickory & White Label whiskies. Publicker doesn't belong to Distilled Spirits Institute, which also has code rule against liquor commercials. DSI Pres. Robert C. Coyne said he'd welcome Senate inquiries about his organization's policy, that he agreed "the public interest" isn't served by whiskey ads on TV screens.

Magnuson & Pastore were "surprised & amazed with the current flock of stories about the attempts to break down this hard-liquor barrier by certain broadcasters," they told Collins. They added: "In these trying times with criticism of the broadcast industry mounting—particularly in the programming field—it would

be foolhardy to permit the provision of the broadcasting Code regarding hard-liquor advertising to become meaningless."

Bills making broadcast liquor advertising illegal crop up in Congress again & again, but have been beaten down following NAB assurances that "industry was capable of handling the situation itself," letter reminded Collins. Magnuson & Pastore warned: "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective." Also: "We propose to call upon the Federal Communications Commission to take into consideration the type & kind of advertising broadcast by a licensee when it considers that license for renewal."

There was no immediate response from Collins. He was on vacation last week at his Gulf of Mexico summer place south of Tallahassee. But NAB hq staffers in Washington got busy right away gathering documentation for reply which is expected to show: (1) Recurrent attempts by liquor-industry mavericks to breach broadcasters' anti-whiskey barrier always have petered out. (2) Nearly all stations which accept liquor commercials are non-NAB mavericks. (3) NAB can be counted on to continue to hold line without Congressional or FCC reinforcements.

Publicker wasn't worried about the lawmakers' warning. The Philadelphia distiller's ad mgr. John Schwed told us that spot announcements for Old Hickory are "now on the air on 60 radio & 2 TV stations," some of the outlets having carried the business since July. Publicker "expects more large-market TV stations to take the business," he indicated, since "there hasn't been a single complaint from the public." In N.Y., the Ellington Agency (which handles the Publicker account, with Philadelphia's Al Paul Lefton Agency) declined to comment on future Publicker TV-radio plans.

AFA BLASTS FTC'S DIXON: Under heavy fire from industry, advertising policeman Paul Rand Dixon last week joined broadcast program policeman Newton N. Minow in front policy-battle lines of New Frontier's combat zone.

FTC Chmn. Dixon was subjected to withering attack in House Commerce Committee hearings for seeking legislation giving his agency preemptory power to stop ads suspected of being fraudulent.

Advertising Federation of America denounced proposal as scheme to subvert U.S. Constitution & traditions of Anglo-Saxon justice—even as FCC Chmn. Minow has been accused by such critics as communications lawyer W. Theodore Pierson (Vol. 17:32 p1) of trying to violate First Amendment and Communications Act through program censorship.

"It is violative of the fundamental American concept that no citizen shall be deprived of liberty or property without due process of law," said AFA's gen. counsel John J. Ryan in opposing bill (HR-1233) by Rep. Steed (D-Okla.) to permit FTC to issue cease-&-desist orders in fraud & monopoly cases (Vol. 17:33 p6).

Measure wanted by Dixon would impose "moratorium on personal liberty," Ryan told Committee headed by Rep. Harris (D-Ark.), protesting that "under our American system of jurisprudence, such a procedure has no precedent." He said FTC would have "absolute power to enjoin the activities of any person, natural or corporate, whenever in its sole discretion it shall deem this advisable."

FTC & other proponents of Steed bill argued briskly that cease-&-desist weapon is needed by agency to halt illicit business practices that otherwise would go on—unchecked—while FTC went through cumbersome processes of tedious litigation.

But Ryan said advertisers should be presumed innocent until shown to be guilty of bad practices. "The specter of the star chamber must loom again in one's mind, for by this procedure the citizens' rights become so ephemeral as to be non-existent for all practical purposes," he testified.

Tragic consequences of cease-&-desist actions against upright advertisers were pictured by Ryan this way: "If it should be decided after a full hearing that the respondent, whose business & prestige were destroyed by the granting of such a temporary injunction, was guiltless, then he must bear that destruction stoically for the law gives him no redress. If the 5th Amendment to our Constitution means anything, it means that no bill should ever become a law which permits such a thing to happen to an American citizen."

U.S. Chamber of Commerce also attacked Steed bill. In letter to Harris, C. of C. said measure represents "radical departure" from judicial principles: "The Commission would be authorized to function as the accuser, prosecutor, judge, and jury—with no opportunity for appealing its decision to a court."

NAB presented no testimony & submitted no policy statement on bill during hearings.

STREAMLINED FCC APPROVED: In one-two fashion, House & Senate last week signed, sealed and delivered to President Kennedy their substitute for his plan to reorganize FCC (Vol. 17:34 p2).

There was no whisper of opposition to conference report on bill (S-2034) by Sen. Pastore (D-R.I.), which had undergone slightly differing revisions in its earlier passage through both chambers.

Compromise agreement on final form of measure was approved Aug. 22 by perfunctory voice vote in House, which had split 198-150 in first action on Communications Act amendments to simplify Commission procedures. Senate followed suit same day.

"This legislation will serve to increase the efficiency of the FCC as well as permit the utilization of new procedures that may serve as a guideline for other administrative agencies," Pastore said in brief speech preceding final vote. He promised to get "early report" from FCC on how setup works.

Modifications in FCC-drafted Pastore bill were spelled out in conference report (H. Rept. No. 996) presented to House by Commerce Committee Chmn. Harris (D-Ark.) in preparation for concurring vote. House conferees bowed to Senate negotiators on 2 points. Senate conferees lost argument on another.

Stricken from House version was proviso that Commission could limit its reviews of decisions by delegated panels or staffers to cases involving "general communications importance." Opponents of provision pointed out that case litigants could always raise issues of "importance" in demanding reviews—thereby costing Commission more time than language was intended to save.

Explicit Senate language forbidding lower-level panels to pass on exceptions to decisions they themselves make was incorporated in edited amendments. Harris said House language—"reading it as a whole"—implied as much, but Senate's proviso made it "abundantly clear."

Minor squabble over qualifications of FCC staffers entrusted by Commission with delegated review functions in adjudicatory cases was settled by conference adoption of most of House phraseology. Such employes must "be qualified, by reason of their training, experience, and competence, to perform such review functions." Their salaries must "in no event" be less than those of staffers whose decisions are reviewed. They can't be assigned other work "inconsistent" with review duties. And "so far as practicable," review assignments must be rotated.

BOOM IN NETWORK NEWS SALES: Once the ugly duckling of network sales departments, news & public affairs programming will be something of a gilt-feathered swan this fall. All 3 networks have lined up sponsors, or have deals pending, for virtually entire roster of informational shows. The rundown:

ABC-TV: For a network which began moving ahead seriously in the news area less than 2 years ago, ABC has made some rapid strides. Late last week, ABC was close to a sponsor sale with its new "Midday Report" (1:25-1:30 p.m.), had signed Lehn & Fink for "American Newsstand" (4:50-5 p.m.), Columbia Pictures (see p. 7) and Squibb for "Evening Report" (6-6:15 p.m.), and Sunoco for "Final Report" (11-11:15 p.m.). Bell & Howell will sponsor the Tue. 10-11 p.m. "Close Up" documentary series, Ralston Purina has "Expedition" (2 out of 3 Mondays at 7-7:30 p.m.), and a sales deal was in the works for "Adlai Stevenson Reports." Sun. 3-3:30 p.m.

CBS-TV: Long identified with prestige news programming, CBS continues to attract sponsors with its "news image." On a Monday-Friday basis, CBS is discussing daytime sponsorship deals on its 11:55 a.m.-noon & 3:55-4 p.m. news strips, and expects that "Douglas Edwards & the News" (7:15-7:30 p.m.), currently sponsored by Whitehall, Carter, Goodyear, Philip Morris & Schlitz, will be sold out. AT&T and Mobil Oil are among the sponsors of "CBS Reports," Thu. 10-11 p.m.; Prudential again will sponsor "20th Century," Sun. 6-6:30 p.m.; Liggett & Myers and American Cyanamid have bought "Eye-Witness," Fri. 10:30-11 p.m. CBS is still looking, however, for clients for "Washington Conversation," "Look Up & Live," and "Calendar."

NBC-TV: Sales level of shows produced by NBC News is "unprecedented," said NBC-TV sales vp Don Durgin last week. In fact, the network's full inventory of weekly & daily news or public-affairs programs is now wholly or partially sponsored, and half of the network's 40 prime-time news specials have been signed by major advertisers. (Not counted in above: "Meet the Press," Sun. 6-6:30 p.m., which is produced by NBC News but sold by stations on local co-op basis.) On Monday-Friday basis, "Day Report" (12:55-1 p.m.) is sold to General Mills, "Afternoon Report" (4:55-5 p.m.) to Mogen David, and "Huntley-Brinkley Report" (6:45-7 p.m.) to Texaco & R. J. Reynolds. Mutual of Omaha has bought "Chet Huntley Reporting," Sun. 5:30-6 p.m.; Quaker Oats & Beech-Nut have bought participations in "1, 2, 3—Go," Sun. 6:30-7 p.m.; Douglas Fir Plywood Assn. & Pittsburgh Plate Glass will sponsor "David Brinkley's Journal," Wed. 10:30-11 p.m.; Gulf Oil has signed "Frank McGee's Here & Now," Fri. 10:30-11 p.m.; and Helena Rubenstein will sponsor the Sat. 12-12:30 p.m. "Update."

RCA'S 'ANGEL' ROLE IN LOCAL COLOR: Color programs sell color sets—this has long been basic dogma at RCA. There's no secret about NBC-TV's extensive 1961-62 color program plans. But not so well known is fact that RCA, for past 3 years, has been playing a role as financial "angel" to U.S. stations—network affiliates & independents alike—which schedule live & film color shows locally.

Plan is highly flexible in application and is handled through RCA distributors. A typical operation might work out like this: (1) Distributor & station manager sit down and go over station's local schedule. (2) RCA man notes what film & live programs, feature packages, etc. are presently on, or are available to, the station in color. (3) RCA then offers to aid color programming, particularly if station is willing to expand it.

RCA assistance can come in various ways, and it's not a form of "payola." A few variations: (1) Defraying the extra cost of color film prints (usually \$35-40 per 30-min. episode), either through program sponsorship or cash payment to cover difference between b&w and color prints. (2) Heavy promotion of station's color shows through RCA dealer advertising, store promotions and displays.

Some 60-70 stations are involved in current deals with RCA distributors to support local color. RCA is careful not to play favorites; the deal is open to any station which has color originating equipment and wants to take a real plunge into local colorcasting. Exactly what form the deal will take locally is pretty much up to the station involved.

There's only a limited amount of color film packages available in syndication to stations. Most first-run & off-network syndication shows are filmed in b&w, although a few—such as MGM-TV's "Northwest Passage"—can be had (for the added print costs) in color. There is, however, a growing number of color cartoon shows ("Felix the Cat," "Clutch Cargo," "Space Angel," etc.) in syndicated distribution, and almost all major packages of post-1948 movies contain a number (as many as half) of color features. RCA's local color support is already playing a role in stepping up the amount of color film available, and in promoting local live colorcasts.

This support will become increasingly important this fall, when TV dealers will have color sets available from all but 2 major manufacturers (Motorola & Westinghouse). RCA's announcement of 3 "color nights" this fall and the firing of the opening gun in Zenith's color-TV merchandising—introduction of a line of 10 sets of its own design (see p. 15)—should help provide color momentum.

The FCC

PROGRAM-FORM TESTS START: Dry-run tests of what broadcasters must go through to comply with FCC's proposed program-form & logging rules (Vol. 17:36 p7) have been started by the Ga. Assn. of Bestrs. at radio WDEC Americus & WCON Cornelia.

In preparation for the 7-day experiment at daytimer WDEC, owner-mgr. Charles Smith spent 8 hours designing a log form 11½ inches wide, got set with a stopwatch—and an extra employe paid by the GAB—to see how long it will take to fill it out in comparison with old forms. Full-timer WCON used WDEC's forms for its 24-hour operation tests.

Reporting these preliminaries, GAB Pres. H. Randall Holder (radio WGAU Athens) said: "We are elated over the [FCC's] decision to postpone the deadline for comments on the program form until October, and we think the nation's broadcasters will provide the FCC with the information to gain eventual re-revision of the form."

A full report of the findings at WDEC & WCON will be made Sept. 15 in Atlanta at a Southeastern seminar scheduled by the GAB at the Biltmore Hotel. Early reservations for the seminar came in from 7 states.

Meanwhile, broadcasters' comments on the Commission's proposals—not due until Oct. 2—began flowing in.

In one of them, owner-gen. mgr. Luther W. Martin of radio KTRR Rolla, Mo. said "FCC has overstepped its Constitutional authority." He told the Commission that he & his small staff "are unalterably opposed to even polite

copyright in any form, and the attendant increase in reporting red tape that would be forced upon us."

In another, Pres. William C. Grove of radios KRAL Rawlins, Wyo. & KSID Sidney, Neb. said he didn't think he could operate under the increased burden of labor called for by FCC. He suggested that stations billing less than \$150,000 annually and/or employing less than 20 full-time staffers be permitted to carry on under existing rules.

NAB Likes STL Rules: Proposed changes in FCC rules to permit multiple use of studio-transmitter & relay systems (Vol. 17:32 p10) will provide improved radio service, NAB assured the Commission in comments filed by counsel Douglas A. Anello & Robert V. Cahill. They asked, however, that FCC spell out rule language covering multi-program inter-city use of relay channels and specifying that AM & FM as well as TV could be used on one microwave frequency.

Old Payola Rules Dropped: Just for the record, FCC has "terminated the proceedings in Docket 13389." They involved proposed rules on payola which were drafted by the Commission as a result of House exposés of disc-jockey hanky-panky (Vol. 16:6 p3). FCC pointed out that its own efforts to control payola practices had been superseded by the Pastore-Harris Act of 1960.

Logging Test Sought: KKTU Colorado Springs-Pueblo has asked FCC for permission for experimental automatic logging operations, using RCA prototype equipment. The test would be made in co-operation with NAB.

Tall-Tower Routine: "Interim procedures" to be followed by applicants for antenna permits under the Federal Aviation Agency's modified new air-hazard rules (Vol. 17:32 p9) have been outlined by FCC. The Commission said that until final FAA-FCC agreements on clearance routines are reached, applicants filing after Aug. 21 must: (1) "Comply with FAA requirements concerning notice of construction or alteration." (2) Submit 5 copies of FCC's forms 301 or 340, along with necessary exhibits—including a statement that notice has been given to FAA or that such a notice isn't required by FAA. Meanwhile, FAA made one of its first tall-tower determinations under the new rules. Chief Oscar W. Holmes of the Agency's obstruction evaluation branch cleared construction by the Washington Post Co. (WTOP-TV Washington) of a 203-ft. translator antenna near Lewes, Del. Holmes said the tower will "exceed the inner conical surface criteria" for air clearance to Rehoboth Airport, but will have "no adverse effect" on air traffic.

Traffic Signal Changes: Proposed FCC rule-making to reserve frequencies for radio-controlled traffic signals was hailed at a Washington convention of the Institute of Traffic Engineers as promising an end to much confusion. Speakers at the sessions cited cases in which traffic signals have been disrupted by interference from radio-operated model airplanes & garage doors. Comments on the Commission's proposals are due Sept. 15. In another speech at the engineers' convention, Commerce Secy. Luther H. Hodges envisioned accident-free highways along which electronic devices would steer automobiles and regulate their speeds. He said the govt. has made no decision yet on whether to operate an electronic-highway test strip (Vol. 17:26 p18).

ETV Stations Excused: FCC's controversial program-form proposals, on which comments from broadcasters are due by Oct. 2 (Vol. 17:34 p7), don't apply—at least for now—to educational TV & radio stations. In answer to a query from the National Educational TV & Radio Center, the Commission said comments from non-commercial stations & educational programmers "will not be expected." At the same time FCC "reserved the determination of steps to be taken" on program forms & logging rules for educational licensees.

Revocation Recommended: In an initial decision, FCC hearing examiner Jay A. Kyle has urged that the license of radio KLFT Golden Meadow, La. be lifted on grounds that owner Leo Joseph Theriot "willfully & intentionally" violated Commission rules. For one thing, Kyle said, Theriot maintained no full-time first-class engineer at the station in the shrimp-fleet harbor town.

ETV Protest Planned: The Joint Council on Educational Bestg. plans a court of appeals protest against FCC's TV allocations proposal for deintermixture & drop-ins (Vol. 17:31 p2 *et seq.*). The appeal will claim that the Commission's plans don't take care of educational TV needs for more vhf assignments.

Allocations Petitions: (1) Add Ch. 34 to Binghamton, by CP-holder WBJA-TV, which seeks a change from Ch. 56. (2) Move Ch. 2 from Santa Fe to Albuquerque or assign it to Albuquerque-Santa Fe, by KOAT-TV (Ch. 7) Albuquerque. (3) Add Ch. 25 to Hamilton, Ala., by prospective applicants Rankin Fite & Robert H. Thomas of Hamilton.

TV Application: For Ch. 23 Philadelphia, by N.Y. necktie manufacturer Bernard Rappaport. Total application now stand at 82 (20 uhf).

Congress

Space 'Grab' Charged: Congressional debate on White House-FCC plan for private ownership & operation of a U.S. satellite communications system (Vol. 17:31 p3 *et seq.*) was heated up last week by a charge that big companies dominated by AT&T are bent on space theft.

"The tremendous lobbying effort that is going on behind the scenes to put this grab across before the public awakens to its dangerous implications is the reason why Congress should air the situation thoroughly," said Rep. Lane (D-Mass.).

Professing inability to understand why the govt. would think of turning over the space system to "a group of American international communication companies, under the domination of [AT&T]," Lane protested:

"The spatial network belongs to all the people of this planet. For the sake of peace, it cannot be entrusted to an all-powerful private monopoly, or consortium, that by its very nature places the profit motive above all other considerations."

Coming to AT&T's defense was Rep. Barry (R-N.Y.), who accused the govt.—as represented by the Justice Dept.—of ganging up on the giant company instead of giving it any monopoly in space. He said that antitrust chief Lee Loevinger's statements regarding possible action to force divestiture of AT&T overseas operations—and thereby make it ineligible to participate—were "utterly irresponsible."

Barry said Loevinger's statements "should be reviewed at the highest level," that they did nothing to advance "the economic & social welfare of the country."

Meanwhile the Senate Commerce Communications Subcommittee headed by Sen. Pastore (D-R.I.) wound up inconclusive hearings on the White House-FCC proposals and on a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a 5-man spectrum commission (Vol. 17:34 p7).

Testimony which added little to their previous statements was given by such administration spokesmen as NASA administrator James E. Webb, Defense Dept.'s Dr. Harold Brown & Adm. Maurice E. Curts, the State Dept.'s Philip J. Farley and the Justice Dept.'s Loevinger.

Anti-Minow Speech Seconded: Washington communications lawyer W. Theodore Pierson's denunciations of FCC Chmn. Minow & his program-reform policies at Northwestern U. (Vol. 17:32 p1) have won the enthusiastic endorsement of freshman Sen. Miller (R-Ia.). Characterizing Pierson's broadcasting-symposium speech as "a very excellent paper," Miller (a Notre Dame law professor before he went into politics) inserted the full text in the Aug. 22 *Congressional Record*. It ran 3½ pages. Just to make sure nobody in Congress missed the Pierson speech, Rep. Michel (R-Ill.) inserted the text again in the Aug. 23 *Record*. Michel used Pierson's criticism of Minow as a springboard for another attack on the FCC chairman for his participation in oral arguments in the Moline Ch. 8 case (Vol. 17:31 p4 *et seq.*). Minow didn't vote in the Commission's award to Moline TV Corp. But Michel said again that Minow should have disqualified himself entirely because of his political association with Richard Stengel, a Moline TV Corp. principal.

Danny Kaye Cited: A special gold medal would be awarded to entertainer Danny Kaye under a Congressional resolution proposed by Sen. Javits (R-N.Y.). Javits said Kaye's work for the United Nations Childrens Fund (UNICEF) made him "a tremendous goodwill ambassador."

Bookie Broadcasters: FCC engineer Albert G. Gilbert, assigned to the Commission's Miami office, told Senate racket investigators that bookies could teach broadcasters a thing or two about electronic communications. Testifying before a Govt. Operations Subcommittee headed by Sen. McClellan (D-Ark.), he said bookies use all the latest electronic gadgets to keep up with—and anticipate—race-track developments. One "perfectionist" in the bookie business is radio expert Sergei Kirpatowsky, who devised special transmitting-receiving equipment for men who operate gambling services, Gilbert reported. Another racket-hearing witness was self-taught Brooklyn electronics specialist Emmanuel Mittleman, who told McClellan he was afraid to identify one buyer of a secret radio device he constructed. "I don't want to put myself in further jeopardy," Mittleman said.

Ham Reciprocity Proposed: Amateur radio operators would get reciprocal treaty status under a bill (S-2361) co-sponsored by Sens. Goldwater (R-Ariz.) & Schoeppel (R-Kan.). "To foster good will with friendly foreign nations," they urged that the Communications Act be amended to permit FCC to issue operator's licenses to alien visitors to the U.S. so that they may operate ham equipment while here. Such licensing would be conditioned on extension of the "same reciprocal courtesy" to U.S. hams who visit the aliens' countries. Goldwater said his measure would take care of "a serious problem" in Mexican-U.S. relations. Mexico no longer permits U.S. citizens to operate as hams there because Mexican nationals can't do the same here. **Note:** The Aug. 3 *Wall St. Journal* pointed up another source of ill-feeling between the 2 countries in the broadcasting field. A roundup by Neil Maxwell recounted how Mexican radio stations on the U.S. border, unhampered by FCC or NAB codes, beam "highly questionable" commercials to U.S.—thereby "piling up Yankee dollars."

Sports TV Bill Up: Chmn. Celler (D-N.Y.) of the House Judiciary Antitrust Subcommittee scheduled an Aug. 28 hearing on his bill (HR-8757) to validate TV contracts between networks & professional sports leagues (Vol. 17:34 p7). The witness list includes NAB's govt. affairs vp Vincent T. Wasilewski, Baseball Comr. Ford Frick, and spokesmen for the National Collegiate Athletic Assn., American Football League and National Football League. Celler introduced his measure after CBS-TV's NFL telecasting agreement was ruled in violation of antitrust laws by the U.S. District Court in Philadelphia.

Hartford Protest (cont.): "A great deal of distress & opposition" has been stirred up in his home state by FCC's proposal to shift WTIC-TV Hartford from Ch. 3 to Ch. 76, Rep. Monagan (D-Conn.) told the House. He endorsed a protest campaign started by the *Naugatuck News*, which called on WTIC-TV viewers to inundate Congress & FCC Chmn. Minow with letters demanding that the Commission keep hands off the station.

USIA Funds Restored: The Senate Appropriations Committee has voted to approve a \$138.9-million budget for USIA operations—\$4.1 million more than was allowed by the House (Vol. 17:26 p14), but still \$12.5 million under the total recommended by President Kennedy for fiscal 1962. The Committee also had an admonition for USIA dir. Edward R. Murrow. It expressed hope that he "will bring needed improvements and the development of a strong competent agency which will display more initiative & aggressiveness in attacking the evils of Communism and telling the good things about America."

Advertising

MORE INFO FOR ADMEN: A pair of important new services designed to supply TV admen with a new flow of information have been formed by 2 companies:

American Research Bureau: With financial support already assured from at least one network (CBS-TV), ARB will expand its present multi-city Arbitron "instantaneous" measurements to a full national service this month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Quick processing of the data will be made possible, ARB added, by the use of a CDC 160 computer "which automatically processes & prints the data in the form of rating figures." Arbitron's multi-city reports will be suspended. In N.Y., A. C. Nielsen Co. made no comment on ARB's new service, which is likely to be a national-level competitor of Nielsen's network reports. Last season, ARB gave a national meter-phone coincidental version of Arbitron an 8-week shakedown test.

Standard Rate & Data Service: A new firm to "control, co-ordinate and justify TV spot billing on a day-to-day basis" has been formed in N.Y. Following closely the opening of a similar agency, Broadcast Clearing House (Vol. 17:33 p8), Broadcast Billing Co. is a subsidiary of Standard Rate & Date Service. SRDS Pres. C. Laury Bott-hof said company will use (as will BCH) automated data processing methods to serve stations & agencies. Bothhof explained that the new system, now available, is "based on billing by performance rather than by exception; a system more acceptable to advertisers & more economical for stations." Here's what this and other billing agencies will mean: (1) Placing spot campaign management on an immediate basis, (2) speeding collection of receivables, (3) eliminating vast amounts of paperwork with direct cost savings. There's even a chance that a 3rd clearing house for spot billings may be formed soon by a group of ex-Remington-Rand systems experts.

BBB Maps 1961-62 Program: The Better Broadcast Bureau which offers new-business development services for radio has announced plans for a 52-week national selling effort to increase advertiser expenditures and woo dollars away from TV. Pres. Clifford J. Barborka Jr., former vp of John Blair & Co., reported: "BBB is preparing 24 major presentations offering advertisers fully-produced copy platforms, specialized market research studies, and individual plans for each client's marketing & distribution strategy." BBB's objective is to "establish spot radio as a major medium [since] figures show that spot radio is not only unused, but its important media values are going relatively unnoticed," declared Barborka.

New Reps: WCHS-TV Charleston, W. Va. to Blair Television Associates Aug. 1 from Peters, Griffin, Woodward Inc. • WSEE Erie, Pa. to Gill-Perna July 1 from Devney-O'Connell • WECT Wilmington, N.C. to Select Station Representatives Aug. 14 from Weed • WAST Albany, N.Y. to Peters, Griffin, Woodward Aug. 1 from H-R.

'Trading With the Enemy': First network TV program sponsorship by a motion picture producer begins Sept. 25 with the Columbia Pictures-ABC major advertising liaison (Vol. 17:34 p12). "This brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-sec. spot a wholly unnecessary payment of tribute to the enemy," said Donahue & Coe exec. committee Chmn. Walter Weir, announcing his client's TV plans at an Aug. 22 N.Y. news conference. Adding his amen was Columbia ad vp Jonas Rosenfield Jr., who heralded the move as "a challenge to newspapers, the cornerstone of motion-picture merchandising." He was disturbed, said Rosenfield, "with the sterility of newspapers . . . Undermanned and underspaced, they no longer command the readership or leadership of the past . . . ABC-TV's co-operation is something the newspaper industry should look at and study." (This "co-operation" is expected to take the form of local movie contests, tie-in promotions, guest appearances by cast members on local TV shows, etc.)

A one-month campaign on *ABC Evening Report* will promote Columbia's new release, "The Devil at 4 O'Clock," a Mervyn LeRoy-Fred Kohlmar production starring Spencer Tracy & Frank Sinatra, which will have theatrical playdates in over 100 top markets Oct. 19-30. Columbia reportedly chose the 6-6:15 p.m. newscast because:

(1) An early-evening news show delivers the best-balanced mass audience in terms of age, income and other variables. (2) It will precede both NBC's Huntley-Brinkley (6:45-7 p.m.) and CBS's Douglas Edwards (7-7:15 p.m.) which, slotted within the same 30-min. period, compete for evening news audience. (3) The news show should deliver a 19.1% unduplicated audience weekly, vs. 15% for the average evening entertainment show. (4) The dinner-hour time means TV viewers can still "make the evening movie." Sharing the commercial spotlight with Squibb, Columbia will spend some \$250,000 on the month-long campaign. Commercials, varying in length 10 to 90 sec., will be pitched by newsman John Cameron Swayze in trailer form, using footage from the film. (5) With the show's expected (by ABC) 100-station lineup and with charter discounts offered by the network, Columbia's cpm-per-commercial-minute for ABC evening report should average \$1.75 (vs. about \$4 in the average 30-min. night-time entertainment show). This, ABC-TV sales dept. sources predict, will probably be lower than the fall cpm's on either Huntley-Brinkley or Douglas Edwards.

Why TV Really Costs Less: A million sales impressions would cost an advertiser \$3,000 in TV, \$8,000 in magazines and \$10,000 in newspapers, reports TvB in its latest promotion brochure "The High Cost of TV—The Low Cost of TV." And this, adds TvB, is "assuming the almost impossibly high readership figure of 50% for both newspapers & magazines compared with the actual measured audience of TV."

Kombo Pitch: Station rep Avery-Knodel has released a study on its 2-in-1 Midwest station package called "KOMBO-TV." The "call letters" symbolize the fact that advertising on KWWL-TV Waterloo-Cedar Rapids, Ia. and KMMT Austin, Minn. is sold as one buy, with a single rate card for both. Together, the stations claim coverage of 46 unduplicated counties in Ia., Wis. and Minn., to put KOMBO-TV within the top 50 U.S. TV markets.

Ad People: George W. Craigie and Thomas B. Grimshaw elected Ted Bates vps . . . Quentin L. Harvell, ex-Indian Jute Mill Assn., named asst. to AFA Pres. C. James Proud.

Networks

Sunoco's Late-Night Clearances: Although ABC-TV has been able to clear only 70-odd stations for the Sunoco-sponsored *News Final*, the oil firm has given a go-ahead to plans for an 11-11:15 p.m. network newscast. Sunoco and agency William Esty aren't worried about the less-than-full lineup, and aren't even concerned that only one-third of the stations on Sunoco's original list have been cleared. An agency source in N.Y. told us that the newscast series—the first by a network in a late-night slot (apart from special events)—will "certainly pick up more large-market stations along the way."

ABC-TV & Sunoco had expected station resistance to the series from the start. For one thing, it lands outside network-option time (which ends on ABC at 11 p.m.). For another, the series means an automatic displacement of local spot revenue, since many ABC stations have long had their own local newscasts at that hour. To combat resistance, ABC has made several moves. Early in July, news & public affairs vp James C. Hagerty threatened to quit unless more affiliates got on the clearance bandwagon (Vol. 17:27 p10). Appealing to the business acumen of station management, ABC has provided a 3-min. segment within the show for local news & weather, and available for local sale. Additionally, ABC has suggested to stations with sponsored 11p.m. newscasts that the local shows be revamped to become a local news roundup and be switched (complete with present sponsors) to 11:15-11:30 p.m. to follow the Sunoco show and comprise a 30-min. newscast.

What is a Network? Asked if they had ever heard of the term "television network," 81.4% of Philadelphians questioned by Pulse said yes; 18.6% said no. But of those who said yes, only 51.2% could tell what the term meant. Asked to name networks whose shows they can see, 73.2% named CBS, 71.6% named NBC and 66.8% named ABC. Another question asked what kinds of programs the respondent associated with each network; largest category for each was Westerns (ABC, 32.2%); news & weather (NBC, 29.2%), and soap opera-series type (CBS, 21.8%). Although 25.6% had no preference of network for showing "the best TV programs," NBC led with 28%, followed by CBS 25.8% and ABC with 20.6%.

Sarnoff Rebukes Pessimists: NBC Chmn. Robert Sarnoff issued an Aug. 24 open letter to TV editors "tilting at a very chic current cliché . . . that the forthcoming fall TV schedule, presumably because it was 'locked in' so far in advance, will offer nothing new or distinguished." The notion is "naive" and "cockeyed," claimed Sarnoff, pointing to NBC innovations like Joey Bishop & Bob Newhart, Fred Coe adaptations of old Selznick movies, a 60% increase in colorcasting over last season and the "precedent-setting television of major post-1950 Hollywood films in prime viewing time."

Sarnoff on Politics: It's time for Democrats & Republicans to get into the electronics age, NBC Chmn. Robert W. Sarnoff says in *McCall's* magazine. Calling on the 2 parties to shorten the 1964 Presidential election campaign from the traditional 4-month period, he urges that national conventions be held in August or September. The old-fashioned campaign has been outmoded by TV, Sarnoff argues, pointing out that in 1960 the candidates could electioneer on both coasts the same day and reach 120,000,000 Americans in 4 hours on 4 evenings.

Good Summer for Radio Billings: By contrast to the usual slow sales pace during warm weather, network radio enjoyed a brisk summer sales season. Highlights:

ABC Radio—Including advance sales, the 1961 July-September sales level is up 33% over last year's, we were told by sales dir. James Duffy recently. "In light of advance sales of \$2 million, it's probable that our sales figures will increase 30-35% before Sept. 30."

CBS Radio—"We are doing better this summer than last summer by a noticeable margin," said a spokesman.

MBS—Pres. Robert F. Hurleigh reported a 5.5% 1961 billings increase as compared with the same period last year. MBS has, said Hurleigh, "more blue-chip accounts than ever before."

NBC Radio—Vp George A. Graham Jr. reports new & renewal sales for June 19-July 19 exceeded \$1.2 million—an increase of 100% over last year's sales total of \$617,763. New clients include Bristol-Myers, Standard Brands, Philip Morris and *Reader's Digest*.

NETWORK SALES ACTIVITY

ABC-TV

Simoniz (Dancer-Fitzgerald-Sample); **Rexall Drug** (BBDO); **Bristol-Myers** (Ogilvy, Benson & Mather); **Houbigant Sales** (Ellington); **Warner-Lambert Pharmaceutical** (Lambert & Feasley); **McCall** (Grey); **Clairol** (Foote, Cone & Belding); **Smith-Corona-Marchant** (BBDO); **Ralston Purina** (Guild, Bascom & Bonfigli), part. eff. Sept. & Oct.
Daytime programming, Mon.-Fri.

Polaroid (Doyle Dane Bernbach) part. eff. Oct. 14.
Lawrence Welk, Sat. 9-10 p.m.

Sun Oil Co. (William Esty) full-sponsorship eff. Oct. 2.
ABC Final Report, Mon.-Fri. 11-11:15 p.m.

CBS-TV

Best Foods Div. Corn Products (Lennen & Newell); **American Motors** (Geyer, Morey, Madden & Ballard), part. eff. Oct. 5 & 12.
Frontier Circus, Thu. 7:30-8:30 p.m.

Kellogg (Leo Burnett); **Luden's** (J. M. Mathes), Eldon Industries (Kenyon & Eckhardt), part. eff. Sept. & Oct.
Daytime programming, Mon.-Fri.

NBC-TV

Keystone Camera (Bresnick), part. eff. Nov.
Tall Man, Sat. 8:30-9 p.m.; Thriller, Mon. 10-11 p.m.

Walt Disney Productions (no agency), part. eff. Sept.
Laramie, Tues. 7:30-8:30 p.m.

International Latex (Reech, McClinton); **Helene Curtis** (McCann-Erickson), part. eff. Jan. & March.
Saturday Night at the Movies, Sat. 9-11 p.m.

Mennen (Grey), part. eff. Sept.
Laramie, Tue. 7:30-8:30 p.m.; The Outlaws, Thu. 7:30-8:30 p.m.; Whispering Smith, Mon. 9-9:30 p.m.

Quaker Oats (J. Walter Thompson), part. eff. Oct. 8.
One, Two, Three—Go! Sun. 6:30-7 p.m.

Mogen David Wine (Edward H. Weiss), full sponsorship eff. Oct.
NBC News Afternoon Report, Mon.-Fri., 4:55-5 p.m.

Andrew Jergens (Cunningham & Walsh); **Procter & Gamble** (Compton), part. eff. Sept. & Nov.
Daytime programming, Mon.-Fri.

Coca-Cola, Minute Maid div. (Ted Bates), full-sponsorship eff. Jan. 1.
Tournament of Roses, Mon. Jan. 1, 11:30-1:45 p.m.

Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
Update, Sat. 12-12:30 p.m.

CATV

H & B Buys Canadian CATVs: H & B's acquisition of properties in Canada, its first move outside the U.S., brings its investment in CATV to a figure approaching \$10 million, according to Pres.-Chmn. David E. Bright.

The latest H & B acquisitions: Madawaska Community Ltd., which serves Edmundston, New Brunswick, and MCL's Aroostook Community TV Inc., which serves Madawaska, Clair and Fort Kent, Me., along the international boundary. They have approximately 2,600 subscribers.

Bright said H & B today is the nation's largest owner and operator of CATV systems, and that other acquisitions are planned, as well as construction of new systems. H & B now operates in Washington, California, Arizona, Idaho, Colorado, Iowa, Alabama, New Jersey, Maine & New Brunswick.

* * *

TelePrompTer Adds 2 CATVs: TelePrompTer Corp., which now owns & operates 9 CATV systems, has purchased the Northern Community System Inc., carrying U.S. & Canadian networks in Michigan's Upper Peninsula, and Johnstown (Pa.) Cable TV Inc., one of the newest U.S. systems (which began operation in Sept. 1960). Combined purchase price was approximately \$775,000.

NCTA Committees Named: The National Community TV Assn. has reorganized its committee structure with appointments of these chairmen by the board at recent sessions in Chicago: **Jim Lenaham**, Coos Bay, Ore., membership. **Jack Crosby**, Del Rio, Tex., budget & audit. **Fred Goddard**, Aberdeen, Wash., industry relations. **Fred Stevenson**, Rogers, Ark., public affairs. **J. R. Willis**, Granite, Okla., regional & state. **Courtney Kirkseen**, Phoenix, Ariz., information. **Kip Fletcher**, Pottsville, Pa., standards. **J. Holland Rannels**, Cumberland, Md., convention. **R. L. Stoner**, Le Grande, Ore., safety. **Gene Schneider**, Casper, Wyo., constitution & bylaws. **Ed Whitney**, Phoenix, industry advisory. NCTA Chmn. **Glenn Flinn** also announced appointments of **George J. Barco** (Meadville, Pa.) & **Al Ricci** (Keene, N.H.), to the board's exec. committee.

Motel Chain Plans CCTV: Holiday Inns of America, owners & franchisers of 200 U.S. motels, has contracted for an "audio-visual communications center" to be designed & constructed by TelePrompTer Corp. A pilot installation of the system—which provides large-screen TV and slide & motion picture projection for convention presentations—was demonstrated to Midwest industrial leaders at a Holiday Inn at Gary, Ind. last week. "These systems are being considered for installation in 25 key locations," reported Holiday Inns Chmn. **Kemmons Wilson**.

CATVs Win Tax Case: The Pennsylvania Sales Tax Board has ruled that CATV services aren't subject to sales tax under a law passed in 1956. NCTA says it's estimated that the ruling saves the state's system operators some \$900,000 which would otherwise be due, in addition to exempting them from future payments. The fight was led by Meadville system operator **George Barco** and his daughter **Yolanda**, both attorneys. Barco is an NCTA director and former president.

Upcoming Canadian CATV: Edmonton-based Canadian Engineering Surveys is mapping a CATV installation for the new mining town of Thompson, Man. CES has purchased \$75,000 of TV-broadcast and cable-distribution equipment from Canadian GE. Thompson's population is approaching 8,000.

Stations

1961-STYLE N.Y. RATES: NBC-TV's N.Y. flagship, WNBC-TV, has issued a new rate card (effective Sept. 1) which may well serve as a model for large-market announcement rate revisions made to reflect changes in viewing patterns. Among interesting provisions in the new rate card (the station's 22nd):

Time classification: There's a new letter in WNBC-TV's rate-card alphabet—"Class E." This will cover station-break buys between sign-on and 7:59 a.m. daily and until 5 p.m. on Saturdays & Sundays, in addition to the late-night period between 1:01 a.m. and sign-off. The new classification gives a reduction of 40-55% on announcements as compared with the station's previous rate card.

Near-prime-time rates: Since a number of NBC-TV network shows start at 7:30 p.m. and since there's network service after 11 p.m., there's been a price hike (up to 40%) in those time periods which land in front of, or following, what is generally considered prime evening time.

New volume discounts: Advertisers can now earn weekly continuous discounts by purchasing packages of announcements in multiples of 6, 12, 18, and 24. There's also a 10% discount on 52-week continuous schedules.

"Double Dividend Plan": Year-round advertisers are offered a net dividend for announcements placed in the summer (a 13-week period between June & September), with the purchase of 12 or more announcements weekly for 52 weeks firm. This dividend applies to all categories except "Class AAA."

Announcement pricing: WNBC-TV's formula for longer station breaks is as follows: (1) 30-sec. announcements are priced at 150% of the 20-sec. rate. (2) 40-sec. announcements are 200% of the 20-sec. rate.

Uhf Sale Planned: Spanish International Bcstg. Corp., in which Mexican broadcaster Emilio Azcarraga is a 20% stockholder, is buying KUAL-TV (Ch. 41) San Antonio from owners headed by R. A. Cortez, who will remain a KUAL-TV stockholder. The reported price: \$200,000. Others in the Spanish International group are Frank Fouce, Spanish-language theater operator in Los Angeles, and Edward J. Noble of Mexico City's Noble Advertising Agency. Members of the buying group have applied to FCC for Los Angeles Ch. 34 and plan to explore uhf possibilities in other major markets where there are Latin American audiences. Azcarraga is the only alien associated with Spanish International, and he isn't listed as an officer or director. The Communications Act forbids licensing of any corporation in which an alien is an officer or director or a holder of more than one-fifth of the capital stock.

Aldred Selling CFTO-TV Stock: One piece in the puzzle about ABC's reported buy into CFTO-TV Toronto (Vol. 17:33 p9) fell into place last week when CFTO-TV Pres. Joel Aldred filed with the BBG an application for transfer of his 17% stock interest in the Ch. 9 station. The applicant for his stock: ABC. It had been reported earlier that ABC International was picking up Aldred's 17% and an additional 8% from other holders for the maximum 25% interest permitted non-Canadian stockholders. *Toronto Telegram* controls station with 51% stock interest. BBG heard Aldred's application in a closed session and no details were revealed. If ABC is permitted to buy into CFTO-TV, it would mark the first ownership of Canadian TV stock by a U.S. network.

Payola Tax Indictment: In what's believed to be the first payola crackdown by the U.S. Internal Revenue Service, a Los Angeles disc jockey has been indicated on charges of evading income tax payments for 1956-58. He's Hunter D. Hancock who surrendered to the U.S. Attorney's Office in Los Angeles following his indictment, and was released on bail pending arraignment Sept. 18.

An IRS special agent in Los Angeles told us 3 other disc jockeys are currently under investigation. The majority of disc jockeys in Los Angeles have been cleared, he said, adding that about 50% of them did accept payola, but most of these reported the payoffs on their tax returns.

As for Hancock, IRS charged he reported a "small percentage" of payola he allegedly received while working for stations KFOX Long Beach, KSON San Diego and KGFJ & KPOP (now KGBS) Los Angeles.

TIO Presents 'TV USA': The functions & objectives of U.S. commercial TV are treated in a new 4-part, slide-illustrated presentation now being distributed by TIO. "The project is designed to assist TIO sponsors to inform interested community groups about the industry's operations, accomplishments and problems . . . It will also be useful for indoctrinating station employees," TIO said. Each of the 30-min. presentations includes color slides, 2 cued-copies of the script, and 100 copies of a pocket-size illustrated brochure reproducing and amplifying the script. The presentation's 4 sections are: (1) "Dimensions," which traces the history, growth and use of TV, and its present physical set-up. (2) "Programming," which treats the sources of programming and its creative-technical aspects. (3) "Advertising," which examines the role of advertising in a mature economy and defines the various forms and costs of TV sponsorship. (4) "In the public interest," which analyzes how TV licensees fulfill their requirement to serve "in the public interest, convenience and necessity," and some of the limitations inherent in serving the public. This last section was previewed at the recent NAB convention and at various broadcasters' state assn. meetings.

Texas Stations Sold: Mrs. Lyndon (Ladybird) Johnson's LBJ Co. has sold its KRGV-TV & KRGV Weslaco, Texas, for \$1.4 million to Kenco Enterprises Inc., whose vp is asst. secy. Stoddard P. Johnson of KTVU San Francisco. The Vice President's wife is chairman of LBJ Co., which retains its 61% ownership of KTBC Austin and its 29% interest in KWTX-TV & KWTX Waco, whose application to FCC for power, height and site changes has been set for a hearing on "concentration of control" questions (Vol. 17:32 p9). Stoddard Johnson (no relation to the Vice President) will be operating head of the Weslaco stations for Kenco Enterprises.

Colorado Station Sale: Metropolitan TV (KOA-TV & KOA Denver) has agreed to purchase for \$1,250,000 the assets of Star Bcstg. (KCSJ-TV & KCSJ Pueblo, Colo.), wholly-owned subsidiary of Chicago-based Bankers Life & Casualty. The sale is subject to FCC approval. Metropolitan will operate the Pueblo TV station but will dispose of the AM affiliate because its own radio KOA serves the same general area. Both KOA-TV & KCSJ-TV are NBC affiliates.

RTNDA Sessions Set: The annual meeting of the Radio-TV News Directors Assn. will be held Sept. 27-30 in Washington's Statler Hilton Hotel. Invited speakers include President Kennedy, FCC Chmn. Minow, NAB Pres. Collins, ex-Vice President Nixon, ABC's James Hagerty.

Programming

'Pogo' on TV's Perils: "Not all things on TV are bad," cartoonist Walt Kelly assures mothers & fathers in a new illustrated pamphlet, *Pogo Primer for Parents (TV Division)*, published by Health, Education & Welfare Dept. The thing for parents to do, it suggests, is to guide their children's TV viewing but not censor what they see. "Pogo" concludes that TV probably is here to stay in any event, and the govt.'s imprimatur is placed by the HEW pamphlet on this advice: "Your child has many influences and chances are he'll be happy & normal if you make sure they are good ones. TV watching could be a normal part of a balanced whole, just like radio, comic books, formal education and love . . . also milk."

Explaining at a news conference why *Pogo Primer for Parents* had been published, HEW Secy. Abraham Ribicoff said he had been "disturbed at some of the sociological gobbledegook" in many HEW publications, that he thought everyone could understand the new pamphlet.

Cartoonist Kelly told newsmen that his main message was that TV is no babysitter. "Parents should not turn on a TV set and set it to watching their children," he said.

Note: Single copies of *Pogo Primer for Parents* are available free from the Children's Bureau, Dept. of Health, Education and Welfare, Washington 25, D.C. Bulk orders up to 100 copies are 20¢ each, with a 25% discount for orders of 100 or more, available from the Govt. Printing Office, Washington 25.

More U.S. Shows on British TV: BBC-TV has eased somewhat the unofficial 10%-of-schedule quota long applied to U.S. (and other non-British) telefilm imports. Due mostly to stepped-up purchases of U.S.-made news documentaries, such as NBC's *Project 20* shows and episodes of *CBS Reports*, the amount of foreign fare on BBC-TV has risen to 15%. The new level, although likely to delight U.S. syndicators & distributors, isn't passing unchallenged. A British group which represents the leading TV-film talent & technical unions, the Radio & TV Safeguards Committee, plans to protest the increase & to seek "assurance" that BBC won't boost it any higher. On other British TV fronts, there's evidence that the U.S. trend to nighttime 60-min. film shows is gaining considerable support from commercial TV program contractors. ATV, which owns ITC in the U.S. (next column), plans to have 5 hour-long shows in its Saturday-night and 4 in its Sunday-night schedules. These include a quartet of U.S. shows—*Roaring 20s* (new to British audiences), *77 Sunset Strip*, *Cheyenne* and *Bonanza* (on last season and returning).

"Berlin" Is Verboten: Soviet monitors of Russian-language broadcasts by the Voice of America are jamming nearly all references to Berlin. VOA officials said most of the rest of the broadcasts are allowed by the Soviet Union to go through—"but with a few exceptions, when Berlin is mentioned someone pushes a button."

More Audience for Specials: A leaner specials season in 1960-61 (57 sponsored specials against 1959-60's 95) produced more viewers per special (9.2 average home audience over 8.7), an A. C. Nielsen study reported in Aug. 21 *Sponsor* reveals. The study covers Sept. through April.

New Show for Canada: The new Canadian network CTV Television Network has purchased *West Coast*, a 30-min. variety show, originating at CHAN-TV Vancouver.

It's Easier to Sell Specials, Says ITC: Determined to crack the U.S. network-program market with British-produced shows, ATV's American offshoot, ITC, believes the task will be much easier with a package of musical specials than with a week-to-week program series. "Finding time for a 60-min. independently-produced weekly series on all 3 networks is almost impossible, but since networks have a pre-emption privilege it's nowhere near as difficult to persuade a network to bump bread-&-butter shows occasionally," said an executive of ITC's N.Y. office.

The ITC-ATV line of approach to a U.S. network sale is through a series of ten 60-min. specials being taped at ATV's Elstree Studios near London. Hostess of the show is Jo Stafford, and the list of talent due to appear in the series (Peter Sellers, Ella Fitzgerald, Rosemary Clooney, Ed Byrnes, Mel Torme, Kenneth More, Peter Lawford) includes names established on both sides of the Atlantic.

Sales pitches to U.S. advertisers & agencies on *The Jo Stafford Show* specials will probably be launched late in September, coinciding with the start of the show in ATV's London commercial TV schedule. ITC, however, is in no hurry to push the series and feels that British TV ratings (if good) will help break ground with U.S. clients.

ITC meanwhile has other production (and co-production) irons in the TV fire. *Danger Man*, a 30-min. ITC series of the secret-service-in-action type, is currently on CBS-TV, playing a 24-episode run. It will leave the network with the start of the fall season, but will be U.S.-syndicated as a package, with the addition of 15 new episodes to make the usual 39. Also in syndicated first-run distribution this fall will be *Whiplash*, a 30-min. action-adventure series that's a sort of *Wagon Train* with an Australian setting, and *Supercar*, a 30-min. kiddie-appeal show that uses electronically controlled puppets.

In the wings, as potential network or syndication properties, are 2 more film properties—*Sir Francis Drake*, a 30-min. swashbuckler being produced by ITC in England, and *Ghost Squad*, a 30-min. co-production series (with J. Arthur Rank) dealing with a super-FBI group at Scotland Yard. Production co-ordinator Les Harris, once program head of CBS Films but now ITC's production boss in London, is also working on an ITC co-production deal with 20th Century-Fox for at least 2 series. Since ITC-ATV series are virtually assured of an automatic sale, at top prices, to British commercial TV, ITC is thus able to offer film properties to U.S. network buyers "at very competitive prices," we were told.

Slowdown for CBS "Culture": In the spring of 1960, CBS blueprinted a schedule of "cultural" specials designed to delight the nation's most arty TV audiences (Vol. 16:16 p11). The plan reportedly included an Igor Stravinsky-George Balanchine ballet based on the "Noah" story, an Orson Welles-produced modern-dress version of "Julius Caesar," an American opera by Hollywood composer Alex North, a Leonard Bernstein-Jerome Robbins ballet based on "The Dybbuk," and a Gian-Carlo Menotti musical drama. In the ensuing months, various setbacks and complications have caused the cancellation of at least 2 of these ambitious projects. First, it was the Orson Welles show. Then, last week, CBS announced that the Menotti work, title undisclosed, was also scratched. "We had a difference of opinion about how to proceed—which way to do it," said a CBS program executive. "Mr. Menotti and CBS realized that the play he delivered was not the project we started out to do, so we mutually agreed to call it off."

Film & Tape

Four Star Plans 12-15 Pilots: Four Star TV has at least a dozen pilot projects for 1962-63, and that figure may go to 15 or more eventually. Some of its pilots have already been finished, but most are for fall production.

Here is Pres. Dick Powell's pilot agenda:

Finished: *The Boston Terrier*, 60-min. private eye starring Robert Vaughn and produced by Blake Edwards, made too late for the 1961-62 season; *Adam Fable*, adventure show produced by Aaron Spelling and starring Lloyd Bridges, held up until Bridges' contractual commitment with Ziv-UA on *Sea Hunt* expired.

In Preparation: 60-min. *Sam Spade* based on the late Dashiell Hammett's legendary private eye (a joint venture with Emanuel Rosenberg & Larry White); *Ensign O'Toole*, comedy based on a William Lederer novel, to star Dean Jones; *The Sea Rover*, contemporary adventure created by Art & Jo Napoleon; *Lum 'n' Abner*, based on the radio comedy; *Attorney General*, 60-min. documentary drama being produced by Arnold Laven, Arthur Gardner & Jules Levy; 2-3 adventure shows being readied by producer Vincent Fennelly; *McKeever & the Colonel*, comedy filmed as 30-min. pilot last season, now being prepared as 60-min. show for NBC-TV; untitled situation comedy to star Mimi Ford & Phil Hines; *Low Man on the Totem Pole*, comedy based on the H. Allen Smith book, co-produced with a company headed by Collier Young, John Newland and Merwin Gerard. Young is exec. producer, Gerard & Newland co-producers.

In addition, several pilots will be showcased on *The Dick Powell Show*, 60-min. anthology series, on NBC-TV next season. Adrian Spies is currently writing an adventure pilot to be seen on this series.

The company has shelved its Esther Williams pilot project, has also dropped plans for a series starring Rossano Brazzi.

WOR-TV N.Y. is making a summertime rating splash with its post-'48 features, summer-showcased on Tuesday nights as *The Big Preview*. Arbitron ratings for the July 18 (9-11 p.m.) showing of "The Jolson Story" gave it an average quarter-hour audience share of 34% in this 7-station market. A Trendex study conducted the same evening showed that 22% of those viewing had seen the program's 4 previous films on WOR-TV ("The High & The Mighty," "The Barefoot Contessa," "Attack" and "Strangers on a Train"), and 53.8% had televiewed from 1 to 3. Asked about non-TV exposure to "The Jolson Story," 71.1% said they had seen it in theaters but watched it again on TV. The station's conclusion: "The fact that more than 7 out of 10 viewers, with a choice of 6 other channels, preferred to watch it for a 2nd time, is indication of the liking TV viewers have for good motion pictures."

TV Academy's N.Y. chapter will serve as program advisor for WUHF, the city's first uhf outlet, due to begin operations shortly and designed to test for FCC the feasibility of uhf coverage in urban areas. A consultant committee of Academy members will hold initial meetings in early September with executives of WNYC N.Y., the municipal radio station which will program the uhf station. "While the circulation of the station in its initial stages will be naturally limited, the Academy's governors felt that the opportunity for service to the city and the creation of an experimental area for its various workshops would be excellently accommodated," said ATAS.

SG Rejects Civil War: Organized in 1960 B.M. (before Minow) with high hopes of bettering the quality of TV, Company of Writers is leaving Screen Gems with a poor batting average, selling only one of 5 pilot projects. Prominent Hollywood writers formed COW with the expressed belief that what's wrong with TV could be solved by good scripts (Vol. 16:37 p5). Today COW is negotiating for a base elsewhere.

COW members aren't eager to discuss their experiences, but one told us Marion Hargrove had written a good script, *The Perilous Years*, as pilot for a 60-min. Civil War series. It was rejected because "they don't like Lincoln. They won't buy anything with Lincoln in it," the baffled scripter told us.

COW's single deal with SG is for *It's Higgins, Sir*, a half-hour family comedy written by Richard Murphy, based on a radio series of the same name. Sterling Holloway has been signed by SG to star in the series, about an American family which inherits an English butler. The pilot will go into production in September, with Paul Harrison as producer and Harry Ackerman exec. producer.

COW members, in addition to Murphy, Harrison & Hargrove, are Ivan Goff & Ben Roberts, who scripted a half-hour romance-adventure pilot *Montego*, and Liam O'Brien.

Producer Profit-Sharing Plan: A new TV-film leasing format, patterned after that used in distribution of movies, has been unveiled by Television Enterprises Pres. Harold Goldman. As announced by the ex-NTA exec. vp, it calls for leasing of programs to stations under deals whereby the producer & distributor share proportionately.

TEC signed its first such deal with WOR-TV N.Y. which bought the company's first series, *Mahalia Jackson Sings*, 78 5-minute shows, for 18 months. Terms call for the station to pay a "substantial" cash guarantee against 50% of all earnings derived by it from the sale of time and program.

TEC deals would vary in different localities, depending on circumstances and conditions. Deals could also be straight sales, if that's deemed best for a certain market. Goldman is currently seeking other programs for production and/or distribution.

Revue Buys 50% of "Beaver": Gomalco Productions, owned by George Gobel and David O'Malley, got \$1 million last week in the sale of its 50% interest in 156 segments of *Leave It to Beaver* to Revue Productions. Creators Joe Connelly & Bob Mosher retain their 50% in the series produced at Revue since its inception 4 years ago. The acquisition follows closely the buyout by Revue's parent company, MCA, of Jack Benny's TV-film company, J&M Productions (Vol. 17:33 p13). Gomalco is planning other TV ventures, including an untitled comedy-variety pilot to star Gobel and a special, "Rip Van Winkle." Gobel is now in N.Y. rehearsing the musical, "Let it Ride" which debuts on Broadway Oct. 6. A deal is being finalized for Gobel to star in a Timex-sponsored special in November.

CBS Films has sold *Angel*, *Colonel Flack* and *Air Power* to TV stations in Mexico City, upping its total of CBS-originated shows in Mexico to 28. The sales announcement came on the heels of an NBC International-CBS Films hassle over distribution leadership in Mexican telefilm sales (Vol. 17:33 p12). CBS claims 55 half-hour syndicated sales in the 10 Mexican TV markets outside Mexico City.

NEW YORK ROUNDUP

TV Opera in N.Y.: WOR-TV N.Y., prompted by the the possible Metropolitan Opera live-performance "black-out," has scheduled a fall TV premiere of *The Golden World of Opera*. Originally scheduled for the 1962-63 season, the weekly series of 12 full-length films "insures that opera lovers will not be denied their due this season," said station vp & gen. mgr. Robert J. Leder. Should negotiations between the Met and its musicians prove successful, N.Y. opera lovers "will have a double helping of fine music in the months ahead," Leder added. (And should Ziv-UA sell its proposed opera series in N.Y. [Vol. 17:34 p11] it might be a triple helping.) Each of the "TV firsts" will be performed in its original language with some added English dialogue dubbing, and many of the operas will be colorcast, said Leder.

Talent Associates-Paramount faces a legal problem involving producer David Susskind's plans for a public-affairs series based on events during ex-President Harry S. Truman's political career. Filed in N.Y. Supreme Court last week was a \$500,000 action brought by Kameny Film Productions, a N.Y. producer of TV commercials & documentaries. Kameny's complaint: That it originated the idea of a 30-min. Truman series, approached Truman's official biographer (William Hillman), and made a presentation of the idea to TA-Paramount.

Seven Arts' group of 41 post-1950 Warner Bros. features will provide the latter half of a Saturday-night double feature on WNBC-TV N.Y. next season. Like NBC affiliate WIIC Pittsburgh (Vol. 17:30 p9), the N.Y. o-&o hopes to lure a large lead-in audience from the network's *Saturday Night at the Movies*, a package of post-1948 20th Century-Fox films, with "complementary films" from its local feature library.

Videotape Productions, preparing to move to larger N.Y. facilities leased from NBC, took a production-personnel inventory last week and announced: (1) Its roster of national spot-TV advertisers has doubled during the past year and now numbers "50 blue-chip sponsors." (2) Recent additions to the sales staff and proposed additions in the production area will increase Videotape Productions personnel from 45 to 65 employees.

ABC Films has sold *Ben Casey* to 2 Canadian advertisers for fall debut on 7 CBC o-&o's and "other Canadian markets to be announced later." Ford Motor of Canada Ltd. and Colgate-Palmolive Ltd. have purchased the 60-min. film show, U.S.-slotted for ABC-TV, on a "national selective basis."

Add Syndication Sales: Ziv-UA scored 11 more sales for *Ripcord*, upping the market total to over 100.

People: Gerald Mandel, ex-Ruder & Finn, joins Sterling TV as dir. of its educational film div. and PR head . . . Alvin Zecha resigns as Screen Gems Far Eastern sales mgr. . . . Jerome Hyams, Screen Gems sales vp, elected a dir. . . . Henry G. Plitt, ABC Films pres., spent last week in Europe overseeing 3 foreign-co-production deals: In London, the 60-min. special starring Paul Anka and co-produced by Granada Films; in Berlin, the pilot for a 60-min. series based on Upton Sinclair's secret-service character Lanny Budd; in Rome, a 60-min. pilot for a Biblical series, produced with Ariana TV Films.

HOLLYWOOD ROUNDUP

90-Min. Film Series? No soap, says 20th-Fox TV. Every year there are reports that TV-film studios are secretly working on 90-min. weekly film series for the future. These projects invariably are dropped, usually because of the staggering production budgets involved. At 20th, production vp Roy Huggins tells us he's against such series because "There is nothing inherently favorable in the 90-min. form. It would mean a half-hour of padding. Many hour-long shows are padded now; so are many movies and plays."

The Fisher Co., owned by singer Eddie Fisher, has entered the TV production & packaging field, with J.D. (Juvenile Division) as its first TV-film series. Bernie Rich has been named an executive in the TV Dept. of the Fisher Co., which has a 4-movie deal with Warner Bros.

Wolper-Sterling Productions' 60-min. special, "The Legend of Rudolph Valentino," has been acquired by Fountainhead Intl. for regional & syndicated distribution.

Four Star TV has set Carolyn Jones, Simone Signoret, James Whitmore, Gilbert Roland & Ricardo Montalban as guest stars on various segments of its *The Dick Powell Show*. Four Star pres.-producer-star Powell has finished 12 of the 60-min. shows . . . Producer Tony Owen (*Donna Reed Show*) is preparing 2 situation comedy pilots for Screen Gems.

Goodson-Todman will pilot *Things to Come*, and has assigned Arthur Weiss to the script . . . Wolper Productions has added to its *The Story Of* series segments about a priest, wrestler, attorney and interne.

Televisa Productions is preparing a series called *Meet the Americas* . . . CBS-TV has signed Charles Gray as a regular for its *Rawhide* series.

People: John B. Burns, MGM-TV sales vp, is in Hollywood from N.Y. for 10 days of conferences with production vp Robert M. Weitman regarding current production and new properties for 1962-63 . . . Arthur Freed named producer of the 34th annual movie Academy Awards presentation . . . Cran Chamberlin named exec. producer of *Keyhole*, new documentary series being produced by Jack Douglas for Ziv-UA . . . John B. Spires, ex-MCA-TV, named MGM-TV dir. of European & United Kingdom sales . . . Frederic W. Wile, Pacific Coast mgr. dir. of The Advertising Council, named chmn. of Hollywood Motion Picture & TV Museum Commission's committee on affiliations . . . Sandy Howard joins David L. Wolper Productions as producer for its Ziv-UA series, *The Story Of*.

More People: Sylvester (Pat) Weaver, pres. of McCann-Erickson Productions, due in Hollywood Sept. 1 for conferences on the coming season . . . Thomas McAndrews, Ted Bates vp, & Arnold Wester, William Esty vp, head volunteer task forces for the Advertising Council's Western operations . . . William H. Wright named producer of *Follow the Sun* at 20th Century-Fox TV.

Obituary

Helen Ainsworth, 59, Hollywood agent active in TV-film & movie production, died of cancer Aug. 18 in Hollywood. She created *Wild Bill Hickok*, one of the first TV Western series, which starred her client, Guy Madison.

Television Digest

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Personals: Hal Hough, CBS-TV Stations Div. program services dir., elected a vp; Richard S. O'Brien appointed CBS-TV engineering dir.; Kenneth B. Benson named audio-video engineering dir. . . . Gerald Rowe appointed mgr., NBC audience advertising & promotion, succeeded as on-the-air promotion creative services mgr., by David Bellin.

Ralph Radetsky, KOA-TV & KOA Denver gen. mgr., advanced to Metropolitan TV exec. vp & gen. mgr. of KOA stations . . . James Theiss named vp-gen. sales mgr., Blair TV Associates . . . Don C. Mitchell, vice-chmn. of General Telephone & Electronics and chmn., Sylvania, elected a dir., Los Angeles Times Mirror Co. (KTTV Los Angeles) . . . Robert L. Bryan named sales mgr., WJZ-TV Baltimore, replacing Robert E. Newsham, named mgr., TvAR Detroit office . . . Clyde M. Hunt, engineering vp of WTOP-TV & WTOP Washington, named chairman of Assn. of Maximum Service Telecasters technical committee, replacing Triangle Stations' Henry E. Rhea, who continues on committee.

J. Michael Early, New Orleans labor-management consultant, named acting mgr., WWL-TV . . . Stan S. Wilson named network operations mgr., Canada's CTV Network . . . Frank G. Boehm, ex-Adam Young Companies, appointed research & promotion dir. for the new RKO General National Sales Div.

Vernon Burns resigns as managing dir., NTA (U.K.) Ltd., to devote his attention to his own company, Television Programmes (Productions) Ltd.; J. Remi Crasto, NTA (U.K.) gen. foreign mgr., elected a director of the London company, and Sidney L. Simpson named resident director in U.K. . . . John J. Reynolds, ex-CBS-TV information services, named public affairs mgr., WNBC-TV N.Y. . . . Harry Randall, ex-Filmways and NBC, named audio-visual materials dir., American Heart Assn.

Foreign Group Feted: The Washington Bestrs. Club held a buffet party for 20 foreign TV & radio specialists who inspected stations in the area in a State Dept. exchange program administered by Syracuse U.

Meetings This Week: Atlantic Assn. of Bestrs. annual meeting (Aug. 27-29). Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

Educational Television

NET Offers Govt. Documentaries: A 4-episode, 90-min. series utilizing gov't.-sponsored films produced by Pare Lorentz will debut on NET's 51 non-commercial stations Sept. 22. Each program in the series, *Lorentz on Film*, contains a discussion between Lorentz & producer Charles Rockwell on one aspect of cinema technique and a complete showing of the film itself. Produced by WGBH-TV Boston, the series includes "The Fight for Life," a medical documentary; "The Plow that Broke the Plains," a comment on the misuse of fertile land; "The River," which deals with Mississippi flood disasters and "Nuremberg."

Penn State Expands ETV Schedule: Some 10,000 students will be taught via TV at Penn State U. this fall. The ETV pioneer has scheduled 21 courses for TV presentation in full or part, compared with 17 courses last year. Program supervisor Dr. C. R. Carpenter noted that "our research has uncovered no appreciable difference between televised instruction and conventional classroom instruction, and such opposition as there was in the early days of the experiment is dissipating rapidly."

NCTA Plans ETV Shows: Working with the National Assn. of Educational Bestrs. and National Education Assn., the National Community TV Assn. will bring educational TV programs into towns its members serve. The plan, described by NCTA as "a major breakthrough for upgrading educational standards in thousands of smaller communities," was approved at an NCTA board meeting in Chicago. Homer Bergren of Seattle will co-ordinate the project as NCTA Educational TV Policy Council chairman.

Auxiliary Services

Vhf Translator Starts: K02AA Texline, Tex. began July 20 with KFDDA-TV Amarillo • K10AW Challis, Ida. started July 30 with KID-TV Idaho Falls • K08BE Crookston, Neb. began Aug. 1 with KPLO-TV Reliance, S.D. • K05AF Mina & Luning, Nev., July 7, with KOLO-TV Reno • K12AH Big Piney, Wyo. started Aug. 1 with KID-TV Idaho Falls, Ida. • K08BI Osage, Wyo. began Aug. 3 with Ktwo-TV, Casper, Wyo. • K13AJ & K07AF Ashley, N.D. started July 15 with KFYR-TV Bismarck & KXJB-TV Valley City • K10BJ Silt, Colo. began testing July 20, repeating KREX-TV Grand Junction • K02AB Duncan, Ariz. started Aug. 1 with KGUN-TV Tucson • K13BW Lucky McCampsite, Wyo. began Aug. 7 with Ktwo-TV Casper • K10AJ Howard, Mont. started Aug. 10 with KOOK-TV Billings • K09AY, K07BW & K12AU Miles City, Mont. began Aug. 11 with KOOK-TV Billings (K09AY picking up signal from K12AU) & KGHL-TV Billings • K07BW Westcliffe, Colo. started Aug. 11 with KKTv Colorado Springs • K08BJ Dupree, S.D. began Aug. 13 with KOTA-TV Rapid City • K09AK, K02AG & K11AM Eagle Nest, N.M. started Aug. 1 with KOAT-TV, KOB-TV & KGGM-TV Albuquerque.

Home Entertainment Inc., Martin Leeds' pay-TV system, has filed suit in Los Angeles Superior Court, seeking cancellation of oral agreement for NTA to be exclusive distributor for HE. The suit alleges NTA didn't pay funds which were due, and asks for \$31,000 it claims was promised. The action also names NT&T, which owns about 35% of NTA stock, charging it "induced" breach of the contract. Leeds also seeks \$500,000 from each defendant for the alleged breach.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MORE FM-STEREO SETS—AND THE 'MULTIPLEXER': Major radio-phono manufacturers are giving top priority to production & distribution of FM-stereo receiving equipment—now that stereocasting is rapidly spreading among the top U.S. markets (see p. 15).

Zenith showed its widely heralded FM-stereo line last week in Chicago—and it contained one big surprise which is bound to stir up controversy among competitive manufacturers and audiophiles. It's the "Multiplexer," which, at \$99.95, is designed to produce "instant stereo" when used in combination with any conventional FM set. But it's not an adapter, has no connection to the other set nor are any modifications required to the other set.

Here's what Zenith's Multiplexer is, and why it's likely to become controversial: It's a complete monophonic FM set—and then some. A switch permits the selection of both stereo channels combined, left channel only, or right channel only. Its dial has a pilot which lights when stereo station is being tuned, and there's a speaker-phasing switch on back.

For use as companion to standard monophonic FM set, Multiplexer adds either left-channel or right-channel sound—although the standard set provides left plus right. Is this true stereo? Zenith says it is. "The average listener will find it difficult if not impossible to differentiate between an FM-stereo system using the Multiplexer and one using regular FM stereo," says a Zenith spokesman. Another company official adds: "The proof of the stereo is in the listening—and this sounds great." Multiplexer can also be used as monophonic FM radio, or 2 of them can be used together for pure FM stereo.

Zenith also introduced 11 phono consoles with FM stereo built in (\$299.95-\$875) and 2 "drop-in" AM-FM-stereo tuners for phonos & TV-phono combinations (both \$115). At same time, Zenith brought out 4 new TV-phono combos (\$625-\$895) and 6 phono consoles (\$179.95-\$450) designed to accommodate the new drop-in tuners, which also will fit in Zenith sets introduced earlier this year.

Zenith is now filling pipelines with its new FM-stereo merchandise, and mass shipments will begin shortly after mid-September.

RCA, meanwhile, budged a couple of inches from its previously announced "adapters-only" policy (Vol. 17:29 p17) and introduced 3 radio-phono combinations (all priced at \$399.95) with FM stereo built in. They are currently being shipped. Remainder of RCA's radio-phono line accommodates the \$29.95 adapter.

Stromberg-Carlson officially announced—and put a price on—its all-transistorized stereo adapter (Vol. 17:30 p19). Priced at \$39.95, the tubeless adapter is designed for "any quality FM tuner" and is slated for national marketing "in the early fall."

CHICAGO OUTLET DROPS STEREO, BLASTS SET MAKERS: "Why should we provide program service for them when we don't get any support?" With this rhetorical question, owner Frank S. Kovas of WKFM, pioneer Chicago FM stereocaster, announced he will discontinue stereocasting indefinitely (except possibly for a 30-min. daily program) Sept. 1. He told us his station now has no sponsorship by radio manufacturers, who, however, are buying time on competitive monophonic FM stations.

"If they spent \$50 a week with us—the cost of one spot announcement on AM—we'd say at least we're getting something out of stereo, but they're just plain disinterested," said Kovas. "Other FM stations have been writing us to find out our experience in stereo and we're telling them not to go on without sponsorship commitments. At this rate every station in the country is going to drop out. The station has the least to gain from stereo, and if the manufacturers aren't interested, we're not, either." (Chicago's other FM-stereo station, Zenith's WEFM, doesn't sell commercials and has been broadcasting about 30 min. of stereo daily.)

Kovas's blast at set makers was reflected in the apprehension of other would-be stereocasters. However, some speculated that most package radio & phono manufacturers are just beginning to start distribution of FM-stereo equipment, and hoped support from them would be forthcoming when equipment gets into market pipelines.

Stereo will come to the nation's No. 1 market Sept. 7 when WQXR-FM begins regular FM-stereo programming on very limited basis. At this time, 4 of the 5 top U.S. markets will be covered by the new broadcast medium—N.Y., Los Angeles, Chicago & Detroit—leaving only the Philadelphia area, where 4 stations have said they hope to begin in September or October (Vol. 17:32 p20).

But even the N.Y. Times' highly regarded WQXR is trading into stereo very gingerly. It will start with only 55 minutes weekly—10:05-11 p.m. Thursday—under sponsorship of Fisher Radio Co., expanding when public reaction or sponsor demand warrants it. (The station may increase its schedule temporarily Sept. 13-17 for the N.Y. hi-fi show, which will also be serviced with FM stereo by closed-circuit from WLIR Garden City, Long Island.)

Another N.Y. area station, the upcoming WTFM in Fresh Meadows, L.I., which had hoped to be first in the area with FM stereo, has suffered a setback as a result of a concrete drivers' strike. The combination radio station & audio center owned by Friendly Frost stores (Vol. 17:31 p20) had announced plans to be on the air in September, but this is now considered unlikely.

Nation's No. 2 market is due to get its 2nd FM-stereo program source soon. KLMA Los Angeles last week received FCC type acceptance of its stereo-modified RCA transmitter, but hasn't yet announced start of programming. KFMU began stereocasting there Aug. 16 (Vol. 17:34 p14).

COLOR—ZENITH'S SETS, RCA'S BONDED TUBE: Two color innovations reached the announcement stage last week: Zenith's line of receivers and RCA's bonded color picture tube.

Showing its 10-set line to distributors last week in Chicago, Zenith made clear that its color sets were engineered & built by Zenith (although RCA picture tubes—including the new bonded tube—are used in them). Promising September delivery, Zenith priced its color sets from \$695 (lowboy) to \$1,050, with intermediate steps at \$775, \$795, \$875 (2 sets), \$900, \$950, \$975 & \$1,000. Five models have remote control (off-on, volume, channel, sound, no remote color functions).

Zenith stressed these points which make its sets different from others on market: (1) New 2-tube color demodulation system. (2) Simplified focus voltage adjustment circuit. (3) "Cloverleaf" convergence assembly for proper color register. (4) Permanent magnet picture-centering system. (5) "Superior" color-killer for b&w reception. (6) Automatic color-level circuit to compensate for variations in color transmission. (7) New color control knob configuration. (8) No printed circuits or printed boards. (9) Removable service-access plate to permit most servicing without removal of chassis.

RCA's new bonded picture tube is used in some of the Zenith color sets; other sets in line use RCA non-bonded tube with "dry seal" safety plate affixed to front of tube by means of vinyl gasket (Vol. 16:48 p15). Zenith's tube-making subsidiary, Rauland Corp., was one of developers of dry-seal process.

RCA's bonded color tube, first forecast in these pages nearly a year ago (Vol. 16:43 p16), is basically same as its new bright sulfide 21-in. round tube, but with etched Pittsburgh implosion plate laminated to front of tube. Most color set manufacturers, including RCA, have already announced they'll use it in higher-priced sets this fall.

Highlighting RCA's intensified color promotion will be 3 "color nights" this fall—designed for evening in-store color demonstrations—RCA announced last week. Scheduled on Wednesdays Oct. 4, Nov. 1 & Dec. 6, each color night will feature 3½ consecutive hours of evening color. Oct. 4 "color night" actually will start in daytime with 3 hours of game & quiz shows followed by opening game of World Series (also color) as prelude to the 3½ evening color hours. RCA distributors, meanwhile, are continuing negotiations with local TV stations for step-ups in non-network color programming (see story on p. 4).

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 18 (33rd week of 1961):

	Aug. 12-18	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	142,040	122,504	119,916	3,549,425	3,565,961
Total radio	379,898	296,165	244,600	9,481,721	10,176,756
auto radio	124,867	88,680	76,054	3,017,314	3,896,853

JULY RETAIL SALES FIRM: TV & radio retail sales in July held almost exactly to 1960 levels, preliminary figures indicate. Following June's spectacular 31% rise in TV sales and 34% jump in radio sales (vs. June 1960), the figures seemed somewhat anticlimactic.

Actually, July's TV sales of about 386,000 sets were less than 2% below July 1960's figure of 393,000, and 4% above the 1959 figure of 371,000. Despite the drop from 1960, July this year was the 4th best July in retail TV history, exceeded only in 1956, 1957 & 1960. Retail sales for the first 7 months of 1961 totaled 3,025,000, only slightly below the 3,050,000 for the same 1960 period.

Radio retail sales in July 1961 totaled about 704,000 units, very slightly ahead of the 703,000 registered in July 1960, according to preliminary reports, bringing 7-month radio sales to about 5,094,000 vs. 4,451,721 a year earlier.

Distributor sales of both TV & radio were up substantially in July, however—TV rising 8% to 413,000 (vs. 382,000 in July 1960), radio 21% to 763,000 (vs. 632,000).

* * *

TV-Radio Buying Plans Up: Consumer electronics represented an oasis of optimism in an otherwise gloomy Federal Reserve Board report on consumer buying plans. Conducted in the 3rd week of July, the survey showed 4.2% of those questioned planned to buy new TV sets within 6 months, compared with 4% in July 1960 (and 4.1% in April 1961). In the radio-phono field, 2.1% of families surveyed in July 1961 indicated buying plans, up from 1.9% a year earlier (2.1% in April 1961). In contrast, these were the figures for other household durables (July 1961 vs. July 1960): Washing machines, 5.1% vs. 5.9%; refrigerators, 4.4% vs. 4%; air conditioners, 1.1% vs. 1.4%; clothes dryers, 1.7% vs. 2%; dishwashers, 0.7% vs. 0.8%. House-buying intentions declined to 5% from 5.4%.

RCA's Record Half: RCA's TV-radio-phono operation racked up its most profitable first half in 10 years during the 6 months ended June 30, Pres. John L. Burns reported last week. Net earnings ran 4% ahead of the decade's previous peak set in 1955. Total home-instrument sales for the half also "were the best for the period" since 1957. Profits from color set sales were reported 45% ahead of 1960's first 6 months.

Dealer-distributor inventories of RCA TVs, radios and phonos are "exceptionally low" and orders for the 1962 lines have been especially heavy, reported group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. "This series of circumstances," he added, "makes us extremely optimistic about the rest of the year."

* * *

Emerson's Record Radio Sales: The 1962 line of table & clock radios, introduced in June, is moving at a peak pace, reported Du Mont Emerson sales dir. Arnold Henderson, adding: "Sales through July 31 have already exceeded total table & clock radio sales for the entire July-December 1960 period [and] I have confidence that sales for the current year will easily triple or perhaps quadruple last year's sales for this same period."

19-In. TVs in Philippines: Re our recent item on the introduction of TV-set production in the Philippines (Vol. 17:32 p21), Admiral puts in the claim that its licensee Ysmael Steel Corp. "was the first to go into production. They made their first sets in July 1960, using the 23-in. bonded tube." Ysmael now also produces 19-in. portables.

PHONO SALES LAG AT HALF: January-June sales of phonographs were lower—compared with 1960's good first half—EIA retail & factory figures for 1961's first half show. Cumulative retail sales fell 10.8% to 1,664,357 units from 1,865,043 in the same 1960 period. The 1960 retail volume, incidentally, was a healthy 21.8% ahead of 1959's first-half sales of 1,531,276 units (Vol. 16:34 p15).

Factory sales fared no better. The January-June volume totaled 1,498,050 units—down 7.1% from 1,806,871 in 1960's first half.

The downbeat performance was not improved by June sales. Over-the-counter phono purchases dipped 3.9% to 202,133 units from 210,264; factory sales declined 3.4% to 258,703 from 267,700. June also marked the 4th 1961 month which failed to match or top the retail sales of its 1960 counterpart. Only April & May were ahead of 1960.

Although retail sales of stereo phonos declined moderately in June from June 1960 (to 152,950 from 165,339) and monaural sales gained (to 49,183 from 44,925), mono-stereo stabilization seemingly has set in. In 1961's first half, stereo (although down to 1.3 million units from 1.4 million) accounted for 76% of total retail sales, mono 24%. In 1960's first half, the mix was 76.4% stereo, 23.6 mono.

Here are EIA's factory & retail sales figures, month by month, for January-June 1961, with 1960 comparisons:

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
May	53,887	142,450	196,337	36,793	146,176	182,969
June	61,533	197,170	258,703	69,293	198,407	267,700
TOTAL	361,966	1,136,084	1,498,050	411,361	1,395,510	1,806,871

PHONO RETAIL SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	317,368	102,063	347,860	449,923
March	64,138	237,537	301,675	61,249	249,497	310,746
April	56,312	182,773	239,085	41,503	152,141	193,644
May	62,328	194,891	257,219	39,734	141,080	180,814
June	49,183	152,950	202,133	44,925	165,339	210,264
TOTAL	399,360	1,264,997	1,664,357	440,963	1,424,080	1,865,043

New RCA Radios & Phonos: Six new stereo phonos & 3 transistor radios have been dropped into RCA's line. Among the new phonos is a 3rd 2-tiered "hutch" set at \$525 (vs. \$595 for previously introduced models) and 3 stereo phonos with FM-stereo tuners built in (all \$399.95). The other 2 new stereo units are priced at \$499.95. New transistor radios: A shirt-pocket packed in gift set (with earphone, battery, leather case) at \$29.95, a 6-transistor personal set at \$29.95 and a 6-transistor portable at \$32.95

Clairtone Shows Line: Clairtone Sound Corp., Toronto, formally showed its Canadian-built console stereo line and its German-made Clairtone-Braun radio & radio-phono units last week at the new Summit Hotel in N.Y. Exec. vp David Harrison Gilmour told us that Clairtone now has 200 franchised dealers—top independents, dept. & music stores—and is seeking 150 more for its basic line of 6 stereo consoles at \$389-\$1195. All sets in the line are made with hi-fi components and carry a 40% dealer markup. A special feature of the line's high end is a wireless remote unit, which controls volume & stereo balance as well as the off-on function. Clairtone also will distribute the German Braun line of transistor radios & small radio-phono combinations in the U.S.

Zenith-Admiral 'Fringelock' Deal: Out-of-court settlement of 2 phases of patent litigation between Admiral & Zenith was announced last week by both companies, but the more celebrated legal battle over ultrasonic remote-control units continued.

Three patents were involved in the settlement—2 Zenith patents for a fringe-area anti-rollover circuit which Zenith calls "Fringelock" and one Admiral patent on a spindle for automatic record changers. In Aug. 1960, Oklahoma City Federal Court ruled in favor of Zenith on both claims, as well as the remote-control patent (Vol. 16:36 p12). Admiral had appealed on all counts. Only the remote-control appeal now remains.

Exact industry significance of the recent settlement is difficult to appraise, since details weren't announced. The bare announcement merely said that Zenith will license Admiral under its Fringelock patents and Admiral will license Zenith under patents for its phono spindle "and other TV developments." Agreement upon a "financial settlement for back damages & future royalties"—unspecified—also was reported.

In his 1960 ruling, Oklahoma City Federal Judge Ross Rizley stated that Zenith's Fringelock circuit had been "promptly adopted by virtually the whole TV industry" soon after its invention in 1951. Zenith's patent was granted in 1957.

Channel Master Expands Line: "The world's most powerful all-channel home TV antenna," a group of tube radios and some unique new transistor radios were announced by Channel Master Corp. last week. The new additions: (1) "Crossfire" antenna, using "the new concept of proportional energy absorption" to pull in more signal energy and eliminate outside interference. (2) Redesigned line of single-channel yagi antennas. (3) New chemical process—"E-P-C"—a protective gold coating to combat antenna corrosion. (4) Channel Master's first line of tube radios, including AM, FM-AM & clock sets. (5) Five new special-purpose transistor radios—14-transistor FM-AM, 6-transistor broadcast-shortwave-clock, 10-transistor aircraft-marine-broadcast, 10-transistor "Trans-World," 6-transistor weather. The company now has a line of 15 imported transistor radios.

Transitron & Western Electric Sign Patent Pact: Cross-license patent agreement provides for a complete interchange & availability of semiconductor patents between Transitron Electronic and Western Electric. Because of the pact, the latter has withdrawn its patent infringement suit against Transitron and its claims for past damages. Commented Transitron Pres. David Bakalar: "We are pleased with this amiable settlement, particularly since it permits a closer relationship between the 2 companies."

Parliament Yields: An FTC order forbidding Parliament T. V. Tube Sales Inc., Chicago, to misrepresent rebuilt TV picture tubes and the age & size of its business has been signed by the firm. Also agreeing to terms of the settlement of FTC's 1960 charges against the company were its officials David Becker, Mort Posen, Jack N. Friedman.

SMPTE Fellows: Among members prominent in the TV-electronics industry who have been elevated to fellow membership status: Dr. Jeofry S. Courtney-Pratt, Bell Labs; John A. Flory, Eastman Kodak; Dr. Frank G. Baek, Zoomar Inc.; Kenneth Blair Benson, CBS-TV; John H. Jacobs, Bell & Howell; Spencer W. Caldwell, CTV Network (Canada); Kurt Singer, RCA.

Sylvania Sees Fall Boom: Sylvania won't be surprised at all if total 1961 TV set sales climb to 6.1-6.4 million units. It won't be surprised because a market-surveying task force just returned from the field found inventories down, demand up and dealer optimism high.

The task force was headed by Sylvania mktg. senior vp George C. Connor and Home Electronics Corp. Pres. Peter J. Grant. Reviewing their conversations with about half of Sylvania's dealers, Connor told us in N.Y. last week that conditions are so propitious that a 10% gain in TV sales will wipe out industry's inventories. "I've never seen a set of circumstances where so much money was being pumped in at every level," he added, analyzing the general business climate.

Cole Sees 50% TV Sales Gain: National Video Pres. Asher Cole believes that TV set sales will climb to a yearly average of 8.5-9 million units between 1962 & 1970. This compares with the annual average of less than 6 million in the past 5 years. Commenting in National Video's annual report (see Vol. 17:28 p20 for fiscal 1961's financial report), Cole said that 2 primary factors assure the sales jump: (1) One million new families are created each year. (2) The annual replacement rate for TVs should increase to 14% in 1962 or 1963, according to latest analysis of set life. (The 14% rate is more than double the 6.8% scrappage figure estimated for 1961 by EIA Marketing Data Policy Committee Chmn. Frank Mansfield [Vol. 17:34 p13].)

Westinghouse Shakes Up Tube Distribution: The electronic tube div. last week announced the cancellation of 315 distributor franchises as part of a program to upgrade both distribution & product quality. Said distributor products sales mgr. Fred H. O'Kelley: "The keystone of all future Westinghouse tube merchandising plans & programs is the distributor who recognizes the value of our franchise . . . While there is no thought of exclusive distribution, we intend to be more selective in distributor appointments and will recognize that many distributors are specialists in certain fields." He said Westinghouse plans to offer "several different franchises based on distributor needs & product scope."

Divestiture Ordered: Minnesota Mining & Mfg. has been ordered by FTC to sell its Insulation & Wires Distributing Div. in settlement of a 1960 antitrust complaint. The division was acquired in 1956 from Essex Wire Corp., Fort Wayne. At the same time, FTC dismissed a charge that another 1956 acquisition by 3M—Prehler Electrical Insulation Co., Chicago—violated anti-merger regulations. Under terms of the settlement, 3M is forbidden to acquire any interests in any electrical insulation distributor for 10 years.

Raytheon's Tube Tester: A 7-ton machine that automatically performs 20 electrical tests on as many as 1,800 miniature electron tubes per hour is now in operation at Raytheon's Newton, Mass. plant. Only 2 persons are needed to operate the Raytheon-developed tester.

Japanese Importer's Product Mix: Matsushita Electric Corp. of America, in trade ads urging dealers to carry the entire Panasonic radio line, gives its "projected national average" product sales mix for fall-Christmas 1961: Pocket portables (\$24.95-\$49.95 list), 46% of its total sales; 2-&-3-band sets (\$49.95-\$74.95), 14%; FM-AM table (\$39.95-\$69.95), 24%; FM-AM portables (\$79.95 & \$99.95), 16%.

Trade Personals: Frank M. Folsom, chairman of RCA's exec. committee, elected to board of Schenley Industries Inc. . . . David R. Hull, ex-Raytheon and past EIA pres., elected to Globe-Union board; George C. French, vp of Globe-Union's Centralab Div., and Walter E. Anderson, vp of the Globe Battery div., have resigned from the board.

A. R. Baggs, ex-Magnavox and RCA, joins Trans-American Import-Export Co. (radios) as Eastern div. chief in N.Y. . . . Harold C. Buell, P. R. Mallory vp, named also customer relations dir.

William H. Moore, Packard Bell vp, elected secy. . . . Marc A. de Ferranti resigns as pres. of ITT Europe, his duties taken over temporarily by ITT vp Ellery W. Stone . . . John H. Hauser, ex-CBS Electronics Sales Corp. gen. sales mgr., named consultant to Raytheon Distributor Products Div. . . . Wilbur W. Bailey appointed dir. of plans, Philco Govt. & Industrial Group.

Warren Stuart, Belden Mfg. Co., elected pres., Electronic Industry Show Corp. (Parts Show); H. F. Bersche, RCA, vp; Howard Saltzman, Alpha Wire Corp., secy.; Eric Firth, Elgin National Watch Co., treas. . . . Charles M. Brown promoted to research & engineering vp, Western Union.

James L. Lahey, ex-Thompson Ramo Woolridge, appointed exec. vp, Entron (CATV & closed circuit TV systems) . . . Walter R. Hicks promoted from pres. of Reeves Sound Co. to special projects vp, Reeves Soundcraft . . . Edward R. Graves named field sales mgr., GE defense electronics technical products operation (military best. equipment, closed-circuit TV, etc.).

Ralph Woertendyke, Salina, Kan., elected pres., NATESA, succeeding A. A. Benoit, New Orleans; Frank J. Moch continues as executive dir. . . . Nicola A. Calandrello appointed diode research & development mgr., National Transistor Mfg.

George E. Forsberg elected exec. vp and chief exec. officer of new ITT subsidiary, Surprenant Mfg. Co.; Albert H. Surprenant named chmn.; Louis T. Rader, an ITT group vp, elected pres.; Stanley Luke, vp-gen. mgr.; George M. Herrick, comptroller-treas. . . . Kerry R. Fox named to new post of microwave activities dir., Collins Radio Co. Microwave activities have been integrated into one organization within Alpha Corp., which has been changed from a Collins subsidiary to a division . . . Brig. Gen. Bernard M. Wootton (ret.), who recently joined Page Communications Engineers as contract services dir. (Vol. 17:34 p15), elected a senior vp.

Capitol Ups Japanese Investment: Capitol Records, which already has invested some \$47,000 in Japan's Toshiba Musical Industry Co. (Vol. 17:32 p21) has agreed to buy a "substantial" interest in the Tokyo concern. Although Capitol's new investment was not disclosed, the U.S. record company holds an option to increase its holdings in TMI to 49% of the outstanding stock.

Obituary

Abraham Blumenkrantz, 63, founder & retired chmn. of General Instrument Corp., died Aug. 18 of a heart attack suffered at the Woodbridge Country Club, New Haven. Blumenkrantz was born in Austria, emigrated to the U.S. in 1913 after his parents died. He started as a \$4-a-week sweeper in a machine shop, 10 years later started his own machine shop business, manufacturing variable capacitors for radios, which later became General Instrument. He is survived by his wife, a son, daughter and 2 grandchildren.

BDSA Reorganized: Two new offices—one assigned to industrial growth & research, the other to economic programs—have been added by the Commerce Dept. to its Business & Defense Services Administration in a reorganization. Commerce Secy. Luther H. Hodges said one of the aims of the new setup is "to improve the quality" of the govt.'s services to U.S. industry. The reshuffling of functions hasn't affected BDSA's electronics div., but the agency's trade associations staff has been shifted from the Office of Technical Services to Industries Activities Area.

IATSE Bows to RCA: "To clear the air" for new White House efforts to eliminate labor disputes at missile sites, IATSE has withdrawn unfair labor practice charges against RCA at Cape Canaveral. The union represents RCA lab technicians at the base who process film. IATSE counsel Bernard Mamet said that the union's case against RCA, lodged in July in a contract dispute, was being dropped "without prejudice" to give federal mediators a free hand in working out missile-base peace terms.

Progress Toward "Flat TV": Claiming a breakthrough in the electroluminescence field, Sylvania last week displayed "the world's largest electroluminescent crossed-grid display device" at the Wescon show in San Francisco. The 16x16-in. panel was constructed by joining small electroluminescent panels into a continuous large display. The device demonstrated is not suited for TV, since it has a resolution of only 16 lines per inch, but electroluminescent devices product mgr. Irving D. Greenberg said it demonstrates the feasibility of the modular or building-block approach to large display panels.

Latin Trade Studied: The Commerce Dept.'s Business & Defense Services Administration has prepared preliminary reports on a country-by-country survey of present & potential markets for U.S. telecommunications producers in Latin America. RCA's C. F. Fiore assisted U.S. Foreign Service posts in collecting data for Trinidad, Mexico, Jamaica, Surinam (Dutch Guiana), Uruguay, Paraguay, Venezuela, Argentina and Bolivia. BDSA said it didn't plan to publish the findings, but would make information available to interested U.S. companies.

Gulton Enters Radio Field: Gulton Industries, Metuchen, N.J. maker of electronic devices, rechargeable batteries, other products, has entered the radio field with a 6-transistor rechargeable radio. The unit, made in Japan but fitted in the U.S. with Gulton nickel-cadmium batteries, is being marketed by subsidiary Gulton International Corp. It's called Ever Play, has a \$29.95 price tag, operates 12-15 hours on one battery charge and can be recharged overnight by plugging into a 110-volt AC outlet.

3M Develops Battery Substitute: A thermoelectric lamp generator which can substitute for batteries in transistor radios has been developed by Minnesota Mining & Mfg. and is being offered at \$49 for Civil Defense applications. The 3½-pound Aztec lamp generates 3-9 volts, will operate for 24 hours on a pint of kerosene or fuel oil.

Rechargeable Batteries Costly: Commenting on the mushrooming trend to battery-operated TVs, power tools and appliances, Aug. 17 *Wall St. Journal* noted: "Electric utilities encourage the trend to cordless products because recharging batteries consumes about 10% more electricity than the corded product uses."

RCA Adds 6th Nuvistor: The latest addition to the commercial line is a high-mu triode (RCA-6DS4) designed for RF-amplifier service in TV & FM tuners.

Finance

Electronics' Money Lenders: The number of small business investment companies with a yen to aid budding electronics firms has nearly doubled in the past 3 months, reported Aug. 25 *Electronics*. Since June, 6 new electronics financiers have come into the field—increasing the total to at least 13 with a total initial capitalization of more than \$29 million.

San Diego-based Electronics Capital Corp. was the first—and is still the largest—of the electronics-oriented SBICs. It was licensed in June 1959 with an initial capitalization of \$18 million. Today, after 26 months of operation, it has a committed investment of some \$18.5 million in 20 electronics companies.

The 12 other electronics SBICs: Avionics Investing (\$305,000 initial capitalization). Techno-Fund (\$303,000). Small Business Electronics Investment (\$303,000). Electro-Science Investors (\$7,280,000). Weston Electronics Investment (\$301,400). Electrical Equities (\$306,000). Capital Dynamics (\$305,000). Capital for Technical Industries (\$518,400). Dynamic Capital (\$305,000). Mercury Capital (\$300,000). Minnesota Scientific (\$500,000). Science Capital (\$303,500).

ECC Adds to Portfolio: Electronics Capital Corp., San Diego small-business investment firm, has added a 19th & 20th firm to its portfolio with a \$500,000 investment in Regco, Alhambra, Cal. maker of military & industrial power supplies, and a \$3-million commitment to Behlman-Invar Electronics, Santa Monica. The investment in Regco comprises a \$200,000 long-term loan and the purchase of \$300,000 of Regco 8% convertible debentures (convertible to 40% of Regco's common stock). ECC's commitment to Behlman-Invar, supplier of electronic power sources, calls for the purchase of \$1 million of B-I's 8% convertible debentures (convertible to approximately 66% of the concern's common stock) and \$2 million of 8% long-term notes. ECC's commitments to its 20 portfolio companies total some \$18.5 million.

MPO Videotronics Stock Issue: A public offering of 50,000 Class A shares of MPO Videotronics went on the market last week at \$22 a share through an underwriting group headed by Francis I. duPont & Co. MPO Videotronics plans to use the \$1.3 million proceeds to convert leased office space in N.Y. to TV-film studios.

Guild Films Stopped: SEC has issued a stop order against Guild Films to suspend a 1960 stock-registration statement in which the federal agency said it found "various deficiencies" (Vol. 17:10 p23). Guild Films was in bankruptcy when SEC started its proceedings against the company in February. Announcing issuance of the stop order, SEC said the "registration statement & prospectus contained untrue & misleading statements of material facts and omitted to state required material facts." The statement had covered a proposed offering of 17,664,891 shares.

Reports & Comments Available: Raytheon, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Decca Records, reviewing, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • ITT, profile in Aug. 23 *Financial World*; review, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • MPO Videotronics, prospectus, Francis I. duPont & Co., One Wall St., N.Y. 5 • RCA, study, H. Hentz & Co., 72 Wall St., N.Y. 5.

Mergers & Acquisitions: Ampex has sold to Behlman Engineering, Burbank, Cal., its majority interest in Invar Electronics, which it acquired last year as part of its acquisition of Telemeter Magnetics (Vol. 16:27 p18). Behlman and Invar, in turn, have combined into Behlman-Invar Electronics Corp. which has obtained \$3-million financing from Electronics Capital Corp. (see next column). Behlman Pres. H. Lewis Behlman Jr. becomes chairman & treasurer of the amalgamated firm; Invar Pres. Ted Kopaczek will be Behlman-Invar's president • Lab for Electronics and Tracerlab stockholders will vote Sept. 19 at special meetings on a proposal to merge (Vol. 17:27 p24). The proposed amalgamation calls for survivor Lab for Electronics to exchange one share of common for each 4½ of Tracerlab's 717,423 outstanding shares • Melpar Inc., Falls Church, Va. will operate Television Associates of Indiana as a wholly-owned subsidiary under terms of a merger agreement with parent Television Associates, Michigan City, Ind. (Vol. 17:27 p24).

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Amphenol-Borg Elec.	Q	\$0.35	Sep. 29
Arvin Industries	Q	.25	Sep. 30
Canadian Bell Tel.	Q	.55	Oct. 16
Electronic Instr.	New	.06¼	Oct. 4
Electronic Instr. B.	New	.00½	Oct. 4
Globe-Union	Q	.25	Sep. 9
Goodwill Stations	—	.10	Sep. 12
Newark Electronics A	Q	.06¼	Sep. 29
Philco	Q	.93¼	Oct. 2
Rollings Bestg.	Q	.08	Oct. 25
Sprague Electric	Q	.30	Sep. 14

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, August 24, 1961

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

Stock	Prev.		Stock	Prev.	
	Bid	Bid Asked		Bid	Bid Asked
Acoustica	17½	17½ 19½	Jerrold	87½	9½ 10
Adler Elec.	18¼	20¼ 22¼	Lab for Elec.	42½	42 45½
Aerovox	11¼	10¾ 12	Leeds & North.	36¼	34¼ 36¾
Astron Corp.	17½	17¼ 21¼	Lel Inc.	7	7½ 8¾
Babcock	26½	26½ 28½	Magna Theatres	3¼	3¼ 3-9/16
Baird Atomic	16¼	15¾ 17¼	Magnetics Inc.	9½	8¾ 10
Cannon Elec.	23	21½ 24¾	Maxson	19	19¼ 21
Capehart	9½	9¼ 10¼	Meredith Pub.	38	37 40¾
C-E-I-R	43	40 45¼	MetroMedia	15½	14½ 15¾
Chicago Aerial	25½	24 26¾	Microdot	25¾	27 29¾
Control Data	94	98 104	Milco Elec.	19½	17¼ 19½
Cook Electric	10¾	9¾ 10¾	Narda Micro	6¼	6 6¾
Craig	13¾	13½ 14¾	Newark Elec.	12	12 13½
Crosby Tel.	4¾	4¾ 5¾	Nuclear Chi.	43	41½ 45¾
CTS Corp.	—	20½ 22¼	Official Films	3½	3¾ 3-13/16
Dictaphone	37	36½ 39¾	Pacific Aut.	4¾	4¾ 5¾
Digipronics	25	24½ 27¼	Pacific Merc.	6½	6½ 7¾
Eitel-McC.	15¾	15½ 16¾	Philips Lamp	139	135 139¾
Elco Corp.	11	10 11½	Radiation Inc.	24	22 24½
Electro Instr.	16½	17 19¾	Rek-O-Kut	2¾	3 3-7/16
Elec. Voice	9½	10 11¼	Research Inc.	4¾	4¾ 5¾
Elec. Assoc.	28	27¼ 29¾	H. W. Sams	41½	39 42¾
Electronics Cap.	33½	33 35¾	Sanders Assoc.	55	60 64
Eric Resistor	12½	13¾ 14¼	H. Smith	9	8½ 10
Executone	16	8 8¾	Soroban	50	49 53¼
Farrington	15	15¾ 17	Soundscribe	9¼	9¼ 10½
Foto Video	5	2¾ 3-15/16	Sterling	27½	2¾ 3-5/16
Four Star	18¾	18 19¾	Technology	6½	5½ 6¾
Gen. Devices	9¾	9¾ 10¾	Tele-Bcstrs.	1¼	1¼ 1¾
G-L Elec.	8¼	8½ 9½	Telechrome	7½	7 8¼
Goodwill Sta.	10½	10½ 11½	Telecomputing	6¾	6¾ 7½
Granco Prod.	23¼	22¾ 24¾	Time Inc.	84	82¼ 86
Cross Tel.	22¼	24½ 26½	Tracerlab	9½	9¼ 10¼
Hallcrafters	21½	20 22	United Art.	6¾	6¾ 7¾
Hathaway	21½	21 22	Vitro Corp.	22¾	23¾ 35¾
High Voltage	150	158 173	Vocaline	2¾	2¾ 2¾
Infrared	17	16½ 18¾	Wells-Gardner	31½	31½ 33¾
Interstate Eng.	16¾	16½ 17¾	Wilcox Elec.	10	9 10
Ionics	28	28 30¾	Wometco	24½	25½ 28½
Itek	33	33 36¾			

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Electronics	1961—6 mo. to Jun. 30	\$ 10,572,471	\$ 65,025	\$ 65,025 ¹	\$0.06	1,177,708
	1960—6 mo. to Jun. 30	13,416,022	—	264,991	.30	877,708
	1961—qtr. to Jun. 30	3,132,913	43,403	43,403 ¹	.03	1,177,708
	1960—qtr. to Jun. 30	6,184,026	—	81,196	.09	877,708
Ampex Story below	1961—qtr. to Jul. 31	17,400,000	—	71,000	.01	7,751,772
	1960—qtr. to Jul. 31	17,900,000	—	366,000	.05	7,277,570
Audio Devices	1961—6 mo. to Jun. 30	3,677,089	212,023	112,023	.13	836,935
	1960—6 mo. to Jun. 30	3,251,954	283,012	143,012	.17	828,119
Capital Cities Bcstg.	1961—6 mo. to Jun. 30	3,844,512	—	405,559	.35	1,149,798
	1960—6 mo. to Jun. 30	3,725,486	—	455,870	.40	1,149,798
C-E-I-R	1961—6 mo. to Mar. 31	5,364,581	—	(154,088)	—	—
	1960—6 mo. to Mar. 31	2,027,477	—	(277,948)	—	—
CTS Corp.	1961—6 mo. to Jun. 30	9,581,479	1,493,888	745,055	.51	1,447,003
	1960—6 mo. to Jun. 30	10,110,070	1,659,654	781,008	.57	1,372,153
	1961—qtr. to Jun. 30	5,141,619	819,247	393,812	.27	1,447,003
	1960—qtr. to Jun. 30	5,080,185	647,456	318,778	.23	1,372,153
El-Tronics	1961—6 mo. to Jun. 30	5,070,000	—	233,000	.12	1,864,714
	1960—6 mo. to Jun. 30	1,370,000	—	47,000	—	2,037,910
	1961—qtr. to Jun. 30	2,508,000	—	197,000	.11	1,864,714
	1960—qtr. to Jun. 30	584,000	—	(3,000)	—	2,037,910
Hazeltine	1961—6 mo. to Jun. 30 ¹	24,155,000	1,689,000	819,000	.52	1,568,029
	1960—6 mo. to Jun. 30 ¹	34,197,000	2,620,000	1,259,000	.82	1,538,826
Lamb Industries	1961—6 mo. to Jun. 30	8,778,054 ²	—	79,096	—	—
	1960—6 mo. to Jun. 30	8,377,980	—	247,369	—	—
Lynch Corp. (Symphonic)	1961—6 mo. to Jun. 30	8,982,215	—	28,785	.04	713,562
	1960—6 mo. to Jun. 30 ¹	9,682,940	—	(197,890)	—	713,562
Maxson Electronics	1961—9 mo. to Jun. 30	9,400,935	—	287,642 ³	.38	—
	1960—9 mo. to Jun. 30	13,667,824	—	191,545	.26	—
Meredith Publishing	1961—year to Jun. 30	60,197,137	—	2,514,277 ⁴	1.90	1,322,936
	1960—year to Jun. 30	59,407,814	—	4,421,030	3.34	1,299,621
Movielab Film Labs	1961—6 mo. to Jul. 1	2,826,449	—	130,074	.42	312,500
	1960—6 mo. to Jul. 1	2,543,150	—	125,829	.40	312,500
	1961—qtr. to Jul. 1	1,390,069 ²	—	60,675 ²	.19	312,500
	1960—qtr. to Jul. 1	1,265,021	—	52,561	.17	312,500
Sonotone	1961—6 mo. to Jun. 30	10,236,607	—	(180,950)	—	1,158,745
	1960—6 mo. to Jun. 30	11,133,000	—	302,693	.25	1,148,287
Warner Bros. Pictures	1961—9 mo. to May 27	63,574,000	9,583,000	4,983,000 ⁵	4.42 ³	1,125,013
	1960—9 mo. to May 27	66,392,000	9,077,000	4,577,000	3.05	1,499,000

Notes: ¹From SEC report. ²Record. ³Before net capital gain of \$4,511,000 (\$4.40 a share) from sale of one million shares of Associated British Pictures Corp. ⁴Restated to include Symphonic Electronic,

acquired Sept. 30, 1960. ⁵Includes non-recurring income of \$112,192. ⁶Includes non-recurring gain of \$435,392. ⁷Earnings not subject to tax because of loss carry-forward.

Ampex Shows First-Quarter Profit: After a disastrous 1961 fiscal year (ended April 30) in which it lost \$3.9 million (Vol. 17:32 p24), Ampex opened its 1962 fiscal with a first-quarter profit of \$71,000 on \$17.4 million sales (see financial table). Although earnings were down markedly from the year-ago quarter's \$366,000, newly-installed Pres. William E. Roberts told stockholders last week that the May-July performance indicated a reversal of the loss trend. He also noted that the current backlog is \$30.6 million, compared with \$15.6 million a year ago, and said he is optimistic about Ampex's prospects for the current year. He termed realistic and possibly beatable an earlier forecast of a 10% sales gain and net earnings of \$2 million for fiscal 1962.

Jayark Films Corp., N.Y., has applied to SEC (File 2-18743) for registration of a 72,000-share stock offering—50,000 shares to be put on public sale by the TV-film distributing company, 22,000 by present holders including Pres. Reuben S. Kaufman. Pacific Coast Securities Co. is the underwriter of the issue, whose price was unreported in the SEC filing. The statement also covered 10,000 shares underlying 2-year warrants to be issued to the underwriter.

Tower Communications Co., Sioux City manufacturer & erector of broadcasting & microwave towers, plans public sale of 125,000 common stock shares on an all-or-none basis by C. E. Unterberg, Towbin & Co. The price wasn't listed in an initial SEC registration filing (File 2-18746).

51.7% of Western Electronics Firms Owned Privately: Western Electronics Mfrs. Assn. survey of its 320 member companies has also disclosed that less than 25% were in existence at the end of World War II, and 57% were founded between 1950-1960. Of the publicly-owned companies, 53% are listed on the N.Y. Stock Exchange, and 40% are traded over-the-counter.

Recent Stock Issues

Stock	Offering Price	Aug. 24, 1961 Bid	Asked
Electronic Instrument	7½	8	8¾
Precision Specialties	3	3¼	3¾
Taffet Electronics	3	6¼	7¾

WEEKLY **Television Digest**

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

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\$200-MILLION COLOR industry in '62? RCA Pres. Burns forecasts rise from \$100 million in 1960, sees color at \$4.3 billion in 1970 (p. 15).

Advertising

SPOT TV CONTINUES STRONG PACE, reports TvB. Over \$160 million was spent by clients for gross spot TV time in 1961's second quarter (p. 8).

SPOT TV-RADIO DATA available to admen is being increased by a trio of new station-level research projects by Westinghouse's TvAr, CBS's KNXT Los Angeles and Henry I. Christal Co. (p. 8).

Other Departments

NETWORKS (p. 9). **EDUCATIONAL TV** (p. 11). **STATIONS** (p. 11). **FINANCE** (p.15).

WESTINGHOUSE LOSES AFFILIATION TAX CASE: A network contract has "an indeterminable useful life," hence can't be depreciated for tax purposes. So ruled Tax Court Judge Russell Train last week in rejecting Westinghouse Bcstg. Co.'s appeal of a 1957 Internal Revenue Service ruling (Vol. 16:22 p1). IRS has been demanding \$985,782 in back taxes for 1953-54 which WBC must pay unless it challenges & wins in Circuit Court of Appeals. Leonard Kust, top tax attorney for parent Westinghouse Electric Co., said decision hadn't been reached on seeking court appeal.

Many other station sales had been negotiated with allocation of part of price to network contract in hopes that WBC would win—eventually producing windfall in tax refunds. Judge Train also ruled against WBC on a 2nd issue—holding that TV spot-announcement contracts "purchased en masse" also have "an indeterminable useful life."

WBC had bought KYW-TV Philadelphia (then WPTZ) in 1953 for \$8.5 million. It allocated \$5 million to NBC-TV contract, depreciated it on 55-month basis on the assumption the contract would be renewed twice.

NBC-TV canceled contract within 31 months, when WBC & NBC swapped their Philadelphia & Cleveland stations, and WBC then sought 31-month depreciation. Judge Train's opinion stated, in part:

"Only 7 months remained of the then existing term when petitioner [WBC] purchased the contract. Yet petitioner claims it paid \$5 million for this contract. It is incredible that petitioner was not reasonably certain of renewals . . . Petitioner's witness stated that 'I don't think any prospective purchaser [of a TV station] would enter into a contract unless he felt he could get a renewal' . . . In fact, petitioner from the first treated this contract for depreciation purposes different from a contract for a term. Petitioner assumed the probability of two 24-month renewals, added that period to the remainder of the term in effect when petitioner purchased the contract, and took depreciation over a 55-month useful life. Even on petition and brief, petitioner expressly concedes that at least the one renewal that took place after it purchased the contract must be added to the useful life of this asset. In so doing, petitioner implicitly concedes that the renewed contract is not a new contract, with its own value and its own useful life, but is a continuation of [the] original contract . . ."

"The probability of future renewals is a question of fact. Respondent [IRS] has determined that the contract was reasonably certain of renewal indefinitely and the burden is upon petitioner to prove that determination in error. Petitioner must show more than uncertainty as to the length of the contract's useful life . . . We are not convinced that an industry practice as to valuation of a contract is a sufficient indication of that contract's probable useful life. Insufficient evidence was introduced from which could be calculated either the average useful life of network affiliation contracts or their usual life span."

"In form, the contract was perpetually renewable on the same terms without either party thereto taking any action or attempting to reach a fresh meeting of the minds."

Regarding the claim for depreciation of spot contracts, Judge Train held: "These contracts were not purchased as individual contracts. In fact, the letter purchase agreement did not specify the price for each contract nor even the total basis assigned to them. Petitioner purchased a mass asset whose value will fluctuate as contracts expire and as new contracts are signed. When confronted with this issue, this court has consistently held such a mass asset not depreciable because it did not have a determinable useful life."

CRIME REPORT DE-EMPHASIZES TV: Sex & crime on TV, which have won headlines for Sen. Dodd (D-Conn.) & his Judiciary Juvenile Delinquency Subcommittee in series of sensationalized hearings on network programming (Vol. 17:6 p6 et seq.), rate only slight space in his first formal report to Senate.

Rise in juvenile crime is "alarming," Subcommittee says in 17-page roundup review of its findings since Dodd took over chairmanship from late Sen. Hennings (D-Mo.), who died last September. But faults in "family life," schools and juvenile-court probation systems—rather than in TV—are blamed.

TV's bad effects on children are dismissed in one paragraph of document recounting what Dodd & his investigators have learned so far from witnesses at hearings and from answers to questionnaires sent to "psychiatrists, psychologists and criminologists." They were asked to weigh "possible effects of violence & lawlessness in TV programs & motion pictures" among other influences suspected of leading youth astray.

"Answers were not sufficiently documented for specific conclusions," Dodd concludes in Senate report signed by all 7 members of his Subcommittee. "However," report adds, "certain associations between the mass media & real crime were apparent."

Report leaves it at that, although Dodd has no intention of dropping TV subject, which has built-in guarantees of full newspaper coverage. He may resume TV hearings this month, picking up where he left off in July, when he suggested that network shows need FCC censorship (Vol. 17:31 p8). Special TV report may follow the new hearings.

Critical reception was given in House meanwhile to another official document dealing with TV—"Pogo Primer for Parents (TV Division)," published by Health, Education & Welfare Dept. (Vol. 17:35 p10). Pamphlet's cartooned suggestions that TV can be good for children—so long as sets aren't turned into baby-sitters by parents—were greeted with hoots by Rep. Gross (R-Ia.).

"What next?" Gross demanded derisively. "Of all the hundreds of thousands of pamphlets issued through the years by the federal govt., this by all odds must be the silliest & most useless." He said pamphlet "should be insulting to all parents," called for "house-cleaning" of HEW officials responsible for "idiotic" project, asked: "What next can we expect as we march to the new frontier—with our 'Pogo Primers' tucked neatly under our arms?"

"Pogo" cartoon book had at least one defender in House, however. Rep. Blitch (D-Ga.), whose district embraces "Pogo's" Okefenokee Swamp, asked for Rep. Gross's copies to send to her constituents. She told Gross that TV producers "could create nothing so entertaining & so good for the morals of both young & old as the 'Pogo' program for TV."

Note: There were sporadic outbursts against TV programming in Aug. 30 House floor debate preceding passage of legislation (amended S-279) setting up 3-year \$30-million matching-grant fund to help communities solve juvenile-delinquency problems through counseling services & demonstration projects. Rep. Bolton (R-O.) said TV was among "channels of youth training" for crime. "We ruin our eyes looking at faulty TV," Rep. Gubser (R-Cal.) complained. Probation officers must compete with "poisonous TV shows," said Rep. Lindsay (R-N.Y.). "Violence on TV has a great deal to do with this condition," said Rep. Smith (D-Ia.).

FCC ANALYZES 1960 TV FINANCIAL FIGURES: Steady improvement all along the line—profits up 9.8%—characterized TV industry in 1960, according to final financial data released by FCC last week. Total revenues rose 9% to \$1.2686 billion, expenses 8.8% to \$1.0245 billion. Profits were \$244.1 million.

Increases were across the board. Network time sales improved 5.8% to \$471.6 million, spot up 8.3% to \$459.2 million, local up 7.6% to \$215.8 million. (Balance of revenues came from sale of talent & programs.)

Networks and their 15 o&o's garnered \$640.7 million revenues, up 11.2%, profits of \$95.2 million, up 8.3%. Our recent report (Vol. 17:33 p1), reflecting industry financial experts' judgment that o&o's are carrying more & more of network load, was borne out by FCC's figures. Network profits were \$33.6 million, up only slightly from 1959's \$32 million, but their o&o's produced profits of \$61.6 million vs. \$55.9 million in 1959.

Commission's figures also document sharp increase in network programming costs. Of their \$461,170,000 expense in 1960, programming took \$376,943,000—compared with 1959's \$406,535,000 total expenses and \$316,097,000 for programming. Noteworthy is fact that network employment actually dropped from 10,127 to 9,610 while total TV employment rose slightly from 40,270 to 40,612.

Of non-network-owned vhf stations, 81.1% were profitable. The 93 pre-freeze vhfs netted \$98.5 million, the 346 post-freeze vhfs \$50.1 million. And the uhfs, as a group, finally turned the corner, showing profit of \$300,000—though exactly half of the 76 reported losses.

Median profit of the 389 reporting profits was \$166,000, compared with \$165,000 year before. For the 118 losers, median loss was \$44,000, compared with \$55,000 in 1959. Thirteen stations had profits of more than \$3 million; 9, \$2-3 million; 10, \$1.5-2 million; 35, \$1-1.5 million. Two stations had losses of more than \$800,000. There was one loser which grossed between \$6 & 8 million—obviously an independent in N.Y. or Los Angeles.

FCC never reveals individual station figures. Closest it comes to it is to lump figures of markets with 3 or more stations and report them market-by-market, breaking down revenues, expenses & profits. Full table, covering 80 such markets, is reproduced on p. 5. For 1959's table, see page 23 of TV Factbook No. 32. Digest of all FCC-TV & radio financial reports since 1946 is carried on page 22 of the Factbook.

MCA-REVUE DIVORCE NEAR? Indications are mounting in Hollywood that MCA, world's largest talent agency, is planning to spin off its Revue Productions, largest TV-film production company. Signs that a divorce is in the air come in the midst of an intensified investigation by Justice Dept., whose agents have been quizzing Hollywood TV-film, network & agency executives about ramifications of huge MCA operation.

Moving to Revue Productions would be top MCA officials—Pres. Lew Wasserman & Chmn. Jules Stein, along with Revue Pres. Taft Schreiber. All 3 now have their offices at MCA's Beverly Hills hq. New administration building is blueprinted at Revue, and a studio source told us its plans call for offices for them.

As for Music Corp. of America, the talent agency which gave birth to Revue, it's the belief in the trade that it will be operated by its veteran agents such as George Chasen, M. C. Levee and Ed Henry.

An MCA "spin-off" of Revue would be a case of the tail spinning off the dog, because MCA-Revue's TV-film business now far outweighs its talent-agency business in gross & profit. Out of MCA's \$67.3 million gross last year, only \$8.7 million came from agency commissions, the remainder from TV-film production & studio rental. Thus "flesh-peddling" actually produced only 13% of MCA's 1960 gross income. If anything, that percentage is likely to drop this year although total gross income is almost certain to rise considerably. MCA is now taking in almost as much annually from producer rentals on its Universal City lot (Revue Studios) or from syndicated sales of the Paramount pre-1948 backlog as it is from old-fashioned agency commis-

sions. Situation in a nutshell: What with all those hard looks from Washington, MCA's talent representation has lately been looking more like the Ancient Mariner's albatross than the goose that laid the golden egg.

MCA Pres. Wasserman declined to confirm or deny the reports of an impending separation, but it's believed that Revue will expand into movie production when & if the move is completed. More stages are planned to take care of the increased production. Universal-International, which sold its studio to MCA several years ago, rents space from Revue now.

Revue is the giant in the TV-film industry, and has 16 series before the cameras this season, far ahead of its nearest competitors, Screen Gems and Warner Bros., which have 8 each. Revue was formed by MCA a decade ago, when there was a void in the TV-film production field. Off to a wobbly start with one series filmed at space rented at the then-Eagle-Lion studios (now Ziv-UA), Revue has steadily prospered and moved to larger & larger quarters, until acquisition of the Universal City lot. But as MCA's production has increased, agency commissions have become relatively static—partially because MCA can't collect 10% from MCA talent appearing in MCA-produced or co-produced shows.

Just how the spin-off would affect the company makes for interesting conjecture. However, the prevalent opinion is that Revue will continue to dominate the field. That's because of Revue's success to date, plus the belief that the key to any company's prosperity is its top personnel, and there is great respect for Wasserman, who is regarded as one of the industry's most skilled executives.

MCA represents many important clients including Marlon Brando, Gregory Peck, Tony Curtis, Jack Benny, Kirk Douglas and Joan Crawford. The all-important question-mark involving such personalities—what happens if there is a divorcement? Trade sources say talent representation contracts signed with MCA are also signed by Wasserman, for the agency. If Wasserman departs MCA for Revue, will the big names remain? It's a pertinent and legalistic problem, and this question may remain unanswered until the divorcement occurs. The answer, of course, will determine whether MCA will continue its domination of the field.

MCA Inc. became a publicly owned corporation Oct. 9, 1959, when it offered 400,000 shares at \$17.50 a share (Vol. 15:41 p20). Before the end of 1959, the stock—listed on the N.Y. Stock Exchange—reached a high of 38. In 1960, it ranged from 22¼ to 40½, has varied between 36½ & 71 this year, closing Aug. 29 at 67¼. It has never paid a dividend.

JCEB DECLARES WAR ON FCC: In first such action ever taken by educational telecasters, 8-member Joint Council on Educational Broadcasting went to Court of Appeals last week to start showdown fight with FCC over policies which "obviously favor commercial interest" in vhf assignments.

"Commission has dealt a serious blow to the development of educational TV," JCEB said at full-dress news conference in Washington Aug. 30 following filing by counsel Norman E. Jorgensen of 2 appeals against Commission's master drop-in deintermixture plan (Vol. 17:35 p5).

JCEB itself protested final action by FCC to add Ch. 13 to Rochester, N.Y., and reject pleas by Rochester Area Educational TV Assn. that vhf assignment be reserved for ETV, putting it up for grabs by commercial applicants instead. Companion Appeals Court filing by Penn State U. challenged Commission's short-spaced drop-in of Ch. 8 in Johnstown market.

It isn't enough for FCC to earmark uhf channels for ETV, as proposed in Commission's plan, JCEB said in statement urging more vhf channels. It was released to 9 reporters who turned up for conference with 12 spokesmen for educational organizations who lined up behind namecards at table in Allan Room of plush hq of National Education Association. Organizations ranged from National Educational TV & Radio Center to American Council on Education & State Universities Assn.—representing nearly all of scholastic community.

It's not in public interest for FCC to add 3rd commercial vhf channels to areas already served by 2 commercial vhf stations, JCEB argued. "Quite apart from the critical need for this country to enhance its opportunities for a more productive educational & cultural life, we fail to believe that the problems of commercial TV programming will be solved by enlarging the area of what has been referred to [by FCC Chmn. Minow] as a 'vast wasteland.'"

"Arbitrary & capricious," added counsel Jorgensen. He said Court of Appeals test cases are aimed at reversing FCC's commercial-vs.-ETV policies, bringing Commission back on 1952 beam. In report that year, FCC declared intentions to favor ETV for 3rd vhf assignments in 2-station areas. Court's rulings on appeals "might set some pattern for the future" of educational broadcasting, Jorgensen said.

TV Station Income and Expenditures for 1960

In Markets with 3 or More Operating Stations — Compiled Annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Re- porting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Stations Re- porting	Total Broad- cast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)†
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,545,430	\$3,504,257	\$1,141,749	3	\$5,559,376	\$4,068,257	\$1,491,119
Albuquerque (3)	3	431,304	508,211	1,059,179	3	1,897,884	1,934,517	(36,633)
Amarillo (3)	3	430,177	588,320	1,013,561	3	1,866,699	2,050,761	(184,062)
Atlanta (3)	3	1,706,451	4,398,754	1,920,541	3	7,403,985	5,125,988	2,277,997
Bakersfield (3)	3	335,658	721,003	884,462	3	1,782,311	1,895,386	(113,075)
Baltimore (3)	3	2,114,802	6,204,613	2,621,699	3	9,712,385	7,008,743	2,703,642
Boise-Nampa (3#)	2	*	*	*	2	*	*	*
Boston (3)	3	3,626,556	13,869,110	5,499,416	3	20,034,196	11,091,579	8,942,617
Buffalo-Niagara Falls (3)	3	2,212,806	6,908,883	2,867,738	3	10,303,627	6,356,053	3,947,574
Cedar Rapids-Waterloo (3)	3	817,923	1,495,710	486,200	3	2,638,825	2,343,345	295,480
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,207,329	1,895,817	1,145,921	4	4,099,285	3,619,233	480,052
Chattanooga (3)	3	641,772	922,137	657,363	3	2,032,322	1,819,592	213,240
Chicago (4)	4	6,006,769	27,932,679	8,363,136	4	41,082,455	26,451,764	14,630,691
Cincinnati (3)	3	1,966,831	5,656,103	2,281,394	3	9,875,078	6,375,560	3,499,518
Cleveland (3)	3	3,443,895	10,391,390	3,648,897	3	16,894,929	8,850,107	8,044,822
Colorado Springs-Pueblo (3)	3	301,340	445,154	765,988	3	1,511,821	1,468,587	43,234
Columbus (3)	3	1,694,094	4,597,430	2,101,962	3	7,970,926	5,644,477	2,326,449
Dallas-Fort Worth (4)	4	2,073,965	5,234,258	3,614,757	4	10,211,021	7,418,177	2,792,844
Denver (4)	4	1,197,921	3,634,025	2,459,251	4	7,009,551	5,195,667	1,813,884
Des Moines-Ames (3)	3	1,058,590	2,387,922	685,976	3	3,707,314	3,053,578	653,736
Detroit (3)	3	4,442,733	10,798,087	4,238,898	3	18,138,798	9,912,699	8,226,101
El Paso (3)	3	379,903	637,577	882,895	3	1,907,287	1,913,099	(5,812)
Evansville (3)	3	635,090	686,156	806,088	3	1,946,685	1,771,345	175,340
Flint-Saginaw-Bay City (3)	3	860,222	1,579,783	623,705	3	2,754,033	2,702,431	51,602
Fort Wayne (3)	3	763,227	953,474	830,550	3	2,397,023	2,046,465	350,558
Fresno (3)	3	833,683	1,658,056	870,139	3	2,918,192	2,887,166	31,026
Green Bay (3)	3	908,003	912,777	844,265	3	2,517,191	2,255,327	261,864
Greenville-Spartanburg, S.C.- Asheville, N.C. (4)	4	794,533	1,545,104	799,944	4	2,946,452	2,346,327	600,125
Harrisburg-Lancaster-York-Lebanon (5)	5	1,216,273	2,791,432	1,148,558	5	4,325,126	3,365,178	959,948
Hartford-New Haven-New Britain- Waterbury (5)	5	1,815,167	7,016,968	1,377,046	5	8,916,436	5,977,667	2,938,769
Honolulu (3)	3	303,810	1,096,372	1,597,892	3	2,834,574	2,542,115	292,459
Houston-Galveston (3)	3	1,765,236	5,287,955	2,306,128	3	8,162,712	5,550,312	2,612,400
Indianapolis-Bloomington (4)	4	1,860,406	5,406,294	2,504,012	4	9,264,295	6,938,635	2,325,660
Johnstown-Altoona (3)	3	927,716	2,193,441	700,278	3	3,491,713	2,065,832	1,425,881
Kansas City (3)	3	2,062,289	5,606,106	1,940,257	3	8,536,649	5,322,988	3,213,661
Knoxville (3)	3	712,541	1,189,632	792,704	3	1,885,560	1,855,207	506,207
Las Vegas-Henderson (3)	3	112,706	199,434	788,047	3	1,192,189	1,232,127	(39,938)
Little Rock (3)	3	686,836	1,010,414	808,313	3	2,375,891	2,048,294	327,597
Los Angeles (7)	7	5,683,471	28,012,507	17,501,092	7	45,403,977	38,028,854	7,375,123
Madison (3)	3	542,521	1,065,561	559,173	3	2,049,434	1,541,599	507,835
Memphis (3)	3	1,687,911	3,138,831	1,136,359	3	5,265,453	3,319,363	1,946,090
Miami (3)	3	1,468,535	4,950,197	3,004,992	3	9,247,336	6,485,246	2,762,090
Milwaukee (4)	4	2,140,931	5,877,647	2,198,681	4	9,194,858	6,075,645	3,119,213
Minneapolis-St. Paul (4)	4	2,432,439	5,413,561	4,138,632	4	11,461,224	8,817,751	2,643,473
Mobile, Ala.-Pensacola, Fla. (3)	3	586,712	1,258,125	1,002,573	3	2,786,216	2,460,359	325,857
Nashville (3)	3	1,287,797	1,939,130	1,864,890	3	4,600,650	3,612,570	988,080
New Orleans (3)	3	1,418,165	3,471,747	2,229,878	3	6,407,185	5,480,944	926,241
New York (7)	7	10,655,920	59,628,711	12,036,797	7	75,443,656	41,805,975	33,637,681
Norfolk-Portsmouth-Newport- News-Hampton (3)	3	1,277,937	2,156,036	1,603,752	3	4,730,166	3,948,606	781,560
Oklahoma City-Enid (3)	3	1,372,358	2,833,120	1,548,003	3	5,575,011	3,900,339	1,674,672
Omaha (3)	3	1,364,627	2,360,536	1,012,572	3	4,631,240	3,544,498	1,086,742
Orlando-Daytona Beach (3)	3	543,365	955,742	1,040,388	3	2,405,315	2,171,986	233,329
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	3	601,064	1,048,500	327,545	3	1,861,505	1,307,927	553,578
Peoria (3)	3	709,654	1,010,988	852,223	3	2,391,738	2,331,370	60,368
Philadelphia (4#)	3	5,165,241	18,519,832	4,758,854	4	24,928,284	16,511,477	8,416,807
Phoenix-Mesa (4)	4	781,596	1,704,756	2,159,037	4	4,320,086	4,128,648	191,438
Pittsburgh (3)	3	3,057,425	10,726,979	3,700,334	3	15,371,436	9,521,980	5,849,456
Portland-Poland Springs (3)	3	819,730	1,658,969	585,972	3	2,808,653	2,420,040	388,613
Portland (3)	3	1,560,360	4,554,490	1,556,302	3	6,560,160	4,636,934	1,923,226
Richmond-Petersburg (3)	3	972,911	1,321,093	820,320	3	3,255,795	2,629,786	626,009
Roanoke-Lynchburg (3)	3	871,137	1,194,959	813,779	3	2,633,875	2,122,928	510,947
Rochester (3)	3	1,050,627	2,591,360	1,002,101	3	4,109,105	3,155,802	953,303
Rochester-Austin, Minn.- Mason City, Iowa (3)	3	393,475	595,017	673,904	3	1,674,402	1,422,429	251,973
Sacramento-Stockton (4#)	3	1,065,249	3,545,146	1,456,378	3	5,231,848	4,880,054	351,794
Salt Lake City-Ogden-Provo (5#)	4	968,742	1,425,756	1,592,506	4	3,902,662	3,600,696	301,966
San Antonio (4)	4	1,087,501	2,304,452	1,349,210	4	4,138,585	3,426,603	712,522
San Francisco-Oakland (4)	4	3,499,359	9,791,446	5,477,362	4	17,160,853	11,473,454	5,687,399
Seattle-Tacoma (5)	5	1,829,809	5,488,100	1,800,448	5	8,208,204	8,234,448	(26,244)
South Bend-Elkhart (3)	3	546,783	677,242	700,739	3	1,900,338	1,830,816	69,522
Spokane (3)	3	709,992	2,066,579	822,407	3	3,058,642	2,646,434	412,208
Springfield-Decatur-Champaign- Urbana-Danville (5)	5	751,926	1,639,384	1,261,206	5	3,305,384	2,335,973	969,411
St. Louis (4)	4	2,595,287	8,136,610	3,129,008	4	12,433,587	9,631,464	2,802,123
Tampa-St. Petersburg (3)	3	1,064,802	2,983,439	1,389,017	3	5,274,793	3,887,656	1,387,137
Tucson (3)	3	358,071	504,285	1,205,998	3	1,980,203	1,768,061	212,142
Tulsa (3)	3	1,143,136	2,095,105	1,049,366	3	3,964,970	2,991,967	973,003
Walluku (3)	1	*	*	*	1	*	*	*
Washington, D.C. (4)	4	2,342,924	7,079,298	2,484,541	4	11,831,164	8,943,485	2,887,679
Wichita-Hutchinson (3)	3	919,229	1,736,103	961,386	3	3,299,415	2,958,000	341,415
Wilkes Barre-Scranton (3)	3	896,801	1,310,438	990,183	3	3,044,118	2,668,764	375,354
Yonkers (4#)	3	524,832	849,873	523,335	4	1,837,840	1,612,363	225,477
Total 80 Markets (274)	266	\$ 112,614,339	\$371,986,488	\$161,750,149	269	\$ 602,300,879	\$428,807,690	\$173,493,189
Markets Less Than 3 Stations								
Total 192 Markets (261)	252	\$ 42,053,199	\$ 87,207,470	\$ 53,933,742	261	\$ 171,536,381	\$134,496,655	\$ 37,039,726
TOTAL 272 MARKETS (535)	518	\$ 164,697,538	\$459,193,958	\$215,683,891	530	\$ 773,837,260	\$563,304,345	\$210,532,915

†Parentheses () denote loss. #Not all stations in this market operated a full year during 1960. *Data not published for groups of less than 3 stations.

Congress

NAB ATTACKS SPORTS BILL: Professional sports should remain under antitrust regulation, NAB govt. affairs vp Vincent T. Wasilewski insisted last week. He opposed legislative proposals which would permit package TV game deals as against "public interest."

Testifying before the House Judiciary Antitrust Subcommittee on a bill (HR-8757) by Chmn. Celler (D-N.Y.) which would validate terms of the outlawed CBS-TV-National Football League contract (Vol. 17:35 p6), Wasilewski said it would result in "less sports broadcasting."

The only witness against the Celler bill at the one-day hearing, Wasilewski urged that arrangements for sports broadcasts be left under antitrust restrictions:

"We believe that there is such an overriding public interest in the telecasting of professional sports that no law should be enacted which would exempt this aspect of sports operations from the antitrust laws.

"We believe that no blank check should be given to professional sports which would allow them to arbitrarily black out from the air waves, through concerted activity, the telecasting & broadcasting of games which have such great public appeal."

The NAB official, who has been picked by Pres. LeRoy Collins as his next-in-command as exec. vp (Vol. 17:33 p8), acknowledged that there are differences of opinion within the broadcasting industry on the merits of such blank-check blackout legislation. The networks themselves weren't summoned by Celler to testify—and they didn't ask for time on the witness stand.

NAB's Objections Enumerated

Wasilewski ticked off these objections to the bill:

(1) "Only one network would be allowed to broadcast the games of an individual league, thus eliminating the possibility of 2 networks telecasting different games of the same league in the same area." (2) "The league would have to preclude individual clubs from making telecast arrangements of their own in their respective communities." (3) "It authorizes a league to make one contract for the rights of all its games. This precludes viewing choices by the public."

Wasilewski added that the measure is "obviously in the short-range interest of one network"—ABC-TV, whose telecasting contract with the American Football League hasn't been tested in court. He also agreed with witnesses from professional sports fields that individual clubs probably would get more TV income under package league contracts. But he pointed out that NFL clubs have been getting \$3.5 million annually from individual TV contracts.

NFL Comr. Pete Rozelle, supporting the bill, said the CBS-TV antitrust ruling—if left standing—would mean the end of pro football in many smaller cities whose clubs would be deprived of the bigger package revenue. Other witnesses backing Celler's measure included AFL Comr. Joe Foss, William R. Reed of the National Collegiate Football Assn. and Baseball Comr. Ford Frick.

The outlook for enactment at this session of the Celler bill—or any of a flock of similar TV sports measures in the House & Senate—wasn't bright. But if any legislation does get through, it probably will be Celler's. The Senate Judiciary Antitrust Subcommittee headed by Sen. Kefauver (D-Tenn.) has sent 3 bills (S-168, 1856 & 2427) to the full committee—but without recommendation: "We'll probably wait for the Celler bill," a Committee source told us.

Code Violators Sought: Sens. Magnuson (D-Wash.) & Pastore (D-R.I.), who threatened legislative and/or FCC reprisals against broadcasters who accept hard-liquor commercials (Vol. 17:35 p1), have been challenged by NAB Pres. LeRoy Collins to name any guilty Code subscribers.

"If you have any specific information of any violation of our Code in this or any other respect, we urgently request that you advise us thereon for our prompt investigation and any needed disciplinary measures," Collins wrote the Commerce Committee's Magnuson & Pastore in response to their Aug. 23 ultimatum to him.

Reporting the exchange of correspondence on the Senate floor, Magnuson said: "The issue is not settled." He assured the Senate "it would be more than serious" if the most recent attempt by a whiskey distiller (Publicker Industries Inc.) to break down broadcasting's voluntarily-raised barriers should succeed.

But at last week's end Commerce Committee staffers assigned to watch the liquor situation on the air told us they had heard of no instance in which any subscriber to NAB's TV or Radio Codes aired Publicker commercials. At NAB hq we were told that reports from Code monitors so far also showed no breach in NAB's line. Publicker has claimed that 60 radio & 2 TV stations—all presumably non-subscribers—carried its advertising.

In his letter to Magnuson & Pastore, Collins said that adherence by Code subscribers to the Codes' liquor ban "is now & has been generally complete [despite] considerable pressure by some distillers & their agents to breach the line." But he acknowledged that "unfortunately all broadcasters do not now subscribe to our Codes."

"With the total industry behind our efforts in these delicate areas, such problems would not arise," Collins said. "I am hopeful that the strengthening of our Code operations and its greatly stepped-up activity in the coming weeks will enable us to impress more clearly on broadcasters the folly of carrying this advertising."

JFK Backs FTC Bill: "Strong support" for a controversial bill to give FTC power to issue cease-&-desist orders in unfair-practices cases (Vol. 17:35 p2) has been voiced by President Kennedy. In a letter to House Commerce Committee Chmn. Harris (D-Ark.), he said such measures as the bill (HR-1233) by Rep. Steed (D-Okla.) are needed to speed FTC processes & cut down case backlogs. As it is, the President wrote Harris, FTC lacks authority to stop illegal practices until the conclusion of proceedings in cases. "As a result," the letter said, "small businessmen who are so often the target of discriminatory & monopolistic activities are often irreparably injured or destroyed long before the lengthy process of adjudication has been completed."

"Bedside Network" Praised: One of the least-publicized organizations in broadcasting—Veterans Hospital Radio & TV Guild—deserves more public recognition & financial support, Rep. Lindsay (R-N.Y.) told the House. He said the Guild, operating out of N.Y. on an annual budget of \$1,000, provided volunteer entertainment for 180,337 hospitalized veterans in 1960 alone. The "bedside network," sponsored by representatives of the networks, NAB, RTES, ASCAP, BMI and TV-radio unions, now is in its 14th year of service at Veterans Administration facilities. Lindsay called for support of a public fund-raising campaign planned by the Guild. He said enactment of his resolution (H.J. Res. 468) designating Nov. 5-11 as "Hospitalized Veterans Week" would help promote the drive.

Nuclear TV Foreseen: Controversy in Congress over a proposed privately-operated U.S. satellite communications system (Vol. 17:35 p5) spread last week from separate Senate & House committees to the Joint Committee on Atomic Energy.

Testifying before the Atomic Energy Research Subcommittee headed by Rep. Price (D-Ill.), Atomic Energy Comr. Robert E. Wilson came up with a plan for a nuclear-powered TV satellite in such a system which could transmit directly to TV viewers around the world.

"In my opinion this would mean much more to the average individual than a manned landing on the moon," Wilson said, assuring the Subcommittee that such a nuclear transmitter in space is "possible in this decade."

Chmn. Price took a dim view of the value of such a space gadget, however. He said he didn't think much "world prestige" could be won by such an accomplishment in a field where USSR has made spectacular advances.

Comr. Wilson maintained, however, that a simple nuclear-powered satellite system relaying TV signals with 1 kw to ground networks could be developed in 2-3 years. TV coverage of "the entire hemisphere" from a satellite would require about 150 kw of nuclear-developed power, he estimated.

Meanwhile, an informal 35-member Senate-House Democratic caucus led by House Judiciary Committee Chmn. Celler (D-N.Y.) sent a letter to President Kennedy protesting the White House-FCC plan for ownership of a space system by international common carriers.

Organized last month to oppose the plan (Vol. 17:33 p5), the caucus told the President that if the project goes through, AT&T would gain a "dominant & very probably a monopolistic position." This would be "intolerable from the standpoint of the public interest," the letter said.

Celler & his colleagues urged the President to make an exhaustive study of satellite problems before reaching any final decision on private or govt. ownership of the system. If an ultimate go-ahead is given to private operators, the combine should be expanded, they said.

Senate Salutes Sarnoff: Vice President Johnson and 23 Senators attended a luncheon honoring RCA Chmn. David Sarnoff Aug. 30 on the occasion of his 55th anniversary in the communications industry. Sponsors were Senators Keating & Javits (R-N.Y.), Aiken (R-Vt.), Magnuson (D-Wash.) & Pastore (D-R.I.). Sen. Aiken was master of ceremonies. In brief remarks, Gen. Sarnoff described 4 trips he had taken, saying they epitomized the opportunities which are presented "only in America." The first was the steerage voyage from his Russian birthplace to the U.S. in 1900 when he was 9; 2nd, from N.Y. to England in 1909 as radio officer of the *USS New York*; 3rd, from U.S. to France in 1929 as assistant to Owen D. Young, Chmn. of the Reparations Commission; 4th, from N.Y. to Washington for the luncheon. His voice full of emotion, he said: "I'm deeply moved and profoundly honored." Sen. Aiken characterized him as "a dreamer and a doer." On the floor of the Senate, the same day, statements praising Sarnoff were presented by Senators Keating, Javits, Magnuson and Kuchel (R-Cal.). A major dinner in Sarnoff's honor is being planned for November in New York.

Radio Bill Passed: The Senate has approved a bill (S-1589), authorizing FCC to issue radio-operator's licenses to U.S. nationals who aren't citizens (Vol. 17:30 p14).

The FCC

Lafayette Ch. 3 Drop-out Planned: KVOL Lafayette, La. has petitioned to withdraw from the 3-way contest for Ch. 3, stating it has doubts about economic prospects. It said that drop-ins of several new channels in the general area have cut into the channel's proposed service area. KVOL is 50%-owned by the Morgan Murphy interests which recently bought KXLY-TV (Ch. 4) & KXLY Spokane (Vol. 17:34 p8). The station also reported that the Murphy interests have reached an agreement with George Thomas, the other 50% stockholder, whereby the latter will become 100% owner. In the Ch. 3 case, examiner Millard French had recommended giving the CP to KXKW, denying KVOL and uhf KTAG-TV (Ch. 25) Lake Charles (Vol. 17:24 p5).

Putnam's Allocations Parley: Telecasters representing 13 stations accepted the invitation of William Putnam, WWLP (Ch. 22) Springfield, Mass., to discuss FCC's proposed allocations actions last week. Results of the meeting, Putnam said, were that "we agreed that the Commission has taken steps long overdue and we hope that they'll stand up." He added: "I just invited some friends in. Some represented uhf stations, some vhf. We don't have the leverage to out-politic those opposing FCC's action. We've got to rely on a strong case, not a strong arm." Putnam is chmn. of the Committee for Competitive TV, a uhf organization which participated in the activities of TASO, the group that made allocations studies for FCC. He said that CCT would file comments on the proposal.

Mack Case Dropped: Ailing ex-FCC Comr. Richard A. Mack won't have to face trial again on charges that he conspired to rig the Miami Ch. 10 award for WPST-TV. At the request of U.S. Attorney Oliver Dibble, District Court Judge Alexander Holtzoff on Aug. 30 dismissed the 3-year-old indictment against Mack, whose first trial in 1959 ended with the jury deadlocked. Dibble said the govt. was unable to proceed with the prosecution of Mack because his co-defendant, the late Thurman A. Whiteside, was acquitted at his 2nd trial (alone) last October. Mack had been excused from retrial then because he was too ill to appear in court. Whiteside shot himself in his Miami office May 19 (Vol. 17:21 p16).

NAB Logging Form Tests: Three TV and 6 radio stations will try FCC's proposed new logging form for a week under NAB's auspices, probably starting Sept. 11, to give the Association material on which to base comments to be filed. The stations will follow FCC's proposal for 3 days, then use a modification of existing practices for 3 days. The stations weren't identified, except for WDEC Americus, Ga. which is testing under sponsorship of the Georgia Assn. of Bcstrs. (Vol. 17:33 p3).

Conelrad Tests Start: Daily 9:30 a.m. tests of FCC's new Conelrad alerting system utilizing AP & UPI teletype facilities are being conducted this month. Special instructions & reporting forms were furnished all broadcast stations by defense Comr. Bartley in advance of the tests. Starting Oct. 1, they will be run at 9:30 a.m. Saturdays and 8:30 p.m. Sundays.

ETV Factsheet Issued: A 6-page factsheet, "Educational Television," has been published by FCC to summarize the development of non-commercial TV and list the Commission's ETV rules. Copies of the publication (Bulletin No. 16-B) are available from FCC on request.

San Angelo Ch. 3 CP: Granted to Abilene Radio & TV Co. in the finalization of an initial decision.

Advertising

SPOT TV-RADIO DATA GROWS: Three new station-level research projects launched by station groups or reps were being promoted to ad agencies last week:

1. **TvAR brand comparison study:** The latest measure of regional differences in consumer brand preferences made by Westinghouse-owned TvAR has been expanded to the 8 markets in which there are TvAR-represented stations—Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland, San Francisco. The new report covers beer & ale, cigarettes, cold remedies, gasoline, headache remedies, hot cereal and margarine. As in previous TvAR studies, there were some interesting differences between markets. A few: (1) Margarine is a more popular household product in Jacksonville and Charlotte, where 88% & 93% of families use it, than in Boston, where only 55% use it. Regional brand preferences were also apparent, with TV-sold Mrs. Filbert's the favorite brand in Charlotte, while the premium-priced Imperial was tops in Boston. (2) Boston also drew a low score in the usage of headache remedies, with 78% of families reporting consumption. High score (94%) was scored in San Francisco. Copies of the study are available to agencies from TvAR, 666 Fifth Ave., New York 19.

2. **KNXT buying-habit study:** To determine "what kind of audience, in terms of buying habits" was being reached by CBS-TV o&o KNXT Los Angeles, ARB prepared a special correlation of TV viewing and consumer purchasing. The study, titled "Prime Prospects," has been since developed into a presentation of the CBS-TV Stations div. Key findings: (1) Two-thirds or more of most food & drug purchases in Los Angeles, generally regarded as the nation's 2nd biggest market, are made by one-third of the area's population. (2) As a typical example, KNXT cited household aluminum foil consumption. Dividing users into 3 equal groups "according to their buying habits," ARB found that "heavy" users actually accounted for 72.6% of total aluminum foil sales in the city. (3) This consuming audience was also a TV audience, with KNXT reaching 94% of the "heavy" users at least once a week.

3. **Christal-Politz studies:** Designed to provide agencies with considerable data which can be used in planning integrated TV-radio spot schedules, 5 new radio-market studies will be available this month from rep firm Henry I. Christal. The studies have been conducted by Alfred Politz Media Studies, and will cover such things as: (1) The kinds & numbers of people who listen to radio each week. (2) Places & times of day wherein people listen. (3) A measure of the "qualitative attributes" (community service, etc.) of individual radio stations. The studies are not the usual "rating reports," and actually are geared to showing data on the radio medium in each of the 5 markets rather than competitive information. The 5 cities, in which there are Christal-represented radio outlets, are Albany, Buffalo, Detroit, Hartford and Milwaukee.

Print Revenue Tops TV: Newspaper ad revenues are more than double those of TV, reports the Bureau of Advertising of the American Newspaper Publishers Assn. ANPA's breakdown for 1960, based on compilations prepared by the research dept. of McCann-Erickson: Newspapers (all U.S. dailies)—\$3.7 billion. TV—\$1.6 billion. Magazines—\$940 million. Radio—\$668 million. Outdoor advertising—\$203 million.

Spot TV Continues at High Level: More than \$160 million was spent by TV advertisers in spot TV gross time billings in the 2nd quarter of 1961. That's the boxscore from TvB, which reported that spot spending showed a slight (0.04%) increase above the comparable quarter of 1960.

Prime-time spot buys still head the list of advertiser preferences (in dollar volume), with nearly \$52.2 million (32.5% of total) spent in evening time. Daytime buys, however, weren't too far behind, amounting in the quarter to \$40.1 million (25% of total). Next in line were early-evening buys (\$34.7 million representing 21.7%) and late-night Spot TV (\$33.5 million, 20.8%).

Announcements are far in front of other types of spot activity, representing 75.9% of the dollar total. Local-level program purchases and 10-second IDs represent, respectively, 12.3% and 11.8%. As might be expected, the leading spot TV advertiser for the period was Procter & Gamble, with billings of more than \$16.4 million, with Colgate-Palmolive (\$4.7 million) and Lever Bros. (\$4.2 million) as runners-up. On the list of top 100 spot TV advertisers for the first time: Phillips-Van Heusen, Cities Service, Pure Oil, Cal. Spray Chemical.

Food & grocery products with total 2nd-quarter billings of \$44.4 million this year (up 7.2% from last year) were the leading advertiser classification, according to TvB. Interestingly, this was confirmed in part last week on another front. A checkup conducted by Ziv-UA among sponsors of the firm's first-run syndicated series revealed that food products now account "for nearly 26% of the markets in first-run sales," and represent as a category "the top sponsor in syndication." Unlike TvB's over-all runner-up category—cosmetics & toiletries, which spent \$16.7 million in the second quarter of 1961—Ziv-UA's 2nd largest category of advertisers buying first-run syndicated series proved to be tobacco companies, led by Brown & Williamson and American Tobacco.

Canadian Sponsorship Restrictions: A regulation to require TV advertisers to spend as many ad dollars on Canadian shows as they do on American programs on Canadian stations will be proposed by the Board of Best. Governors at a meeting next month of national advertisers, ad agencies and the CBC and CTN TV networks. BBG Chmn. Dr. Andrew Stewart believes such a policy is "essential" if stations are to comply with Canadian-content programming requirements.

TV Auto Cutbacks Coming?: Auto manufacturers will be increasing their ad investments to sell 1962 models, but TV "may find its share reduced." That's the prediction of *Printers' Ink* which forecasts in its current issue a rise in auto ad spending in newspapers & direct mail and heavy expenditures in magazines. GM, said *PI*, is expected "to put a total of more than \$120 million into advertising."

New Reps: KPAC-TV Port Arthur, Tex. to Blair Television Associates Aug. 14 from Bolling • WECT Wilmington, N.C. to Select Station Representatives Aug. 1 from Weed.

Ad People: George Allison named to new post of media dir., Needham, Louis & Brorby . . . Paul W. Moseley and Arnold J. Deutschman elected Ted Bates vps . . . Richard F. Casey named senior vp, Charles E. F. Millard and David P. Hotz elected vps, Benton & Bowles . . . George Mihaly, ex-BBDO TV-radio research mgr., named account exec., Schwerin Research Corp.

Networks

Nationwide TV's 10th Anniversary: In addition to being Labor Day, Sept. 4 is the 10th anniversary of an important TV milestone—the birth of coast-to-coast transmission. First nationwide live telecast was President Truman's opening of the Japanese Peace Treaty Conference in San Francisco—fed instantaneously to 94 TV stations in 52 cities and viewed by more than 40 million people (Vol. 7:63 p3). "Today," said AT&T in a commemorative release last week, "such a program could be transmitted to some 500 TV stations and viewed at the same time in more than 300 cities."

"World's Biggest Ad Medium": NBC-TV continues to make good on a prediction voiced by exec. vp Walter D. Scott, who promised affiliates at the time of the NAB meeting that NBC would become "the world's largest single national advertising medium" during 1961 (Vol. 17:19 p6). In the June reports of LNA/BAR (latest available), NBC-TV topped CBS-TV and ABC-TV in gross billings for the 6th consecutive month, posting a "record" level of \$22.9 million. A comparison also showed that NBC, for the first half of 1961, was ahead of the similar period of 1960 by \$15.3 million. CBS-TV was below its year-ago level on the same yardstick.

NETWORK SALES ACTIVITY

ABC-TV

- A. E. Staley (Erwin Wasey, Ruthrauff & Ryan) Whitehall Laboratories (Ted Bates), part. eff. Sept. 8 & Oct. 2.
Daytime programming, Mon.-Fri.
- Milton Bradley (Noyes & Co.), Lehn & Fink (Fuller & Smith & Ross), co-sponsorship eff. Sept.
American Newsstand, Mon.-Fri. 4:50-5:00.
- Beatrice Foods (Zed R. Daniels) part. eff. Sept. 30.
Magic Ranch, Sat. 11:30-12 a.m.
- Retail tape div. of Minnesota Mining & Mfg. (MacManus, John & Adams) part. eff. Sept. 11.
Daytime programming, Mon.-Fri.
- Keystone Camera (Bresnick) part. eff. Oct. 22 & Oct. 29.
Maverick, Sun. 6:30-7:30 p.m., Adventures in Paradise, Sun. 10-11 p.m.

CBS-TV

- P. Lorillard (Lennen & Newell), Mutual of Omaha (Guild, Bascom & Bonfigli), part. eff. Oct. 4.
Father Knows Best, Wed. 8-8:30 p.m.
- General Foods (Benton & Bowles), part. eff. Sept. 1.
Rawhide, Fri. 7:30-8:30 p.m.
- P. Lorillard (Lennen & Newell), part. eff. Oct. 1.
Ed Sullivan Show, Sun. 8-9 p.m.
- Polaroid (Doyle Dane Bernbach), part. eff. Sept. 23, Oct. 4, Oct. 26, Nov. 9 & Nov. 26.
Perry Mason, Sat. 7:30-8:30 p.m., Checkmate, Wed. 8:30-9:30 p.m. CBS Reports, Thu. 10-11 p.m. The Investigators, Thu. 9-10 p.m., What's My Line, Sun. 10:30-11 p.m.

NBC-TV

- Phillips Petroleum (Lambert & Feasley) part. eff. Sept. 17.
14 pro football games, Sun. aft.
- Revlon (Grey) full-sponsorship eff. Dec. 13.
The Bob Hope Show, Sun. Dec. 13, 9-10 p.m.

Film & Tape

Four Star Buys Marterto: Four Star Television last week acquired Marterto Productions from Danny & Rosemarie Thomas in a deal involving approximately \$2 million.

Four Star received 90 half-hours of Thomas's *Make Room for Daddy* films, produced the first 3 years he was in TV, and Marterto's 25% interest in *The Real McCoys*, plus a continued interest in future segments of *McCoys*.

Other partners in *The Real McCoys* series are ABC-TV, producer Irving Pincus and Walter Brennan, star of the show. While Four Star's purchase does not give it financial control of the series, it will give it a dominant voice in the creative production, one executive told us.

For his profit-sharing equity of the properties involved in the Four Star deal, producer Sheldon Leonard will receive a percentage of the net (before taxes) of the estimated \$2 million from Thomas. In addition, he will be paid residuals by Four Star when the films are exhibited.

Four Star's purchase of Marterto does not include Thomas films made by Marterto after the first 3 years.

The Dick Powell-David Niven-Charles Boyer company does not immediately plan to go into syndication as a result of its acquisition of film, although Pres. Powell told us the purchase was made because of the films' potential residual value. Powell estimated Four Star now has a backlog of close to 1,500 TV films, and "we may eventually syndicate."

Last year the William Morris Agency made a deal leasing 9 years of Thomas films to NBC-TV for daytime stripping; the films acquired by Four Star are in that deal.

Marterto Enterprises owns the current Thomas series. Thomas's other production activities are complex joint ventures. For example, the *Dick Van Dyke Show* is produced by Calvado Productions, owned by Van Dyke, Leonard and Thomas; *Andy Griffith Show* is produced by Maybery Enterprises, with Leonard, Thomas and Griffith involved; *Joey Bishop Show* is produced by Bellmar Enterprises, and partners are Louis Edelman, Leonard, Thomas and Bishop.

* * *

On still another production front, Four Star is taking its first steps toward entering the field of live & taped network programming. Four Star has acquired ownership of a N.Y.-based production concern, Heatter-Quigley Enterprises and Heatter-Quigley Productions, formed by Merrill Heatter and Robert Quigley. Heatter-Quigley, which has specialized in audience-participation and panel shows reminiscent of those of Goodson-Todman, is currently represented on CBS-TV with *Video Village*. The production team will shift soon to Four Star's Hollywood hq.

NBC International is enjoying an export sales boom in the Far East, Latin America and Europe. According to Clifford Slaybaugh, NBC International Enterprises dir., gross sales for the first half of this year topped those of the comparable 1960 period by 50%. Slaybaugh cited "rising interest in American news & public-affairs programs abroad" as sparking the sales upbeat. Among best-selling shows of this type in NBC International's catalog are the *Project 20* and *NBC White Paper* shows, as well as the recent special, "The Real West," narrated by Gary Cooper. In the Far East, NBC International claims 20 series in the Philippines, 22 in Hong Kong, and a large roster in Japan, including a new public-affairs package of 52 episodes sold to Fuji Bestg. Co.

BBC-TV's Overseas Success: BBC-TV has doubled its overseas program sales, and attributes the rise to its 17-month-old BBC-TV Promotions Dept. (which, despite its name, is BBC's international program sales division). More than 1,200 BBC-TV export program episodes were sold in the first year after the new offshoot began operations in March 1960, and a further 800 in April & May. Sales were scored in more than 50 foreign markets, including the U.S. BBC-TV Promotions also purchases programs for U.K. telecasts, and acquired during its first year the TV rights to 52 British features—the first time such a film supply was available to BBC.

In the production area, BBC-TV Promotions and NTA plan a new cycle of *The Third Man*, with 20 episodes to be filmed in Hollywood and 18 at MGM's Elstree Studios near London. Michael Rennie stars and Vernon Burns is exec. producer. The 30-min. cloak-&-dagger series is currently syndicated in about 150 U.S. markets and has been renewed by Budweiser Beer in the show's largest regional deal, 100 markets. Another BBC co-production, *R.C.M.P.*, done jointly with Canadian Bestg. Corp., is now running in 73 markets, with syndication sales handled by NBC Films. BBC's latest co-production, *Zero One*, will go into production this fall as a 30-min. adventure series. All of BBC's film deals, of course, are considered "quota" shows in England and are assured of virtually automatic sales to BBC for prime-time exposure on the organization's TV network.

NEW YORK ROUNDUP

Seven Arts' package of 41 Warner Bros. post-1948 features has been sold to 4 more stations, bringing the market total to 43. New purchasers are WTVJ Miami, WWL-TV New Orleans, and WNBC-TV N.Y., which will program the package as part of a TV double feature on Saturday nights (Vol. 17:35 p12). In addition, 7 Arts has signed 2 more stations for its *Looney Tunes* package of 191 cartoons.

Tele-Tape Productions, Chicago, which operates a mobile cruiser to location-tape TV shows & commercials, has been hired to provide mobile facilities for Videotape Productions, N.Y. Tele-Tape's record includes 65 episodes of NBC-TV's *Kukla & Ollie Show*, with 65 more scheduled. The mobile unit will move to N.Y. September 5.

Film Producers' Assn. of N.Y. moved into new headquarters at 165 W. 46 Street, N.Y. last week. The organization represents the majority of commercial, program & feature production firms based in N.Y. and has been active in attempting to lure movie-making projects to the city and in working with N.Y. union locals.

United Artists Associated's group of 27 features (including 22 post-1948s) will be seen on WCBS-TV's *Early Show* and *Late Show* after Jan. 1. All 22 of the post-1948s are first-run in N.Y.

Add Syndication Sales: Trans-Lux scored a renewal sale for its Encyclopaedia Britannica Film Library to the 5 Westinghouse Bestg. Co. outlets for a 5-year run.

People: Joe Joel, Screen Gems Ltd. (Sydney, Australia) managing dir., appointed sales supervisor for the Far East, Australia & New Zealand.

HOLLYWOOD ROUNDUP

A Living Doll—for TV: Several new comedy telefilm series produced by means of a process called "Tri-Cinematation" are planned by Screen Gems. Developed after years of experimenting by DHB Inc. (a creative trio composed of Christos Diatsinos, Albert Hecht & Robert Brahm), the process is a secret one in which life-like dolls can be made to move, on film, "exactly like human beings," and which can also create exaggerated characterizations for comic effect. (Screen Gems didn't reveal the gimmick of Tri-Cinematation, but it's believed to be an electronic servo-motor process of "animating" puppet figures by remote control, off-camera.) DHB Inc. will handle physical filming of the planned series and will act as co-producer. Screen Gems also plans to utilize the new technique in ETV, as well as comedy shows.

Newsman Forms Documentary Firm: Documentary Associates, headed by TV-radio newsman Lew Irwin of Los Angeles, is completing its first 60-min. documentary, "The Addict," and sold it to Unitours. About drug addiction, it will be shown first on a Los Angeles station, then syndicated. Exec. producer Irwin told us he's planning a 60-min. documentary series and a half-hour weekly show about people—a "Candid Camera without the camera." He is also seeking clearance from the Gary Cooper estate for a 60-min. documentary on the late movie star.

MGM-TV's "Best of the Fifties" group of 30 post-1950 movies has been licensed in 34 markets in the past 90 days, and total revenues now approach the \$2-million mark . . . 20th Century-Fox TV has 3 separate segments of *Follow the Sun* before the cameras simultaneously . . . H. N. Swanson Agency is negotiating the sale of TV rights to "Mr. Moto," the character created by the late John P. Marquand.

Revue Studios' *The Investigators*, originally scheduled to debut on CBS-TV Sept. 21, has been postponed until Oct. 5. . . . Mark VII Ltd. will produce a 60-min. anthology pilot for CBS-TV utilizing material from *True* magazine as its source. Producer is Mike Meshekoff, who rejoins Mark VII owner Jack Webb after having produced his *Dragnet* series years ago. Webb will star in some of the segments and direct and narrate. The pilot goes into production in November at Republic Studios.

International Congress of Schools of Cinema & TV members, touring the U.S. under State Dept. auspices, and visitors in Hollywood last week, were hosted by the Academy of Motion Picture Arts & Sciences board and its foreign language film committee.

Revue Studios signed Mary Jayne Saunders to a 5-year contract. She's a regular in its *Tales of Wells Fargo* series. . . . The same studio will have completed 17 segments of its 60-min. *Frontier Circus* series by the time it bows on CBS-TV Oct. 5.

People: Edgar Peterson signed as producer-writer of Jack Douglas's documentary series for Ziv-UA, *Keyhole* . . . Andrew J. Fenady named producer of several Goodson-Todman pilots planned for 1962-63 . . . Wilma Basher, exec. dir. of the Motion Picture Relief Fund since 1938, has retired . . . James Karayn named associate producer of KTLA Los Angeles, his first assignment *City at Night*.

Television Digest

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Personals: Michael Sillerman resigns as exec. sales vp, Programs for Television, to form his own program & sales consulting business . . . Philip d'Antoni promoted from Eastern sales div. mgr. to gen. sales mgr., MBS, succeeding Frank Rogier . . . Robert E. Early, Washington information services mgr. for CBS News, promoted to exec. asst. in CBS Inc. Washington offices . . . Donald G. McGlathery, A. C. Nielsen sales mgr., and Philip F. von Ladau, Western div. sales mgr. for national services, appointed Nielsen vps.

Earl Revoir elected treas., Allicd Artists; Jack M. Sattinger named asst. vp; Maurie Gresham named Western div. sales mgr., AA Television.

Karl J. Nestvold appointed gen. mgr., Ore. Assn. of Bcstrs., replacing Robert Monaghan . . . William C. Dempsey named exec. vp, West Mich. Telecasters, applicant for TV & FM in Grand Rapids . . . John North named news dir., WWTV Cadillac-Traverse City, Mich. . . Steve Libby, CCI div. of Communication Affiliates, named publicity chmn., RTES. He'll coordinate a board set up to handle PR & publicity.

FCC Chmn. Minow speaks to San Francisco's Commonwealth Club Dec. 22 . . . James N. Faber, ex-radio KTAC Tacoma newsman who was World War II news editor for Armed Forces Radio in New Guinea & the Philippines, appointed Interior Dept. information dir. . . . William Dalton, NCTA pres., selected as one of 34 trade association executives to receive a "Chartered Association Executive Award," newly established by American Society of Association Executives . . . Aubrey L. Moore named station mgr., WRZ Baton Rouge, succeeded as production mgr. by John T. Crowe . . . Irving Brownstein promoted to asst. chief, FCC Safety & Special Radio Services Bureau.

Wasilewski & Swezey in at NAB: The NAB Board has approved the appointment of Vincent Wasilewski as exec. vp and Robert Swezey as head of the TV-Radio Code Authority (Vol. 17:33 p8). Official announcement is expected this week when NAB Pres. Collins returns from his vacation in Tallahassee.

Meetings This Week: West Va. Bcstg. Assn. fall meeting (Sept. 8-10). Greenbrier Hotel, White Sulphur Springs.

Meetings Next Week: Assn. Canadienne de la Radio et la Television de Langue Francaise annual convention (Sept. 10-13). Seaway Hotel, Toronto • IRE and American Institute of Electrical Engineers (Washington sections) space communications panel (11). Panelists include: Dr. John Pierce, Bell Labs; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., GT&E Labs; Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D.C. • South East Radio-TV Seminar, sponsored by Ga. Assn. of Bcstrs. (15). Biltmore Hotel, Atlanta • Mich. Assn. of Bcstrs. fall convention (14-16). Hidden Valley, Gaylord, Mich. • American Women in Radio & TV Southern area conference (15-17). Dinkler-Tutwiler Hotel, Birmingham, Ala.

Educational Television

South Carolina's ETV Net: "First state-wide closed circuit ETV"—the South Carolina network involving more than 400 miles of closed-circuit facilities serving 33 schools in 17 cities—gets the spotlight in the Summer issue of *Bell Telephone Magazine*. When the state began to explore the possibilities of CCTV instead of conventional on-air TV, the article points out, "there was no state-wide educational network anywhere in the nation, and there were no cost figures." A force of engineering, maintenance and cost experts went to work. "The result was that the legislature could be shown that every high school in the state could be served with 3 channels of closed-circuit program material, offering 36 regular daily subjects, at a per-pupil cost of only \$12.67 a year, or a total of \$3.8 million a year. The legislature was so impressed that it appropriated all that was asked for the 1960-61 school year . . ."

Miami-to-Bahamas ETV: The first international ETV experiment in the Western hemisphere will be launched Sept. 8 when the children of Bimini, a tiny resort island in the Bahamas, assemble to watch ETV courses beamed from Miami's WTHS-TV. Bimini's 300 children aged 9-13 years will be ETV-instructed in science, Spanish, typing and sewing. The project was made possible by a \$4,500 grant from the Ford Foundation—a contribution that also included textbooks, 23 TV sets, and a 40-ft. special antenna to receive the Miami station, 65 miles away.

Stations

BBG Delays ABC's CFTO-TV Buy: Canada's Board of Best. Governors last week threw an *if* into ABC's plans to purchase stock in CFTO-TV Toronto (Vol. 17:35 p9). ABC reportedly has applied to buy the maximum 25% stock interest permitted non-Canadians. BBG has decided it will approve the stock sale to ABC—if no reasonable matching offer by Canadian interests is received before noon Sept. 25.

Shreveport's New Outlet: KTAL (Ch. 6) has completed construction of new facilities near Vivian, La. and began operation on Sept. 3 as the NBC-TV affiliate for Shreveport. It has offices and studios at 3150 North Market St., Shreveport, as well as on Summerhill Rd. in Texarkana, Tex. Also on the 3rd, KTBS-TV (Ch. 3), which has been the NBC-TV & ABC-TV affiliate for Shreveport, became a full-time ABC-TV outlet.

Uhf Translator Starts: K74BJ Three Rivers, Cal. started testing Aug. 14 by repeating KFRE-TV Fresno.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MANUFACTURERS PLEDGE SUPPORT OF STEREOCASTING: There's no lack of ad dollars for most FM stereo stations. Neither is there lack of support from hi-fi manufacturers. Dollars & support will become increasingly plentiful as more FM-stereo radios & adapters move into station areas and more advertisers are attracted by the broadening market. These conclusions stem from our discussions with broadcasters & manufacturers last week—in wake of blast by pioneer Chicago FM stereocaster WKFM charging equipment makers with non-support of their latest offspring (Vol. 17:35 p14).

FM stereocasters we contacted were unanimous that their business is perking & increasing, that ad revenues will rise with set distribution in their areas, that any stereocaster hurting for business possibly got off on the wrong channel by giving too much "for free." Exec. vp William Tomberlin of KMLA Los Angeles—which is aiming for a Sept. 10 stereocasting debut—pretty well voiced consensus: "Our schedule is strictly dependent on the advertiser," he told us. "We don't plan any sustaining programs. If stereo manufacturers, distributors and dealers find there are sustaining programs, they won't buy time."

Zenith, GE, Packard Bell, Fisher Radio, H. H. Scott are among hi-fi set & component makers which have already signed for FM stereo time on local stations. Discussions are under way with other manufacturers by aggressive stereocasters seeking business. These same aggressive broadcasters are also seeking & finding local non-industry sponsors. Examples: Laundry, foreign car distributor, moving & hauling firm, oil heating council, tire dealer, restaurant.

Only one of 5 FM stereocasters we spoke with has increased ad rates for stereo. That's WGFM Schenectady, with a \$60-per-min. rate for stereo, vs. \$45-per-min. for mono FM. Only other stereo-mono variations we found: WSPA-FM Spartanburg, S.C. seeks to sell stereo time on a yearly contract; KMLA Los Angeles will add a production charge for stereo commercials.

Increasing support from set & component makers is in the offing. Manufacturers we contacted have ad plans of varying magnitude, it's true, and some plan to leave local advertising to discretion of distributors or dealers. But it seems clear that all will be in close support of product as manufacturing & distribution increase tempo. Even those manufacturers which will leave advertising to distributors & dealers are urging them to support FM stereo locally and are allocating co-op ad funds for that purpose.

Back in Chicago, meanwhile, WKFM is still sticking to its decision to abandon stereocasting unless support from manufacturers is forthcoming. Owner Frank S. Kovas told us "if we get any indication they're interested, we'll continue." Meanwhile, he has already notified his only FM-stereo sponsors, A&P and Fairfield Savings, that WKFM will revert to mono—probably after the first week in September.

For plans & comments of other stereocasters & equipment makers, see p. 14.

SCORE ON TV IMPORTS—13,000 SO FAR: This is the first year of large-scale TV imports—but so far they have amounted to less than 0.4% of 1961's domestic TV production to date.

Approximately 13,000 TV sets arrived at U.S. ports from abroad from Jan. 1 to Aug. 15, 1961—the vast majority of them from Japan—as compared with 10,000 in all of 1960, virtually none in 1959.

Two large importers accounted for nearly all of the TV sets imported so far this year. Our own educated guesstimates place their imports at these figures: Delmonico International has received about 10,000 TV sets (less picture tube) from Japan Victor—most of them 19-in. portables, but recently shipments of TV-radio-phono combinations have been stepped up. Sony Corp. of America has received somewhat fewer than 3,000 battery-operated 8-in. portable TVs—almost all of them since June.

Remainder of TV imports so far this year have been dribs & drabs of sample & token shipments. Majestic International (German Grundig sets) has probably earned title of 3rd biggest importer of TVs, but its relatively high-priced TVs & combos haven't been imported in numbers to compare with Sony's & Delmonico's merchandise. So far as we can determine, no significant amounts of TV sets or chassis have been imported by any company other than the 3 mentioned.

Step-up in TV imports seems likely during 2nd half of year. How big an increase depends on Sony's success with its battery portable. If market tests turn out well, there should be flood of competitive makes, plus many more Sonys.

EIA ASKS IMPORT CURBS: Electronics industry's growth rate has been slowed by the impact of imports, Sprague Electric Co. Chmn. Robert C. Sprague told a House Banking & Currency Subcommittee last week, and he urged legislation to apply brakes to imports "whenever they seriously threaten any segment of the American economy." Subcommittee No. 3 is investigating the impact of imports & exports on American employment.

In a statement submitted in behalf of EIA's Imports Committee, of which he is chairman, Sprague said he personally favored some form of import quotas for critical products, but he conceded that EIA members have "divided interests and points of view." Pointing out that about two-thirds of the 3,500 electronics firms (with 750,000 employes) have 500 employes or less, he said unrestricted imports hurt small business and decrease job opportunities.

While electronics industry's balance of trade is favorable—exports last year were more than 3 times the volume of imports (\$483.4 million vs. \$148.7 million)—this rule doesn't hold true in the home-entertainment field. "Foreign producers sell about \$45 million, or 47.5%, more entertainment equipment in this country than total U.S. exports in that category."

He quoted figures which indicated that if imports of Japanese receiving tubes continue to increase at the present rate, they will account for 22% of the domestic market by 1962, representing a loss of 8,000 U.S. jobs.

Although Japanese competition so far has been concentrated on transistor radios, "this is only the beginning if we are to believe the boasts of the Japanese manufacturers who forecast tremendous increases in their exports, particularly to this country, within the next few years. Japan has adopted a shrewd & effective formula for invading a foreign market. It is to attack sector by sector rather than by a broad assault."

Sprague said Japanese electronics manufacturing facilities, "built in part at least with American financial aid," are as modern as any in the world, and U.S. technology can't be counted on to overcome the Japanese 5-to-1 advantage in labor costs. In his own company, he said, wages & salaries constitute 50% of production costs (excluding taxes) and "my own estimate is that it takes \$10,000 in sales to employ one man for a year." He predicted that other Southeast Asian countries "with even lower wage rates and living standards" than Japan may soon be exporting electronics to U.S.

In behalf of EIA, he endorsed legislation (HR-1149) to require country of origin to be stated in advertising copy and HR-7692 to require labeling of repackaged articles, as well as strengthening of the anti-dumping act.

Sprague brought up one of the real sore points among component makers—the fact that some Japanese manufacturers "have unabashedly offered to furnish American manufacturers with almost undetectable copies of parts now

being purchased in this country and at prices well below the lowest available from U.S. producers."

His concern over this practice was echoed in testimony by Pres. Carl E. Mosley of Mosley Electronics, Bridgeton, Mo., who told the Subcommittee that he was being under-sold in the U.S. market by Japanese-made carbon copies of his products. He said he received a letter from a Japanese engineering firm urging him to get on the same bandwagon—saying in effect:

"The only way you can meet the competition from Japanese duplication of your product is to have Japanese industry also do your manufacturing." He said the Japanese company offered to work out a deal if he could guarantee them a certain volume.

P. R. Mallory's Walter O. Troyer told the Subcommittee that "all electronics imports from Japan [should] be stopped at once, until a fair quota can be set up on each item and the tariff be raised to an effective level to protect our American industry." He said that in 1960 the imports were 5 times U.S. electronic exports to Japan. In the U.S., Troyer testified, "directly or indirectly well over 1 million employed workers are affected by the purchase of one foreign TV set."

A labor witness, Edmond F. Rovner of IUE (AFL-CIO) told the Subcommittee that some companies exaggerate the threat of foreign competition to discourage their workers from seeking higher wages.

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EIA Conference Agenda: Highlights of the Fall Conference at N.Y.'s Biltmore Hotel, Sept. 11-14: Seminar on the Army Modernization Market; report on nationwide interviews with housewives on what they think of TV-radio repair services, by *Good Housekeeping* Institute; consideration of intensified public relations program on import problems. In addition, there will be regular meetings of EIA committees, sections, divisions & departments, and a meeting of the Board of Directors.

NARDA Admits Manufacturers: The TV-radio-appliance dealer trade association last week announced that it will admit manufacturers to membership on a non-voting basis. Pres. Victor P. Joerndt said the move will lead to joint manufacturer-retailer research projects, the first being a plan to report & analyze retail appliance sales.

Production Statistics Delayed: Because it was necessary to advance our publication deadline last week to insure prompt delivery of TELEVISION DIGEST over the Labor Day weekend, the regular weekly EIA figures on TV-radio production weren't available at press time. We'll recap 2 weeks of figures in next week's issue.

Phono Sales Down 17.1%: In our analysis of first-half phono sales last week (Vol. 17:35 p16), we correctly noted that factory sales tumbled to 1,498,050 units from 1,806,871 in 1960's first-half. Inadvertently, however, the percentage decline was noted as 7.1% instead of 17.1%.

More about

FM-STEREO AD SUPPORT: "We're going to go out and sell FM stereo, and it makes sense to us to use stereo stations." So said Zenith last week, and pretty much summed up the thinking of most of the set & components manufacturers we queried on their stereo ad & promotion plans (see p. 12).

The consensus is that it's early in the game for an ad splurge, but virtually all manufacturers we spoke with are readying plans—involving FM-stereo stations—for direct or via-distributor support of stereo as sets begin to flow into local areas.

We found, too, that most stereo stations aren't sitting back and waiting for support from stereo makers & retailers. They're beating the local bushes for sponsors, negotiating with instrument distributors, working out co-promotion deals with FM-stereo retailers.

Currently, Zenith, GE, Packard Bell, Fisher Radio and H. H. Scott seem to be in advance of manufacturers in sponsoring programs on local stereo stations. Others are in the process of jelling plans, keying their ad spending to the appearance of product later this fall. Here's a roundup of the thinking & planning we found in the industry last week:

GE: "We do have a regular program which we will use in key markets, involving sponsorship of FM-stereo programs," radio receiver dept. merchandise mgr. John C. Callahan told us. "We definitely will invest in FM-stereo programming on a large number of stations." GE's comprehensive plan is keyed to the introduction of its FM stereo merchandise on a market-by-market basis. In addition to program sponsorship, GE merchandising calls for "joint promotional efforts with stations, newspaper advertising & publicity," Callahan said.

Zenith: "We intend to use stereo stations as part of our over-all promotional effort," a spokesman noted. Although details are not yet worked out, Zenith hopes to open its campaign early this fall. Actually, we understand, Zenith already has contracted for radio time.

Fisher Radio: Although Fisher will rely heavily on co-op advertising with dealers in areas with stereo programming, sales vp James J. Parks told us that the parent company will foot the entire radio bill in some key areas. In N.Y., for example, Fisher is assuming full sponsorship of the area's first stereo program—WQXR-FM's *Adventures in Sound*, 10:05-11 p.m. Thursdays (Vol. 17:34 p14). It also will buy time co-operatively with Lafayette Radio on another N.Y. area station—WDHA-FM Dover, N.J., which is now stereo testing. Fisher & Lafayette will co-sponsor closed-circuit FM-stereo programming from WDHA-FM at the N.Y. High Fidelity Show Sept. 13-17. (The show's Chmn. Richard Ekstract estimated that a minimum of 50,000 persons in the N.Y. metropolitan area would have FM-stereo receivers or adapters by early spring. Currently, he said, no more than 7,500 are equipped to receive FM stereocasts.)

RCA: Although no formal plans were reported, we understand that individual distributors are being encouraged officially to sponsor FM-stereo time. WSPA-FM Spartanburg, S.C., for example, told us it is already carrying stereo sponsored by the local RCA distributor.

Packard Bell: To help its dealers introduce stereo in the Los Angeles area, Packard Bell has contracted for a late-Sept. special on KMLA. The purpose is to give dealers programming for demonstration, and Packard Bell will sponsor 3 hours nightly for 3 nights.

Motorola: Although no formal factory program is planned, Motorola is encouraging its distributors & dealers to support FM-stereo programming in their areas and is making co-op funds available for that purpose. Little action is anticipated before the appearance of Motorola's stereo adapter next month.

General Dynamics/Electronics (Stromberg-Carlson): Ad mgr. Parry Sykes told us that all advertising will be co-op and on a local level. Each district mgr. will work out ad programs with dealers—and "I feel certain that we are, or will be, sponsoring programs in FM stereo." Stromberg-Carlson adapters won't hit the market for another month and they're not expected to be enough of a big-ticket item to justify a big ad budget. However, Sykes emphasized, stereo will be advertised in markets where there's some FM-stereo excitement.

Emerson: Pres. Benjamin Abrams told us that no radio sponsorship is included in current planning but Emerson may expand into Granco sponsorship later.

FM-Stereo Broadcasters Report

From our discussions with FM-stereo broadcasters we learned that other set & components manufacturers—for example, H. H. Scott, Official Radio—already have signed, or plan to, for time on local stations. Here are the comments of stereocasters:

KFMU Los Angeles: Gen. sales mgr. Larry Krasner told us "we refuse to put any shows on unless they are sponsored. We decided not to give the manufacturers a free ride, and had them signed before we began stereo Aug. 16." Currently, KFMU is carrying only 2 stereo programs: 8-10 p.m. Mon.-Fri. for Official Radio, and 1-3 p.m. Sat. for H. H. Scott, which signed for 52 weeks. "We expect new deals to be set this week," Krasner said.

WGFM Schenectady: This GE-owned outlet is currently stereocasting some 20 hours weekly. At the present time only GE stereo equipment is available in the area, and GE has purchased one 30-min. and two 15-min. segments. WGFM stereocasts 2-5 p.m. Fri.-Sat. specifically to provide dealers with programming for demonstration. We understand that the station is negotiating with Granco's area representative and expects to sell time when Granco sets appear in the Schenectady area.

WSPA-FM Spartanburg, S.C.: "We've been very pleased with the reception FM stereo has had here so far," promotion mgr. William A. Adams told us. The station stereocasts daily 9 a.m. to 11 p.m., has had good ad support from equipment retailers in the area. The local RCA distributor is a sponsor, Adams said, and indications are that more hi-fi retailers and servicemen will soon be buying time. The station attempts to sell stereo on a yearly contract, allows 2 announcements per half-hour.

WDTM Detroit: Programming & operations dir. Robert Conrad informed us that WDTM is stereocasting about 20 hours weekly, has 5 hours sponsored and "a great amount of business about to go." In the latter category, and already signed, are 2 major (but unidentified) set makers. WDTM's other sponsors include a restaurant, laundry, foreign car distributor, hi-fi studio, oil heating council, a moving & hauling firm.

KMLA Los Angeles: Exec. vp William Tomberlin told us KMLA hopes to commence stereocasting Sept. 10. "Our schedule is strictly dependent on the advertisers," he said. "We don't plan any sustaining programs." As indicated above, it has already signed Packard Bell for an FM stereo special. Also signed is Hollywood tire dealer Mark C. Bloome, for 60 minutes each Sunday.

\$200 Million in Color Next Year? RCA Pres. John L. Burns took a glowing look at the color TV industry last week and forecast that it would reach a going rate of \$200 million in 1962—up from \$100 million in 1960. "Looking further to the future, to 1970," he continued, "we see color rising to the status of a \$4.3-billion industry, including set sales, servicing and broadcast revenue."

Burns told us that RCA expects to get 20-50% of 1962's \$200-million color business. He also said RCA has no current plans to reduce color-TV set prices, adding: "Price has limited the market to some extent, but the market is so great that we haven't even scratched the surface. Price is only one of a number of considerations. Normally a company will gradually lower its prices. However, RCA lowered the price of color TV from \$1,200 to \$500 in one year—before I joined the company. That move cost us \$17 million."

Addressing West Coast dealers at a Los Angeles testimonial dinner given in his honor, Burns also forecast that the b&w industry volume would be running at a \$3.2-billion rate in 1970. Coupled with color's anticipated \$4.3-billion rate, this would mean a total \$7.5-billion TV industry.

Trade Personal: George Cohen promoted to vp—marketing, Du Mont Emerson Corp.; he's succeeded as Du Mont Div. sales dir. by George Hakim, former Western regional sales mgr.

Merle W. Kremer appointed vp, Sylvania electronic tube div., continuing as vp-gen. mgr. of the parts div. Matthew D. Burns, senior vp, formerly responsible for the electronic tube div., will now assist pres. Gene K. Beare in corporate & interdivisional activities. Gordon L. Fullerton appointed picture tube operations vp, succeeding W. Herbert Lamb, recently named head of Sylvania's micro-wave device div.

L. H. Niemann, ex-Sylvania, named mktg. vp, Thomas Electronics, replacing I. J. Posner, resigned to become a manufacturers' representative . . . J. Burton Henry named to new post of sales dir., International Resistance . . . M. Michael Moss, ex-Signal Corps Supply Agency, appointed reliability dir., Radio Receptor Co.; William Boren, ex-Olympic, named finance mgr.; John Feltham, ex-Electronic Communications, named material dir.; Albert Sikorsky, promoted from Radio Receptor Washington office to govt. relations mgr.

William M. Hummel appointed controller, Admiral International Corp. and Admiral Corp. Interamericana . . . Arthur L. Adamson resigns as chmn., Electronic Associates. Fred L. Martinson, engineering vp, named vp, Electronic Associates' new engineering & mfg. div. Richard C. Higbee, secy., treas. and mfg. vp, named operations research and synthesis dept. vp . . . E. M. Tyler and W. S. Sturgeon appointed mgr. and asst. mgr., respectively, of Hazeltine's Greenlawn engineering lab. G. B. McClellan will head the company's test engineering dept.

Ralston H. Coffin, RCA advertising vp, appointed gen. chmn. of Advertising Federation of America's 4th annual Washington mid-winter conference . . . Barton Kreuzer, RCA Astro-Electronic Products Div. vp-gen. mgr., will address SMPTE convention Oct. 2 at Lake Placid, N.Y., on "Electronic & Motion Picture Systems in the Space Age."

Ronald Friedman named to new post of distributor field sales mgr., General Instrument semiconductor div.; William Carlson promoted from national distributor planning & control mgr., GI semiconductor div., to hq distributor sales mgr. for the division.

Admiral's 27-in. Bonded Sets: The slow revival of the 27-in. receiver may get a boost from a new model using the Pittsburgh-type bonded-on implosion glass. The first of these bonded 27s were shown to distributors in Chicago last week by Admiral. The bonded 27-in. tubes are made by National Video.

Admiral's bonded 27s will come in 3 lowboy models—all carrying open list prices. Also introduced by Admiral were a 23-in. open-list upright console and a 23-in. stereo theater with AM-FM at \$399.95. A similar model without radio has open list.

Other manufacturers now offering 27-in. sets are Magnavox, Du Mont & Packard Bell.

RCA to Close Tube Plant: RCA became the 3rd major receiving-tube manufacturer to curtail production this year when it announced plans to terminate tube production at its Indianapolis, Ind. plant. In June, Philco and CBS Electronics announced withdrawal from tube production (Vol. 17:23 p18). RCA receiving-tube production now will be consolidated at its plants in Harrison & Woodbridge, N.J., and Cincinnati. The company said "studies are currently underway to determine how the space & employes available in Indianapolis can best be utilized." More than 1,000 persons will be affected by the production shutdown.

Obituary

Theodore K. Quinn, former GE senior vp and pres. of Maxon advertising agency from 1936 to 1943, died Aug. 26 of a heart attack in Springfield, Mass. He had been an outspoken opponent of big business (leaving GE in 1936 for that reason), and during a 1955 Senate "case study" of General Motors he urged that Congress enact a "maximum free enterprise bill" which would define an oversize company and tax it heavily. He is survived by a son, daughter and 5 grandchildren.

Finance

TV-Electronics Fund at Peak: The Chicago-based mutual fund rounded out its 3rd fiscal quarter on July 31 with total net assets at a record \$439,642,613. The 9-month total represented a 29.5% gain over the \$339.4 million assets reported at the end of the 1960 fiscal, last Oct. 31, and is the highest for any reporting period in the Fund's history. During the 9-month period, the net asset value per share gained 24.4% to \$8.90 from \$7.41. The number of shares outstanding also rose—by 7.8% to a record 49,381,709. At the close of the 3rd fiscal quarter, 90% of the TV-Electronics Fund's assets was invested in the electronics, nucleonics and allied fields.

For the quarter to July 31, here are the principal portfolio changes in electronics common stock: Added—General Precision Equipment. Increased—American Machine & Foundry, Fairchild Camera & Instrument, GE, IBM, 3-M, RCA. Decreased—Magnavox, Zenith.

EIC Increases Portfolio: Electronics International Capital, Bermuda-based international capital banking institution headed by Charles E. Salik of San Diego, has added a 2nd company to its portfolio with a \$2.9 million investment in AREL, Belgium manufacturer of TV, radios and industrial & military electronic equipment. The investment involves a \$1-million long-term loan and the purchase of \$1.9 million of stock and 12-year debentures.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Beckman Instruments	1961—year to Jun. 30	\$ 68,570,336	\$7,860,895	\$4,000,895	\$2.74	1,458,689
	1960—year to Jun. 30 ^s	56,941,652	6,923,315	3,406,315 ^o	2.39	1,423,363
Hewlett-Packard	1961—9 mo. to Jul. 31	50,056,000	—	3,783,000	.38	9,889,446
	1960—9 mo. to Jul. 31	44,771,000	—	3,355,000	.34 ¹	9,816,561 ¹
	1961—qtr. to Jul. 31	16,734,000	—	1,196,000	.12	9,889,446
	1960—qtr. to Jul. 31	16,019,000	—	971,000	.10 ¹	9,816,561 ¹
MetroMedia	1961—year to Jul. 2 1960 ²	39,870,701	3,853,717	1,260,822	.74	1,699,387
National Union Electric	1961—6 mo. to Jun. 30	16,513,449	471,062	231,062	.04	5,747,579
	1960—6 mo. to Jun. 30	16,490,622	791,727	417,727	.07	5,747,579
Philips Lamp Works	1961—6 mo. to Jun. 30	586,635,000 ³	—	41,070,000	—	—
	1960—6 mo. to Jun. 30	571,373,000	—	47,453,000	—	—
Rollins Bcstg.	1961—qtr. to Jul. 31 1960 ²	1,307,636	—	113,275	.12	954,259
Howard W. Sams	1961—year to Jun. 30	10,041,369	1,314,913	697,950	1.38	500,550
	1960—year to Jun. 30	9,729,889	1,107,039	509,487	1.18	425,450
Terminal-Hudson Electronics	1961—6 mo. to Jun. 30 ⁴	5,373,092	325,062	170,318	.18	963,304
	1960—6 mo. to Jun. 30 ⁴	5,679,927	260,928	139,592 ²	.14	963,304
Thompson-Starrett ⁶	1961—6 mo. to Jun. 30	10,510,320	—	118,111	.03 ⁷	2,718,918
	1960—6 mo. to Jun. 30	5,212,535	—	(246,373)	—	2,650,266

Notes: ¹Adjusted for 200% stock dividend in Sept. 1960. ²Not available. ³Record. ⁴From SEC report. ⁵Excludes \$91,800 in life insurance proceeds. ⁶Includes Delmonico International Div. ⁷After preferred

dividends. ⁸Restated to include Offner Electronics, acquired June, 1961. ⁹Includes non-recurring net of \$446,751 (31¢ a share) from sale April, 1960 of Shockley Transistor Corp.

Pentron Electronics Sees Gains: Chmn. Osborn Andreas expects Pentron Electronics to turn a \$840,000 profit on \$12.3 million sales in its 1962 fiscal year ending next June 30. In its 1961 fiscal year Pentron lost \$500,000—but this was more than offset by the combined profit of \$735,000 posted by companies acquired during the year. Consolidated sales in fiscal 1961 totaled \$8.7 million.

MetroMedia's \$7-Million Financing: Two note issues totaling \$7 million have been sold by MetroMedia to institutional investors. The proceeds will be used in part for the acquisition of KMBC-TV & KMBC Kansas City, Mo. (Vol. 17:6 p12). The financing involves \$3 million of 6¼% senior notes due January 1, 1971, and \$4 million of 6¼% junior notes due January 1, 1975.

Cowles Magazines & Bcstg. Inc. (KRNT-TV & KRNT Des Moines) plans a public offering of 350,000 capital stock shares, price unreported, to raise funds for "possible expansion" in broadcasting, publishing or related fields. An SEC registration statement (File 2-18810) listed Goldman, Sachs & Co. as the underwriter.

Mergers & Acquisitions: Daystrom and closely-held Schlumberger Ltd., Houston electronics firm, have agreed "in principle" to merge on the basis of one share of Schlumberger common for each 2 of Daystrom. The proposed merger is subject to approval of Daystrom stockholders. Schlumberger reported a 1960 profit of \$16.6 million and operating income of \$131 million. Daystrom earned \$601,116 on \$92.4 million sales in the 1961 fiscal year ended March 31.

Reports & Comments Available: Philips Lamp Works, report, Butcher & Sherrerd, 1500 Walnut St., Philadelphia 2 • P. R. Mallory, profile by Louis J. Rolland in Aug. 30 *Financial World* • "Fast Growth for Instrument Makers," analysis in Aug. 30 *Financial World* • Paramount Pictures, discussion, H. Hentz & Co., 72 Wall St., N.Y. 5.

Recent Stock Issues

Stock	Offering Price	Bid	Aug. 29, 1961 Asked
Electronic Instrument	7½	8¾	9¼
Precision Specialties	3	3	3½
Taffet Electronics	3	7	7½

Corporation	Common Stock	Period	Dividends Amt. Payable	Stk. of Record
Acme Electric	Q	Q	\$0.07 Sep. 25	Sep. 12
Bendix	Q	Q	.60 Sep. 30	Sep. 9
Capitol Records	Q	Q	.50 Sep. 30	Sep. 18
Trans-Lux	Q	Q	.10 Sep. 29	Sep. 15
20th Century-Fox	Stk.	Stk.	2% Oct. 3	Sep. 11
Wells-Gardner	Q	Q	.30 Sep. 15	Sep. 8

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Wednesday, August 30, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	17½	16½	18¾	Itek	33	36	39¾
Aerovox	10¾	10	11¼	Jerrold	9½	8¾	9¾
Allied Radio	—	25	27¼	Lab for Elec.	42	40½	43½
Baird Atomic	15¼	14½	15¾	Leeds & North.	34¼	33½	35
Cannon Elec.	21½	21	24¾	Lel. Inc.	—	7½	7¾
C-E-I-R	40	47	52½	Magnetics Inc.	—	8¾	8½
Control Data	98	105	111	Maxson	19¼	17	18¾
Cook Electric	9¾	9¾	10¾	Meredith Pub.	37	36	39¾
Craig	13½	12¾	14¾	MetroMedia	14½	14½	15¾
CTS Corp.	20½	21	22¾	Microrod	27	26	28¼
Dictaphone	36½	36	38¾	Milgo Elec.	17¼	17¼	19¾
Digitronics	24½	23	25¾	Narda Micro	6	5½	6¾
Elco Corp.	10	12¼	13¾	Nuclear Chl.	41½	41½	44¾
Elec. Voice	10	10¼	11½	Pacific Merc.	—	6¾	7¾
Elec. Assoc.	27¼	26½	28¾	Philips Lamp	135	137	141¾
Electronics Cap.	33	31½	34½	Radiation Inc.	22	21¼	23¼
Erie Resistor	13¾	13¾	14½	Sanders Assoc.	60	60	63½
Executone	8	15½	17	Speer Carbon	—	31½	33¾
Farrington	15¾	14½	16¾	Sprague Elec.	—	88½	92¾
Gen. Devices	9¾	9¼	10¼	Teledrome	7	7¼	8¾
G-L Elec.	8½	8½	9½	Telecomputing	—	6¾	6¾
Hallcrafters	24½	23¼	25¾	Time Inc.	82¼	81¾	85½
Hathaway	20	19½	21½	Tracerlab	—	9¼	9
High Voltage	158	145	160	United Art.	—	6¾	6¾
Infrared	16½	17	18¾	Vitro Corp.	23¾	23	24¾
Interstate Eng.	16¼	16½	17½	Wilcox Electric	9	8½	9
Ionics	28	27½	30¾	Wometco	25½	24½	26½

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SUMMARY-INDEX OF WEEK'S NEWS

Film & Tape

SAG MOVES TO HALT AGENCY PRODUCTION of TV & movies. MCA & Revue are chiefly affected by the Guild's decision against waivers allowing agents in production (p. 2).

TREND TO HOUR SHOWS is key to new season. Fate of 15 new 60-min. TV-film series is a decisive factor as TV year begins (p. 5).

SAG'S DIM VIEW OF TV & THE MAJORS. Some leading TV distribution companies on verge of insolvency, says Guild's exec. secy. (p. 5).

4 STAR ENTERS EDUCATIONAL FILMS FIELD, forms link with National Astro Laboratories (p. 5).

Congress

RACKET PROBES HIT RADIOS for broadcasting specialized horse-race dope which aids gamblers. Sen. Mundt calls on FCC's Minow to fight such "live crime" on air (p. 2).

SPORTS BILL APPROVED by House subcommittee, which endorses antitrust exemptions for package TV game contracts such as now-invalidated CBS-NFL agreement (p. 3).

FCC

DEINTERMIXTURE DEADLINE PUT OFF to Dec. 4 from Oct. 2 by FCC for comments on proposals to make 8 markets all-uhf. Local protests against plan start piling up (p. 3).

Programming

NIELSEN INSPECTS LAST SEASON'S SPECIALS, finds, among other things, that regularly scheduled shows hold a slight rating edge (p. 4).

Consumer Electronics

CROSBY SUES GE, charging infringement of FM-stereo patents, in first litigation to arise over new multiplex standards (p. 12).

STEREO AD SUPPORT heavy in N.Y. as WXQR-FM expands stereo-casts to 10 hours weekly. Four set makers buying time, several more plan to sign (p. 12).

JERROLD ACQUIRES TACO: Expansion-minded electronics firm purchases large antenna manufacturer (p. 13).

CBS ELECTRONICS CLOSES semiconductor plant, in most serious result of attrition in field. Raytheon to purchase the plant for undisclosed sum (p. 13).

Stations

U.S. & CANADIAN STARTERS: Satellite KPOB-TV (Ch. 15) Poplar Bluff, Mo. is now repeating parent WSIL-TV Harrisburg, Ill. and CHOY-TV (Ch. 5) Pembroke, Ont. is a new CBC affiliate. (p. 7).

Networks

CHCH-TV GETS AUTHORITY to cut its ties with CBC after Oct. 1 (p. 8).

Finance

EIC GAINS: Total net assets of San Diego-based Electronics Investment Corp. rose to \$41.8 million in the quarter to July 31 from \$35 million a year ago (p. 14).

Other Departments

AUXILIARY SERVICES (p. 4). **EDUCATIONAL TV** (p. 9). **ADVERTISING** (p. 10). **TECHNOLOGY** (p. 10). **PERSONALS** (p. 11). **FOREIGN** (p. 11).

OUR LAST ISSUE: This is the last issue of Television Digest.

Since its inception in 1945, when its chief purpose was to serve as a source of information for prospective station operators and for manufacturers interested in knowing when & where new stations would go on the air, the publication has earned an enviable reputation for accuracy & objectivity in the reporting & interpreting of television trade news.

But television has long since passed the stage of initial physical growth which provided the substance of Television Digest's pages. We have shifted emphasis to news of advertising, programming, films and other facets of the mature, thriving industry. These subjects are also covered by trade publications which carry advertising and by newspapers. We are convinced that there is not sufficient interest in such broad general coverage of television in the newsletter form by enough subscribers to justify continuance of Television Digest by its present publishers.

We are, of course, grateful to our subscribers and regret that it is necessary for us to abandon the publication.

Refunds will be made to all subscribers for the unfulfilled portion of their subscriptions.

SAG MOVES TO HALT TALENT-AGENCY PRODUCTION: Powerful Screen Actors Guild, which has always frowned on the idea of talent agencies getting involved in TV-film & movie production, won't grant or renew any waivers of talent-agency regulations to allow such production after Jan. 1, 1962. This, the most important in a series of proposals served on Artists' Managers Guild, chiefly affects MCA and its TV-film subsidiary, Revue Studios—the outstanding example of a talent agency in production.

MCA is already making plans for spinoff of its Revue arm (Vol. 17:36 p3), and SAG's action probably came as no surprise to the agency.

SAG will grant a 6-month transition period (from next Jan. 1) to agents now in production, for purpose of terminating such activities. After that, agents' franchises from SAG would be automatically surrendered if they continued in production.

The Guild explained that waivers were granted in early days of TV-film production to "encourage & promote TV-film production & employment in a depressed motion-picture industry . . . The waivers have served their purpose; the reasons for their creation no longer exist."

It was long held by SAG that when an agent is also a producer, there is a serious conflict of interest because as an agent of an actor he is an employe, but as a producer, he is the actor's employer.

SAG's proposed new contract would also bar financing and guaranteeing of financing of film production by agents, and would put additional restrictions on package-show representation. It would bar agencies from distributing TV films—a move which would affect both MCA and the William Morris Agency.

Waivers had been granted in the past to MCA, Famous Artists (Charles Feldman), Mitchell J. Hamilburg, Frank Cooper, Art Rush, James J. Saphier, Ashley-Steiner Corp., General Artists Corp., John E. Gibbs & Co., Lester Salkow, Jerome Heliman Associates and Orsatti & Co. Some were in production, some never.

Other Guild proposals: No agents' commissions to be paid on minimum TV residuals and commercial re-use fees, on penalty payments for SAG contract violations, and on sums collected by SAG and distributed to actors for TV release of movies.

Talent agencies can be expected to oppose number of SAG proposals in negotiations beginning this fall, but the Guild is not expected to budge from its policy against further production waivers.

RACKET PROBERS HIT RADIOS: FCC Chmn. Minow was advised last week at Senate racket hearing to stop concentrating on crime & violence in TV shows and pay some attention to "live crime" on air—horse-race broadcasts which aid & abet organized gambling.

Minow was put on spot by Sen. Mundt (R-S.D.) after Rackets Subcommittee investigator Irwin Langenbacher testified Sept. 7 that quick check of 17 radio stations on Eastern seaboard disclosed that at least 6 of them—from N.Y. to Va.—regularly carry specialized track data, or did so until recently.

"Simple logic" indicates that FCC should lay down new rules to control such gambling traffic, Subcommittee Chmn. McClellan (D-Ark.) commented. He said he didn't want to criticize Commission policy under present Communications Act, but existing rules—permitting broadcasts of racing news—are too loose.

Radio provides all track dope needed by one racing-wire operator in Baltimore, prober Langenbacher testified. He said Lawrence d'Anna just listens to WAQE Towson, Md., then feeds bookmakers information that the station furnishes him. Langenbacher told Subcommittee that WAQE puts out results of races as quickly as 15 minutes after they start.

Charge that radio stations "entice" high school boys to spend their allowances on bookmakers also was heard at hearing. Into record went letter from Rochester, N.Y. teacher, Mrs. R. Robert Abbott, who blamed WHEC & WBBF Rochester for inducing students to bet on horses. Both stations stopped special track broadcasts after FCC notified them of teacher's suspicions, Subcommittee was told.

Spot racing news also was dropped by WTEL Philadelphia, Langenbacher reported. He said WTEL discontinued track schedules day before Senate hearing, explaining public's "interest" had fallen off. Another station on his list—WABW Annapolis—abandoned from-the-track broadcasts 6 months ago, now gives only evening resumes of races, he added. Among other horse specialists cited by Langenbacher were WJLK Asbury Park, WCAM Camden, WILM Wilmington.

Serious questions of license renewals would be realized if any stations are shown to have carried

racing news so specialized that it would have little general interest for listeners, chief Dee W. Pincock of FCC's regulatory div. assured Subcommittee. But he reported that since Jan. 1, 1957, only 7 complaints—including Rochester protest—concerning racing broadcasts had come into Commission.

Subcommittee came up with no specific recommendations for tighter race-broadcast controls by Commission. And criticism of FCC by Sens. Mundt & McClellan was countered by Sen. Curtis (R-Neb.). He said that if Commission hasn't drawn firm enough line between legitimate race news & bookmaking dope, then fault must lie equally with Congress, which wrote Communications Act.

DEINTERMIXTURE DEADLINE PUT OFF: Responding to pressures from broadcasters, members of Congress and state officials, FCC has ordered a 2-month extension—from Oct. 2 to Dec. 4—of its deadline for comments on its controversial proposals to deintermix 8 markets to make them all-uhf (Vol. 17:31 p2 et seq.).

Reply comments in the proceedings aren't due until Jan. 8, which means that vhf-vs.-uhf allocations battle will be gathering steam into 1962, with no final decision by Commission in sight now.

Floor moves in Congress to call off FCC from its plan for deintermixture (see below) have been accompanied by locally-stirred campaigns, particularly in Conn. (Vol. 17:35 p6) and S. C., where Ch. 3 of Hartford's WTIC-TV and Ch. 10 of Columbia's WIS-TV are at stake. Pro-vhf drives in behalf of other communities marked for deintermixture—Madison, Rockford, Erie, Binghamton, Champaign, Montgomery—are likely.

Biggest push to date to block FCC has come from S. C., where Gov. Ernest F. Hollings heads list of 70-odd petition-signers who asked the Commission for reconsideration of its proposal for WIS-TV. Lined up with Hollings are his state's Senators & House members, chairmen of S. C. Democratic & Republican organizations, state officials, civic leaders, clergymen, etc.

Congress

SPORTS BILL APPROVED: Acting swiftly in a race for floor action before adjournment of Congress, the House Judiciary Antitrust Subcommittee voted Sept. 7 to approve a bill exempting professional sports leagues from antitrust laws so that they may sign package TV contracts.

The measure (HR-9096, rewritten from HR-8757) by Chmn. Celler (D-N.Y.), was passed along to the full Judiciary Committee—also headed by Celler—just a week after he held a quickie hearing on it (Vol. 17:36 p6). The full Committee may add its endorsement at a scheduled Sept. 12 session, clearing the bill to the House floor.

Celler introduced his bill for the immediate purpose of saving the National Football League & CBS-TV from cancellation of their telecasting contract by the U.S. District Court in Philadelphia, which held that the agreement violated antitrust rules. If finally approved by Congress, the law would authorize such contracts starting next year.

The NFL, the competing American Football League and spokesmen for organized baseball had called for enactment of the Celler measure. But it was opposed at the hearing by NAB govt. affairs vp Vincent T. Wasilewski on grounds—among other reasons—that it would give organized sports the power to decree TV blackouts of games at will. In a letter submitted to Celler following the hearing, the Justice Dept.'s antitrust chief Lee Lovinger also objected, protesting it would give "tremendous power" to league owners to flout free-enterprise principles.

Celler partially met these objections by agreeing to an amendment to his bill which would forbid any antitrust exemption for package TV deals requiring local blackouts of road games by league teams.

Also added to the measure by the Subcommittee was a proviso that there'd be no antitrust exemption for package contracts calling for competing pro football telecasts in

college areas on Saturday afternoons during the regular mid-Sept.-to-Dec. intercollegiate football season.

The push which sent the bill through the Subcommittee over NAB & Justice Dept. criticism probably was pro-sports testimony at the hearing that TV packages were necessary to shore up finances of weaker league teams. Without such deals, the Subcommittee was told, TV networks would channel all their time & revenue into big-game telecasts, making no room in their schedules for weaker teams in smaller cities.

Dodd Hearing Postponed: Chmn. Dodd (D-Conn.) of the Senate Judiciary Juvenile Delinquency Subcommittee set Sept. 8 for resumption of his hearings on TV violence (Vol. 17:36 p2), then called off the public session at the last moment. A Subcommittee source told us that the investigating unit had "run into trouble" in arranging appearances of 2 scheduled witnesses, whose names were not disclosed. One of them was reported to be from the TV-programming field, the other from an advertising agency. Dodd may try to get going again on his hearings this week. It was learned meanwhile that Subcommittee members met privately Sept. 7 with NBC Pres. Robert E. Kintner, whose network had been accused at earlier hearings of encouraging sex & crime in shows. Both Kintner and former NBC-TV programming vp David Levy are on Dodd's list of prospective witnesses.

Vhf Status Quo Urged: Rep. Thomson (R-Wis.) has introduced a resolution (HR-450) calling on FCC to hold off on its deintermixture proposals at least until it completes its studies in the \$2-million N.Y. uhf project. Echoing protests by Rep. Mack (D-Ill.) against the Commission's plan (Vol. 17:43 p7), Thomson told the House that deletion of vhf from 8 markets would be "most extreme & very harmful to the public's best interests." His resolution was referred to the Commerce Committee, on which Thomson is next-to-last-ranking minority member.

Satellite "Toll" Deplored: The White House-FCC plan for private-company ownership of a U.S. satellite-communications system "should not be a toll gate in outer space," Sen. Long (D-La.) has warned President Kennedy. "The new communications-satellite program should be dedicated to the use of all humanity without private profit in the use of the satellite itself," the Small Business Monopoly Subcommittee chairman wrote the President. Supporting criticism of the plan which had been forwarded to the White House earlier by a Democratic Senate-House caucus (Vol. 17:36 p7), Long's letter said his Subcommittee's hearings on space problems (Vol. 17:33 p5) showed: "It would be foolhardy to grant private ownership of a communications-satellite system to a set of so-called international common carriers before any such system has been developed to a practicable stage." A reply to Long from the White House said only: "Any report or recommendation developing from your investigation will be studied carefully by the most informed people on the subject in the Executive Branch." Meanwhile still another Congressional investigation of the White House-FCC proposals was scheduled. Chmn. Kerr (D-Okla.) of the Senate Aeronautical & Space Sciences Committee set Sept. 26 to start new hearings.

Sabotage Bill Delayed: House delays in acting on a Senate-passed measure (S-1990) increasing criminal penalties & coverage of the federal law against sabotage of communications facilities (Vol. 17:34 p8) have been protested by Rep. Dowdy (D-Tex.). Urging quick action before adjournment, Dowdy said "nothing is more vital to our modern defense effort" than additional protection of privately-operated systems which may be needed by the government. The Senate bill sets up \$10,000 fines and/or 10-year jail terms for malicious damage to facilities. Present law, covering only communications systems used for military & civil-defense purposes, provides \$1,000 fines and/or 3-year sentences.

Shorter Campaigns Endorsed: A sense-of-the-Senate resolution (S. Res. 141) calling on national political parties to hold their Presidential nominating conventions in September instead of July or August has been approved by voice vote. The resolution by Sen. Keating (R-N.Y.) has no force of law, but it was opposed anyway by Sen. Capewhart (R-Ind.), who said he was "sure" Republicans & Democrats will pay no attention to it. Coincidentally, NBC Chmn. Robert W. Sarnoff urged shorter campaigns in a *McCall's* article which was on the newstands when the Keating resolution was called up on the Senate floor. (Vol. 17:35 p7).

ETV Lobbying Urged: A last-ditch campaign for enactment of federal-aid-to-ETV legislation in the waning days of the Congressional session has been started by the National Assn. of Educational Bcstrs. The NAEB's *Washington Report* points out that fast House Rules Committee clearance of a \$25-million matching-grant bill (HR-132) approved by the Commerce Committee (Vol. 17:34 p8) is the only chance for action before adjournment. NAEB members are provided with a roster of Rules Committee members for letter-writing purposes. The Senate has passed a \$51-million ETV aid bill (S-205).

Preview for Congress: NBC-TV was host Sept. 7 to members of the Senate & House for an advance showing in the House Caucus Room of its new-season *Continental Classroom* course in American government. The filmed series, sponsored by the American Political Science Assn. & Education groups, was endorsed in floor speeches by Sen. Douglas (D-Ill.) & Rep. Stratton (D-N.Y.).

Programming

NIELSEN INSPECTS TV SPECIALS: A. C. Nielsen last week offered a study on the rating performance of the 96 sponsored specials network-telecast from October 1960 to April 1961. Among the findings:

(1) There is a high correlation, on the average, between the performance of a special and the performance of the program which it pre-empts. The 10 highest-rated specials had a 30.3 AA and the shows normally occupying those time periods had a cumulative AA of 22.6 in the 2 weeks preceding the special, 22.4 in the 2 weeks following. Similarly, the 10 lowest-rated specials (an 8.3 AA) pre-empted programs which had a 12.0 AA in the 2 weeks preceding and a 12.2 AA in the 2 weeks following.

(2) On the average, specials (of all types) attract a slightly lower average audience (17.2) than do regularly scheduled shows (18.6). "But if the typically low-rated news & documentary specials are excluded, the average entertainment special obtains slightly higher ratings (19.6) than regularly scheduled programs."

(3) Specials exhibit more extreme variations, with a greater proportion of shows on both ends of the rating score sheet. Of the 96 specials, 16 ran in the 25% and over AA category and 46 lagged behind with a below-15 AA. By comparison, of the 117 regular programs telecast from March through April 1961, only 15 hit an AA over 25 rating, and only 38 got less than 15.

(4) Performance by show type follows the same pattern as regularly scheduled programs, with variety shows the highest rated group, followed by general drama. In both cases, news & documentary bring up the rear.

Warns Against TV Campaign Evils: CBS News Pres. Richard S. Salant opposed Sec. 315 of the Communications Act in a paper presented to the annual meeting of the American Political Science Assn. in St. Louis Sept. 7. "The clearest & most direct protection against the dangers of a purchase of an election by obliterative purchase of TV time is to repeal Sec. 315," he said. Salant also called for "clear rules to prevent rehearsed political interviews and actors who play the part of men-in-the-street questioners." He said broadcasters must (1) "guard against political parties buying time simultaneously on all networks, thus depriving the public of all choice," (2) "use persuasive powers to avoid curtailment of debates during the last 2 weeks before Election Day," (3) "impose their own limits on available TV time in the final days of the campaign "to avoid the dangers of last-minute, one-sided saturation, when it is too late to answer arguments & charges."

TV Columnists In Decline: So said Pulse last week, revealing the results of a poll taken last May in big, TV-minded, 7-station New York. Of the 500 New Yorkers queried, only 75% read TV columns at all, and, of that group, a meager 28% does so "faithfully." A similar study in August 1958 had indicated a regular readership of 50%. Other Pulse surprises for the press: (1) Only 30% of the column followers are influenced by advance reviews (vs. 54% in 1958) and (2) interest in reviews of TV specials has remained *status quo* over the past 3 years, but interest in published opinions of regularly-scheduled programming has dropped from 46% to 25%.

Where, Oh Where . . . ? Radio WGBI Scranton airs a daily lost & found dog report, calls the broadcast *Doggone News*.

P&G's \$250,000 "Salute" to ADA: Procter & Gamble, which has purchased a CBS-TV 60-min. entertainment special titled "The Family," has turned over all commercial time on the show to the American Dental Assn. Costing P&G about \$250,000, the special is slated for Tue. Feb. 6, 8:30-9:30 p.m. ADA spokesmen report the 6-min. commercial time will be used for messages about Children's Dental Health Week, and will contain 2 short mentions for P&G, "makers of Crest toothpaste." Crest is the only dentifrice endorsed by the ADA, but neither P&G nor its agency Benton & Bowles would admit this support begat P&G's gratuitous act. P&G dental relations dir. Howard Besuden told us the low-pressure deal was made because "P&G feels an obligation to further the understanding of good dental health." Besuden added that P&G's obligation will be "further carried out" in a 5-page ad on dental health rules soon to appear in *Life*.

Final Tally on Great Debate Surveys: An analysis of 22 surveys of TV's Great Debates in last year's Presidential election campaign has concluded that President Kennedy was the over-all winner and that the debates definitely helped achieve his victory. These findings were presented last week to the annual meeting of the American Sociological Assn. by Prof. Elihu Katz of U. of Chicago and Jacob J. Feldman of National Opinion Research Center.

Swayze Swears He Won't Do It Again: Attentive ABC Radio listeners Sept. 1 heard John Cameron Swayze bark a "cuss word" on his daily (and usually sedate) news & weather show. The commentator had retaped the show without "that word"—which had been prompted by faulty equipment that kept interrupting the recording session—but an equally errant technician then aired the original tape by mistake. After a round of apologies, the network granted Swayze a full pardon.

Washington Dictionary: In a list of new light-hearted capital definitions for *The New York Times*, Washington correspondent Russell Baker defined "vast wasteland" as "the American home with all its television sets simultaneously out of order."

Auxiliary Services

Vhf Translator Starts: K07BD, K09AR & K11AR Odessa, Wash. started Aug. 15 repeating KREM-TV, KXLY-TV & KHQ-TV Spokane • K06AD & K08AT Cabool, Mo. began Aug. 18 with KTTS-TV & KYTV Springfield, Mo. • K03AK Yuma, Colo. started Aug. 23 with KHPL-TV Hayes Center, Neb. • K07BT Camp Verde, Ariz. began Aug. 16 with KTVK Phoenix • K12AS Long Pine, Neb. started Aug. 28 with KPLO-TV Reliance, S.D.

Uhf Translator Starts: K80BA The Dalles, Ore. started July 21 repeating KOIN-TV Portland • K76BH Bishop, Cal. began July 6 with KOLO-TV Reno • K80AW & K82AL Dubuque, Ia. started Sept. 5 with KWVL-TV Waterloo & KCRG-TV Cedar Rapids, Ia.

CBC Lends Films to CATV: Canadian Bestg. Corp. has changed policy and will now let CATV systems have its films & kines for local distribution under controlled conditions—principally, that the community is beyond reception of telecast signals. Systems must pay expenses, mainly shipping, and may sell spots around programs.

TelePrompTer Army ETV Deal Expanded: TelePrompTer Corp.'s contract to operate ETV facilities for the U.S. Army Ordnance Guided Missile School was expanded recently by 12%.

Film & Tape

Hour Trend Key To New Season: Perhaps the most important single program question in the TV season now getting under way is the fate of the 15 new 60-min. TV-film series. (Two of these are expanded versions of half-hour shows—*Gunsmoke* and *Tales of Wells Fargo*.) Industry optimism is mixed with trepidation.

One top executive told us there would be more chance of cancellation with a 60-min. series because of multiple sponsorships and high budgets—ranging from \$85,000 to \$150,000 a segment. There is agreement that it is better dramatically to have the longer series. But the stakes are high, and the results will undoubtedly affect pilot planning for 1962-63.

The new hours: *Follow the Sun*, *Bus Stop*, *Ben Casey*, *The New Breed*, *Alcoa Premiere* (mixed with some half-hours), *Target: The Corruptors* on ABC-TV; *Frontier Circus*, *The Investigators*, *The Defenders* on CBS-TV; *87th Precinct*, *The Dick Powell Show*, *Cain's Hundred*, *Dr. Kildare*, on NBC-TV. And *Gunsmoke* and *Wells Fargo*.

SAG's Dim View Of TV & The Majors: "In the television field we were once able to count on the financial stability of the 7 or 8 leading distribution companies who often assumed the responsibility for paying TV residuals. Many of these companies are shaky today—some on the verge of insolvency." So wrote natl. exec. secy. John L. Dales last week in an open letter to Screen Actors Guild members. That's why SAG has acquired in its contract signed last year, the right to refuse to accept assumption agreements from financially questionable TV-distribution companies and has an alternate plan whereby SAG may accept royalties instead of residuals, explained Dales.

4 Star Enters Educational Field: Expansion-minded Four Star Television has entered the area of educational-films production. Negotiations have been finalized with National Astro Laboratories of Pasadena, Cal., whereby the TV company will have an integrated interest with the measurement-standards laboratory, Pres. Dick Powell said. NAL is now developing technical-training packaged programs for all branches of the military service & prime contractors to the military.

Famous Offering 15 Shows: Famous Artists agency is packaging 15 TV series for submission to the networks for 1962-63. They are an anthology; *Howie's Boy*, action; *The Big Brain*, comedy by Jess Oppenheimer & Sam Taylor; *Kentucky's Kid*, drama; *The Working Girls*, about career girls; *Command Report*, action, starring Tab Hunter; *Young David Harum*; *Man of the World*; *Canfield & Co.*; a newspaper series; *Vector One*; *Morgans of the AP*; *Nightside*; *Martian Chronicles*, from Ray Bradbury's science-fiction novel; *Malacca Straits*.

Desilu-GAC Mapping 7 Pilots: GAC, sales representative for Desilu Productions, is financing a good part of Desilu's pilot program for next year, studio sources told us. Present plans call for 7 pilots, but the final figure depends on the outcome of discussions with the networks.

GAC will open an Italian office in early November as the latest step in its expansion program, which included the recent acquisition of the Preminger-Stuart-Feins literary agency.

NEW YORK ROUNDUP

TV Opera's 3-Cornered Hat: Successful negotiations between the Metropolitan Opera and its musicians have insured another live N.Y. opera season, but WOR-TV N.Y. will still go ahead with its weekly series of 12 full-length musical films titled *The Golden World of Opera* starting Oct. 15 (Vol. 17:35 p12). In fact, WOR will give N.Y. lovers of the art another serving in the form of live operatic broadcasts on Saturday afternoons over radio WOR. Emanating from the Met, the 20-part radio series is scheduled to start Dec. 9. Ziv-UA, which plans still another operatic series, has yet to find a N.Y. buyer.

Screen Gems' new animation process, Tri-Cinematation, that walks & talks life-like dolls via film (Vol. 17:36 p10) will imitate the Marx brothers—Groucho, Harpo and Chico—in a new TV series. The brothers will be visually represented by the dolls, and the sound-track will carry voices similar to those of the wacky trio. Screen Gems hopes to lure some of the writers of the Marx Brothers' old movies to work on the proposed series.

WBC will contribute several "suitable programs to WUHF, the federal uhf experimental outlet for N.Y. which is due to begin telecasting next month. Among the programs being considered are the 15-episode *Reading Out Loud*, *Dimensions 3*, *Children and God*, the C. P. Snow-Edward Teller debate series *Reaction*, and *Career*, a co-production effort with Stanford University.

ABC Films opened 5 new foreign sales offices last week. The Great Britain Div., centered in London, will be headed by Don Angel. The Northern European Div., headed by Mrs. Margaret Jansson in Paris, will have sub-offices in Frankfurt and Stockholm, and a Rome office, top-manned by Hugo Londrini, will supervise the firm's Southern European operation.

Producer David Susskind seems to have a soft spot for presidential themes. Currently at work on a 26-episode, 60-min. Harry S. Truman series (Vol. 17:24 p9), he last week purchased TV-motion picture rights to "The Making of the President," the Theodore H. White account of the 1960 campaign. Susskind plans a 90-min. documentary for an early 1962 network slot.

Add Syndication Sales: Official Films sold its package of 4 off-network series (*Peter Gunn*, *Yancy Derringer*, *Wire Service*, *Mr. Lucky*) to 12 more stations, upping the 7-week sales total to 43 . . . ABC Films scored 3 new sales for its off-network reruns of *The Life & Legend of Wyatt Earp*, upping the market total to 25.

MGM-TV has announced that it will now enter the tape field with 2 shows in association with producer Harry Anger. A comedy called *The Crazy Club* and a game show titled *You Don't Say* will mark MGM's first production efforts in Manhattan.

MGM-TV's 30-picture package of post-1950 features has been sold in 34 markets and is now "approaching the \$2 million mark in total revenues," reports syndication sales dir. Richard A. Harper. The package includes "The Bad & the Beautiful," "Lone Star," and "Battle Circus."

People: Peretz W. Johannes has joined Talent Associates-Paramount Ltd. as associate producer of the Harry S. Truman series . . . Ed Montanus has been named MGM-TV Central TV sales mgr. to head the new Chicago office.

HOLLYWOOD ROUNDUP

CBS-TV has complied with the request of Television Producers Guild to run producer credits directly adjacent to those of writers & directors. TPG Pres. Ben Brady described the CBS-TV policy as an "open-minded understanding & recognition of the producer's justifiable claim for contiguous credits."

Jack Benny's guest star lineup on CBS-TV for the coming season includes Mr. & Mrs. James Stewart, Raymond Burr, Tennessee Ernie Ford, Mickey Rooney, Jane Morgan, Victor Borge, Phil Silvers and Shari Lewis.

MGM-TV production executives are conferring with ABC-TV and NBC-TV top brass regarding possible co-production deals on 1962-63 pilots.

Third Man Corp. has acquired all rights to produce *The Third Man* series from NTA. The latter will continue as distributor. Ex-NTA executive Vernon Burns is pres. of Third Man.

Screen Gems has signed independent producer Herbert B. (*Naked City*, *Route 66*) Leonard to a new long-term contract . . . Warner Bros. is filming 28 TV segments during September, a record for the studio.

Format Films has added 55 employes to its staff, now numbering over 160 . . . Darryl Hickman is up for the lead in Selmur Productions' pilot of *Young Love*, a comedy.

Goodson-Todman Productions will pilot *Days Ahead*, a situation comedy. Producer Jerry Staggs has signed Arthur Weiss to script.

Filmways Inc. has signed producer-writer Paul Henning to create & produce a new TV series, one of 8 the company is planning.

Wolper Productions signed bullfighter Jaime Bravo to portray himself in its "Story of a Matador" episode of its *The Story Of* series for Ziv-UA.

CBS-TV bought 27 *Blue Chips*, the post-1950 movie package, from M. & A. Alexander Productions Inc., for showing on its o&o stations.

Jaybar Enterprises Inc. has been formed by producer-writer Jackie Barnett for production of TV films & movies.

Four Star Television has signed Hugh O'Brian to star in "Up Jumped the Devil," segment of *Dick Powell Show*.

Revue Studio producer Dick Berg signed Clair Bloom to make her telefilm debut in a *Checkmate* segment.

Henry Jaffe Enterprises has moved its production offices to 8736 Sunset Blvd., Hollywood.

People: Peggy (*The Hathaways*) Cass has begun a 10-day national tour promoting the Screen Gems series which debuts on ABC-TV Oct. 6 . . . Donn Munson signed as producer-writer for *Keyhole*, Jack Douglas series for Ziv-UA . . . Lloyd Rosamund named story consultant at Warner Bros. TV; he will also develop TV series . . . Raymond Massey, co-star of MGM-TV's *Dr. Kildare* series, recovering from minor surgery . . . E. W. Swackhamer named associate producer on *Hennesey* . . . Peter R. Brooks, creator of the Goodson-Todman project, *Days Ahead*, named its associate producer.

Stations

NEW & UPCOMING STATIONS: A U.S. satellite and a Canadian outlet comprise this week's report of new starters. KPOB-TV (Ch. 15) Poplar Bluff, Mo. received program-test authorization Sept. 1 for start as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate. And a belated report from Pembroke, Ont., states that CHOV-TV (Ch. 5) there began operation Aug. 19. It picks up CBC programming from CBOT Ottawa via a 2-hop microwave system which has towers & relay stations at Hazeldean & Renfrew. The U.S. on-air total changes to 588 (93 uhf). The Canadian operating total now is 93 outlets.

KPOB-TV has a GE transmitter purchased from off-air WBLN (Ch. 15) Bloomington, Ill. It has a 4-bay GE helical antenna on a 500-ft. Utility tower. It gets programs by way of an off-the-air relay from WSIL-TV's transmitter at Cereal Springs, Ill. KPOB-TV is sold in combination with WSIL-TV which has a \$350 hourly rate. Rep is Meeker.

CHOV-TV has a 2-kw RCA transmitter and a 568-ft. Cobra tower with a 12-slot antenna. The licensee, Ottawa Valley Television Co. Ltd., has as its officers and principal owners E. Gordon Archibald, pres. & gen. mgr.; Lloyd M. Crandall, vp; Leo P. Lafrance, secy.; Harold J. Clauson, treas. Ownership interlocks with radio CHOV. Ramsay F. Garrow, from CHOV, is sales & marketing dir.; Oscar Kohls, film editor; Bill Kay, ex-CHOV, news & sports dir.; Pat Currie, ex-Pembroke Observer, news editor; Alan Bradley, ex-CFTO Toronto, technician (engineer). Base hour is \$150. Reps are Young and Stovin-Byles.

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

KGIN-TV (Ch. 11) Grand Island, Neb. hopes to meet its Sept. 15 target for its start as a satellite of parent KOLN-TV (Ch. 10) Lincoln, Neb., a CBS-TV affiliate, writes A. James Ebel, KOLN-TV vp & gen. mgr. It has a building ready for the Standard Electronics transmitter which arrived early in August. The microwave hookup with KOLN-TV was scheduled for completion by Sept. 1. The only delay possible would be from a holdup in steel shipment. KGIN-TV will be sold only in combination with KOLN-TV, with hourly rate of \$650. Rep is Avery-Knodel.

KVLF-TV (Ch. 12) Alpine, Tex. plans to start programming Sept. 15, states Gene R. Hendryx, pres., gen. mgr., and majority owner of radio KVLF. It has an 186-ft. tower ready and a 100-watt Gates transmitter installed. Network affiliation hasn't been signed. Gordon Lloyd will be in charge of sales. Base hourly rate is not reported. Rep not chosen.

KMED-TV (Ch. 10) Medford, Ore. has signed with NBC-TV and is keeping a Sept. 24 programming target, says Ray Johnson, exec. vp of grantee radio KMED. It's installing a 10-kw transmitter and 20-kw GE amplifier as well as a 287-ft. Fisher tower which will have an 8-bay antenna. It will have a \$250 hourly rate. Rep is Meeker.

KCHU-TV (Ch. 18) San Bernardino, Cal. hadn't placed an order for equipment when they wrote us in August, but planned to start programming Nov. 1, according to owner Norman H. Rogers who also operates Norman Rogers Advertising there. Studios will be in the Inland Empire Exposition Center, and work on the transmitter site is under way. It will use a 50-ft. tower. R. T. (Bud) Sampson is chief engineer and William M. Bellman sales mgr.

CKOS-TV-2 (Ch. 7) Carlyle Lake, Sask. now hopes to begin about mid-Sept. as a satellite of parent CKOS-TV (Ch. 3) Yorkton, Sask., reports George S. Skinner, technical dir. of CKOS-TV. The 2-kw RCA transmitter is now in place at Carlyle Lake. Engineers are still working on the 680-ft. Utility tower which will have an RCA Wave-stack antenna. The outlet will be an automatic unattended rebroadcasting unit, sold in combination with CKOS-TV, which has raised its hourly rate to \$225. Reps are Devney-O'Connell and Stovin-Byles Ltd.

Columbia Buys Another: Columbia Pictures, which owns KCPX-TV & KCPX Salt Lake City, is spreading its TV operations to Puerto Rico with the \$1.8-million purchase of WAPA-TV San Juan & its 33.3% interest in WOLE-TV Aguadilla. Broker R. C. Crisler & Co. handled the negotiations between Columbia's subsidiary Screen Gems and WAPA-TV owners Winston-Salem Bcstg. Co. and the Goar Mestre family. Screen Gems plans to use the station's San Juan studios to produce programs for the Latin American market.

WGMS Sale Off: The \$1.5-million agreement of Crowell-Collier Bcstg. Corp. to buy radio WGMS Washington from RKO has been called off because of legal complications. The deal was part of a package wherein RKO & NBC are to exchange their Boston & Philadelphia TV-radio facilities, NBC to buy KTVU San Francisco, RKO to buy NBC's Washington TV-radio facilities and to dispose of WGMS. The basic deal faces long FCC & court litigation.

Scripps-Howard Buys WPTV: The Palm Beach outlet owned by John H. Phipps was purchased, for \$2 million, by Scripps-Howard Radio Inc. last week via station broker R. C. Crisler. The sale raises the newspaper chain's roster to 3 TV & 2 radio stations. The others: WEWS Cleveland, WCPO-TV & WCPO Cincinnati, WNOX Knoxville.

Wasilewski, Swezey Confirmed: NAB Pres. LeRoy Collins made it official last week. He announced that a mail poll of the 43-member NAB joint board had confirmed his appointments of Vincent T. Wasilewski as exec. vp and Robert D. Swezey as new Code authority director (Vol. 17:36 p11). Wasilewski, 38, has been an NAB staffer nearly 12 years, serving as govt.-affairs vp for the past 15 months. Swezey, 54, was 1948-60 gen. mgr. of WDSU Bcstg. Corp. (WDSU-TV & WDSU New Orleans), which he left to join the Eisenhower administration's Labor Dept. He is also a former chairman of NAB's TV board.

Research Unit Completed: All 4 TV & radio networks are represented in the membership of NAB's special research committee, headed by Westinghouse Bcstg. Co. Pres. Donald H. McGannon. The committee will explore possibilities of establishing a university-attached center to study industry problems (Vol. 17:33 p8). Picked by NAB Pres. LeRoy Collins to serve with McGannon are: Julius Barnathan (ABC), Hugh M. Beville (NBC), John P. Cowden (CBS), Irving Lichtenstein (MBS), George C. Hatch (radio KALL Salt Lake City), Daniel W. Kops (radios WAVZ New Haven & WTRY Troy), Richard B. Rawls (KPHO-TV & KPHO Phoenix), Willard Schroeder (WOOD-TV & WOOD Grand Rapids).

Denver ETV Power Boost: KRMA-TV (Ch. 6) on Aug. 28 received FCC authorization to boost power to 100 kw.

Taft Appoints Agency: Farson, Huff & Northlich, has been designated ad agency for the Taft Bcstg. Co.

Broker Partners Fall Out: Civil suits & countersuits have been filed in the U.S. District Court for the District of Columbia by William T. Stubblefield and his former associates, station brokers Hamilton-Landis & Associates. Stubblefield claimed that Hamilton-Landis owed him more than \$53,000, including \$2,600 salary, \$46,000 commissions and \$4,800 loan. In a countersuit, Hamilton-Landis charged Stubblefield with embezzlement, asked for "actual damages" of funds "diverted to plaintiff's personal use," plus \$100,000 in "exemplary damages" or 2½% of \$10.3 million which represented the value of radio stations the firms had offered for sale. Hamilton-Landis claimed that Stubblefield violated a covenant not to compete in the brokerage business.

Payola Cases Dropped: FTC has dismissed payola complaints against 4 record companies in line with hearing examiners' recommendations. They said prosecution should be dropped because the 1960 Harris-Pastore Act, giving FCC jurisdiction in such cases, "afforded the public adequate protection" against payola. Involved in the dismissed complaints were Roulette Records Inc., Bigtop Records Inc., Mutual Distributors Inc. and Decca Distributing Corp. Announcing the decisions, FTC said: "The dismissals are without prejudice to the Commission's right to issue new complaints . . . should future events so warrant."

Televised Bomb-Shelter Test: CBS-TV o&o KNXT Los Angeles is now programming the first test of a family living in a civil defense shelter for an extended period. The 4-member family guested on KNXT's afternoon *Panorama Pacific* to discuss test preparations one day before entering the shelter. Their first progress report was made, via a direct microphone setup, on that show, Sept. 4. The dome-shaped cement shelter is in the patio of KNXT's Columbia Square facilities on Sunset Blvd.

New Facilities: WLUK-TV (Ch. 11) Green Bay, Wis. on Sept. 1 began operation from its new 1160-ft. tower 4.5-mi. SE of DePere, Wis. • KCND-TV (Ch. 12) Pembina, N.D. will boost power to 220 kw on Sept. 12, reports Robert C. Lukkason, gen. mgr. • KTVT (Ch. 11) Fort Worth, Tex. got FCC authorization Sept. 1 to boost power to 316 kw • WKZO-TV (Ch. 3) Kalamazoo moved to new 1130-ft. tower near Yankee Springs, Mich. on July 13.

Radio's Progress: Radio increased its national billings 69% in the 12 years during which TV was emerging as a major broadcast medium, Robert M. Light, pres., Southern California Bcstrs. Assn., told a seminar at the studios of KNX Los Angeles last week. Said he: "During the so-called TV years, radio climbed from a national billing in '48 of \$400 million to more than \$675 million in '60."

WBNS-TV Tape-Equipped: The first commercial station in Columbus to install TV tape equipment, WBNS-TV started use of an RCA TRT-1A unit Aug. 28. Educational WOSU-TV is also equipped.

MetroMedia Adds Kansas City Outlets: Formal transfer of KMBC-TV (Ch. 9) & KMBC from the Cook Paint and Varnish Co. in a \$9.65-million transaction was completed Aug. 30. MetroMedia now operates 6 TV stations, 4 AMs, 3 FM's, one commercial shortwave radio station and an outdoor advertising firm.

"Survival" Series Cited: *Steps to Survival*, a civil-defense series televised by KPIX San Francisco (Sun. 1:30-2 p.m.), and a 5-min. station editorial "We Can Survive," have been commended by the White House, OCDM and the Cal. Disaster Office, Sacramento.

Networks

CHCH-TV Gets Disaffiliation Date: BBG last week authorized CHCH-TV Hamilton to cut its ties with CBC after Oct. 1. The Board had approved the disaffiliation in July (Vol. 17:28 p12), but hadn't set an effective date.

In other actions, BBG:

Lifted its ban on additional AM & FM licenses in cities with 2nd TV stations. The BBG announced last year that it would not recommend additional radio licenses in Halifax, Quebec, Montreal, Toronto, Winnipeg, Calgary, Edmonton and Vancouver until the new TVs in those areas were established.

Authorized CBC to establish a new TV station at Dryden, Ont., a rebroadcaster for Dryden at Sioux Lookout, and a rebroadcaster for CBUT Vancouver at Courtenay.

Granted rebroadcasting stations for CKBI-TV Prince Albert at Greenwater Lake and Nipawin, Sask.; CKOS-TV Yorkton at Wynyard, Sask.; CJLH-TV Lethbridge at Burmis, Alta.; CFCN-TV Calgary for Drumheller, Alta.

NBC Steps Up Tape Techniques: Two new TV tape devices went into use at NBC last week—a converter which adapts tapes made abroad to U.S. standards, and a time-saving editing machine called the "talking clock." The converter, it is hoped, will open up foreign-U.S. program exchange and facilitate quicker coverage of international news events. Since it also converts U.S. tapes into the various foreign standards, the converter should speed expansion of NBC overseas syndication, the network said. The editing device, installed in NBC's tape central hq in N.Y., puts time-cuing signals on tape so that specific portions to be edited can be located accurately. An announcer's voice will identify the number of each second during an hour period on a tape that's synchronized to the tape being edited, enabling editors to cut a segment to the exact length desired.

NETWORK SALES ACTIVITY

CBS-TV

- General Foods (Benton & Bowles) full sponsorship eff. Oct. 4.
The Alvin Show, Wed. 7:30-8 p.m.
- John H. Breck (Reach McClinton) co-sponsorship Oct. 29.
The Power and the Glory, Sun. Oct. 29. 9-10 p.m. *Noah and the Flood*, Mon. Dec. 11 8-9 p.m.
- Sweets Co. of America (Henry Eisen) part. eff. Oct. 6.
Daytime programming, Sat.
- Standard Brands (J. W. Thompson), Aluminum Co. of America, (Ketchum, MacLeod & Grove), part. eff. Nov. 13.
Daytime programming, Mon.-Fri.
- Procter & Gamble (Benton & Bowles) part. eff. Oct. 12.
Frontier Circus, Thu. 7:30-8:30 p.m.

NBC-TV

- The Texas Co. (Cunningham & Walsh) part. eff. fall.
Tales of Wells Fargo, Sat. 7:30-8:30 p.m.; *Bullwinkle*, Sun. 7-7:30 p.m.; *National Velvet*, Mon. 8-8:30 p.m.; *International Showtime*, Fri. 7:30-8:30 p.m., *Laramie*, Tue. 7:30-8:30 p.m.; *1-2-3-Go!*, Sun. 6:30-7 p.m.
- Shulton (Wesley Associates) part. eff. fall.
Thriller, Mon. 10-11 p.m.; *Cain's 100*, Tue. 10-11 p.m.; *The Outlaws*, Thu. 7:30-8:30.

The FCC

Dean Landis Quits: The resignation of President Kennedy's regulatory-agency advisor James M. Landis—whose FCC reorganization plan went down to defeat in Congress—was announced Sept. 7. It coincided with filing of court papers in Washington naming Landis as co-respondent in a divorce suit. The President's press secy. Pierre Salinger said there was no significance in the timing of the announcement, and that the former Harvard Law School dean had quit his White House job as of Sept. 1 to return to his N.Y. law practice. In the divorce proceedings, Washington public-relations man Joseph A. Todd alleged that his 41-year-old estranged wife—Landis's ex-sexy.—had committed adultery with Landis, 61, and other men. In a "Dear Jim" letter accepting the Landis resignation, the President said "You have certainly earned the right to pursue other interests."

WCKT Seeks Rehearing: Reopening of the Miami Ch. 7 "influence" case, decided by FCC in July in favor of Sunbeam TV Corp. (Vol. 17:31 p3), is demanded by loser Biscayne TV Corp. (WCKT) in a petition charging Sunbeam with "deliberate concealment of material facts" about its corporate makeup. Biscayne (Cox-Knight-Trammell group) told the Commission that Sunbeam had failed to disclose that as of July 12 all of its original 11 principals except Sidney Ansin had been replaced. The WCKT petition added that Ansin was succeeded as Sunbeam pres. by Claude T. Wade, "who is not a part of the existing record," and that Ansin was "relegated" to vp & treas. Biscayne also argued that FCC's decision against it was improper because: (1) Chmn. Minow & Comrs. Ford & Cross, who voted for Sunbeam, weren't entitled to vote on the final decision because they didn't participate in oral argument "in which the comparative merits were presented." (2) WCKT was "denied the full comparative hearing which it is guaranteed by law." (3) "The ultimate conclusions are not supported by the record as a whole." (4) "The disqualification of Biscayne is arbitrary & capricious."

Tighter Rule Proposed: FCC's proposed rule restricting use of vhf translators by regular stations (Vol. 17:27 p7) isn't restrictive enough, NAB said in comments filed Sept. 6. The rule, intended to prevent stations from expanding their service areas, should be amended to prohibit translators from duplicating programs of other stations serving the same communities, NAB told the Commission. This language was proposed: "A vhf translator will not be authorized to serve an area which is receiving satisfactory service from one or more TV broadcast stations unless, upon consideration of all applicable public-interest factors, the additional service is deemed to be in the overall public interest." Then FCC could adopt a policy that programming duplication "would not be deemed in the public interest," NAB suggested.

N.Y. Repeats Proposed: Apartment Television Service Inc., Philadelphia firm which specializes in multiple-antenna systems, wants to bring in programs from N.Y.'s WNTA-TV, WOR-TV and WPIX via uhf translators for Philadelphia apartment dwellers. It filed FCC applications for Ch. 70, 80 and 83 to repeat the N.Y. stations in the Philadelphia area, proposing that transmitters be located in Philadelphia's Ritz Towers. FCC would have to waive mileage separation rules to grant the applications. Apartment Television Service doesn't have permission of WNTA-TV, WOR-TV or WPIX for the proposed repeats.

Newsweek on Minow: A 4-page laudatory feature on FCC Chmn. Minow in Sept. 11 *Newsweek* concludes with this "personal credo written by Minow for the clarification of his own thought just before he went to Washington": "Historically, TV stations plan & program the telecasting hours to attract the greatest number of viewers for the largest amount of time . . . This general goal of the greatest appeal to the greatest number is a fact of economic life which should not be condemned no matter how much TV critics might deplore or question mass TV taste. But in attracting the greatest audience most of the time, a station owner cannot bypass the minority 'some' of the people during some smaller portion of its programming time. Constitutionally, the will of the majority is never allowed to persecute . . . a minority."

Minow to Address Mass Media Forum: FCC Chmn. Newton Minow will participate in the 3rd annual series of lectures on "Mass Media in Contemporary America" to be conducted next spring by the Annenberg School of Communications, U. of P., Philadelphia. Minow will appear on a March 29 panel with other representatives of the broadcast & communications media, including the school's dean, Gilbert Seldes.

WXIX-TV Seeks Uhf-Vhf Operation: Milwaukee Ch. 18 station has asked FCC for reconsideration of its petition for immediate temporary authority to telecast on both Ch. 8 & Ch. 18 until FCC determines a permanent, long-range allocations plan for a nationwide competitive TV system. Pres. Gene Posner said WXIX-TV's proposal for joint uhf-vhf operation in Milwaukee, which he termed the most "non-competitive" market in the country, would be a boon to viewers who have invested in uhf receivers.

Citizens Band Prosecution: For the transmission of "indecent, obscene and profane language," Birmingham, Ala. Citizens Band operator John H. Puckett was ordered to keep off the air for 3 years in the first prosecution of its kind. He had entered a plea of guilty on 2 counts.

Educational Television

MPATI Flights Start: Following successful tests in May (Vol. 17:21 p8), the Midwest Program on Airborne TV Instruction was reported ready last week for Sept. 11 inauguration of regular DC6AB flights serving classrooms in Ind., Ill., Ky., O., Mich. and Wis. Recorded lessons transmitted from the plane above Montpelier, Ind. were expected to reach a million school children at the outset of the 4-day-a-week ETV schedule which will run through May 1962. In Washington, the MPATI project was hailed by Rep. Conte (R-Mass.) as the prototype of an educational technique which could be spread around the world. "Some day the programs may be beamed not from high-flying airplanes but from satellites," Conte told the House. He lauded Westinghouse engineers Charles E. Nobles, who demonstrated feasibility of airborne TV in B-29 bomber tests in 1948, and Reuben Lee, who helped get the MPATI experiment off the ground.

ETV Pupils Score High: South Carolina students who were taught elementary algebra in courses transmitted over the state's closed-circuit educational TV system have scored in the top 20% in national achievement tests. "Growth of pupils under ETV during the past year is most encouraging," reported system gen. mgr. R. Lynn Kaimbach, pointing out that 83% of them made test grades above the national average.

Advertising

Builders Boost Their TV Dollars 72.5%: Network gross time billings for building materials, equipment and fixtures rose from \$1.4 million in the first half of 1960 to \$2.5 million in the like 1961 period, reported TvB last week. DuPont paints led the category with billings of \$1.4 million, followed by Pittsburgh Plate Glass paints & windows (\$645,346) and Devoe and Reynolds paint (\$130,364). Other first-half network TV ad news: Procter & Gamble, with billings of \$13.2 million and Lever Brothers, at \$8.4 million, were the leading advertisers, while Anacin Tablets (\$2.6 million) and Crest Toothpaste (\$2.2 million) took top brand honors.

RTES 8-Week Training Course: Abandoning its traditional cocktail-luncheon meetings in the atmospheric Hawaiian Room of N.Y.'s Hotel Lexington, Radio & Television Executives Society has announced instead, through planning-committee chairman Erwin Ephron, an 8-week classroom course in time-buying & -selling to be given by industry executives starting Oct. 24. The course will be held in a CBS radio studio. A survey of media executives at agency, rep and advertiser firms had revealed "serious need for a bedrock training course," said Ephron, explaining why the martinis won't flow this fall.

Agency Realigns Media Dept.: Norman, Craig & Kummel has reorganized its media department into 3 buying groups and has named McCann-Erickson media man Murray Roffis as asst. vp & media director. He will head an account group which includes Colgate-Palmolive. The other account-group heads are George Coleman and Sheldon Boden. Vp Eugenie Stampler, previously head of print buying, was placed in charge of over-all media relations; acting media dir. Henry Halpern will continue as marketing vp & research dir.; and another McCann-Erickson veteran, Bruce Graves, will head the newly-established media-research dept.

Spot-TV Rates Level Off: This year has seen a smaller increase in spot-TV rates than has any previous period, according to a Katz agency analysis based on 50 major TV markets. Comparing July 1961 costs with July 1960, Katz found: (1) One-time daytime minutes rose 2.4% this year (vs. 11% last July). (2) 12-plan daytime minutes were up only 1.3% (vs. 12.3%). (3) Base rates for nighttime half-hours rose 2% (vs. 7.6%). (4) One-time nighttime 20-sec. spots increased 6.3%, compared to a rise of 8.6% in 1960.

New Rep: WCYB-TV Bristol, Va. to Meeker Aug. 1 from Bolling.

Ad People: James M. Reeve elected pres., McCann-Erickson (Canada), succeeding W. Richard Wright, resigned to become pres. of a travel bureau. R. K. Bythell promoted from vp to senior vp of the company . . . George N. Beecher elected vp, Foote, Cone & Belding . . . Samm S. Baker elected a Donahue & Coe vp . . . Gilbert Kahn elected a vp, Grey Advertising.

Obituary

Oliver W. Heath, 67, vp of Leo Burnett Co., died Sept. 2 in Evanston, Ill. He had formerly been an advertising representative for *American* and *Cosmopolitan* magazines. Surviving are his wife, daughter, son, mother and brother.

Leo P. Wren, media dir. of Dancer-Fitzgerald-Sample, died Sept. 3. He is survived by his wife and 3 children.

Print Media Probed: In a dragnet-type investigation of suspected illegal pricing-&-promotion practices, FTC has mailed questionnaires to 58 publishers of books, magazines, paperbacks and comics demanding detailed data on their distribution arrangements with wholesalers & retailers. FTC Chmn. Paul Rand Dixon said the sweeping probe of the publishing industry was started after his agency won consent orders against several publishers accused of discriminatory payments & allowances to favored distributors.

Canadian TvB's Station Members: TvB of Canada released last week this list of 11 charter members: CKVR-TV Barrie, Ont., CJAY-TV Winnipeg, Man., CKCK-TV Regina, Sask., CFPL-TV London, Ont., CJON-TV St. John's, Nfld., CHBC-TV Kelowna, B.C., CFCL-TV Timmins, Ont., CJLH-TV Lethbridge, Alta., CHAB-TV Moose Jaw, Sask., CFQC-TV Saskatoon, Sask., CKBI-TV Prince Albert, Sask. In addition, the 9 Canadian members of the American bureau have transferred their membership to the Canadian group.

Colorforms Expands TV Schedule: The 2nd-largest network TV advertiser in the toy industry, Colorforms, will have the largest 1961-1962 TV billing in the company's history. The schedule, via Kudner: *Captain Kangaroo* on 170 CBS-TV stations on a year-round basis and saturation spots in about 40 markets. Colorforms national sales mgr. Alan Goodman reported that summer sales have shown a "46% increase over last year's comparable period . . . due in part to a strong TV campaign."

Bigelow's Triple-Take Fall Look: The Bigelow-Sanford Carpet Co.'s fall ad campaign will include a unique adaptation of TV technique to print media. Imitating TV's "zoom-in" technique, the carpet company's full-page color layout has 3 horizontally-stacked bleed photos, each progressively closer, showing models relaxing on a Bigelow.

Technology

IRE-AIEE Satellite Panel: Four top communications satellite engineering executives will present a panel discussion Sept. 11 at a joint meeting of Washington's IRE & AIEE sections at the Museum of Natural History. Moderator will be FCC chief engineer Edward W. Allen. The speakers, to be introduced by NASA Deputy Administrator Dr. Hugh L. Dryden: Richard P. Clifford, mgr., engineering communications products dept., GE; Dr. Edmund A. Laport, dir., communications engineering, RCA; Dr. John R. Pierce, dir., research communication principles, Bell Labs; Dr. Herbert Trotter Jr., pres., GT&E Labs.

RCA to Make Moon TV Systems: RCA has been assigned to develop TV systems for 4 moon-exploring Ranger rockets added recently by NASA to its schedule of launchings. The 4 additional rockets will carry TV systems designed to transmit pictures of the moon's surface up to the moment the rockets crash on it. The additions make a total of 9 Ranger rockets which will be put on the moon before a manned landing is attempted.

Australia Builds Giant Radiotelescope: Ultra-sensitive instrument at Parkes, New South Wales, is expected to "out-hear" any radiotelescope in existence. Although more compact than the huge radiotelescope at Jodrell Bank, England, the Australian instrument will be able to listen in on radio signals 10 times farther out in space, its designers claim. It will also be used for tracking satellites and for various astronomy projects.

Television Digest

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Personals: John T. Reynolds named to new post of vp-gen. mgr., CBS-TV network programs, Hollywood.

Albert P. Krivin, ex-KYW-TV Cleveland, appointed vp-gen. mgr., KMBC-TV Kansas City, Mo. . . . J. Allen Jensen, ex-KSL-TV & KSL Salt Lake City, named gen. mgr., KID-TV Idaho Falls, and exec. vp, Idaho Radio Corp. . . . William D. Stiles named news & public affairs dir., KFMB-TV & KFMB San Diego and KERO-TV Bakersfield.

S. White Rhyne Jr. joins Washington law firm of Mullin & Connor as a partner; offices have been moved to 515 Southern Bldg. . . . Jack H. Fern, ex-CBS News, appointed news dir., KDKA-TV Pittsburgh . . . Marvin Roslin named research dir., Young TV. Stanley Feinblatt appointed research dir., Adam Young Inc. (radio).

FCC Chmn. Minow has cancelled plans to serve as usher at Sept. 9 Denmark wedding of his former law partner William Blair, Ambassador to Denmark; too much to do in Washington . . . Richard B. Rawls, vp-gen. mgr., KPHO-TV & KPHO Phoenix, named to NAB research committee.

James C. Hagerty, ABC News, special events & public affairs vp, will keynote the Bestrs.' Promotion Assn. seminar to be held at the Waldorf-Astoria, N.Y. Nov. 6-8 . . . C. Langhorne Washburn, ex-Automated Preference Testing Corp., named vp, A. C. Nielsen . . . Oliver A. Unger, ex-NTA pres.-chmn., named exec. vp, Home Entertainment, pay-TV company . . . Fred Froeschle, *Ransom County* (N.D.) *Gazette* editor-publisher, joins KXGO-TV & KXGO Fargo and KXJB-TV Valley City, N.D. as news dir., continuing newspaper operation; Henry Ness, from Fargo National Bank, named KXJB-TV farm dir.

Mrs. Robert E. Lee, wife of the FCC member, was matron of honor last week at wedding of Mrs. Jean McCarthy, widow of Sen. Joseph McCarthy (R-Wis.), to CAB member G. Joseph Minetti, a widower. Mrs. Lee had served as matron of honor also at the McCarthy wedding.

Consulting engineer A. Earl Cullum Jr., with associates D. A. Peterson, Thomas A. Wright & C. M. Daniels (Dallas) have a new phone number—Melrose 1-8360.

Murrow is Keynote: USIA dir. Edward R. Murrow & HEW Secy. Abraham A. Ribicoff will deliver keynote addresses at the opening session of the 44th annual meeting of the American Council of Education in D.C. Oct. 5-6.

Foreign

Report from London: "The transmitters of the commercial television network [Independent Television Authority, the government-appointed body that controls the commercial television companies] will be capable of reaching 95% of Britain's population by the end of 1962. At that time 4 more independent companies will be on the air and the broadcasting capabilities on the single channel assigned to commercial television will be at the maximum . . . A [recent] survey by the British Broadcasting Corporation, which strives mightily to outdo its commercial rival, disclosed that 50% of the adult population viewed some part of BBC's transmission on a given day, and 45% viewed commercial programs, even though some sections of Britain still cannot receive ITA broadcasts."—Seth S. King in *N.Y. Times*.

Worldwide TV Boom: Sometime next year the number of TV sets outside the U.S. "will equal & then top" those within this country. So predicted TV Program Export Assn. Pres. John G. McCarthy in N.Y., pointing out that the foreign set count is now only 3 million behind the present U.S. total of 53 million sets. McCarthy, whose organization represents a number of leading U.S. telefilm producers and distributors active in the foreign syndication market, credited the United Kingdom ("almost 12 million"), Japan ("approximately 8 million") and West Germany ("with 4.8 million") as being the 3 principal TV nations among the free-world bloc, and counted the Soviet-controlled countries as having "approximately 8 million" TVs.

Will Britain Break Toll-TV Barrier? When the gov.-appointed Pilkington Committee on TV & radio publishes its research findings early next year, it may recommend a wired pay-TV system, industry sources speculate. Some 400,000 British homes are already wired for closed-circuit telecasts. Favored contender for the "toll-telly" title: British Home Entertainments Ltd.

East Germans Vent Ire on TV: Writing in *Young World* recently, East German propaganda minister Gerhart Eisler suggested that his readers climb on neighbors' roofs and pull down antennas which face the West Berlin TV transmitter. He said that such action would make people "blinded by enemy propaganda" come to their senses and realize the harm done by TV programs from the West.

Australia Producing TV Transmitters: The first made-in-Australia TV transmitters are nearing completion at the Sydney plant of Amalgamated Wireless. Initial units are slated for delivery to 3 upcoming stations in Victoria. Amalgamated Wireless termed the successful entry into transmitter production a landmark in the development of Australia's electronics industry.

Cairo Goes Commercial: By presidential decree, the United Arab Republic's gov.-owned TV & radio system now accepts advertising by private firms. The rates: \$125 per minute on TV, \$41 on radio.

Argentine TV Tax Rises: Sales tax on imported & domestic TV sets and on automobiles has been increased to 13% from 10% in implementation of the official policy of discouraging non-essential consumer buying.

Meetings Next Week: CBS Radio Affiliates Assn. annual convention (Sept. 18-19). Waldorf-Astoria Hotel, N.Y. • RTES newsmaker luncheon (22). FCC Chmn. Newton N. Minow will speak. Hotel Roosevelt, N.Y.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

CROSBY SUES GE OVER FM STEREO: The expected patent battle over FM stereo erupted at week's end, as Crosby-Teletronics Corp. instituted a patent-infringement suit against GE. Filed in N.Y. Federal Court, it charged "infringement on a Crosby patent covering the method & equipment necessary for the broadcasting & reception of stereophonic FM in accordance with the standards adopted by the FCC last April 19."

The 1958 patent, said Crosby "is the only one which relates to the FCC-approved multiplex stereophonic FM broadcasting method." There was no immediate comment from GE.

Thirty manufacturers have signed licensing agreements with Crosby, the company announced. GE also has set up licensing procedures for FM stereo under its own patent applications.

Crosby's FM-stereo multiplex system, which differed from the Zenith-GE system finally approved, was rejected by FCC—but it employed the same basic plus-&-minus techniques governing content of main FM carrier and subcarrier.

PLENTY OF STEREO AD SUPPORT IN N. Y.: There was no lack of advertiser support for FM stereo last week in nation's No. 1 market as N.Y. Times' WQXR-FM inaugurated stereocasting.

Despite complaints from some FM broadcasters that set makers had refused to put their money where their mouths were and sponsor stereocasts, WQXR-FM found response so good that it stepped up its planned schedule of stereocasts from 55 minutes to 10 hours weekly—including record, tape & live shows. It will be expanded another 2 hours Oct. 7 when the station starts broadcasting recordings of Boston Symphony concerts.

Sponsors already signed up specifically for FM stereocasts are hi-fi component manufacturers Fisher Radio, Pilot Radio, H. H. Scott & Harman-Kardon (Jerrold Electronics). WQXR Pres. Elliott Sanger told us "2 or 3 others" are due to start soon (one understood to be GE). The station, a pioneer in AM-FM stereo (which required 2 radio receivers), has dropped all AM-FM stereocasts and converted them to FM stereo. Among previous AM-FM sponsors involved in the conversion are RCA Victor Records, London Records, Angel Records, Capitol Records.

First reactions to initial stereocasts have been "remarkable," Sanger told us.

Kansas City Snowball: Corning Glass Works' "Operation Snowball" moves next to Kansas City Sept. 15-Oct. 1 for a promotion of TV sets. According to Corning, 7 major set distributors, Kansas City Power & Light Co., the Electric Assn. of Kansas City and area NARDA-member dealers are participating. Included in the activities will be a "1962 TV preview" and the award of 40 free TVs to encourage traffic in cooperating dealers' stores. Participating will be distributors for Magnavox, RCA, Zenith, GE, Sears Roebuck, Philco & Westinghouse.

New Plants & Expansions: Sprague Electric will open this month in Hillsville, Va., a leased 30,000-sq.-ft. plant for production of capacitors and electronic sub-assemblies. The plant eventually will employ about 600 persons • Sangamo Electric will add 65,000-sq.-ft. to its Pickens, S.C. plant and transfer it to capacitor production operations now carried on at a leased plant in Marion, Ill. The latter plant will be closed early next year.

FM-Stereo Warning: "Let's Wait at Least Till Christmas Before We Butcher Our New Progeny, FM Stereo." So reads the sarcastic headline on a unique full-page trade ad signed by Friendly Frost Chmn. Gerald O. Kaye. The text: "Leading engineers say FM stereo is the first major breakthrough in consumer electronics since the advent of TV. *So let's kill it!* Many major broadcasters & governmental authorities have indicated they believe FM stereo will rapidly replace AM radio as the No. 1 audio entertainment medium in this country. *So let's kill it!* Manufacturers, distributors and dealers project sales of 50 million sets in less than a decade. *So let's kill it!* And why not? Traditionally, our great industry has a national, if not international, reputation for self-destruction. *So let's get a good start.* Let's fight amongst ourselves! Let's over-produce! Let's cut prices! Let's make 'short-cut' merchandise! Let's try to establish a new industry record! Let's kill this baby before it is born! *For once, let's not!*"

Jerrold Acquires Taco: Continuing its electronics expansion program, Jerrold Electronics announced last week that it had acquired Technical Appliance Corp., a leading manufacturer of TV-radio & communications antennas under the Taco brand name.

The purchase price was \$2.7 million. Taco's 1960 sales totaled approximately \$3 million. Jerrold Pres. Sidney Harman said Taco's management would remain intact, under founders Pres. Herbert Brown and vp Tore Lundahl.

The acquisition was the second by Jerrold within a year. Last February, Jerrold purchased hi-fi component maker Harman-Kardon Inc. For the fiscal year ended last Feb. 28, Jerrold reported gross income of some \$12 million.

■

Forbes Looks at Zenith: "In an industry where nobody divulges his own figures, but everybody knows how the other guy is doing, Zenith is unanimously conceded to make more TV sets than anyone else," profiled Sept. 1 *Forbes*. Not only has the Chicago set maker led the field for 3 consecutive years, the cover story emphasized, but Zenith "has managed to do one other crucial thing besides—combine huge volume and fat profits, a knack that previous titleholders seldom had. For the record shows that Zenith makes more money per dollar of sales & per dollar of invested capital than any major set manufacturer in the business." Concludes *Forbes*: "There is a good deal in Zenith's near-future prospects that looks more than ordinarily promising," in particular, color TV, FM stereo—and "if Phonevision should work out, the arithmetic is breathtaking."

New Subsidiaries & Divisions: Raytheon has established Raytheon-Elsi Ag to market in Europe tubes, transistors and other electronic components manufactured by Raytheon and affiliate Elettronica Sicula of Palermo. The new Raytheon subsidiary will have its hq in Zug, Switzerland • **Allied Radio**, Chicago parts distributor, has formed wholly-owned subsidiary Allied Electronics Corp. The subsidiary, said Pres. A. D. Davis, will handle industrial sales of semiconductors, relays and other components which account for more than one-third of Allied Radio's \$40 million annual sales • **Collins Radio** has consolidated its 2 electronic components operations into a single new division, which will retain the Communications Accessories Co. name of the facility at Lee's Summit, Mo. The 2nd facility is Collins' filter operation at Santa Ana, Cal.

Breakthrough Dept., Component Div.: Important new component developments announced last week: (1) RCA has developed a mass-production process opening the way for the first time to practical use of niobium-tin superconductive magnets, which generate enormous magnetic fields but use no power, for use in nuclear research and ultrasensitive receivers for radar, astronomy and space communications. (2) GE has discovered a method for producing semiconductor diamonds, which are extremely rare in nature, but can now be "grown at will in the laboratory." (3) Bell Labs has invented a new-type connector which is expected to supplant binding posts and nuts for terminal connections. Shaped like a coil spring, its sharp edges "bite" through plastic insulation for connection without stripping the wire.

Russian Automation Described: The Commerce Dept.'s Office of Technical Services has translated & made available (for \$3.50 per copy) the entire May-June issue of the Soviet electronics journal *Radio Engineering*, which details automation techniques in Russia.

CBS Quits Semiconductor Field: Continuing its sail-trimming operation which earlier this year saw the liquidation of its phono & receiving-tube business, CBS Electronics has decided to shut down its recently-opened 20,000-sq.-ft. Lowell, Mass. semiconductor plant. The plant was said to have cost about \$5 million in construction.

The plant, including real estate, facilities and "certain inventories" will be purchased—probably next month—by Raytheon. The Lowell plant employed about 950. The 3 other CBS plants closed this year—at Danvers & Newburyport, Mass. and at Windham, Me.—employed 1,200.

CBS Electronics' move was the most serious result of the recent attrition in the semiconductor business due to competition, imports and price-cutting. CBS Electronics operated at a loss last year.

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TV Sales Predictions: Most set makers are less optimistic than Sylvania, whose senior vp George Connor recently predicted the industry could sell as many as 6,385,000 TVs if sufficient sets are available this year (Vol. 17:35 p17). So reported *Home Furnishings Daily* Sept. 6 in a roundup which found little agreement with predictions of possible shortages. Those making specific forecasts: Emerson Pres. Benjamin Abrams, 6.05-6.1 million; GE, 6.4 million; Olympic Pres. Morris Sobin, 5.9-5.95 million; RCA, slightly under 6 million; Motorola exec. vp Edward R. Taylor, 6.2 million; Packard Bell vp Kenneth R. Johnson, 6.2 million.

Labeling Bill Fought: National Assn. of Manufacturers has lined up against a bill (HR-1141) by Rep. Bray (R-Ind.) and other House measures which would require labeling of imitation hardwoods used in TV sets & other furniture (Vol. 17:2 p3). In a statement filed with the Commerce Finance Subcommittee, the NAM said that such a law could "boomerang" & confuse consumers. Mandatory requirements for labeling hardwood products & their substitutes would "create a bias against widely-accepted man-made substances" among buyers who tried to weigh the relative usefulness of natural or artificial products, the NAM said.

Price Maintenance Gains Adherents: Policing of retail prices by distributors is becoming more prevalent. Recent moves: Westinghouse Appliance Sales, N.Y., has placed most of its TV & stereo instruments under the N.Y. & N.J. fair-trade laws, establishing minimum retail prices for these items in its major metropolitan N.Y. marketing area, following a similar move last year by N.Y. Philco distributor John Otter Co. Meanwhile, Motorola distributor Philadelphia Distributors Inc. will establish minimum retail prices for TV & stereo in its area Sept. 15.

"TV Repair Simplified": Written by professional TV repairman Jess E. Dines, this book (Arco Publishing, 138 pp., \$2.50) provides some 500 tube-layout diagrams, a model-chassis index to TVs produced by 20 manufacturers, and 100 diagnostic photos of typical set problems. With the book, the publisher claims, "a private TV owner can locate & replace defective tubes without having to know the technical reasons."

Kimble Publicizes Tube-Labeling Law: Kimble Glass is circularizing the nation's press with the news that Pennsylvania now requires that TV picture tubes sold for replacement use must be tagged "new" or "used" for consumer protection. The law, passed by the state legislature at its last session, permits the "new" tag only on tubes using new glass & components exclusively.

Trade Personals: Edward Bishop Jr., Hallicrafters treas., H. Kenneth Hudson, William F. Frankart, John C. Mathews and Frederick Trowbridge elected Hallicrafters vps . . . Edwin S. McCollister, ex-Sperry Rand, appointed RCA electronic data processing mktg. div. vp . . . Alfred J. Pote, ex-Ittek Corp.'s Hermes electronics div. pres., joins Northrop's Page Communications Engineers as senior vp & asst. to Pres. Joseph A. Waldschmitt . . . George A. Banino named vp-gen. mgr., ITT-Kellogg communications system.

Daniel Echo, ex-Du Mont Labs, named to new post of display-devices product mgr., Sylvania electronic-tube division. John B. Donner appointed mgr., Sylvania Waltham microwave & antenna lab.

Robert H. Beisswenger promoted from Jerrold gen. sales mgr. to gen. mgr., Jerrold-Philadelphia. Donald Spanier, ex-Polaroid of Japan, named gen. mgr., Harman-Kardon. Daniel Aaron appointed asst. gen. mgr., Jerrold-Philadelphia.

John J. Connolly appointed vp, Litton Systems . . . Dr. Bernard H. Linden promoted from acting mgr., CBS Labs electron tubes, to dir., succeeding Robert E. Rutherford Sr., resigned.

Robert W. Hubner appointed mktg.-services dir., IBM. . . . Leonard C. Whitney, ex-Clevite, appointed electronic-engineering mgr., National Transistor . . . James D. Bowen named sales mgr., Raytheon's Sorensen product lines (power supplies, voltage regulators, inverters & converters, frequency changers, cable testers, meters).

Richard H. Wilcox, ex-General Dynamics, appointed asst. to the pres., P. R. Mallory, succeeding John L. Wilkes, recently named gen. sales mgr., metallurgical div. . . . David C. Clegg named area vp for South American operations, GT&E . . . Harold W. Kaye appointed to new post of technical asst. to the vp-gen. mgr., Adler Electronics.

Lear's 6 Success Secrets: "My 6 secrets can make you a million dollars," wrote Lear Inc. Chmn. William P. Lear in Sept. 3 *This Week*. "They've worked very well for me, and I am just another guy who came up the hard way from the streets of South Chicago. I never got past grammar school, and last year, the company I founded did over \$90 million in business." How to become a millionaire? (1) Learn to communicate. (2) Learn how to quit a job. (3) Build a nest egg. (4) Work an extra hour a day. (5) Try to develop a little insecurity. (6) Don't forget to use common sense.

Galvin Will Address NEC: Motorola Pres. Robert W. Galvin will be the guest speaker at the closing luncheon Oct. 11 of the 3-day National Electronics Conference, in Chicago's International Amphitheatre. His address—"Electronics Unlimited"—will explore the industry's future. Other luncheon speakers: IRE Pres. Dr. Lloyd V. Berkner, Oct. 9; Brig. Gen. David P. Gibbs, Deputy Chief of Communications & Electronics, North American Air Defense Command, Oct. 10.

Zenith Scholarship Award: For the 3rd consecutive year, Zenith has contributed \$1,500 to the scholarship fund of the American Speech & Hearing Assn. Foundation.

De Forest Royalties Sought: Los Angeles attorney Morris Lavine said recently he will try to recover royalties on some of the patents granted the late Dr. Lee De Forest in behalf of Mrs. De Forest. Dr. De Forest's will showed as his only income a monthly check for \$1,250 from Bell Labs, where he was a consultant.

Finance

Electronics Investment Corp. Gains: Total net assets of the San Diego mutual fund rose to \$41,790,320 in the quarter to July 31, 1961. This compared with \$35,008,339 a year ago. The net asset value per share gained moderately to \$8.18 from \$7.95. In his quarterly report to shareholders, EIC Pres. Charles E. Salik noted: "It is our belief that sales & earnings of electronics companies will sharply increase during the balance of this year and the first half of 1962. As new business is placed by both military & industrial organizations, the general investing public should again recognize the growth characteristics of electronics companies, and consequently the common-stock values of many select electronics companies should once again resume their upward trends."

For the quarter to July 31, here are the principal portfolio changes in electronics common stock: Added—Ateliers de Montages Electriques. Increased—Ampex, Edwards High Vacuum, Garrett Corp., Hallicrafters, Hewlett-Packard, IBM, Litton Industries, Microwave Associates, Sigma Instruments, Thomson-Houston Compagnie, Transition Electronics, United Aircraft, Varian Associates. Reduced—Bendix, Packard Bell, Storer Broadcasting.

New NTA Notes: The TV film distributor recently announced an offer to exchange up to \$1 million worth of its outstanding 6% sinking-fund subordinated notes for equal amounts of a new issue of 6½% convertible notes. The new notes, unlike the old ones, may be converted into NTA common stock at the rate of \$2.50 principal amount of new notes for each share of common. There are about 750 holders of the \$1.4 million in old 6% notes.

Gem Electronic Distributors Inc., Farmingdale, N.Y. distributor of TV, radio and hi-fi equipment & components, plans public sale of 75,000 common stock shares, price unreported. An SEC registration statement (File 2-18757) also covered 15,000 additional shares underlying a 5-year option to be issued to underwriter Carter, Berlind, Potoma & Weill for \$150.

Giannini Controls Corp. Plans 2-for-1 Split: The parent of Conrac Inc. has obtained stockholder approval to double the authorized common stock to 2 million shares. The maker of aircraft & missile controls currently has 532,000 shares outstanding. Giannini said it had no immediate plans for the authorized shares which will be unissued after the stock split.

Sterling Electronics Inc., Houston distributor of TV parts, hi-fi equipment and other electronic products, plans a 125,200-share common stock offering through S. D. Fuller & Co. The price was unlisted in an SEC registration statement (File 2-18548) which said \$265,000 of the proceeds of the public sale would be used to expand inventories and develop new sales outlets.

Indiana General in Australia: The Valparaiso, Ind. maker of magnets & ferrites has acquired 50,000 common shares, "or approximately 4½% of the stock outstanding," of Ducon Industries, Sydney, a leading Australian manufacturer of electronic components, reported Indiana General Pres. Robert F. Smith.

GPE's \$12 Million Financing: General Precision Equipment has privately placed with an institutional investor a \$12 million, 6% promissory note due Oct. 1, 1976. The proceeds will be used to repay bank loans.

H&B American Corp., already the biggest operator of community-antenna systems, plans further expansion, according to an SEC registration statement (File 2-18833) for financing & exchange plans. The Beverly Hills company's proposals covered: (1) \$2,575,000 of 6% sinking-fund debentures due 1973 and 12-year warrants to purchase 206,000 common stock shares, to be exchanged for \$2,575,294 of 3% outstanding 10-year notes due 1964 at the rate of \$1,000 of notes for \$1,000 of debentures and warrants to purchase 80 shares. (2) \$3,000,000 of like debentures with warrants to purchase 240,000 shares, to be offered for public sale in units, each consisting of \$1,000 of debentures and warrants for 80 shares. (3) 250,000 shares for public sale. Adams & Peck heads underwriters of the offerings, prices of which were unlisted in the initial SEC statement. H&B said its main business is operating CATV systems in 26 U.S. & Canadian communities, that it is selling its home-barbecue equipment business. The company told SEC that \$2,500,000 of proceeds from sales of units & stock will be applied to payment of bank loans and to working capital for systems operations and contemplated construction & purchase of additional systems.

International Resistance Sees Gain: President Walter W. Slocum has forecast that 1961 sales of the Philadelphia components maker would climb to more than \$22 million, compared with \$20.8 million in 1960. Earnings may approximate last year's record \$1.9 million. "We are spending more of our own dollars on research & development and less of the govt.'s," Slocum noted, explaining the failure of profits to keep pace with rising sales. He said that International Resistance derives about 22% of its sales volume from govt. business. Slocum also noted that the company will extend its licensing agreements. In 1960, income from licensees increased to \$594,516 from \$504,053 the preceding year.

Programs for Television Inc., N.Y. distributor of British films handled by the J. Arthur Rank organization, proposes public sale of 150,000 common shares to finance "development, purchase, production and co-production of new properties" for TV. An SEC registration statement (File 2-18805) didn't list the offering price of the issue or the underwriter, but said: (1) Broad Street Capital Corp. and William Hernstadt have purchased 25,000 shares for 67½¢ per share and have received 5-year warrants, exercisable at \$5 per share, for purchase of 25,000 additional shares in consideration of a \$75,000 loan to the company. (2) Booth, Lipton & Lipton has bought 1,000 shares.

ITC inked in a \$1.1-million net profit, after amortization, for the 10-month fiscal period ending April 30, 1961. Making the report to British parent company ATV, ITC Pres. & Chmn. Michael Nidorf said gross sales for the same period totaled \$50.2 million. Net profits for May & June (not included in ITC's fiscal year, which has been changed to correspond with ATV's) exceeded net profits of corresponding months of 1960 by 21.7%, Nidorf added.

Reports & Comments Available: RCA, review, H. Hentz & Co., 72 Wall St., N.Y. 5 • Decca Records, memo, Purcell & Co., 50 Broadway, N.Y. 4 • Technicolor, report, Hoppin Bros. & Co., 120 Broadway, N.Y. 5 • Bendix, discussion, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Corning Glass, prospectus, Harriman Ripley & Co., 63 Wall St., N.Y. 5 • Computer Instruments, prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4.

Movielab Joins ASE: Movielab Film Labs, Class A stock, has been listed for trading on the American Stock Exchange. Symbol: MOV A.

Trav-Ler Sees Record Half: Pres. Joe Friedman predicted last week that Trav-Ler Radio would score record sales & profits in fiscal 1962's first half, ending Oct. 31. He forecast sales of \$12-12.5 million (vs. \$11 million in May-Oct. 1960), earnings of \$300,000 or 31¢ a share (vs. \$230,000 & 24¢). Sales in the 2nd quarter should climb to \$8.5 million from \$6.2 million a year earlier, he said, and earnings will be "at least equal to, if not higher than," the \$125,282 (13¢) earned in fiscal 1961's October quarter. In an address before the N.Y. Society of Security Analysts, Friedman also noted that Trav-Ler's August sales of home-entertainment products climbed to a record monthly high of more than \$3 million, that the backlog on Sept. 1 was up to \$8.5 million from \$5 million a year earlier, that private-label business accounted for more than 70% of Trav-Ler's volume and was increasing. For total fiscal 1962, he anticipated \$25 million sales (vs. \$19.9 million in fiscal 1961) and "better profits" than the \$675,000 (74¢) earned in '61.

Disney Sees \$4-Million Profit: Rebounding from a \$1.3-million loss in its 1960 fiscal year, Walt Disney Productions anticipates a net income of about \$4 million in the year ending Sept. 30. Treas. Lawrence Tryon expects the per-share profit to reach \$2.40-\$2.60, sales to approach the record \$58.4 million posted in fiscal 1958. Revenues last year totaled \$46.4 million. Tryon said that Disney's revenues from TV in fiscal 1961's first 9 months (Vol. 17:34 p16) were about the same as in the year-earlier period and that no major changes in TV revenues are anticipated in the final quarter.

Lunar Enterprises Inc., N.Y. TV-film producer, has asked SEC (File 2-18826) to register 125,000 common stock shares for public sale at \$5.75 per share through Ehrlich, Irwin & Co., whose principal Henry Ehrlich has exercised an option to buy 30,000 shares at 5¢ each. The registration statement also covered 12,000 shares & 10-year warrants to purchase 12,000 additional shares at 5¢, sold by Lunar to a limited group for an aggregate of \$69,120. Lunar has co-financing deals with CBS-TV for *Beachfront* and *Joey Trouble* and with ABC Films for *Warrant for Arrest*. It plans to use \$584,000 proceeds from the stock sale to develop new pilots and add to its working capital.

Taft Drops Stock Offer: Taft Bestg.'s once-delayed secondary offering of 376,369 common shares (Vol. 17:30 p22) has been canceled because of "market conditions." The company has applied to SEC to withdraw the registration statement filed May 26. Pres. Hulbert Taft noted that when the stock offering was scheduled in May, the stock was selling at 24. "It declined to a current level of about 18," he added, "and the stockholders didn't want to sell at that price."

Broadcast International Inc., 3 W. 57th St., N.Y., will be given an SEC hearing there Sept. 27 on charges that a stock-offering circular "contained false & misleading representations of material fact." In a June 29 order, SEC temporarily suspended a Regulation A exemption for Broadcast International's proposed sale of 60,000 common shares at \$5 per share.

Spencer-Kennedy Hits Sales Peak: Boston-based Spencer-Kennedy Labs, makers of TV distribution systems and electronic components & devices, scored record sales of more than \$1.2 million in its 1961 fiscal year ended June 30. There was a 30% gain over fiscal 1960's sales of \$923,000. Pres. Donald Spencer also reported that backlog orders are "substantially in excess of those a year ago."

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Clarostat	1961—6 mo. to June 30	\$4,639,909	\$380,422	\$193,603	\$0.41	470,284
	1960—6 mo. to June 30	4,433,403	388,745	197,600	.42	470,284
Magnavox	1961—6 mo. to June 30	61,792,000 ¹	5,218,000	2,559,000 ¹	1.08	2,372,889
	1960—6 mo. to June 30	51,764,000	3,807,000	1,844,000	.78	2,360,000
Times-Mirror	1961—28 wks. to July 16	63,288,670	---	2,379,802	.57	4,199,258
	1960—28 wks. to July 16	57,471,652	---	2,578,666	.62 ²	4,179,297 ²
Transcontinent TV Corp.	1961—6 mo. to June 30	8,922,558	1,927,685	646,192	.37	1,768,612
	1960—6 mo. to June 30	6,525,665	1,368,880	549,012	.31	1,768,612
Transitron Electronics	1961—year to June 24	37,059,866	---	(1,451,792) ³	---	7,502,500
	1960—year to June 25	47,753,064	17,095,641	8,110,641	1.08	7,502,500
Trans-Lux	1961—6 mo. to June 30	---	---	289,826	.50	582,182
	1960—6 mo. to June 30	---	---	262,665	.45	582,182
20th Century-Fox	1961—26 wks. to July 1	62,125,788	881,764	12,326 ³	---	2,446,986
	1960—26 wks. to June 25	56,370,992	4,309,582	2,628,576	1.10	2,383,286
United Artists	1961—6 mo. to July 1	57,866,000	---	1,893,000	1.10 ⁴	1,715,373
	1960—6 mo. to July 2	51,426,000	---	1,678,000	.98 ⁴	1,664,218
Victoreen Instrument	1961—6 mo. to June 30	9,489,405	196,178	153,096	.07 ⁴	2,112,468
	1960—6 mo. to June 30	6,093,307	530,963	260,770	.12 ⁴	1,594,249

Notes: ¹Record. ²Adjusted to reflect Jan.-1961 4% stock dividend. ³Before net gain of \$25,735,917 (\$10.52 a share) on sale of certain studio

properties. ⁴Based on shares outstanding June 30, 1961. ⁵After \$7-million inventory write-down. ⁶Based on shares outstanding July 1, 1961.

Mergers & Acquisitions: Hewlett-Packard has completed its acquisition of Sanborn Co. (Vol. 17:23 p19). It will operate the Waltham, Mass. maker of industrial & medical electronic equipment as a wholly-owned subsidiary.

• Terminal-Hudson Electronics has acquired for undisclosed stock Hollywood Radio & Electronics, California distributor of electronic components • Bartell Bestg., Process Lithographers and Macfadden Publications will submit to their stockholders a proposal for a 3-way merger, with Macfadden the surviving corporation, Bartell & Process Lithographers becoming wholly owned operating divisions. The proposed amalgamation calls for Macfadden to exchange one share of common for each 2 of Bartell, and one share for each 1.2 of Process Lithographers. Bartell has majority control of Macfadden, which, in turn, is a major stockholder in Process Lithographers.

Trans-Lux Corp., movie-chain operator and TV-film distributor, plans public sale of 250,000 capital-stock shares, 150,000 to be offered by the N.Y. company, 100,000 by present holders. An SEC registration statement (File 2-18825) said that \$1,250,000 of the proceeds of sale (price unlisted) would be used to expand TV production & distribution, \$500,000 for theater acquisitions. Bear, Stearns & Co. is the underwriter.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Clevite	Q	\$0.30	Sep. 29	Sep. 18
Corning Glass	Q	.37½	Sep. 30	Sep. 20
Decca Records	Q	.30	Sep. 29	Sep. 18
MGM	Q	.40	Oct. 13	Sep. 22
Newark Electronics	Q	.06¼	Sep. 29	Sep. 15
RCA	Q	.25	Oct. 23	Sep. 19
Times-Mirror	Q	.10	Sep. 25	Sep. 6
Trans-Lux	Q	.10	Sep. 29	Sep. 15
Universal Pictures	Q	.25	Sep. 29	Sep. 16

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, September 7, 1961

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

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	16½	14¼	16	Magna Theatres	---	3	3-7/16
Adler Elec.	---	21¾	23¾	Magnetics Inc.	8½	8½	10
Aerovox	10	10¼	11½	Maxxon	17	18¼	19¾
Allied Radio	25	24½	26½	Meredith Pub.	36	34	37¼
Astron Corp.	---	1½	2½	MetroMedia	14½	16¼	17½
Babcock	---	30	32	Microdot	26	25	27¼
Baird Atomic	14¼	16¾	18¾	Milgo Elec.	17½	19¼	21¼
Cannon Elec.	21	22	25½	Narda Micro	5½	5¼	6½
Capehart	---	8¾	9¾	Newark Elec.	---	12	13½
C-E-I-R	47	45½	49¾	Nuclear Chi.	41½	42½	46¾
Chicago Aerial	---	22½	25½	Official Films	---	3½	3-9/16
Control Data	105	112	118	Pacific Aut.	---	4¾	5¾
Cook Electric	9¾	10½	11½	Pacific Merc.	5½	6½	7¼
Craig	12¾	13	14¾	Philips Lamp	137	138	142½
Crosby Tel.	---	5¼	6	Pyramid	---	1½	2½
CTS Corp.	21	21¼	23¾	Radiation Inc.	21¼	21¼	23¼
Dictaphone	36	35¾	38¼	Rek-O-Kut	---	2¾	3-5/16
Eitel-McC.	---	15¼	16¾	Research Inc.	---	4	4¾
Elco Corp.	12¼	11	12¾	H. W. Sams	---	43	46½
Electro Instr.	---	16	18¾	Sanders Assoc.	60	59	62½
Elec. Voice	10¼	11	12	H. Smith	---	8½	10¼
Elec. Assoc.	26¼	25¼	27½	Soroban	---	47	51¼
Electronics Cap.	31¾	35	37¾	Soundscribe	---	12¾	14¼
Erle Resistor	13¾	14	15½	Speer Carbon	31½	32¼	34¾
Executone	15½	15¼	16¾	Sprague Elec.	88½	87	91
Farrington	14½	13¾	14¾	Sterling	---	2½	3-1/16
Foto Video	---	3	3-11/16	Systron-Donner	---	32	34¾
Four Star	---	18½	20¾	Taft Bestg.	---	17½	18¾
Gen. Devices	9¼	8½	9½	Taylor Instr.	---	51	54½
G-L Elec.	8½	8	9¼	Technology	---	6¼	7¾
Granco Prod.	---	2¾	2¾	Tele-Bcstrs.	---	1	1½
Gross Tel.	---	22	24¼	Telechrome	---	7¼	7
Hallcrafters	23¾	22	23¾	Telecomputing	---	6¼	5¾
Hathaway	---	19½	22¼	Time Inc.	81¾	85	88¾
High Voltage	145	138	152	Tracerlab	---	9	9¼
Infrared	17	17½	19¾	Transcont. TV	---	9	10¾
Interstate Eng.	16½	17½	18¾	United Art.	---	6¾	7¾
Ionic	27½	27¼	30¾	Vitro Corp.	23	20¾	22¼
Itek	36	34¼	37¾	Vocaline	---	2¾	2¾
Jerrold	---	8¾	8¾	Wells-Gardner	---	31¼	33¾
Lab for Elec.	40¼	41	44	Willcox Electric	---	8½	8¼
Leeds & North.	33½	33	35¾	Wometco	24½	24½	26½
Lel Inc.	7	6¾	7¾				

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WEEKLY **Television Digest**

SEPTEMBER 18, 1961

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Albert Warren, Editor & Publisher

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

SUMMARY-INDEX OF WEEK'S NEWS

TELEVISION DIGEST—UNINTERRUPTED—as Washington bureau chief Albert Warren assumes ownership and editorial direction, aided by former staff members. Speed, brevity, accuracy, to be stressed (p. 1)

FCC

FCC FRICTION OVER PUBLIC-AFFAIRS "REJECTS" develops over staff letter questioning program substitutions by KTVO Ottumwa-Kirksville (p. 3).

GE & WESTINGHOUSE DUE FOR FCC APPROVAL, Commission voting tentatively 5-2 for license renewals—no "taint" from anti-trust convictions (p. 3).

KDB "ADMONISHED," WKKO LICENSE BOBBED, all 7 FCC members chastising stations for promise-vs-performance discrepancies; 17 short-termers to date (p. 3).

REORGANIZATION PLANS STILL UNCERTAIN, Congress asking FCC for "early report" on action, Minow & Ford eager to move, other commissioners "an enigma" (p. 3).

CLEAR CHANNEL DECISION FINAL, BUT 2-3 years of litigation and Congressional mulling expected before it might go into effect (p. 4).

Consumer Electronics

INSIDE LOOK at Ford's Philco purchase shows automaker's primary interest is Philadelphia concern's govt. business & production facilities (p. 5).

TV-RADIO AD CODE, without enforcement provision, approved by EIA. Industry-wide sales forecast, grass-roots import information program to be undertaken (p. 6).

TAPE-CARTRIDGE PITCH renewed by RCA with simplified lightweight recorder under \$100 in attempt to become "important factor in recorder business" (p. 7).

JULY RETAIL SALES of TV-radio virtually same as July 1960. 7-month TV sales within 1% of last year, EIA figures show (p. 7).

BROADCASTERS & TRADE cooperate on FM-stereo coordination as result of agreement between EIA & NAB representatives. FM-stereo sales seen "spotty" rest of year (p. 8).

Stations

COLLINS WINS FCC PROGRAM-FORM AUDIENCE, getting top billing in "main tent" for broadcasters' complaints. NAB staff achieves relief in informal "interpretation." "Short-short form" for small stations in works (p. 2).

TELEVISION DIGEST—UNINTERRUPTED: With distinct enthusiasm and pleasure, we resume publication of Television Digest, Television Factbook, Radio Station Directory, and the other traditional addenda & supplemental material associated with the 16-year-old masthead of Television Digest. As you learned suddenly from Vol. 17:37, Triangle Publications, Inc. discontinued publication on Sept. 11.

The new editor & publisher, Albert Warren, formerly chief of the Washington Bureau, has assumed control and responsibility for publication, forming Television Digest Inc. on Sept. 11 for that purpose. Staff comprises former members of Triangle staff.

We've been swamped with messages from industry leaders expressing satisfaction that this unique publication has resumed without interruption. We are determined that it meet the needs of industry's top executives—an accurate, concise and brisk report for men with no time to waste. The greatly expanded Television Factbook, which has won such broad acceptance, will be issued again early next year.

We believe this is a particularly auspicious time for focus of the publications to shift back to Washington. There's a crisis in TV allocations—uhf, deintermixture, short-spaced drop-ins—with millions of dollars riding on FCC decisions now in formation. There's FCC's proposed program & logging forms which could have stark impact on every station's financial well-being and mode of operation. There's the bill to require set makers to produce nothing but all-channel vhf-uhf sets under certain governmental minimum standards. There's a crisis in electronics imports. We could go on. We'll hew to the major matters. Quickly. Briefly. Analytically.

Among the many messages of good will we've received, we thought you'd like to see 2 of the first letters. From FCC Chmn. Minow:

"Dear Al: Good luck and best wishes to you in your personal plans to publish Television Digest and Television Factbook.

"When I was appointed to the Commission last January, many people immediately called Television Digest to my attention as a prime source of accurate and current reports reflecting a knowledge and insight into the industry's problems and trends. I can now say that my own personal experience confirms this in every detail.

"Everyone concerned with communications policy and problems will benefit from the continuation of the Digest and the Factbook. Just as in broadcasting, the public interest is served through a diversity of sources of information. My sincere wishes for success."

From NAB Pres. Collins: "Dear Al: I was saddened when I read in this week's Television Digest that this would be the last issue published. Since then, however, I have been tremendously heartened to learn that you, as editor & publisher, with associates, will continue to publish Television Digest and its sister publication Television Factbook.

"I want to wish you every success. The dedication and objectivity which have characterized your previous work are greatly needed by this great broadcasting industry. It is good to know that you will continue furnishing information which is meaningful and helpful to broadcasters, and that such will be reported with your characteristic skill and reliability."

You will continue to receive the Digest only if you send in the subscription authorization which you received in the mail last week. If you missed it, use the copy accompanying this issue. This form authorizes Triangle Publications to release to us credit for the unexpired portion of your subscription. This is extremely important to insure uninterrupted delivery of our services. No additional payment is required. If your subscription is about to expire, renewals may be made directly with us.

COLLINS WINS FCC PROGRAM-FORM AUDIENCE: NAB Pres. LeRoy Collins quietly pulled his biggest coup to date last week when he quickly persuaded FCC to hold shirt-sleeve broadcaster-to-commissioner session Oct. 6—to show Commission just how burdensome are its proposed program and logging forms (Vol. 17:28 p1).

After conference with commissioners early in week, Collins wrote to them: "We feel that the circumstances are such that it will be very helpful to the Commission and to the nation's broadcasters if an informal conference-type discussion can be arranged . . . We would have available at the time a number of active broadcasters broadly representative of the various segments of the industry. We would not contemplate the use of prepared statements or representation by counsel, but rather an opportunity in a constructive manner to give to the Commission firsthand the result of experience tests in logging and concerns which broadcasters feel about the burdens and handicaps they anticipate would follow if the proposals should be adopted and placed into effect."

FCC Chairman Minow responded in a flash: "As the Commission has stated, we want to insure that the requirements of the proposed forms and rules concerning past and proposed operations can be met by an applicant on the basis of reasonable efforts and records to be kept by the applicant. We believe that an opportunity for the discussion of the results of actual experience tests by broadcasters would be useful and constructive."

Foregoing is perfect example of Collins at work. When he said he couldn't attend program-form conference called by Georgia Assn. of Broadcasters in Atlanta Sept. 15, there were shrill outcries that he had "let industry down," etc. The quiet-spoken, steel-nerved Southerner restrained himself, and got industry top billing in main tent—FCC.

Meanwhile, his lieutenants—notably exec. vp Vincent Wasilewski and counsel Douglas Anello—had conferred patiently with top FCC staff members, eliciting from them an interpretation of proposed rules which is said to remove basis for 80% of broadcasters' objections. A major aspect: use of logs prepared in advance, as in current practice.

We hear that there's a "short-short form" circulating in Washington—at FCC or NAB or both—reportedly designed to meet virtually all small-broadcasters' objections.

At the Atlanta conference, FCC staff team of Kenneth Cox, Hyman Goldin and James Juntilla assured apprehensive broadcasters they were well aware of criticisms and that Commission is now studying methods of alleviating major burdens. Cox indicated that pre-logging was being considered—instead of logging

beginning & ending times. He said that Commission didn't intend to require simultaneous logging—rather, recording could be done before and after the event. As for analyzing local content of news programs, he said an estimate would be adequate—no exact accounting needed.

NAB exec. vp Vincent Wasilewski made it crystal clear that NAB had brought criticisms to Commission and achieved the receptive mood there. "When we go to the Commission," he said, "we don't go down and play dead. We are representing the problems of the broadcasters."

FCC FRICTION OVER PUBLIC-AFFAIRS 'REJECTS': "Who's the staff working for—the Commission or Minow?" That's what we were asked last week by one much-irked FCC source, in connection with letter sent to KTVO (Ch. 3) Ottumwa, Ia.-Kirksville, Mo.

What happened was this: An FCC staff member sent station a letter reading in part: "The Commission is in receipt of a complaint which alleges that KTVO fails to carry network public-affairs programs such as 'Meet the Press,' 'Face the Nation,' and 'CBS Reports.' It is alleged that 'CBS Reports' was carried at one time but has been dropped. The general claim is made by the complainant that few of the programs broadcast depart 'from the formula of cowboy-detective-situation comedy.'" We'd like an explanation, the letter concluded.

You'll recall that Minow was outvoted 6-to-1 in his opinion, expressed in program-form rule-making (Vol. 17:28 p1), that broadcasters be required to tell FCC what public-affairs programs they carry and reject, and what shows are substituted for them.

KTVO letter is bound to get an airing among commissioners and we have just a tiny sneaking hunch that more such letters will not be sent.

GE & WESTINGHOUSE DUE FOR FCC APPROVAL: Antitrust sins of GE & Westinghouse—convictions for electrical equipment price-fixing (Vol. 17:14 p1)—won't be visited on their broadcast sons, if FCC follows through on last week's unannounced action.

It's understood that Commission voted 5-2—Minow & Hyde dissenting—instructing staff to draft document aimed at renewing licenses of the 2 companies' stations. It has long been understood around Commission that it would vote this way, but this is first actual show of hands. Minow & Hyde wanted to do something tougher, perhaps 1-year licenses, perhaps conduct hearings—frankly, we don't know.

Interesting angle of case: Broadcast Bureau recommended renewals while General Counsel's office argued for hearing. FCC majority apparently considers this "spirit of the law" vs. "letter of the law."

REORGANIZATION PLANS STILL UNCERTAIN: FCC hasn't decided how to implement reorganization plan approved by Congress (Vol. 17:35 p3) but it's expected to come up with answers in a few weeks. Staff task force is working up details of plan, which enables Commission to delegate to staff minor actions and trivia.

Chmn. Minow and Comr. Ford are hot about moving fast, are said to be in substantial agreement. Rest of commissioners are described to us as an "an enigma" on subject. One major question is this: Should new rules be put into effect immediately or should they go through customary rule-making proceedings—with industry comments, reply comments, etc. Top staffers say that rule-making means long delays, but, as one attorney put it, "it may be good policy to get reaction of industry and private practitioners." Leading candidates for FCC staff review board: Dee Pincock, Joseph Nelson, Donald Berkemeyer. Comr. Lee believes board will be so powerful that he's pressing to limit tenures to one year.

FCC is expected to move reasonably soon—because both Senate & House Commerce Committees have given advance warning they want an "early report" on action taken. Incidentally, speaking of FCC's mode of operation in the "business management" sense, Booz, Allen & Hamilton management team is now at Commission with its graphs, charts, time studies and whatnot.

KDB 'ADMONISHED' AND WKKO LICENSE BOBBED: If anyone still harbors notion that FCC Chairman Minow is sort of out in left field when it comes to requiring stations to toe the line, look at these 2 AM actions FCC took last week:

(1) KDB Santa Barbara got a bob-tailed license because—"Information before the Commission indicates that the scope of the past programming . . . was severely limited, and that the operation of the station during the past license term has been inconsistent with prior programming proposals. The Commission has also noted your statement of June 6, 1961 relating to the disparities between the 1959 renewal application and

the 1959 assignment application with respect to live programs and commercial spot announcements. By this statement, you indicate that your prior explanations describing these discrepancies as 'clerical errors' were inaccurate. Under these circumstances, a question is raised of whether, at the time you filed your application for assignment of license on July 1, 1959, you intended to carry out the program proposals set forth therein."

(2) WKKO Cocoa, Fla. got its tenure trimmed, too, because its performance didn't match promise—in terms of "live" percentages, number of spots, educational, religious, etc. Said FCC: "The Commission has considered your application very carefully, and is of the view that the variance between the representations made in 1959 when you acquired station WKKO and the actual programming operations as reflected in the instant application falls short of the degree of responsibility which the Commission has a right to expect of its licensees."

The point we're making is that all 7—count them, 7—commissioners agreed on the actions. Fifteen other stations have had their periods pared to date: WANT Richmond, WINX Rockville, Md., WSID Baltimore, WFAN-FM Washington, WMUR-TV Manchester, WPHB Philipsburg, Pa., WSTS Massena, N.Y., WKVA Lewiston, Pa., WIRA & WIRA-FM Ft. Pierce, Fla., WVOW Logan, W. Va., WPET Greensboro, N.C., WOOK Washington, WAVA Arlington, Va., WILV Boston. Expect more.

CLEAR CHANNEL DECISION FINAL, BUT—: FCC wrapped up its hoary (15 years) clear-channel proceeding with final decision essentially as proposed June 13 (Vol. 17:25), but it's long way from being put into effect. What with House Commerce Committee wanting to dig into subject with hearings, what with certain court appeals, there's at least 2-3 years before decision is "finally" final.

Decision provides for opening 13 frequencies for shared nighttime use by one new Class II station on each. Commission reserved possibility of breaking down remaining 12 clears—and it held in abeyance a decision on higher power for them.

Decision introduces new allocation concept to AM. As in TV, frequency assignments are to be made through rule-making. One of more controversial features of decision is extension of freeze to include all channels adjacent to clears. Heretofore, only adjacent 1-B channels were frozen. Freeze on all new daytime authorizations is extended.

FCC will allow new Class II stations as follows: 670 kc, Idaho; 720, Nevada or Idaho; 750, Anchorage, Alaska; 760, San Diego; 780, Nevada; 880, North Dakota, South Dakota or Nebraska; 890, Utah; 1020, New Mexico; 1030, Wyoming; 1100, Colorado; 1120, California or Oregon; 1180 kc, Montana; 1210, Kansas, Nebraska or Oklahoma.

CAPITAL CAPSULES: FTC appointments—Roy A. Prewitt, Asst. Director, Bureau of Economics; James A. Murray, Asst. Director, Bureau of Deceptive Practices; Charles E. O'Connor, Chief, Industry Guides Div., Bureau of Trade Practice Conferences & Industry Guides; Charles F. Canavan, Chief, Div. of Enforcement, Bureau of Textiles & Furs; J. B. Truly, Asst. General Counsel for Appeals . . . FCC Complaints & Compliance Div. scheduled for personnel changes soon . . . Thomas J. Dougherty, legal asst. to FCC Comr. Lee, resigns to become Metromedia Asst. General Counsel, in Washington, succeeded by Arthur A. Gladstone, currently Chief of FCC's Domestic Radio Facilities Div., Common Carrier Bureau . . . Ch. 9, Wausau, Wis., granted to Central Wisconsin TV Inc., in final decision . . . Bakersfield deintermixture to uhf stands, FCC rejecting petition for reconsideration by KERO-TV (Ch. 10), due to go to uhf . . . FCC Chairman Minow commended by National Religious Broadcasters for "fearless & far-sighted stand" for program improvement and reduction of "violence & brutality" . . . Record payola complaints dismissed by FTC: Chess Record Corp., Argo Record Corp. & Checker Record Co., all of 2120 S. Michigan Ave., Chicago.

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Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

INSIDE LOOK AT FORD'S PHILCO PURCHASE: "There's a Ford in Your Future" has long been a shopworn jest at Philco. Last week, after a year of rumoring, Ford suddenly bought out Philco in an exchange of stock involving some \$100 million. In one fell swap, Ford moved up into major competition on all fronts—military electronics, appliances—with diversified arch rival General Motors. Philco, which originated in 1892 as Helios Electric Co., became Philadelphia Storage Battery Co. in 1906, produced its first "Philco" radio in 1928, stepped down from autonomous operation into a future now undefined.

Sudden deal caught most industry members by surprise, according to corridor talk at last week's EIA conference. Talk of long-rumored deal had flared recently but was denied. However, although caught unaware, industry in general wasn't astonished. Philco's worsening financial situation certainly was no secret, and sale rumors have been flying since 1956 (with CBS and Westinghouse mentioned prominently among those reported interested and/or offering).

Real puzzler to most is Ford's interest in Philco. By Ford's dynamic, bustling standards, Philco is floundering & tired—as its first-half loss of \$4.4 million attests (Vol. 17:33 p20). Ford certainly was not attracted by Philco's TV-radio-phono business (with unattractively low margins at best) or by its appliance business (which nosedived with the industry in general last year).

Clearly, Philco's govt. business & production facilities were the lure—and since price was right, Ford apparently was willing to buy considerable deadwood and unattractive sidelines to get what it really wanted.

What Ford wanted was defined by Chmn. Henry Ford 2nd: "Ford's purpose in purchasing Philco is to broaden its operations, to provide entry into new fields and to make possible a fuller participation by our company in the national defense & space effort."

Philco Pres. James M. Skinner Jr. termed Ford's acquisition "a wonderful opportunity for both companies. I sincerely believe we both can do a better job for defense work by making this move." He indicated that Ford's primary interest was Philco's production facilities for, and activities in, space vehicle & guided missile projects, emphasized that "80% of Philco's work is in electronics, with only 16-20% devoted to household appliances." Defense & industrial business accounted for 1/3 of Philco's 1960 sales. Since March, it has acquired some \$38.6 million in govt. contracts. Conversely, Ford's defense contracts skidded last year.

Ford is no stranger to electronics, although this fact is little known to most car buyers. It is active on the West Coast in the development of space vehicles, guided missiles, other defense electronics. Hub of its electronics operations is its Aeroneutronic wing, which, however, is as short on production facilities as it is long on brains.

In addition to broadening its defense-electronics scope, Ford also widens its competitive thrust against GM. Now armed with Philco's refrigerator-washer-dryer-range lines (including the Bendix brand), Ford can—if it desires—compete with GM's Frigidaire appliances. Philco's auto-radio production can be sent in to fight GM's Delco for the private-label radio business.

Unanswered at week's end, and for long time to come undoubtedly, is Philco's role in Ford's future. Although both companies issued the usual statements about no changes being contemplated in Philco management, products, or operation, major changes are expected.

Speculation in consumer-electronics industry concerns fate of Philco's TV-radio-phono business. That operation is hardly salable, observers tell us, and Ford has plain choice of continuing the slipping, low-mar-

gin business in highly competitive market—or junking it. Bright spot in Philco picture long has been its international organization, recognized as a model of efficient, productive overseas operation (Vol. 17:4 p14). Its future in a company which apparently will emphasize govt. electronics over consumer products also remains to be defined.

Fundamentals of the deal—which is still subject to approval of Philco stockholders—provide that Ford purchase Philco's assets and assume its liabilities in exchange for stock on the basis of one share of Ford for each 4½ of Philco common. Philco preferred holders will receive approximately \$101.50 in Ford common for each Philco preferred share. They will also get cash for accrued & unpaid dividends. As of Sept. 1, Philco had 4,104,033 common shares outstanding, 100,000 shares of preferred. Another condition of the deal is a favorable tax ruling which, among other things, assures that no federal income tax gain or loss will result to Philco stockholders from receiving Ford shares.

Net impact of deal, of course, is that a giant in consumer electronics has been unable to stay with the leaders. A longtime leader in TV & radio—once No. 2 in TV production & sales, and still among the top 5—Philco has known sharp ups & equally sharp downs. In recent years it has known more of the latter. Last year, profits plunged 68% to \$2.3 million from \$7.8 million in 1959 (Vol. 17:10 p22) despite a slight sales gain of 0.7% to \$400.6 million from \$397.8 million. The slide quickened in 1961. In the 6 months to June 30 (Vol. 17:33 p20), Philco lost \$4.4 million, compared with a \$1.9 million profit a year earlier. The loss came on sales of \$196.3 million—up from \$194.3 million in 1960's first half.

The time for a change clearly had come. Dynamic Ford may well be what onetime Philadelphia Storage Battery Co. needs to recharge its batteries.

EIA APPROVES TV-RADIO-PHONO AD CODE: After the lawyers pulled all its teeth out, the long-awaited code of recommended ad practices for TV-radio-phono industry was approved by EIA—but its release is being withheld for several weeks pending final revisions.

Patterned after Home Laundry Ad Code adopted in June 1960 by American Home Laundry Assn., the TV-radio code had been held up by EIA lawyers with a nervous eye on possible antitrust problems. As finally approved by EIA's Consumer Products Div. under Chmn. Edward R. Taylor of Motorola last week, code has no enforcement provisions and will be prefaced with language like this:

"EIA has been advised by counsel that it would not be appropriate for it or its Consumer Products Div. to attempt to enforce these standards in any way, to entertain any complaints regarding practices in contravention of these standards, or to interpret these recommendations in their application to any particular circumstances. They are published in the hope that they will be voluntarily observed by all members of the industry who recognize that the best way to avoid excessive governmental regulation of advertising is for each advertiser to deal fairly with the consuming public."

Code will call attention to FTC publications and urge that they be studied & kept in mind, and then will set forth "some of the basic standards of honesty in advertising . . . in the best interest of all members of [the] industry as well as the public."

Code's text is expected to follow Home Laundry Code fairly closely, and include sections dealing with these practices: comparative price advertising; other price advertising; bait advertising; product claims.

Other important actions at EIA's Fall Conference in N.Y.:

(1) Industry-wide sales forecasts for TV, radio & phono will be compiled by the manufacturers' association, probably beginning in 1962. Law committee gave its clearance for the compilation at last week's meeting. Consumer Products Div. will ask each manufacturer to estimate industry sales in each product, and will compile an average or "consensus" figure.

(2) Local-level grass-roots import information campaign will be undertaken by Parts Div., following approval of EIA Board. Because of touchiness of import issue (some EIA members are large importers of Japanese components), EIA Board approved plan to let Parts Div. supply members with factual material to use locally under own names.

Information program will be geared to explaining to public the effect of imports on domestic electronics industry, and particularly on small manufacturers. Campaign will last one year, through next session of Congress, to be directed by local companies at their communities in general, their employes in particular. It will not be consumer-oriented, won't mention or suggest such things as boycotts of foreign end-

products. Parts Div. will spend \$50-60,000 on the program, which will be prepared by Henry J. Kaufman Associates, Washington ad agency.

(3) Electronics was officially defined by EIA's Board in connection with proposed Association reorganization procedures. EIA's definition of electronics: "That branch of science & technology which deals with the study, application & control of the phenomena of conduction of electricity in a vacuum, in gases, in liquids, in semiconductors and in conducting & super-conducting materials."

Electronics products were defined as "materials, parts, components, subassemblies & equipment which employ the principles of electronics in performing their major functions." EIA defined "electronic industries" as "industrial organizations engaged in the manufacture, design & development, and/or substantial assembly of electronic equipment, systems, assemblies or the components thereof."

(4) "Statement of objectives" of EIA was approved by Board. Among the manufacturing group's objectives: Stimulate public awareness of electronic industry's vital role; provide industry-govt. liaison; provide forum for discussion of industry matters; assist armed services in obtaining better equipment through interchange of ideas; provide technical standards; collect marketing data.

RCA RENEWS TAPE-CARTRIDGE PITCH: Determined to become "an important factor in the tape-recorder business," RCA last week took a new tack in its 3-year campaign to gain acceptance for its cartridge tape system. It introduced a brand-new line of lightweight cartridge-tape recorders priced from \$99.95 to \$169.95.

Although it wasn't stated openly, new pitch represents complete change in RCA attitude toward its own tape system. When it introduced the plastic drop-in cartridge in 1958, RCA boomed it as a home music reproducing system—like records—for the playing of pre-recorded music tapes. Its cartridge machines at that time were primarily "tape players"; some didn't even have the recording feature.

Emphasis in new line is on recording, rather than playing pre-recorded music tapes—although, of course, machines will play pre-recorded cartridge tapes. Outstanding job has been done in weight reduction (now 13¼ lb. vs. 52 lb. for 1958 model), size reduction (7 x 10 x 12 in.)—and particularly in price reduction. Sleek new "Flight Line" design and simplified mechanism feature the first major new product to emerge from RCA's new home-instruments lab in Indianapolis.

"We're very serious about this," mktg. vp Raymond W. Saxon said repeatedly at unveiling for the press in N.Y. last week—and there's no doubt RCA is going to put its mighty weight behind the easy-as-a-record home tape-cartridge system. Three models were shown—mono at \$99.95 & \$129.95, stereo record-play-back at \$169.95. Actually, RCA's new cartridge machine line was preceded to the market by Bell Sound's compact machines which use same cartridge, formally launched at recent Music Show (Vol. 17:30 p20).

TV-RADIO PRODUCTION: EIA statistics for 35th & 36th weeks of 1961:

	Aug. 26-Sept. 1	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	143,364	139,342	125,850	3,839,126	3,820,881
Total radio	421,698	422,398	314,846	10,371,108	10,778,910
auto radio	154,430	135,304	105,140	3,301,202	4,096,979
	Sept. 2-8	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	118,788	143,364	116,229	3,957,914	3,938,038
Total radio	345,848	421,698	293,802	10,716,956	11,073,788
auto radio	111,078	154,430	95,986	3,412,280	4,192,854

JULY RETAIL SALES SAME AS '60: TV-radio retail sales for July were almost identical with those of July 1960, official EIA figures showed last week. Both TV & radio were off about 1% for the month, as compared with last year, but higher than July 1959, thus confirming our estimate of last month (Vol. 17:35 p16).

TV retail sales for first 7 months of 1961 were within 1% of comparable 1960 period, and cumulative radio sales were about 15% ahead of last year. The official 7-month TV-radio retail sales report below is the last to be compiled by EIA (Vol. 17:22 p16). We are now making arrangements to obtain a substitute monthly TV-radio sales index. The official EIA figures:

Month	TELEVISION				Retail Sales	
	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
May	470,399	442,176	22,782	32,295	391,467	334,283
June	615,118	518,870	34,641	34,245	487,264	371,661
July	383,378	268,854	23,233	14,621	388,791	392,858
TOTAL	3,184,514	3,231,898	171,065	259,468	3,027,975	3,050,385

Month	RADIO				Retail Sales	
	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
May	1,196,949	1,277,040	408,875	463,165	745,818	548,322
June	1,626,263	1,551,451	518,010	596,870	940,346	702,889
July	1,030,399	890,359	320,128	328,009	697,851	573,363
TOTAL	8,567,689	9,414,879	2,701,919	3,651,101	5,088,031	4,451,721

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260

(68,196), May 49,705 (65,438), June 88,808 (105,317), July 48,114 (49,707). 7-month total: 404,709 (494,540).

BROADCASTERS & TRADE COOPERATE ON STEREO: Stirred by charges that manufacturers aren't cooperating with FM-stereo broadcasters—first aired last month in *Television Digest* (Vol. 17:35 p14)—set makers got together last week with a broadcast association representative to map out informal program of close manufacturer-broadcaster cooperation to promote FM stereo.

Radio manufacturers at EIA's Fall Conference in N.Y. discussed the problem with NAB industry affairs vp Howard Bell, and came up with agreement that NAB will supply manufacturers with data on new FM-stereo market areas and EIA manufacturers will keep broadcasters informed on production & distribution plans for new sets, stereo promotions, etc.

FM stereo was hottest topic of discussion in EIA's Consumer Products Div. Executive Committee and Radio Section meetings. There was general agreement that it won't take off like a skyrocket, but will be a "somewhat spotty" market—good in some areas, poor in others—for next 6 months.

As to charges that manufacturers aren't cooperating, set makers agreed that aggressive, promotion-minded stations will have no trouble at all in gaining manufacturer & distributor sponsorships. What do manufacturers want from the FM-stereo station? Here's consensus: (1) FM-stereo programming during daytime store hours—and plenty of it. (2) Good quality programming, demonstrable music which shows stereo to its greatest advantage. (3) Promotion by station itself. (4) Cooperation with local dealers & distributors.

"What we want is for the FM stations in the area to get together with distributors & dealers," said one manufacturer. "We'll tell them what we can do, and we'll be pulling together, not separately."

Unanimously, set makers pointed to San Francisco as by far the hottest of the dozen FM-stereo markets now open, and credited it to promotion-minded KPEN-FM. Though it has been stereocasting only since Aug. 10, station's time is completely sold out through Feb. 1 and San Francisco market is absorbing all stereo receiving equipment which can be shipped there—and there's still a shortage. "This shows," said EIA exec. vp James Secrest, "that where FM stations are doing a first-rate programming job and are broadcasting during store hours, they are having no trouble selling time."

EIA's stereo booklet, "A New World of Broadcast Sound," was called an unqualified success by set makers at the meeting. The Association has already distributed 100,000 copies.

While EIA manufacturers pondered stereo promotion & distribution problems at the steaming Biltmore Hotel, across the town at the N.Y. Trade Show Building New Yorkers were getting their first earful of FM stereo—courtesy of the hi-fi component manufacturers. Big N.Y. High Fidelity Show, with 125 manufacturers participating, was geared completely to FM stereo.

Component hi-fi manufacturers—catering to sound enthusiasts—are already getting some sweet financial music out of FM stereo. At show's opening, exec. dir. Abe Schwartzman of show sponsor Institute of High Fidelity Mfrs., predicted best 4th quarter in history for hi-fi component industry, thanks to FM stereo. Already, he estimated, entire component industry business is running about 8% ahead of last year and he took a guess that industry volume will total about \$50 million for 1961.

N.Y. hi-fi show was heavily attended, with nearly every exhibitor putting main emphasis on FM stereo. Show was serviced with continuous closed-circuit FM-stereo signal by WDHA-FM Dover, N.J. and hi-fi manufacturer H. H. Scott.

N.Y. area now has 2 FM-stereo stations—WDHA-FM having started broadcasting its full 18½-hour daily schedule in stereo, at the same time increasing its power to reach Manhattan. WQXR-FM began Sept. 7 (Vol. 17:37). Among other stereo starters is WJBR Wilmington, opening Philadelphia-Wilmington market.

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WEEKLY **Television Digest**

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

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HOT DEINTERMIXTURE FIGHT SET in House as Rep. Mack (D-Ill.) rallies 50 colleagues to block FCC proposals. Policy battle will be joined in Jan. hearings (p. 1).

MINOW'S 'DOERFER JR.' PLAN envisions each network offering two 5 p.m. children's shows weekly. Attorney general sympathetic about anti-trust relief (p. 2).

END RUN FOR TV SPORTS BILL made by Rep. Celler (D-N.Y.) in spectacular legislative plays to push it over Congressional goal-line before adjournment (p. 3).

WHY INVESTORS LIKE CATV, indicated by confidential cash-flow projection of 50,000-population city—net income up to \$396,760 by 5th year (p. 3).

Consumer Electronics

"NEW" 19-IN. BONDED TUBE bulb & cap to be introduced by Corning before year's end, featuring cost & weight reduction (p. 5). **FIRST REPORTS ON SONY** battery TV sales indicates it's hot item for N.Y. luxury trade. National sales drive begins, with hinterlands acceptance the big question (p. 5).

N.Y. UHF MARKET eyed by converter manufacturer when FCC uhf tests begin; "cultural programming" seen winning over 5-10% of area's TV owners (p. 6).

SET MAKERS VETO uhf-vhf legislation proposed by FCC. Our survey of 10 manufacturers finds opposition to any legislation that dictates the function & design of their products (p. 7).

20 FM STATIONS now stereocasting, providing service in 14 markets—including each of the top 7 (p. 7).

HOT DEINTERMIXTURE FIGHT SET: Legislative fires against FCC's deintermixture proposals (Vol. 17:31 p2 et seq.) were lit in closing days of first session of 87th Congress last week—and Commission may have 4-alarm blaze on its hands by time 2nd session starts in January.

"Don't let FCC take TV away!" That was cry on Capitol Hill as nearly 50 House members formed line to fan Congressional revolt against Commission's plan to make 8 markets all-uhf as one starter toward solution to allocations problems. House Commerce Committee Chmn. Harris (D-Ark.) promised full-dress hearings early next year.

Anti-uhf agitation was coupled with pro-uhf proposals on Hill at same time. Bills calling on FCC to stop its deintermixture moves included provisions authorizing Commission to require manufacture of all-channel receiving sets. Long sought by FCC as another step in wider utilization of uhf, all-channel device had never aroused much enthusiasm in Congress before. Opponents of proposed shifts from vhf to uhf now saw vhf-uhf sets as means of making uhf more viable while preserving existing vhf assignments (for manufacturers' views on vhf-uhf set legislation, and their counter-proposals, see p. 7).

Last-ditch fight against deintermixture had been pledged in August by influential Commerce Committee member Rep. Mack (D-Ill.), whose home-district WCIA Champaign faced loss of its Ch. 3. He got assurance from Harris that hearings definitely would be held, then called caucus of opponents of proposals to chart strategy for next session. No fewer than 25 House members, including representatives of all other to-be-deintermixed districts, turned out for unannounced conference Sept. 19—and Mack told us that nearly that many more enlisted later for legislative campaign.

"The House undoubtedly will pass some legislation on this subject early next year," Mack assured us. He introduced his own bill (HR-9349) forbidding FCC in its assignments to give "undue or unreasonable preference or advantage to any city, locality or region" or subject them to "unreasonable" uhf disadvantage.

Most House members at caucus indicated preference for another bill (HR-9267) by Rep. Roberts (D-Ala.), however. It would prevent transfer by FCC of any vhf channel from any community to which it had

been assigned or was in operation as of Sept. 1. Roberts measure also would empower Commission to force manufacture of all-channel sets.

"Public interest is not served by taking TV service away from people," Roberts said in long floor speech denouncing FCC. He protested move which would deprive WSFA-TV Montgomery of its Ch. 12, said that more than 25% of U.S. would lose existing service if all TV were moved to uhf.

Other House members also were heard from in floor speeches against Commission's plan. They included Reps. Stratton (D-N.Y.) & Schneebeli (R-Pa.). Sponsors of measures similar to Mack & Roberts bills included Reps. Grant (D-Ala.), Moss (D-Cal.), Hemphill (D-S.C.), Anderson (R-Ill.), Andrews (D-Ala.).

We probed FCC last week, meanwhile, with this question: "What would you do with all-channel-set legislation if you got it?" Here's essence of most authoritative thinking there:

"We'd continue present vhf-uhf system for substantial number of years, probably more than 5, and see what happened as vhf-uhf set distribution spread. At the end of such period, we'd determine—with close cooperation with Congress—whether desired results had occurred. These are: (1) Growth of uhf stations in substantial markets now overshadowed by big-city vhf coverage. (2) Growth of more competition in major markets—4-5 stations—via uhf.

"We don't want the legislation in order to force a shift of all TV to uhf. We want it to give uhf a chance to expand."

We noted that FCC has moved to deintermix 8 markets which do, in fact, already have considerable all-channel set circulation, asked whether this is an admission that vhf-uhf sets don't equalize competitive situation. FCC sources acknowledge that the question is tough. However, they argue that growth of all-channel sets is particularly encouraging to entrepreneurs in substantial overshadowed markets, such as Easton-Allentown-Bethlehem, which haven't ghost of chance of ever getting local vhf assignments. This, in addition to giving big-city hopefuls a crack at specialized audiences large enough to support them—a la radio's successful pattern.

Foregoing gives you some outlines of next year's Congressional battle.

MINOW'S 'DOERFER JR.' PLAN: FCC Chmn. Minow's RTES speech in N.Y. last week was a labor of love. He spurned staff help in writing address urging each TV network to offer two 5 p.m. children's programs weekly. Father of 3 young daughters, he has made theme a recurrent one in everything he says.

Minow plan is much like former Chmn. Doerfer's proposal for adult programming—rotation among networks so that small-audience potentials are shared equally. He said he had assurance from Attorney General Kennedy (father of 7) that network agreements to further plan would meet "prompt and sympathetic consideration" from anti-trust standpoint. "We can," he said "lift a burden as well as an eyebrow."

Acknowledging it's too late to do much about such programming this year, Minow said "this is the season of decision" in terms of planning for next year. He gave as example ABC-TV's projected "Discovery" program for children, which fell by wayside because only 76 stations out of 152 said they'd clear for show, balance having made other commitments before it was offered.

Minow sailed into current children's programs, calling most of them "timewasters"—neither beneficial nor harmful—"dull, grey and insipid . . . like dishwater . . . just as tasteless . . . just as nourishing." Among Minow's other comments:

(1) "I do not retract a single word" of famed "wasteland" speech before NAB (Vol. 17:20 p1).

(2) "This Commission does not believe in censorship . . . and will refuse to let the cry of censorship smokescreen our mutual efforts to improve broadcasting." As for Jack Paar's Berlin episode: "We all may have our personal views about the wisdom or lack of it in planning the program . . . but for the FCC to have suppressed its broadcast would have been censorship in its most deplorable form."

(3) "The country will be in your debt for the heavier emphasis on news and public affairs" this year.

(4) "Why not try your own taste for a change? If you prefer the new, the creative, the daring, the imaginative—why not give your audience a chance to share your preferences?"

Minow enjoys quipping as much as does his former law partner Adali Stevenson. Noting that reorganization lets Commission split into 2 panels, he said: "I don't know whether that doubles your pleasure or makes you feel half-safe." Another: "There are hopeful indications of fewer 'crime-evening' hours this year."

Speech was well received by largest audience in RTES' 23-year history. ("Industry's desire for self-flagellation," Minow called it.) In post-lunch news conference, Minow was asked questions he has answered before—about option time, network hearings, censorship, public stimulation, etc.—and he reiterated his well known views. He said he hadn't consulted with networks about subject of speech.

NBC Pres. Kintner said his network would give "immediate and affirmative study" to Minow plan, work with other networks. CBS Pres. Stanton commented: "An interesting proposal . . . CBS will give serious consideration to this recommendation and looks forward to discussion with the other networks." ABC Pres. Goldenson's reaction: "We fully support the concept of more creative children's programming. We will give serious consideration to the proposal suggested by Mr. Minow in continuing to seek the best approach to fulfill the needs in this area."

All commissioners were on hand except Bartley, who was minding store in Washington, and Craven, who was nursing poison-ivy infection near eye.

END RUN FOR TV SPORTS BILL: In spectacular display of fast legislative footwork, Rep. Celler (D-N.Y.) last week rushed his TV sports bill (Vol. 17:37 p3) through House and sped it to Senate, making end runs to beat adjournment. Measure whizzed through Senate in night session Sept. 21 for final passage.

Celler bypassed House Rules Committee, which controls (and often blocks) legislative traffic, to win quick House floor approval of anti-trust exemption legislation (HR-9096) validating outlawed CBS-TV-National Football League contract and similar package-game deals. He sought & got $\frac{2}{3}$ vote suspending rules, then pushed bill itself through Sept. 18 after little floor debate.

Senate teamwork brought bill into goal-line position 2 days later. Skirting end-of-session jam, Judiciary Committee picked measure up as soon as it was formally referred to Senate, held same-day executive session on it without bothering with hearings, reported it back for floor action before Sept. 20 Senate business was concluded. Majority Leader Mansfield (D-Mont.) promptly put bill on his pre-adjournment legislative "must" list.

Reasons for urgency, as explained by Celler: (1) There's imminent danger that weaker pro teams will "flounder" unless they get TV income from league package deals. (2) "The great public interest in viewing professional league sports warrants some accommodation of anti-trust principles." Unspoken reason: Sports fans are voters.

WHY INVESTORS LIKE CATV: After 13 years of community antenna systems' existence, which we've enjoyed covering, there remain people in TV industry who know little about CATV and care less. We thought you'd like some concrete reasons why larger & larger and shrewder & shrewder organizations are moving into the field.

We obtained a cash flow projection for a large system in town of about 50,000 with some 15,000 homes. Here are some pertinent figures for 6 years:

Annual net income: first year, \$53,105 loss; 2nd year, \$115,370 income; 3rd year, \$253,235; 4th year, \$360,010; 5th year, \$396,760; 6th year, \$396,760.

Initial cash requirement is \$580,000. Capital expenditures total \$527,600, broken down to \$17,000 head end; \$420,000 skeleton system; \$36,000 tree trimming & pole rearrangements; \$12,600 auto equipment, furniture, fixtures & test equipment; \$42,000 spare parts & inventory. Depreciation is figured at \$105,520 a year for 5 years.

Initial connection charge is \$25 per home, producing income of \$54,375 first year, \$72,500 2nd, \$54,375 3rd, \$36,250 4th. Service income, at \$5 per home per month, is \$48,940 first year, \$217,500 2nd, \$369,750 3rd, \$478,500 4th, \$522,000 5th, \$522,000 6th. Total service income for 6 years is \$2,158,690.

Homes are hooked up at this rate: 2,175 first year, 2,900 2nd, 2,175 3rd, 1,450 4th.

Total cash disbursements: \$684,020 first year, \$284,630 2nd, \$425,890 3rd, \$369,740 4th, \$125,240 5th, \$125,240 6th—totaling \$2,014,760 and leaving cash balance of \$1,640,870 at end of 6 years.

Salaries: First year—manager, \$7,500; clerk, \$3,120; chief technician, \$5,200; 2 asst. technicians at \$4,160 each. Second year—add 2 clerks at \$3,120. Third year—add 2 asst. technicians at \$4,160. Fourth year—add part-time clerk at \$1,560. Everyone gets 10% increases in 2nd & 3rd years.

Total operating expenses: \$86,820 first year, \$93,430 2nd, \$107,890 3rd, \$109,640 4th, \$110,240 5th, \$110,240 6th. That's about the guts of it. It speaks for itself.

CURRENT CAPSULES: WLOF-TV Orlando should lose its Ch. 9 and former competitor WORZ Inc. "is not disqualified" to get the channel, FCC Chief Examiner Cunningham recommended in an initial decision. He concluded that attorney William Dial sought to influence former FCC Comr. Mack Crux of case, according to FCC lawyers: Did WLOF-TV principals know & approve Dial's efforts? Examiner found no direct evidence but said that if they didn't it would be "unreasonable, incredible and contrary to normal human experience" . . . "Delaying tactics" of N.J. Gov. Meyner were attacked last week by Educational TV for the Metropolitan Area, which is buying WNTA-TV (Ch. 13) N.Y. Meyner is fighting to keep channel commercial, and in N.J. FCC is expected to approve sale. Steam is expected to go out of N.J. forces when Meyner is out as governor at end of year . . . AM stereo is about to be shelved, FCC due shortly to deny petitions of Philco and Kahn Research for commercialization . . . Anti-sabotage bill (S-1990) providing 10-year prison terms and/or \$10,000 fines for malicious damage to communications systems (Vol. 17:37 p4) has been passed by House & sent to White House . . . CATV operator William Calsam, seeking uhf station in Oneonta, N.J., asks substitution of Ch. 15 for Ch. 62 . . . Louis Stephens, asst. chief of FCC's Rules & Standards Div. who steered such rough matters as pay-TV, TV allocations, clear channels, legislative recommendations, through Commission, takes extended leave to handle international law problems for Urbanizadora S.A., headquartering in Washington. Firm is building low-cost Latin American housing under engineer-builder William Luce of Woodside, Cal. and Guatemala City . . . GE & Westinghouse license renewals, due for FCC clearance soon, probably with severe warning (Vol. 1:1-A p3), opposed by United Auto Workers which told FCC "lucrative franchises" shouldn't be kept by anti-trust violators . . . Peter Kenney, ex-mgr. of NBC's Hartford uhf, recently with WRC-TV Washington, now supervising "Canal 9" station in Buenos Aires, in which NBC has interest. Argentine set count: 800,000 . . . Complaint against "Untouchables" last Feb. by Federal Bureau of Prisons Dir. James V. Bennett may be considered by FCC this week. Intention of Commission, as we hear it, is to agree with Bennett that programs improperly represented fiction as fact; take note that ABC-TV did move, after complaint, to make clear in telecasts that fiction is fiction; rap ABC's knuckles by saying it would weigh episode in network's over-all performance when its license renewals come up . . . FCC's network hearing, which resumes Sept. 26 in N.Y. with 39 national TV advertising executives on tap as witnesses, will run about 7 days, according to Commission's network study chief Ashbrook Bryant. "We got the top ones," he told us. "You can't get any topper. Most were glad to appear. They're able men. They have a point of view. We'll explore it" . . . Deceptive TV commercials have been used by Carter Products for Rise shaving cream, FTC hearing examiner John B. Poindexter held in an initial decision . . . NAB staff realignments in line with Pres. LeRoy Collins's reorganization plans (Vol. 17:25 p5 et seq.) have brought: (1) Promotion of station relations mgr. William Carlisle to new post of station services vp, heading up engineering, research and economics depts. (2) Designation of Hollis Seavey as govt. affairs mgr. to take over Washington beats from former govt. affairs vp Vincent T. Wasilewski, now exec. vp. (3) Retitling of chief counsel Douglas A. Anello as gen. counsel . . . TV sex-&violence probe by Senate Judiciary Juvenile Delinquency Subcommittee, which plans more headline hearings (Vol. 17:37 p3), is getting expensive. Senate had to raise Subcommittee's appropriation \$20,000 to \$198,000 this year . . . Sen. Hart (D-Mich.) backed United Auto Workers' complaint to FCC against radio WLW Cincinnati for dropping daily labor-liberal-directed "Eye Opener" news-commentary, arguing in Sept. 20 floor speech that such programs are needed to balance "conservative" point of view . . . Trouble for FCC, GE and Westinghouse is threatened by Sen. McGee (D-Wyo.) if Commission proceeds to renew companies' station licenses despite electrical-equipment price-fixing convictions (Vol. 1:1-A, p3). Member of Commerce Committee & its Communications Subcommittee, McGee says "cold, calculating assessment" now by FCC of "flagrant" wrongdoing by GE & Westinghouse could prevent "more stringent action" by Congress.

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Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

'NEW' 19-IN. BONDED TUBE: Corning is taking another crack at the 19-in. bonded tube with a new lighter-weight, lower-cost bulb-&-cap combination.

Success of Corning's 23-in. bulb with laminated safety plate is now assured—nearly all major TV manufacturers are using it. But 19-in. version has not attained this industry-wide acceptance. Only one TV manufacturer—Sylvania—has been making extensive use of it. Other set makers have steadfastly maintained (and Corning has just as steadfastly denied) that the 19-in. bonded tube is heavier & more expensive than other versions of 19-in. tube.

Corning has gradually been cutting weight of 19-in. tube by reducing amount of resin required to bond shield to bulb—but this hasn't been enough. The big glass maker is now tooling up for brand new 19-in. bonded bulb which will be several pounds lighter (and presumably less expensive) than present version, but will be interchangeable with current 19-in. bulbs.

New 19-in. bulb and associated safety-glass cap are due to be available by year's end. Finished tubes with their bonded-on caps will be identical in external measurements & electrical characteristics with current 19-in. bonded tubes. Difference will be in configuration of faceplate to which external cap is bonded. It will be designed to require several pounds less of the costly & heavy resin which fastens cap to faceplate.

Original 19-in. bonded tube used "center face contact" principle—that is, faceplate was extremely convex, touching safety-glass cap at center. New bulb, like 23-in. bonded, uses "parallel" principle—faceplate is roughly parallel to external contour of cap, resulting in substantial savings in resin.

Whether new bulb will mean reduction in prices of 19-in. tubes hasn't been made clear yet—but best guess is that it will; otherwise there's not much point in the redesign.

New bulb design is just one of major steps being taken by Corning to attain universal acceptance of bonded tube. Another step, which appears on verge of paying off, is new "Velvetone" anti-reflective surface. Unlike Corning's earlier non-glare cap, this one gradually is gaining adherents. It's now being used on some RCA, Sylvania & Silvertone (Sears) sets, and it's understood that 2 more manufacturers will introduce Velvetone sets by early next year.

FIRST REPORTS ON SONY TV SALES: Satisfied with results of its test campaign in Eastern markets, Sony is now ready to go nationwide with its 8-in. battery-operated portable at \$279.80 including battery—backed by national ad campaign in prestige & shelter magazines.

We queried a group of key Eastern dealers who have been test-marketing the Sony—and the words used to describe sales varied from "not so good" to "phenomenal." Results of our survey indicate Sony's battery set is a novelty item which has been selling quite well to the N.Y. luxury trade to whom money is no object. How it will do in the hinterlands is still the big question.

In N.Y., Sony portable was handled this summer by 4 prestige retailers—Liberty Music Stores, Abercrombie & Fitch, Bloomingdale's and Harvey Radio. All are satisfied and will continue to feature it.

Most enthusiastic was plush Abercrombie & Fitch, one of few stores which can handle a \$280 "impulse" item. "It's absolutely a runaway, fantastic," we were told by A&F camera-radio dept. chief Lou Skinner. "It's one of the biggest things I've ever seen. We're shipping them all over the country. Since we began handling this set early this summer we've sold 100-150 in the N.Y. store alone. We're offering them in all our stores now [Chicago, San Francisco, Hyannis, Long Island, Palm Beach] and in our catalog, and expect to sell 200-500 during the Christmas season."

What do customers use them for? A large number are used on boats—A&F being big with yachting trade. Some customers have asked about automobile installation, but A&F discourages this, Skinner said. He added that some people buy the Sony completely on impulse, the first time they see it. Some others order it by telephone. Since A&F also handled the 2 American-made transistor portables—Philco's reflex Safari and Motorola's 19-in. battery set—Skinner was able to make direct comparisons. "This is outselling both of them by 3-to-1. Why? The Philco set was too small, the Motorola too heavy. The Sony's compact size & weight are in its favor."

Bloomington's department store was less enthusiastic, but "satisfied" with sales performance. "This is a satisfactory product for our type of luxury trade," we were told by a store official. "Some people come in carrying the ad; others buy it completely on impulse. Why do they buy it? That's easy—it's because they want something they don't have."

Liberty Music Stores, which has done most newspaper advertising of the Sony portable, says sales are "going very well." Customers for the set are "people who want luxury," and, especially in Liberty's Madison Ave. store, "a lot of executives in the TV industry."

Harvey Radio Co., big hi-fi and electronic parts house, is also "pleased with sales" of the Sony, Harvey's Paul Sampson told us. "Everybody wants one," he said, "but not everybody can afford it. It has a great deal of gadget appeal. We have a tremendous amount of store traffic—lots of gadget-happy people—and this is a real eye-catcher out on the counter. We'll continue to carry it. It's cute. Everybody wants one. Don't you want one?"

One of first reports from the hinterlands indicates considerably less enthusiasm. In Philadelphia, Snellenberg's dept. store (main store & 5 branches) has been carrying the set on an exclusive basis for 2 weeks before other Philadelphia outlets. Its only promotion for the set has been a single one-third-page Sunday newspaper ad.

In 2 weeks, Snellenberg's sold exactly 2 sets, we were told by asst. TV-radio buyer Robert Thompson. Nevertheless, he said, the store will continue to carry it. Why? "It's a good traffic-builder. People came in to look at it, saw the price and realized they could buy a console for the same amount. Many wound up buying other merchandise."

"It's going very well, and sales are running into many thousands," we were told at week's end by merchandise vp Milton Thalberg of Sony Corp. of America. If he was worried about the set's acceptance in non-N.Y. markets, he gave no indication.

By best estimates, a little more than 3,000 Sony portables have been shipped to the U.S. to date (Vol. 17:36 p12). There's an industry axiom which states that "people will buy 5,000 of anything," and it's still too early to make any judgments on the mass-marketability of 8-in. battery TVs. The industry will be watching with extreme interest how Sony does with its second 5,000.

NEW YORK—A UHF MARKET? FCC's New York uhf experiment may well mean more than a mere technical test to the TV manufacturing & distribution trade. It means the introduction of uhf to the nation's biggest TV market—and if programming plans of municipally operated WUHF are followed with action, uhf television could serve much of the same program needs that FM now does among urbane & cultured New Yorkers who are considered the community's (and the nation's) opinion leaders.

Blonder-Tongue Labs, which now calls itself the biggest manufacturer of uhf converters, estimates the uhf test will bring as much as \$100 million in added income to electronic equipment dealers—in converter & antenna sales and installation. The estimate is made on basis of tentative programming plans for WUHF, which is due to start full-time programming Nov. 1.

For purposes of FCC's tests, the station will be required to rebroadcast network programs for 50% of its broadcast day. Programming the rest of the day seems to be the type designed to appeal to people who say: "I have a TV set but I never watch it." For WUHF seems determined to televise programming similar to the radio fare now broadcast by the city's WNYC—symphony concerts, UN sessions, specialized cultural attractions—in addition to educational programs for schoolroom & adult use.

No "mass market" is anticipated, but Blonder-Tongue Chairman Isaac S. Blonder sees N.Y. converter potential at "5-10% of the population." He says he expects some dealer advertising & promotion keyed to reception of the new cultural channel.

After the test—what? Very few people believe WUHF will go off air after FCC is through with it. It's expected that somehow the city will hold onto the channel & equipment—and non-commercial cultural TV will continue in N.Y. as a counterpart of the city's highly regarded WNYC & WNYC-FM.

20 FM STATIONS NOW STEREOCASTING: FM stereo is now on air in 14 markets—including all of the top 7—with 20 stations providing programs. This up-to-the-minute information comes from FCC and broadcasting sources.

Here's the list of stereocasting stations arranged in descending order of market size: N.Y.C.—WQXR-FM, WDHA-FM (Dover, N.J.), WLIR (Garden City, N.Y.). Los Angeles—KFMU, KMLA. Chicago—WEFM, WKFM. Philadelphia-Wilmington—WFLN-FM(Philadelphia), WJBR (Wilmington). Detroit—WDTM. Boston—WUPY (Lynn), WCRB-FM (Waltham). San Francisco—KPEN. Houston—KODA-FM. Seattle—KLSN. Cincinnati-Dayton—WPFB (Middletown). Dallas—KIXL-FM. Albany-Schenectady-Troy—WGFM (Schenectady). Columbus—WBNS-FM. Spartanburg, S.C.—WSPA-FM.

Of the top 10 markets only Pittsburgh, St. Louis & Washington (8th, 9th & 10th) are currently unserved with FM stereo signals. WHFS, a-building in Washington suburb Bethesda, Md., is believed ready to spring in FCC's backyard.

TRADE TOPICS & TRENDS: Distributor TV sales for August were 10% higher than in Aug. 1960, preliminary figures indicate, bringing total 8-month distributor sales to within 1% of 1960 total. Distributor sales of radios were up 34% over Aug. 1960, the 8-month total up 15%. The figures: Distributor TV sales for Aug., 458,000 vs. 417,000 in Aug. 1960; 8-month sales. 3,359,000 vs. 3,395,000. Aug. radio sales, 904,000 vs. 675,000; 8-months, 6,030,000 vs. 5,264,000.

EIA's Parts Div. is going it alone in its anti-import information campaign (Vol. 1:1-A p6); all other EIA divisions are understood to have voted against participation . . . Motorola expands its auto-industry horizons with its first under-the-hood product—an all-electronic alternator system to replace generators in cars. Motorola's automotive products vp Elmer H. Wavering predicts that by the end of 1964 "all cars & trucks will be alternator-equipped" . . . New gadgets shown at Milan (Italy) TV-radio exposition: By Emerson (Italy), a remote-control unit which swivels the TV set (on motorized turntable), in addition to performing normal remote functions; by Atlantic, a TV set whose screen becomes a mirror when not in use . . . National Video stockholders have approved a 2-for-1 split . . . Electronic-equipment industry wage floor for workers on govt. contracts will be set by Labor Dept.'s Wage-Hour Div., which has started hearings on rates following EIA-contested determinations of minimum pay for component-parts & tube contractors (Vol. 17:21 p19).

TV-RADIO PRODUCTION: EIA statistics for 37th week of 1961:

	Sept. 9-15	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	143,430	118,788	138,092	4,101,344	4,077,021
Total radio	400,235	345,848	385,823	11,117,191	11,460,735
auto radio	89,551	111,078	147,804	3,501,831	4,340,487

SET MAKERS VETO UHF-VHF LEGISLATION: TV-receiver manufacturers are opposed without equivocation to any legislation—for whatever benefit or purpose—that dictates the function or design of their products.

We got this expected reaction loud & clear last week when we queried 10 manufacturers on their views of FCC's proposed legislation requiring all TVs sold in interstate commerce to include all-channel uhf-vhf tuners (Vol. 17:5 p1 et seq.).

Some foresee an ultimate shift to uhf-only, others sympathize with FCC's current problems & objectives, still others blame TV manufacturers in general for having dragged their uhf feet—but all are opposed to being compelled to add uhf channels by a federal law. Their opposition centered on 3 essential themes:

1. Compulsory uhf channels will add \$25-30 to retail price of TV sets—and will force vast majority of viewers to pay for a service they can't use.

2. There are sufficient uhf-vhf TVs available now to meet the needs of viewers in uhf areas.

3. Sales depression likely would develop because of higher set prices, resulting in unemployment at factory level and a squeeze on small TV dealers.

Composite comments of 10 manufacturers differed not one whit from sum-up last March by Motorola's Edward R. Taylor, chmn. of EIA's Consumer Products Div. Executive Committee. Following his committee meeting at EIA's Spring Conference (Vol. 17:12 p13), Taylor re-stated EIA's opposition to FCC's proposed legislation: "The FCC should decide the allocation policy first. It makes no sense to force 93% of the people to buy something they can't use now. We're opposed to any edict of that sort by the government. We don't believe govt. should dictate what manufacturers should produce. Making such sets would penalize the consumer about \$20-25. There are enough elements of confusion in our business as it is. Further confusion would stop the market."

Alternate proposals for solution of TV space problem were submitted by several of the TV makers. Here are some of their ideas:

Packard Bell Pres. Robert S. Bell would support a proposal requiring that all TV sets sold in interstate commerce after a given date be equipped with either all-channel vhf-uhf tuners, or with a vhf tuner which is easily convertible for the reception of all uhf channels.

"The conversion could be simple enough for the consumer to do it himself," Bell suggested, adding: "This would leave it up to the consumer to convert to uhf whenever he feels the additional cost is warranted, and, therefore, TV set sales would not be adversely affected."

Setchell-Carlson Pres. B. T. Setchell is another manufacturer who believes that "use of a vhf tuner which accommodates individual channel strips that can be converted from vhf to uhf would be a possible solution." "Another solution," he suggested, "is that chassis design be made such that a continuous uhf tuner can be added to the chassis at a later date if required, and that the TV manufacturer have available to his distributors & customers the complete kit of parts which should mainly consist of the uhf tuner itself, knobs and panel."

Motorola Pres. Robert W. Galvin notes "the simple fundamental that a basic overhaul of the spectrum is the primary need of this industry. This is going to be achieved only by the establishment of a single spectrum agency. The administrator of this agency must have the power to move things around so that we come up with, effectively, a single grouping of frequencies for the TV industry. There need not be as many frequencies as at present in the vhf & uhf allocations. Obviously, the change can be accomplished only on a long-term basis, but it is a long-term fundamental solution that we need."

Olympic Pres. Morris Sobin believes FCC "should submit the final allocation of channels prior to proposing that manufacturers be required to produce only all-channel receivers." Elsewise, he said, "FCC is putting the cart before the horse." He took note of FCC's forthcoming uhf tests in N.Y., declared: "Certainly, the results of tests like this should be studied prior to passing any legislation defining the technical characteristics of receivers."

Emerson Pres. Benjamin Abrams opined "that a better solution to the problem will be for the broadcasters and particularly the networks to equip themselves to broadcast simultaneously on both vhf & uhf bands, thereby increasing the immediate interest in all-channel receivers on the part of the buying public. Then, at a later date and in the foreseeable future to make the change, but only after enough all-channel receivers have been placed in the hands of the public."

In addition to the above manufacturers, "vetoes" on the proposed all-channel legislation were registered by Capehart sales vp Seymour Mintz, Symphonic Pres. Max J. Zimmer, Westinghouse TV-radio Div. gen. mgr. O. H. Yoxsimer, and Zenith Pres. Joseph S. Wright, who criticized the FCC proposal but concluded that "our industry has an obligation to cooperate in finding a way to solve this difficult problem so that the whole medium of TV can continue to grow in importance & scope without being limited to a 2 or 3 network system of 12 vhf channels." Warwick Pres. Lawrence G. Haggerty, voted neither pro nor con because his company makes only private-label TVs, but noted: "The ultimate good that might be obtained if all-channel tuners were required would have to be very major in view of the increased expense to the consumer."