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ALLOCATION ACTIVITY—2 DROP-INS SHAPING UP: Third commercial vhf channels for Syracuse and for Rochester are in the works. FCC is proposing regular-spaced drop-ins, after clearing the way with the new, nearly-completed Canadian agreement (Vol. 16:43 p2). Move came on eve of another of Commission's numerous agonizing reappraisals of whole allocations picture—with meeting due this week.

Commission proposed: Add Ch. 9 to Syracuse, shift Ch. 5 from Rochester to Syracuse and Ch. 8 from Syracuse to Rochester, add Ch. 13 to Rochester. It denied all conflicting proposals, and it deferred action on petitions seeking short-spaced drop-ins of Ch. 7 & Ch. 4 in Binghamton. Syracuse & Rochester proposals, if finalized, would require WHEN-TV Syracuse to shift from Ch. 8 to Ch. 5, WROC-TV Rochester from Ch. 5 to Ch. 8. They'd be issued show-cause orders and given opportunity to protest shifts in hearings. Commission also proposed to add Ch. 4 to Superior, Neb. Comments on all foregoing are due Jan. 6.

Commission has asked its staff to draft up pros & cons of alternative proposals for long-range expansion of TV. They're only a starting point for discussion, we understand, but impression is that staff seems to lean most toward: (1) Using both vhf & uhf, but taking strong measures to enhance future value of uhf, or (2) shifting all to uhf eventually. (For more on staff discussion, see p. 4).

AFTRA-SAG ARMISTICE: An aura of cautious optimism surrounded the talent strike last week. Although both sides have shown they mean business and major network-&-spot strike has been hanging in balance since Nov. 5 (Vol. 16:48 p2), networks last week resumed talks with AFTRA & SAG.

Network we-won't-budge stand has been abandoned, and both sides seem in mood to negotiate a settlement. Describing situation as "favorable," AFTRA is now willing to talk about a 3-year contract, whereas previous union demand was for only 2-year deal. On other side of fence, networks reportedly are easing on such demands as bigger discounts for multiple performances and closed-circuit performances at less than regular network rates.

"Agreement-in-principle" was reached Dec. 1 between negotiating teams, who made joint announcement that peace feelers cover "all substantive areas." Now talent unions will put proposed agreements before their respective national boards for approval, and ultimately to their memberships for ratification. Meanwhile, further N.Y. & Hollywood meetings between negotiators, to draft agreements embodying new terms & conditions, will be held.

Final agreement hasn't been reached between unions & networks, by any means. Advertisers & agencies don't like sizable pay hikes that would be due to talent under the "unit system" which the AFTRA-SAG alliance is seeking (Vol. 16:46 p6). They will meet union demands only if forced to—or if unions ease their proposals to achieve compromise.

FORUM FOR AGENCY REFORMERS: Nearly everybody at Senate hearings last week complained about deficiencies & inefficiencies of federal regulatory agencies, but there was almost no agreement among 16 expert witnesses on what should be done to reform them.

Better qualified men to head & staff agencies are best answer to perennial problems, President-elect Kennedy's special advisor James M. Landis told Judiciary Administrative Practice & Procedure Subcommittee. His testimony wound up 4 days of sessions which were intended—hopefully—by Chmn. Carroll (D-Colo.) to draw policy guidelines for upcoming Democratic administration.

"Greatest potential" for improvement in regulatory operations lies in permanent advisory assembly as proposed by his organizing committee for White House Conference on Administrative Procedure, said Court of Appeals Judge E. Barrett Prettyman (Vol. 16:48 p5). President Eisenhower's agency specialist, he was lead-off witness in hearings, which marked umpteenth time Congressional committees had tried to produce sure cures for agency ills.

In-between testimony ran every which way (see p. 5).

HARTFORD PAY-TV GO-AHEAD RECOMMENDED: As anticipated by pro-&con parties in proceedings, FCC's Broadcast Bureau last week urged that Zenith-RKO General's Hartford Phonevision be given green light for 3-year tryout of pay TV on WHCT (Vol. 16:44 p1 et seq.).

"No substantial reason why the public interest would not be served by a grant of the pending application" could be found in record of October hearings, Broadcast Bureau said in 94-page "Proposed Findings & Conclusions." Commission can be expected to go along with staff.

"No undue risks of jeopardy to the public interest would be involved" in permitting Hartford Phonevision to try to prove that its pay-as-you-see system will work, FCC attorneys Louis C. Stephens, Sol Schildhouse and Arthur H. Bernstone agreed in their review of pioneering proposals.

"Proposed operation coincides in all important respects" with Commission's test requirements in 1st & 3rd reports on subscription TV, they said.

Endorsement of Hartford plans was qualified by Broadcast Bureau in 7 proposed operational conditions, however: (1) "Faithful compliance [with] the letter & the spirit" of FCC's pay-TV policies. (2) Observance of all FCC rules "which are not clearly incompatible." (3) Careful review by RKO of all pay-TV promotional material prepared by Zenith & its programming arm Teco. (4) RKO must "safeguard against misleading representations to the public." (5) FCC is entitled to full information on "any aspect" of Hartford operation. (6) Copies of all programming agreements must be furnished to FCC. (7) Field surveys of potential pay-TV market must be completed before operations start.

Violently-opposed proposed findings of fact were filed—as expected—by applicant Hartford Phonevision and by theater interests which fought application.

"The proposed trial is essential so that private enterprise may gain access to the market place which, in the final analysis, is the ultimate testing ground for all new business," said W. Theodore Pierson for Hartford Phonevision.

"Commission has no alternative" but to reject application, argued Marcus Cohn for Conn. Committee Against Pay TV and other theater groups. Cohn contended that grant would lead to programming monopoly by pay TV, that all in all, effect on free TV in Hartford area would be "disastrous."

FCC AGAIN PONDERES CATV LEGISLATION: Only a few trouble spots remain in station-CATV relationships, according to Chmn. Ford (Vol. 16:47 p8), but Commission still wants new authority to deal with those. Last week FCC discussed legislative proposals but didn't come up with final language.

Current FCC approach, it's understood—and it may well prevail—is to ask for very broad powers and to indicate "examples," in law itself, of how powers would be used. This is precisely the route taken when Commission recommended that it be given authority to regulate networks (Vol. 16:21 p6). FCC's recommendations didn't come to vote. In its network-legislation suggestion, FCC proposed that it be allowed to: "Issue such rules & regulations with respect to . . . networks, as the Commission may determine to be necessary or appropriate 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. Such rules & regulations may include, but shall not be limited to . . ." Commission proceeded to list 11 specifics.

Similar language is being considered for CATV, we gather. Question, of course, is: "What are the specifics?" Good guess is these:

(1) Power to prohibit or limit CATV duplication of local-station programs whenever Commission believes it necessary to keep station going.

(2) Authority to require CATVs to carry local-station signals.

Out the window, it's believed, is Commission's former recommendation that CATVs be required to get originating stations' consent to redistribute their signals. Commission is expected to wrap up its ideas in week or two.

LIVE TV AT WHITE HOUSE: Another milestone in TV's coverage of public affairs is in sight. President-elect Kennedy, who has said he couldn't have won election without "Great Debate" series (Vol. 16:46 p1), may open his press conferences to live TV after he takes office.

"We still are a long way from any decision," Kennedy press secy. Pierre Salinger said last week. But he confirmed reports that White House precedent may be made by permitting TV & radio crews to put conferences on air as they happen. There'd be no fixed TV schedule, Salinger said. Under plan contemplated by Kennedy, live Q-&A sessions between reporters & President would be arranged only occasionally—some at night—to assure maximum viewing audience. It's said that Kennedy was thinking of 7 p.m. as good White House programming hour.

Networks won right to carry filmed conferences under President Eisenhower, who broke new press ground by permitting cameras, recordings and verbatim quotations. Eisenhower press secy. James C. Hagerty reserved right to edit films & transcripts before they were released, however. And although editing restrictions never amounted to censorship, they resulted in delays in airing of conference films.

One network response to prospective new freedom for TV came from ABC spokesman who said his organization is "very happy about it," and is eager to carry White House proceedings live. CBS & NBC had no immediate comment. If & when Kennedy approves live TV, there'll be time enough for networks to find answers to such scheduling questions as how much pre-empted time to allow for conferences—the duration of which has always depended on reporters' questions.

Outlook for live TV reporting is clouded, however, by reported recommendations to Kennedy by Brookings Institution for more—not fewer—White House news restrictions. Editor & Publisher said secret memorandum prepared by non-partisan research organization urges reinstatement of pre-Eisenhower conference rules which "would eliminate direct TV & radio coverage."

"Peril of inadvertent blunder" by President at conferences is compounded when direct quotations are permitted, Brookings report says, according to E&P. "It is understood that the press conference report was written by a former newspaperman who is now in the academic world," newspaper trade paper said.

The FCC

More about

ALLOCATIONS ANALYSES: No FCC problem, except possibly AM clear channels, has received such thorough discussion & analysis as TV allocations (see pp. 1 & 17). The Commission is due to dig into the subject again this week, and, as is customary, it has had its staff present an evaluation of alternatives.

Our impression is that the staff has put substantial emphasis on ways & means of making vhf & uhf work together in order constantly to improve uhf while not hurting the vhf service. Some of its suggestions:

- (1) Abandon the short-spaced "interim plan" for vhf.
- (2) Make no more vhf grants whatsoever.
- (3) Turn over to non-broadcast mobile services all unused vhf assignments, possibly also requiring TV to share its vhf channels with such services—the latter to be located beyond normal TV contours, however.
- (4) Make uhf channels available on a first-come, first-served basis, dropping the table of specific city assignments & granting CPs according to the best engineering practices possible. FCC, not the applicant, would specify the channel. Operating uhfs would be permitted to go to lower channels.
- (5) Ease some technical restrictions on uhf until they're needed.

The thinking behind the foregoing is something like this: Everyone would know that TV henceforth will expand only into uhf. Vhf operators would be happy because they would not be disturbed. Uhf operators would appreciate that TV would grow only in their direction, that their ranks would gradually be augmented. Non-broadcast services would get some relief for their growing needs for more vhf spectrum; they might even operate on adjacent channels to TV, provided a 1-mc guard band is used. Abandonment of the uhf table of assignments would encourage applicants to get in early to nail down low channels. Uhfs could build more cheaply if they didn't have to buy such things as vestigial sideband filters. And, finally, even if the plan doesn't work well after a few years, no one has been hurt and the FCC can still go back to considering other ideas.

A move to all-uhf seems to have a fair amount of support among Commission staff members. They note that many uhfs are rendering excellent service where they have little or no vhf competition, and they assume that much of the country, if not all, could be well served by uhf—but they acknowledge that it isn't yet known how well uhf could cover New York City. The big question: How to shift to uhf? Here are some staff suggestions:

- (1) Announce all TV to go to uhf in, say, 5 years.
- (2) Draft a new all-uhf assignment table.
- (3) Grant no more vhfs in uhf-only cities.
- (4) Grant vhfs in a few markets where they're badly needed but require them to simulcast on uhf.
- (5) Make all vhfs build uhfs and simulcast within about 3 years.
- (6) Ask Congress for new laws which would permit fast shift of vhfs to uhf without extensive hearings, court appeals and other due-process delays.

As for other alternatives, the staff notes: (1) Govt. won't give TV more vhf spectrum, so that's dead. (2) Short-spaced vhf assignments don't yield many new stations and they cut fringe service. (3) De-intermixture doesn't offer major national expansion possibilities.

It should be made clear that staff analyses such as these are starting points only. They by no means indicate what the Commissioners will eventually do.

FCC's Spot Watchers: NAB Radio vp John F. Meagher, reported last week to the association's radio members on the results of the informal FCC-NAB conference on the Commission's spot-counting practices. Filling out the impressions we had gleaned (Vol. 16:48 p5), he reported:

"The staff of the Commission employs certain processing tools which are applied in the review of renewal applications. One of these is the number of spot announcements. If the renewal application reveals more than a certain number of spots—roughly 1,000 [per week]—it is set aside for further staff review.

"This does not mean that the application will be set for hearing merely because the number of spots exceeds a given number. Rather, it is used to 'flag' the application for further review in all of its aspects, with particular reference to 'promise' vs. 'performance' . . .

"This does not mean that every departure from the preceding application statements is to be regarded as important or material. Where a substantial change has occurred, however, reflecting a sharp difference in the number of announcements or in other aspects of programming, the Commission usually requests further explanation from the licensee . . .

"The Commissioners indicated that one of the greatest problems in this area has been the failure of licensees to 'tell their story' adequately. By this is meant that adhering strictly to the form does not always give sufficient information upon which an informed judgment may be made. For this reason, it is indicated that in the very near future there will be a formal proposal to modify the existing renewal forms . . .

"Finally, the Commissioners pointed out that while many informal inquiries of licensees have been made, very few have necessitated the formal 309(b) letter of the Communications Act. Moreover, even in these few cases, there have been factors involved other than a quantitative analysis of a station's spot announcement policy."

Reasons for uhf CP cancellations (Vol. 16:48 p6) were spelled out by FCC in the text of its decision released last week: "We believe that none of the applicants herein—all of whom, at the time they obtained their construction permits, stated they would construct the subject station, and who now substantially state that they do not intend to commence construction—have demonstrated that their failure to construct was due to causes not under their control. The applicants have failed to satisfactorily demonstrate that they could not have physically constructed their stations . . . Applicants propound arguments which *inter alia*, contain contentions bearing on matters of applicants' business judgment and the availability of TV sets capable of receiving uhf signals. The former argument concerns matters solely within the business judgment of the individual applicant. The alleged non-availability of uhf receivers also involves the matter of business judgment, since it bears on the availability of an audience. In connection with the foregoing, we emphasize that the Commission is not compelling the applicants to construct facilities for which they have applied. On the other hand, we do not feel that it is in the public interest to have these construction permits outstanding, when the applicants have no intention of going ahead with construction in the near future. It is in the applicants' choice to build or not. Since they do not choose to build and the reasons they have advanced do not involve causes beyond their control, their applications for further extensions of time within which to construct their stations should be denied." Comrs. Hyde & Lee dissented.

More about

HOW THEY'D REFORM THE AGENCIES: Last week's Senate hearings (see p. 2) brought out, among others, these thoughts from witnesses who wished to aid in improving operation of federal regulatory agencies:

Separate administrative courts to take over some judicial functions of the agencies were advocated by American Bar Assn. spokesman Donald C. Beelar, who was backed up by a panel of 4 other ABA leaders. "We have witnessed in one generation a gradual shifting of legislative power from the Congress to the agencies, and a grant of judicial powers to the agencies rather than the court," Beelar protested. He complained that for 25 years "committees, commissions and conferences" have probed problems & accomplished little.

An over-all Office of Administrative Procedure should be set up to police agencies much as the Inspector-General now reviews actions of the Armed Forces, Columbia U. Prof. Walter Gellhorn told the Judiciary Administrative Practice & Procedure Committee. With "deference & diffidence" he also suggested that Congress could spend its time better than by headline-hunting for instances of misbehavior by govt. regulators.

Super Commission Termed Impractical

"Almost impossible task" was FPC's retort to suggestions that a super commission should provide "guidance over the vast array of administrative agencies in order to force conformity." Regulatory bodies "operate under such diverse statutes that wide-scale procedural uniformity is a practical impossibility," said FPC Chmn. J. K. Kuykendall in a statement read by FPC gen. counsel John C. Mason.

"More freedom of action" is required by agencies to cope with "delays & backlogs" of cases, said Budget Bureau's deputy dir. Elmer B. Staats. "There is evidence," he reported, "that formal hearing processes are used when modern fact-finding & data-processing techniques could provide better information more quickly & at less cost."

"Radical reorganization" must be undertaken, insisted ex-CAB member Louis J. Hector. To start with, he proposed that at least 4 of the Big 6 agencies—FCC, CAB, FPC, ICC—should be removed from "independent" status and placed directly under White House control. In any event, Hector said, it's long past time for action.

"The basic soundness of the regulatory system" has been proven by "time & experience," countered CAB Chmn. Whitney Gilliland. He argued that what's needed most of all is a stiff law providing criminal penalties for agency litigants who try to subvert the system through backdoor influences. Subcommittee member Dirksen (R-Ill.), Senate Minority Leader, disagreed on the need for legislation on ethics. "It just won't work," he said. AEC Comr. Loren K. Olsen testified that his agency required no such law.

"It is popular to slug our govt. right & left," Civil Service Commission Chmn. Roger W. Jones observed. But he said agency employes—particularly lawyers—should be spared unfair criticism. One way to improve agencies, Jones said, would be to give legal staffs Civil Service protection from the constant danger of dismissal.

Note: For once, much-battered FCC came in for little specific criticism at Senate hearings. Stressing that he wasn't trying to run a Legislative-Oversight-type investigation (such as won FCC headlines for House Commerce Committee), Chmn. Carroll called no FCC witnesses. He was just trying "to come to grips with the fundamental problems," he said.

KWK 'Fraud' Conference Set: Milwaukee Bestg. Co. management will go into pre-hearing conference Dec. 8 with FCC hearing examiner Forest L. McClenning on Commission's move to revoke the license of radio KWK St. Louis on fraud charges (Vol. 16:45 p2).

In setting the date for the conference, McClenning ordered a scheduled Dec. 1 hearing for the station continued. KWK meanwhile demanded a bill of particulars from FCC, protesting that Commission's complaints against the station weren't explicit enough for preparation of a defense.

The KWK revocation proceedings were based on allegations that the public was defrauded by treasure-hunt & "bonus club" contests conducted by the station. The case against Milwaukee Bestg. Co. (which also operates radio WEMP Milwaukee) was developed by FCC's new Complaints & Compliance Div.

"Sanctions may be invoked," FCC warned 37 stations which have failed to respond to the Dec.-1959 questionnaire on payola. The Commission said that these are the laggards: KASL Newcastle, Wyo.; KCKC San Bernardino, Cal.; KDIX-TV Dickinson, N.D.; KEYT Santa Barbara, Cal.; KFUE-FM Clayton, Mo.; KFML Denver, Colo.; KHAM Albuquerque, N.M.; KIHN Hugo, Okla.; KHPC-FM Brownwood, Tex.; KKAS Silsbee, Tex.; KMEO Omaha, Neb.; KORK Las Vegas, Nev.; KROC-TV & KROC Rochester, Minn.; KTER Terrell, Tex.; KTRY Bastrop, La.; KUEQ Phoenix, Ariz.; KWNA Winnemucca, Nev.; KZEY Tyler, Tex.; WAIM-TV & WAIM Anderson, S.C.; WAND Canton, O.; WCBQ Whitehall, Mich.; WDIX Orangeburg, S.C.; WDLT Indianola, Miss.; WDXR Paducah, Ky.; WFPR Hammond, La.; WGIR Manchester, N.H.; WLAQ Rome, Ga.; WLSB Copperhill, Tenn.; WMAB Munising, Mich.; WMRP Flint, Mich.; WMDD Fajardo, P.R.; WORX-FM Madison, Ind.; WQMM Memphis, Tenn.; WVNA Tusculum, Ala.; WNCO-FM Ashland, O.

Defense of Conelrad and praise of industry for its cooperation was offered by FCC Comr. Lee Nov. 30 in an address before the National Assn. of Railroad & Utilities Commissioners meeting in Las Vegas. "There are those who feel," he said, "that Conelrad is obsolete in this day of the guided missile & high-speed jet aircraft. However, let me say that only last March the Dept. of Defense re-evaluated Conelrad, and has concluded without qualification that it is a military must for the foreseeable future, perhaps 10 years. We are obliged to accept these expert opinions, and to do our best to provide the best type of emergency backup for existing communications."

Westinghouse's multiple-ownership petition, long on file with FCC, appears likely to get favorable action. WBC argued that minor stockholdings shouldn't be counted against a widely-held corporation when the Commission tallies station holdings. It's understood that the Commission is inclined to discount holdings up to 5%—provided the holder is neither an officer nor director and has no substantial voice in management. If the Commission's inclination persists, it will start rule-making proceedings to put the changes into effect.

Conelrad tieup with AP & UPI is fine, Gale Mix, pres. of the Ida. Bcstrs. Assn., decided after learning more about it (Vol. 16:48 p13). He wired Defense Dept., withdrawing his protest, after getting details from FCC Conelrad chief Kenneth Miller.

Sponsorship announcement waiver for filmed & taped TV & radio programs supplied by the National Council of Churches has been denied to that organization by FCC. No "substantial allegation of hardship" was shown by the Council's Bestg. & Film Commission in asking that application of the Communications Act's Sec. 317 be lifted for its programs, FCC said. The opinion & order added that Commission wasn't "persuaded that the 'loss' of the few seconds required for the identification of this material is an important decisional factor" in the Council's programming.

North Dade Video asked the Court of Appeals last week to instruct FCC to reinstate it as an applicant for Miami Ch. 10. That channel was won by L. B. Wilson by default in the "influence" case against National Airlines' WPST-TV (Vol. 16:29 p1 et seq.). North Dade said FCC acted "arbitrarily & capriciously" in excluding it as an applicant. Its claim for Ch. 10 should be judged "free of demerit" on a comparative basis with L. B. Wilson, North Dade said.

FCC show-cause order has been issued against Mandan Radio Assn. (radio KBOM Bismarck-Mandan, N.D.), calling on the station to explain at a hearing why its license shouldn't be revoked. The Commission cited "unauthorized relinquishment of control and other violations" of rules.

Political-broadcast questionnaires are still slow in arriving at FCC, the Commission noted last week. In addition to delays caused by inadequately answered station forms (Vol. 16:48 p5), there's a holdup in network responses that is produced by the failure of many affiliates to report their clearances of political broadcasts. Deadline for all replies is Dec. 5.

First vhf translator CPs complying with new FCC rules have been granted to Mexican Hat Assn., Mexican Hat, Utah, on Ch. 3 & 6. Also granted last week: Ch. 80 & 82 uhf translators to Dubuque Area Translator Co., Dubuque, Ia.; Ch. 80 uhf translator to Blacktail T.V. Assn., Big Fork, Mont.

Compatible single-sideband AM operation was endorsed last week by RKO General, which told FCC that the system would produce improvements in many areas.

Upcoming special FCC meetings: Dec. 5, TV allocations; Dec. 8, legislative program & station renewal forms; Dec. 9, AT&T earnings; Dec. 29, FM stereo rule-making.

Congress

Swan-song report on 3 years of investigations of the broadcasting industry & FCC may be polished up next week by the House Commerce Legislative Oversight Subcommittee under Chmn. Harris (D-Ark.). Preliminary drafts of the final report reviewing the Subcommittee's hearings & legislative recommendations were worked over Nov. 28 by members & staff. Harris said he expects to have it ready when the 87th Congress convenes Jan. 3, when the legislative life of the Subcommittee will end. He has indicated he won't ask the new Congress to renew it (Vol. 16:37 p10 et seq.).

TV network spokesmen may be called by Chmn. Davis (D-Tenn.) as witnesses at Dec. 15-16 hearings by the House Campaign Expenditures Committee on what to do about length & expense of Presidential electioneering. Davis said he hoped the hearings, at which Democratic & Republican leaders will be main witnesses, will produce "substantive" suggestions for cutting down the duration & costs of campaigns.

Programming

BIG FEATURE DEAL: Screen Gems last week jumped into the front ranks of film distributors selling post-1948 features to TV with one of the biggest kickoff deals: The long-term lease of 200 Columbia Pictures-controlled features to the 5 CBS-TV o&o's. Also included in the package were 75 pre-1948s, the last of a Universal-International library being distributed by Screen Gems. The deal, for an estimated \$12 million, is the largest made by any of the CBS stations since they signed the MCA-distributed Paramount pre-1948 backlog. It is significant on a number of counts:

Screen Gems Placed in Post-1948 Lead

1. It's the first TV release of movies from Columbia's 400-picture backlog of post-1948s, and puts Screen Gems squarely into competition with other distributors of post-1948s such as NTA, Flamingo, UAA, Programs for TV Inc., and 7 Arts (Vol. 16:34 p3).

2. It virtually puts an end, at least for several years, to any CBS-TV network plans to launch a late-night show series against Jack Paar on NBC-TV. The CBS-TV o&o's, vital to any such series, are hardly likely to drop late-night local feature programming in favor of network service.

3. It strengthens the feature-library position of the CBS o&o's considerably—and even rival stations generally concede that the CBS outlets, particularly WCBS-TV N.Y., have the heftiest collection of new-to-TV movies and high-rated feature blockbusters in their respective markets. The CBS stations have been pace-setters in selling full sponsorships of hand-picked features as local specials.

4. Because TV devours feature films with an inexhaustible appetite, Screen Gems intends to see that the audience values of the films aren't exhausted through constant exposure—as much for the stations' protection as the pictures'. Accordingly SG plans to make safeguards against rapid wear-outs a contract condition for its sales in other markets. They will model the exposure patterns and multiple-run privileges on those in the CBS deal.

5. Although the CBS o&o's bought the whole 200-plus-75 feature package, Screen Gems isn't dropping it into the film market as a giant block. In line with the thinking of most film distributors today, SG has put an individual price tag on each picture, scaled to market size & picture's importance. And the group will be released into the market in small packages over an extended period of time, rather than dumped quickly as were the original pre-1948 RKO and Warner Bros. packages.

Bulk of Package is Pre-1956

Movie exhibitors will hardly welcome the news of the Screen Gems-CBS o&o deal (larger by far, incidentally, than any deal announced to date by 7 Arts on the sale of its 200-odd post-1948 Warner Bros. films, see below). But the exhibitors can find some comfort—however cold—in the deal: (1) The 200 pictures are nearly all "early" (1948-1955) post-1948s. (2) Several contain stars (Broderick Crawford in "All the King's Men," Fredric March in "Death of a Salesman," etc.) who are more likely to appeal to adult TV viewers than to the teen-aged moviegoers who comprise the bread-&-butter of moviedom's remaining popcorn palaces. In N.Y. last week, for example, the big draw on the RKO circuit was a double bill composed of "How to Make a Monster" and "I Was a Teenage Caveman." (3) Theaters, rather than TV stations or even pay TV, will get

first crack at some extra-choice post-1948 items like "From Here to Eternity" and "Bridge on the River Kwai" still in the Columbia library. Stated Columbia Pictures vp Paul Lazarus: "We are holding back those pictures which we feel will still have theatrical exhibition values."

* * *

22 Hollywood-filmed post-1948s, many in color, have been acquired by Colorama Features Inc. in a \$2-million deal with Pine-Thomas Productions, which produced them independently for Paramount Pictures release. Colorama Pres. Jules Weil stated last week he plans to make some of the films in the package available for theatrical re-issue, and then distribute the whole package in TV. The fact that negotiations for the 22 features were initiated by Pine-Thomas, gave further indication of the growing interest of Hollywood producers in seeking TV revenue for their backlogs. Although Paramount distributed the pictures theatrically ("El Paso," "Captain China," "Tripoli," "Hong Kong," "Tropic Zone," "Run for Cover," etc.), they aren't part of the Paramount post-1948 backlog—for which Paramount has announced no plans other than Telemeter pay-TV showings.

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Seven Arts' first 40-title group of post-1948 Warner Bros. pictures scored its 9th station sale recently to KVAR Phoenix. Other stations which have purchased the Warner package: WWLP Springfield-Holyoke, WBEN-TV Buffalo, KONO-TV San Antonio, WOC-TV Davenport, WTVH Peoria, WTVP Decatur, WTVT Tampa-St. Petersburg. Color is playing a major role in stimulating sales of the package, Seven Arts vp & gen. sales mgr. Robert Rich told us. Approximately one third of the stations which bought the features may eventually colorcast them. Sales deals are being discussed by Seven Arts with stations in Houston, Baltimore, Minneapolis, Philadelphia, N.Y., Chicago, Los Angeles and Milwaukee, Rich said.

* * *

Another big post-1948 deal may be in the offing—between producer Sam Goldwyn & anyone who will pay the right price for a prize package of 65 top features. Goldwyn has pretty well decided not to hold out for pay TV, as he originally planned, but he demands programming stipulations & substantial dollar figures. "I've been offered as much as \$500,000 for one picture," he said, "but I've turned down all offers, because I felt that conditions were not right." The right conditions would mean one or 2 TV showings at prime times. "Pictures that cost millions & represent real creative efforts have been shown as many as 10 or 12 times over one station and at all sorts of odd hours," Goldwyn complained last week. His features include: "The Best Years of Our Lives" (winner of 11 Academy Awards), "Guys and Dolls," "The Secret Life of Walter Mitty," and "Hans Christian Andersen."

* * *

Showcorp of America's package of RKO post-1948s has grossed nearly \$500,000 in 44 markets during the past few weeks of selling. Latest sales deals include: CBS o&o's WBBM-TV Chicago & WCAU-TV Philadelphia; WTVJ Miami; WOR-TV N.Y.; WMAR-TV Baltimore; KHJ-TV Los Angeles; WFAA-TV Dallas. Some of the newest features in the firm's "big 12" package: "Bundle of Joy," "Susan Slept Here" "New York Confidential." To date, Showcorp. has distributed 50 RKO post-1948s and has some 25-to-30 more films about to go into syndication.

"Not guilty," pleaded Charles Van Doren to a charge of perjury Dec. 1 in N.Y. Special Sessions Court. The plea followed a clash between Van Doren's lawyer Carl J. Rubino and Justice John M. Murtagh, who adjourned the cases of 9 other former TV quiz contestants (Vol. 16:13 p16) until Jan. 13. (This group has motions pending in General Sessions aimed at testing the legality of the informations.) Rubino had asked for a few days to decide whether he would join the General Sessions motions. Justice Murtagh denied the request, saying he had "indulged" the defendant long enough, and insisted that a plea be entered. Rubino said his client "has admitted lying before the grand jury, to Congress, to the district attorney and to the world, and that he is ready to take his medicine." Calling the demand for a plea "shocking & unreasonable," he added "we are forced to plead not guilty under the circumstances." Van Doren's case will be tried on Jan. 18. Six other former contestants pleaded innocent.

Walt Disney-NBC deal was signed last week, after weathering an on-again-off-again period of several months (Vol. 16:6 p8). Disney, once a mainstay of ABC-TV's nighttime lineup, will now produce & host a weekly series of 60-min. color-film programs plus color specials ranging from live entertainment to full animation. Announcement of the deal came Dec. 2 from Disney Productions Pres. Roy O. Disney and NBC Pres. Robert E. Kintner. Meanwhile, the *Walt Disney Presents* series is still slotted on ABC-TV, Sun. 6:30-7:30 p.m. New Disney shows on NBC probably won't appear before the fall of 1961. Not involved in the deal: Disney's backlog of some 3 dozen post-1948 color pictures ("Treasure Island," "Robin Hood," "Lady & the Tramp," etc.). But NBC hopes to tap the backlog for an occasional holiday special, following CBS-TV's arrangement with MGM's "The Wizard of Oz."

Students spend too little time on homework because of nighttime TV viewing, reported 3 out of every 4 elementary school teachers surveyed by the National Education Assn. The study, published last week in the NEA journal, polled 1,149 elementary & secondary school teachers representing 42,000 U.S. school districts. Major finding: The conflict between TV & homework is greatest in large towns & city areas. In school districts with more than 500 teachers, only 1 in 10 said TV did not hurt home study; smaller districts showed a 1 to 7 ratio. Of the teachers queried, 57% felt that TV "restricts" homework time, 24% said school work "suffers seriously" and 13% believed that TV doesn't affect homework at all. A breakdown into elementary and secondary teachers indicated that TV troubles mount on the high school level. Among this group, 28% called TV a serious handicap, only 8% said TV did not interfere.

Highest rating yet received by a public-affairs program in 1960 was scored Nov. 29 by the first of NBC-TV's *White Paper* series. The kickoff show, a blunt-if-belated look at the Eisenhower administration's handling of last May's U-2 incident, drew a 7-city Arbitron rating of 20.6, vs. ratings of 23.1 for *Garry Moore Show* on CBS-TV and 10.0 for *Alcoa Presents* on ABC-TV. Audience share for *White Paper* was a whopping 32.7%. Half-sponsor of the show was Timex Inc., in recent seasons a bankroller of star-name jazz & entertainment specials, but which has now signed for co-sponsorship of 6 NBC *White Paper* shows.

KDKA-TV Pittsburgh spiced its late-evening announcement of the birth of President-elect John Kennedy's son with a documentary film detailing a Caesarean birth. The educational embellishment "kept the switchboard ringing with compliments," reports the station.

Film & Tape

GARNER'S VICTORY OVER WARNERS: In a dramatic & surprisingly quick verdict, Los Angeles Superior Court Judge Arnold Praeger ruled Dec. 1 in favor of James Garner in his dispute with Warner Bros., thus freeing the *Maverick* star from his contract. Judge Praeger said he would decide later on the amount of damages Garner should receive from Warners in his breach-of-contract action (Vol. 16:48 p9, 47 p13).

The Judge said that "Warner Bros. had no justification for laying Garner off, particularly in view of the testimony of Jack L. Warner (WB pres.)." Garner wept when the verdict was announced. He told us, "I'm so happy, I don't know what to say now that I'm free."

Warner Bros. had invoked the *force majeure* contract clause against Garner and Jack Kelly, stars of *Maverick*, and Clint Walker, *Cheyenne* star, last March 3, on the grounds that it couldn't get scripts because of the writer strike, which began Jan. 16. Garner then claimed this to be a violation of his contract—which made him a free agent. Warner sued for breach of contract, and Garner counter-sued for release from his contract as well as \$106,000 damages. (Kelly and Walker were restored to the Warner payroll.)

A crucial point in the argument of Garner attorney Martin Gang revolved around the interpretation of *force majeure*, and his contention may be precedental. Gang argued it was not enough under *force majeure* for a studio to show it was hampered by a strike. It was required also to show its "inability" to produce films, because the writer strike, by testimony of Warners' own executives, did not prevent that company from continuing production.

May Affect Future Force Majeure Clauses

Warner Bros. refused to take Judge Praeger's comments as the final verdict, and a spokesman, when asked if WB would appeal, said: "Inasmuch as the judge has not given his complete & final decision, it is not possible to make any comment." Industry attorneys were of the opinion that if Warners appeals and the decision is upheld, studio attorneys may have to rewrite *force majeure* provisos to avoid Garner-type litigation.

Garner immediately received offers to star in movies from 3 major studios, including MGM and 20th-Century Fox. "I don't really know yet what I'm going to do," he told us. "We haven't allowed ourselves to think past this point. I'll do a couple of [theatrical] features a year, but no TV." He & his agent will mull the various offers being made, then reach a decision, he said.

Warner witnesses included Pres. Jack L. Warner, vp-TV executive William Orr, exec. vp Steve Trilling, Orr's assistants Harold Hugh Benson and Richard Bluel, producer Coles Trapnell and asst. story ed. Carl Stucke.

Through the testimony was woven a story of how WB acquired approximately 100 scripts during the WGA strike which began Jan. 16 and ended June 20. Also disclosed was something the trade had long suspected—that Warners frequently took a story which had been used in one series and adapted it to another.

At times the trial was deadly serious, at others amusing—as when Judge Arnold Praeger confided he had never seen a *Maverick*, adding: "They are not within the range of my cultural background." His comment on Westerns generally: "I've often thought that if they had a factual background, the West would have been depopulated."

Orr, the initial witness, testified that when the immin-

ence of the strike was apparent, "we exhorted everyone to use any means possible to find material & people who could make shootable scripts. We asked writers to work for us. We had no legal obligation to keep them from writing during a strike."

He said that when the strike came, seasonal production on *Maverick* and *Cheyenne* was finished, and while the first *Maverick* of the 1960-61 season had been produced, there were no further scripts. Continued Orr: "We had some success in getting scripts on various series, but not with *Maverick* and *Cheyenne*." He termed *Maverick* an unusual series, requiring skilled writers who could understand the offbeat character of its 2 heroes.

Orr testified that there was no written agreement between Warners and ABC-TV which shows the series. He said that when ABC-TV had renewed *Maverick* last December, he had told producer Coles Trapnell to get as many scripts ahead as possible because of the strike threat. Warners then began interchanging scripts between series, and at one point Trapnell "converted" 3 *Cheyenne* scripts into *Alaskan* episodes. However, "we felt the continuation of this policy would lead to a reduction of overall quality," Orr testified. He said he'd told Warner that "strike or no strike, we will continue making TV pictures," and all series were completed.

Enter: Jack L. Warner

Last Warner witness was Pres. Jack L. Warner, who described the key March 2 meeting as a "general business conference," and recalled that at that session it was said that "they could keep going by re-adapting old scripts." Warner said the studio had hiked its TV production from one to 8 hours a week, and it could well go back to one if its shows didn't have quality.

He testified that he had made the decision to invoke the *force majeure* provisions of the contracts of the 3 actors involved as "good business judgment." "If the circumstances came to the point where we couldn't proceed with any show, naturally we would take advantage of that clause," he remarked.

Asked if the studio's TV arm had met its commitments, he replied, "I don't know. I imagine they did, because I didn't hear anyone complaining." He said he didn't recall setting a date for invoking the *force majeure* provisos. He said that while he had made the decision then, it may have been weeks later before it was put in force. Gang told him it was a part of the record that Garner received his suspension notice March 3.

"We had work for Garner, a movie, 'Fever in the Blood,' but he wouldn't show up," said Warner. (Garner denied ever having been offered this picture.)

Warner admitted under cross-examination that just before Garner was placed on suspension, the studio had arranged for him to appear as a guest on a Bob Hope TV show, with WB & Garner to split the \$10,000 fee. Asked by Gang if he had given any consideration to other such work for the actor before placing him on suspension, Warner indignantly said "I'm not a booking agent." Asked if Warners' series were on ABC-TV, Warner replied "I don't know. It's all done in N.Y."

Asked about an April press release to the trades in which he was quoted optimistically in regard to Warners' TV & movie production, Warner acknowledged that he had not only made the quote but "I wrote the release." Quizzed about the statement which came in the midst of the strike, Warner hedged and said some of his quote was true, some of it wasn't. "You have to be optimistic in this business. It's what we call good propaganda," he said.

NEW YORK ROUNDUP

Electronic journalism was probed in a workshop session of the Sigma Delta Chi (journalistic fraternity) convention in N.Y. Dec. 1. Participating in the after-lunch discussion were Sig Mickelson, CBS News pres., Jack Gould, N.Y. Times TV-radio critic, and Gilbert Seldes, dir., Annenberg School of Communications, U. of Pa. Moderating the discussion was William Small, WHAS-TV Louisville news dir. & chmn. of Radio-TV News Dirs. Assn. Accepting the group's first Freedom Award, Rep. John E. Moss (D-Cal.), chairman of the House Subcommittee on Government Information, predicted that the Kennedy administration will release more govt. news to the public than ever before (see p. 3).

Another "pilot salvage" is due on NBC-TV Dec. 13. This time it's 60-min. *O'Conner's Ocean*, starring John Payne as a sea-going lawyer. Directed by Earl Bellamy from a script by associate producer Tony Barrett, the show was originally planned by NBC as a 1960-61 nighttime entry, and was financed through NBC. Eager to recoup its investment, NBC will now give it the same one-shot special treatment given *Rivak, the Barbarian* earlier this year.

Goodson-Todman Productions has signed deals in N.Y. for 2 new NBC-TV program projects. One is for *Say When*, a Mon.-Fri. daytime audience-participation show in which home viewers, according to NBC, will "match their own shopping skill against the studio players." The series, which will star Art James, former announcer on *Concentration*, will be produced in N.Y. and will replace *Dough Ri Mi* in NBC-TV's morning (10-10:30 a.m.) lineup Jan. 2. The other G-T project is for a 60-min. *Las Vegas* pilot to be shot on location in the Nevada resort city as a joint production of G-T and Fenady-Kowalski Productions. The latter project, it's interesting to note, is similar to a 60-min. series planned by Warner Bros. TV.

BBC now has 2 N.Y. outlets scheduled to air its export program fare. The latest deal is with WNTA-TV N.Y., for a 30-min. documentary trilogy, *The Wind of Change*. The film series focuses on life & opinion in Africa and was scheduled to begin Sun. Dec. 4, 9:30-10 p.m. An earlier deal was signed by BBC with WNEW-TV N.Y. and WTTG Washington for *An Age of Kings*, a package of 15 Shakespearean programs (Vol. 16:44 p13).

Cal. National Productions is dropping its 3-year old economy rerun division, Victory Program Sales, because it no longer has an unsold backlog of TV films for rerun. VPS will re-assimilate its staff into the regular CNP syndicated sales organization.

NTA Telestudios, N.Y. tape commercial offshoot of NTA, has developed a new single-camera technique using Ampex's latest Intersync equipment. This technique in video-tape production gives the medium a "control" factor which it didn't have before. Reported NTA Telestudios' Pres. George K. Gould: "It is now possible to shoot single scene footage on tape and electronically edit & mix the tape at a later time." Reynolds Aluminum is the first advertiser to use the new method for its Telestudios commercials."

People: Steve Krantz has been elected Screen Gems (Canada) Ltd. vp . . . Emanuel Gerard has been named Robert Lawrence Productions art dir.

HOLLYWOOD ROUNDUP

COMEDY COMEBACK A FIZZLE?: Despite the much-touted resurgence of situation comedies on TV this season, few have delivered pay-off ratings & good critical reception. On the whole, the comeback is a dud, in the opinion of many in the industry.

Of the 1960-61 entries, Don Fedderson's *My Three Sons*, starring Fred MacMurray, and *The Andy Griffith Show* have probably won the best receptions. But the welcomes have been only so-so for *Harrigan & Son*, *Guestward Ho!*, *My Sister Eileen*, *Tab Hunter Show*, to name some.

But, Hollywood producers being a hardy lot, the present situation is not apt to stem the flow of situation comedy pilots for this & next season, and some have already been filmed. Among those still due are Revue Studio's *Mother Climbs a Tree*, Four Star Television's *The Freshman* (Gertrude Berg & Cedric Hardwicke), MGM-TV's *Andy Hardy*, Harry Tatelman's *Mack Sennett's Comedy Theater*, an untitled Ben Brady pilot, and projects from virtually every company in Hollywood.

The collective fate of the new comedies bears out the Hollywood axiom that there is nothing more difficult to do with quality than a comedy show. This is because good comedy writers—like good comedians—are at a premium. In addition, the field has been so thoroughly explored since the success of *I Love Lucy*, that the danger of imitativeness is omnipresent.

Trade reaction to the apathetic reception for comedies is that the shows aren't good—"but we can do comedy better." Producers point to a valid reason for turning out more: Obviously TV needs a balanced program diet—it can't be all Westerns & private eyes. There's a big vacuum, which comedy must fill, they say.

MGM-TV will shoot 2 pilots in co-production with NBC—both 60-min., blueprinted for 1961-62: *Cain's Hundred*, an *Untouchables*-type show about a dedicated crime buster out to catch the 100 top syndicated-crime bigshots (and thus, theoretically, providing the basis of a series that can stretch to 100 weeks); the other a suspense anthology, *Woman in the Case*, with a series of feminine guest stars in dramas of the "Sorry, Wrong Number" variety.

Revue Studios has postponed its pilot of *Mother Climbs a Tree*, following the collapse of negotiations for Joan Fontaine to star . . . KTTV Los Angeles has finished production on 130 tapes of *Sincerely, Maria Palmer*, 5-min. series produced for syndication by the station.

Goodson-Todman Productions is considering reactivating its *Jefferson Drum* series . . . Ex-20th Century-Fox TV executive Irving Asher is discussing a co-production series deal with *Hong Kong* producer-distributor Run Run Shaw. The series would be filmed in the Far East.

Revue Studios has made a 20-min. presentation film for *Tom Sawyer*, starring Maureen O'Sullivan & Chuck Herbert. Jennings Lang supervised.

Ziv-UA study of its client list during the past year revealed that regional power & public utility companies accounted for \$1.8 million of its syndication business. Properties purchased regionally by such companies include *Miami Undercover*, *Sea Hunt* and *Lock Up*.

IS TAXING AXING THE LITTLE MAN? Hollywood TV-film circles are becoming increasingly bitter toward the U.S. Internal Revenue Service's method of taxation.

Many film executives contend it's an unfair arrangement, imposed because of the successful capital-gains deals made on 2 of TV film's early hit series, *I Love Lucy* and *Dragnet*. They complain that it's unjust to use 2 rare hits as the standard by which to measure a field that has a turnover of more than 40 series a year.

What producers want is a return to the cost-recovery method of taxation. Under this procedure, if a producer spent all of his production budget on a series (and he normally does), he was not taxed, because he had no profit.

But under the current, much-criticized method of amortization, IRS projects an estimated net income on his series and allows the producer to write off only 60-to-90% of his production costs. The figure is flexible, depending on an estimation of the potential income of the series.

This is what rubs producers the wrong way. The film men say that instead of being taxed on the realistic basis of the show's true costs & profits, they are taxed on its problematic rerun value. "But with the downturn in the syndication market, potential income becomes an illusory figure," one executive told us bitterly.

But IRS contends that costs should match revenue, and it bases its amortization on the producer's best judgment of the value of his series. "We have a realistic, flexible approach to the problem, based on our interpretation of Sec. 167 of the Tax Code," one IRS source told us. "We rely basically on the judgment of the taxpayer unless we find his judgment is not in conformity with the facts." Moreover, points out IRS, comparatively few decisions regarding TV film makers have been appealed, although hundreds of such decisions have been made.

Smaller Firms In Trouble

But the smaller, one-&-2-series companies say this method of taxation will put them out of business. Some threaten to sue the govt. to recover their payments, contending that the method is illegal. With market conditions so fluid, they ask, how can anyone accurately assess the potential value of a series?

The same producers argue that the tax puts an additional burden on them for each year a show continues, and some say that, because of this, they are ending successful series before they might normally do so. Take, for example, a series of 35 episodes, budgeted at \$50,000 each. Under the IRS amortization method, there could be a \$5,000 tax on each film, for a total govt. bill of \$175,000 at the end of the season. But the "little" producer can't ante up a tax sum like that each year the series continues, because he is frequently prevented from gaining additional revenue by a sponsor-exclusivity contract which won't allow him to syndicate his show while it's still in first run.

These smaller producers do not consider the tax to be any great hardship on the giants of TV, but the little fellows often have to borrow money to pay their taxes.

IRS officials in Hollywood told us they were well aware of the strong opposition to their amortization method, but refrained from going into detail because of 2 developing factors which may have a strong bearing on the situation.

Said Frank Schmidt, acting district dir. of IRS in Los Angeles: "We are now in the process of making quite a bit of examination in this area, but we haven't completed our study. It is being coordinated by our national office because of TV's national scope. We seek a base of facts." The other factor: The issue is now before the U.S.

Tax Court, and much depends on the disposition of these pending cases & the current study. The cases: (1) Jack Chertok Television and Ann Sothern, concerning the Sothern series produced by Chertok, and (2) J.C.P. Corp. and Thomas Lewis, in regard to the Loretta Young series. Chertok and Miss Sothern filed their appeal in 1958, are now in the process of settling their dispute, and expect the situation to be resolved by the end of this year. J.C.P. and Lewis instituted their appeal last July 7, against a tax claim of \$1,250,000.

In Washington, IRS is expected to issue a clarifying ruling soon—but observers are inclined to doubt that it will include much of a break for the producers. Experts think that relief, if it's to come, must be given by Congress.

One of those most outspoken against the present set-up is Bob Cummings. Although his 193 episodes of *The Bob Cummings Show* have been in rerun for a year, Cummings says he hasn't yet made a cent on the show, and points to taxes as the principal heavy. In order to pay the taxes on the series during the 5 years it was in production, Cummings told us, "we had to borrow enormous sums of money from the bank."

Adds the producer-star: "I believe that in the long run we'll do better by leasing the films as MCA is doing. MCA will make a lot of money out of them, and the better it does, the better I will do."

"But in the first year I received nothing, because of distribution costs & residual payments. As owner, I waived my own residuals, although that doesn't seem right. I own 50% of the 193 films. If you own a show, you're in trouble. The govt. seems to insist that we go broke. So in my new series, I will be an employee. If you are owner & producer, you watch others taking all the fruits of the orchard, and leaving you one tree. A hot show becomes a tax target."

Concludes Cummings morosely: "The sad part of it is that Hollywood has almost disappeared as a movie capital. So here's TV—in which the creative talent took over—and now there's a chance it, too, could be destroyed by excessive taxation. I have been closed down by the govt., and our 91 employees have lost their jobs. Some don't have new ones yet. What is happening is socialistic."

Another Hollywood producer-star who finds himself in a tax bind is Ozzie Nelson, owner-producer-star of *The Adventures of Ozzie & Harriet* on ABC-TV. He is currently contesting a tax claim of \$1.1 million, covering the first 3 years of his series. The case is in the appellate div. of IRS.

Explaining his situation, Nelson told us, "I would not be allowed to sell my films if I wanted to, because I have exclusive contracts with Coca Cola and Eastman Kodak. In addition, I am not sure I will ever syndicate the films, what with David & Ricky having their own careers. But the govt. tells me 'maybe you will want to syndicate them eventually'—and taxes me on this assumption. We claim this is speculation and that they are also speculating as to the value of the films."

Nelson has a backlog of more than 300 films. ABC-TV finances his series in return for 40% interest in the show.

Robert Saudek Associates, producer of the Leonard Bernstein concert specials for CBS-TV, will syndicate the series in Europe & other overseas TV markets. The 12 Bernstein specials made thus far will be sent on tape or kinescope. The move represents Saudek's first venture into the international syndication market.

Stations

THAT FINANCIAL FORM 324: Broadcasters are irked, naturally, with FCC's proposal to require a greatly increased amount of financial information in its annual questionnaire form 324 (Vol. 16:45 p3). But the Commission will give the industry plenty of time to get its irks off its chest—having last week extended the deadline for comments from Dec. 9 to Feb. 1, as requested by NAB.

Though the new form asks for approximately the same amount of information that FCC used to get up to 1953, the industry had hoped that its long-fought battle for simplification would stay won. However, we're told that the FCC move for more information was produced by the belief of some Commissioners that they can better judge a station's ability to carry out its programming plans by having more extensive financial data on hand.

Most industry complaints are focused on the proposed requirement that operators disclose their non-broadcast investments & income.

NAB has asked its members to supply it their views which will be used as a basis for NAB's comments. Radio vp John Meagher reports that about 30 comments have been received so far. Of these, he says, about 80% have objections to various aspects of the FCC proposal, while the balance say they don't care one way or the other.

Some operators may not be aware that the Commission keeps replies in strict confidence and therefore think their financial souls will be bared. However, most are aware of the confidential nature of their replies, but they see no public benefit in filing the data.

Actually, most are irritated with the work involved. To smaller stations, it's quite a headache.

If the Commission goes through with its revision plans, the new form won't be adopted until well into 1961. Therefore, broadcasters won't have to use the form until they get it in 1962, covering 1961.

One broadcaster termed the move "a step backward." "I have the feeling that the FCC believes it's on the spot and must make a showing to Congress," he said. "I imagine that the Hill has asked for data that the Commission doesn't have—and it wants to be able to comply."

Another broadcaster had similar thoughts: "I think that the FCC is reacting to political & other pressures, and deems it necessary to give off an aura of more intensive regulation. But there's such a thing as overdoing it. The Commission should gather only the information it needs for legitimate regulatory functions."

WDAM-TV Laurel-Hattiesburg, Miss. has filed an application for transfer of control with FCC as follows: Wm. S. Smylie family, now 100% owner, will hold 43.75%, while S. A. Rosenbaum (11.5% of WTOK-TV Meridian) will have 43.75%, Marvin Reuben (vp-gen. mgr. of WDAM-TV) 8.33% & Jerry P. Keith (sales mgr. of WDAM-TV) 4.17%. Rosenbaum is to pay \$5,250 and assume half of the station's \$100,691 in obligations. Reuben pays \$1,000, Keith \$500. The Smylies will have a first option to repurchase the stock of Reuben & Keith.

WFRV (Ch. 5) Green Bay, Wis. has been sold for approximately \$1.6 million to George Norton Jr., owner of WAVE-TV (Ch. 3) Louisville and WFIE-TV (Ch. 14) Evansville, Ind. The sellers also are grantees for WIRM (Ch. 8) Iron Mountain, Mich.

NEW & UPCOMING STATIONS: Piggy-back satellite operation began in Canada when CBUAT-1 (Ch. 9) Nelson, B.C. advanced its programming target from Dec. 1 and began Nov. 25 with the Grey Cup football game. The outlet is operated by CBC as a satellite of CBUAT (Ch. 11) Trail, B.C. which, in turn, operates as an unattended repeater of CBUT (Ch. 2) Vancouver, B.C. CBUAT-1 also is an unattended repeater. It uses a 150-watt Canadian GE transmitter with an antenna on a telephone company tower. CBUAT-1, along with CBUAT, is sold as a bonus to CBUT, which has a \$680 hourly rate. The debut of the Nelson outlet raises the Canadian on-air total to 77.

Note: WTVI Fort Pierce, Fla. which began programming Nov. 29 (Vol. 16:48 p12) has \$300 base hourly rate. Rep is Forjoe.

* * *

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

XHFA (Ch. 2) Nogales, Mexico, planned as a Spanish & English border outlet, has a Christmas target, reports Mort Zimmerman, pres. of Electron Corp., which is supplying the transmitter. The owners are Drs. Felipe & Francisco Arriola, with the former to be gen. mgr. The transmitter will be on 5200-ft. Cabellero Mt., using a 150-ft. tower. Base hourly rate & sales rep not yet reported.

Visalia, Cal. (Ch. 43), granted to Norwood J. Patterson's Sierra Bcstg. Inc. will go on the air about Jan. 1, he reports. Patterson, who owns 40% of radio KSAN San Francisco, also owns the former plant of off-air KVVG Tulare (near Visalia), which has a 100-ft. guyed tower. It will use a GE transmitter. Sales rep not chosen.

KOAP-TV (Ch. 10, educational) Portland, Ore. plans to begin tests Jan. 15, writes Grant S. Feikert, engineer for grantee Oregon State System of Higher Education. It has a 5-kw RCA transmitter on hand, but the studio-transmitter building is only 30% completed.

KSLN-TV (Ch. 34) Salina, Kan., owned by Prairie States Bcstg. (radio KAWL York, Neb.), is expected to start tests next Feb.-March, but a programming target has not been set, according to Pres. Melville L. Gleason. It has a 1-kw RCA transmitter and most of the other equipment on hand, but the plans for the studio building are still on blueprints. It will use a 221-ft. tower.

KVNU-TV (Ch. 12) Logan, Utah is planned as an educational outlet by its new owner Utah State U., according to Burrell F. Hansen, chairman of radio-TV at the school. Transfer of the CP from Cache Valley Bcstg. (KVNU) was approved by the FCC last Nov. 8. Utah State will ask for different call letters and hopes to have the outlet on the air a year from now. However, all plans are tentative, depending on how the state legislature acts on a request for an appropriation. A studio with TV-tape recording facilities is being completed for the school, and it expects to use this for Ch. 12 also. Boyd Humpherys will be chief engineer.

■

Anti-payola consent orders drawn up by FTC have been signed by these record firms, settling cases in which they were charged with making illegal payments to TV & radio disc jockeys: General Distributing Co., Baltimore; Triumph Records Inc., N.Y.; Jay Kay Distrib. Co., Detroit.

Transfer of KBAK-TV (Ch. 29) Bakersfield, Cal. from the Chronicle Publishing Co. to Reeves Bcstg. & Development Corp. was effected Nov. 15.

CRITICS & CODES: A special TV code conference to strengthen present industry regulatory systems was suggested last week as an answer to the rising tide of public criticism of TV programming & commercials. The proposal came from Hendrik Booraem Jr., Ogilvy, Benson & Mather vp, at a N.Y. RTES "Roundtable" luncheon Nov. 30. In view of Ogilvy's recent decision to abandon the 15% media commission in favor of straight fees for client Shell Oil Co. (Vol. 16:47 p9), Booraem's attacks had added significance.

While conceding that much of TV is excellent, Booraem said: "The few examples of bad taste & excessive violence are a matter of deep & immediate concern to both advertisers & agencies." The problem is particularly serious for the big advertiser, he continued, because "ultimately his good name is damaged, and important advertisers are going to think about finding some place else to tell the public of their products."

Booraem was convinced that current methods of screening programs & commercials are inadequate. "Network continuity acceptance departments are put in the position of judging material to which their own managements have given prior approval." On the subject of the NAB Code he stated: "NAB is dependent for its support on the very people it seeks to regulate . . . and it cannot bring to bear sufficient weight, either of economic power or of public opinion, to force the offender back in line." Producers were also Booraem-blasted: "There are top executives of the biggest producing firms on the West Coast who are unaware that their companies have subscribed to the NAB Code. This can hardly be called active participation."

Calls for Single Code for Everyone

Any solution, Booraem suggested, would require "a single, enforceable code of standards" for all involved in the medium. Such a code, according to Booraem, could be worked out at a conference of representatives from ANA and 4A (see Background, p. 14), NAB, the 3 networks and the Alliance of TV Film Producers.

Comments followed from panel members E. K. Hartenbower, NAB TV Code Review Board chmn.; Joseph Ream, CBS-TV vp for program practices; James A. Stabile, NBC-TV standards & practices vp; ABC-TV vp Alfred R. Schneider; industry consultant Edgar Kobak.

The 3 network officials agreed that a conference would be useful but that final responsibility for what goes on the air should rest with broadcasters. ABC's Schneider stated: "Such a conference may serve to bring the problems out into the open and this would be a good thing." NBC's Stabile remarked: "We would welcome the Booraem conference, but first NBC would want to know what directions it would take. The continuity-acceptance department is very active, and does a good job of turning down unacceptable or tasteless material." CBS's Ream added: "Our continuity-acceptance department is not a captive office boy of management . . . These people get in from the beginning." Ream cited a recent study which showed a decrease in the number of CBS Westerns, adventures and mystery series from 16 to 9 over the past year.

But NAB's Hartenbower voiced objection to the Booraem-proposed conference. "The TV industry already has a good, workable code of self-regulation. The increase in subscribers to the Code attests to its growing importance." Admitting that all problems are not solved, he added: "We would welcome the help of advertisers & agencies and they can do this by resisting the temptation to cut corners for competitive reasons."

NAB's N.Y. Meeting: The question of broadcaster "freedom" was featured again at NAB's N.Y. windup conference. Eastern-area broadcasters heard opinions on it not only from Clair R. McCollough, NAB Policy Committee chmn., and Vincent T. Wasilewski, vp for govt. affairs, but even from a print-media executive—Arthur H. (Red) Motley, publisher of *Parade* and pres. of the U.S. Chamber of Commerce.

Motley bluntly urged NAB members to "stop wrapping ourselves in the mantle of righteous indignation every time someone points the finger of scorn at the news media." Stating that the TV station need not be locally owned to achieve local identity, he concluded that it "cannot hope to be as important or influential as the newspaper until, like the newspaper, it begins to think, act and 'publish' like a local medium."

NAB's Wasilewski, earlier, told broadcasters that govt. officials, friendly or unfriendly to TV, recognize "the great potential" of the medium for political power, particularly in light of the role of newspapers in shaping "the attitudes of the public." Broadcasting, he added, was not as influenced by "partisanship" as are print media.

Chmn. McCollough stressed a need for broadcasters to be "more articulate" about their industry and "the sum of our contributions to a forward-moving society." As "touchstones" for NAB's future, McCollough proposed: "A determined, organized effort to bolster the economy through ethical advertising; a dedication, within our capacities, to the cause of better education; an awareness of our responsibility to inform, fully and fairly; a comprehension of the public interest . . . and a concerted, organized effort to portray our industry to the public for what it is and what it aspires to become."

With post-1948 movies heading, in ever-increasing amounts to TV (see story p. 6), NAB TV Code Review Board Chmn. E. K. Hartenbower warned stations to screen them carefully, pointing out that several recent films had "raised a few eyebrows when exhibited in the theater." He commended the Code's personal-products subcommittee for what he termed an "affirmative" approach to commercials. "Our reception at the agency & advertiser levels has improved greatly."

√ TV station wages (average \$13,208 for sales mgr., \$9,568 chief eng., \$9,308 program dir., \$7,800 news dir., etc., Vol. 16:46 p11) compare with averages in the newspaper profession, as compiled by Medill School of Journalism's Prof. David E. Botter. The average annual salary of career writers, he found in a survey, is \$6,825; \$6,736 copyreaders; \$7,373 sub-editors; \$9,068 for top editorial men under managing editor. These salaries compare with such national average income as \$16,587 for physicians, \$10,220 dentists, \$7,692 engineers with 5-year experience, \$7,644 salesmen with 5 years experience, \$4,575 teachers.

Canadian allocation changes recommended by the BBG for Dept. of Transport approval: Addition of Ch. 7 to North Battleford, Sask., which will also retain Ch. 4; Ch. 3 to move from Battleford area south to Coleville-Stranraer-Kindersley, Sask. Substitution of Ch. 4 for Ch. 3 in Pivot, Alta. Designation of Ch. 10 Coronation, Alta. to change to Stanmore-Coronation.

Sale of radio KCOR San Antonio to Inter-American Radio Inc. (Ralph N. Weil, KATZ St. Louis, pres.) has been approved by FCC. Terms: \$400,000 plus \$120,000 for an agreement by the seller not to compete in the same area for 10 years.

Advertising

'Polarized' Animation: A cost breakthrough for animation was promised in N.Y. last week. The current top prices (\$10,000-per-min.) which make animation one of the most expensive TV commercial forms may be reduced by a "polarized light" process from the new firm of Technamation Films.

The company is a joint venture of Martin H. Poll, pres. of Gold Medal Studios (one of the largest rental facilities outside of Hollywood), and Stanley Schwartz, pres. of Technical Animations Inc. (which has so far specialized in animation for displays, exhibits, etc.).

As applied to TV commercials, the Technamation process can "produce animated commercials at about one-third the costs of normal animation," Technamation films vp Robert Jacobs stated at a Nov. 29 press demonstration. So far, the process has been used for a series of animated TV spot announcements in N.Y. for the recent Electra City exhibition, and in experimental commercials for Goodyear, Socony and Vick Chemical.

Technamation's idea is actually a new twist to an old scientific principle. To prepare an animated drawing (such as the insides of a watch, or the effects of a nasal spray in clearing a stuffed-up sinus), a single "master cell" drawing is prepared. Those portions of the drawing to be animated are then backed with carefully-cut pieces of acrylic plastic that have the ability to "polarize" light (i.e., permit light to go through in only one direction). Beneath the doctored-up cell is a revolving wheel of polarizing material, and beneath that a light source. When the wheel turns, the start-&-stop polarity changes create differing illusions of motion in the "cell" for the regular film camera which is then photographing the "animation." By using different types of acrylic plastic pieces, several different "speeds" and directions of animation can be contrived in portions of the same master drawing.

The new company, according to Pres. Poll, is also planning to invade the TV entertainment film realm. Due for Dec. 15 release is Technamation's first 10-min. theatrical film short, "The Wonderful World of Willie Doolittle." If it is successful, a low-priced TV cartoon series will be developed along similar lines for the syndication market.

Farewell to Bert & Harry: The popular (with viewers) TV commercial brother act of "Bert & Harry Piel" is no more. The production contract between Goulding-Elliott-Graham Productions and Piel Bros. was not renewed Nov. 28. The decision marks the end of a 4-year saga of humorous commercials which had much to do with spurring other advertisers & agencies into soft-sell TV commercial messages. Reasons for the move are difficult to assess since Young & Rubicam isn't talking. The agency has a hefty public relations problem on its hands, Bert & Harry having won wide public acclaim. It's said, however, that Y&R has been trying to talk Piel Bros. out of using the animated characters for about a year. Piel Bros. wouldn't hear of it—until this past summer when beer sales started slipping.

More emphasis on qualitative factors of TV audience research—is the promise of 2 research concerns, ARB and Pulse Inc. Starting with its November National Report, and continuing every other month, ARB will add new audience data analyzing "the entire viewing family structure with regard to education, income, age, heads of household and housewives per age group, and viewers per set." Additionally ARB will supply information on some specialized factors such as the percentage of homes in a show's audience with household pets, 2 cars, or a washing machine. Audience profile data (coffee & tea drinking, cigaret smoking, auto ownership, etc.) will also be provided by Pulse Inc., in a new series of quarterly reports covering network TV programming. The first Pulse study will cover November programming, with 1961 studies planned for Feb., May and Aug. Reports will be issued "within 2 months after the field work is completed," stated Pulse.

Admen are hep to tricks of their trade and aren't taken in by advertising claims that might mislead others, FTC has decided, dismissing 1957 charges against McGraw-Hill Publishing Co. & McGraw-Hill International Corp. In a deceptive-promotion case involving *Electrical Merchandising* and *The American Automobile*, FTC agreed with trial examiner John B. Poindexter: "When each & all of respondents' advertising pieces complained of as being false & deceptive are considered, especially in view of the limited, sophisticated and experienced audience to whom they were directed & exposed, it cannot be said, under a reasonable & fair interpretation of the evidence, that respondents' advertising is false & deceptive as alleged." McGraw-Hill had been accused of misrepresenting readership surveys in claiming that the 2 trade papers surpassed competitors in advertising impact.

Madison Ave.'s "image" not only is slipping, "it looks as though [it's] losing its pants," FTC Comr. Sigurd Anderson told the Insurance Advertising Conference in Washington. Pointing to "Congressional & govt. disclosure" of advertising practices in the past 2 years, he deplored "this loss of prestige" in the industry. "Advertising is too great, too important and too necessary to become the target & butt of ridicule & derision," Anderson said. He called on advertisers & agencies to "change this public conception of advertising that is calculated to sell at any cost." And media can help by displaying "real courage," Anderson added. As one example, he cited *Grit* magazine in Pa., which made refunds to all readers who fell for "an ad about small radios that turned out to be sour."

Ad People: Maurice H. Needham, founder & pres., Needham, Louis & Brorby, advances to chmn., succeeded as pres. by Paul C. Harper Jr., promoted from exec. vp; James L. Isham named exec. vp for creative services; Richard H. Needham appointed exec. vp for administration . . . Eugene A. Raven, ex-United Air Lines, named vp, Erwin Wasey, Ruthrauff & Ryan.

Richard B. Bradshaw, from Foote, Cone & Belding Chicago office, named managing dir. & chief exec. officer of Foote, Cone & Belding Canada Ltd., headquartering in Toronto; Pat Freeman, pres. of Canadian firm, also becomes chmn. of plans board . . . Marjorie S. Plants, Ruth Cerrone & Joan Chamberlain, Lennen & Newell copy supervisors appointed vps . . . Louis N. Brockway, Young & Rubicam dir., named consultant to National Educational TV & Radio Center, N.Y.

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WLWT Cincinnati	\$1500 to \$1600	\$360 (no change)	Nov. 1
WICU-TV Erie	700 to 1000	150 to 180	Nov. 1
KBTU-TV Denver	800 to 1000	265 to 300	Nov. 1
KRGV-TV Weslaco, Tex.	300 to 350	60 to 65	Dec. 1
KCSJ-TV Pueblo, Colo.	250 to 300	60 to 65	1
KNOX-TV Grand Forks	200 to 210	40 to 42.50	Dec. 1
KVIQ-TV Eureka, Cal.	200 (no change)	35 to 50	Dec. 1

¹ Not reported.

BACKGROUND

No. 10

ADVERTISING'S ORGANIZATIONS —

Their Various Functions

December 1960

ORGANIZATION	PURPOSE	WHO'S ELIGIBLE	NO. OF MEMBERS	TV ACTIVITY
Advertising Assn. of the West 337 World Trade Center, San Francisco, Cal. Pres. Richard Ryan (KLOK, San Jose)	To represent ad industry in the 13 Western states, including Alaska & Hawaii.	Individuals or companies in all fields of advertising; through local ad clubs.	6,500	Conducts annual all-Western craft competitions on behalf of broadcast media. Maintains media relations with the broadcasters in Western areas. TV-radio interests are represented on AAW Board.
Advertising Federation of America 655 Madison Ave. N.Y. 21, N.Y. Chmn. James S. Fish (General Mills)	To foster & promote advertising. "To defend ad freedom." To further education in advertising.	Advertisers, agencies, ad assns., all media, graphic art suppliers, individuals engaged in or interested in advertising. Operates primarily through local ad clubs.	50,000	Is liaison with NAB review board on local & national questions of ethics & taste. Advertising Week Committee of AFA deals with TV sponsor-network, sponsor-station relations during week in Feb. Seminars, meetings feature TV problems.
Advertising Research Foundation 3 E. 54th St. N.Y. 22, N.Y. Chmn. Arno H. Johnson (J. Walter Thompson)	To further scientific practices in advertising & marketing.	Advertisers, agencies, media, universities, official reps of 4A & ANA.	300	Maintains TV-radio Rating Review Committee. Also serves as consultation & validation checkpoint for TV-radio research organizations.
American Assn. of Advertising Agencies ("The Four A's") 420 Lexington Ave. N.Y. 17, N.Y. Pres. Frederic R. Gamble	Advance cause of advertising. "Foster, strengthen & improve agency business."	Agencies which meet 4A qualifications such as: being independently owned, owners being active in agency work, having adequate staff & facilities.	347	Safeguards members' interests through committees in the following areas: TV & radio administration; broadcast media; media relations; advertising content; international advertising; research. Provides self-regulation of TV ad content through joint ANA-4A Committee for Improvement of Advertising Content.
American Marketing Assn. 27 E. Monroe St. Chicago 3, Ill. Pres. Reavis Cox	To improve & "elevate the science of marketing."	Individuals, groups or companies involved in marketing research; rating services, media, agencies, advertisers, manufacturers.	8,600	Conducts continuing study of marketing aspects of TV-radio through Media Research & Copy Research Committees.
Assn. of Canadian Advertisers 85 Richmond St. West Toronto, Canada Pres. A. B. Yeates	To promote high standards of advertising. To encourage mutual advertiser assistance. To promote study of advertising.	Any concern, partnership, firm, or corporation marketing products or services in Canada.	160	Maintains liaison with Canadian TV-radio interests to "correct abuses & encourage taste" in TV & other advertising media.
Assn. of National Advertisers 155 E. 44th St. N.Y. 17, N.Y. Pres. Paul B. West	To serve as a clearing house for "useful & timely ad information." To express advertiser attitudes & interests to agencies, media, public & govt.	National & regional advertisers.	665	Provides self-regulation of TV ad content through joint ANA-4A Committee for Improvement of Advertising Content. Maintains liaison with networks, talent unions, etc. through Broadcast Advertising Committee.
Brand Names Foundation 437 Fifth Avenue N.Y. 16, N.Y. Chmn. J. H. Breck, Jr. (John Breck, Inc.)	To make known to the consumer "the benefits he gets from manufacturers' brand identifications." To emphasize to retailers the benefits of selling those brands.	Manufacturers of branded goods, advertising agencies, media, service organizations.	925	Plans policy for major ad campaigns promoting brand-names on TV & other media through the Consumer-Advertising Program Committee. Promotes Brand Names Week in May on TV & through other media.
International Advertising Assn. Hotel Roosevelt N.Y. 17, N.Y. Pres. Elmo C. Wilson	To elevate international standards, practices & ethical concepts of advertisers, agencies, media & allied services. To spread concept of "free world trade."	Individuals or companies engaged in international advertising (advertisers, ad agencies, ad media, & related marketing services).	1,400	Maintains ethics in TV & other media on world-wide scale through an International Code of Ethics & Standards of Practice written by IAA's standards committee. Researches many phases of international advertising in "International Advertising Survey."

Self-Policing Problem: Ever since the quiz scandals put a new spotlight on advertising ethics, various advertising organizations have played an increasingly important role in self-regulating the advertising industry. Most recently, the ANA and 4A groups have established a new "ethics" link through a 20-man Committee for Improvement of Advertising (Vol. 16:41 p2), although all of the organizations are concerned, in one way or another, with ad integrity.

Altogether, the leading ad organizations have over 68,000 members (including some duplication of member-

ship) in the U.S. & Canada. Advertisers, agencies, research firms, media, marketing consultants and educational institutions are represented. In a sense, some of the ad organizations lead double lives; they represent the point of view of a particular group (such as ANA and 4A) in dealing with labor problems or media rate-increases, but are usually quick to join forces with other groups or media in defending advertising from outside critics. Nearly all of the major ad organizations maintain a liaison with TV-radio media or groups (Vol. 16:28 p20).

Networks

No important schedule changes are planned by the networks to meet the forthcoming (Jan. 1) FCC-ordered cutback in network option time to 2½ hours in each broadcast period. Pre-emptions for local shows, if any, will be up to the stations, which at least will have a privilege of refusal even if their schedules are left virtually undisturbed. NBC exec. vp Walter D. Scott summed up the situation thus: "A successful show seldom has problems getting station clearance. A weak show may, or may not, face clearance problems. But can you imagine a station throwing out a *Peter Gunn* or a *Wagon Train* or a Belafonte special—just because it happened to be in station-option time?"

TV-radio may be a young industry—but there are now 242 members of the "CBS 20-Year Club" in N.Y., plus another 320 in various offices, plants, news bureaus, laboratories, o&o's, etc. throughout the country & overseas. These newest totals were reached Dec. 1 when 32 new club members were inducted in special N.Y. ceremonies. NBC will also make employe-longevity news this week (Dec. 5) at the annual luncheon of NBC's "25-Year Club." Watches & certificates will be presented to 9 new members of the club by NBC Chmn. Robert W. Sarnoff. There are presently 361 active & retired NBC employes in N.Y. & elsewhere who have been with the company 25 years or more.

NETWORK SALES ACTIVITY

ABC-TV

- Tournament of Roses parade, Mon. Jan. 2, 11:30-1:45 p.m., full sponsorship.
Quaker Oats (Lynn Baker)
- Naked City, Wed. 10-11 p.m., participations eff. Feb.
Pan-American Coffee Bureau (BBDO)
- The Law and Mr. Jones, Fri. 10:30-11 p.m., part. eff. Jan.
Union Carbide Consumer Prod. (Wm. Esty)
- The Roaring Twenties, Sat. 7:30-8:30 p.m., participations.
Brown & Williamson (Ted Bates), eff. Jan.
American Chicle (D-F-S) eff. Dec.
Peter Paul (D-F-S), eff. Dec.
Pan-American Coffee Bureau (BBDO), eff. Feb.
- The Islanders, Sun. 9:30-10:30 p.m., participations eff. May.
Northam Warren (DCS&S)
- The Untouchables, Thu. 9:30-10:30 p.m., part. eff. Dec.
American Chicle (Ted Bates)
- Daytime programming, Mon.-Fri., participations eff. Nov., Dec., Jan. & Feb. respectively.
Bristol-Myers (Young & Rubicam)
Drackett (Young & Rubicam)
Ex-Lax (Warwick & Legler)
Pan-American Coffee Bureau (BBDO)

CBS-TV

- Daytime programming, participations eff. Jan.
Calgon (Ketchum, MacLeod & Grove)
Thomas Lipton (Young & Rubicam)

NBC-TV

- Liberty Bowl football game, Sat. Dec. 17, participations.
B.F. Goodrich (BBDO)
Colgate-Palmolive (Ted Bates)
Schick Safety Razor (Compton)
Whitehall Laboratories (Ted Bates)

Boston affiliation switches now line up like this: Jan. 1, WHDH-TV will switch from ABC to CBS, and RKO General-owned WNAC-TV will switch from CBS to ABC. Westinghouse Bcstg.-owned WBZ-TV will remain with NBC. The switches are by-products of the NBC-RKO General station-swap deal whereby NBC takes over the WNAC-TV & WNAC outlets as network o&o's—currently being challenged in the courts. (Vol. 15:51 p7; 16:1 p9 et seq.). Network programming structures in the Boston market, however, will have some oddities. Despite the ABC affiliation, WNAC-TV will carry NBC's *It Could Be You* and *People Are Funny* after Jan. 2 until further notice. WHDH-TV will carry NBC's *Jack Paar Show*. Word from Washington, meanwhile, was that the legal front involving the NBC-RKO swap is "quiet." Challenging the proposed swap are Philco, Westinghouse, KRON-TV San Francisco.

Canada's sole TV network applicant, S. W. Caldwell's Canadian TV Network Ltd. (Vol. 16:47 p7), was opposed in a filing with the Board of Broadcast Governors by Toronto TV grantee CFTO-TV—the group which was victorious over Caldwell and his associates in competition for Toronto Ch. 9. Caldwell had told BBG that his network could start operating next September and provide 10 hours of service weekly over existing microwave facilities until Trans-Canada Telephone System builds new microwave routes especially for the private network. CFTO-TV Pres. Joel Aldred said his station is opposed to joining a large private network. He suggested Caldwell may be planning to use CBC-TV standby microwave facilities, which he said he did not believe could be arranged. BBG's final decision on the private network application is due within 10 days.

World communication is key to survival, and TV is the greatest force for such communication in the history of mankind. So said AB-PT Pres. Leonard H. Goldenson at a fund-raising dinner for the Institute of Logopedics held in Wichita, Kan. Dec. 2. "In the TV studio, equipment must be kept in perfect working order," he commented. "If one tube fails, electronic chaos results . . . In the human being, if nerve pathways are blocked, chaos also results."

Guest-violinist Jack Benny's technique may be questioned by musical experts, but his motives are above reproach. His appearances as a guest with symphony orchestras in N.Y., San Francisco, Cleveland, Denver, Honolulu, etc. have raised \$2,110,770 for musicians' pension & endowment funds during the past 4 years, CBS-TV calculated last week. Although Benny's "image" is that of a tightwad, none of the loot goes to him.

Foreign

Ghana Broadcasting System, whose external radio operations are scheduled to start next year (Vol. 16:8 p16), plans a TV network, too. Preliminary TV proposals by the govt. call for a capital investment of \$1.8 million to set up a studio center at Accra and transmitters at Ajangote, Kisi and Nkabin. Operating costs would be covered in part by spot advertising. Contracts for construction & equipment probably will be awarded by the govt. at Accra, following international competitive bidding in which credit terms & loans for purchase of receiving sets will be factors.

New Zealand may get independent TV as a fringe benefit of the National Party's victory in the Nov. 26 general election. The defeated incumbent Labor Party had administered the budding TV service under direct state control. The Nationals, in their campaigning, had recommended opening the industry to private enterprise.

Television Digest

PUBLISHED BY TRIANGLE PUBLICATIONS, INC.

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

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TELEVISION DIGEST. Published Mondays. Subscription \$75 annually.
For group rates & other subscription services, write Business Office.

TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
Published March & Sept. Published Saturdays Published in January

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Personals: Nicholas C. Gilles promoted from NBC dir., business affairs, operations & engineering dept., to business affairs dir., NBC-TV . . . Edward R. Hitz retired as NBC-TV vp & gen. sales exec., NBC-TV . . . Robert J. Galvin named manager of NBC-TV videotape, film & kinescope operations.

Taft stations changes: Sam T. Johnston, ex-WTVN-TV Columbus gen. mgr., named gen. mgr., WKRC-TV Cincinnati, succeeding J. W. McGough, resigned; Robert C. Wiegand transfers from post of gen. mgr., WKYT Lexington, Ky., to succeed Johnston at WTVN-TV; Robert Schlinkert, gen. mgr., WBRC-TV Birmingham, named a Taft Bcstg. vp; Gene D'Angelo promoted from sales mgr. to station mgr., WTVN radio.

Theodore C. Streibert, formerly USIA dir., appointed gen. mgr., WTCN-TV & WTCN Minneapolis, and vp, Time Inc. bcstg. div. . . Jack H. Mann, ABC Radio Sales development & program coordination dir., named also to new post of national dir. of research, advertising & promotion . . . Clifford Evans, ex-NBC, named vp, Sports Network.

J. Drayton Hastie, Reeves Bcstg. & Development Corp. vp, named pres. of the bcstg. div. (WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Cal.; purchase of WHTN-TV Huntington, W. Va., pending FCC approval) . . . Sam Fleishman, ex-NTA & Screen Gems, named Gerald Productions Inc. vp-gen. mgr. . . Frank A. Duffy named asst. to the pres. for operations, General Tire & Rubber Co., parent of RKO General; Charles F. Burke continues as asst. to the pres. . . Paul E. Walton Jr. named operations mgr., WNDU-TV South Bend.

James D. Russell, pres.-gen. mgr., KKTV Colorado Springs, elected pres., Colorado Springs Chamber of Commerce . . . Thomas Velotta, ABC special projects vp, appointed member of NAB's Freedom of Information Committee to replace John Daly, who resigned as ABC News vp . . . Don B. Curran, sales promotion dir., KTVI St. Louis, elected first vp, Bcstrs.' Promotion Assn.

Dr. John E. Ivey, pres. of Midwest Program of Airborne TV Instruction, heads 12-member advisory committee named by U.S. Education Comr. Lawrence C. Derthick to study effects of govt.-sponsored programs on higher education; Derthick resigns eff. Jan. 19 to join National Education Assn. staff . . . Ivan H. Loucks promoted to chief, land transportation division of FCC's Special Radio Services Bureau.

✓ Broadcasters Foundation has been founded by the N.Y. Chapter of Broadcast Pioneers "to foster & promote the welfare of persons in need of assistance who have been employed or engaged in working in the field of radio broadcasting for 20 years or more, or in TV broadcasting for 10 years or more, and to assist them in illness, emergency or financial need." The first fund-raising affair, a salute to radio WLW Cincinnati, is slated for Feb. 26, at the Latin Quarter in N.Y.

Meetings this week: RTES time-buying-&-selling seminar (Dec. 6). Louis Hausman, TIO; C. Wrede Petersmeyer and Herman Land, Corinthian, will speak on trends in public-affairs programming, Hotel Lexington, N.Y. • Advertising Council annual Hollywood luncheon (7). General Dynamics Chmn. Frank Pace Jr. will speak, CBS Television City • Bcst. Pioneers, N.Y., chapter Christmas party (8), Hotel Lexington, N.Y.

Myer (Mike) Feldman, radio veteran who has been Sen. John F. Kennedy's legislative asst., has been assigned by the President-elect to work with newly-appointed Budget Dir. David E. Bell. Following the changeover in administrations, Feldman will join Kennedy's personal White House staff as Deputy Special Counsel. Feldman, owner of 30% of WADK Newport, R.I., recently sold his KLAD Klamath Falls, Ore. for \$175,000 to Ogden Knapp, ex-NBC.

Updated edition of *Radio & Television—A Selected Bibliography* has been published by the U.S. Office of Education under the direction of broadcasting education specialist Gertrude G. Broderick. Designed as a source book for educators and the TV-radio industry, it replaces a bibliography prepared in 1956.

Deadline for entries for National Safety Council's Public Interest Awards to information media is Feb. 1. Entry blanks are available from the Council, 425 N. Michigan Ave., Chicago 11.

H. Leslie Atlass, ex-CBS vp who died Nov. 18, left an estate of \$1.2 million, according to his will filed last week in Chicago Probate Court.

From "Births" column in Nov. 30 *Variety*: "Mr. & Mrs. John F. Kennedy, Nov. 25, Washington, a son, John F. Kennedy Jr. Child is grandson of Joseph P. Kennedy, former pres. of Film Booking Office & RKO Theatres."

Obituary

Victor Emanuel, 62, Avco Corp. chairman, died Nov. 26 at his home in Ithaca, N.Y., after a brief illness. In 1937, he headed the group which bought Avco (then Auratron Corp.). Avco's Crosley Bcstg. Corp., a pioneer in both radio & TV, operates radio WLW Cincinnati and 5 TV stations. The firm discontinued its Crosley & Bendix home appliances divs. in 1956. Emanuel is survived by his wife, 2 sons, a brother and 3 grandchildren.

Technology

Allocation of 100 mc for "Mobots"—mobile robots—in the 13,000-35,000-mc band, sought by Hughes Aircraft (Vol. 16:26 p19), was turned down by FCC on the grounds that the request is "premature." However, the Commission said, the proposal "holds out possibilities for filling an important need," and it invited applications on an experimental or developmental basis. Hughes wants radio control of robots which operate in places inaccessible or dangerous to humans. It now uses cable control.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

1960 ELECTRONICS SALES—\$9.7 BILLION: Electronics industry set another sales record in 1960, continuing its unbroken progression of new highs since World War II. However, preliminary estimates indicate total factory sales fell short of the predicted \$10-billion mark, due to the 2nd-half decline in consumer-product & replacement-part sales.

Total industry volume this year was put at \$9.7 billion, up 6% from last year's \$9.2 billion, in an official estimate given by Pres. L. Berkley Davis to the EIA board at last week's winter conference in San Francisco. Although total sales ran 6% short of EIA's beginning-of-the-year prediction of \$10.35 billion (Vol. 15:51 p13), industrial & military sales were up to expectations. Consumer-product sales (up \$100 million from 1959), although setting a new record, fell short of the predicted \$2.3 billion by \$200 million, and replacement-parts sales were \$400 million shy of original expectations.

Here are dimensions of electronics industry, as recapped by EIA, for 1960 and 3 preceding years:

FACTORY SALES BY U.S. ELECTRONICS INDUSTRY

(Add 000,000 Dollars)

	1957	1958	1959	1960
Consumer products	\$1,700	\$1,600	\$2,000	\$2,100
Industrial products	1,300	1,380	1,600	1,750
Military products	4,100	4,400	4,700	5,000
Replacement parts, tubes, etc.	900	860	900	900
INDUSTRY TOTAL	\$8,000	\$8,240	\$9,200	\$9,700

These preliminary figures for 1960 (subject to change after year-end) show consumer-product sales 5% ahead of last year, industrial electronics up 9%, military products up 6%.

Breaking down consumer-electronics factory-sales estimates, EIA noted a decline in TV, but increases in both radio & phono categories. The Association put total 1960 factory sales of TV sets at 5.9 million units, down about 6% from last year's 6.3 million; radios (excluding auto) at 10.5 million, up 6% from last year's 9.9 million; phonos at 5.1 million units, 19% ahead of last year's 4.3 million. Note that these are factory sales. Last year's retail figures: TV, 5.75 million; radio, 8.9 million; phono, 4.4 million.

Note: Disagreement with EIA's electronics sales totals was registered last week by big investment firm Television-Electronics Fund, whose annual report estimated this year's total electronics industry factory sales at \$11 billion (see p. 20).

EIA STILL OPPOSES FCC ON UHF: If new Congress legislates for manufacture of all-channel TV sets (Vol. 16:6 p2)—and FCC Comr. Robert E. Lee now believes there's "good chance" it will—the law compelling set makers to produce only all-uhf-vhf receivers will have to come over the opposition of nation's TV receiver manufacturers. These salient points were made clear at EIA's 3-day winter conference in San Francisco last week.

Reiterating his oft-stated support of all-uhf TV, a la his speech before NAEB's October convention (Vol. 16:43 p4), Lee, addressing EIA Nov. 29, added these new points: (1) He is confident that Congress will pass FCC-sponsored legislation which in effect would make it mandatory to produce only all-channel TVs. (2) Proposal is contrary to his opposition to government interference with private enterprise, but he contends legislation is justified in view of "critical nature of the present situation." Emphasized Lee: "I have yet to

find an FCC engineer who does not believe that the only answer to the problem of getting new TV channels is a gradual shift to uhf."

Lee's confidence & present attitude seemingly reflect opinion that FCC's proposal will have support of Kennedy administration, as noted in these columns last week (Vol. 16:48 p1). However, EIA remained unimpressed.

For third time, EIA flatly rejected any & all proposals which in any way, shape or form add up to govt. control over TV-set specifications. Having reconsidered FCC proposal in light of Comr. Lee's speech and the prospect of change in Washington climate, EIA announced unequivocally, unanimously, without so much as a microminiature loophole, its continued & firm opposition to any legislation requiring TV manufacturers to produce only all-channel sets.

Summing up EIA's opinion & stand, Motorola consumer-products exec. vp Edward R. Taylor (EIA consumer-product div. chmn.) told us: "We feel that this all-channel proposal penalizes 90% of the population for the benefit of 10%. There is no reason to make that many people pay for something most of them will rarely or never use."

For other reports on EIA meeting, see stories below and on opposite page.

FOREIGN 'PERIL' HAUNTS EIA CONFAB: Massive industry counterattack to stem invasion of electronics imports was in the making last week as Electronic Industries Assn. concluded its 3-day winter meeting in San Francisco. By far the most pressing & discussed subject, foreign imports (spelled Japanese) drew these EIA actions:

(1) EIA's board approved a major program to educate nation at large to dangers posed to industry by imports. Electronic Imports Committee (Robert C. Sprague, chmn.) has been detailed to draw up such a program, one probably large enough to warrant a full-time staff organization. Proposed educational program, together with request for funds, probably will be submitted for approval at board's next meeting in March. Petitioning board for go-ahead approval on program, Electronic Imports Committeeman Mark Shepherd Jr. (Texas Instruments semiconductor-components div. vp) declared imports in recent years have obliterated 700,000 U.S. jobs, including 80,000 in electronics industry, and have siphoned off more than \$5 billion of sales of U.S. industries.

(2) Strong endorsement of educational program was recorded by EIA's parts div. and tube & semiconductor div. Latter quickly established its own imports committee, chaired by EIA vp W. S. Parsons (Centralab pres.), to assist in working out over-all EIA program.

(3) EIA board authorized a protest by EIA to FTC over deceptive advertising by electronics importers. Letter, which will spotlight such practices as concealment of product origin, is being drafted by EIA gen. counsel John Olverson. It may get into the mail to FTC Chmn. Earl Kintner as early as this week.

Improvement of sales & image was major preoccupation of consumer-products div., headed by Motorola consumer-products exec. vp Edward R. Taylor. Committee took 2 decisive steps in these areas:

(1) Proposal for ad-practices code for electronics industry won unanimous approval. Envisioned guide would be patterned after ad code of American Home Laundry Assn. (Vol. 16:38 p6), would also incorporate elements of FTC's TV trade rules & practices. EIA's version will be drafted by Packard Bell Pres. Robert Bell for circulation among EIA members for legal opinion & approval.

(2) All-industry campaign to promote sales of more consumer electronic products also moved closer to fruition. Committee heartily approved outline for such a program prepared by Robert Bliss of N.Y. PR firm of Robert L. Bliss & Co. Subcommittee chaired by Taylor was formed to work with Bliss in developing & costing formal program.

Campaign will be extensive & long-range, Taylor told us. "If we can't get approval on a 3-year basis," he said, "there'll be no promotion." Over-all objective: "We want to get our fair share of the consumer dollar. To do so, we have to condition people to think about buying consumer electronic products as they now think about buying furs, jewelry and other gift & luxury items." Promotion program, when drafted & approved, will be implemented for EIA by Bliss, as PR consultant.

More details on import actions and other EIA business are on opposite page.

TV-RADIO PRODUCTION: EIA statistics for the week ended Nov. 25 (47th week of 1960):

	Nov. 18-25	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	91,627	118,019	121,595	5,306,932	5,756,210
Total radio	273,164	367,048	287,006	15,591,202	14,069,049
auto radio	98,333	123,098	60,612	5,912,785	4,973,777

More about

EIA ACTION ON IMPORTS: Ways & means of combatting the flow & effect of growing & more diversified electronic imports came under considerable discussion at the 3-day winter conference of the Electronic Industries Assn. in San Francisco last week. In addition to hit-back action taken at the board level (see p. 18), there were signs of developing counter-attacks at EIA's divisional levels.

The tube & semiconductor div. has developed and will start distributing shortly to companies & distributors in the electronics industry a brochure detailing the advantages of doing business with American manufacturers. The publication, *Plus Values*, emphasizes the availability to distributors of American industry's engineering services, salesmen, warehousing facilities.

EIA's Congressional Information Committee has been authorized to continue its efforts to gain "grass roots support" for EIA stands on 8 legislative proposals due to come before Congress.

Among them: EIA seeks amendment of the tariff act to make it mandatory for importers who repackage electronic imports to label the new package with the country of origin. Among other legislative actions sought and/or supported by EIA: establishment of a single authority in Washington for allocating blocks of radio frequencies to FCC, the armed services and other govt. agencies; repeal or amendment of the Walsh-Healy Act; adoption of legislation which would permit tax deduction of expense incurred by industry in making its position known to Congress.

Other highlights of EIA's winter conference:

Uhf—EIA restated its continued opposition to FCC-proposed legislation which would authorize FCC to require manufacturers to make only all-channel TV sets (see p. 17).

Trade shows—Increasing resentment among members over multiplicity of trade shows resulted in formation of 2 study groups which will report at March meeting.

Standardization—EIA board approved expenditure of \$10,000 to create an international standardization committee to represent EIA in meetings with the International Electromechanical Committee, which sets international standards. The EIA committee group will be named later.

Appointments—Philco operations exec. vp Joseph H. Gillies was named by the consumer-products div. to the EIA board. Philco consumer-products vp Henry Bowes was named to consumer-products div. exec. committee, replacing Philco PR vp Larry F. Hardy. Sylvania electronic tubes sales vp W. O. Spink was named to the exec. committee of the tube & semiconductor div. Military products div. established a materials procurement committee, chaired by The Martin Co.'s H. A. Strickler, to handle problems of materials management.

NARDA 1961 convention at Chicago's Palmer House Jan. 13-15 will be addressed by Admiral Pres. Ross D. Siragusa Sr., Whirlpool vp-treas. Mason Smith, Communication Research Corp. Pres. Martin J. R. Corcoran.

Line of British-made radios, phonos & radio-phonos combinations will be test-marketed in the N.Y.-N.J.-Philadelphia area by Philco, as a supplement to its domestically produced line. Initially, the British radios—all of which have at least one shortwave band—will be distributed to selected retailers (some of whom may not now be handling Philco's domestic line) by distributor John M. Otter Co. The Otter firm is seeking "class" outlets & dealers located in areas where there is a large foreign-speaking concentration—to capitalize on the revived interest in shortwave listening. The British radios are made by Philco's U.K. licensee, Thorne Electrical Industries, one of the nation's largest consumer-electronics manufacturers. Ten British sets will be offered, ranging from a 2-band table radio at \$39.50, to a 4-band-plus-FM stereo phono combination at \$459.50. The line consists of 6 table radios, one 7-transistor portable, one stereo-phonos consolette, one consolette combination, one console combination.

Strike still hobbles production at 3 Long Island plants of Fairchild Camera & Instrument, including the Plainview, N.Y. facility of the components div. Some 800 members of the International Assn. of Machinists walked out at midnight Nov. 1 in a dispute over wages & fringe benefits. The union has rejected 3 alternative contracts that were proposed by Fairchild to replace the 2-year agreement which expired Oct. 31. Fairchild, we're told, already has abolished some 300 jobs at the plants in an "economic adjustment" necessitated by the strike, and indicates that other activities may be transferred. The company's latest offer, which carried a Nov. 28 deadline, was not accepted by the union. Negotiations continue with federal mediators.

Upturn in appliance sales will begin in the 2nd half of 1961 and continue through 1962, John W. Craig, vp-gen. mgr. of Westinghouse's major appliance div., predicted last week. He estimated total appliance sales in 1961 will be "slightly higher" than in 1960. He said 1960 will be the industry's 4th best year. He forecast that price-cutting will be less prevalent next year, as manufacturers gear production closer to sales and thereby eliminate excessive inventories. Craig said he based his prediction of increased sales on an anticipated rise in home building next year together with the ripening replacement market.

Switchover to 33-rpm 7-in. pop record singles from 45s may be heralded by RCA Victor's decision to enter this field next month. Columbia Records started the move toward using the same speed for single-selection records as LPs. RCA Victor, however, has no plans to abandon the 45-rpm disc, which it pioneered. RCA also plans to continue manufacture of its pre-recorded tape cartridges and tape cartridge players & recorders, with "substantial" price cuts planned next year.

Televideo Corp. of America, which trades in Culver City, Cal. as Picture Tube Mart, must stop misrepresenting rebuilt TV picture tubes as new, FTC said in an order upholding an initial decision by hearing examiner Loren H. Laughlin (Vol. 16:44 p16). Also subject to the order are company officials Thurman D. Brooms, Kenneth A. Redshaw and Milton Tobias.

Sizing Up Electronics: Factory sales of the electronics industry this calendar year "may be expected to approximate \$11 billion, up from \$9.2 billion in 1959, with all sectors of the industry sharing in the advance." So says the elaborate & attractive 60-page annual report of Television-Electronics Fund, issued by the open-end investment company to shareholders last week.

This size-up differs sharply from EIA's own estimate of 1960, which also saw electronics advancing to a new record this year—but with a more modest gain—to \$9.7 billion (see story on p. 17). TV-Electronics Fund, whose estimates were prepared earlier than EIA's, gives this breakdown of 1960 factory sales:

Commercial & industrial electronics, up from last year's \$1.6 billion to about \$2.4 billion (EIA says \$1.75 billion). Replacement parts, tubes & semiconductors, from \$900 million to \$1.1 billion (EIA says the figure remained at \$900 million). Military electronics, from last year's \$4.7 billion to \$5.4 billion (EIA says \$5 billion). EIA and the Fund agree only on the volume of consumer electronics—both say \$2.1 billion, up from \$2 billion.

When such "service" factors as wholesale & retail markups, broadcasting, installation & repair are added, says the Fund, the electronics industry's 1960 volume goes up to an estimated \$15.5 billion, compared with \$13.6 billion last year and \$12.3 billion in 1958.

New 19-in. tube with 92-degree deflection angle is now being sampled to set manufacturers, as predicted here Oct. 24 (Vol. 16:43 p15). The non-bonded tube is a companion to the 23-in., 92-degree tube, for applications when slim cabinets are not essential. All 19-in. tubes currently in production have 114-degree deflection, while 23-in. non-bonded tubes are made in 2 types—with 114-degree or 92-degree deflection. Although the new 92-degree, 19-in. tube will be priced the same as the 114-degree tube of the same size, it will make possible some reduction in cost because of lower deflection voltages and the use of some related components with wider tolerances. The tube may be used in some spring drop-ins and 1962 models.

Exports of Japanese receiving tubes to Canada, suspended since Oct. 14 (Vol. 16:44 p17), are due to be resumed early next year, when a voluntary quota system is worked out. Before the suspension, Japanese tube shipments to Canada reached an annual level of 3.9 million units—up from the 2.3-million level of 1959. The Canadian govt. wants this cut to about 1.6 million a year.

Telectro Industries Corp. has been awarded an initial Air Force production contract of \$300,000 for its Telectrovision slow-scan TV system (Vol. 16:11 p22). Using telephone lines to carry non-moving TV pictures, the Telectrovision system has provisions for picture storage & for making permanent copies. Deliveries are to start this year.

Magnetron-type cooking unit applicable for home electronic ranges has been developed by Litton Industries. Marking its "first large-scale entry into the commercial field," Litton has contracted to supply the electron-tube power packs to the Tappan Co., maker of electronic ovens. Litton described the new magnetron as "especially suitable for radio frequency food preparation," said it results from 2 years of development.

Japanese TV factory sales in September totaled a near-record 321,724, second only to the all-time high of more than 350,000 sets in Dec. 1959. September radio sales totaled 1.3 million sets.

GE Sees Prices Holding: Prices of consumer electronics and appliances should hold steady during 1961, declines in most electrical items having run their course. So said GE Chmn. Ralph J. Cordiner last week at his annual year-end news conference. At the same time, he said he foresaw little possibility of general price increases in TV next year—but rather an upgrading in price levels due to added features & innovations.

To freeze prices at their present levels, he said, it will be necessary to improve manufacturing efficiency, cut distribution costs and to respond quickly to consumer demands. He expressed confidence in the nation's economy by pointing out that GE's U.S. & Canadian plant & equipment expenditures for 1960 will total \$135 million vs. \$91 million last year, and will increase further in 1961. He said the company's 4th-quarter 1960 & first-quarter 1961 earnings will be adversely affected by the recent IUE strike.

He also made these points: (1) Like AT&T, GE intends to get into the field of exploration & economic exploitation of outer space without govt. contracts. (2) He expects consumer goods to continue to comprise about 25% of GE's total business in 1961.

FM radio tuners in TV sets could become a trend next year—capitalizing on the upsurge of interest in FM and the improved sound systems in many TV consoles. Magnavox, which tried out a combination 23-in. TV & FM set this fall (Vol. 16:29 p15), found consumer acceptance good, now incorporates FM radio in 2 of its 5 new 27-in. models (Vol. 16:45 p18)—in addition, of course, to its TV-radio-phono combos. The FM tuner is a separate unit, with its own tone & volume controls, operating independently of the TV tuner. The FM-equipped 27-in. sets are \$399.50, \$419.50 & \$435 (non-remote, depending on cabinet style) and \$50 more for similar sets with remote control. Magnavox's pitch for its 27-in. sets, incidentally, will be that they supply "pictures almost half-again as large as today's 23-in. sets, in cabinets that take up no more wall space."

Mercury Tube Corp., Newark, has demanded dismissal of FTC charges that it marketed TV picture tubes without disclosing that they were rebuilt & contained used parts (Vol. 16:46 p18). In a formal answer to FTC's complaint, Mercury contended each tube carton showed "in large, clear and distinct language that the envelope portion has been reused."

Herold Radio & Electronics Corp., now operating under Chapter XI of the Bankruptcy Act, came close to the breakeven point in October, Pres. Jerry Herold stated at a recent hearing before referee Arthur J. Doran. He predicted that November shipments would top October's \$470,000.

Hospital TV set, designed for use in semi-private rooms & wards, is now being produced by GE and will soon be available through GE TV distributors. The 19-in. set, with alcohol & burn-resistant finish, is adaptable for wired remote control & pillow speakers, has volume limiter.

Merger talks between Lionel Corp. and the Muter Co. (speakers & components) have been terminated, according to Lionel Pres. Maj. Gen. John B. Medaris. Muter Co. vp Leslie F. Muter Jr. stated that Lionel's stock-exchange offer was "not acceptable," and that his company has insisted on "something close to 2.4 to 1."

Radio retail sales in the U.S. this year will total 20.5 million units, including imports—12½% ahead of last year—Radio Advertising Bureau estimated last week.

Nose-count of scientists & engineers in the electronics industry has been started by EIA for the Defense Dept. James M. Bridges, dir. of electronics of the Office of the Secy. of Defense, has requested the survey in order that the Dept. "may determine possible adverse effects which major shifts in defense programs could have on the reservoir of professional electronics manpower." Preliminary findings have indicated there are about 140,000 electronics engineers & scientists in the U.S.—of whom 110,000 are working in industry. Bridges believes 80-to-90% are working on defense-supported programs.

Detailed "plant location study" of Minnesota's electronics & related science industries has been published by Northwestern National Bank of Minneapolis. It includes a directory of the 117 electronics & related companies operating in the state as of Oct. 1960, together with analysis of factors relating to their growth. Copies are available from the bank's industrial development div. at 620 Marquette Ave., Minneapolis 40.

Unlimited atomic electric power came an important step closer recently with the report of a successfully controlled thermonuclear reaction at U. of Cal. The controlled hydrogen fusion reaction lasted only one-thousandth of a second. The announcement stated that the reaction on which the experiments were based released 3.25 billion volts of energy. Successful practical controlled reactions, said the University, "would provide the world with a virtually unlimited source of power."

Rebuilt TV tubes produced by 5 firms must not be misrepresented to buyers under terms of consent orders announced in a batch by FTC. Agreeing to FTC orders which settled cases against them were: Budco Inc. and Metropolitan Electronics Distributors Inc., 113 S. Beatty St., Pittsburgh, and their affiliate K. M. K. Corp., 3323 Superior Ave., Cleveland • Theta Electronics Inc., 123 Stark Ave., Greensburg, Pa. • Tube Mfg. Corp., 29th & Hunting Park Ave., Philadelphia.

Hercon Electronics, Newark, N.J. manufacturer of glass-to-metal seals, has changed its name to Harvey-Wells Corp. Its Natick, Mass. subsidiary, maker of nuclear magnetic resonance equipment & electromagnets, has been renamed Harvey-Wells Nuclear Corp.

New models: Magnavox adds 2 promotional Yule-season TV models with 90-degree 23-in. tubes—a horizontal console in 3 finishes, beginning at \$229.90, and a vertical console in 4 finishes, beginning at \$249.90 • Autovox Corp. of America introduces an Italian-made portable-auto AM-SW radio, which locks into a compartment under the dashboard when used as a car radio; price, \$69.95 • Muntz TV adds 23-in. TV-AM-FM-phono combination at \$395.

TV service was not needed in 1959 by nearly 50% of 2,500 Los Angeles families surveyed for Admiral by the Woodbury College Research Clinic. Findings: 25% called a TV serviceman only once during the year; 14% twice; 11% more than twice. The Admiral survey also found that 83% of the households required no service on radios during 1959. Only 13% needed one service call, 4% more than one.

Philco will market a coin-operated dry cleaning machine under the Philco-Bendix brand next year. The unit is slated for unveiling during the Feb. 1-5 show of the National Institute of Dry Cleaning in Philadelphia.

RCA Chmn. David Sarnoff was named "Man of the Years" last week by the fashion div. of the Federation of Jewish Philanthropies of N.Y.

Trade Personal: Jack S. Beldon, who resigned from RCA as of Dec. 1 (Vol. 16:48 p18), will join Magnavox in a high executive post, it was learned last week, although no announcement will be made until mid-December, and Beldon himself was unavailable for comment. Beldon joined RCA in Feb. 1959 as vp-gen. mgr. for home instruments, coming from GE, where he was TV mktg. mgr. He became president of RCA Sales Corp. a year ago, resigning from that post last August, but remaining with RCA until last week. In last August's reorganization, RCA group exec. vp W. Walter (Wally) Watts became RCA Sales Corp. chairman & president, taking over the responsibilities of former Chmn. P. J. Casella and of Pres. Beldon.

Leslie J. Woods retires Dec. 31 as Philco research & engineering vp, after 35 years with the company, during which he served in a wide variety of top engineering & executive posts, after an early role as Philco's first TV engineer—in 1928. No successor will be named, technical planning vp David B. Smith continuing as technical chief.

Dermot A. Dollar, RCA exhibits dir., reportedly will move into electronic data processing div. as sales administration mgr. . . . Earl M. Wood has retired as RCA industrial tube mgr. of operations; the onetime mgr. of RCA Lancaster kinescope plant is succeeded in the industrial tube post by Sidney White Jr. . . . John F. Daly, promoted to new post of mgr. of field activities, Admiral Sales Corp. commercial electronics div.

Alan R. Shilts resigns as Stromberg-Carlson vp-gen. mgr., his gen. mgr. duties taken over by Pres. James D. McLean; successor to Shilts may be announced next week . . . Charles G. Klock named pres.-gen. mgr., GE Credit Corp., succeeding George F. Mosher, who continues as a dir. & consultant.

James E. Archambault, president of Dormeyer Corp., recently acquired by Webcor (Vol. 16:48 p19), also assumes presidency of Webcor; Titus Haffa, former Webcor president, continues as chairman of both firms.

Alex Arnold, Motorola controller, elected vp . . . Dr. Jerome B. Wiesner, MIT electronics research lab dir., elected to Sprague Electric board; Dr. Jerrold Zacharias, distinguished MIT nuclear physicist, named Sprague consultant . . . Lester Krugman, ex-Emerson Radio mktg. vp and onetime NTA ad vp, elected vp, mktg. services, Digitronics Corp., Albertson, N.Y.

Clayton Kiernan, ex-Transitron, named national distributor sales mgr., heading new headquarters distributor organization of General Instrument semiconductor div. George Cohen named distributor headquarters sales mgr., Ronald Friedman distributor sales administrator of the semiconductor div.; both were formerly with General Transitron, now merged with General Instrument.

Emidio A. DeLollis appointed engineering mgr., Raytheon's receiving tube operations . . . Donald Christiansen promoted from information services mgr. to new post of publications mgr., CBS Electronics.

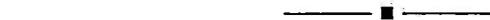
S. I. Neiman, head of Public Relations Associates, Chicago, well known as an electronics industry PR man, is the author of a Civil War book, *Judah Benjamin*, the story of the Confederate Secy. of State. It will be published next summer by Bobbs Merrill.

Distributor meetings: RCA Sales Corp., consumer-products lines, Cleveland (Eastern distributors), Dec. 6-10, and San Francisco (Western), Dec. 13-17 • Sylvania Electronic Tubes, annual distributor sales meeting, Bal Harbour, Fla., Dec. 6-10.

Mergers & Acquisitions: Audio-Dynamics' proposed merger with Teletray (Vol. 16:47 p22) will be voted by stockholders Dec. 9. The amalgamation would grant public shareholders of Audio-Dynamics 70 shares of Teletray for each 100 of A-D; management shareholders, 37 of Teletray for each 100 A-D. Teletray last week declared a 1-for-3 stock dividend, payable Dec. 22 to shareholders of record Dec. 5. • Dictograph Products has acquired controlling interest in Bellaire Electronics, Red Bank, N.J. maker of electronic devices.

American Electronics and Electronic Specialty plan to merge & operate under a new corporate name, subject to the approval of both companies' stockholders at special meetings in January. Under the proposed amalgamation, American's Chmn.-Pres. Philip W. Zonne will become president of the new company. Electronic Specialty's Chmn.-Pres. William H. Burgess will serve as chairman. American holders would receive one share of the new firm for each share held. Electronic Specialty holders would get 1½ shares for each share held. • Houston Fearless, for 80,000 shares of common, has acquired privately-held Masterite Industries, Inglewood, Cal. manufacturer of printed-circuit connectors, electronic contacts and electrical assemblies. Masterite will function as a Houston Fearless div. • Telectro has formed & holds a 50% interest in Telectro-Mek, established to produce measurement & control instruments for jet engines. Telectro-Mek Pres. Daniel G. Russ holds the other 50% interest.

Bendix has sold its 7.5% interest in Elliott-Automation, British manufacturer of industrial instruments & equipment. • Sonotone has established a special department to design & develop new types of sintered plate, nickel-cadmium batteries. • English Electric Co. & London-based General Electric Ltd. have called off their merger plans (Vol. 16:40 p17) after failure "to bring to a successful conclusion their discussions on a merger by means of a holding company." • Friendly Frost (radio WGLI Babylon, N.Y., operator of 20 Friendly Frost Stores appliance & houseware outlets, other retail & service activities) has acquired County Hardware & Appliances' chain of 5 stores & warehousing in N.Y. & Conn.



Kriss Electronics Inc., 191-95 Graton St., Newark, has been accused by FTC of misrepresenting rebuilt TV picture tubes as new. The FTC complaint alleged that used parts have been used in tubes labeled "new," giving "uninformed or unscrupulous dealers the means to deceive the public."

General Dynamics and Doubleday are publishing *Dynamic America*, a \$20 "history book" dealing with "the revolutionary transformation of America from an agrarian to an industrial civilization, the scientific & technical advances that caused it, and the contributing role of an astonishing American corporation, General Dynamics."

TV-accessory market for converters, tuners and antennas is opening up in West Germany with the advent Jan. 1 of the new commercial network there (Vol. 16:24 p7), the Commerce Dept.'s Bureau of Foreign Commerce points out. It estimates that about 3 million receiving sets will require accessories for uhf reception.

Obituary

H. Robertson Boswell Jr., 66, recently retired sales executive, Westinghouse Electric International, died Nov. 28 at St. Luke's Hospital in N.Y. after a long illness. He had been asst. to the vp for foreign accounts. Surviving are his wife, a brother and 2 sisters.

Finance

Electronics Funds Report: The net assets of the Television-Electronics Fund climbed to an annual record of \$339,389,489 at the close of its 1960 fiscal year Oct. 31. However, while assets were up sharply from \$308,147,613 a year ago, they were down from the \$357.8 million posted at the close of the 3rd fiscal quarter July 31 (Vol. 16:36 p15).

The fund's annual report gives net asset value per share as \$7.41 on Oct. 31, 1960, down from \$7.93 one year earlier. As of Oct. 31, the mutual fund's portfolio included \$261,809,680 in common stocks, \$2,196,250 in preferred, \$13,567,559 in corporate bonds, \$33,295,361 in commercial paper, \$13,460,614 in govt. securities. Portfolio changes during the quarter ended Oct. 31:

New additions: \$231,000 American Optical Co. 4.40% 1980 debentures; \$200,000 Comptometer 6½%-1970; 250 units Teleregister \$1,000 6% 1980 bonds (including 40 shares of common stock per unit).

Purchases: 5,000 shares of AT&T; 4,800 Bendix; 3,800 Clevite; 3,300 General Cable; 4,000 GE; 2,500 International Nickel (Canada); 8,300 Mallory; 4,200 National Cash Register; 12,000 Pitney-Bowes; 3,500 RCA; \$150,000 Bausch & Lomb 4¼%-1980; \$100,000 Burroughs 4½%-1981; 132,000 Collins Radio 4¼%-1980; \$200,000 Philco 4¼%-1984; \$200,000 Sperry Rand 5½%-1982; \$179,000 Thompson Ramo Wooldridge 4¾%-1982.

Securities eliminated: 17,900 shares of Amphenol-Borg; 4,000 Atlee Corp.; 14,500 Bullard Co.; 23,600 Bulova; 32,500 Columbia Pictures; 14,500 Federal Pacific Electric; 5,750 Lab for Electronics; 20,000 W. L. Maxson; 15,300 Oak Mfg. Co.; 19,400 Philco; 6,000 So. Cal. Edison; 15,360 Systron-Donner; 18,000 Telecomputing; 2,400 TV Associates; 33,400 20th Century-Fox; \$550,000 Ampex 5%-1972; \$200,000 Telautograph 4¼%-1965.

Holdings reduced by sales: Sold 8,800 shares of ACF Industries; 10,764 Addressograph-Multigraph; 17,200 Allegheny-Ludlum; 15,000 Allis-Chalmers; 16,150 American Bosch Arma; 10,000 Borg-Warner; 10,000 Cincinnati Milling Machine; 9,100 Eaton Mfg. Co.; 4,600 Friden; 15,000 Ford Motor; 5,000 Garrett Corp.; 10,200 General Mills; 10,000 GM; 10,000 General Railway Signal; 16,500 General Telephone; 8,300 Harris-Intertype; 15,000 ITT; 12,300 Lockheed Aircraft; 12,450 Mergenthaler Linotype; 5,000 Minn. Mining; 8,000 National Acme; 6,000 Northrop; 16,000 Otis Elevator; 39,200 Paramount Pictures.

* * *

Electronics Investment Corp. reports its net assets climbed to \$32,377,675 as of Oct. 31—up from \$29,416,986 one year earlier. Its semi-annual report notes that net asset value per share declined slightly to \$7.26 from the preceding year's \$7.31, after adjustment for the mutual fund's net capital gains distribution of 55.5¢ a share paid May 31, 1960. As of Oct. 31, the portfolio included \$26,801,072 in common stocks, \$26,869, 514 preferred, \$2,787,293 bonds & notes, and \$1,535,406 U.S. govt. obligations. Portfolio changes during the July 31-Oct. 31 quarter:

Purchases: 1,200 shares of Aerojet General (making a total of 13,200); 4,200 Ampex (total 19,200); 4,000 Elliott Automation (152,300); 800 GE (8,000); 14,500 Hallicrafters (14,500); 173,900 Hartmann & Braun (173,900); 2,300 Litton (8,500); 1,500 Microwave Associates (18,700); 3,600 Packard Bell (26,732); 1 Raytheon (10,757); 200 Siemens & Halske (7,000); 1 Varian (21,334); 2,200 Western Union (12,200). Bonds purchased: \$310,000 Collins 4¾% convertible debentures due 1980 (\$890,000); \$100,000 Eitel-McCullough 5¼% convertible subordinate debentures due 1974 (\$240,000).

Sales: 700 Borg-Warner (8,300 still held); 15,200 Cobu (5,043); 2,500 Eastern Industries (6,548); 3,400 Emerson Electric (10,749); 400 Hazeltine (8,172); 3,000 Speer Carbon (7,000); 4,400 Sperry Rand (10,500); \$2.2 million U.S. Treasury bills (\$1.5 million).

— ■ —

AB-PT expects record profits for 1960 on gross revenues of about \$325 million—or 13% higher than last year's \$288 million—Pres. Leonard H. Goldenson told the Investment Analysts Society of Chicago last week. He said the improvement in net income may not equal the 48% rise in per-share results reported for the first 9 months of this year. Most of the improvement, he predicted, will be due to an anticipated 30% rise in gross billings of ABC-TV network—to about \$164 million from \$126 million last year. In the next 5 years, he foresaw the network's gross revenues doubling, due to increasing penetration of top markets, a possible rate increase and expansion of the broadcast day. Noting that TV is now growing faster overseas than in the U.S., he pointed out that AB-PT has interests in TV stations in Australia, Venezuela, Ecuador, Lebanon and 5 countries in Central America.

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
Ampex	1960—6 mo. to Oct. 31	\$32,244,000	—	\$ 361,000	\$0.05	7,278,230
	1959—6 mo. to Oct. 31	31,480,000	—	1,780,000	.25 ¹	7,217,943 ¹
	1960—qtr. to Oct. 31	15,876,000	—	17,000	—	7,278,230
	1959—qtr. to Oct. 31	16,685,000	—	954,000	.13 ¹	7,217,943 ¹
Automatic Radio Mfg.	1960—year to Sept. 30	15,075,687	\$3,536,152	1,766,152	.95	144,450
	1959—year to Sept. 30	13,871,695	3,796,395	1,849,561	.99	144,450
Desilu Productions	1960—26 wks. to Oct. 29	8,462,495	242,917	120,917	.10	1,155,940
	1959—26 wks. to Oct. 31	10,717,953	936,608	507,108	.44	1,155,940
	1960—qtr. to Oct. 29	5,903,717	—	322,314 ²	.28	1,155,940
	1959—qtr. to Oct. 31	6,917,979	—	242,058 ²	.21	1,155,940
Federal Pacific Electric	1960—qtr. to Sept. 30 ³	24,369,179	839,084	479,384	.11 ⁴	—
	1959—qtr. to Sept. 30	17,191,510	—	1,109,394	—	—
Lab for Electronics	1960—6 mo. to Oct. 28	20,725,000 ²	—	911,000 ²	1.30	700,628
	1959—6 mo. to Oct. 28	17,205,000	—	423,000	.81	525,022
Microwave Associates	1960—year to Sept. 30	8,691,500 ²	—	633,800 ²	.64	—
	1959—year to Sept. 30	6,670,487	—	384,492	.39	—
Perkin-Elmer	1960—qtr. to Oct. 31	5,391,363	278,500	138,710	.11	1,247,148
	1959—qtr. to Oct. 31	3,246,721	116,246	55,550	.05	1,146,238
20th Century-Fox	1960—39 wks. to Sept. 24	86,647,036	—	3,732,729 ⁵	1.57	2,383,286
	1959—39 wks. to Sept. 24	85,933,864	—	2,930,532	1.25	2,338,536

Notes: ¹Adjusted for Jan.-1960 3-for-1 split. ²Record. ³Includes Cornell-Dubilier and Pioneer Electric, acquired after Sept. 30, 1959. ⁴After

preferred dividends. ⁵Includes non-recurring income of \$735,614 from insurance on death of an employee.

Reports & comments available: Amphenol-Borg Electronics, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • General Precision Equipment, study, Cohen, Simonson & Co., 25 Broad St., N.Y. 4 • MGM, research bulletin, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4; review by Hooker & Faye, 221 Montgomery St, San Francisco 4 • Hazeltine, review, Penington, Colket & Co., 70 Pine St., N.Y. 5 • Sperry Rand, analysis, Laidlaw & Co., 25 Broad St., N.Y. 4 • Davega Stores, prospectus, Amos Treat & Co., 79 Wall St., N.Y. 5.

Ling-Temco Electronics common stock may be traded on an unlisted basis on the Philadelphia-Baltimore and Midwest stock exchanges under SEC-approved application.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Bendix	Q	\$0.60	Dec. 28	Dec. 10
British Industries	Q	.12½	Dec. 21	Dec. 12
British Industries	Ex.	.25	Dec. 21	Dec. 12
Corning Glass	Q	.37½	Dec. 27	Dec. 12
Corning Glass	Ex.	.50	Dec. 27	Dec. 12
Heli-Coil	SA	.30	Dec. 15	Dec. 9
Internatl. Resistance	Ex.	.12½	Dec. 29	Dec. 15
MGM	Q	.40	Jan. 13	Dec. 16
Radio Condenser	—	.07½	Dec. 20	Dec. 5
RCA	Q	.25	Jan. 23	Dec. 16
RCA	Stk.	2%	Jan. 30	Dec. 16
Standard Kollsman Ind.	Stk.	3%	Dec. 30	Dec. 19
Standard Radio Ltd.	Q	.20	Jan. 10	Dec. 20
Teletray Electronics	Stk.	33⅓%	Dec. 22	Dec. 5
Times-Mirror	Stk.	4%	Jan. 16	Dec. 15
Times-Mirror	Q	.10	Dec. 23	Dec. 7
20th Century-Fox	Q	.40	Dec. 30	Dec. 16
Wells-Gardner	Q	.30	Dec. 15	Dec. 8
Zenith	Q	.40	Dec. 29	Dec. 9
Zenith	Ex.	.50	Dec. 29	Dec. 9
Zenith	Sp.	.50	Jan. 27	Jan. 6

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, December 1, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17½	19½	Magnetic Amp.	—	—
Aerovox	7¼	8½	Magnetics Inc.	7¼	8½
Allied Radio	22	23½	Maxson (W.L.)	7½	8
Astron Corp.	1½	1½	Meredith Pub.	40	43½
Baird Atomic	20¾	22½	Metropolitan Bcstg.	16½	17½
British Industries	15½	16¾	Milgo Electronics	16¼	17½
CGS Labs	7	8½	Narda Microwave	4	4½
Cetron	3¾	4½	Nuclear of Chicago	34½	37
Control Data Corp.	47	50½	Official Films	2¼	2½
Cook Elec.	12	13½	Pacific Automation	4½	4¾
Craig Systems	16	17¼	Pacific Mercury	6½	7½
Dictaphone	30	32½	Perkin-Elmer	41	44
Digitronics	21	23½	Philips Lamp	154½	160½
Eastern Ind.	14½	15¼	Pyramid Electric	2½	3%
Bitel-McCullough	14¼	15½	Radiation Inc.	20¼	22¼
Elco Corp.	13½	14¾	Howard W. Sams	39½	42¼
Electro Instruments	18	20%	Sanders Associates	29¼	31½
Electro Voice	8½	9½	Silicon Transistor	4¾	5½
Electronic Associates	28	30%	Soroban Engineering	33½	37½
Erle Resistor	7¼	8%	Soundscribe	14¾	16¼
Executone	26	29%	Speer Carbon	18½	20%
Farrington Mfg.	27	29%	Sprague Electric	45½	48¾
Fischer & Porter	18¾	19%	Sterling TV	1½	1½
FXR	36	39½	Taft Bestg.	11¼	12½
General Devices	8¾	9%	Taylor Instrument	32¼	35½
G-L Electronics	7¼	8%	Technology Inst.	6¾	8%
Granco Products	3	3%	Tele-Broadcasters	¾	1-3/16
Gross Telecasting	19¼	21¼	Telechrome	10	11¼
Haydu	1/16	¼	Telemeter	7½	8½
Hewlett-Packard	26¼	28	Telemeter	10½	11½
High Voltage Eng.	150	160	Time Inc.	65½	69
Infrared Industries	17	18½	Tracerlab	8½	9¾
International Rectifier	23	24¾	United Artists	5¾	6½
Interstate Engineering	20¾	22¼	United Control	17	18½
Iték	52	56½	Universal Trans.	1	1½
Jerrold	7	7¾	Vitro	9½	10½
Lab for Electronics	48	51%	Vocaline	2½	3-1/16
Lel Inc.	4¾	5½	Wells-Gardner	18	19%
LFE Inc.	—	—	Wometco Ent.	13¼	14%
Magna Theater	2	2½			

Walt Disney Productions expects to report a net loss of about \$1.4 million for its 1960 fiscal year ended Oct. 1, compared with the profit of \$3.4 million (\$2.15 a share) earned on a gross income of \$58.4 million in the preceding fiscal. Pres. Roy O. Disney attributed the loss to a \$5-million writing-down of the value of the company's film library, but foresaw, as a result, a "good, profitable year" in fiscal 1961. Without the write-down, Disney said, the company would show a \$1.1-million profit. The item covers all films in process or release, he explained and reflects, in part, a "general softening in the theatrical motion picture market in most countries [and a] considerable leaning on the part of the public toward pictures involving violence, sex and other such subjects." The latter trend has adversely affected Disney pictures, he noted.

Extra dividends were declared last week by Zenith, Corning Glass and International Resistance. In addition to its regular quarterly declaration of 40¢, Zenith authorized an extra 50¢ dividend, both payable Dec. 20 to holders of record of Dec. 9, and a special 50¢ dividend, payable Jan. 27 to holders of record Jan. 6. Corning declared a 50¢ extra in addition to its regular quarterly 37½¢ dividend, both payable Dec. 27 to holders of record Dec. 12. IRC's additional dividend is for 12½¢, payable Dec. 29 to holders of record Dec. 15. The company's regular quarterly dividend of 7½¢ was payable Dec. 1.

Davega Stores is offering its stockholders rights to subscribe for \$1.5 million of 6½% convertible subordinated debentures due 1975. The offering is on the basis of \$100 of debentures for each 25 shares of common held of record Nov. 23. The subscription price is par. Rights to subscribe will expire Dec. 14. The proceeds will be used in part to furnish 2 new retail discount centers—in Brooklyn & in New Brunswick, N.J.

Reeves Soundcraft Corp. has filed an SEC registration statement (File 2-17327) for a secondary stock offering of 150,000 common shares, price unreported. The shares will be bought by underwriters Emanuel, Deetjen & Co. from Prudential Insurance Co. of America, which holds warrants for them at \$3 per share. The SEC statement said Reeves will receive none of the proceeds from the public sale.

Electronic Tube Corp., Philadelphia maker of electronic testing devices in the aircraft, missile and medical fields, plans public sale of 100,000 common stock shares through underwriters headed by Harrison & Co.

Vactron Corp., Mansfield, Tex. TV-tube rebuilder, is undergoing reorganization under Chapter X of the Bankruptcy Act with Ben M. Gilbert of Fort Worth as court-appointed trustee. SEC will participate in the proceedings in which the company lists 3,300 holders of 791,431 common stock shares (\$2 par value) and assets of \$1.6 million, liabilities of \$360,598.

Diversification Institute Inc., 80 Pine St., N.Y., organized by the N.Y.-Washington management consultant firm of Boni, Watkins, Jason & Co. Inc., offers a brochure outlining services it offers to companies contemplating diversification moves. The services range from "a single consultation to a full implementation of a diversified program."

Electronic Research Associates, Cedar Grove, N.J. maker of electronic equipment, reports a profit of \$43,600 on \$568,023 sales in fiscal-1961's first quarter ended Aug. 31. In the year-ago quarter, the company earned \$19,800 on \$424,839 sales.

International Rectifier will be listed for trading on the New York Stock Exchange Dec. 12. Symbol: IRF.

Educational Television

How to Begin State ETV: The profile of a statewide ETV system in the making is sharply drawn in a survey & report on the feasibility of such a network for the state of Kansas. The report is slated for presentation before the Kansas Legislature at its next general session, beginning Jan. 10. It was drawn by a committee of ETV consultants & specialists headed by John C. Schwarzwalder (educational KTCA-TV St. Paul-Minneapolis gen. mgr.) as survey dir.

Concluding that "a statewide system for ETV for Kansas is entirely feasible [and] could solve many of the state's most pressing & immediate educational problems," the consultants recommend "a system of 6 transmitters (5 vhf, 1 uhf) covering the state, interconnected to each other and connected, in turn, to 7 production centers where programs can be produced."

The total capital cost for such a system is estimated at \$6,752,877, after the 10% discount normally given to ETV-equipment buyers. This includes the gross charges of \$2.6 million for transmitting equipment, \$1.3 million for studio gear, \$1.1 million for a microwave relay system, \$2.3 million for housing.

The annual operating cost of the proposed statewide system, based on operation 40 hours a week or 2,000 hours a year, is listed at \$659,322. The major costs: Salaries for 67 employes including 22 part-timers, \$373,960; technical operating costs, \$183,593; film expense, \$22,000; personnel expense, \$11,218. Included under the recommended salary schedule: Executive director, \$15,400; assistant executive director, \$12,480; chief engineer, \$12,000; program manager, \$12,000; assistant chief engineer, \$9,600.

The report concludes that "the statewide system can be on the air within 18 months of the appropriation of funds—the capital costs of \$6,752,877 & of an additional \$710,000 for operating costs during the first 2 years. Operating funds for the first 6 months would approximate \$65,000, for the 2nd 6 months \$115,000, for the 3rd 6 months \$200,000 and for the first 6 months of operations on the air \$330,000."

Auxiliary Services

TelePrompter-Kaiser Hawaiian Deal: Plans for a jointly-owned corporation to provide a CATV system in a Kaiser-developed resort town, Hawaii-Kai, have been announced by TelePrompter Corp. Pres. Irving Kahn and Kaiser industries Chmn. Henry J. Kaiser. The system will distribute signals by underground cable.

"An important aspect of the plan," stated Kaiser, "is that in addition to providing uniformly clear reception of TV signals from 3 Honolulu stations, it will make possible an ETV channel." Negotiations for such a 4th station are now under way. TPT would provide facilities for the ETV outlet, as well as handle the distribution via cable.

The future of TPT-Kaiser CATV will depend on the success of the test experiment, said TPT. "Ultimately it is our hope to expand CATV to all Hawaiian areas which suffer from inadequate TV reception," Kahn reported.

Kaiser-Burns Development Corp. (Hawaiian Village Hotel) owns KHVH-TV & KHVH Honolulu, satellite KHJK Hilo & 2 uhf translators in Hawaii.

* * *

Tenth anniversary for TelePrompter occurred Dec. 4, which day marked a decade of network-level use of the firm's actor-prompting equipment.

WEEKLY **Television Digest**

DECEMBER 12, 1960

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VOL 16: No. 50

DEC 12 1960

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

SUMMARY-INDEX OF WEEK'S NEWS

FCC

FCC MOVES TO BAR "TRAFFICKING." starts rule-making to prohibit sales of stations held less than 3 years, with certain exceptions (p. 1).

TV ALLOCATIONS—FCC still discussing. No decision reached but Commission aims for a position by the time Congress convenes. All-channel-set legislation has strong backing (p. 2).

FIRST SHORT-TERM STATION LICENSE is issued—to Richard Eaton for his 5 stations (p. 3).

MULTIPLE OWNERSHIP RULE would be eased under new Commission proposal (p. 9).

Networks

CBS & ABC REVAMP OPTION TIME. As expected, there's no major program shakeup. (p. 2).

SECOND CANADIAN NETWORK gets tentative go-ahead. S. W. Caldwell's Canadian TV Network Ltd. may have difficulties meeting BBC's conditions (p. 3). Canada station grants (p. 11).

Congress

TV FIGHT CONTROLS BY GOVT. URGED at Senate hearings on boxing rackets. Sen. Kefauver (D-Tenn.) says new federal athletic commission may be needed (p. 3).

HOUSE TV COVERAGE SOUGHT BY NAB, which urges relaxation of rule in order to permit cameras & microphones in hearing rooms. No decision on live White House TV (p. 6).

Film & Tape

NEW TAX RULE IRKS TV FILMERS. Their reaction to "clarification" of the TV tax ranges from annoyance to indifference (p. 7).

EXTRAS SIGN COMMERCIALS PACT: SEG, SAG & N.Y. film producers reach terms; special rates established (p. 7).

Consumer Electronics

MORE DOLLARS PER SALE in TV this year, despite declining unit sales. Average September TV factory price was \$4.40 higher than a year ago. Public increases its buying of consoles & combos (p. 15).

ALL-OUT DRIVE mapped by Corning for laminated tube. Glass maker sticks with bonded approach, insists it is superior to all competitive processes (p. 15).

TV RETAIL SALES in Oct. 13% below same month last year, radio sales up 10%. Full-year 1960 estimates: TV, 5,785,000 units vs. last year's 5,749,000; radio, 10.5 million vs. 8.9 million (p. 17).

CONSUMER READY to start buying again, survey indicates. TV at top of list, with post-election purchase plans 21% higher than year ago (p. 17).

IMPORTED TV MOVING, says Delmonico, chalking up record sales. Sears buys 4,000 of its Japanese 19-in portables for promotion-pricing at \$128 (p. 18).

Auxiliary Services

CATV LEGISLATION considered by FCC and NAB committee—both stress "non-duplication" & "carry local-station signals" (p. 9).

Programming

BLOCK-BOOKING DECISION by Judge Dawson will bring no appeals from the 6 film companies (p. 5).

Advertising

SPOT TV RAN 4% AHEAD in 3rd quarter with \$125 million in gross time billings (p. 12).

Other Departments

TECHNOLOGY (p. 6). **FOREIGN** (p. 6). **EDUCATIONAL TV** (p. 10). **PERSONALS** (p. 14). **FINANCE** (p. 20).

FCC MOVES TO BAR STATION 'TRAFFICKING': FCC's intentions to tighten station-sales policies and discourage quick-buck trafficking (Vol. 16:45 et seq.) are now definite. With 5-2 vote, Comrs. Hyde & Craven dissenting, Commission proposed to restrict sales of stations held less than 3 years, as we indicated. Exceptions would be allowed, FCC said, when "the assignor or transferor has made an affirmative showing, based on probative evidence, to support his assertion that due to inadequacy of operating capital, to death or disability of station principals or of key management personnel, or to other changed circumstances affecting the licensee or permittee occurring subsequent to the acquisition of the license or permit, Commission consent to the proposed assignment or transfer of control will serve the public interest, convenience & necessity." In proposing the new rules (comments due Jan. 16), the Commission gave these reasons:

"The frequent turnover of a large number of broadcast stations is a matter of concern both to the Commission & Congress. Voluntary sales of stations which have been held by their owners for short periods raise questions as to whether they are engaged in trafficking in broadcast interests and whether the resultant uncertainty on the part of station personnel and disruption in operating continuity causes programming deterioration incompatible with broadcasting in the public interest." Commission also offered statistics on turnover, as we disclosed previously (Vol. 16:45 p5).

Commission went too far for dissenters Comrs. Hyde & Craven, not far enough for concurrer Bartley. Dissenters insisted that Congress intended no time limit on station holdings. "It would be a serious error," Hyde said in a statement with which Craven concurred, "for the Commission to adopt a rule that would tend to discourage the investment of private venture capital for the purpose of improving station operation & public acceptance. I submit that the rigid rule here proposed by the majority may unintentionally have this result.

"To carry out the Commission's responsibility to stamp out trafficking, I would subscribe to a procedural rule designed to facilitate a most comprehensive administrative evaluation of all pertinent factors pertaining to each transfer or assignment of a broadcast license, with an additional burden of persuasion resting upon those licensees or permittees who are divesting after short tenure or in other circumstances giving rise to a question of trafficking. In such a review the length of the holding period would be one factor among other pertinent facts to receive consideration in determining whether approval of a proposed transfer would be in the public interest."

Bartley said that the majority is too lax. "I would have preferred," he said, "that we receive comments on a rule which is based upon the fact that the fundamental public-interest considerations in all transfer cases is not merely how long a license has been held, but the quality of service rendered to the public both before & after the transfers take place . . .

"I favor the promulgation of a rule which would implement the foregoing policy, one which would place upon an assignee or transferee the burden of an affirmative showing with respect to implementation of, or improvement among, the following public-interest areas: (a) Licensee responsibility, (b) Integration of ownership & management, (c) Local residence, (d) Diversification of control of mass media, (e) Fostering competition among broadcast stations, (f) Participation in community affairs, (g) Direct supervision of the station, (h) Public-service responsibility, (i) and a continuing awareness of & attention to the needs of the area to be served. If the showing is meritorious and the applicant is qualified in all other respects, consent would be granted without a hearing."

TV ALLOCATIONS—FCC STILL DISCUSSING: Nothing final was agreed on at FCC's closed-session consideration of TV allocations last week. However, Commission is striving vigorously to come up with policy position to offer Congress when it convenes Jan. 3.

Commission came to no vote on choice of alternatives before it, including those analyzed by staff (Vol. 16:49 p4), but it's understood that one factor was very live topic last week: All-channel sets. Strong faction within Commission believes that all-channel sets—henceforth—are basic to any allocations solution, immediate, short-range, long-range or what have you. We'd say there's excellent chance Commission will recommend all-channel legislation to Congress—despite manufacturing industry's opposition (Vol. 16:49 p17).

There's some thought at Commission that all-channel sets may be produced an easier way—by getting Justice Dept. to grant anti-trust immunity to set makers who agree jointly to make such sets. There's no major steam in this idea, at the moment—because of doubt that the technique would really produce the sets.

CBS & ABC REVAMP OPTION TIME: As expected, there was no major shakeup in CBS-TV's basic program lineup (Vol. 16:49 p15) when that network announced its revised option-time pattern last week (see p. 4). Only a moderate number of CBS network shows will be out on a station-option limb as of Jan. 1, and CBS expects most of them to have little trouble finding station clearances.

ABC-TV, too, announced first details of its revised option plan late last week. Generally, it's like the CBS pattern on week nights, differs slightly on week-end nights and in daytime by starting a half-hour earlier (see p. 4).

NBC-TV took a "no comment" position when queried for reaction to CBS's option formula. The network, of course, was quietly putting fishing touches on its own option-time revisions, but N.Y. sources were willing to make a few off-the-record guesses.

Most likely evening move for NBC-TV will be to protect the 60-min. film series ("Laramie," "Wagon Train," "Outlaws," etc.) which open weeknight schedules at 7:30 p.m. If option time starts at 8 p.m., for example, few stations will dare throw out the first half of a sponsored hour-long show, and NBC has fewer network shows than CBS in the 10:30-11 p.m. period. The marginal-time Jack Paar and Dave Garroway shows will continue to take their chances in getting clearances in station-option time.

Stations, of course, can now kick out any shows that land outside revised network-option periods. Film syndicators are generally of the opinion that weaker network shows will be station-bounced, thus providing an expanded market for syndicated telefilms & features. Networks have meanwhile been reassuring worried agencies & clients that option-time sitting ducks are perfectly safe—so long as they maintain audience support.

SHORT-TERM STATION LICENSE DEBUTS: FCC's first short-term licenses have been granted to Richard Eaton for his 5 stations, because it found he hasn't given them enough "personal supervision." The Commission had investigated his operations, queried him about them, and he had responded with assurances that he would pay more attention. The Commission then renewed his facilities until March 1, 1962, said it would review the situation at that time and see whether he had kept his promises. The stations: WMUR-TV Manchester, N.H., radios WANT Richmond, WFAN (FM) Washington, WINX Rockville Md., WSID Baltimore.

The vote was close—Comrs. Hyde, Craven & King dissenting. Hyde said he dissented for same reasons he disagreed with majority on whole concept of short licenses: "I am very much concerned that this scheme of things will tend to put more & more program responsibility on the Commission in the public mind and less responsibility on the licensees where it belongs."

TV-BOXING CONTROLS BY GOVT. URGED: Previously unheard-of threats of additional govt. regulation of broadcasting—by proposed new Federal Athletic Commission—were raised last week at Senate hearings on gangster influences in big-time boxing.

Televised fights must be kept clean, and establishment of new federal agency may be needed to do it, said Chmn. Kefauver (D-Tenn.) of Judiciary Anti-Trust & Monopoly Subcommittee. He said he deplored idea of setting up yet another Washington bureau, but warned that Congress may have to take the step to assure more "honesty & uniform regulations" for ring business.

Long arm of underworld touched TV as well as managers, promoters, matchmakers and all other aspects of boxing, witnesses testified at Kefauver hearings. In fact, said Secy. Truman Gibson of now-dissolved International Boxing Club, TV has become so big in mobster-ridden fight operations that: (1) Networks & sponsors actually "call the shots." (2) Sport would die without TV. (3) Interstate telecasts have made boxing "a classic example of an area that needs federal regulation" in place of state licensing.

Nobody charged that networks or sponsors were in cahoots with gangland figures. But parade of ring characters told Subcommittee that contracts for big fights—& big TV purses—couldn't be arranged without deals with such notorious operators as Frankie Carbo, who now is in jail.

Saddest ring saga of all was told by ex-TelePrompTer vp William P. Rosensohn. He ruefully recounted how his venture in promoting first Floyd Patterson-Ingemar Johansson heavyweight fight (Vol. 15:20 p9 et seq.) cost him \$70,000. Rosensohn testified that gamblers Anthony (Fat Tony) Salerno & Charles Black muscled in on his Rosensohn Enterprises Inc., then ganged up with TelePrompTer Pres. Irving Kahn to try to push him out of his company altogether.

Note: Newspaper payola practices of boxing promoters, which Subcommittee staffers have investigated (Vol. 16:46 p12), were touched only lightly at last week's hearings. In answer to Subcommittee questions, IBC's Gibson conceded he had paid out money to undercover promoter Frank (Blinky) Palermo, but denied that he had ever put any sports writers on his payroll.

2ND CANADIAN NETWORK GETS GO-AHEAD: Canada has given tentative nod to formation of that country's first privately-owned TV network—to compete with CBC in areas with competitive stations. OK was given to the sole applicant—group headed by big Toronto TV-film producer-distributor Spencer W. Caldwell (Vol. 16:47 p7).

Caldwell's Canadian TV Network Ltd. (CTN) faces some rather formidable obstacles, however— which could keep it from getting off the ground. While approving formation of network company, Board of Broadcast Governors laid down these conditions: (1) CTN must apply for permit to operate before Aug. 31, 1961. (2) Programming time must be at least 10 hours weekly at outset. (3) BBG must approve outline of new network's programming. (4) At least 6 affiliates must sign up for network service.

That last proviso may be the big rub. Only 8 grantees (3 of which are now on air) are in "competi-

tive" situations and therefore eligible to affiliate with CTN. One of them, Toronto's CFTO-TV, has already told BBG it is opposed to joining large private network (Vol. 16:49). Others are described as "reluctant."

Caldwell told BBG that CTN could start operating next September, providing 10 hours of programming weekly over existing microwave facilities until Trans-Canada Telephone System installs new routes especially for the network. The 8 "competitive" cities which network is designed to serve are scattered coast to coast: Toronto, Winnipeg, Vancouver, Calgary, Ottawa, Montreal, Halifax, Edmonton.

CBC doesn't intend to get into competitive-programming dogfight with new network, Pres. Alphonse Ouimet said in Toronto. He vowed CBC won't follow U.S. pattern "wherein Western is matched by Western and stations battle over decimal points in audience ratings." New stations & CTN were warned, however, that they will find CBC-TV's "commercial activities conducted with vigor & competence."

New-station grants & other actions by BBG are reported on p. 12.

Networks

More about

NEW OPTION-TIME PATTERNS: Most of CBS-TV's strongest audience attractions fit cozily inside the trimmed-back option-time pattern which goes into effect Jan. 1. As announced by the network Dec. 6 to its affiliates (see p. 2), the changes shape up as follows:

Nighttime: For stations in the Eastern and Pacific time zones, Mon.-Fri. network option time will begin at 8:30 p.m. & end at 11. Stations in the Central Time zone will use 7:30-10 p.m.; Mountain Time will use 6:30-9 p.m. On weekends, Eastern outlets will have a Sat.-Sun. network option pattern that moves a half-hour earlier, 8-10:30 p.m., with corresponding half-hour moves for other zones.

Is the schedule seriously affected? Not really. Currently, CBS slots *CBS-TV News* from 7:15 to 7:30 p.m. in station time, receives good clearances. On other nights, some programs are threatened (theoretically) with local pre-emption for syndicated shows, features, etc. Among them: *To Tell the Truth* and *Pete and Gladys*, Mon. 7:30-8 p.m. and 8-8:30 p.m.; *Father Knows Best* (reruns), Tue. 8-8:30 p.m.; *Aquanauts*, Wed. 7:30-8:30 p.m.; *The Ann Sothern Show* and *Angel*, Thu. 7:30-8 p.m. and 8-8:30 p.m. (eff. Dec. 15, replacing *The Witness* which moves inside network option to a 9-10 p.m. berth); *Rawhide*, Fri. 7:30-8:30 p.m. Nearly all fall into 2 distinct categories: (1) Shows that are rating so well, the network isn't worried about clearance, or (2) Shows that aren't doing terribly well (like *Aquanauts*) and which the network has been thinking of junking at the end of the season anyway.

On weekends, the Sat.-night *Perry Mason* (7:30-8:30 p.m.) is doubly protected by its strong ratings and the fact that its second half (8-8:30 p.m.) is within network option time. On Sun., the before-8 p.m. lineup includes a solid block of network shows that bridge the gap between 5 p.m., when network option ends, and 8 p.m., when it begins again. These include *Ted Mack's Amateur Hour*, *GE College Bowl*, *Face The Nation*, *20th Century*, *Lassie* and *Dennis The Menace*. The last-named 3, at any rate, have achieved ratings that will make stations think twice about dropping them; the earlier 3 have faithful (& vocal) audiences and considerable prestige.

Morning, afternoon: In the CBS morning lineup, Eastern & Mountain stations will have 10:30 a.m. to 1 p.m. as network-option time. For Central & Pacific stations, it's 9:30 a.m. to noon. Same times apply weekdays & weekends.

There's actually very little commercial network fare outside these brackets. There's a 10-min. news segment at 8 a.m. and *Captain Kangaroo* at 8:15-9 a.m. Both have won

good clearances in station time. Local shows follow, and only reruns of *December Bride*, a network participation carrier in the 10-10:30 a.m. slot, is then left in station time. CBS's biggest morning draws, which begin with *Video Village* (10:30-11 a.m.) and run through *Guiding Light* (12:45-1 p.m.) are inside network time. On weekend mornings, programming is either aimed at moppet viewers with fairly regular sponsorship (Sat.) or is prestige-type fare that isn't a major source of network revenue (Sun.).

Much the same is true of the afternoon scheduling, which operates at 2:30-5 p.m. Mon.-Sun. for Eastern stations, 1:30-4 p.m. for Central, Mountain and Pacific outlets. Again, the big sponsored network lineup, starting on weekdays with *Art Linkletter's House Party* (2:30-3 p.m.) and continuing through *Edge of Night* (4:30-5 p.m.), is within network time. Weekends are filled at these times with kid shows & sports, both relatively safe from pre-emption.

Summed up: There may, of course, be some CBS shuffles to move shows from outside the network-option corral to the relative safety of network-controlled periods, with weaker shows swapped into the new station-option slots. Nobody at CBS last week, however, would make specific predictions, and the general impression was that the schedule would be left pretty much alone. NBC hasn't announced its revised option-time plans, but will probably follow a pattern much like CBS's, although adjusted to fit its own program strengths.

* * *

ABC's option pattern, announced a few days after that of CBS, is much like it—with some interesting variations. For the Eastern & Pacific zones, evening network-option time spans 8:30-11 p.m. every night of the week (CBS's is 8-10:30 p.m. on weekends, 8:30-11 p.m. other nights). Central & Mountain zone stations will use a 7:30-10 p.m. pattern for the same programming.

The morning network-option schedule on ABC is also like CBS's—10:30 a.m.-1 p.m. for Eastern, Central and Pacific outlets. For Mountain outlets, it's 9:30 a.m.-noon. In the afternoons, the schedule is 2-4:30 p.m. for Eastern, Central and Pacific outlets, 1-3:30 for Mountain zone stations, Mon.-Fri. On weekend afternoons in Eastern, Central and Pacific zones, it's 3:30 p.m.-6 p.m. (an hour later than CBS's schedule), 2:30-5 p.m. for Mountain stations.

ABC-TV scored another foreign network sale last week. Goodyear (through Kudner) signed a 52-week contract with the Central American TV Network, which ABC represents and in which it has an interest. On Nov. 1, Nestle made a similar deal with CATVN (Vol. 16:45 p9). Goodyear will sponsor a Spanish-dubbed, weekly half-hour show, *The Man & the Challenge*, after Jan. 1.

NETWORK SALES ACTIVITY

ABC-TV

- The Bing Crosby Show, Mon. March 13, 9:30-10:30 p.m., one-time special, full-sponsorship
Oldsmobile (D. P. Brothers)
- The Law & Mister Jones, Fri. 10:30-11 p.m.; The Islanders, Sun. 9:30-10:30 p.m.; Walt Disney Presents, Sun. 7-7:30 p.m.; The Roaring 20's, Sat. 7:30-8:30 p.m., part. eff. Jan.
Simonize (Dancer-Fitzgerald-Sample)
- Daytime Programming, Mon.-Fri., participations eff. June
Welch (Richard K. Manoff)
Carter (Ted Bates)

NBC-TV

- NBC Special News Reports, as events develop, full-spon.
Gulf Oil (Young & Rubicam)
- The Coming of Christ, (*Project 20*), Wed. Dec. 21, 8:30-9 p.m., full-sponsorship
U.S. Steel (BBDO)
- Tournament of Roses Parade, Mon. Jan. 2, 11:30 a.m.-1:45 p.m., full sponsorship.
Minute Maid (Ted Bates)
- The Shirley Temple Show, Sun., 7-8 p.m., part. eff. Jan. 1.
National Biscuit (Kenyon & Eckhardt)
- Sing Along with Mitch, alt. Fri., 9-10 p.m., part. eff. Jan. 27.
P. Ballantine & Sons (William Esty)
- Laramie, Tue. 7:30-8:30 p.m.; Outlaws, Thu. 7:30-8:30 p.m., part. eff. Jan.
Pepsi Cola (BBDO)
- The Outlaws, Thu. 7:30-8:30 p.m., part. eff. late Dec.
Bristol-Myers (Ogilvy, Benson & Mather)
- Riverboat, Mon. 7:30-8:30 p.m., part. eff. immediately.
Warner-Lambert Pharmaceutical (Lambert & Feasley)
- Senior Bowl Game, Sat. Jan. 7, participations
B. F. Goodrich (BBDO)
American Tobacco (Sullivan, Stauffer, Colwell & Bayles)
Ebonite (John C. Dowd)
Colgate-Palmolive (Ted Bates)
Schick Safety Razor (Compton)
Whitehall Laboratories (Ted Bates)
- Daytime Programming, part. eff. Dec. 21 and Jan. 1 resp.
Cracker Jack (Leo Burnett)
Mentholatum (J. Walter Thompson)
- National Football League Championship Game, Mon. Dec. 26, part.
Philip Morris (Leo Burnett)
- Astaire Time, Mon. Feb. 20, 8:30-9:30 p.m., full spon.
Chrysler (Leo Burnett)

New Central-African Bureau will be opened by CBS News as part of a general expansion & re-alignment, says CBS vp John F. Day. The new African news post will be in Nairobi, Kenya and will be headed, shortly after Jan. 1, by CBS News correspondent Blaine Littell, now stationed in N.Y. Serving with him will be cameraman Jean Reitberger, now stationed in Paris. In other CBS News shuffles: Correspondent Richard Kallsen, currently assigned to Havana, will transfer to the Paris bureau. Lou Cioffi, now in Paris, will join CBS's Washington bureau. George Herman will become CBS News White House correspondent. Malcolm R. Johnson will be Washington editor-in-chief, a new post. And Daniel Bloom, producer of *The World Tonight*, has been named to the newly-created N.Y. position of managing editor, radio news.

Programming

NO APPEAL FROM BLOCK-BOOKING DECISION: Feature-film distributors won't appeal the Dec. 2 decision by N.Y. Federal Judge Archie O. Dawson that TV sales of features in you-must-buy-all blocks are illegal.

The general feeling of most film companies, who are now feeding pictures slowly into the market in small packages, with each picture individually priced (Vol. 16:49 p6), is that the decision is largely academic. Strengthening this thinking was the denial by Judge Dawson of a govt. motion to make feature-film contracts negotiable on a retroactive basis. On the subject of post-1948s, Judge Dawson ruled that defendants in the trial be restrained from following "certain of the procedures which they followed with reference to the pre-1948 films, and which are found in this opinion to be violations of the anti-trust laws."

The trial windup marked the end of a long legal trail (Vol. 16:9 p12 et seq.) in which the govt. had charged 6 leading distributors with refusing to license pre-1948 pictures on an individual film & station basis: Loew's Inc. (now MGM), C&C Super Corp. (now TV Industries), Screen Gems, Associated Artists Productions (now absorbed in UAA), National Telefilm Associates and United Artists. The defendants, Judge Dawson held, had violated Sec. 1 of the Sherman Act.

There'll be no punitive action taken against the defendants as a result of the "guilty" judgment. It is primarily a cease-&-desist ruling. Judge Dawson denied the govt. the application of Sec. 5 of the anti-trust laws, under which the Court's decree would have applied as a presumption of guilt in a civil triple-damages action. Also, by denying the govt.'s move to make TV station contracts renegotiable, Judge Dawson saved the defendants from possible financial losses that might occur (plus a probable mountain of paperwork) if contracts had to be worked out all over again on a price-per-picture basis.

What the ruling does mean to station management & film buyers is that distributors—most of which have long since dropped the practice, anyway—can no longer insist on "block deals" whereby stations must buy several bottom-of-the-barrel features in order to obtain a few choice features. Now, picture-by-picture pricing will be mandatory, although there's nothing to prevent a station from buying a complete package group if it wants to.

AFTRA-SAG contract talks with networks and agency-advertiser representatives continued last week, following decision by both sides in the recent near-strike to work out a new talent pact (Vol. 16:49 p2). Although the contract isn't official (many details are still being discussed and the unions must ratify it in any case), it shapes up something like this according to N.Y. sources: (1) It will be a 3-year contract, in line with union demands. (2) SAG actors in commercials will now have pay scales & residuals raised to parity with AFTRA actors in taped commercials. (3) Commercial scales have been raised, largely due to AFTRA-SAG's proposed "unit system," so that the potential earning of performers in commercials has been raised about one-third. (4) There are improvements, from the talent point of view, in working conditions & rehearsal hours.

Corinthian stations will field their own team of local newsmen to cover the Inauguration and the first week of President-elect Kennedy's administration, on the pattern of their local coverage of the political conventions, which drew full sponsorship on all 5 Corinthian stations.

Congress

HOUSE TV COVERAGE SOUGHT: Emboldened by President-elect Kennedy's tentative plan to open White House news conferences to live TV (Vol. 16:49 p3), NAB set out last week to break down another Washington barrier to TV & radio newsmen—House rules for committee hearings.

Meeting in Washington, NAB's Freedom of Information Committee headed by Frank P. Fogarty (Meredith Stations) urged that the House line up with the Senate by relaxing long-standing bans against cameras & microphones in hearing rooms.

The NAB group said it "deems House committee hearings to be fully as important & newsworthy as those hearings in the Senate which have been covered routinely for years by the broadcasting industry." It proposed that "this coverage would be handled on a 'pool' basis, where necessary because of space limitations, as is the present coverage of Senate committees and special & joint sessions of the 2 houses of Congress."

NAB will have to overcome formidable opposition before it crashes House gates, however. Speaker Rayburn (D-Tex.), a strict traditionalist in the conduct of House affairs, always has been adamant against any photographs or recordings while committees are in session.

Meanwhile, Kennedy's press secy. Pierre Salinger told the Women's National Press Club in Washington that the President-elect will make his decision on news conference formats before his inauguration Jan. 20.

Salinger reiterated that there's "a possibility" that live broadcasts of conferences will be okayed—perhaps every 5 or 6 weeks, scheduled for 6 or 7 p.m., but he emphasized again that the innovation still was in a "discussion stage," that "we want to look at all the recommendations & come up with a plan."

Asked at the Press Club meeting whether there will be a *Great Debate* series on TV again in 1964, Kennedy's press aide said the question "will have to be studied" at the White House.

NAB's TV vp Charles H. Tower told the Washington Kiwanis Club 3 days later, however, that neither the White House nor the networks will decide whether Presidential candidates will appear together on TV during the next campaign. Scorning talk by Kennedy advisors that an incumbent president shouldn't "condescend to debate with a mere candidate," Tower said: "the decision will rest, as indeed it should, with the American people."

Tower was supported by another resolution adopted by the NAB Freedom of Information Committee. It said that during the 1960 campaign, the broadcasting industry had fully demonstrated the ability of TV & radio to handle politics without the equal-time restrictions of the Communications Act. The next step in Congress, the Committee said, should be outright repeal of Sec. 315.

■

Better men are needed in federal regulatory agencies, Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee reiterated last week. Appearing on CBS Radio's *Capital Cloakroom*, Carroll said this conclusion was buttressed by testimony at his hearings on perennial problems of govt. commissions & boards (Vol. 16:49 p2). The need for higher-caliber personnel in the agencies had been stressed at the hearings by President-elect Kennedy's expert James M. Landis, whose pre-inauguration report is due Dec. 15.

Equal-time "watchdog" hearings may be held some time after Christmas, chief counsel Creekmore Fath of the Senate Commerce Freedom of Communications Subcommittee told us last week. He said a decision will be made by the 3-man Subcommittee following the scheduled return Dec. 20 of Sen. McGee (D-Wyo.) from an inspection trip to the Congo. Meanwhile, Fath & Chmn. Yarborough (D-Tex.), who since the election had been unable to get together with McGee and the 3rd Subcommittee member—Sen. Scott (R-Pa.)—dug through piles of Sec. 315 complaints reported by TV & radio stations (Vol. 16:47 p11). The Subcommittee's formal report to the Senate on how broadcasters conducted themselves politically during the campaign is due by Jan. 30. A separate report from FCC on the same subject, based on station replies to Sec. 315 questionnaires due Dec. 5 (Vol. 16:49 p6), will be submitted to Senate & House Commerce Committees by March 1. As the deadline for replies passed, some stations still were unheard from, and others hadn't filled out questionnaires adequately, we were told at FCC. Commission letters to laggards, warning them to respond, will be mailed this week.

Election contest between Rep. Moulder (D-Mo.) of the Commerce Committee and Baptist minister Robert Bartel, who apparently lost by a slim margin of absentee ballots (Vol. 16:47 p6), may be carried to the House itself. Republican Bartel said he'll file a formal protest with the House if Mo. Secy. of State Robert Crawford accepts the absentee votes & certifies the election of Moulder, who was the first Legislative Oversight Subcommittee chairman.

Iron Curtain breakthrough has been achieved by the Voice of America in 2 programs broadcast by Radio Moscow under terms of the U.S.-USSR cultural exchange agreement. USIA reported that Soviet listeners heard a taped concert by the Yale U. Russian Chorus Nov. 26 and descriptions of displays at Washington's National Gallery & Smithsonian Institution Dec. 2. Other VOA tapes in Soviet hands: a performance of "My Fair Lady," a narrative of a Washington-N.Y. automobile trip.

Technology

TV satellite sweepstakes' latest entry is Hughes Aircraft Co. At an American Rocket Society meeting in Washington last week, that company's engineers demonstrated a small unit—about the size of a hatbox—which they said could do the job for about \$15 million, including launching, further development, ground installations, etc. The device is designed to hover over the equator at about 22,000 miles. Hughes doesn't plan to finance the project; it is seeking backing of govt. or commercial interests. Meanwhile, Bell Telephone Labs' Dr. John R. Pierce predicted that a TV satellite will be orbited in 2 years. Reviewing research that led to AT&T's application to FCC to be first in space with an industry owned-&-operated system (Vol. 16:43 p1), Pierce told the Chicago Economic Club that many problems are unsolved yet. Among them: radiation interference, frequency assignments, ownership of facilities. But he was confident his 2-year deadline would be met.

Foreign

TV came to Southern Rhodesia last month, featuring mainly U.S. film shows. The first African TV station south of the Equator is owned by the govt.'s Federal Bcstg. Corp., with programming supplied by privately-owned Rhodesia TV Ltd., which sells spot announcements only.

Film & Tape

NEW TAX RULE IRKS TV FILMERS: A new Internal Revenue Service ruling, issued in order to clarify the controversial method of taxation on TV films (Vol. 16:49 p10), has met a variety of reactions in Hollywood, ranging from indignation to apathy.

TV-film executives we checked want a cost-recovery method, whereby a producer is not taxed if he spends all of his budget on production and shows no profit. However, IRS has been allowing the producer to write off only 60-90% of his production costs, depending on an estimated projected income of the series.

The new IRS ruling bars cost-recovery and formally adopts the controversial method which it terms "income forecast." An IRS spokesman in Hollywood explained the new ruling to us in this way: "We are now clarifying what has formerly been a clouded area—the application of Tax Code Section 167 with respect to TV films. We have gone on record as saying cost-recovery is not an acceptable method, and flow-of-revenue is a more acceptable method. Now the industry knows where we stand. We base our estimate on the producer's judgment as to his potential income; we don't substitute our judgment—unless the producer's estimate is not in conformity with the facts."

But TV executives did not share this optimism. One top executive told us that in his opinion the new rule hadn't changed a thing—it was just a continuation of IRS policy.

A producer-owner of a series said: "It would seem to me to be an eminently unfair ruling & an arbitrary decision. Who can say what the potential worth of a series is?"

Ozzie Nelson, producer-owner-star of the *Adventures of Ozzie and Harriet* (on ABC-TV), who is currently appealing a tax claim of \$1.1 million, told us he didn't think the new ruling applied to his situation: "I think this ruling is not applicable to us. No matter what their rule states, it's still a guess as to potential income of a series. The rule might apply to large organizations which have yardsticks to go by, but not to us. I don't think we will ever syndicate our films. I think the ruling is grossly unfair & unjust. I don't think the companies affected by it will hold still for it—but, of course, that's up to them. It will not affect our appeal."

Producer Jack Chertok who, with Ann Sothorn, is contesting a tax claim on their series, *Private Secretary*, told us he preferred to withhold comment until he'd had a chance to study the ruling thoroughly.

IRS's rule states that "after an extensive study & consideration of the matter, the Service has concluded that the so-called 'income forecast' method is readily adaptable in computing depreciation of the cost of TV films without producing any serious distortion of income . . . If in subsequent years it is found that the income forecast was substantially overestimated or underestimated by reason of circumstances occurring in such subsequent years, an adjustment of the income forecast for such subsequent years may be made . . . The total forecast or estimated income to be derived from the films should be based on the conditions known to exist at the end of the period for which the return is made." Rule applies to tape & film shows.

William Talman is returning to his role as district attorney in CBS-TV's *Perry Mason*, after having been dropped from the cast when he was arrested last April in a vice raid. He was acquitted at the subsequent trial.

EXTRAS SIGN COMMERCIALS PACT: A contract covering extra players in TV commercials has been negotiated by the N.Y. Film Producers Assn., Screen Extras Guild and Screen Actors Guild. Extra players who demonstrate or illustrate products are for the first time given special rates as well as additional re-use payments.

The deal establishes a new classification of extra player, known as "product extra player," with a minimum of \$55 a day retroactive to last Nov. 16 and rising to \$70.83 on July 1, 1962. Original payment to the extra is for only 13 weeks' use of the commercial, unless he is paid an additional 75% for unlimited use when first employed. Otherwise, for use after 13 weeks, the extra will be paid an additional 100% of his total original compensation.

On & after July 1, 1962, all extra players working on TV commercials will come under the same plan of additional percentage payments for re-use after 13 weeks as the product extra player. Rates for these other extras will be identical with those in the contract signed in Hollywood between SEG, Assn. of Motion Picture Producers and the Alliance of TV Film Producers.

The N.Y. extra players contract calls for a contribution by the N.Y. producers of an amount equal to 5% of all extra players' earnings for pension, and health & welfare plans, beginning Nov. 16, 1960. The contract runs to June 30, 1964, with reopening rights on TV commercials in 1963. In addition to FPA, the networks and ad agencies participated in the negotiations.

The Hollywood contract between SEG, AMPP, and the Alliance provides that the terms of the N.Y. extra players agreement covering rates & conditions for TV commercials shall be incorporated in the Hollywood agreement. SAG represents extra players in the N.Y. area, SEG represents them elsewhere.

How to Save Money on Pilots: Hollywood's device to avoid the heavy expenditure of pilot-making (average half-hour cost: \$75,000) is the so-called "presentation film."

Revue Studios first devised the method 3 years ago in selling the Ray Milland *Markham* series, using a 10-min. film. Now the studio has revived the idea with 20-min. films for *The Rangers* (Jock Mahoney), a Mickey Rooney series, and *Tom Sawyer* (Maureen O'Sullivan & Chuck Herbert).

Usually the films are made in a single day at a cost of about \$8,000. *Sawyer*, however, required 3 days of filming & a budget of about \$25,000.

Executives contend that the presentation film has other advantages over pilots beside the obvious one of economy. A presentation can explain all angles of a series and therefore be a more comprehensive sampling than a pilot. In the film, the star of the series usually makes the sales pitch, and the footage sometimes includes a sequence or two of the contemplated series. In the Rooney film, clips from a *Wagon Train* in which he guested were inserted to demonstrate his versatility.

Several scripts are usually presented to potential buyers along with the film.

Writers Guild of America West TV branch has elected 3 board members to fill posts vacated by its recent recall election (Vol. 16:44 p8): Maurice Tombregel, Doris Gilbert and Martin Wark. WGAW sent a delegation to N.Y. to meet last weekend (Dec. 10-11) with WGA East for its national council session.

HOLLYWOOD ROUNDUP

Four Star Television's 60-min. anthology series, *The Dick Powell Theater*, for NBC-TV next season, means the end of the 5-year-old *Dick Powell's Zane Grey Theater* on CBS-TV. So we're informed by Powell, who will host the NBC-TV show. The deal is for 39 first-runs & 13 repeats. Powell has asked for & received his release from his producer-director contract at 20th-Fox because of his chores as pres. of Four Star. But he will produce & direct a 20th-Fox movie in 1962, another in 1963. Powell leaves soon for Europe to meet Four Star partner Charles Boyer & examine production facilities on the Continent.

"Dodge City Syndrome" is the clinical tag put by the American Medical Assn. on a recurring type of TV Western-inspired injuries—gunshot wounds of the feet & legs. An editorial in the *AMA's Journal* says that the typical patient is "a young man in his late teens or early twenties" who shoots himself while trying to outdraw Matt Dillon & other TV heroes. It's a major medical problem, the editorial complains: "What happens is that the patient-to-be is too slow on the draw and too fast with his trigger finger, so that he fires the weapon before it is disengaged from the holster, and while it's still pointed down at his foot." The editorial reported that "numerous gun clubs have sprouted across the land," dedicated solely to practice of the fast draw.

Twentieth Century-Fox TV and the production team of Rod Amateau & Max Shulman (*The Many Loves of Dobie Gillis*) have parted company for future properties. Amateau, who will produce the team's next pilot, *Daddy-O*, told us the split was due to the studio's demand to be its own sales agent; he doesn't think it can do the job. William Morris formerly was 20th's sales agent. CBS Films is financing the pilot, which goes into production Dec. 27 at General Service studio. GAC is sales representative.

Filmaster Inc. has filmed three 5-min. episodes in a new series, *Nightside*, based on a radio property originally heard on KMPC Los Angeles. Donn Reed is reporter-commentator on the series, produced by Fritz Goodwin. The firm plans to film 260 episodes.

Ziv-UA released Keith Larsen from his skin-diving *Aquanauts* contract last week. A World War II-incurred head injury, "aggravated by constant exposure to water pressure," caused Larsen's physician to advise the move.

Pay-TV technical transmission tests in Los Angeles, by International Telemeter, were authorized by FCC last week. Operation of a low-powered transmitter will be permitted on Ch. 5 between 1:30 & 8 a.m., when KTLA is off air. No public participation is permitted.

Four Star Television has signed Robert Claver as associate producer of its *Michael Shayne* series.

CBS o&o KNXT Los Angeles is moving to the east wing of its Columbia Square bldg. at 6121 Sunset Blvd. from 1313 N. Vine. Programming begins from new hq Dec. 31.

Obituary

Marion Parsonnet, 54, TV producer & writer, died of a heart attack in Hollywood Dec. 7.

NEW YORK ROUNDUP

Four-nation co-production series is planned by Intertel (International TV Federation), marking what the new organization calls a "breakthrough in the dissemination of ideas & cultural exchange through global TV." Intertel has 5 participants, representing 4 countries: Associated Redifusion Ltd. (Britain), Australian Bestg. Commission (Australia), CBC (Canada), Westinghouse Bestg. Co. and National ETV-Radio Center. First Intertel project is a 60-min. monthly documentary series on international public-affairs topics. Objective view rather than national chauvinism, is being sought; the U.S. team will film a show on Africa, the Canadians will profile Castro's Cuba, the Australians will examine U.S.-Canadian relationships, etc. Initial capital of \$500,000 for the project has been budgeted by the participants. Said WBC Pres. Donald H. McGannon: "This is the first practical step, after years of talking & hoping." In the U.S. & Britain, the Intertel series will be available for commercially sponsored TV; in Australia & Canada, it will be televised on a public-service basis.

NBC-TV's new production of "Peter Pan" flew right through the rating roof Dec. 8, attracting what NBC hailed as "the greatest audience for any TV entertainment presentation on a single network in TV's history." A special National Arbitron, produced on an overnight basis, showed the following scorecard: Homes, 24,300,000 (nearly half of all TV homes). Average Audience level, 39.8. Audience Share during the average minute of the show, 59.3%. Sets-in-Use level, normally about 54.5% for the show's time period, 7:30-9:30, reached a whopping 65.0%. National Nielsen AA level is unofficially predicted to come in at between 54.0 and 55.0—tops for the season.

Fremantle International, specialist in foreign telefilm syndication, sold 6 shows in Brazil & Argentina during November. Sterling TV's off-network *Silents Please* was bought in 7 Brazilian cities. Other sales included Portuguese- & Spanish-dubbed *Felix The Cat & Cartoon Classics* . . . Another south-of-the-border venture is being made by WNEW-TV's Fred Scott, host of *Felix & Friends*. He left last week on a good-will tour to distribute toys to underprivileged children in Panama, Ecuador & Peru.

ITC has announced "biggest November sales" in its history. *Ramar of the Jungle* and *Jeff's Collie* were renewed in 6 markets this month, including WNAC-TV Boston, WTVI Ft. Pierce, Fla., KBLR-TV Goodland, Kan. *Best of the Post* led ITC Nov. sales with 18 new markets, bringing the total to 149. New markets include: WABC-TV N.Y., WBAL-TV Baltimore, WTAR-TV Norfolk. Nine other ITC shows sold in a total of 27 markets.

CBS Films has licensed literary rights to 2 public-affairs specials in the *Tomorrow* series to publisher J. B. Lippincott Co. Authors John Pfeiffer and John Ely Burchard have been commissioned to write hard-cover, illustrated books to be published in 1961, based on "The Thinking Machine" (about the TX-O digital computer) and "Big City—1980" (which deals with the uncertain future of man's population centers).

People: William McGeo has been appointed ITC western div. sales mgr. . . . Francis M. Winikus has been named UA special asst. to vp Arnold M. Picker to supervise European advertising & publicity . . . Albert G. Hartigan has been named ABC Films eastern div. mgr.

Auxiliary Services

CATV LEGISLATION: "Non-duplication" seems to be the watchword in suggested CATV legislation. It's the prime tenet of FCC's probable recommendations to Congress (Vol. 16:49 p3), and it's understood NAB's CATV Committee, meeting in Washington last week, stressed the same element.

FCC hasn't finalized its recommendations yet, but there seems to be little doubt that the 2 important features will be: Non-duplication, ordered by the Commission when necessary; CATVs to carry local-station signals. It's understood that NAB's thinking is the same—and that it is not proposing that CATVs be required to get rebroadcast permission from stations whose signals they carry.

Closed-circuit TV "diorama" made its debut in N.Y.'s Grand Central Station Dec. 8, utilizing a 30-in. direct-view tube installation designed by Thompson Ramo Wooldridge for the newly-formed Billboard TV Corp. Designed to catch the eyes of 400,000 daily commuters, the TV channel ("BBTV-Channel 1," according to the firm's Pres., Jules Baker) will feature newsfilm & reportage from UPI. Present operating schedule of the closed-circuit system, which Baker hopes to expand to other N.Y. railroad & bus terminals, will be 8 a.m.-to-midnight and may ultimately expand to a 24-hour service. Baker hopes to sell commercial spot sponsorship in the system, and, if closed-circuit advertisers want "permanent identification with the project," BBTV will—for a price—decorate the sign with a sponsor's logo or emblem.

Vhf TV translator transmitters are now being offered by Industrial Television, 7270 Beverly Blvd., Los Angeles 26. The firm announces that it is now offering a complete service for potential translator operators "from the initial survey & filing of FCC forms to the complete installation." Through use of translators, Industrial Television says, high-quality multiple-channel TV can be provided in any medium-size community for an average cost of \$10 per year per person. It claims to have installed more than 70 translator stations and over 40 microwave systems. The company also announced a new line of broadband TV microwave equipment, including a complete portable system for \$5,130, including antennas.

Dynair Electronics Inc., San Diego, Cal., has developed a video line-driving amplifier capable of sending a high-resolution, 600-line TV picture-signal through 5,000 feet of RG 11/U coaxial cable or longer distances when lower-loss cables are used. Pres. E. G. Gramman said the amplifier will extend the usefulness of industrial & closed-circuit TV by extending the distance between cameras & monitors, and stations will find it useful, particularly for remotes.

H&B American Corp., Los Angeles, which recently bought Jerrold's 9 CATV systems (Vol. 16:48 p2), is now negotiating for the purchase of several more, according to Pres. David E. Bright. "We may build some, too," he said. He also reported the resignation of Charles L. Glett, pres. of CATV subsidiary Transcontinent Communications Systems. Bright will assume its presidency & chairmanship.

Translator starts: K75AT Leadville, Colo. began Nov. 22 with KBTB Denver • K77AV Palm Springs, Cal. started Nov. 29 with XETV Tijuana-San Diego • K80AV Pagosa Springs, Colo. started tests Dec. 5 with KOAT-TV Albuquerque.

The FCC

Multiple Ownership Proposal: Rule of FCC would be amended, under proposed rule-making started last week, to ease restrictions on minor, non-influential stockholders. As anticipated (Vol. 16:49 p5), the Commission proposed not to count, in figuring maximum holdings (ceilings are 5 vhf, 2 uhf, 7 AM, 7 FM), holdings of 5% or less—if the holder is neither an officer nor director nor otherwise exercises control of a corporation with 50 or fewer stockholders. Under present rules, any percentage held means just as much as 100% in corporations with 50 or fewer stockholders. In companies with more than 50, a stockholder is ignored if he has less than 1%. In any event, the Commission said: "In the case of both the widely-held & closely-held corporation, any stockholder, no matter how small his holding, will be regarded as having an 'interest' if in fact he controls or has a substantial voice in the control or management of the corporation or its affairs." Comrs. Ford, Hyde & Bartley dissented. Though they issued no statements, their past attitudes indicate that they believe the current proposal is an unwarranted relaxation. Comments are due Jan. 9.

The language of the proposed new rule is as follows: "A person who is not an officer or director of a corporation shall not be deemed to have an interest in or to be a stockholder of that corporation unless he: (1) directly or indirectly owns 1% or more of the outstanding voting stock thereof if the corporation has more than 50 holders of voting stock; or (2) directly or indirectly owns 5% or more of the outstanding voting stock if the corporation has 50 or fewer holders of voting stock; or (3) owns any of the stock of the corporation whatsoever and in fact controls or has a substantial voice in the control or management of the corporation or its affairs."

Duopoly difficulties which held up FCC renewals of licenses of KING-TV & KING and KIRO-TV & KIRO Seattle (Vol. 16:30 p9) have been resolved. The Commission voted the renewals following assurances that the Pacific National Bank of Seattle, of which KING-TV Pres. Mrs. A. Scott Bullitt is a dir. & stockholder, will dispose of its interest in KIRO-TV. The stations were given 90-day deadlines to advise FCC that the condition has been met. Comrs. Lee, Craven and King objected to the condition, however. Said Craven (Lee concurring): "No cross-interests can possibly arise" because Mrs. Bullitt is forbidden by law to vote on any questions involving KIRO-TV anyway. Said King: "Nothing less than bureaucratic tyranny." The fact Mrs. Bullitt is a dir. of the bank doesn't mean—by any "stretch of imagination"—that KING-TV operates or controls KIRO-TV directly or indirectly, he said.

Outer space frequencies should be assigned at once by FCC, American Rocket Society gen. counsel Andrew G. Haley said in a court appeal from the Commission's opinion that such allocations aren't needed now. Asking the Court of Appeals for reviews of FCC's Docket 11866 (890 mc & above) proceedings (Vol. 16:29 p4 et seq.), Haley contended that "the very nature of worldwide TV & radio requirements" makes quick assignments necessary. He argued that it's "basically unsound" for FCC to look for a shared-frequency system to take care of space needs. "If exclusive channels are not made available, it is obvious that interference from other countries will destroy the very possibility of affording worldwide broadcasting & communications," Haley said.

FCC's programming report of July 29, re-emphasizing responsibilities of broadcasters to meet needs of their communities (Vol. 16:31 p1), has been commended by the American Civil Liberties Union. In a letter to FCC Chmn. Ford, ACLU exec. dir. Patrick Murphy Malin said the report will "make for the better-balanced, more widely-diversified programming to which the ACLU holds the people are entitled under both the First Amendment and the [Communications] Act itself." Malin said FCC's insistence that stations consult with local community leaders "makes excellent sense." He conceded that it will "make life more complicated for the station owner & his staff," but told Ford that FCC should disregard any protests by broadcasters that the policy amounts to "unconscionable interference" with management's right to run its own business. Malin also called for strengthening of FCC's new Complaints & Compliance Div. "It is to be hoped that the next Congress will adequately support the FCC under its present revitalized leadership," he wrote Ford.

AT&T's petition for space-satellite frequencies, including opportunity to handle transatlantic TV (Vol. 16:43 p1), met strong opposition from other services using the microwave spectrum AT&T wants to share. Among the opponents are Central Committee on Communication Facilities of the American Petroleum Institute, National Committee for Utilities Radio, EIA Microwave Section, Aeronautical Radio Inc., Assn. of American Railroads, Motorola. Generally, they argue that AT&T can use presently allocated common carrier frequencies (5925-6425 mc) instead of the 6425-6925 mc sought. They say the AT&T petition is premature in light of FCC's long-range rule-making on space allocations and upcoming international conferences on the matter. They assert that sharing with terrestrial microwave would be extremely difficult to coordinate.

Fuller explanation of the new AP-UPI Conelrad alert system, using Teletype networks instead of telephone relays, has been issued by FCC. In answer to queries from stations (such as prompted a since-withdrawn protest by the Ida. Bcstrs. Assn.—Vol. 16:49 p5), the Commission stressed: (1) "It is not contemplated that a broadcast or TV station licensee will be required to subscribe to one of the radio-press services. The vast majority of all broadcast station licensees are already subscribers . . ." (2) "It is contemplated that every broadcast licensee will continue to radio monitor another broadcast station, particularly a Skywave Key station." FCC said "full & complete details & instructions" will be sent all stations soon.

First protest by CATV against vhf repeater grants was registered with FCC last week. Aztec Community TV, operator of systems in Aztec & Blanco, N.M., complained to the Commission of interference caused by boosters operated by Bloomfield Non-Profit TV Assn. in Bloomfield, N.M. Aztec noted that Bloomfield's transmitting antenna is within a few hundred yards of Aztec's receiving antenna, and causes "intolerable" co-channel interference which can destroy Aztec's service. Aztec also said that Bloomfield didn't comply with FCC's rules, having built boosters since the Commission's July 7 cut-off date.

Uhf translator CPs granted: Ch. 78, Gallup, N.M., to TV for Gallup Assn.; Ch. 76, Truth or Consequences, N.M., to city of Truth or Consequences.

Uhf stronghold Harrisburg, Pa. will be host to FCC uhf sparkplug Comr. Robert E. Lee, who will speak at a Kiwanis Club meeting there Dec. 29.

KWK St. Louis revocation hearing will probably start in St. Louis Jan. 18, FCC examiner Forest L. McClenning indicated at a pre-hearing conference last week. KWK has pending before the Commission a petition demanding a bill of particulars spelling out all the whos & whats of contest-fraud allegations (Vol. 16:45 p2 et seq.) and the Commission's Broadcast Bureau has opposed it, stating that FCC never opens its investigatory files in such proceedings. McClenning said that the hearing's start will be delayed beyond Jan. 18 if the Commission doesn't rule on KWK's petition by Jan. 6.

Reaffirmation of grant of Biloxi Ch. 13 to CP-holder WVMI-TV (Radio Associates Inc.) has been recommended to FCC in a supplemental initial decision by hearing examiner H. Gifford Irion. Commission's 1957 award had been challenged in the Court of Appeals by contestant WLOX Biloxi, which questioned oral terms & conditions of an agreement by hotelman Edward Ball to lend \$300,000 to WVMI-TV. After hearing the case again on remand from the Court, Irion said he found no evidence "to indicate that Bell's role as a principal of Radio Associates" discredited WVMI-TV.

FCC's financial form revision, seeking more details from stations (Vol. 16:49 p11), drew objections from 3 more stations last week. Radio WCTC New Brunswick, N.J., WESO Southbridge, Mass & KCRS Midland, Tex. told the Commission that the additional data sought is not needed by the FCC and that it imposes an unnecessary burden on licensees.

FCC Chmn. Ford will address the luncheon session of the NCTA Eastern Regional Management Seminar at Washington's Statler Hotel Jan. 9. Other speakers on the occasion: Herbert Jacobs, pres. of TV Stations Inc. (film buyers); new NCTA Pres. William Dalton; NCTA counsel E. Stratford Smith; NCTA Chmn. Sandford F. Randolph; Hamilton Shea, pres. of WSVA-TV Harrisonburg, Va.

Trusteeship for Ch. 5 Boston, sought by Greater Boston TV Corp., has been rejected by FCC. FCC has decided to take the channel away from WHDH-TV, but the Court of Appeals is reviewing the Commission decision and has held it in abeyance pending review (Vol. 16:29 p1 et seq.).

With Fresno going all-uhf—KFRE-TV shifting from Ch. 12—a 4th station is now in prospect after last week's grant of Ch. 53 to B. L. Golden, E. H. Dean & L. W. Fawns.

Transfer of control of WDAM-TV Laurel-Hattiesburg, Miss. (Vol. 16:49 p11) has been approved by FCC.

Educational Television

TV assault on illiteracy in the tri-state broadcast range of WFIL-TV Philadelphia will be launched next month with the backing of major civic groups: Board of Education, Greater Philadelphia Council of Churches, Junior Chamber of Commerce, Philadelphia Foundation, others. Beginning Jan. 30, and continuing for 20 weeks, WFIL-TV will telecast reading & writing lessons 5 mornings a week, 6:30-7 a.m. Instructor: Board of Education TV-radio staffer Alex Shevlin. Goal: to reach & teach 200,000 of an estimated 800,000 illiterates who live within a 70-mile radius of the city, in Pa., N.J., Del. • Educational WGTV Athens, Ga. is telecasting reading & writing lessons 3 nights weekly; some 550 adults in 17 counties have enrolled for supervised sessions of the TV course in their communities.

Stations

Canada-U.S. Satellites: Canadian TV satellites of U.S. stations were approved for the first time last week by the Board of Broadcast Governors. BBG established a new class of station license—renewable until the areas are served by Canadian TV stations—which doesn't require the satellites to meet Canadian-content programming requirements.

Four satellites were approved—to repeat programs from 3 U.S. stations. The Board recommended these grants: (1) To Horace M. Card for Ch. 4 & Ch. 5, to repeat programs of KXLY-TV Spokane from Saddle Mt. & Mt. Sentinel, British Columbia. (2) To Sioux Lookout, (Ont.) Chamber of Commerce, Ch. 9 & 7, to repeat WDSM-TV Superior, Wis. from Sioux Lookout, and KDAL-TV Duluth from Hudson, Ont.

BBG also approved French-language CBC-TV satellites at Mont Tremblant & Mont Laurier, Que., and these privately-owned satellites, to be licensed to their mother stations: To CHCA-TV Red Deer for Banff & Coronation, Alta.; to CHBC-TV Kelowna for Keremeos, B.C.; to CHAT-TV Medicine Hat for Pivot, Alta.; to CKBI-TV Prince Albert for North Battleford, Sask., to CKRS-TV Jonquiere for Roberval & Chicoutimi, Que.

Grant for a new TV station was made to radio CJFP for Ch. 7, Riviere du Loup, Que., conditioned on its reaching agreement with CBC-TV for network service. Application by Northwest Bcstg. Co. for TV station at North Battleford was rejected in favor of the satellite granted there to CKBI-TV Prince Albert.

Power increases were approved for CHCA-TV Red Deer, Alta.; CKMI-TV & CFCM-TV Quebec (Vol. 16:47 p12). CFPL-TV London, Ont. was given permission to increase antenna height to 1075 ft.

BBG also approved the sale of CJSS-TV Cornwall, Ont. (Vol. 16:47 p12) to a group headed by Bushnell Bcstg. Co. (CJOH-TV Ottawa) & Canadian Marconi Co. (CFCP-TV Montreal).

Anti-trust suit for \$1 million by radio WNDR Syracuse against Samuel I. Newhouse's newspapers & stations there, alleging that their "package" advertising deals damaged WNDR competitively, has been thrown out of court for the second time. Instructed by the Court of Appeals to reconsider an earlier ruling denying WNDR's claims against Newhouse's WSYR-TV & WSYR and *Post-Standard* and *Herald-Journal*, U.S. District Court Judge Stephen W. Brennan said he'd heard nothing to change his mind. In his first dismissal of the suit in 1955, Judge Brennan said: "It seems to me the plaintiff is not in direct competition with the 2 newspapers, and it seems apparent that the dissemination of news by a newspaper differs essentially from the news broadcasts of a radio station. Likewise, newspaper advertising differs from the advertising matters broadcast from a radio station."

Add FTC consent orders: Concord Distributing Co., Cleveland, and Prestige Records Inc., Bergenfield, N.J., have signed agreements with FTC forbidding them to distribute payola to anybody for broadcasting their records.

Unusual pre-hearing conference in the Miami Ch. 10 *ex parte* case has been ordered for 2 p.m. Dec. 12 by the Court of Appeals in Washington. Attorneys aren't sure what the Court has in mind—except the general idea of discussing issues and the schedule for filing of briefs.

New Color Camera Shown: Developmental 2-tube color camera which could be made at relatively low cost (Vol. 16:46 p8) was demonstrated last week to representatives of networks, stations, manufacturers & others. Consensus of observers was that it shows great promise, probably can be made to work well, needs more development.

The new live camera is the brainchild of Iowa State U. Prof. William Hughes, inveterate & highly respected developer of simplified color-film cameras, who next month takes over as head of Okla. State U. engineering dept. That there is interest in his system was shown by the fact that a large number of industry engineers—including representatives of the 3 networks, RCA, Telechrome & others—made the trek to Ames, Ia. in order to see the demonstration.

His camera uses 2 image orthicon tubes, as opposed to 3 used by current color cameras. One tube is used to pick up the luminance (black & white) component of the color picture, while the other sequentially (by use of revolving filters) picks up red & blue components. By a subtractive process (subtracting red plus blue from the luminance component), the 3rd primary color—green—is constructed.

Hughes's color camera functions at quite low light levels—30 to 50 foot-candles—and lends itself to a conversion kit to transform standard b&w cameras to color for about \$10,000.

* * *

Complete low-cost TV station packages are now being offered by Electron Corp., the Dallas-based electronics subsidiary of Ling-Temco Corp. Using Ling and Altec equipment, the company says it can supply a complete low-power vhf or uhf station for as low as \$30,000, from engineering services to cameras, transmitter & antenna. The company's first such installation was KRET-TV (Ch. 23 educational—now on air) Richardson, Texas. Electron Corp. itself holds CPs for KCDA (Ch. 3) Douglas, Ariz., now under construction, and KGIN-TV (Ch. 11) Grand Island, Neb. (The latter's transfer to KOLN-TV Lincoln, Neb. pends FCC approval.) Electron has 8 other contracts to supply low-power stations: CP-holders KRNM-TV (Ch. 10) Roswell, and KFUR-TV (Ch. 11) Santa Fe, N.M.; KEFS-TV (Ch. 22) Fort Smith, Ark.; Prairie States Bcstg. (Ch. 34) Salina, Kan.; Saunders Bcstg. Co. (Ch. 13) Flagstaff, Ariz.; Nogales, Ariz. (Ch. 2); and applicants for Gallup, N.M., (Ch. 3) and Lamar, Colo. (Ch. 12). Transmitters offered by Electron: 100-watt uhf, 120-watt high-band vhf, 250-watt low-band vhf.

* * *

Automatic logging equipment for radio stations will represent a \$10-to-15 million market for broadcast-equipment manufacturers, NAB engineering mgr. A. Prose Walker forecast recently at a Collins Radio broadcast sales meeting in Cedar Rapids, Ia. Walker predicted that NAB's proposal for use of automatic logging equipment will be approved by FCC.

Television Factbook, published semi-annually by TELEVISION DIGEST, released its new rate card (No. 5) last week, Dec. 5. The new rates are effective now for the forthcoming 1961 Spring-Summer edition of *Television Factbook* No. 32, which is scheduled for release April 15. All contract advertisers in the 1960 Fall-Winter edition will have rate protection under rate card No. 4 for the upcoming Spring-Summer *Factbook*. Copies of rate card No. 5 may be secured by writing our Business Office, Box 700, Radnor, Pa.

Radio KLAC Los Angeles has been sold by 100% owner Mort Hall to Westinghouse Bcstg. Co. for \$4 million cash "subject to minor pro rata adjustments," according to the application for transfer filed with FCC last week. Announcement of the deal came Dec. 9 from Hall Bcstg. Corp. Pres. Hall and WBC Pres. Donald H. McGannon. KLAC, a full-time independent, began transmission in 1928 and has been operated by HBC since Aug. 1956. Since Westinghouse is currently up to its limit of 7 radio outlets (in Boston, Baltimore, Pittsburgh, Chicago, Cleveland, Ft. Wayne and Portland, Ore.), one of its present outlets will have to be sold. WBC has also been eyeing the N.Y. market, and recently made a tentative offer to ABC (ultimately declined) to buy the network's radio o&o flagship, WABC N.Y.

Rep firm being established by Storer Bcstg. Co. to handle national spot sales for the group's 5 TV stations has a target date of July 1 for opening its N.Y. & Chicago sales offices. Peter Storer, WSPD-TV Toledo managing dir., will head the as-yet-unnamed rep firm. Stations: WJBK-TV Detroit, WJW-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta and WSPD-TV Toledo. Eventually, according to Stanton P. Kettler, exec. vp for operations, the new firm will handle non-Storer stations as well. In deciding to set up its own rep organization, Storer joins such groups as Westinghouse Bcstg. Co. (TvAR and AM Radio Sales), CBS (CBS Spot Sales), and NBC (NBC Spot Sales). The 7 Storer radio stations will continue to be repped by the Katz Agency and John Blair. (See also p. 14 for Storer personnel changes.)

Radio KTHH Houston has been sold for \$1.5 million to Winston-Salem Bcstg. Co. by the Texas Radio Corp. Winston-Salem also owns WTOB & off-air permittee WTOB-TV (Ch. 26) Winston-Salem, radio WSGN Birmingham & 50% of permittee WBMG (Ch. 42) there, 1/3 of WOLE-TV (Ch. 12) Aguadilla, P.R., and 55% of application for Ch. 8 Winston-Salem. Broker was Blackburn & Co.

Sale price of radio WMGM N.Y. was \$10,950,000, Leow's Theatres Chmn. Laurence A. Tisch told stockholders last week. Under terms of the sale, to Crowell-Collier Bcstg. (Vol. 16:42 p10), which is subject to FCC approval, Loew's is to receive \$7,950,000 at closing and \$3 million within 18 months.

Sale canceled: Connie B. Gay's \$1.85 million contract for KFEQ-TV (Ch. 2) & KFEQ St. Joseph, Mo. and radio KLIK Jefferson City (Vol. 16:32) expired Nov. 3 and FCC has dismissed transfer application. The stations remain with the Jesse D. Fine family.

KTVI St. Louis took top honors in creativity with its rate card entry in the 3rd annual awards exhibition of the Art Directors Club of St. Louis.

FCC has approved sale of KDAL-TV & KDAL Duluth for \$3.3 million to Minnesota Bcstg. Co., subsidiary of WGN Inc., Chicago (Vol. 16:34 p7).

Sale of KFSD-TV & KFSD San Diego to United Artists for a reported \$7 million (Vol. 16:44 p10) has fallen through—principals being unable to agree on terms.

KNOX-TV Grand Forks, N.D. has dropped NBC-TV to become a primary ABC-TV affiliate. Its network programs are repeated by KCND-TV Pembina, N.D., which serves the Winnipeg, Man. area (Vol. 16:47 p11).

Power boost: KELP-TV (Ch. 13) El Paso, Tex. boosted power to 209 kw Dec. 3, after moving to its new site on the south slope of Comanche Peak.

Advertising

SPOT RAN 4% AHEAD IN 3RD QUARTER: TV-spot sales in 1960's 3rd quarter produced gross time billings of \$125,012,000 TvB noted last week in a report based on a 332-station checkup compiled with N. C. Rorabaugh. The sum—reflecting the new 4-part measuring system introduced by TvB with its 2nd-quarter report (Vol. 16:40 p10)—is down sharply from April-June's \$160.6-million pace. But, on the basis of the measuring system in effect a year ago, 3rd-quarter 1960 business ran 4% ahead of 3rd-quarter 1959.

The big spending for spot time (\$42,288,000 or 33.8% of the total) was poured into prime-night schedules. Other spot spending: day, \$34,689,000 (27.7%); late night, \$25,573,000 (20.5%); early evening, \$22,462,000 (18%).

Nearly three-fourths of the spot volume (73.6% or \$91,989,000) went for announcements. Programs accounted for 15.1% (\$18,926,000) of the 3rd-quarter total. IDs attracted 11.3% (\$14,097,000).

Food & grocery products, with total gross time billings of \$29,760,000, led all product classifications (TV & radio receivers accounted for only \$22,000 of total spot ads).

There were 9 newcomers to the list of top-100 spot spenders (see table below): Aerosol, 34th (\$691,700); Ball Bros., 92 (\$259,400); Jack LaLanne Co., 89 (\$264,300); St. Regis Paper, 98 (\$248,400); Sheaffer Pen, 69 (\$377,300); Simon & Schuster, 68 (\$381,000); Sunkist Growers, 57 (\$421,600); Tetley Tea, 95 (\$251,100); U.S. Time, 99 (\$248,200).

100 Largest TV-Spot Advertisers of 1960's 3rd Quarter

Gross time costs only, as estimated by Television Bureau of Advertising (TvB) in cooperation with N.C. Rorabaugh Co.

Rank	Advertisers	Amount	Rank	Advertisers	Amount
1.	Procter & Gamble	\$14,428,600	51.	Minute Maid	459,200
2.	Lever Brothers	3,337,700	52.	Cañation	458,100
3.	General Foods	3,262,700	53.	Vic Tanny	449,800
4.	Lestoil Products	2,501,300	54.	American Chicle ..	448,500
5.	Colgate-Palmolive ..	2,428,600	55.	Atlantic Refining ..	443,700
6.	Wm. Wrigley Jr.	2,197,600	56.	Carter Products	434,300
7.	Amer. Home Prod. ...	2,096,700	57.	Sunkist Growers ..	421,600
8.	Brown & Williams'n	2,083,500	58.	Standard Oil (Cal.)	417,400
9.	P. Lorillard	2,060,800	59.	Armstrong Rubber	413,600
10.	Bristol-Myers	1,609,900	60.	General Electric	410,500
11.	Kellogg	1,609,700	61.	Ex-Lax	407,000
12.	Miles Labs	1,428,400	62.	P. Ballantine	398,700
13.	Nestle	1,409,800	63.	A&P	396,300
14.	Gillette	1,307,700	64.	United Merchants	390,800
15.	American Tobacco ..	1,265,100	65.	General Mills	387,300
16.	Food Mfrs.	1,177,500	66.	Phillips Petroleum	382,500
17.	Ford	1,155,200	67.	Hertz	381,800
18.	General Motors	1,074,400	68.	Simon & Schuster	381,000
19.	Wesson Oil	1,017,900	69.	Sheaffer Pen	377,300
20.	Coca-Cola	991,700	70.	Hills Bros. Coffee ..	378,800
21.	Standard Brands	908,400	71.	Swift & Co.	375,000
22.	J. A. Folger	877,900	72.	Piel Bros.	369,000
23.	Warner-Lambert	869,800	73.	Burgermei'r Brew.	368,500
24.	Philip Morris	842,400	74.	Sterling Drug	360,100
25.	Pabst Brewing	838,500	75.	B. C. Remedy	360,000
26.	Anheuser-Busch	779,100	76.	Safeway Stores	356,000
27.	Pepsi Cola	779,100	77.	International Shoe	344,400
28.	R. J. Reynolds	776,300	78.	United Vintners	324,400
29.	Avon Products	745,700	79.	General Motors	320,400
30.	Pillsbury	743,200	80.	Schmidt & Sons	319,800
31.	Hamm Brewing	738,000	81.	Kroger	314,800
32.	Corn Products	713,600	82.	Miller Brewing	313,600
33.	Welch Grape Juice ..	703,600	83.	Parker Pen	312,900
34.	Aerosol	691,700	84.	Oscar Mayer	302,800
35.	Shell Oil	680,100	85.	B'ch-Nut Life Sat.	298,000
36.	Revlon	678,000	86.	Duncan Coffee	284,100
37.	Continental Baking	665,200	87.	Hudson Pulp	275,400
38.	Lanolin Plus	654,800	88.	Schaefer Brewing	267,800
39.	Associated Prod. ...	639,100	89.	Jack LaLanne	264,800
40.	Carling Brewing	619,400	90.	Jergens	263,800
41.	Norwich Pharnacal	585,900	91.	Pepperidge Farm ..	261,000
42.	Schlitz Brewing	563,900	92.	Ball Brothers	259,400
43.	Pacific Tel. & Tel. ...	550,200	93.	Drug Research	256,100
44.	Internat'l Latex	547,400	94.	M. J. B.	253,300
45.	Standard Oil (Ind.)	504,300	95.	Tetley Tea	251,100
46.	Chesebrough-Ponds	495,700	96.	Chrysler	249,900
47.	U.S. Borax	493,000	97.	Gallo Winery	248,900
48.	Falstaff Brewing	479,200	98.	St. Regis Paper	248,400
49.	Esso	465,300	99.	U. S. Time	248,200
50.	Pharma-Craft	463,700	100.	Plough	247,800

Swan Song by Kintner: FTC's aggressive Republican Chmn. Earl W. Kintner, who will be replaced when the Kennedy administration comes in, has some policy advice for his successor: (1) Recognize "the necessity for active govt. regulation." (2) "Focus on meaningful compliance with the laws." (3) Have "a regard for fairness."

In a speech prepared for the National Food Brokers Assn. convention in Chicago Dec. 10, Kintner said his 18 months in office had convinced him that "any official" must aim at these objectives if FTC is to do its job. He warned against policies leading only to "successful prosecution rather than meaningful compliance" or to "a willingness to allow business conduct to go unregulated." What's needed, Kintner said, is "vigorous enforcement & meaningful business education."

Shell is seeking big discounts from newspapers, now that the oil firm's agency—Ogilvy, Benson & Mather—is handling the account on a straight-fee basis and is switching the \$14-million Shell budget almost entirely to print media (Vol. 16:47 p 9). So reported *Printers' Ink* last week. It revealed that OBM media vp S. L. Frey had sent a letter to all leading newspaper publishers asking "cooperation" (i.e., volume discounts) with Shell. Frey specifically suggested discounts ranging from 10% for 7 columns or more running 26 times, to a 30% discount for the same campaign running 78 times. Shell will become what is probably the largest single-brand advertiser in newspapers, but only 11% of the more-than-300 newspapers Shell intends to use offer frequency or dollar-volume discounts such as those available in TV & other media. Hinting broadly, OBM also advised newspapers: "In 1962, we may decide to concentrate in TV or magazines." Shell's gross TV billings last year, largely in spot, were \$2,666,000.

Ad People: Thomas A. McAvity, former McCann-Erickson TV-radio programming vp & M-E Productions vp, joins J. Walter Thompson in new post as TV-radio programming vp . . . Vincent F. Aiello, ex-senior vp & creative planning dir. of MacManus, John & Adams, has joined the creative dept. of Geyer, Morey, Madden & Ballard . . . Paul Wason and Wayne Stuart-Bullock, Benton & Bowles creative supervisors, elected vps . . . H. R. Haldeman, on leave since Jan. 1 to work on Vice President Richard Nixon's campaign planning staff, rejoins J. Walter Thompson, as manager of Los Angeles office, succeeding Tom R. Cooper . . . John S. Williams, former senior vp & exec. committee chmn. of Cunningham & Walsh, has joined Foote, Cone & Belding N.Y., as vp & copy dir. . . . Colin H. John and William B. Everson named MacManus, John & Adams vps.

Guy Mercer moves up to plans board chmn., Needham, Louis and Brorby, succeeding newly elected Pres. Paul C. Harper; account supervisor Otis L. Hubbard Jr. elected vp . . . Bruce L. Newman, ex-McCann-Erickson vp, has joined Kudner as senior vp.

Advertising Research Foundation elections: President, ex-managing dir. Alcuin W. Lehman; chairman, CBS Radio Pres. Arthur Hull Hayes; vice-chmn., Sylvania marketing research dir. Frank W. Mansfield; treasurer, Dancer-Fitzgerald-Sample senior vp Lyndon O. Brown.

Jack Benoze elected Doherty, Clifford, Steers & Shenfield vp . . . Jack M. Bristow becomes manager of BBDO's Chicago office, succeeding Wayne Tiss who moves to Los Angeles office . . . C. Burt Oliver, Foote, Cone & Belding Canada vp-managing dir., named FC&B national best mgr., with hq in N.Y.

Expansion of local Nielsen reporting is planned for 1961, the research firm announced last week. It will be reflected in the Nielsen Station Index and will include: (1) Measurement of all U.S. TV stations at least twice a year, a broadening of present Nielsen measurement of the 389 TV stations in multi-station markets. (2) Increased audience samples, chiefly to provide full audience composition data for marginal time periods. (3) More synchronization of local reports to allow for market comparisons by agencies. (4) Special "sales-area breakouts" available to major spot or network advertisers to allow for measurement of national-local, full-scale TV campaigns. (5) Canadian audiences of U.S. stations—& vice-versa—reported to give a fuller picture of audiences reached by border-area stations. In the past 90 days, 14 major ad agencies have become "full-package" NSI subscribers.

Network TV's top time buyer in 1960's 3rd quarter was Procter & Gamble, which spent \$10,350,190 vs. runner-up Lever Bros.' \$8,351,044. P&G also took top spending honors for September, reports TvB, with a \$3,353,609 investment. The leading brand advertised for July-Sept. was Westinghouse Institutional with \$2,737,368 in gross time billings. September's leader: Anacin tablets (\$876,168). Product classifications which scored major gains in Jan.-Sept. over 1959's first 3 quarters (Vol. 16:47 p8): apparel, footwear & accessories, billings of \$5,871,727 vs. \$3,750,255 a year ago; automotive, automotive accessories & equipment, \$37,813,272 vs. \$32,447,836; gasoline, lubricants & other fuels, \$11,429,790 vs. \$5,969,769.

More daytime quiz shows are due on ABC-TV this season. On Jan. 9, a live N.Y.-originated package from Jerry Hammer Associates—*Camouflage*—will replace film reruns of *The Texan* in the 12-12:30 p.m. period, Mon.-Fri. Then, on Jan. 30, a new Goodson-Todman package, *Number, Please*, will replace *Beat The Clock* in the contiguous time period, 12:30-1 p.m. Quiz shows have staged a rating comeback (up 25.8% in AA level this season as against last) to recover some of the network popularity they lost in the quiz-scandal aftermath (Vol. 16:48 p11).

Toy advertisers will spend a record \$7 million in 1960, according to TvB. National & regional spot & network gross time billings were up 19.5% for the first 9 months of this year (\$2,708,130 against \$2,272,030 in the like period of 1959). The leading advertiser was Mattel, with network spot billings of \$970,230, followed by Colorforms (\$267,700) and General Toy (\$224,550). Toy sales are also hitting new highs, rising to more than \$1.7 billion (vs. \$1.65 billion last year), reported TvB.

Almost \$182 million of air time & space was contributed last year to the Advertising Council's campaigns by the country's communications services, vice-chmn. Edwin Ebel said at the Council's annual Hollywood luncheon, attended by 300 industry & media leaders. Ebel is also chmn. of the Council's national TV-radio committee. Pledges of continued cooperation were given by James T. Aubrey Jr., pres., CBS-TV; Oliver Treyz, pres., ABC-TV; and Walter Scott, NBC-TV exec. vp.

New reps: KBAK-TV Bakersfield, Cal. to Select Station Representatives and Weed Nov. 15 from Peters, Griffin, Woodward • WSLA Selma, Ala. to Radio-TV Representatives Oct. 15 from Forjoe • KXGO-TV Fargo, N.D. to Meeker Dec. 1 from Weed.

Correction: In Background No. 10 (Vol. 16:49 p14), the name of the pres. of the Assn. of National Advertisers should read Peter Allport.

Television Digest

PUBLISHED BY TRIANGLE PUBLICATIONS, INC.

WALTER H. ANNENBERG, *President*

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

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MARTIN CODEL
Associate Publisher

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Plaza 2-0195

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6362 Hollywood Blvd.
Hollywood 28, Cal.
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DAVID KAUFMAN

TELEVISION DIGEST. Published Mondays. Subscription \$75 annually.
For group rates & other subscription services, write Business Office.

TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
Published March & Sept. Published Saturdays Published in January

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Personals: Storer Bestg. changes: Effective Jan. 1, William Michaels, vp & managing dir. WJBK-TV Detroit, becomes regional vp, Detroit & Cleveland; Terry H. Lee, vp & managing dir. WAGA-TV Atlanta, becomes regional vp, Atlanta, Toledo, Milwaukee.

Fred von Stade, ex-WTVN-TV Columbus, O. national sales mgr., appointed gen. mgr. of Taft Bestg.'s WKYT Lexington, Ky., succeeding Robert Wiegand who becomes WTVN-TV gen. mgr. . . . Jerrold P. Merritt, WICS Springfield, Ill. chief engineer, has been advanced to engineering dir. of the 3 Plains Television Stations, WICS, WCHU Champaign, WICD Danville.

Norman S. Livingston, onetime NBC executive, appointed vp of Tv Stations Inc. . . . John D. Maloy named programming dir. for WNAC-TV & WNAC Boston . . . Chester L. Stewart, Reeves Bestg. vp, appointed president of Reeves Sound Studios div. . . . Soterios (Buddy) Pappas named ad & promotion dir., WTTG Washington.

Arthur D. Stamler, ex-radios WBUR Boston, WHIL Medford, Mass. and WGUY Bangor, Me., who has been operating his own Washington public relations firm specializing in station promotion, joins NAB's public relations staff . . . CBS's John Walsh has resigned as coordinator of special TV programs to become exec. dir., International TV Festival . . . Harry Wagner joins WSUN-TV St. Petersburg as program mgr., succeeding Leo Ribitzki who takes over supervision & production of special community-service programming . . . Thomas A. Pendleton, ex-Naval Ordnance Lab, Silver Spring, Md., joins Washington TV-radio engineering firm, Jansky & Bailey, as advanced technical development dept. head . . . Peter P. Theg named exec. vp, Broadcast Time Sales.

Frank P. Fogarty, WOW-TV & WOW Omaha vp-gen. mgr., elected RAB chmn. . . . Gayle Gupton resigns as dir. of radio's Clear Channel Bestg. Service, Washington, returns Jan. 1 to Third National Bank, Nashville; successor not yet selected . . . Gene LaBrie, ex-Columbia Records, named program dir., Metropolitan Bestg. Worldwide div.

Michael M. Grilikhes, gen. program exec. for CBS-TV, Hollywood, and Laraine Day have taken out a marriage license . . . Al Flanagan named pres., NAFI broadcast div., as Kenyon Brown steps down to devote his time to other interests. Flanagan will continue as mgr., KCOP Los Angeles . . . Henry R. Flynn, ex-NAFI Corp. bestg. div. executive, becomes vp in charge of Kenyon Brown's per-

sonally-owned radio stations KFOX Long Beach, KITO San Bernardino, KSON San Diego, KANS Kansas City, KGLC Miami, (Okla.) . . . Asher H. Ende, supervising attorney in FCC's Common Carrier Bureau since 1956 & member of U.S. delegation at 5 international conferences, named a hearing examiner.

E. W. (Ted) Scripps, vp of Scripps-Howard Newspapers and associated TV-radio stations, elected pres. of Sigma Delta Chi; CBS Pres. Dr. Frank Stanton named a Fellow of the professional journalism society, the first broadcast executive to be so honored.

Los Angeles Angels, new baseball club franchised by the American League, will be controlled by a group heavily loaded with broadcasting names. Gene Autry (KOLD-TV & KOLD Tucson, KOOL-TV & KOOL Phoenix, radios KMPC Los Angeles, KSFO San Francisco and KVI Seattle) is chmn. of Golden West Baseball Co., which won the franchise. His partner, Robert R. Reynolds, is pres.; Paul A. O'Bryan of the Washington communications law firm of Dow, Lohnes & Albertson is vp & gen. counsel. Others in the group include NAFI bestg. div. Pres. Kenyon Brown and N.Y. banker Joseph A. Thomas. O'Bryan, Brown and Thomas in particular are old baseball hands, having had interests in the Detroit Tigers (Vol. 14:14 p10).

James A. Schulke, Paramount Television Productions vp & mgr. of Paramount-owned KTLA Los Angeles, has resigned, effective Jan. 1. He told us he'd made the move to avoid "conflict of interests" in negotiating on behalf of a syndicate of broadcasters & financiers to buy KTLA's Sunset Studios for an estimated \$10 million. Schulke said current negotiations "look very favorable." If they are concluded successfully, he will head the new operation, which will place its emphasis on tape.

Ex-MBS Pres. Alexander L. Guterma, now under jail sentences for F. L. Jacobs Co. stock operations & for failure to register as a foreign agent (Vol. 16:45 p8), has been indicted again. A U.S. District Court grand jury in N.Y. charged Guterma & 12 other defendants with fraud in connection with 1955-56 sales of stock of Western Financial Corp., Diversified Financial Corp. of America and Consolidated American Industries Inc.

Harold E. Fellows scholarship for graduate studies in broadcasting, financed by the Bestg. Executives Club of New England, has been announced by Boston U. Applications for the \$500 scholarship honoring the late NAB pres. should be submitted by March 1 to Dean Melvin Brodshaug, School of Public Relations & Communications, 640 Commonwealth Ave., Boston.

Edward P. Whitney, NCTA exec. dir., is understood to be resigning as of Feb. 15 to become national sales mgr. of Ameco, Phoenix CATV & closed-circuit equipment manufacturer. Ameco is a div. of Antennavision Inc., headed by Bruce Merrill, which operates several CATV systems and which recently bought KIVA (Ch. 11) Yuma.

Rare white tigress from India has been presented to the National Zoological Park in Washington by Metropolitan Bestg. Corp. Pres. John W. Kluge as "a gift to the children of America." Valued at \$10,000 and named "Mahani Rewa" ("Enchantress of Rewa"), the 200-lb. beast was accepted for the zoo by President Eisenhower in much-photographed ceremonies Dec. 5 on the White House lawn. Metropolitan underwrote the purchase of the tigress from the Maharajah of Rewa and paid the expense of transporting it by plane.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV'S DOLLARS-PER-SALE RISES: The decline in TV unit sales during past few months is only part of the story. What doesn't show up at first glance in statistics is this: Although there have been no general price increases, public is paying more per set than it paid last year.

In past few months they haven't been buying as many sets as last year, but they're buying more consoles, more combinations, more big-screen sets—and this year they're continuing & furthering the 3-year trend toward higher unit price per set.

Analyzing the month of September, we find average price of TV set sold by factory was \$151.41 in 1960, compared with \$147.01 in Sept. 1959. This \$4.40 difference at the factory would translate to perhaps an \$8 differential at retail.

There's no question that constant campaign to upgrade TV set purchases is paying off. Despite a 9.4% drop in total retail TV sales from Sept. 1959 to Sept. 1960, the public bought 8.7% more consoles & 15.5% more combinations in Sept. 1960 than in Sept. 1959.

In Sept. 1960, retail sales broke down as follows: 52% table models & portables, 43.5% consoles, 4.5% combinations. Just one year earlier, breakdown was 60% table models & portables, 36.5% consoles, 3.5% combinations.

Picture-tube size shows similar upgrading—aided sharply by public acceptance of new 19- & 23-in. sizes. In Sept. 1960, consoles sold at retail were divided 53.5% 23-in. & larger, 46.5% 21-in. & smaller, while the division a year earlier had been 19.1% & 80.9%. Among table models, Sept. 1960 saw retail sales divided 59.5% 19-in. & larger, 39.5% 17-in., 1% smaller sizes. In Sept. 1959, 34.8% had been 19-in. & larger, 62.5% 17-in., 2.7% smaller sizes.

These figures for a typical fall 1960 month show that while there are fewer unit sales (and total dollar sales have also declined), there are more dollars—and presumably more profits—per sale.

Note: With official release of EIA production-sales figures for October—showing TV sales down about 13% from Oct. 1959—it's a good guess that total 1960 TV retail sales will come to just about 5,785,000. This is a shade higher than last year's 5,749,000—but distributor sales & production will be lower than last year. For 10-month TV-radio production & sales tables, see p. 17.

CORNING'S ALL-OUT BONDED-TUBE DRIVE: Picture-tube safety-glass issue is shaping up as one of hottest intra-industry battles of 1961. Quietly confident of victory—but not in the least complacent—is world's biggest TV-tube bulb maker, Corning Glass Works, whose laminated-glass process is being challenged from several new directions (Vol. 16:48 p14).

Neither dealers nor public realize all the advantages, Corning has found, of the Corning-type tube (to which a wrap-around implosion plate is bonded, requiring no external safety glass). Recent survey made for Corning by Psychological Corp. showed that only 54% of dealers were aware of laminated tube's advantages and fewer used it as selling point. As to TV set owners, only 15% had any awareness at all of terms "bonded shield" or "laminated tube."

All-out TV promotion campaign—"Operation Snowball"—to which Corning will contribute about \$500,000, with kickoff next month at Chicago winter market, will attempt to correct this situation. In cooperation with manufacturers, distributors & dealers of sets using laminated tubes, it will be aimed at promoting TV itself—with emphasis on what Corning has re-christened the "Eye-Saver Tube" and calls "the greatest advance in TV-viewing enjoyment in the past 10 years." Campaign will be elaborate, will use all media,

and was developed by merchandising-promotion specialist Ralf Shockey & Associates, which is currently conducting U.S. Steel's "Rhapsody in Steel" promotion.

Most set manufacturers have approved the drive, which is scheduled to run a full year and is aimed at generating excitement about TV, in addition to promoting "Eye-Saver" TV models—for Corning's TV-glass business is tied directly to success of TV sales. Details of campaign will be announced Dec. 21.

• • • •

Corning calls its laminated bulbs "implosion-proof," but has no plans to use scare factors in its promotion campaign. Nevertheless, for more than a year now, it has been conducting impressive implosion demonstrations for set & tube makers at its Corning, N.Y. hq.

We were privileged to witness the implosion demonstration last week. Two conventional table-model TV sets were used—on both of which the picture tube had previously been weakened by drilling a small notch in the top of the tube through a hole in the cabinet. A spike was then driven into the notch in a set with a 21-in. tube and conventional external safety glass. When it went, it made a noise like a bomb, and though implosion was contained within set by safety glass & cabinet, components were demolished by impact. Then spike was driven into laminated 23-in. tube of the 2nd set. Instead of a bang, there was a poof. Back was opened to expose all components intact, tube merely cracked. By wrapping completely around faceplate, laminated implosion cap holds glass together, we were told.

Corning looks on "implosion-proof" as added plus in laminated tube, says no other type bulb that it knows of has this feature. Implosion probably isn't significant hazard to consumers, since it rarely occurs and almost always is contained within the set. But use of implosion-proof tube, says Corning, cuts down manufacturers' costs by eliminating repeated test implosions of every TV model to satisfy Underwriters' Labs.

Implosion issue, of which we had heard very little since TV's early days, is coming in for some new attention, incidentally. December Popular Science magazine has photo of TV tube implosion (but no scare story). And, quite independently, a leading consumer-guidance magazine is understood to be preparing an article on TV implosions.

• • • •

Corning makes point-by-point rebuttal to proponents of both the dry-seal safety-glass approach (in which glass is separated from tube by vinyl gasket) and the developmental Mylar shield for picture tubes.

The glass manufacturer says its experimented with dry-seal techniques 5 years ago and discarded them. It says this method won't permanently keep dust & moisture from between glass & tube face—unless a truly hermetic seal is made, the cost of which "will be excessive."

One of biggest selling points for laminated tube is elimination of 2 reflective surfaces. When Corning rejected dry-seal approach over 5 years ago, "the prime reason was internal reflections."

As to costs, Corning insists that laminated tubes are as inexpensive as any approach. Although 23-in. laminated tube costs \$3.50 more than conventional one, safety glass is included in cost—and, Corning reasons—gasket and extra mounting hardware for dry-seal or other tubes also help make up the difference.

Corning makes similar argument on the question of weight. Conceding that its tube is heavier than non-laminated tube plus a plastic implosion plate, it says it is nevertheless competitive weight-wise with any other tube-plus-glass approach. A 23-in. laminated tube weighs about 10 lb. more than non-laminated tube, and Corning says that most external safety glasses weigh about 10 lb.

Weight reduction may be on its way for laminated tube. We were shown developmental cap weighing only half as much as today's cap—which could chisel as much as 5 lb. from weight of 23-in. bonded tube. There was no estimate of when the new cap will be ready. Another possibility in future of laminated tube: Special caps could be built in unique shapes, even used to form all-glass front of set.

As to du Pont's Mylar safety shield, Corning says it's "virtually unknown" and hasn't been tested, either in TV or in homes. New Pittsburgh laminating process, too, was called unknown & untested.

Tube makers' early production problems in the laminating process are disappearing. Corning said that manufacturers who have set up properly have cut shrinkage (rejection) down to less than ½%.

All major set makers except Magnavox & GE now use laminated tubes in at least part of their lines.

Corning's rebuttal is a strong one, and the returns aren't in yet—but you can expect to hear, and be involved in, many more salvos in the safety-glass battle in coming months.

TV-RADIO PRODUCTION: EIA statistics for the week ended Dec. 2 (48th week of 1960):

	Nov. 25-Dec. 2	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	91,649	91,627	122,772	5,398,581	5,878,999
Total radio	400,179	273,164	288,755	15,991,381	14,358,176
auto radio	117,134	98,333	62,455	6,029,919	5,036,264

TV-RADIO OUTPUT & SALES: EIA's official October production & retail sales figures substantiate preliminary estimates in these pages (Vol. 16:48 p17)—TV retail sales for October are down about 13% from Oct. 1959, radio sales are up nearly 20%. Cumulative 10-month TV retail sales are still almost 5% ahead of 1959, while radio sales are sharply up. The sharp brake put on TV production is beginning to show up in reduced inventories, as we noted last month, and further year-end layoffs are expected to bring output down far more sharply in December.

On the basis of 10-month retail sales, it's now evident that, at the current rate of sales, TV retail movement for 1960 will total about 5,785,000 units, slightly higher than last year's 5,749,000, but probably considerably higher in dollar volume, due to the higher average price per TV sale (see p. 15). Radio retail sales (excluding auto) should total about 10.5 million units vs. last year's 8.9 million.

Reports of November business from all distribution levels indicate the slow business trend is continuing. There are some notable exceptions—for example, Emerson, whose Pres. Benjamin Abrams noted a "material improvement" in the last 2 months.

Here are the EIA month-by-month figures for 1960 with comparable 1959 data:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1960	1959	1960	1959	1960	1959
January ...	626,494	437,026	50,119	35,841	590,867	501,704
February ...	503,453	459,492	43,537	34,678	507,673	448,173
March	549,500	494,032	45,411	32,112	501,829	425,751
April	422,551	389,251	39,240	20,501	351,214	263,998
May	442,176	431,911	32,295	28,247	334,233	279,536
June	518,370	571,004	34,245	29,064	371,661	344,795
July	268,354	350,360	14,621	21,022	392,858	370,575
August	462,286	547,445	26,829	32,847	429,346	492,449
September ...	673,937	808,337	46,161	51,555	620,810	684,773
October	499,999	706,503	38,999	55,113	654,478	637,147
TOTAL ..	4,873,120	5,195,440	371,457	340,980	4,655,019	4,448,901

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January ...	1,855,788	1,124,737	632,461	420,052	803,388	700,490
February ...	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	1,667,550	1,347,554	633,761	511,219	664,441	515,563
April	1,230,323	1,040,183	399,963	422,346	547,839	388,863
May	1,277,040	1,039,562	463,165	476,222	543,322	400,882
June	1,551,451	1,430,165	596,870	637,806	702,889	678,195
July	890,359	829,035	328,009	254,725	573,363	526,827
August	1,048,406	1,009,423	340,860	279,424	794,608	671,713
September ..	1,945,092	1,981,208	788,961	717,501	1,102,092	928,457
October	1,727,560	1,795,718	639,357	531,116	1,036,333	839,912
TOTAL ...	14,135,937	12,722,970	5,420,279	4,682,962	7,384,754	6,125,790

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 56,515 (29,145), March 83,127 (32,994), April 68,196 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707 (24,553), Aug. 71,125 (42,866), Sept. 111,745 (76,942), Oct. 88,596 (62,959). Ten-month total: 766,006 (430,763).

CONSUMER READY TO BUY? "In the 2 weeks after the election, the American consumer dramatically increased his buying plans"—and TV stands at the top of the list. So reported Dec. 12 *Newsweek* on the basis of a special report on its Continuing Survey of Consumer Buying Plans, conducted by the National Industrial Conference Board and based on interviews made by Sindlinger.

While conceding that the survey was based on "smaller-than-normal samplings," *Newsweek* stated that the figures show "a definite upsurge in consumer confidence" since the election, and speculates that the spurt in buying plans is due to a general belief that a Democratic administration promises an era of easier credit. While plans to buy new houses & appliances increased, new car-purchase plans dropped.

As compared with a year ago, these were the changes in consumer plans to buy various items: TV sets, up 21%. Vacuum cleaners, up 21%. Freezers, up 15%. New houses, up 13%. Ranges, up 11%. Dishwashers, up 9%. Used cars, up 6%. Refrigerators, up 2%. Furniture, unchanged. Driers, down 3%. Home improvements, down 4%. Floor coverings, down 6%. New cars, down 7%. Washing machines, down 14%. Older homes, down 18%.

In a separate analysis, *Newsweek* predicted a rise in the Gross National Product from 1960's estimated \$503 billion to \$510 billion next year, with consumer spending to go up from \$327 to \$330 billion, govt. spending to rise from \$100.5 to \$106 billion, and the consumer price-index to rise from 126.3 to 127. The publication forecast a decrease in industrial production from 108.5% of 1957's level to 105%, and an increase in unemployment from the present 5.4% to 6% of the labor force. The publication saw new housing starts rising from 1.2 million to 1.3-to-1.4 million.

Upturn in TV business in 2nd half of 1961 was predicted last week by GE TV-receiver dept. gen. mgr. Herbert Riegelman, but he saw the first half continuing the downward trend which started last June. This year's distributor sales of TV sets probably will total about 5.7 million sets, he said, adding: "The corrective action instituted by the TV industry to overcome an unbalanced inventory situation saved the industry from what may well have been a disastrous situation." He saw present inventories at "close to a normal level." He stated that "GE's participation in the industry has shown a significant increase at both dealer & distributor levels." For 1961, he foresees "no significant or immediate increase in consumer demand for color TV," consoles gaining strength in proportion to the growth of the replacement market, combinations gaining in popularity.

GE will introduce 4 new consumer-electronic products at distributor meetings next month—2 radios, one stereo & one TV receiver—all described as "completely new."

Battery-operated electronic computer that will continue to function for more than an hour despite power failure or irregularity has been developed by Packard-Bell.

IMPORTED TV IS MOVING: Success of its Japanese-made TVs & stereo consoles—now being imported in substantial quantity and distributed nation-wide—was largely responsible for Delmonico International's all-time sales record last month. So said Herbert Kabat, exec. vp of the subsidiary of Thompson-Starrett Co., which plans to introduce a complete line of TVs & TV-stereo theaters in Chicago Jan. 6, coincidental with the opening of the Winter Home Furnishings Market.

Perhaps Delmonico's biggest TV triumph was its recent sale to Sears Roebuck of 4,000 sets under an "initial contract." The 19-in. Delmonico receivers have been featured in special promotions by Sears retail stores in most major markets east of the Mississippi at a special "limited-time" price of \$128. Results were said to be very good.

The 19-in. set (with U.S.-made picture tube) is the only TV model now being imported in quantity by Delmonico—or anyone else. It is now being sold by "every worthwhile account," according to Kabat—including Macy's, Davega, Liberty Music, etc.—from coast to coast. Liberty Music recently featured the 19-in. Delmonico in newspaper ads at \$159.95 (Vol. 16:40 p15). Kabat said shipments of the sets from Japan are "at a good rate . . . meeting schedules."

Delmonico's other current hot seller is its 11-tube AM-FM stereo phono console, also made by Japan Victor, which lists at \$129.95 (Vol. 16:20 p18). Kabat said the firm is "tremendously back-ordered" on this item.

The company's record November saw sales 21% higher than Nov. 1959 and 17% higher than the previous record month, Sept. 1959, said Kabat. In a statement, he credited "tremendous acceptance for Delmonico's new TV & stereo line . . . increased sales of our West German line of stereo consoles & AM-FM-SW table-model radios, along with a broader distribution base." He said he anticipates a 50% increase in volume next year.

Delmonico plans to emphasize TV-radio-phono combinations in its Chicago showing beginning Jan. 6 at the Ramada Hotel on Michigan Blvd. "Stereo theaters" are due to be shown in both 19- & 23-in. sizes, along with 23-in. TVs & additional stereo consoles. Pushing TV combinations is nothing new to Delmonico's executive team—Pres. Albert Friedman, exec. vp Herbert Kabat & sales vp Seymour Lipper. They're all alumni of Olympic, helped guide it to prominence in TV-phono combo field in early days.

Delmonico is still the only American firm importing TV from Japan in substantial quantities, although Star-Lite Merchandise Corp. brought in several hundred 8-in. sets (sold at Gimbel's in N.Y. for \$99), but apparently has received no other sizable shipments. Second biggest importer of TV sets may well be Majestic International, which features several high-priced German Grundig TV-radio-phono combinations.

Zenith has raised prices \$10 each on two 19-in. portables, following a face-lifting. With new spotlight channel-indicator, changed trim & mask, dipole antenna, they're now priced at \$199.95 & \$209.95. They were among sets shown to distributors in Chicago last week. Also shown was a new 23-in. set with 92-degree deflection angle.

IRE International Convention will be held March 20-23 at N.Y. Coliseum & Waldorf-Astoria Hotel. Expected attendance is 70,000. About 850 exhibitors will display \$15-million worth of equipment; 275 technical papers are slated.

Minimum wage rates in the electron tubes & related products industry for govt. contract workers were fixed nationally for the first time last week by Labor Secy. James P. Mitchell. Under the Walsh-Healey Act, he set a \$1.42-per-hour minimum for those who work on electron tubes (except TV picture tubes) and \$1.35 for workers on solid-state semiconductor devices. The rates will apply to all govt. contracts for which bids are solicited or negotiations started on or after Jan. 7. Opposed by EIA, which wanted any Walsh-Healey minimums based on prevailing regional wages in the industry, the \$1.42-\$1.35 national rates were proposed by Mitchell in Aug. (Vol. 16:34 p16). EIA filed a formal protest in September, and followed up last week with another brief challenging Mitchell's final findings, which he said were based on evidence submitted at a public hearing and on an industry survey by the Labor Dept.'s Bureau of Labor Statistics. The survey showed 55,000 production workers were employed in 100 establishments with 8 or more employes. Govt. purchases of electron tubes & related products have been running at \$100 million per year. In last week's brief, EIA said New England electronics plants would be subjected to a particularly "heavy blow" under the new minimums because they are more than 20¢ higher than rates prevailing in that surplus-labor area for electron tubes and 18¢ above rates for semiconductor devices. EIA's objections were backed up in a letter to Mitchell from gen. counsel William B. Barton of the U.S. Chamber of Commerce.

Jerrold Electronics' acquisition of Westbury, N.Y. hi-fi components maker Harman-Kardon (Vol. 16:37 p16) was approved last week by the latter's stockholders, who will receive one share of Jerrold for 1.8 shares of H-K. Jerrold now has about 1.7 million common shares outstanding. An additional 300,600 shares will be outstanding after the exchange for 464,853 shares of H-K stock. The acquisition will be operated as a Jerrold subsidiary. H-K Pres. Sidney Harman, who will continue in that post, forecasts record sales for the 1961 fiscal ending next June 30. The previous high: \$3.8 million, posted in the 1959 fiscal year. In the 1960 fiscal, ended June 30, H-K earned \$3,699 (1¢ a share) on \$3,503,141 sales. For its 1960 fiscal, ended last Feb. 29, Jerrold earned \$810,251 (67¢) on \$8,416,750 revenue. For 6 months to Aug. 31, Jerrold earned \$197,937 (13¢) on \$3,205,887 revenue.

New plants & expansions: Zenith has purchased from the Milwaukee Road a 28-acre site on Chicago's west side. "On this property," Zenith Chmn. Hugh Robertson explained, "we will be able to construct some badly needed facilities, and have ample space for additional plant expansion as needed in the future." Initial construction planned: a 300,00-sq.-ft. manufacturing & office building and a warehousing & shipping facility. • Thompson Ramo Wooldrige subsidiary Space Technology Labs will erect a \$25-million, 10-building space research & engineering center on a 110-acre site in Redondo Beach, Cal. • Foto Video Electronics, Cedar Grove, N.J. maker of closed-circuit & broadcast TV gear, broke ground last week for a \$400,000, one-story, 30,000-sq.-ft. hq plant slated for occupancy next month.

One million TV picture tubes have been produced thus far in 1960 by National Video, marking the first time the 12-year-old company has hit that volume in a single calendar year. • The 2-billionth Sylvania receiving tube came off the line Dec. 2, reports Pres. Robert E. Lewis, adding: "This achievement comes less than 8 years after the manufacture of our one billionth unit."

New models: Canadian Admiral adds 6 new TVs— 19-in. table model with AM radio (\$289.95 & \$299.95), 23-in. table with 92-degree tube (\$249.95 & \$259.95), 23-in. console with 92-degree tube (\$279.95 & \$289.95), 23-in. lowboy with 92-degree tube (\$299.95 & \$309.95), 19-in. TV-stereo-AM combo (\$449.95 & \$455.95), 23-in. TV-FM-AM-stereo combo (\$799.95). Canadian Admiral also is showing 3 new stereo units—a portable at \$99.95 and 2 reverb consoles at \$779.95 • Curtis Mathes announces a 23-in. AM-FM-stereo combo in oiled American walnut at \$569.95 • V-M Corp. offers tape recorder-slide projector synchronizer which cues automatic slide projector to tape recorder; list price, \$49.95 • RCA Victor introduces 6-transistor TuneFlair, cordless clock-radio-barometer, with permanent self-charging clock battery, buzzer alarm and clock-controlled off-on feature, to retail at \$125.

Add layoffs: GE will lay off 1,400 workers for 5 days (Dec. 23-Jan. 2) at its Syracuse TV plant in an inventory adjustment move. At its Utica, N.Y. radio-receiver plant, all 800 hourly employes will be furloughed for 4 days beginning Dec. 27 for an inventory adjustment attributed to "declining sales as a result of increasing foreign & domestic competition." The company laid off 200 employes after Thanksgiving at its Decatur, Ill. audio-products plant, anticipates no further cuts there. • Philco has reduced output of its Philadelphia TV plant because of market softness & seasonal adjustments, releasing about 1,000 workers.

There are more than 900,000 TV sets in motel rooms, according to a September survey by *Tourist Court Journal*, Temple, Tex. magazine of motel management. Referring to our hotel-motel TV story of last month (Vol. 16:47 p16), the *Journal's* editors forwarded us these results of their motel survey last week: There are 60,500 motels in the U.S., with a total of 1,512,500 rental units (rooms), 59.9% of which have TV. In 1960, some 200,000 new rooms were built in new or existing motels, and an equal number will be built in 1961, according to present plans. These figures include motels only, don't include an estimated 1.4-to-1.5 million hotel rooms.

Consumer electronic products—TVs, radios, phonos & accessories—represent biggest category in total gross volume of Davega Stores, according to the 26-store retailer's prospectus for its 6½% convertible subordinated debentures. For the year ended Feb. 29, 1960, consumer electronics represented approximately 40% of the stores' gross volume, sporting goods & apparel 25%, photographic equipment & supplies 17%. Based on \$18,350,630 in net sales & operating income during same period, Davega's electronics sales volume totaled around \$7 million.

International Home Furnishings Market at Chicago's Merchandise Mart will last for 9 consecutive days next month—as contrasted with the former 2-week mart covering 10 working days. The market opens Fri. Jan. 6, continuing daily (including Sat. & Sun.) through Sat. Jan. 14. Previously, the market had opened on Monday for a 2-week run, excluding Sat. & Sun.

Shure Bros., Evanston, Ill. manufacturer of electronic components & hi-fi equipment, has begun and will complete by July a \$500,000, 38,000-sq.-ft. addition to its plant.

Obituary

William L. Carroll, 58, recently retired (1959) finance vp of Westinghouse Electric International, died in Pottsville (Pa.) Hospital Dec. 5 after a long illness. He had been with Westinghouse since 1926. He is survived by 3 sisters.

Trade Personals: Philco realigns its consumer-products marketing activities through the creation of 3 groups under consumer-products div. vp-gen. mgr. Henry E. Bowes. The Electronics Group is headed by group vp Armin Allen, ex-vp for electronics planning; Appliance Group by vp Jack Cherry, ex-refrigeration & air conditioner mdsg. mgr.; Laundry Group by vp John A. Rishel Jr., ex-consumer products mdsg. mgr.

Robert G. Urban, continuing as Philco mktg. vp, retains responsibility for merchandising through the distribution system. Fred Ogilby, ex-sales dir., becomes consumer products sales vp. John Utz has been promoted to mgr. of special sales. Gibson Kennedy, ex-dir. of associate distributor sales, becomes div. mdsg. dir. Rayford E. Nugent, ex-asst. to mktg. vp, takes post of accessories & services div. vp. Jack Kane moves up from TV mdsg. mgr. to electronic products mdsg. mgr. Owen H. Klepper from sales promotion mgr. to mdsg. mgr., appliances & laundry products. John E. Kelly continues as ad mgr.

George H. Fezell, former Magnavox vp-gen. merchandising mgr., joins Montgomery Ward as mgr. of its new major appliances & electronics div., split off from the old home furnishings div., formerly managed by Fred H. Dilg, resigned . . . George J. Dickey named Stromberg-Carlson vp-asst. gen. mgr., succeeding vp Alan R. Shilts, who has resigned (Vol. 16:49 p21); Dickey was formerly asst. to exec. vp C. Rhoades MacBride of parent General Dynamics Corp. . . . Dr. Lloyd V. Berkner, IRE president-elect, elected president of Graduate Research Center, Dallas; he's succeeded as acting president of Associated Universities Inc., N.Y., by Dr. Leland J. Haworth, AUI vp & dir. of Brookhaven National Lab.

John P. Macri named sales mgr. of RCA's new Data Communications & Custom Projects Dept. . . . John Ireg. Wębcór, and William Gallagher, Columbia Records, named to board of Magnetic Recording Industry Assn.; Daniel E. Denham, Minn. Mining, named public relations committee chairman . . . Earl Olenick returns to Oak Mfg. Co. as sales mgr. from Phaostron Instrument . . . Larry Epstein resigns as Bogen-Presto hi-fi & professional products sales & mdsg. mgr., future plans not announced.

Donald C. Power, GT&E chmn., named national chmn. of American Heart Assn.'s 1961 Heart Fund Campaign . . . James B. Gordon, pres. of Bendix subsidiary Hydraulic Brake Co., elected Bendix secy. . . . W. C. Schultz named national distributor sales mgr., Hoffman semiconductor div. . . . Robert Tomer promoted to CBS Electronics mgr. of information services . . . James M. Christensen, ex-Minneapolis-Honeywell, appointed Conrac personnel mgr. . . . Edward L. Fitzgerald promoted to Sylvania computer mktg. mgr.

Jesse Marsten, International Resistance senior vp, retires Dec. 31 after more than 30 years with the company. He will continue his relationship with IRC, as consultant and board member . . . Charles P. Johnson, ex-ITT-Kellogg, named military products div. dir., Adler Electronics; Stanley P. Lapin, ex-Motorola, industrial products div. dir. Both are new posts.

Philco holds distributor meetings this week, showing new appliance lines and spring consumer-electronics items Dec. 13-14 at Philadelphia's Bellevue-Stratford Hotel, Dec. 16 & 17 at Chicago's Morrison. Dealers will see the new lines Jan. 3-7 at "Philco Travaganza" shows at Miami Beach's Fontainebleau and at the Flamingo in Las Vegas. The dealer showings will feature championship athletic shows staged by *Sports Illustrated*.

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
Columbia Pictures	1960—13 wks. to Sept. 24	—	—	\$(1,107,000) ¹	—	1,319,287
	1959—13 wks. to Sept. 26	—	—	684,000 ²	\$0.48 ³	1,270,350
Lynch Corp. (Symphonic Electronics)	1960—9 mo. to Sept. 30	\$ 17,615,116	—	(219,810)	—	—
	1959—9 mo. to Sept. 30	16,405,913	—	22,937	—	—
MGM	1960—year to Aug. 31	130,444,607	21,394,908	9,594,908	3.83	2,506,129
	1959—year to Aug. 31	130,970,376	17,304,343	7,698,951	2.91	2,641,288
Pacific Industries	1960—qtr. to Nov. 30 ⁵	4,300,000	—	450,000	.30	—
	1959—qtr. to Nov. 30	4,590,000	—	161,000	.14	—
Packard-Bell	1960—year to Sept. 30	44,029,822	—	207,704	.26	812,135
	1959—year to Sept. 30	46,608,062	—	1,375,346	1.73	792,600
Stanley Warner	1960—year to Aug. 27	132,153,749	\$ 7,163,803	3,513,803	1.73	2,025,374
	1959—year to Aug. 27	123,877,723	9,887,041	4,812,041	2.38	2,025,374
Technicolor	1960—44 wks. to Oct. 29	23,448,737	—	418,292	.19	2,211,679
	1959—44 wks. to Oct. 29	23,241,493	—	186,908	.09	2,033,792
United Artists	1960—9 mo. to Oct. 1	80,595,000	—	2,987,000	1.79	1,664,218
	1959—9 mo. to Oct. 3	72,061,000	—	2,885,000	1.73	1,664,218
Warner Bros.	1960—year to Aug. 31	89,963,000	13,702,000	7,102,000	4.64	1,527,900
	1959—year to Aug. 31	85,328,000	15,375,000	9,375,000 ⁴	5.91	1,585,196

Notes: ¹Loss from operations—before \$1.6 million profit on sale of land converted loss to net of \$510,000 (34¢ a share). ²From operations—before \$202,000 profit on sale of land increased net to \$886,000 (63¢).

³After preferred dividends. ⁴Exclusive of \$6.5-million (\$4.10) profit from sale of ranch. ⁵Preliminary.

Format Films, animated film producers, will gross in excess of \$950,000 for its first year of operation which ends Dec. 15, reported Pres. Herbert Klynn. He told the board that during this period the North Hollywood, Cal., firm had increased its staff from 12 to more than 100. The company specializes in commercials and is planning 4 half-hour animated film series, including *The Shrimp*, *The Alvin Show*, and *The Illustrated Man*.

International Electronic Research Corp., Burbank, Cal. firm which makes precision instruments and a heat-dissipating tube shield, has applied to SEC (File 2-17357) for registration of 220,000 common stock shares, 110,000 to be offered for public sale, the balance to present holders. Schwabacher & Co. is the underwriter. The public offering price wasn't reported immediately.

Reports & comments available: General Precision Equipment, survey, Shields & Co., 44 Wall St., N.Y. 5 • General Instrument, Federman, Stonehill & Co., 70 Pine St., N.Y. 5 • General Dynamics, brief, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 • Metropolitan Bcstg., report, J. R. Williston & Beane, 2 Broadway, N.Y. 4 • Telechrome Mfg., memo, R. S. Dickson & Co., 30 Broad St., N.Y. 4 • Pittsburgh Plate Glass, reviewed in *Weekly Review*, Fahnestock & Co., 65 Broadway, N.Y. 6 • Cryogenics, report, Bull & Low, 45 Wall St., N.Y. 5 • MGM, Shearson, Ham-mill & Co., 14 Wall St., N.Y. 5 • Audio Devices, brief, Cooley & Co., 100 Pearl St., Hartford 4.

Common Stock Dividends				Stk. of Record
Corporation	Period	Amt. Payable	Date	
Clevite	Q	\$0.30	Dec. 28	Dec. 16
Decca Records	—	.30	Dec. 29	Dec. 19
Fairchild Cam. & Inst.	—	.60	Dec. 29	Dec. 16
Sangamo	Reduced	.18%	Jan. 2	Dec. 16
United Artists	Q	.40	Dec. 30	Dec. 16
Universal Pictures	Q	.25	Dec. 28	Dec. 19
Universal Pictures	Ex.	.25	Dec. 28	Dec. 19

Unlisted trading privileges for Ampex, General Telephone & Electronics and Minn. Mining & Mfg. common stock are sought by the Cincinnati Stock Exchange in SEC applications.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, December 8, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17½	19½	Lel Inc.	4¼	5
Aerovox	7½	8½	Magna Theater	2½	2½
Allied Radio	21¾	23%	Magnetics Inc.	7	8½
Astron Corp.	1%	1%	Maxon (W. L.)	7½	7½
Baird Atomic	23¾	25%	Meredit Pub.	40½	43½
British Industries	16¼	17¾	Metropolitan Bcstg.	17¾	19%
Centron Electric	3½	4	Milgo Electronics	16	17½
CGS Labs	6½	7¾	Narda Microwave	4	4¾
Control Data Corp.	53	56	Nuclear of Chicago	34½	37¼
Cook Elec.	12	13%	Official Films	2-5/16	2½
Craig Systems	15¼	16%	Pacific Automation	4¼	4%
Dictaphone	30	32	Pacific Mercury	5%	6%
Digitronics	22½	24%	Perkin-Elmer	41¾	44%
Eastern Ind.	14%	15¼	Pyramid Electric	2%	3-1/16
Eitel-McCullough	14¼	15¼	Radiation Inc.	21¾	23½
Elco Corp.	13½	14%	Howard W. Sams	36	38%
Electro Instruments	19	21¼	Sanders Associates	30	32¼
Electro Voice	7¼	8%	Silicon Transistor	4%	5%
Electronic Associates	29¼	31¾	Soroban Engineering	33	35¾
Erie Resistor	8¼	9%	Soundscribe	15½	17
Executone	23½	26¼	Speer Carbon	18¼	20½
Farrington Mfg.	27	29%	Sprague Electric	45½	48½
Fischer & Porter	18	19%	Taft Bcstg.	12	13%
General Devices	8%	9¼	Taylor Instrument	32	34%
G-L Electronics	7	8%	Technology Inst.	7¼	7%
Granco Products	2¾	3%	Telechrome	10	11¼
Gross Telecasting	19¾	21½	Telecomputing	7%	8½
Haydu	1/16	¼	Telemeter	12½	13½
Hewlett-Packard	26½	28¼	Time Inc.	66½	70
High Voltage Eng.	165	175	Tracerlab	8¼	9¼
Infrared Industries	16¼	18½	United Artists	5%	6½
International Rectifier	23¼	25%	United Control	17	18¾
Interstate Engineering	20¾	22¼	Universal Trans.	1	1½
Itek	52½	57	Vitro	9¼	10¼
Jerrold	7¼	8¼	Wells-Gardner	18¼	19¾
Lab for Electronics	48¾	52¼	Wometco Ent.	13¾	14¾

WEEKLY **Television Digest**

DECEMBER 19, 1960

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VOL. 16: No. 51

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

SUMMARY-INDEX OF WEEK'S NEWS

Congress

CBS & NBC URGE REPEAL OF SEC. 315. They assure House campaign probers that action would save election time & expense. ABC asks only for more "Great Debates" (p. 1).

"HOODLUMS" & TV FIGHTS should be blanketed under federal licensing authority covering closed-circuit boxing promoters, too —says Senate prober Kefauver (p. 8).

FCC

FCC MOVES AGAINST MANAGEMENT PAYOLA in cease-&-desist proceeding against radios WAOK Atlanta & WRMA Montgomery. Management says practice stopped months ago (p. 2). Dept. (p. 10).

Film & Tape

AFTRA-SAG PACT DETAILS revealed: "Weighting" of cities by population units for spot-talent compensation is highlight of agreement with networks, agencies and producers (p. 3).

Networks

NEW CANADIAN NETWORK will be 49% owned by its 8 affiliates, which will use their studio & technical facilities for program origination, says Caldwell (p. 5).

NEWS SHAKEUP AT CBS continues with corporate affairs vp Richard S. Salant named chmn. of a News Executive Committee. It's the latest step in a long-range re-alignment of CBS News (p. 5).

CBS REGAINS FIRST PLACE in 2nd of Nielsen's November NTI reports, with NBC—sparked by election-night Nov. 8 success—and ABC close behind (p. 6).

Stations

EUGENE ORE. VHF STARTS OPERATION: KEZI-TV (Ch. 9) start is counteracted by demise of KNBS (Ch. 22) Walla Walla (p. 8).

HUGE KSWO-TV TOWER TOPPLES in freak windstorm, injuring one, demolishing transmitter & generator buildings, hitting homes of engineers (p. 9).

Consumer Electronics

NEW COLOR TUBE DUE FROM RCA in new 12-set line, shown to distributors. RCA also introduces 15 new 23-in. b&w models (pp. 12 & 13).

MAJOR SET MAKERS DROP FANCY "FINISH" TAGS for wood-like cabinets. Admiral, GE, RCA, Motorola, Westinghouse, Emerson, Philco, Sylvania, Zenith sign FTC stipulations (p. 12).

EIA SEES \$10.3 BILLION 1961, up another 6%. "Rough spots" are ahead, but defense & industrial business will sustain industry, says Pres. L. Berkley Davis (p. 13).

PUBLIC ATTITUDES ON IMPORTS, as measured in survey: U.S. goods strongly preferred; Japanese image still means "cheap;" TV, hi-fi, transistor-radio attitudes observed (p. 14).

"GOOD PICTURE QUALITY" is most important factor to TV buyers, survey shows, but brand name is most significant consideration in actual set purchase (p. 15).

Auxiliary Services

TABOO ON TAVERNCASTS is issued by court as CBS and N.Y. Football Giants get after N.J. tavern which charged admission to see blacked-out pro games (p. 9).

CATV LEGISLATIVE PROPOSALS nearing completion at FCC. Latest: Protect both locally-originating stations & public's right to multiple service, on case-by-case basis (p. 9).

Advertising

RISING AD COSTS required 1960's advertisers to increase budgets 4.7% to match 1959's schedules. Printers' Ink adds that 1961 budgets must rise again to maintain 1960 schedule (p. 7).

Other Departments

PROGRAMMING (p. 10). **PERSONALS** (p. 11). **TECHNOLOGY** (p. 11). **FINANCE** (p. 16).

CBS & NBC URGE REPEAL OF SEC. 315: Speaking almost in unison, CBS Inc. Pres. Frank Stanton & NBC Chmn. Robert W. Sarnoff came up last week with cure-all prescription for perennial political problems of how to make nation's election machinery work better. Repeal Communications Act's Sec. 315, they said.

Excessive campaign time & expense can be cut easily by freeing broadcasters from Sec. 315 shackles on political programming, special House Campaign Expenditures Committee was told by chiefs of 2 networks.

Different tack was taken by AB-PT & ABC Pres. Leonard H Goldenson. He told Committee he had no sure answers to questions of whether campaigns are too long & costly—or what should be done. And he stopped short of recommending outright lifting of Act's equal-time requirements, suggesting only that Congress permanently suspend Sec. 315 for Presidential tickets.

Candidates & public alike would share benefits of equal-time repeal in at least 2 ways, Stanton & Sarnoff insisted on their side of network policy split. They argued: (1) Increased exposure of office-seekers on TV & radio would enable them to shorten electioneering periods—and spare electorate from boredom of being subjected to protracted oratory. (2) Public-interest broadcasting time which networks & stations could give candidates would save them much money.

CBS-NBC arguments were buttressed by facts & figures on 1960's "Great Debate" series under one-shot suspension of Sec. 315 for Presidential & Vice Presidential candidates this year only. And Goldenson contributed ABC data supporting other networks' case.

No candidates in history were seen & heard by more people than in 4 swift joint Kennedy-Nixon broadcast appearances—and the industry's performance demonstrated that there's no good reason why candidates for all offices shouldn't enjoy similar advantages, said Stanton & Sarnoff.

Sec. 315 repeal would be thrifty for politicians, too, Stanton & Sarnoff pointed out. Stanton estimated that the CBS TV & radio networks alone spent \$1,425,000 on programs presenting Presidential & Vice Presidential candidates this year—expense which the parties were spared. Sarnoff said NBC-produced political programs cost \$1,686,000—which was 66% more than the parties spent for paid NBC telecasts. Goldenson said ABC dropped \$250,000 on "Great Debate" series alone.

Sarnoff presented his network's case in person. CBS Washington vp Edmund C. Bunker was stand-in for Stanton, whose statement was read while he was at President-elect Kennedy's home for 45-min. talk on subjects ranging from TV debates to USIA. Goldenson submitted statement for hearing record.

"You may be assured that great attention will be given to Sec. 315," Committee Chmn. Davis (D-Tenn.) said after hearing statements by Stanton & Sarnoff. But neither he nor any other Committee members appeared overwhelmed by arguments that equal-time protections for candidates should be removed entirely. Sec. 315 is expected to get only once-over-lightly treatment in Committee report, leaving Communications Act jurisdiction to House & Senate Commerce Committees and further equal-time hearing next session.

Networks were lauded for 1960 "Great Debate" shows by Davis & others. But Davis said 4 were too many for him (first one was enough, he told Sarnoff), and questions were raised at hearings about danger to candidates from "over-exposure" on air, whether paid for or not. Rep. Cramer (R-Fla.) also said he wouldn't be willing to let broadcasters fix formats for political programming if Sec. 315 restrictions were to be lifted. Candidates should have some say, too, he said.

Davis indicated that main recommendation by Committee will be that Democratic & Republican National Committees themselves set limits of 6 or 8 weeks on future campaigns vs. 4 months taken up this year. House campaign-investigating units (which have no legislative functions themselves) are set up every 2 years. They seldom produce lasting election reforms. Davis committee will go out of existence Jan. 3.

FCC MOVES AGAINST MANAGEMENT PAYOLA: First sharp FCC action against station owners (as distinguished from employes) who took record-maker payola was directed last week toward radios WAOK Atlanta & WRMA Montgomery. It ordered licensees to show cause why "cease & desist" orders shouldn't be issued against them.

Stations were singled out, we're told, because they're the only ones actually frankly admitting taking payments. However, stations' Pres. Stan Raymond informed us: "I don't understand it. We told them months ago that we had ceased & desisted." He said stations had started the practice in order to control payments to disc jockeys, each getting share according to his time on air—along with vp-program dir.-DJ Zenas Sears, 1/3 owner. "Never," Raymond said, "did the payments control what records were played."

Case will be cleaned up quickly, FCC staff members told us, if management accepts the cease-&desist order—and lives cleanly ever after. No hearing would be needed.

It's believed that stations' action in disclosing complete details resulted in the relatively mild Commission action. Chmn. Ford, however, voted for revocation proceedings.

Amount of payments wasn't disclosed, but we're informed that it was "peanuts" compared with stations' profits, which are quite substantial. Programming is directed at Negro market.

Film & Tape

Screen Actors Guild has placed Gross-Krasne Inc. on its "unfair list," alleging that producer Phil Krasne had failed to pay actor Jerome Thor \$28,988 for his services in the *Rogue for Hire* series. Several episodes were filmed, but the series was never sold. SAG's action means that no actors may work for Krasne until settlement.

Warner Bros. will appeal the Los Angeles Superior Court decision which freed James Garner from his contract (Vol. 16:49 p8). Judge Arnold Praeger, after upholding Garner's contention that Warners had invoked *force majeure* without justification, awarded the actor one week's pay, \$1,750. He had sought a year's pay—\$106,000, but Judge Praeger based his award on the week between Warners' suspension and Garner's declaration as a free agent.

DETAILS OF THAT AFTRA-SAG PACT: Specifics of the recently-negotiated TV-commercials contract between Screen Actors Guild, AFTRA and the networks, ad agencies and producers were disclosed over the weekend when SAG mailed copies to its 14,000 members to seek ratification (Vol. 16:49 p2; 46 pp3 & 7). AFTRA is still negotiating phases of its contract with the networks, and will seek membership ratification later.

Highlight of the agreement, covering both film (in SAG's jurisdiction) and tape (AFTRA jurisdiction), is a new formula in the spot area that is based on "weighting" of cities by population units & a structure of fees based on these units.

Compensation for 13-week cycles of spot use is based on a formula by which each city is given a unit of one for each million of population in its metropolitan area. A fractional population of 500,000 or more constitutes an additional million for weighting purposes. Each city below one million is weighted at one unit.

Under this formula, Baltimore, Cleveland, Pittsburgh, St. Louis and Washington, D.C. are weighted at 2 units; Boston and San Francisco, 3; Detroit and Philadelphia, 4.

N.Y., Chicago and Los Angeles are treated separately. For principals on camera in spots used in any one of these 3 cities, the rate is \$200 (compared to the old rate of \$125). For additional units a formula will be used beginning at 26 units (\$1.25 a unit). For spots shown in any 2 of these cities, the rate is \$312, as compared to the old rate of \$170, plus additional units at 25¢ each. For all 3 cities, the rate is \$345, up from \$220, plus additional units at 25¢ each.

For the principals off camera in spots used in the 3 cities, the rate for any one city goes up from \$72.50 to beginning at 26 units, \$1 a unit; any 2 cities, from \$105 to \$190, plus additional units at 20¢ each; all 3 cities, from \$150 up to \$227, plus additional units at 20¢ each.

The old formula still applies to program commercials, although the guilds did receive scale hikes in this area. Under that formula, the classifications, A, B & C and weighting of N.Y. at 11 units, and Los Angeles & Chicago at 7 each, still prevails.

Session fees go up from \$80 to \$95 for principals on camera, from \$55 to \$70 for off-camera principals, and there are general raises all along the line.

The employers have agreed to a contribution of 5% of all compensation toward a pension & welfare fund.

The contract also calls for limitations on exclusivity; reduces the maximum period of use & reuse off camera from 30 months to 24, includes the showings of commercials in the U.S., Canada and Mexico in coverage of use & reuse fees, with rates for showings elsewhere to be up to the player's individual bargaining.

The 3-year contract is retroactive to Nov. 16, becomes effective Jan. 16.

CBS Films has sold 90% of its international syndicated library to the Australian market, according to international sales dir. Ralph Baruch. Australia now gets 44 CBS series, including *The Brothers Brannagan*, *Twilight Zone*, *Rawhide*, & *Gunsmoke*, plus news & public-affairs films such as the CBS News film. Baruch also announced that in response to pleas that Australia needs product badly, and servicing by agents is proving unsatisfactory, CBS has set up its own Australian sales unit with William Wells as managing dir.

MGM-TV's Pilot Plans: MGM-TV will produce a minimum of 7, perhaps as many as 9 pilots for the coming season, we're told by Robert M. Weitman, vp in charge of TV production for the Culver City studio. The list ranges from musical comedy to action and anthology.

He lists as definite pilot projects: *Cain's 100*, contemporary action (60-min.), Paul Monash, exec. producer, for NBC-TV, going into production Jan. 10. *Woman in the Case*, anthology (60-min.), Monash, exec. producer, for NBC-TV, in production Jan. 12. *Darrow for the Defense*, courtroom drama, Norman Felton, producer, in production about Jan. 15. *Father of the Bride*, comedy, starring Leon Ames, Robert Maxwell, producer, General Mills financing, into production Jan. 15. *Andy Hardy*, comedy, Maxwell, producer, for NBC-TV, into production in late January. *Harry's Girls*, musical comedy, Ralph Levy, producer, Alan Jay Lerner, creator, Larry Blyden, star, just filmed in Europe. *Dr. Kildare*, drama, into production Jan. 25.

The pilot of *The Adventures of Hercules Poirot*, starring Jose Ferrer, has been delayed because of Ferrer's movie commitments. MGM-TV is also interested in other deals, and is in negotiation for network financial participation in its pilots, Weitman told us.

The executive said he expected a renewal for MGM-TV's *National Velvet*. The studio's *The Islanders* leaves ABC-TV April 9, after its commitment for 26 segments has expired, and will be replaced by MGM-TV's *The Asphalt Jungle*, which goes into production in mid-January. Arthur Lewis has been named producer of the series.

Henry Jaffe Enterprises Inc. has filed a \$3.5-million damage suit against Screen Gems in Los Angeles, alleging that SG conducted negotiations with ABC-TV for reruns of 1958 *Shirley Temple Storybook* episodes at the same time it was telling Jaffe it was trying to get a network commitment for new (1959) segments. Jaffe, exec. producer of the series, said his contract with SG demanded that he get a network commitment by Sept. 1, 1958, for new shows, or SG could distribute the 1958 shows without Jaffe's approval. He said the agreement was extended to Nov. 1, 1959, providing neither party would contact prospective buyers without the other's knowledge & consent. SG sold the reruns to ABC-TV without trying to sell the 1959 series, he alleges. This was done despite SG's knowledge that Jaffe Enterprises had paid \$246,000 to Miss Temple to assure her availability, and that amount was forfeited when the 1959 series wasn't sold, the action claims. Jaffe charges SG made "false representations" & acted "deceitfully & fraudulently," and asks \$2.5 million in actual damages, \$1 million in punitive damages.

FTC action to force Hollywood "plug specialists" to disclose the names of national advertisers they have represented was dropped in Los Angeles last week. The case, which had been due for a hearing in U.S. District Court, was dismissed on motion of FTC attorneys who indicated the Commission was dropping its investigation of Dick Fishell & Associates, Mary Rothschild and Vicki Raaf. Their attorney, Oliver B. Schwab, had opposed government subpoenas on the basis that FTC had shown no violation of federal law, and that investigations were being conducted without giving his clients sufficient Constitutional guarantees. Schwab is also seeking to quash FCC subpoenas against the same clients, on the grounds that they have been deprived of counsel under FCC hearing ground rules, and that the information sought is confidential & beyond the scope of the FCC probe of TV film (Vol. 16:44 p7).

NEW YORK ROUNDUP

Goodson-Todman Productions will become the industry's leading Eastern-based producer in terms of weekly network program hours, effective with the January premieres of *Say When* and *One Happy Family* on NBC-TV, and *Numbers Please* on ABC-TV. G-T's weekly total will then be 12.5 hours (comparing favorably with such Hollywood giants as Revue Productions, Four Star and Warner Bros.), comprising 25 half-hour segments on the 3 networks.

Add Syndication Sales: CBS Films' *The Brothers Brannagan* has been sold in 120 markets to date, with new sales including WNAC-TV Boston, KDKA-TV Pittsburgh, WXYZ-TV Detroit. The series has also been sold in 6 Australian cities . . . Ziv-UA's *Miami Undercover* has been bought by WNEW-TV N.Y., bringing total markets so far to 61 . . . Ziv-UA's year-end Canadian sales report shows 142 sales of 27 separate series, including a CBC network deal on *Aquanauts*. International Television Programs, Ziv-UA's foreign distributor, handled . . . UPA Pictures began syndication of its *Adventures of Dick Tracy*, animated cartoon series, Dec. 15 . . . MCA-TV has picked up 6 additional markets for its mystery-adventure series, *Shotgun Slade*.

Screen Gems has become the first feature-film distributor to score a sales breakthrough in Canada with a major post-1948 package. A 209-picture group was bought last week by 3 CBS stations (CBMT Montreal, CBOT Ottawa, and CBUT Vancouver), by 3 newly-licensed TV outlets (CFTO-TV Toronto, CJAY-TV Winnipeg, CJCH-TV Halifax) and by CBC's Calgary affiliate, CHCT-TV. It's the same post-1948 package ("Born Yesterday," "Death of a Salesman," etc.) recently signed by the 5 CBS-TV o&o's and now being released in small sub-packages in this country by Screen Gems (Vol. 16:49 p6).

MGM-TV's pre-1948 feature library has been sold in a 5-year deal for the Australian market for an estimated \$2.6 million. So states MGM's annual report for the fiscal year ending Aug. 31, 1960. The only other foreign deal for the MGM backlog is the sale of a few selected features to Canada's CBC. No plans for the sale of MGM's post-1948 library in or out of the U.S. have been announced.

British-made cartoons, produced by Halas & Bachelor Productions, are now being syndicated by Interstate TV Corp., an Allied Artists subsidiary. There are 2 series: *Snip & Snap*, which utilizes paper cutouts in settings created from common household objects—and *Foo Foo*, angled at adult viewers. Both are 26-episode, 7-min. shows.

Ziv-UA sold its first network show of the 1961-62 season in N.Y. last week—to ABC-TV. The package is *Small Town D.A.*, a 30-min. series (so far without a star) based on a similarly titled book by Robert ("Anatomy of a Murder") Traver.

People: Daniel M. Curtis has been appointed CNP (subsidiary of NBC) sales dir. Also named to top CNP posts: Jacques Liebhenguth, national & regional sales dir.; Bill Breen, Eastern sales mgr. . . . John J. Howley has been named ITC central div. acct. exec. . . . David E. Ferrin, Iversen-Ford exec. producer, goes to Hollywood to tape a new TV series, *Concepts*, which features moral & spiritual values in today's culture. Star is Lew Ayres . . . Leonard E. Hammer, UAA national sales dir., has been given the additional duties of Eastern div. sales mgr.

HOLLYWOOD ROUNDUP

Prospects dimmed for a \$4-million Hollywood motion picture & television museum last week when the Los Angeles County Board of Supervisors delayed a vote for putting up \$500,000 to begin the project. The supervisors proposed that the film industry raise \$2 million for the museum—a suggestion not well received by industry figures at the hearing. Warner Bros. vp E. L. De Patie said his studio had already contributed thousands to the project by assigning individuals to collect items for the museum. "If the success of this plan depends of further contributions from the industry, this delay will doom the entire project to failure," he said. Among those speaking for the project: Mary Pickford, Harold Lloyd, Sol Lesser, chmn. of the museum commission.

Desilu Productions is piloting 2 Cy Howard-produced comedies, *My Wife's Brother*, starring Rowan & Martin and Carole Cook, and *Mickey & the Comtessa*, starring Eva Gabor & Mickey Shaughnessy; also a duo—*Homicide*, a 60-min. action series, and an untitled Western—to be produced by Mort Briskin. John Bromfield may star in the Western. Tentative on the pilot schedule is a comedy, *You Can't Win 'em All*, which would probably be produced by Bob Schiller & Bob Weiskopf.

Burlingame Productions will pilot an action-adventure series for CBS Films in January, with Jess Oppenheimer producer . . . Latest 20th Century-Fox TV pilot: *The Jayhawkers*, 60-min. Western . . . John Guedel Productions will tape *Take My Advice*, panel show pilot, in January. George Fenneman, Eddie Lamarr, Carl Reiner, Bob Sweeney and Dr. Lorie Johnston are on the panel, and Guedel is producer.

Arrowhead Productions producer Richard Bare will make 2 pilots, a 60-min. action-adventure show, *Jamaica Reef*, and *The Joan Davis Show*, a comedy . . . Cameron Productions, owned by Rod Cameron, plans to pilot an adventure series starring Cameron in most of the films and featuring him as host. Guest stars would appear in the other segments.

Hubbell Robinson Productions will pilot *87th Precinct*, a 60-min. action series, for NBC-TV . . . Four Star Television is filming 17 episodes for 11 different series during the 2-week period prior to the holidays.

Girard-Lewis Productions plans a 60-min. pilot, *Room 63*, slated to go into production Jan. 25. The adventure series will be filmed in Los Angeles & Sacramento. Bernard Girard is producer.

Allied Artists and producer Lindsley Parsons plan a 60-min. pilot, *Patrol Boat 999*, to go into production in late January. Parsons is exec. producer, Aubrey Wisberg producer.

NBC-TV is developing a 60-min. circus series, *The Big Tent*, to be filmed in color.

People: Robert Justman named production liaison executive for MGM-TV . . . J. Albert Trescony, MGM talent director, named head of casting for MGM-TV . . . Esme Chandlee is associate producer of *Here's Hollywood*, on NBC-TV . . . Arthur Manella elected to board of Desilu Productions . . . Producer Joseph Naar has left Revue Studios to form his own independent TV film company—Nardo Productions.

Networks

CANADIAN NETWORK PLANS: Canada's 2nd—and first privately owned—TV network will be 49% owned by its 8 affiliates and will use their studio & technical facilities. So said S. W. (Spence) Caldwell, head of the group which received the go-ahead from Canada's Board of Broadcast Governors to form a network to serve privately owned TV stations in 8 areas coast-to-coast where there are competitive CBC-affiliated outlets (Vol. 16:50 p3). Toronto TV-film producer-distributor Caldwell made these points:

(1) The 8 basic affiliates will be offered 49% of the new network's capital stock "on a pro-rata basis," with provision for participation by future affiliates. The network will be "99 44/100% Canadian-owned," all investors being "well-known in business, the arts and social service."

(2) The new network "will not build any production plant of its own, but will, instead, employ those of its affiliated stations & other independent producers." Thus it will have available to it "some 24 studios, 20 video-tape recorders, 50 camera chains and 8 mobile units." Because it will have "no capital costs for facilities," it will put its money into programming and "we have established a program bank to provide funds for the production of pilot episodes of program series." This fund is expected to make available at all times "a minimum of 10 Canadian-produced program series ready for sale."

(3) The network already has a "basic agreement" with communication companies to provide a 2nd national microwave service with a reversible TV channel, so that programs may be originated at any point.

(4) Despite reports that some stations are reluctant to sign with the network, Caldwell says preliminary discussions "have indicated that our proposal has the support right now of a majority of the new licensees, and we are confident that the concrete proposals we will make to these stations will assure their agreement to the . . . plan."

(5) Caldwell hopes to apply next March for permission to form the network company, with first major programming in September.

(6) "We are proposing to begin at 10 hours per week with an expansion over the next 2 years to 25-to-28 hours per week. [But] the 8 basic affiliated stations will be primarily local TV services and, therefore, have no need of the all-embracing type of network which occupies 70 to 80% of the broadcast time."

(7) The network will establish a Program Advisory Committee, including representatives of affiliated stations, to work out schedules and to "assist & stimulate" local production. The new network will also buy independently produced program packages.

A rumor that Frank Stanton would resign to head the U.S. Information Agency when the Kennedy administration takes over was flatly denied Dec. 15 by CBS. But the rumor easily led all others as a topic of luncheon & cocktail conversation late last week. Feeding the speculation was the report of a friendly talk in Washington between Stanton & President-elect John F. Kennedy, although Stanton—at the time—denied that he & Kennedy had made any agreements regarding a govt. position for Stanton. Also in Washington, Stanton's name was in the news in another connection, when his testimony on Sec. 315 and election campaigns was read to a House Committee (see p: 1).

NEWS SHAKEUP AT CBS: The reshuffle of CBS News continued last week in the wake of earlier changes. This time, however, it wasn't just a re-alignment of correspondents & bureau personnel. Named by CBS as chmn. of a new CBS News Executive Committee was corporate affairs vp Richard S. Salant, who has been a familiar CBS spokesman before various FCC & Congressional hearings.

In his new post, Salant will run a committee (whose members include CBS Chmn. William S. Paley, Pres. Dr. Frank Stanton, CBS News Pres. Sig Mickelson, and CBS-TV Pres. James T. Aubrey) that will make network policy on news & public affairs and speed up the process of planning & scheduling major news specials.

Although the network made no mention of it, observers saw the move as part of a long-range plan put in motion by Pres. Stanton soon after CBS took its convention-rating drubbing from NBC (Vol. 16:32 p8). The first indication that the shakeup was in progress came about a month later when several TV newsmen & news executives were shifted into new posts for the pre-election campaign (Vol. 16:35 p9). Then, as the elections came & went and NBC again took blue-ribbon ratings, the shakeup continued (Vol. 16:50 p5) with another re-alignment of rank & file newsmen. The latest move completes the net effect of a quiet revamp of CBS News from the top echelons on down.

Sig Mickelson remains as operational chief of CBS News, however, with news vp John F. Day as No. 2 man. Any further changes in the news div. lineup, according to the network, will now be announced through Mickelson's office. Meeting NBC's current news strength & the planned expansion of ABC-TV news operations under Jim Hagerty, Mickelson is now, in effect, responsible to a management-level committee above him, and has a re-aligned news team reporting to him.

Plane Disaster TV-Covered: The mid-air collision of 2 planes inbound to N.Y. Dec. 16 brought mobile units from all 3 networks racing to crash scenes in Brooklyn & Staten Island. Late-morning coverage was confined to audio bulletins; live and filmed picture coverage began in the early afternoon as mobile crews established picture contact with news hqs.

Network schedules were quickly juggled to include spot coverage. CBS-TV yanked the originally-scheduled show in its *Eyewitness to History* series (Fri. 10:30-11 p.m.) and substituted a special 30-min. report on the crash, meanwhile scheduling a running series of bulletins & reports. NBC-TV pre-empted its sponsored *Dan Raven Show* (7:30-8:30 p.m.), and scheduled a 30-min. digest of on-the-spot films and tapes of live crash-scene pickups at 8 p.m., having earlier kept viewers up to date with bulletins. ABC-TV, which had aired 12 network bulletins on the crashes prior to 11:30 a.m. with continuing bulletins thereafter, telecast a special mid-afternoon report prepared by its mobile crews.

CBS newsmen Walter Cronkite, who acted as anchor man on a 2-2:30 p.m. on-the-spot roundup on CBS-TV, revealed during the report at least one good reason why he seemed at times emotionally involved in the accident. He had, he stated, intended to return from a trip to Chicago on the jet that crashed in Brooklyn (a United Air Lines DC-8, flight 826, Chicago-Idlewild), but had at the last minute altered his plans and had returned Dec. 15, missing the fatal collision. (The other plane, a TWA Super Constellation, crashed in Staten Island, N.Y.)

NETWORK SALES ACTIVITY

ABC-TV

- Oscar Night awards, Mon. April 17, 10:30 p.m.-conclusion, half-sponsorship.
Procter & Gamble (Grey)
- Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. Jan.
American Chicle (Ted Bates)
Norwich Pharmacal (Benton & Bowles)
- Naked City, Wed. 10-11 p.m., participations eff. Jan.
American Chicle (Ted Bates)
- Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. Jan.
American Chicle (Ted Bates)
- Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Jan.
Hazel Bishop (Raymond Spector)
- Cheyenne, Mon. 7:30-8:30 p.m., participations eff. April.
Pepsi Cola (BBDO)
- The Islanders, Sun. 9:30-10:30 p.m., part. eff. April.
Pepsi Cola (BBDO)

CBS-TV

- Inaugural Ball, Fri. Jan. 20, 11:15 p.m.-12 mid., full-spon.
Hanes Hosiery Mills (J. R. Flanagan)
- Miss Universe Contest, Sat. July 15, 10-11:30 p.m., full-sponsorship.
Procter & Gamble (Grey)
- Guy Lombardo New Year's Eve Party, Sat. Dec. 31, 11:15 p.m.-12:15 a.m., full-sponsorship.
Chock Full O'Nuts (Grey)
- Daytime programming, Mon.-Fri., participations eff. Jan. 19 & Feb. 1 respectively.
Binney & Smith (Chirurg & Cairns)
Rainbow Crafts (Joseph C. McVicker)

NBC-TV

- A String of Beads, Tue. Feb. 7, 10-11 p.m., full-sponsorship.
Stephen F. Whitman & Son (N.W. Ayer)
- Laramie, Tue. 7:30-8:30 p.m.; Outlaws, Thu. 7:30-8:30 p.m., participations eff. spring 1961
Mennen (Grey)
- Tales of Wells Fargo, Mon. 8:30-9 p.m., half-spon. eff. Jan.
Beech-Nut Life Savers (Young & Rubicam)
- Daytime specials, full-sponsorship of 2 more programs, eff. last half of 1960-61 season.
Purex (Edward H. Weiss)
- NBA basketball games, Sun. afts., participations eff. Jan. 8.
General Mills (Knox Reeves)
- Bonanza, Sat. 7:30-8:30 p.m., participations eff. Jan. 1.
Pillsbury (Campbell-Mithun)
- Michael Shayne, Fri. 10-11 p.m.; Americans, Mon. 7:30-8:30 p.m., participations eff. Jan. 1.
Dow Chemical (Norman Craig & Kummel)
- Daytime programming, participations eff. Jan.
Dow Chemical (Norman Craig & Kummel)
Toni (North)
Simoniz (Dancer-Fitzgerald-Sample)
- Saturday Prom, Sat. 5:30-6 p.m., participations eff. Jan. 14.
Beech-Nut Life Savers (Young & Rubicam)

ABC has signed Alex Dreier to a 5-year contract effective Jan. 1. The newsmen had been in a feud with NBC Chicago officials, charging they harassed him. He had planned to sever his 20-year association with NBC at the end of the year, but discovered Dec. 12 that NBC's Chicago o&o WNBQ, was running a newspaper ad announcing another newscaster for Dreier's regular 10 p.m. news show. Dreier is expected to handle ex-news vp John Daly's ABC radio news and TV news specials.

CBS REGAINS NIELSEN HONORS: After zig-zagging up & down this season like a fever chart, Nielsen audience levels swung last week in favor of CBS in the 2nd of Nielsen's Nov. NTI reports. Back into 3rd place nationally went ABC, which had taken top honors in the previous report (Vol. 16:48 p12). NBC took 2nd place.

The AA scorecard: CBS—19.9; NBC—19.0; ABC—17.8. Period covered: the 2 weeks ending Nov. 20.

As usual, network researchers had handy explanations of why the losers lost & the winners won. NBC, for example, had been quick to point out that ABC's high score in the 1st Nov. NTI came at a time when NBC & CBS were loaded with low-rated paid political shows. ABC, on the low end of the ratings totem in the latest NTI, was quick to tell us that NBC's strong AA level was bolstered by NBC's election-night rating success, as indeed it was.

NBC's Huntley-Brinkley marathon Nov. 8 proved a real audience hit in NTI, drawing a 32.5 for the average 30-min. segment of the multi-hour coverage. This put NBC's election coverage in 3rd place nationally for the 2-week period, topped only by *Wagon Train* (34.4) and *Gunsmoke* (38.8). ABC quickly ran up a set of figures to show how the standings would have been if Nov. 8 ratings were dropped out of the total picture. Result: ABC was in 2nd place nationally on this theoretical basis.

Most researchers still agreed that the rating report that will really tell the story is the 1st of the Dec. NTI studies, because nighttime programming will have gone back to "normal" with no political-program upheavals.

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Big daytime ABC sales spurt was reported by that network last week. According to ABC-TV daytime sales vp Edward Bleier, new & renewed business signed in the 4-week period ending Dec. 9 totaled a whopping \$7.5 million. As a result, ABC's daytime (11 a.m.-5 p.m.) schedule is now "84% sold out for December & the first quarter of 1961," stated ABC vp for network sales William P. Mullen. The sales level, both executives added, is now "60% ahead of last year," with rating gains "averaging 20% to 50% ahead." The number of daytime sponsors has climbed at ABC in the past 6 months by 110% to a new total of 77 clients. These include 6 "charter" advertisers (Lever Bros., Armour & Co., Johnson & Johnson, General Foods, Gillette Co. and its Toni Co. div., and Beech-Nut Life Savers Inc.) who bought into ABC's original daytime schedule before it went on the air.

NBC's \$2.5-million ad account is being switched, effective March 15, to McCann-Erickson from the Grey agency, where it has been for nearly 7 years. In announcing the move, NBC Pres. Robert E. Kintner also stated that Mc-E. pres. Emerson Foote, one of the original partners in Foote, Cone & Belding, will supervise the account. Grey, retains the RCA Victor Record div. account. The agency's decision to resign the account was made, a Grey employe circular stated last week, in the interest of "continuing growth." NBC gave no reason for the move, although some felt that Grey's position as agency for Westinghouse TV-radio products may have had something to do with it.

New head for BBC's TV operations was appointed in London last week. He's BBC program controller Kenneth Adam, who will succeed retiring Gerald Beadle as dir. of TV bstg. in June. Beadle, who has been with BBC for 38 years, will continue his association as a consultant. Replacing Adam in his present post will be Stuart Hood, deputy editor for news & current affairs.

Advertising

Rising Ad Costs: TV shows up to advantage in contrast to print media, in the Dec. 9 *Printer's Ink* analysis of how media rates have risen since 1959.

Although the 1960 advertiser has had to increase his spending by 4.7% to maintain his 1959 schedule, the real increase to him has been only 2%. This is because, while rates have risen, so have audiences.

And this is the factor that makes 1960 network & spot TV look so good in the study. For, although both media are up in cost, they are up larger percentages in audience. This has resulted in a net decrease of 4.5% and 1.3% respectively for the advertiser.

Magazines & newspapers on the other hand are up in cost more than they are in circulation, leading to a 1960 real increase in cost to the advertiser of 6% and 3.7% respectively.

The *PI* study also contains a projection of how much more 1961 advertisers will have to spend to maintain 1960 schedules. Here are the figures:

	Change: 1959 to 1960			Cost of 1960 Schedule in 1961
	in Rates	in Audiences	in Real Cost	
Network TV	up 2%	up 6.8%	down 4.5%	up 5%
Spot TV	up 5.4%	up 6.8%	down 1.3%	up 5-8%
Network Radio	down 1.1%	no change	down 1.1%	little change
Spot Radio	up 1.7%	no change	up 1.7%	up 2%
Magazines	up 7.8%	up 1.8%	up 6.0%	up 6%
Newspapers	up 3.8%	up 0.15%	up 3.7%	up 3%

Ad People: George Haight resigns as senior vp, M-E Productions, McCann-Erickson TV-radio affiliate . . . Harmon O. Nelson named best. dir., MacManus, John & Adams Western div. . . Kenneth S. Olshan, F. Richard Olsen, John S. Rothschild appointed asst. media supervisors, Doherty, Clifford, Steers & Shenfield . . . Helmut Krone, William Taubin, David Reider, E. B. Weiss, Dorothy Parisi named Doyle Dane Bernbach vps.

Wilson A. Shelton appointed Compton exec. vp . . . Donald E. Leonard named Fuller & Smith & Ross vp.

Sindlinger announces that starting Dec. 25, his research firm is expanding its TV Activity Service to a daily, every day-of-the-month basis and that, during Jan. & Feb., new auto-buying plans & ownership, by make, will be determined for teh audiences of 126 network TV programs.

Largest percentage of space buyers (38.9%) presently earns under \$7,500 a year, reveals *Sponsor's* latest survey. Lady space buyers have 55.5% of their number in this earnings category. Only 25.7% of male space buyers earn in excess of \$10,000 annually (6.9% of female space buyers). Also, 84.6% of the men think they are underpaid.

Sexed-up movie trailers on TV, listed at NAB's fall conferences (Vol. 16:42 p9 et seq.) as one type of bad-taste commercials which broadcasters should spurn, will be discussed again at an NAB-MPAA meeting in N.Y. this week.

Aid to Ad Planners: A helping hand to admen was offered on 2 related creative fronts last week. The Committee for Improvement of Advertising Content, organized recently by ANA and 4A as a self-regulatory process (Vol. 16:49 p14), voted to offer to all ad media the chance to register their complaints concerning "objectionable" advertising. Media members are to forward their ad criticisms through their respective media associations.

The National Centennial Commission, which will ride herd on observances of the forthcoming 1961-65 commemoration of the Civil War, offered the services of a special advisory committee to executives planning Civil War ad tie-ins. The committee, according to commission chmn. Maj. Gen. U.S. Grant 3rd, will direct the queries of admen to acknowledged authorities on the Civil War and will help advertisers to avoid offending still-delicate public feelings.

On the TV front, commission exec. dir. Karl S. Betts hopes to improve a currently poor situation—several Civil War TV series having been planned, but most having been abandoned for lack of sponsor support before they were started—with the exception of Westinghouse Bestg. Co.'s *The American Civil War*, syndicated 30-min. series.

Bert & Harry may be down, but they're not out. Ever since Piel Bros. and Young & Rubicam admitted that the beer-selling cartoon duo was headed for advertising limbo after 4 years of soft-sell in Eastern-U.S. spot TV (Vol. 16:49 p13), there's been a shower of protesting letters & phone calls to the brewing company. Goulding-Elliott-Graham (the production firm which turned out the animated spots, often with only minor liaison with Y&R) has been urged by other TV executives to turn the pair into a cartoon situation-comedy series, à la ABC-Screen Gems' *The Flintstones*. G-E-G, which tried to peddle a cartoon series based on a movie-spoofing cartoon pilot called *Test-Dive Buddies*, is "considering" the idea. Meanwhile, Piel Bros. is weathering the same kind of how-did-we-ever-get-into-this? storm that was once experienced by Sir Arthur Conan Doyle when, quite inaccurately, he felt he had disposed of Sherlock Holmes forever by having Prof. Moriarty push him into the Reichenbach Falls.

Liaison group to work with reps has been created by RKO General and will be headed by Robert J. McNamara, formerly of Peters, Griffin, Woodward. It won't be station-group-owned (as in those of Storer and Westinghouse Bestg. Cos.). McNamara, who will report to Hathaway Watson, RKO General bestg. vp in N.Y., will function as dir. & coordinator of a special sales team of national sales mgrs. The team's main target will be major national advertisers & agencies, but actual billing will be handled through reps. Also named to the new sales team is Robert Wilke, as dir. of corporate sales relations.

Hollywood Advertising Club has received nearly 400 entries thus far in its first International Broadcasting Awards for TV & radio commercials. Responses have arrived from England, New Zealand, Mexico and Canada, and other countries are expected to enter before the Dec. 31 deadline. The group has received over 1,000 postcards indicating interest in the competition. The awards will be presented Feb. 7 at the Moulin Rouge in Los Angeles. Don Estey is gen. chmn.

New reps: WLUK-TV Green Bay, Wis. and WLUC-TV Marquette, Mich. to Young Dec. 1 from Hollingbery • KVOO-TV Tulsa to Petry Jan. 1 from Blair TV Associates • WCNY-TV Watertown, N.Y. to Bolling Jan. 1 from Weed.

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WTG Washington	\$2000 (no change)	\$160 to \$200	1
WCCO-TV Minneapolis	1700 to \$1900	450 to 475	2
KCRA-TV Sacramento	1200 to 1300	300 to 330	Dec. 1
KAKE-TV Wichita	700 to 824	165 to 195	Nov. 1
KHVV-TV Honolulu	450 to 600	110 to 160	Dec. 1
KTWO-TV Casper, Wyo.	150 to 200	40 to 50	1

¹Not reported. ²20 Sec. only.

Congress

'HOODLUMS' & TV FIGHTS: All participants in interstate boxing business—including closed-circuit TV promoters & networks as well as match-makers & fighters' managers—would be subjected to federal licensing authority, under terms of legislation proposed last week by Sen. Kefauver (D-Tenn.).

Winding up the second week of boxing hearings by his Senate Judiciary Anti-Trust & Monopoly Subcommittee, Kefauver said he had heard enough to convince him that a new govt. commission definitely is needed to take racketeering out of professional fights (Vol. 16:50 p3).

Kefauver had hesitantly suggested establishment of such a federal agency earlier in his Subcommittee's investigation. At last week's end, after listening to underworld character Frankie Carbo take the 5th Amendment when asked about gangsters' ring operations, Kefauver said he planned to introduce a fight-licensing bill after Congress convenes in January. The hearings will be resumed then.

Kefauver emphasized that closed-circuit fight promoters should be covered by any such legislation, pointing out that testimony showed they aren't required now to meet any legal standards. He said his bill would propose: (1) Establishment of a temporary Federal Boxing Commission. (2) Criminal penalties for persons or corporations participating in interstate matches without a license. (3) Criminal penalties for participation in a bribe offer.

"I do not envisage a permanent federal body," Kefauver said. "I will urge that its life be confined to 3 years unless dire necessity proves the need for continuance. It would be hoped [that] the hoodlum element would be eliminated and that state commissions would be in a better position to resume control."

Kefauver added that unless federal regulation of boxing is set up, "the sport might very well pass from the American scene. Racketeers & hoodlums who infest boxing must be eliminated."

Final FCC-TV-radio report by House Commerce Legislative Oversight Subcommittee, which ends its headlined career in January (Vol. 16:49 p6), was drafted Dec. 16 in an all-day closed session. The report is expected to review this year's payola hearings and outline a series of additional legislative recommendations—including proposals for regulating networks and curbing trafficking in station licenses, among other things. Subcommittee Chmn. Harris (D-Ark.) indicated release of the staff-prepared report would be delayed by further rewriting & editing, but that it might be ready before Christmas.

FCC party poopers: Biggest Christmas parties given for FCC personnel in Washington—Westinghouse's & Motorola's—are kaput this year. Approached by potential hosts, Commissioners politely declined. Reason, of course, is that the Commission wants to avoid any possible criticism for "fraternizing with the industry"—having suffered enough from it. Traditionally, the 2 companies invite just about everyone at the Commission, including the youngest GS-2 clerk-typists.

Unique broadcasting team of Pa. Sens. Scott (R) & Clark (D) will be featured on home-state TV & radio for the 3rd straight season starting after Congress convenes next month. Their twice-monthly taped shows—in which Scott & Clark debate, answer questions, interview guests—will be carried by 7 TV & 20 radio outlets.

Stations

NEW & UPCOMING STATIONS: KEZI-TV (Ch. 9) Eugene, Ore. began programming with ABC-TV Dec. 19, becoming the 24th new outlet to begin operation in the U.S. this year. Its start is counteracted by the demise of KNBS (Ch. 22) Walla Walla, Wash., which notified FCC it discontinued operation Dec. 14 because of bankruptcy, after being on the air since last January (Vol. 16:2). This leaves the on-air grand total standing at 579, but operating uhfs decline to 91.

KEZI-TV has a 10-kw GE driver and 35-kw amplifier as well as a 200-ft. tower from Tower Sales Erecting Co. on Coburg Ridge. Studios are at 2225 Coburg Rd. Principal owners are orchard operator Donald A. McDonald, pres. & 35.36% stockholder; Dr. C. E. Carlson, vp & 17.4%; auto & real estate dealer Julio William Silva, treas. & 17.4%; Elizabeth M. Silva, 17.4%; biologist Durward L. Boyles, 8.7%. Marvin A. Krenk, ex-KVAL-TV Eugene, is gen. mgr.; Ron Ogle, program dir.; Leo Reetz, ex-KOAC-TV Corvallis, chief engineer. Base hour: \$396. Rep: Meeker.

More about piggy-back satellites: First Canadian piggy-back operation started in Nova Scotia Nov. 24, 1958 when CBHT-1 (Ch. 12) Liverpool began repeating CBHT (Ch. 3) Halifax and then relayed programs to CBHT-2 (Ch. 8) Shelburne. The following Dec. 20, CBHT-3 (Ch. 11) Yarmouth began repeating the Shelburne signal. According to the CBC engineering dept. CBUAT-1 Nelson isn't a piggy-back operation as reported (Vol. 16:49 p11), because it picks up CBUAT Trail, which gets its programming directly from the microwave network rather than repeating signals of CBUT Vancouver.

New Armed Forces station at Roosevelt Roads Naval Station, Puerto Rico, received an okay from FCC last week when it told the OCDM it had no objection to the construction of a 10-watt Ch. 8 facility. The Commission said the approval is subject to reconsideration if at any time it appears that the station would "impede the orderly development of private TV broadcasting or otherwise contravene the public interest." The station will be vertically polarized, carry no commercials.

FTC payola charges have been filed against 3 Hollywood businessmen—Herbert Newman, Louis J. Bedell and Max Newman—who were co-partners until May 1959 in Era Records. The FTC complaint said that the 3, who now manufacture records under separate corporate entities, made under-the-turntable payments to TV & radio disc jockeys or other station personnel.

It's only one chance in 10 that the set owner needs a new picture tube when he calls in the repairman. Two-thirds of the time it will be the more economical job of replacing a receiving tube. This at least, is what set-owners' replies added up to in the Psychological Corp.'s recent survey of 1,770 TV-owning households. (For more details, see page 15.)

Price of \$1,440,000 was paid for KGUN-TV (Ch. 9) Tucson by owners of WEHT (Ch. 50) Evansville, Ind. in their deal with H. U. Garrett & his associates (Vol. 16:45 p10), according to terms of the sale approved by FCC.

Sale of radio KIMN Denver by Cecil L. Hefel to John C. Hunter and Associates (Vol. 16:43 p11), plus \$155,000 to Hefel for an agreement not to compete for 7 years within 50 miles, has been approved by FCC.

Huge KSWs-TV Tower Topples: The 1,610-ft. tower of KSWs-TV (Ch. 8) Roswell, N.M., one of the world's tallest structures, toppled in a freak windstorm Dec. 8. It crashed into the transmitter & generator buildings, injuring Walter H. Campbell, engineer from Commercial Radio Monitoring Co., Kansas City. He suffered a badly broken knee, according to station owner John A. Barnett. Three other engineers escaped injury "miraculously," he said. Two dove under a workbench and the other squeezed against one of 3 control panels.

Barnett said that "practically everything in the buildings was demolished." In addition, the crash damaged 2 of the 3 houses maintained at the site, 2.5 miles S of U.S. Highway 380, near Caprock. The 14 people in the houses, families of the engineers, were unhurt. Barnett estimated the damage at "several hundred thousands of dollars." He said he expects to resume telecasting with temporary equipment in Roswell Dec. 20 or 21. Freakish nature of the storm was illustrated, he said, by the fact that utility poles in the area were sheared off.

* * *

Explosion & fire wrecked radio WICO Salisbury, Md. Dec. 15 after the station had gone off the air for the day. The blast, believed to have occurred in the station's gas heater, ripped studios & offices in the one-story plant. Pres. Robert C. Boyle noted that the transmitter is not located in the building, said the station would be back on the air when studio equipment could be replaced.

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TV-radio scholarships are among grants totaling more than \$60,000 which will be offered next year to Boston U. graduates & undergraduates by the School of Public Relations & Communications. Included: 15 educational WGBH-TV & 1 WGBH-FM Boston graduate scholarships, providing \$1,500 for the calendar year; 3 radio WBUR-FM Boston graduate assistantships for \$1,800 plus tuition; Bestg. Executives Club of New England's Harold E. Fellows Memorial scholarship, providing \$500 for a year of graduate study in broadcasting; Tarlow Associates Radio Stations \$250 scholarship for an outstanding senior. Details & applications are available from Dean Melvin Brodshaug, Boston U. School of Public Relations & Communications, 640 Commonwealth Ave., Boston 15. Deadline: March 1.

Colleges & universities offering TV-radio degrees are listed in the *Journal of Broadcasting* quarterly (fall 1960 issue). This, the publication's 5th annual survey of the field, shows 96 schools (7 more than last year) now offering broadcasting education leading to a degree, and 49 others offering broadcasting courses without degree. The *Journal* is published by the Assn. for Professional Bestg. Education, U. of Southern Cal., University Park, Los Angeles.

TV workshop for viewers is provided by WJRT Flint as an in-studio course in the city's adult-education program. The workshop, which begins its 3rd year with the winter semester, is instructed by production mgr. Ray Schwarz and other WJRT staffers. The course acquaints the students with over-all station operation, instructs them in the planning & production of TV commercials & programs.

TV-radio editorial campaign, seeking approval by state legislatures of a Constitutional amendment to grant D.C. residents the right to vote for President & Vice President, has been started by radio WWDC Washington. Fact sheets & suggested editorial material on the franchise issue have been sent to 300 stations by WWDC Pres. Ben Strouse.

Auxiliary Services

CATV LEGISLATION (cont.): FCC is about ready to make its recommendations to Congress with respect to CATV regulation (Vol. 16:50 p9). However, a final vote hasn't yet been taken.

The latest proposed legislation is broad. It would allow the Commission to do whatever it considers necessary to preserve a locally-originating station, in an area served by a CATV, while at the same time protecting the public's right to receive as many signals as possible. With such a law, FCC would be free to weigh each station-CATV conflict on a case-by-case basis.

If Congress goes for this approach, stations & CATV would get half a loaf each—with a chance to convince the Commission they're entitled to more in their specific cases.

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Taboo Taverncasts: Yankee enterprise notwithstanding, you can't rig up a trick antenna that'll pick up an otherwise-blacked-out pro football game in your area, and then use it as an advertised come-on for paying guests in your place of business. That's the gist of a precedent-setting injunction granted Dec. 16 in N.Y. to CBS-TV and the N.Y. Football Giants in a suit against the Circle Bar & Grill Inc. of Wayne, N.J. In effect, the injunction recognizes definite property rights in a TV program which contains no material protected by statutory copyright.

What had happened to cause the ruckus? Operators of the Circle Bar & Grill had installed a special antenna-&-booster system this fall capable of picking up Philadelphia & Hartford stations. Then, when a Nov. 20 game was scheduled between the Giants & the Philadelphia Eagles at Yankee Stadium in N.Y. (with N.Y. stations blacked out), Circle ran ads in local papers advertising a \$2.50 buffet lunch and (in small print) inviting customers to see the game. On Nov. 27, when the Giants played the Eagles again at Philadelphia's Franklin Field, Circle's proprietors set up their TV system in Camden's Convention Hall and charged admission.

A temporary injunction had been issued on Dec. 9 by Judge John C. Grimshaw of Superior Court, Hackensack, N.J., restraining the tavern from continuing its practice. The Dec. 16 action made the cut-it-out order official. CBS and the N.Y. Football Giants did not state any plans to follow up their preliminary victory with further action.

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TV teacher training via closed-circuit system is a success at N.Y.'s Hunter College, announced dir. of teacher education Dr. Herbert Schueler. The project, begun last January under a National Defense Education Act grant, links 6 classrooms of Hunter's elementary school for gifted children with 3 college classrooms on the same floor, enabling instructors to observe student teachers at work.

Pay-TV oral argument was turned down by FCC last week, as expected. It rejected a petition of the theater owners. It granted all parties 10 days within which to file replies to each others' briefs (Vol. 16:49 p2). The Commission also turned down theater owners' petition to rebut the testimony of NAB TV vp Charles H. Tower.

Rambler's 1961 sales program was outlined to American Motors Corp. dealers & sales mgrs. in 35 cities Dec. 15 in a closed-circuit show produced by NBC telesales in conjunction with Geyer, Morey, Madden & Ballard agency. Host was American Motors Pres. George Romney.

The FCC

James M. Landis missed his Dec. 15 deadline for submitting his analysis of federal regulatory agency problems to President-elect Kennedy (Vol. 16:50 p6). Holed up in temporary Washington offices in a converted house at 1707 N St., NW (not far from NAB hq), he tried to finish his report in time, but at last week's end he advanced the schedule delivery date to Dec. 19 or 20. Landis may fly to Palm Beach to deliver the document personally to Kennedy, who will then decide if & when it will be released publicly. Landis said he wouldn't disclose details of the report, which is expected to call—at least—for careful selection of heads of such agencies as FCC and for establishment of an overall overseeing administrative office. Landis probably will continue to work with the incoming Democratic administration as an advisor on agency policy issues, but he has scorned suggestions that he is a candidate for "czar" of the agencies or for any other govt. payroll job. Meanwhile, Rep. Thomas (D-Tex.), who handles regulatory agencies for the House Appropriations Committee, gave Kennedy some of his own ideas about what should be done about them. In a talk with the President-elect, Thomas said Commission members should work harder and that decision-making processes should be speeded up.

Protest against stock transfers by WJPB-TV Weston, W.Va., filed by WSTV Inc. (Vol. 16:13 p16), should be denied, according to an initial decision by FCC examiner Herbert Sharfman. The protestant, operator of WSTV-TV Steubenville, O., WBOY-TV Clarksburg, W.Va., etc., charged that there was a long & deliberate delay in the reporting to the Commission of the acquisition of 45% by Thomas P. Johnson and 5% by George W. Eby. In a 29-page decision, Sharfman concluded that the protestant proved a portion of its charges but said that "it would be a drastic sanction indeed" to rule against WJPB-TV "because of the implications of a denial on the general right of WJPB-TV to retain the authorization." Also to be considered, he said, "is the increased awareness of the requirements of the Commission reporting and the assurance of future compliance."

Expansion-minded Fla. ETV Commission is pressing for an extension of its ETV network, already the largest in any state (Vol. 15:3 p4). It has asked FCC to reserve 13 uhf channels for possible ETV stations in Florida and has filed with the state legislature a 1961-63 budget of \$1,660,750 to expand the current 5-station network. Included in the budget are funds for construction of a vhf educational station on Ch. 11 at Orlando. Commission Chmn. Judson Freeman says the vhf station plus 2 uhf outlets can be on air by 1963, assuming availability of funds.

Grant of Ch. 2, Portland, Ore. to Fisher Bcstg. Co., and denial of Tribune Publishing Co., was indicated by FCC last week as it instructed the staff to draft a decision affirming a Dec. 1959 examiner's recommendation. Fisher Bcstg. ownership interlocks with KOMO-TV Seattle. Tribune Publishing operates KTNT-TV Tacoma-Seattle.

TASO's 210-page supplementary report—covering analysis & theory and the results of directional antenna tests—is now available in printed form for \$10 from exec. dir. Dr. George R. Town, 104 Marston Hall, Iowa State U., Ames, Ia. The report was given to FCC on June 13.

Bay Video Inc. was lined up for a Ch. 13 grant in Panama City, Fla. last week when FCC examiner Elizabeth C. Smith recommended approval after competitor withdrew.

Programming

CBS lost \$20 million last year on informational & public-service telecasts; will probably top that figure in 1960. So said CBS news administrative vp Robert Lang last week in N.Y. to the Academy of TV Arts & Sciences. He added that the average network salesman has no conception of how to sell public-service programming. At the same session, David Burke, institutional programs mgr. for General Electric, pointed to one measure of reward for commercial sponsorship of public-affairs shows. GE, he stated, received more than 10,000 viewer letters of approval when it recently sponsored a one-shot education special, "The Influential Americans." The encouragement, he added, has given "a new perspective" to GE for 1961-62 program planning.

TV gives "greatest pleasure" among leisure activities, outranking movies & play-going by a wide margin. Pulse Inc. reported that fact last week on the basis of a N.Y.-area poll made in October among 500 men & women. Of those interviewed, 50% gave TV top leisure-time honors. Runners-up were movies (16%) and Broadway shows (10%). TV, however, was outranked by newspapers (37%) and books (28%) from the viewpoint of "education & information," with TV drawing a 24% score. A paradoxical inconsistency in the study: 77% of the respondents were of the opinion that the family members who would miss TV most were those in the 6-to-11-year age bracket.

Plans for TV festival to be held in N.Y. & Washington next fall under National Academy of TV Arts & Sciences auspices are moving ahead. The 3 TV networks have each agreed to donate \$25,000 to the international event. John Walsh has been appointed exec. dir. of the festival, and publicity man Tex McCrary has been named festival committee chmn. TV festivals (or cultural festivals that will include TV) are also planned by other groups for 1961 in Switzerland and the principality of Monaco.

Cliff-hanger technique will be tried by *Have Gun, Will Travel* for the first time in the Western's 4 seasons. Part one, which will actually be the first half of a 60-min. Western, is scheduled for Jan. 7, with the concluding episode Jan. 14. The drama is by Harry J. Fink, Buzz Kulik directing.

Drama treating the controversial problem of school integration in the South is under consideration by NTA for *Play of the Week's* 1961-62 season. The play is "Black Monday," by Reginald Rose, who hopes the TV airing will be a prelude to a Broadway production. Original dramatists haven't been attracted to *Play of the Week* largely because of the small financial return (\$2,000).

WTVJ Miami is urging its viewers to buy Christmas toys for the 10,000 Cuban refugee children in South Florida. Manolo Reyes and Mike Alonso of the station's Spanish-language news program originated the campaign, which by last week had netted more than 2,000 toys. Cuban refugee agencies in the area will distribute.

Average rating of the 50 shows canceled last year was 13.9, reports Nielsen (1958: 16.4 average rating for 42 canceled shows. 1957: 15.8 average for 45 canceled shows). Accenting the positive, 71 shows were continued in 1957 with a 23.7 average rating; 69 shows in 1958 with a 22.9 average; and 64 shows in 1959 with a 22.0 average.

WFAA-TV Dallas's first live telecast from its new \$3.5-million studio (Vol. 16:30 p7) will be the Jan. 15 debut of *Young America Speaks*, which the station hails as "the first intercollegiate debate tournament ever televised."

Television Digest

PUBLISHED BY TRIANGLE PUBLICATIONS, INC.
WALTER H. ANNENBERG, President

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

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TELEVISION DIGEST. Published Mondays. Subscription \$75 annually.
For group rates & other subscription services, write Business Office.

TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
Published March & Sept. Published Saturdays Published in January

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Personals: Terry Lee promoted from vp-managing dir., WAGA-TV Atlanta, to TV regional vp, Storer Bestg. Co. . . . Barry MacDonald named dir. CBC corporate affairs policy section.

Bob King, ex-KSWO-TV Lawton, Okla., appointed vp-gen. mgr., WTVP Decatur, Ill. . . . Mrs. Edward Harvey Long named vp-treas., Huntington Publishing Co. (WSAZ-TV & WSAZ Huntington-Charleston, W.Va.) . . . Bess Myerson, *I've Got a Secret* panelist and Ajax TV commercials saleswoman, appointed sales-promotion dir., M. C. Schrank Co. (pajama manufacturer). She will continue her TV activities . . . Reg Miller, national sales mgr., KOMO-TV Seattle, elected a vp, World Affairs Council of Seattle . . . Ervin T. Melton, news dir., WBTV Charlotte, N.C., named pres., Carolinas Press Photographers Assn.

Donald G. McGlathery appointed sales mgr. & operating head of the new Nielsen Media Service, which will measure TV & magazine audiences in the same national panel for direct comparison of the 2 media (Vol. 16:39 p12) . . . Mrs. A. Scott Bullitt, pres. of the Crown Stations (KING-TV & KING Seattle, KGW-TV & KGW Portland, KREM-TV & KREM Spokane) named one of the "10 Outstanding Citizens of Puget Sound" for 1960 by *The Argus*, Northwestern journal . . . Mel Pierce, ex-KHJ-TV Los Angeles, named mdsg. dir., KTLA Los Angeles.

Obituary

Ernest D. Herider, 53, engineer in FCC's Frequency Allocation & Treaty div., died in Washington Dec. 14 of a massive cerebral hemorrhage. Native of Indianapolis, he had worked for several stations before joining the Commission as a radio-monitoring officer in Lexington, Ky. in 1940. He transferred to the Frequency Allocation & Treaty div. in 1956 after handling broadcast matters—AM, TV, renewals & transfers. His wife survives.

Ralph Berger, 56, head of Desilu Productions art dept., died of a heart attack in Hollywood Dec. 12. His art direction on Desilu's *The Untouchables* won an Emmy last spring. His wife and 2 sons survive.

John Charles Thomas, 69, popular radio, opera and concert-stage baritone, died Dec. 13 of cancer at his home in Apple Valley, Cal. For a time he managed radio KAVR Apple Valley, Cal. He is survived by his wife.

Grants totaling \$5,500 have been made by the CBS Foundation to 6 privately supported colleges & universities from which CBS women employes have graduated. Begun in 1956, the plan grants the employes' college \$1,000 after 15 years of CBS service and \$500 after each additional 5 years. Latest grants: \$1,500 given to Columbia U. on behalf of May M. Dowell, CBS News special projects mgr.; \$1,000 to Bryn Mawr, Long Island U., and Russell Sage for Alice Weel, TV news writer, Sherley Abrams, special projects librarian, and Winifred Williams, secy. to CBS Pres. Dr. Frank Stanton. Conn. College for Women and Eastern Nazarene College received \$500 on behalf of Emma Schaumann, Columbia Records accounts supervisor, and Olive Tracy, CBS radio graphics presentation specialist.

Alexander Guterma's legal saga continued last week, with 3 alleged business associates of the imprisoned financier pleading innocent to the Federal Court charge of violating the anti-fraud & registration provisions of the 1933 Securities Act. Involved in the govt.'s running affair with Guterma (Vol. 16:30 p9 et seq.) were Paul M. Hughes, asst. to the pres. of Lionel Corp., John Ehrlich and Rolando J. Pepe. The govt. is seeking to prove, on the basis of an indictment by a federal grand jury, that Guterma and his associates fraudulently sold 350,000 shares of Western Financial Corp. common (now bankrupt). Guterma himself, now under sentence in Atlanta Federal Penitentiary, has already pleaded innocent to the same charge. Jan. 16 has been set as the date for hearings on motions in the case.

Fred Knorr, Mich. radio station operator & part owner of the Detroit Tigers, was reported recovering well from 2nd & 3rd degree burns suffered Dec. 9 when he fell into a bathtub of scalding water in a Ft. Lauderdale hotel while there on business. His wife said that he hit his head, was knocked unconscious, remained in the tub until a friend found him there. Knorr is 47, owns WKMH Dearborn, WKHM Jackson, WSAM Saginaw, WKMF Flint, part of WELL Battle Creek.

Harold C. Stuart, pres. & 12% owner of KVOO-TV Tulsa, and 1948-51 Asst. Air Secy. under Stuart Symington, is reportedly set to be named Secretary of the Air Force.

Technology

Jet-powered underwater TV camera that can be operated remotely to depths of 300 feet has been developed by Edwin A. Link, inventor & producer of the famed World War II Link air trainer, and 2 associates. The deep-sea TV camera, named "The Shark," has been assigned patent 2,963,543. It is granted to Link and co-investors Gunne Lowkrantz & Karl A. Kail, long-time associates in Link Aviation Inc., now a div. of General Precision. The underwater scenes recorded by the camera are transmitted by cable to a TV set aboard ship for direct viewing or taping.

Bi-directional TV distribution system which allows transmission of video signals in 2 directions simultaneously over the same cable network has been announced by RCA, which termed it "a major advance in the distribution of ETV signals to classrooms." Explained consumer-products service div. vp L. G. Borgeson: "This represents a basic advantage over conventional distribution systems since it permits closed-circuit material to be introduced into the system from any classroom, while enabling reception of off-the-air TV signals. This means that one part of a school can receive closed-circuit programming at the same time another part is receiving off-the-air telecasts."

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

NEW COLOR TUBE FROM RCA NEXT MONTH: RCA confirmed for first time last week that it will be using an improved color tube in some of its sets slated to hit distribution channels next month. The company showed 12 new color models to distributors last week, and, in response to our question, said:

"Certain color models which we will be shipping to our distributors around the first of the year will use a new tube." No details were given, but we reported in these pages Oct. 24 & Nov. 28 (Vol. 16:43 p16, 48 p16) that the tube uses new phosphors and a Pittsburgh laminated implosion plate to increase brightness & improve contrast. It's understood that tube will be of the same 21-in. round shadow-mask type as is the current RCA color tube.

Other improvements in RCA color sets include use of sensitive New Vista tuner (with Nuvistor tube) in all 12 new models, new video peaking & vertical deflection circuits, circuit-breaker in place of fuse. RCA also showed 15 new 23-in. black-&-white sets, 13 of them featuring New Vista tuner. (For details, see p. 13).

MAJOR SET-MAKERS DROP FANCY 'FINISH' TAGS: In quiet & unreported negotiations with FTC lawyers, 9 big TV-radio-phono manufacturers have promised that from now on they'll label their sets so clearly that no buyers will mistake metal or hardboard cabinets for wood.

FTC stipulations against any deceptions in descriptions of wood-simulating cabinet finishes were signed simultaneously by Admiral, GE, RCA, Motorola, Westinghouse, Emerson, Philco, Sylvania and Zenith.

"These actions could not have been accomplished without the manufacturers' cooperation & their willingness to discontinue objectionable practices without time-consuming & costly litigation," said FTC chmn. Earl W. Kintner in announcing agreements Dec. 15. No formal anti-deception complaints against manufacturers had been filed by FTC, and stipulations didn't mean companies admitted they violated any law.

Banned under terms of stipulations are such traditional trade tags as "mahogany-grained finish" & "blond oak-grained finish" for cabinets made of metal or hardboard but dressed up to look like wood. FTC said 8 of 9 makers—Zenith excepted—has used these terms.

All 9 companies conceded that they had failed to label sets adequately to disclose true composition of non-wooden cabinets. And all agreed in stipulations to "label or tag properly cabinets which so closely resemble wood as to have the capacity to deceive the public as to their true composition."

Stipulations are good for industry as well as public, FTC's Kintner said. He pointed out that they not only will enable set purchasers to know just what they're getting for their money, but will prevent one manufacturer from gaining unfair competitive advantages over others.

TV-RADIO PRODUCTION: EIA statistics for the week ended Dec. 9 (49th week of 1960):

	Dec. 2-9	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	110,386	91,649	147,985	5,508,967	6,027,018
Total radio	384,279	400,179	367,234	16,375,660	14,725,906
auto radio	112,297	117,134	138,659	6,142,216	5,174,994

Canadian TV sales to dealers slumped in October to 44,812 units from 56,410 a year ago and 46,944 in Sept. 1960 (Vol. 16:47 p20), reports EIA of Canada. The year-to-date volume increased to 275,911 TVs, but trailed markedly the 327,632 units sold during Jan.-Oct. 1959. The

10-month breakdown (1959 figures in parentheses): Portables, 51,852 (56,385); table models, 55,952 (85,537); consoles, 154,478 (175,077); combinations, 13,629 (10,633). For Oct. (vs. Oct. 1959): Portables, 8,476 (9,548); table, 8,721 (15,907); cons., 24,815 (29,151); comb., 2,800 (1,804).

EIA SEES \$10.3-BILLION 1961: Electronics business will advance another 6% next year to a \$10.3-billion volume vs. \$9.7 billion estimated for 1960 (Vol. 16:49 p17), EIA Pres. L. Berkley Davis said Dec. 15 in a year-end statement.

"While its short-term outlook is somewhat obscured by uncertainties over the state of the national economy, we can expect total electronics sales to be strongly supported by increases in defense requirements & steady expansion of the industrial electronics market." Davis said.

"The prospect for consumer-goods sales will be substantially brightened if the FCC, as expected, soon establishes transmission standards for FM stereo-radio broadcasting."

Citing EIA's volume-figure for 1960, which was up 6% from last year, Davis pointed out: "This means that the industry will have set new sales highs in every year of the last decade, irrespective of declines in the national economy—a record with few equals in the history of American industry."

Davis scorned opinions expressed by some industry observers that the consumer-electronics business had reached a period of relatively static growth. "Most promising opportunities" still lie ahead in development of non-entertainment products which are near mass production at mass-market prices, he said. Examples: electronic ovens, home safety devices.

Moreover, Davis said, "experimental equipment now exists which will enable the housewife to prepare meals without effort by feeding punch cards into household versions of industrial-process control systems."

Davis conceded that there are some rough spots, however:

"With domestic unemployment a matter of growing national concern, it seems significant to point out that, although electronics industry employment is now about double what it was in 1950, thousands of jobs in this industry have been abolished due to foreign competition. This is a problem which should concern the 87th Congress."

He also warned that "some extremely rough competition" is ahead at home for all electronics manufacturers, that "only manufacturers who keep abreast of rapid technical developments in electronics will survive."

Packard Bell's home-products div. "recorded its greatest year [in fiscal 1960 ended Sept. 30, Vol. 16:50 p20] since the boom TV year of 1953 with a 5.5% increase in sales over fiscal 1959," Pres. Robert S. Bell informed stockholders in a pamphlet report. "The division's average TV unit selling price," he continued, "rose \$16 compared with an average industry rise of \$5.64 per unit. Our share of total industry dollars increased by approximately 6½%, largely as a result of expansion in the TV-radio-stereo combination field and the introduction of the industry's first color-TV combination. The division also captured the largest share of the stereo hi-fi console combination sales in our marketing area."

Production of electronic components is now a \$3-billion annual business in the U.S.—nearly 3 times greater than it was a decade ago—reports Commerce Dept.'s Business & Defense Services Administration. The report represents BDSA's first annual review of the components field: *Electronic Components, Production & Related Data, 1952-59*, available for 20¢ from the U.S. Govt. Printing Office, Washington 25, or Commerce Dept. field offices.

More about

New RCA Sets: RCA's 12 new color sets—some of which will use the improved brighter tube (see p. 12)—all will be equipped with New Vista tuners, new-type video peaking circuits for increased bandwidth, new vertical deflection circuitry for greater stabilization with line-voltage changes.

Four of the models have Wireless Wizard remote control. Only 4 of the sets have been tabbed with a "retail price guide." They range from \$495 for a table model to \$775 for a 3-speaker lowboy (Eastern U.S. prices). The line is topped by a stereo-AM-FM-color-TV combination with open list. Four of the non-remote models are equipped with "Touch Bar" channel selector.

The 13 new 23-in. b&w sets with New Vista tuner range from a table model at \$229.95 to 2 lowboy remote-control consoles at \$359.95. Five are unpriced. A new 23-in. table model with "Long-Range" tuner is priced at a suggested \$199.95; a console with same tuner is unpriced.

Magnavox TV & stereo orders are running 30% ahead of a year ago, Pres. Frank Freimann announced last week. The company's November sales were 17% higher than Nov. 1959, setting a new high for that month, he stated. He added that govt. & industrial electronics were largely responsible for last month's sales rise, consumer-products sales remaining about the same as in 1959. However, he said, consumer-product sales began improving immediately after Thanksgiving. "We've had a tremendous upsurge in TV & stereophonic hi-fi phonograph orders," Freimann said. "We're working our plants overtime & Saturdays."

Mergers & acquisitions: Telex, Minneapolis manufacturer of electronic components, has acquired 82% of Waters Conley Co., Rochester, Minn. phonograph maker, by exchanging 102,500 shares of Telex common (valued at more than \$2.7 million) for 5,500 shares of Waters Conley held by Waters Electronics (Vol. 16:41 p15) • Minnesota Mining & Mfg. and Warner-Lambert Pharmaceutical have suspended their merger negotiations (Vol. 16:35 p15) pending a ruling from the Justice Dept. on the legality of the proposed amalgamation • Standard Kollsman Industries is purchasing for an undisclosed price the electric blanket div. of Bobrich Products. The blankets, produced at Beacon, N.Y., will be distributed by Standard Kollsman subsidiary Casco Products, acquired earlier this year (Vol. 16:23 p20).

Motorola will introduce new TV sets at a distributor meeting Jan. 5 in Chicago's Edgewater Beach Hotel.

Factory picture-tube sales dropped in October to the lowest figure since last February, reflecting cutbacks in TV set production. October normally is a month of high CR tube sales. In Oct. 1959, for example, sales totaled more than a million units, vs. the 771,000 registered in the same month this year. Also for the first time this year, cumulative year-to-date picture-tube unit sales dropped below the 1959 figure, although 1960 still led 1959 in dollar sales volume. Receiving tube sales were also down from last year's level. EIA's figures for October and year-to-date:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	795,250	\$15,831,430	31,367,000	\$26,872,000
February	741,233	14,495,480	32,734,000	27,881,000
March	794,375	15,654,281	36,382,000	31,751,000
April	707,252	13,782,769	29,737,000	25,759,000
May	659,859	13,329,826	30,354,000	26,580,000
June	756,827	15,505,481	33,916,000	29,065,000
July	681,785	13,898,468	34,883,000	28,810,000
August	928,164	18,843,067	38,540,000	31,702,000
September	913,496	18,345,103	34,612,000	28,007,000
October	771,324	15,478,435	33,506,000	27,628,000
Jan.-Oct. 1960	7,749,565	\$155,164,340	335,965,000	\$282,544,000
Jan.-Oct. 1959	7,864,893	151,772,066	358,477,000	304,871,000

PUBLIC ATTITUDES ON IMPORTS: The American public talks one way about imports—particularly Japanese imports—but buys another. This fact has emerged from a comprehensive survey by N.Y. ad agency Young & Rubicam on attitudes toward imported products. Released in a special N.Y. presentation by *Time* magazine, the study—entitled “Is Made in U.S.A. Passé?”—may reveal to U.S. (& foreign) manufacturers & merchandisers some valid ad & promotion points they have been missing.

Weakness of the survey is that it is relatively old—fall 1959—but there’s no reason to believe there’s been a marked change in public attitude. Some 2,600 consumers were interviewed, using scientific sampling techniques.

Despite the inroads of Japanese quality products into the U.S. market, the image of Japanese goods in the eyes of the public was best described in one word—“cheap” Surveyed consumers expressed overwhelming preferences for U.S.-made goods in almost every category. Example of survey results:

Questioned about the quality of foreign-made products, consumers placed Japan near the bottom of the heap, higher only than Russia. With regard to low prices, however, 83% nominated Japanese goods.

Asked to name foreign-made products sold in U.S., only 8% mentioned radio & hi fi. (“Cars” were first, with a 63% mention.) And 9 other products received more mentions than radio & hi fi.

Transistor Radios: U.S. First, Then Germany

Among questions asked about specific products:

“What country makes the best transistor radios?” Only men were asked this question, and 85% picked U.S. as their first choice; 3% chose West Germany; 1% Canada. Of those selecting the U.S., 26% picked West Germany as 2nd choice, 17% Japan, 15% Britain, 3% Canada, 3% France, 2% Italy, 2% Switz., 2% USSR, 30% “don’t know.”

“What country makes the best TV sets?” Both men & women were asked this question, and they picked the U.S. overwhelmingly—96%. West Germany got 1% of the first-place mentions. Of those picking the U.S., 2nd choice broke down to: 27% Britain, 16% West Germany, 7% Canada, 3% France, 2% Japan, 2% USSR, 1% Italy, 1% Switzerland, 41% “don’t know.”

“What country makes the best high-fidelity equipment?” U.S. was named by 82% of men, 6% naming West Germany, 1% Britain, 1% Switzerland. For 2nd choice, 29% chose West Germany, 18% Britain, 8% Canada, 5% France, 3% Japan, 2% Italy, 2% Switzerland, 1% Sweden, 1% USSR, 34% “don’t know.”

Owners of domestic & foreign-made transistor radios were asked to evaluate foreign vs. domestic sets in various categories. The question read: “If you were looking for a transistor radio (which is not really expensive . . . on which service is easy to obtain . . . which you feel more reassured about buying . . .) which of these things would you do?”

On every score except one—price—both foreign & domestic set owners indicated they would choose an American-made set—but in every case owners of U.S.-made radios showed more tendency to prefer domestic products. Qualities measured were service availability, reassurance, better value, pride of ownership, design & style, workmanship, inexpensive price. Only in the latter category did the majority of foreign-radio owners give the nod to imports. But even in the price category, domestic-set owners said they’d choose a U.S.-made transistor radio.

Hi-fi instruments were evaluated in the same way. The majority of owners of foreign sets gave the nod to imported sets only in the category of workmanship. Domestic owners strongly preferred domestic sets on every criterion. As Y&R interpreted it: “The lowest preference or lowest area of loyalty to domestic hi-fi equipment is in the area of workmanship. The owners of foreign hi-fi equipment are not fully satisfied about the service they get, because most of them would also choose domestic hi fi as being easier to get service for; but they are a little less strong in their feelings than are domestic owners. However, they prefer foreign hi-fi equipment in the area of providing better workmanship.”

Public’s attitude toward imports in general is divided, the survey indicated. Some 43% are opposed in principle—they think it’s a bad idea, that it hurts the U.S.; 36% favor it because it helps recovery in poorer countries; 19% indicated they don’t care where the product comes from so long as the consumer is benefited.

Opinion on imports of foreign-made consumer goods is sharply divided, the study found. “Those most likely to accept foreign products come from the younger age group, the better-educated group and the monied.”

More than half of consumers would place their faith in the retailer when buying foreign goods without known brand names. The question: “If you were going to buy a foreign-made product and the brand was one you had never heard of before, which one of these factors would make you buy this brand?” The answers: Sold in a reliable store, 51%; recommended by a friend, 24%; lower cost, 13%; recommendation of a salesman, 2%.

Lower price seems to overcome patriotism in many consumers. The surveyed group was asked this question: “Assuming that the quality of all 3 is equally good, which brand would you most like to own? (1) An American brand made in this country. (2) An American brand even if it’s made in another country. (3) A foreign brand sold in this country.” Category 1 was chosen by 93%, No. 2 by 4%, No. 3 by 3%. But if the product in Category 1 cost 20% more, how would their preferences stack up? With this price difference, preference for No. 1 dropped to 59%, No. 2 rose to 27% and No. 3 to 14%.

The survey results were presented by Robert Y. Mayer, asst. to Y&R’s research director.

Trade Personals: L. C. Diekmann named mfg. dir., Westinghouse consumer-products group,—serving in a consulting capacity to all consumer-products divs. He formerly held a similar post in the general products group . . . Dr. Nisson A. Finkelstein, asst. vp & research dir., Jan. 1 becomes Stromberg-Carlson research vp; W. Edwin Boyette named mfg. dir., Miles A. Bailey plant controller, Stromberg-Carlson commercial products div.

Sidney M. Robards, former dir. of press relations, promoted to RCA dir. of public affairs, with over-all responsibility for corporate press relations, editorial & publication services, product news & field relations, presentations & exhibits . . . Karl H. Carstens resigns as Magnavox ad mgr., effective Jan. 1; successor not yet named . . . W. C. (Red) Schultz, ex-national field sales mgr., Hoffman consumer products div., appointed distributor sales mgr., semiconductor div.

D. L. Nettleton named chief engineer, RCA electronic data-processing div., succeeding J. W. Leas who was recently appointed data-communications & customs-projects dept. mgr. . . . Fred A. Speaks promoted from asst. mktg. dir. to mktg. div. dir., Eitel-McCullough.

HOW PUBLIC BUYS TV: Brand awareness & brand loyalty play the single most important role in the consumer's selection of a TV set. This is indicated in a voluminous survey of 1,770 heads of TV-owning households, conducted by the Psychological Corp. for Corning Glass Works as groundwork for Corning's upcoming TV promotion campaign (Vol. 16:50 p15).

Also surveyed—by interviewers posing as prospective customers—were sales personnel in 486 stores selling TV sets in all major U.S. regions. Some of the highlights of the nation-wide scientific-sampling surveys:

Most-desired features: Although 22% of TV set buyers indicated their purchase was dictated mainly by brand name, consumers gave picture quality as the most important feature desired in a TV set. Asked to name the 3 most important, they selected these major factors: picture quality, 69%; "good clear picture," 61%; external appearance of set, 44%; sound quality, 36%; reliability, 26%; large screen size, 17%; freedom from picture distortion, 10%; from picture "rolling," 5%; from snow, 3%; from interference, 3%.

Shown a check-list, viewers were asked to select the picture qualities they considered most important. Brighter picture was selected by 35%; contrast, 26%; reflection-free, 12%; freedom from "roll," 11%; from snow, 8%; from "lines," 1%. Asked which features were least important to them, the element of "square corners" was chosen by 41%; flat viewing surface, 14%; freedom from picture roll, 10%; from snow, 9%; from reflection, 8%; from "lines," 5%.

20% Can't Recall Sales Pitch

How sets are sold: One-fifth of TV set customers could recall no effort on the part of sales personnel to stress features of sets. Of those who could recall sales points, 18% mentioned factors related to quality of the image & reception, 6% to design or styling of the set. Nevertheless, 22% chose their sets on the basis of brand name, 14% "just saw it & liked it," 10% made the purchase because of the guarantee or warranty.

In an aided-recall survey, consumers chose these factors as features stressed by salesmen when selling them the set: Year's warranty on picture tube, 72%; 90-day parts warranty, 65%; brighter picture, 22%; better contrast, 16%; reduced glare, 8%; laminated picture tube, 3%; flat viewing surface, 1%; implosion-proof tube, 1%.

Multi-set ownership: For the U.S. as a whole, the survey projections indicated that 88% of TV households have a single set, 11% have 2 sets, 1% have 3 or more. Multiple-set ownership is greatest in the Northeast, where 21% of TV households own 2 or more sets (17% having 2 sets, 4% having 3 or more). Multi-set ownership is lowest (6%) in the South. Classified by city category, suburbs have the biggest multi-set ownership—28% of suburban TV homes owning 2 or more.

Ownership by brand: The nationwide sample was divided this way: RCA was first in ownership, with 17% of households; Philco, 13%; Zenith, 11%; Admiral & Motorola, 10% each; GE, 9%; Silvertone, 6%; Emerson, 5%; Westinghouse, 4%; Sylvania & Magnavox, 3% each; [no other brands were listed on surveyers' forms] all others, 21%. There were these regional variations in big-3 status: Northeast—RCA, 23%; Philco, 17%; Admiral, 11%. North Central—RCA, 19%; Admiral, 13%; Zenith, 12%. South—Philco, 14%; Motorola & GE, 12% each; RCA, 11%. West—RCA, 14%; Zenith, 13%; Admiral & Philco, 9%.

As classified by socio-economic status of owners, the

big 3 were: Upper class—RCA, 24%; Philco, 18%; Zenith, 11%. Upper-middle—RCA, 20%; Philco & Zenith, 13% each; Motorola, 12%. Lower-middle—RCA & Philco, 13% each; Admiral, 11%; Motorola, 10%. Lower—Admiral, 12%; RCA & Zenith, 11% each; Philco, 10%.

Repairs & service: 62% of all TV households reported that their sets required repair in the past 12 months; professional technicians were called in by 55%. Receiving-tube replacement was required in most cases (62%); 2nd biggest trouble was picture-tube replacement (11%). Incidentally, 8% of all respondents, when shown a check list, indicated that the picture tube had been removed to wipe off dust or dirt; 4% said they had the tube removed to relieve fogging.

Survey of dealers: One out of five salesmen refers to the laminated tube in his sales pitch to prospective customers—but somewhat fewer (15%) use specific product features of the tube as a sales aid. The feature of the tube stressed most often is "elimination of dust & dirt" (11% of all dealers). Others: "reduced reflection" (9%), "cuts glare" (8%), "square-cornered picture" (7%).

The survey contains one interesting and unexplained bit of information: More people in the lower & lower-middle economic groups watch TV in darkened rooms. In the lower group, 30% said they view without room lights; in the lower-middle, the figure is 17%, dropping to 8% in the upper-middle and 6% in the upper group.

* * *

Consumer plans to buy TV sets increased in October from July, the Federal Reserve Board reported, but they were still below the Oct. 1959 figure. FRB's survey found that 4.8% of families polled in October expressed an intention to buy TV sets within the next 6 months, up from 3.9% in July. In October last year, potential buyers numbered 5.6%, also up from 3.9% in July. New-car & used-car buying plans also were up, but Oct. buying plans for washing machines & refrigerators were down as compared with July. November survey made for *Newsweek*, reported here last week (Vol. 16:50 p17), showed upsurge in TV buying plans.

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Steven Baltz, 11-year-old son of Admiral vp-gen. counsel William S. Baltz, was the sole survivor on Dec. 16 of the air disaster over N.Y. city (see p. 5). He had been traveling alone on the United Air Lines jetliner from Chicago to N.Y. to join his mother, was said to have been saved by falling into a deep snow bank. At press time, his condition was listed as critical. His father, who at first was erroneously reported as a passenger on the plane, was in Chicago at the time of the crash, and flew to N.Y. on learning of the disaster.

Pre-recorded 4-track stereo-tape sales next year will double this year's volume. So predicted Ampex vp Herbert L. Brown, pres. of the Magnetic Recording Industry Assn. He put this year's retail sales level at nearly \$5 million, forecasting 1961 sales at \$10 million. He said 40 companies now produce 4-track music tapes, with approximately 1,000 different selections now available. He said about 2,000 more will be introduced next year. The 1959 retail volume was less than \$1 million.

Andrea introduces 3 new sets—19-in. portable at \$230 & \$240, sliding-door 23-in. console at \$495 & \$525, and a 23-in. TV-AM-FM-stereo combination at \$1,295.

Burnell & Co., Pelham Manor, N.Y. manufacturer of electronic filters & associated products, has been listed for trading on the American Stock Exchange. Symbol: BCI.

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
British Industries	1960—qtr. to Sept. 30	\$ 1,269,289	—	\$ 27,418	\$0.08	361,115
	1959—qtr. to Sept. 30	1,710,235	—	112,577	.32	356,777
Collins Radio	1960—qtr. to Oct. 31	53,341,464	\$3,374,100	1,484,958	.69 ¹	2,163,628
	1959—qtr. to Oct. 31	42,003,394	4,778,270	2,024,317	1.07 ¹⁻²	1,889,632 ²
International Resistance	1960—42 wks. to Oct. 23	17,150,228	—	1,705,942	1.23	—
	1959—42 wks. to Oct. 23	15,676,568	—	1,493,370	1.08	—

Notes: ¹After preferred dividends. ²Adjusted for Aug.-1960 4% stock dividend.

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

Allied Artists: George D. Burrows sold 2,000, held 41,786. Sherrill C. Corwin sold 3,600, held 23,400. Robert W. Hurlock bought 200, held 20,500. Herman Rifkin sold 5,000, held 14,261 personally, 13,007 in Rifkin Management. Sam Wolf sold 1,550, held 22,000.

American Bosch Arma. W. G. Tuttle exercised option to buy 250, sold 500, held 1,500. William Stix Wasserman sold 22 personally, 1,500 through Investment Corp. of Philadelphia, 1,500 from trusts in transactions dated from Oct. 1950 to July 1960, held none personally, none in Investment Corp. of Philadelphia, 600 in trusts.

Amphenol-Borg. Edmund A. Stephan bought 500, held 1,000.

Arvin Industries. Orphie R. Bridges bought 200, held 1,325.

Audio Devices. Joseph K. McCammon sold 500, held 10,971.

Cinerama. Nicholas Reisini bought 41,300 through Robin International Inc., held 87,650 in Robin International Inc., 350,000 personally.

CBS Inc. Henry C. Bonfig bought 7,278, held 8,527.

Columbia Pictures. Samuel J. Briskin exercised option to buy 16,971, held 19,232 personally, 564 in S. J. Briskin Pictures, 117,763 in Fico Corp.

Consolidated Electronics. John Bentia sold 1,000, held 9,000.

Daystrom. Carlton S. Proctor bought 100, held 500.

Electronic Research Associates. Donald D. Grieg bought 100 Class A for daughter, held 100 for daughter, 1,187 personally.

Electronics Capital. Neil H. Jacoby bought 100 as trustee, held 300 as trustee, 1,000 personally.

Electronic Communications. Lorain W. Willey bought 501, held 600.

Electronics International Capital. Neil H. Jacoby bought 1,000, held 1,000. Jerome Kohlberg Jr. bought 1,000, held 1,000. Bernard Koteen bought 1,000, held 1,000. Joseph M. Pettit bought 300, held 300. Maurice M. Rice bought 5,556 held 5,556. Charles E. Salik bought 5,377, held 7,877. Richard T. Silberman bought 1,390, held 3,890.

Filmways. William Cowan acquired 1,000 for services rendered, held 1,000.

GE. John W. Belanger sold 500 held 17,568. Lemuel R. Boulware exercised option to buy 3,218, held 21,288. Hubert W. Gouldthorpe bought 133, held 1,740. Halbert B. Miller exercised option to buy 270, held 3,408. Arthur F. Vinson exercised option to buy 4,227, held 14,958 personally, 465 as custodian. William C. Wichman exercised option to buy 1,695, held 6,921.

General Instrument. Louis Scadron sold 1,000, held 7,378.

Globe-Union. John P. Hanson exercised option to buy 500, held 705.

William S. Parsons exercised option to buy 500, held 3,755.

Hazeltine. William A. MacDonald bought 200, held 5,686.

Indiana General. John H. Bouwmeester sold 500, held 10,488.

IBM. E. R. Piore sold 100, held 304.

International Resistance. George I. Back sold 1,000, held 1,200.

Walter W. Slocum exercised option to buy 500, held 800.

ITT. Frederick R. Furth sold 200, held 3,904.

Lear. William P. Lear bought 11,200, held 462,261. Glen C. Warman sold 381, held none.

Litton Industries. Charles R. Abrams Jr. sold 135, held 5,400.

Harry J. Gray acquired 1,000 in private transaction, held 6,342. Joseph A. Thomas sold 3,000, held 10,681 personally, 211 in trust, 10,250 in Lehman Bros. Charles B. Thornton disposed of 4,000 in transfer of community property interest, sold 400, held 291,646 personally, 31,191 in partnership.

Loew's Theatres. Herbert A. Hofmann bought 100 as trustee, held 1,100 as trustee, 1,000 personally.

P. R. Mallory. Leon Linn bought 200, held 458.

Microwave Associates. Joseph C. Bothwell Jr. sold 200, held 5,700.

Minneapolis-Honeywell. Richard P. Brown sold 1,200, held 56,937 personally, 600 in trust.

NAFI. George L. Coleman bought 5,000, held 16,476 personally, 149,386 in Nafco Inc. H. V. Sherrill bought 6,000, held 12,700 personally, 149,386 in Nafco Inc., 225 as custodian.

Packard Bell. Kenneth R. Johnson exercised option to buy 510, held 1,530. Grover D. Rogers exercised option to buy 255, held 255.

Pentron Electronics. Richard F. Dooley sold 2,000, held 2,363.

Philips Electronics & Pharmaceutical. Arlie Vernes bought 400, held 1,000 personally, 20 for wife.

Raytheon. Richard E. Krafve bought 1,000, held 4,050.

Stanley Warner. Charles F. McKhann sold 100, held 800.

TelePrompTer. Roy R. Coffin bought 300 and 300 more through holding company, held 900 personally, 1,300 in holding company.

Texas Instruments. F. J. Agnich sold 400, held 23,475. S. T. Harris bought 200 for Trust A, held 454 in Trust A, 584 in Trust B, 17,720 personally.

Thompson Ramo Wooldridge. Harold L. George sold 400 in Oct. and amended report to indicate he sold 400 in Sept., held 29,335.

Trans Lux. Harry Brandt bought 800 personally, 500 through Brapick Inc., 1,100 for foundations, sold 2,300 from foundations, held 162,900 personally, 3,500 in Brapick Inc., 34,180 in foundations, 17,000 for wife. 100 in Barvic Theatres, 200 in Marathon Pictures, 400 in Bilpam Corp., 400 in Pamela Amusement. Jay Emanuel bought 1,100 and sold 2,300, held 34,180. Milton C. Weisman sold 1,000, held none.

United Artists. Robert S. Benjamin sold 400, held 300.

Varian Associates. Sigurd F. Varian sold 500 from community property, held 72,848 in community property, 14 personally.

Westinghouse. W. O. Lippman sold 200, held 600. W. Waits Smith sold 500, held 1,230.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Capital Records	Q	\$0.50	Dec. 30	Dec. 15
Clarostat Mfg.	Stk.	3%	Jan. 20	Dec. 30
Columbia Pictures	Stk.	2½%	Jan. 30	Dec. 30
General Bronze	Stk.	2%	Feb. 9	Jan. 12
Motorola	Q	.25	Jan. 13	Dec. 30
MPO Videotronics "A"	—	.10	Jan. 16	Dec. 30
Muter	Stk.	5%	Jan. 20	Jan. 5
Sangamo Ltd.	Q	.15	Dec. 21	Dec. 19
Terminal-Hudson	Q	.06	Jan. 20	Jan. 9
Western Electric	Q	.90	Dec. 30	Dec. 20

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, December 15, 1960

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17½	19%	Magnetics Inc.	7¼	8%
Aerovox	7¾	8%	Maxxon (W.L.)	7	7¾
Allied Radio	22½	24%	Meredith Pub.	40	43
Astron Corp.	1¼	1%	Metropolitan Bcstg.	17¼	18½
Baird Atomic	22½	24%	Milgo Electronics	15¼	17
British Industries	17¼	18%	MPO Videotronics	4	8¼
CGS Labs	7	8%	Narda Microwave	4	4¾
Cetron Electric	3¼	3%	Nuclear of Chicago	39	42
Control Data Corp.	58½	62½	Official Films	2¼	2%
Cook Elec.	13½	14%	Pacific Automation	4%	5½
Craig Systems	14¾	16¼	Pacific Mercury	5%	6½
Dictaphone	29½	31%	Phillips Lamp	155¼	161
Digitronics	22	24½	Pyramid Electric	2½	3 1/16
Eastern Ind.	15½	16%	Radiation Inc.	23¾	25%
Eitel-McCullough	16	17%	Howard W. Sams	36¾	39¼
Elco Corp.	13¼	14%	Sanders Associates	35¼	38
Electro Instruments	23	25%	Silicon Transistor	4¼	5¼
Electro Voice	7½	8%	Soroban Engineering	35½	38%
Electronic Associates	29½	32	Soundscribe	16¼	17%
Erle Resistor	8%	9½	Speer Carbon	18¼	20%
Executone	21½	24%	Sprague Electric	54	57½
Farrington Mfg.	26¼	28¼	Sterling TV	1½	2
Fischer & Porter	19¼	21¼	Taft Bcstg.	12	13
FXR	36¼	39%	Taylor Instrument	32½	35¼
General Devices	9%	10%	Technology Inst.	8	9
G-L Electronics	7	8½	Teledrome	12	14¼
Granco Products	2%	3¼	Telecomputing	8	8¾
Gross Telecasting	19%	21%	Telemeter	11½	12¾
Haydu	1/16	¼	Time Inc.	67	70½
Hewlett-Packard	27½	29%	Tracerlab	10	11¼
High Voltage Eng.	161	176	United Artists	5%	6%
Infrared Industries	16	17%	United Control	14¼	16
Interstate Engineering	23¼	25%	Universal Trans.	1	1½
Itek	52¼	56½	Vitro	9%	10%
Jerrold	7¾	8¼	Vocaline	2½	2%
Lab for Electronics	48½	51%	Wells-Gardner	19½	21¼
Lel Inc.	3%	4%	Wometco Ent.	13%	14%
Magna Theater	2%	2%			

WEEKLY **Television Digest**

DECEMBER 26, 1960

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VOL. 16: No. 52

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

1960 IN REVIEW: Summary of an eventful TV year (p. 9). Telecasting chronology (p. 14). List of 1960's station starters (p. 15). Consumer electronics year in review (p. 18). Industry leaders' electronics predictions for 1961 (p. 19).

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Congress

WHITE HOUSE HOMEWORK on agencies laid out for President-elect Kennedy by voluminous reports from House probers & special advisor James M. Landis (pp. 2 & 3).

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TV ALLOCATIONS—AIRBORNE ETV a factor, may call for big chunk of uhf spectrum for nation-wide system (pp. 2 & 4).

Networks

NBC & RKO WIN ONE in Supreme Court which declines to upset lower-court anti-Westinghouse ruling, but biggest hurdle to station swap remains—FCC (p. 6).

NBC's OPTION PATTERN, due to start Jan. 1, is similar to those of ABC and CBS (p. 6).

NETWORKS' PARTICIPATION IN PILOTS on increase; they are involved in 30, with more coming (p. 7).

Auxiliary Services

ARMY'S MEDICAL TV IS MENACED by economy order axing 38 staffers at Walter Reed production center. "Precipitous execution" of pioneering program feared (p. 8).

Consumer Electronics

DU PONT MYLAR TUBE SHIELD demonstrated. One tube maker plans production; use in portables forecast in year. Weight saving is big selling point (pp. 16 & 23).

TV PROMOTION DRIVE, designed to create year-long "excitement" about TV, unveiled by Corning. Original emphasis on bonded tube is now soft-pedaled (pp. 17 & 22).

1960 WASN'T TOO BAD in consumer electronics, with higher unit sales & average prices in TV & stereo, runaway radio sales highlighting sum-up of what started as a better year (p. 18).

NOV. TV SALES SOFT, preliminary figures showing dip of 12% at retail, 15% at distributor level. Radio retail sales below 1959 level for first time in Nov. (p. 22).

CANADIAN LOOK at 1961 by 3 major electronics firms reveals a dim view resulting from falling sales & rising import competition (p. 22).

Advertising

TV-RADIO SPENDING by top 10 air-media ad agencies in 1960 increased to \$1.07 billion or 73% of their total media buying (p. 5).

Technology

FCC WIDENS SPACE PROBE to include issues of whether protected geographic areas should be reserved for future space-relay earth terminals (p. 13).

Other Departments

STATIONS (p. 4). **PROGRAMMING** (p. 5). **PERSONALS** (p. 8). **FINANCE** (p. 24).

FCC STUDIES HIGH-SPEED LEGAL TOOLS: Two new tools for cutting into FCC's hearing backlog are under consideration at Commission. If majority buys them, Congress will be asked for necessary law changes to put them into effect. They are:

(1) Split the Commission into 2 "decision panels"—each with authority to make final decisions. As of now, FCC can form panels whenever it chooses, but panels' decisions can be appealed to full Commission. Under new proposal, decision-making capacity could be doubled.

(2) Adopt "summary judgment" procedure, a la courts. Example of how it would work: Two competing applications are before Commission. One has all local ownership, other all out-of-town. The local man tells Commission: "Look, based on your precedents, the other man doesn't have a chance. It's black-&-white. Why waste time in a hearing? I make a motion for an immediate decision in my favor, based on the applications before you." Commission holds quick oral argument on the motion—and makes its decision.

Another backlog-breaking idea under study: Delegate to the staff the authority to grant routine broadcast CPs. Common Carrier Bureau staff now has such delegation, and Commission could do same in broadcasting without law changes, we understand.

WHITE HOUSE HOMEWORK ON AGENCIES: There's at least one thing sure about President-elect Kennedy as he approaches Inauguration day and such domestic problems as govt. regulation of broadcasting & other industries. He'll have plenty of reading matter to carry with him into White House.

Two more weighty analyses of ills of regulatory agencies—latest in long series of treatises on subject—were added last week to piles of literature available in field. One came from staff of House Commerce Legislative Oversight Subcommittee (see p. 3). Other was dispatched to Kennedy from his special agency advisor James M. Landis.

"Program of action" was called for by House report—29th issued by Overseers or Subcommittee staff since they went to work on FCC in 1957. No "superficial tinkering with existing statutes & regulations" will do, report warned sternly. "Laws are not self-executing."

"We must have administrators with ability, vision, and above all, with a sense of their responsibility," House investigators went on. Concluding sentence of 166-page report was this: "Whether we have such men in public service depends in large measure upon the wisdom which is used by the President & the Senate in exercising their respective powers of nomination & approval."

Similar admonitions were directed at Kennedy by New Deal agency veteran Landis in 150-page report filed coincidentally with President-elect. His study of commissions & boards was due Dec. 15 (Vol. 16:51 p10), but Landis told us he didn't finish rewriting & polishing his "specific recommendations" until 5:15 a.m. Dec. 21. His report was then handed in N.Y. to Kennedy's father Joseph P. Kennedy, who acted as courier next day in flight to Palm Beach to join son's family for Christmas.

And these new reports were only starters for incoming Democratic administration. Still to come are: (1) Findings by Legislative Oversight Subcommittee itself. (2) Report by Senate Judiciary Administrative Practice & Procedure Subcommittee (Vol. 16:49 p2). (3) Hearing for agencies planned by Senate Commerce Committee (Vol. 16:48 p5). (4) Proceedings of White House conference on agencies planned by Circuit Court Judge E. Barrett Prettyman (Vol. 16:36 p5 et seq.).

NO RUSH TO REPLACE FORD: Look for FCC Chmn. Ford to continue as head of Commission for some months. Word is out that Kennedy administration is in no hurry at all to effect FCC shifts, is in fact inclined to let Ford continue his legislative & regulatory revitalization program. Kennedy could change mind fast, of course, but that's how things stand today.

Ford will be replaced as chairman sooner or later but his replacement hasn't been selected. Friends of defeated Sen. J. Allen Frear (D-Del.) have sent up trial balloons touting him for FCC, but he says: "My interests don't lean in that direction."

Also mentioned for chairmanship is Comr. Cross, Ark. Democrat. "If the President wants me for chairman," he said, "he'll designate me chairman. I'm not actively seeking it."

TV ALLOCATIONS—AIRBORNE ETV A FACTOR: Basic to FCC's allocation thinking today is the all-channel set. In fact, belief is that such sets must be fairly well distributed before a true decision can be made (Vol. 16:50 p2).

However, a new & important factor is about to enter picture—ETV and its potential heavy uhf requirements. If ETV requests and gets substantial number of exclusive uhf channels, commercial interests will begin to worry about lebensraum any time anyone talks of an ultimate shift of all TV to uhf. Earlier this year, FCC Chmn. Ford, in an off-record talk to educators, chewed them out for seeking ETV assignments on piecemeal basis, and for not having long-range nation-wide allocation plan. They took words to heart, intend to come up with recommendations. Question is when. Ford apparently expects it soon, to be considered in whole TV picture. But educators say they can give only rough judgment now, before Stratovision experiment bears technical fruit (see p. 4)—because many educators & engineers believe that airborne transmitters will be more efficient than ground-based in every way, including spectrum use. They don't expect full data before end of 1962.

Current engineering speculation is that airborne TV would need 15-20 uhf channels, 25 planes in air, to blanket nation with 6 simultaneous ETV programs. If 3-mc channels can be used—and Stratovision experiment will test them—spectrum needs would be less.

Congress

More about

OVERSIGHTERS' STAFF REPORT: Badly buffeted in nearly 4 years of headlined House hearings, broadcasters & FCC were spared new bruises by Commerce Legislative Oversight Subcommittee staff investigators in their final report last week.

Some salt was rubbed into old TV-radio-FCC wounds by chief counsel Robert W. Lishman & his team of probers. But there were no fresh barbs for the industry in the 166-page report (plus 97 pages of appendix) which Chmn. Harris (D-Ark.) will use as the working paper for the Subcommittee's own windup review, due Jan. 3 when the Oversighters officially shut up their shop.

Oversight staff stiletos were reserved this time for CAB, ICC and FPC among 14 regulatory agencies under the Subcommittee's investigative jurisdiction. The report indicated members of the 3 agencies for general laxity & inefficiency. Also cited were alleged instances of misconduct—some of which were never subjected to hearings at which agency officials could defend themselves. Rep. Derounian (R-N.Y.) and other Republicans on the Subcommittee opposed release of the entire report because of the sections on CAB, ICC and FPC. Derounian said "it isn't very American" to make charges without a hearing.

No such Subcommittee objections to a 30-page section on the communications industry were raised. Lishman & staff recounted quiz, payola-plugola and FCC "influence" cases explored at hearings, pointed with scorn at sins exposed, and boasted about enactment of reform legislation this year. Only 2 prescriptions for more legislative medicine—to control networks and ban trafficking in station licenses—were recommended by the staff, however. Both recommendations had been anticipated (Vol. 16:51 p8).

To License or to Regulate?

Even so, the Subcommittee's staff couldn't make up its mind whether it would be better for FCC to license networks or just regulate them. And Counsel Lishman told reporters that Commission itself already has done "very good" work in policing trafficking (Vol. 16:50 p1).

In its recommendation for network legislation, the report said investigation & study had demonstrated "the complexities of the problem & the difficulty in selecting the most suitable method for its solution."

The staff suggested that Chmn. Harris reintroduce his bill (HR-11340) calling for network licensing, that Oversighters Bennett (R-Mich.) revive his bill (HR-5042) for regulation short of licensing—and that both be subjected to "early legislative hearings." In the absence of the Oversight Subcommittee next year, the hearings would be conducted by the Communications Subcommittee—also headed now by Harris.

As for trafficking, the report reiterated a 1959 recommendation by the Subcommittee itself that the Communications Act should be amended to forbid a "voluntary sale" of a station within 3 years of its license date unless a mandatory public hearing shows "affirmatively that the proposed transfer is in the public interest."

The only other staff recommendation in the broadcasting field—and it wasn't for additional legislation—called for: "Administrative & Congressional study [of] how far broadcast content & balance should be determined by the rating services' appraisal of audience size." The Subcommittee has contracted with the American Statistical Assn. for an examination of ratings' "statistical validity."

The FCC

Miami Ch. 10 status quo was preserved in effect by a Court of Appeals order last week. Ruling on moves & counter-moves in the complex "influence" case (Vol. 16:49 p6), Judges E. Barrett Prettyman & John A. Danaher denied a request by FCC that it be permitted to proceed pronto with withdrawal of the Ch. 10 grant from National Airlines' WPST-TV. But the Court also held in abeyance a motion by WPST-TV for staying & vacating FCC's decision against WPST-TV. Elzey Roberts' petition to intervene in the tangled proceedings as a friend of the court was granted. North Dade Video was permitted to consolidate its appeals with others. Noting that "this case, long delayed, has become ensnarled in procedural technicalities," Judges Prettyman & Danaher then instructed all parties to get a move on. Attorneys for the parties were ordered to report by Dec. 28 on any pre-trial agreements they can reach on issues. Following filing of the FCC record in the case, which may come within a week, the contestants for Ch. 10 will have 25 days (instead of the usual 40) to file briefs, which must be answered within 15 days by FCC, followed by a 10-day period for reply briefs. This schedule indicated that the case may get to trial within 2 months.

Allocations actions by FCC: finalized—adding Ch. 9 to Redding, Cal., substituting Ch. 13 for Ch. 9 in Alturas. Proposed—(1) Making Ch. 18, Austin, Tex., educational, deleting Ch. 70, adding Ch. 67, substituting Ch. 75 for Ch. 53 in San Marcos. (2) Adding Ch. 15 to Madison, Wis. and Ch. 40 to Richland Center, deleting Ch. 33 from Madison and Ch. 15 from Richland Center. (3) Adding educational Ch. 28 to Newark, O., substituting Ch. 68 for Ch. 28 in Lancaster. (4) Adding Ch. 37 to Lexington, Ky., swapping it with Ch. 70, Winchester. (5) Adding Ch. 14 & educational Ch. 31 to Columbia, S.C., deleting educational Ch. 19 & Ch. 67, substituting Ch. 19 for Ch. 14 in Camden, and Ch. 67 for Ch. 31 in Lancaster.

Option-time appeal by KTTV Los Angeles (Vol. 16:47 p5 et seq.), which charges that FCC should have dropped option time altogether, will have plenty of participants. The Court of Appeals granted motions to intervene by 7 parties—3 networks, 3 affiliate groups, Westinghouse Bcstg. Co. but the court put a novel twist in its ruling: It told the 7 to get together in one brief—something of a forensic miracle. Attorneys are likely to ask the court for mercy.

FCC has corrected its list of stations which had failed to respond to its political broadcast questionnaire (Vol. 16:49 p5). It reports that the following should not have been included: KFUC-FM Clayton, Mo.; KKAS Silsbee, Tex.; WAND Canton, O.; WCBQ Whitehall, Mich.; WDIX Orangeburg, S.C.; WLAQ Rome, Ga.; WORX-FM Madison, Ind.; WNCO-FM Ashland, O.

FCC's uhf receiver radiation limits—1,000 uv/m at 100 ft.—will be retained until Dec. 31, 1962, at EIA's request. However, the Commission told EIA that, if it wants more extensions, "it should file supporting data as to receiver cost, production measurement and other pertinent factors to meet the 500 uv/m radiation limit originally scheduled."

Vhf-uhf ETV in Miami is proposed by WTHS-TV (Ch. 2) which has filed an application for Ch. 17 there. It reported having bought some equipment from off-air WITV which had once operated commercially on Ch. 17. Plans call for mounting Ch. 17 antenna on the Ch. 2 tower.

Uhf translator grant: Ch. 82, Waimea, Kauai, Hawaii, to KGMB-TV Honolulu.

Educational Television

More about

ETV STRATOVISION STATUS: High hopes, pedagogically & technically, were expressed to FCC & staff last week when they were briefed on ETV Stratovision experiment of the Midwest Council on Airborne TV Instruction (see p. 2).

Westinghouse is handling the transmission end of Stratovision work for MCATI, and last week it took FCC Commissioners & staff members out to Baltimore's Friendship Airport for a status report—which was, mainly, that educators are ready, but airplanes aren't, and won't be until about the end of January.

Dr. John E. Ivey Jr., pres. of MCATI, said he hopes Westinghouse's Air Arm div. will have planes ready shortly after Jan. 30. Originally, he said, the target was to test in 4th quarter 1960 but technical delays developed.

An area 300 miles in diameter will be served by the 4-engine DC-6 plane traveling about 300 mph in a 20-mile diameter circle 23,000 ft. over Montpelier, Ind., near Ft. Wayne. Two 10-kw transmitters (Ch. 72 & 76), using Adler drivers & Varian klystrons, will feed signals into a 10-db gain antenna.

Dr. Ivey said that 526,518 pupils and 16,221 teachers in 16,939 classrooms will participate in the Feb.-May tests—with a full program to start in Sept. 1961.

The project will cost \$7,750,000, he said, with \$4.5 million donated by the Ford Foundation, the balance by industry. It's understood that industrial contributors include not only electronics firms but such companies as U.S. Steel. These will be identified soon.

To obtain the best teachers, some 300 applicants were screened, and 20 were selected & trained at Purdue U. Courses are designed for students from the elementary grades to college level.

Plans call for 6-8 hours of telecasts daily—all emanating from 2 VR-1001-A Ampex recorders on the planes. A standby plane with duplicate tapes will be ready to take off in case of trouble, take over telecasting within 1-2 hours. Each plane will carry 3 crewmen & 3 TV engineers.

The original Stratovision protagonist, Westinghouse's Charles E. (Chili) Nobles, who pushed the program for commercial use immediately after World War II—but couldn't persuade the FCC then—went through the technical aspects, describing components. He said that a gyrohydraulic system is designed to keep the antenna within one degree of vertical. If turbulence becomes too great—not frequent at that height—a standby antenna will be locked into position, and it's expected that its lobe will be broad enough to keep signal fluctuations within tolerable levels. The 3-mc bandwidth work, by CBS, will use 441 lines, 48 frames—as did CBS's sequential color. Incidentally, no color is planned for the project.

The allocations & measurements aspects of the program are being supervised by consulting engineer A. Earl Cullum. Reached in Dallas last week, he reported that the objectives are to study service & interference ranges for the airborne system and compare them with ground-based transmissions. The Bureau of Standards, under Kenneth Norton, is doing the theoretical calculations.

"The quality of reception," Cullum said, "must be better than the average home picture—or the planes may just as well remain in Baltimore. We're aiming for quality as good as closed-circuit." He added, as an aside: "You know, the home installation is the weakest link in TV generally. I'd like to see the industry do something about

it. It's a shame—because the stations generally put out good pictures."

Cost of expanding the system would be enormous, of course, but the argument is that this would still be much less than a ground-based system offering the same coverage—and that TV offers enormous savings when used to supplement conventional schoolroom techniques. Enthusiasts foresee both federal & state govts. making the appropriations when confronted with experimental results.

Educational TV factsheet on "current developments" has been issued by the Joint Council on Educational TV, 1785 Massachusetts Ave., NW, Washington 6, D.C. Prepared by JCET exec. dir. David C. Stewart, the 15-page report lists operating ETV stations. It also charts plans for stations that are proposed, reports actions of the FCC in the ETV field, and summarizes educational programming advances.

Stations

KMBC-TV (Ch. 9) & KMBC Kansas City have been bought for \$10.4 million by Metropolitan Bcstg. Corp. from Cook Paint & Varnish Co. Cook's KMOS-TV (Ch. 6) Sedalia, Mo. will be transferred by Metropolitan to the owners of KRCG Jefferson City, Mo. for \$200,000. Metropolitan has agreed to buy Cook's radio KFRM Concordia, Kan., which it will seek to sell, but will operate if not sold. In N.Y., Metropolitan Bcstg. Co. officials told us 1960 will prove to be one of the station group's best years. Outlook at the moment is for gross 1960 earnings of over \$40 million and a net-before-taxes of \$4 million. We are also told not to be surprised if Metropolitan adds a 5th vhf station to its vhf-uhf string before mid-1961.

Token verdict of \$4 has ended a \$7,300,000 triple-damage anti-trust suit against the *Kansas City Star* by Craig Siegfried, ex-owner of radio KIMO Independence. A federal court jury in Kansas City set the \$4 figure for losses Siegfried claimed he suffered from monopolistic practices of the *Star* and its since-sold WDAF-TV & WDAF (Vol. 14:51 p4). The court, however, ordered the newspaper to pay Siegfried's court costs & counsel fees. Siegfried based his 2-year litigation on the *Star's* conviction on govt. anti-trust charges. He acknowledged, however, that he made a profit of several thousand dollars when he sold KIMO & 2 suburban newspapers he operated in *Star* territory.

Sale of WHTN-TV (Ch. 13) Huntington, W.Va. for \$1,925,000 by Cowles to Reeves Bcstg. & Development Corp. has been approved by FCC (Vol. 16:43 p11).

Snowbound N.Y. agency timebuyers, gloomily listening to weather news in the suburbs, form a fine "captive" audience for a resort-area station pitch. Such was the theory of KOOL-TV & KOOL Phoenix, which ran a spot announcement series on radio WCBS N.Y.'s 6-10 a.m. Jack Sterling program in the wake of the Dec. 12 traffic-snarling snowfall. Comparing N.Y.'s chilly temperatures with those of sun-drenched Phoenix, and noting that New Yorkers would love nothing better than to escape their climatic plight, the announcements offered this business-angled consolation: "If you are a timebuyer and cannot get to Phoenix, you can get the full Phoenix market story by calling KOOL."

NAB's Radio Code Board under Chmn. Cliff Gill (KEZY Anaheim, Cal.) will meet Jan. 12-13 at Washington, hq to review operations since they were restyled in June.

Advertising

73% of Top Agency Spending Goes to B'casting: The top 10 air-media ad agencies in 1960 increased their spending for TV & radio to \$1.07 billion—73% of their entire expenditure of 1.46-billion ad dollars. In an end-of-year analysis, Dec. 19 *Sponsor* also found that the “average” agency among the top 50 air buyers invested 53% of its total billings in broadcast media.

These 1960-over-1959 increases were posted by the big 10: 1% for network TV, 13% for spot TV, 21% network radio, 6% spot radio.

The top air-media agency: J. Walter Thompson, which spent 55% of its estimated total \$275-million billings in TV-radio. In 1959, JWT's TV-radio investment totaled 49% of similar billings. The No. 1 agency in terms of emphasis on broadcast media: Ted Bates, with 81% of its billings earmarked for TV-radio.

Agency buying habits: Shops with annual billings of \$100-to-199 million spent an average 61% of their budgets for TV-radio, topping all other groups. Runners-up: \$50-to-99-million agencies, 53%; \$15-to-24 million, 52%; \$200-million-plus, 49%; \$25-to-49 million, 42%.

* * *

Magazine lineage will be up almost imperceptibly—one-tenth of 1%—for 1960 over 1959, reports *Printer's Ink* in a preliminary statement. Final figures will be available next month. December itself is off 7.8% from Dec. 1959 for the magazines.

Oddest network sponsorship of season may well be credited to Mead Johnson & Co. subsidiary Edward Dalton Co. Ignoring all the standard TV precepts whereby the star of the show should at least look as though he uses & enjoys the sponsor's product, the Dalton firm has signed with ABC-TV as exclusive sponsor of its Sun.-night documentary series *Winston Churchill—the Valiant Years*. Dalton's hottest product: Metrecal.

Star-Crest Recording Co., Hollywood firm operated by Stephen F. Singer, has denied FTC charges that it used false royalty claims & other deceptions to obtain fees from song writers (Vol. 16:48 p8). Demanding dismissal of FTC's complaint, Singer conceded he made advertised claims cited in the case, but maintained FTC took them out of context so that they “assumed distorted meaning.”

S. Klein Dept. Stores Inc., N.Y., accused by FTC of making false price & savings claims in interstate newspaper & broadcast advertising, has countered the charge with arguments that the govt. agency hasn't established its local jurisdiction. Demanding dismissal of the complaint, Klein also denied that store customers were deceived by comparative prices listed in the cited advertising.

Of the 130 U.S. cities with population of 100,000 or more, 80 now have their daily newspapers under single ownership, reports the latest *Editor & Publisher*.

Ad People: Kelso Taeger named McCann-Erickson vp & media dept. mgr. . . . Sam Auerbach named vp-controller, Advertising, Radio & Television Services Inc. . . . Frank J. Fucito named Kenyon & Eckhardt vp . . . Lawrence J. Mulhearn and Lee W. Baer named Cunningham & Walsh vps.

Obituary

Allen E. Braun, vp of North Advertising Agency, and Robert W. Ellis, 29, asst. producer, Benton & Bowles TV-radio commercial production dept., were killed in the Dec. 16 TWA-UAL airplane crash.

Programming

Specials on Film: Allied Artists' informational films div. is planning a dozen film specials, with budgets of \$200,000 “and upwards” on each, we're told by exec. producer Jack Copeland. Realizing it would be too much of a gamble to make these for TV without a sponsor in sight, AA plans to release them abroad as theatrical features.

The first 2 specials (life of Albert Einstein; D. W. Griffith and early Hollywood days) go into production in February & March, and negotiations are now on with ad agencies for TV sponsorship.

Copeland's other projects include subjects such as the legend of the old West, George Washington Carver, and some in association with Pearl Buck. The producer believes the film special to be a wide open field that has been virtually ignored to date by the TV-film industry. He sees the potential as great because of the scope of film.

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Taped-in-London special, packaged by Val Parnell, a dir. of Britain's Independent TV Program Co. Ltd., will be telecast next spring on NBC. Although various U.S. shows (notably Jack Paar's, with a week-long stand) have taped shows in the British capital, this is the first major live package from a British commercial TV firm to be signed by a U.S. network. The deal was arranged between Parnell, who runs London's famed vaudeville showcase, the Palladium, and David Tebet, NBC-TV talent-relations vp who has just returned to N.Y. from a European trip. Titled “A Night at the Palladium,” the 60-min. show will have as its host actor Laurence Harvey, best known to U.S. audiences for his “Room at the Top” film role. The show is a sort of “best-of-the-Palladium” effort—performances by featured British & American stars are being taped over a period of time at the Palladium during regular stage performances.

Nielsen “P.S.” to TV election coverage revealed these highlights: 91.8% of all U.S. TV homes tuned in for some part of the election returns. The average home in this group spent 4.3 hours watching the final race. This produced a total-home-hours figure of 186,750,000—a little better than double the total amount of time spent viewing the 1956 election. Each U.S. TV home (88% of all U.S. families) spent a total of 20 hours watching convention coverage, the 4 debates and the election reports (not including time spent viewing other pre-election political shows & specials). “The top-rated TV program *Gunsmoke* would require over 2 years of weekly telecasts to equal this volume of audience,” Nielsen added.

Network programming vps are the first appointees to the National Academy of TV Arts & Sciences' Telecast Committee. Thomas Moore (ABC-TV), Oscar Katz (CBS-TV) and David Levy (NBC-TV) will develop a special telecast on distinguished achievements in world-wide TV programming for the Academy's International Festival next fall (Vol. 16:51 p10). Upon its completion, the 3 networks will submit sealed bids for the telecasting rights, stated Telecast Committee Chmn. Henry S. White.

Lincoln radioscripts prepared & distributed by BMI as a contribution to sesquicentennial observances were presented to President Eisenhower at a White House ceremony Dec. 13. The presentation of an embossed leather-bound volume containing more than 70 scripts & a companion book, *Lincoln for the Ages*, was made by BMI Pres. Carl Haverlin, a Lincoln scholar.

Networks

NBC & RKO Win One in Supreme Court: One court hurdle was passed last week by the NBC-RKO station deal when the U.S. Supreme Court declined to overrule a lower court decision. The high court let stand the ruling of Philadelphia Federal District Court Judge Kirkpatrick, which rejected Westinghouse Bestg. Co.'s efforts to present anti-NBC testimony (Vol. 16:27 p7).

The biggest hurdle remains, however. It's the FCC—which has lawyers studying about 30 pro & con pleadings & applications (including almost every imaginable filing by Westinghouse, Philco & KRON-TV San Francisco) to block the deal and, if possible, take Philadelphia & Washington TV licenses away from NBC.

No one, including FCC attorneys, can predict when it will end. There are also 2 more court proceedings—KRON-TV's attack in San Francisco's federal court and Philco's appeal in the D.C. Court of Appeals, from FCC's denial of its protest against renewal of NBC's WRCV-TV.

Feature-movie plans of NBC-TV in which a hand-picked premium-priced group of Hollywood features will be slotted on Sat. night at 9 p.m., are nearing the final stage after several months of top-level negotiations with film companies. The search for top product (preferably in color and with strong star names) has been spearheaded by David Levy, NBC-TV programs & talent vp (Vol. 16:34 p3). Young & Rubicam (of which Levy is an alumnus) has indicated strong interest in the program plan.

THIRD OPTION PATTERN: Contrary to trade guesses, NBC-TV's revised option-time pattern, announced to affiliates last week in an NBC bulletin, turned out to be almost the same as the recent revisions in CBS-TV and ABC-TV option periods (Vol. 16:50 p2).

Although NBC has a 60-min. film show slotted at 7:30 p.m. on 6 nights of the week (the taped-and-filmed *Shirley Temple Show* is seen on the 7th night, Sun. 7:30-8:30 p.m.), NBC chose to begin its nighttime option period at 8:30 p.m., running to 11 p.m., across the board. This, in effect, puts all 7 of the 7:30 p.m. shows out on a station-option limb. However, NBC's attitude is that most of them (i.e., *Wagon Train* on Wed., *Laramie* on Tue., *Bonanza* on Sat. at 7:30 p.m.) are strong enough to arrange their own clearances, even in station-option time.

Bridging the 10:30-11 p.m. period with network option time is also an interesting NBC move. In this time period, NBC, has fewer shows than CBS, with Wed., Thu. and Sat.-night 1030 p.m. periods having been returned to affiliates for syndicated shows or movies. NBC's strategy, therefore, is on a long-range basis (protecting future shows in a 10:30 p.m. slot) rather than an immediate protection for existing network programming. Since NBC is the only network with a post-p.m. show (*Jack Paar Show*), the movie is also seen as an added hedge against pre-emptions of Paar by stations to continue feature movies that may have started at 10:30.

NBC's weekday afternoon option-time pattern is identical to that of CBS, running from 2:30-5 p.m. and is an hour later (3:30-6 p.m.) on weekends. (See table below.)

NEW OPTION-TIME SCHEDULES OF THE 3 NETWORKS

Effective Jan. 1, 1960

ABC-TV

		EASTERN	CENTRAL	MOUNTAIN	PACIFIC
MORNING	Mon. thru Fri.	10:30 a.m.—1:00 p.m.	10:30 a.m.—1:00 p.m.	9:30 a.m.—noon	10:30 a.m.—1:00 p.m.
	Sat. & Sun.	10:30 a.m.—1:00 p.m.	10:30 a.m.—1:00 p.m.	9:30 a.m.—noon	10:30 a.m.—1:00 p.m.
AFTERNOON	Mon. thru Fri.	2:00 p.m.—4:30 p.m.	2:00 p.m.—4:30 p.m.	1:00 p.m.—3:30 p.m.	2:00 p.m.—4:30 p.m.
	Sat. & Sun.	3:30 p.m.—6:00 p.m.	3:30 p.m.—6:00 p.m.	2:30 p.m.—5:00 p.m.	3:30 p.m.—6:00 p.m.
EVENING	Mon. thru Fri.	8:30 p.m.—11:00 p.m.	7:30 p.m.—10:00 p.m.	7:30 p.m.—10:00 p.m.	8:30 p.m.—11:00 p.m.
	Sat. & Sun.	8:30 p.m.—11:00 p.m.	7:30 p.m.—10:00 p.m.	7:30 p.m.—10:00 p.m.	8:30 p.m.—11:00 p.m.

CBS-TV

		EASTERN	CENTRAL	MOUNTAIN	PACIFIC
MORNING	Mon. thru Fri.	10:30 a.m.—1:00 p.m.	9:30 a.m.—12 noon	10:30 a.m.—1:00 p.m.	9:30 a.m.—12 noon
	Sat. & Sun.	10:30 a.m.—1:00 p.m.	9:30 a.m.—12 noon	10:30 a.m.—1:00 p.m.	9:30 a.m.—12 noon
AFTERNOON	Mon. thru Fri.	2:30 p.m.—5:00 p.m.	1:30 p.m.—4:00 p.m.	1:30 p.m.—4:00 p.m.	1:30 p.m.—4:00 p.m.
	Sat. & Sun.	2:30 p.m.—5:00 p.m.	1:30 p.m.—4:00 p.m.	1:00 p.m.—3:30 p.m.	1:30 p.m.—4:00 p.m.
EVENING	Mon. thru Fri.	8:30 p.m.—11:00 p.m.	7:30 p.m.—10:00 p.m.	6:30 p.m.—9:00 p.m.	8:30 p.m.—11:00 p.m.
	Sat. & Sun.	8:00 p.m.—10:30 p.m.	7:00 p.m.—9:30 p.m.	6:00 p.m.—8:30 p.m.	8:00 p.m.—10:30 p.m.

NBC-TV

		EASTERN	CENTRAL	MOUNTAIN	PACIFIC
MORNING	Mon. thru Fri.	10:30 a.m.—1:00 p.m.	9:30 a.m.—12 noon	9:00 a.m.—11:00 a.m.	10:30 a.m.—1:00 p.m.
	Sat. & Sun.	10:00 a.m.—12:30 p.m.	9:00 a.m.—11:30 a.m.	8:00 a.m.—10:30 a.m.	10:00 a.m.—12:30 p.m.
AFTERNOON	Mon. thru Fri.	2:30 p.m.—5:00 p.m.	1:30 p.m.—4:00 p.m.	12:30-3 p.m.; 5:30-6 p.m.	1:00 p.m.—3:30 p.m.
	Sat. & Sun.	3:30 p.m.—6:00 p.m.	2:30 p.m.—5:00 p.m.	1:30 p.m.—4:00 p.m.	3:30 p.m.—6:00 p.m.
EVENING	Mon. thru Fri.	8:30 p.m.—11:00 p.m.	7:30 p.m.—10:00 p.m.	6:30 p.m.—9:00 p.m.	8:30 p.m.—11:00 p.m.
	Sat. & Sun.	8:30 p.m.—11:00 p.m.	7:30 p.m.—10:00 p.m.	6:30 p.m.—9:00 p.m.	8:30 p.m.—11:00 p.m.

Daytime Looks Brighter: CBS may have an audience edge at night and ABC may be enjoying a hot sales streak in daytime (Vol. 16:51 p6), but NBC is out in front during the network morning & afternoon periods, garnering the biggest daytime audience and enjoying a sales boom too.

That's the gist of a report on NBC's daytime status circulated among that network's executives last week. According to the 2nd of Nielsen's Nov. NTI reports, covering the 10 a.m.-1 p.m., 2-5 p.m. periods: (1) NBC led in both average rating & audience share (7.1 rating & 33.6 share). (2) NBC's *Concentration*, 11:30 a.m.-noon keystone of the network's morning "game-show" block, scored an AA rating of 10.3 and an audience share of 50 to become the top daytime program.

Since daytime TV is enjoying a general growth (much of it due to the tight-as-a-drum situation in strong nighttime availabilities which creates an advertising spill-over into daytime), all 3 networks have little to complain of this season. Although CBS has lost its daytime rating edge, that network's schedule is still loaded with major spenders. And ABC, which doesn't crowd the other networks in daytime in any real degree of its nighttime rivalry, is making steady progress. The average length of ABC daytime lineups in Nov. 1958 (when ABC's daytime schedule was just getting started) was 83 stations for an 82.4% coverage factor. A year later, this had risen to 91 stations and 82.8% coverage. This season, it's up to 103 stations and 85.2% coverage with other markets joining regularly.

NETWORK SALES ACTIVITY

ABC-TV

Winston Churchill—The Valiant Years, Sun. Jan. 1, 9:30-10:30 p.m., and subsequent Suns., 10:30-11 p.m., full-sponsorship.

Edward Dalton (Kenyon & Eckhardt)

Action cartoon series, Mon.-Fri., 5:30-6 p.m., participations eff. this month.

Wm. Wrigley Jr. (Erwin Wasey, Ruthrauff & Ryan)

Cheyenne, Mon. 7:30-8:30 p.m.; Adventures in Paradise, Mon. 9:30-10:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m., participations eff. April & June.

Mennen (Grey)

Walt Disney Presents, Sun. 6:30-7:30 p.m., participations eff. Jan. & Feb. respectively.

Simoniz (Dancer-Fitzgerald-Sample)

Dow Chemical (MacManus, John & Adams)

The Law and Mr. Jones, Fri. 10:30-11 p.m., part. eff. Jan.

Simoniz (Dancer-Fitzgerald-Sample)

NBC-TV

Projection '61, Fri. Dec. 30, 9-10 p.m., news special, full sponsorship.

Gulf Oil (Young & Rubicam)

The Americans, Mon. 7:30-8:30 p.m., part. eff. Jan. 23.

Block Drug (Sullivan, Stauffer, Colwell & Bayles)

Dow Chemical (MacManus, John and Adams & Norman, Craig & Kummel)

Pan-American Coffee Bureau (BBDO)

Pepsi-Cola (BBDO)

Reader's Digest Services (J. Walter Thompson)

Everybody's Doin' It, Tues. Jan. 17, 10-11 p.m., one-time special, co-sponsorship.

Kitchens of Sara Lee (Cunningham & Walsh)

Timex (W. B. Doner)

Film & Tape

NETWORKS' PILOT PARTICIPATION: Networks are getting into the pilot act earlier than usual. Either by financial participation or direct development, networks are involved in at least 30 pilots to date. The number likely will go up, with other negotiations now on.

NBC-TV is busy on a minimum of 10 projects; ABC-TV has 8; CBS-TV, 5; CBS Films, 4; Cal. National Productions, 4.

NBC-TV has financial ties with: tentatively titled 60-min. *Monte Carlo*, being produced by 20th Century-Fox TV; *Cain's 100* and *Woman in the Case* (each 60-min.) and *Andy Hardy*, all from MGM-TV; *Las Vegas Beat*, Goodson-Todman Productions; *87th Precinct*, Hubbell Robinson Productions; *Ski Patrol*, being produced by Bill Thomas & Sam White. On its own, the network is developing a 60-min. pilot, *The Big Tent, Panama* and *3 Men and a Girl*.

ABC-TV is financially linked with 2 QM Productions pilots—the 60-min. *The Happy Breed* & *The Impatient Years*; *Dr. Kate*, 60-min. pilot starring Jane Wyman, produced by Telman Inc.; *The Hathaways*, Screen Gems. It's also in negotiations for several 60-min. pilots at 20th Century-Fox TV, including *Bus Stop, Tanganyika* and *The Circus*. ABC-TV is also reported to have an interest in Warner Bros.' upcoming 60-min. project, *Solitaire*.

CBS-TV is backing a 60-min. pilot, *3 to Make Ready*, to be made by Tandem Productions; a 60-min. circus show at Revue Studios; and a Robert Young comedy to be produced by Eugene Rodney and Temopic Enterprise S.A. It is also developing a number of projects, including *Hurricane Island* & *Marina*.

CBS Films has a deal with Burlingame Productions' Jess Oppenheimer for the pilot of an action-adventure series, *The Rolling Stone, Mr. Dodd* and a Western, *Charles Russell*. Cal. National Productions is partnered with Starward Productions in the pilot of *3 White Hats*; has a deal with producer Sam Gallu for 2 pilots, and is talking about a project with Ray Singer & Dick Chevallat.

Screen Gems' Dozen Pilots: Screen Gems, the Columbia Pictures TV-film subsidiary, is blueprinting about a dozen pilots for next season. Comedy, action and adventure comprise the principal formats. There'll be 60-min. as well as half-hour pilots, but not a single Western in the group.

Two syndicated projects are included—both action and already filmed: *Shannon*, starring George Nader, and *Man in the Middle*, starring Robert Sterling. Robert Sparks is producer of both.

Also filmed: *The Hathaways*, a comedy for ABC-TV starring Peggy Cass, Jack Weston and the Marquis Chimps, produced by Sparks. Being filmed: *The Insider* (60-min.), action, starring David Janssen, produced by Wm. Sackheim.

Other SG pilots include 3 comedies, *Archie, Hazel*, and *Bringing Up Mother*, and the 60-min. *Baron of Boston*, an adventure format, all being produced by Harry Ackerman. *Riviera*, action, starring Mike Connors & Quinn Redeker, and *The Daring Deeds of Donnie Drew*, adventure, both Greene-Rouse productions with SG. And *Safari*, 60-min. action-adventure, and *Empire*, half-hour action-adventure, both produced by Sackheim.

Another possibility is 60-min. *Grand Deception*, based on a volume of hoax stories by Alexander Klein. This would be a co-production of SG and Freddie Fields Associates Ltd. *Occupation: Female*, which SG plans for Polly Bergen, is a comedy drama being produced by Ackerman.

Television Digest

PUBLISHED BY TRIANGLE PUBLICATIONS, INC.
WALTER H. ANNENBERG, President

PUBLICATION OFFICE Rodnor, Pa., MURroy B-3940, TWX: Rodnor 102B

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Washington 5, D.C.
Sterling 3-1755

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MARTIN CODEL
Associate Publisher

NEW YORK BUREAU

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

CHARLES SINCLAIR, Chief

WEST COAST BUREAU

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

TELEVISION DIGEST. Published Mondays. Subscription \$75 annually.
For group rates & other subscription services, write Business Office.

TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
Published March & Sept. Published Saturdays Published in January

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Personals: Bernard Goulet, Montreal producer, named member of Canada's Board of Best. Governors. BBG member Carlyle Allison elevated to vice chmn., succeeding Roger Duhamel, who has been appointed to head Govt. Printing Bureau as Queen's Printer. . . . Jim Walsh, KCMO-TV Kansas City newscaster, will join Justice Dept. staff in Washington as law school honor graduate in Jan. after receiving degree from U. of Kansas City. . . . Marvin D. Melnikoff, ex-research dir. of *Television* magazine, appointed Weed TV Corp. marketing & research dir. . . . Mrs. Elizabeth Bernard Harris named research mgr., ABC Radio. . . . Claron C. Spencer, Alan D. Hutchison & Angelo A. Iadarola become associates in Washington law firm of Wilkinson, Cragun & Barker . . . Harry M. Mohr, ex-WTVN-TV Columbus, named program mgr., WKRC-TV Cincinnati . . . Lewis H. Avery, Avery-Knodel, named pres., Station Representatives Assn.; Daren F. McGavren, named vp; Eugene Katz, Katz Agency, named treas.; Robert Dore, Bob Dore Associates, named secy.

Paul R. Swimelar, KOMO-TV (Seattle) sales mgr., voted "man of the year" by the Seattle Executives Assn. . . . John Silva, chief engineer, KTLA, elected pres., Society of Television Engineers.

Lyle Bond, ex-KNBS Walla Walla appointed sports dir., KFMB-TV San Diego . . . Dr. William P. Shepard, retired chief medical dir. of Metropolitan Life Insurance Co., joins Institute for Advancement of Medical Communication & its Council on Medical TV as associate dir.

New NAB Pres. LeRoy Collins will bring his administrative asst. John L. Perry with him when he leaves the Fla. governor's office to take over his Washington job next month. Gov. Collins said ex-newspaperman Perry "will serve as my personal asst., not in an administrative staff capacity." Perry's NAB assignments will include research, writing, observing industry meetings and serving as liaison man for Collins. He first went to work for Collins in 1955 following jobs with the *Buffalo Evening News*, *Tampa Morning Tribune* and *St. Petersburg Times*. Perry was Collins's representative in development of the Fla. Educational TV Network, and in Sept. 1959 moved to N.Y. to join staffs of the Midwest Council on Airborne TV Instruction and Learning Resources Institute. He rejoined Collins's staff last Feb.

Auxiliary Services

Army's Medical TV Menaced: The 5-year-old TV div. at the Walter Reed Army Medical Center in Washington, which has pioneered uses of the medium for medical instruction & information, was threatened last week with almost immediate dissolution.

In a sudden budget-economy move, Surgeon General Leonard D. Heaton and Walter Reed's commanding officer Maj. Gen. Clement F. St. John ordered Dr. Paul W. Schafer, the civilian exec. dir. of the TV div., to prepare pink slips for dismissal or transfer of 38 of its staff of 57 on Dec. 30.

Dr. Schafer refused to comply at once in the hope that the order would be countermanded. "I really believe the problem will be solved," he told us. "But the solution isn't in sight yet, although a great many people are trying to get a stay in this precipitous execution." He said his appeals to the Surgeon General's office for reconsideration had been rejected so far, but that "20 or 30" Senate & House members already were up in arms over the order.

Dr. Schafer said the economy dismissals—represented by Gens. Heaton & St. John as necessary to provide money for other Walter Reed programs—might give the govt. a paper payroll saving of \$60,000 during the balance of the fiscal year ending next June 30. This would represent salaries (less payments for annual sick leave, etc.) of 31 civilians on the TV div. staff. Transfer of 26 enlisted staffers would save no money, he pointed out.

But Dr. Schafer argued it would actually cost the govt. several times the \$60,000 figure to eliminate the TV programming of medical techniques for military & professional groups. He cited Walter Reed's \$1-million production center, whose equipment would have to be put up for salvage at depreciation prices. And cancellation of the Army's 5-year microwave contract with the phone company, which has 4 years to run, would cost \$140,000 in penalties.

Operating now on a \$400,000 fiscal budget, the TV div. transmits live or filmed technical programs to points within the Walter Reed Medical Center establishment. They are carried via microwave to other nearby military posts such as Ft. Meade, Ft. Belvoir, Andrews Air Force Base and the Bethesda (Md.) Naval Medical Center.

No impact on CATV is seen by NCTA exec. dir. Edward Whitney in the N.J. court decision stopping a Wayne, N.J. tavern from charging customers for a buffet & N.Y. Football Giants games (Vol. 16:51 p9). Though the area is blacked out in the CBS-TV telecasts, the Circle Bar & Grill had used special pickup equipment to bring the games in. Said Whitney: "As I understand the decision, the judge ruled against the use of the signals as a 'performance for profit.' CATV provides an antenna service, nothing more."

CATV for Daytona Beach, Fla. was rejected in a recent referendum by a margin of 687 out of 5,309 votes cast. Community TV Systems of Fla. Inc. had sought a 30-year non-exclusive franchise. Reportedly, the measure was defeated by a last-minute campaign by dealers & technicians.

National Amusement, a division of NT&T, has been formed to operate the company's recently enlarged community antenna system in Williamsport, Pa. Also in the new division will be NT&T's Pacific Ocean amusement park and the exhibition & distribution of Cinemiracle Productions. Samuel P. Norton is pres. of the new division.

Translator starts: K70CC Susanville, Cal. started Dec. 14 repeating KOLO-TV Reno • K70CB Carrizo Springs & Crystal City has been carrying WOAI-TV San Antonio since Sept. 12.

Summing up 1960:

What did the year mean to the field of television?
Here is Television Digest's annual report to you:

Congress: This was the year Congress finally did something about broadcasting. Public Law 86-752 (better known as S-1898, "Communications Act Amendments, 1960," or as anti-payola Harris-Pastore Act) was enacted. It was legislative monument to 3 years of FCC-TV-radio investigations by House Commerce Legislative Oversight Subcommittee, which in other sessions had been long on headlines & talk about broadcasting's sins but short on action.

"Anything could happen" to broadcasting in 2nd session of 86th Congress, we said at outset of year. And it almost did. Hodge-podge reform bill which emerged just under adjournment wire was much less monstrous than had been threatened by Oversighters, however. Payola, plugola and quiz-rigging were banned. FCC controls were tightened. But stations escaped punitive license-suspension penalties for misbehavior, and networks weren't put into license harness.

Congress gave pat as well as slap to industry, too. Vote of censure in Harris-Pastore Act was balanced by vote of confidence in resolution suspending Communications Act's equal-time Sec. 315 for Presidential tickets. All in all, considering raft of reform proposals which weren't passed, much-abused-&-bruised broadcasting came out of session in better shape than it had had reason to fear.

Federal Communications Commission: This was year of the big switch—from extreme laissez faire back to something like pre-GOP days. Harried by the Hill, Commission began tightening surveillance early in year, but tempo increased many-fold when Ford became chairman in March.

Notably, there were tough Miami Ch. 10 & Boston Ch. 5 "influence" decisions, strong anti-payola moves, new Complaints & Compliance Div., policy decision on FCC's programming role, shaving of option time, pay-TV hearing, short-term licenses. There were proposals to slow station sales, get more financial data.

On one of most important fronts—TV allocations—FCC's "new look" was still looking. Only one certainty developed: No more vhf from military services.

All in all, Commission didn't turn out to be the ogre some feared it might become as result of Congressional pressures. Generally, industry found it could still reason with the agency.

Our predictions at beginning of year held up well. Commission got tougher with rules violators. It questioned more operators on their promises vs. performance. It didn't revoke any licenses—but some licensees did sweat. And Comr. Lee did get his re-appointment.

NAB: NAB's year was darkly overshadowed by death in March of Pres. Harold E. Fellows at time when industry was buffeted—as never before—by storms whipped up by exposes of quiz & payola scandals. Policy rudder was taken over firmly by 3-man committee headed by broadcaster Clair R. McCollough, however. Washington hq staff, reorganized & strengthened, took on administrative responsibilities which had been carried single-handedly by Fellows for 9 years. And NAB ended 1960 bigger—and perhaps better-organized—than ever.

All-time highs in members & subscribers to self-regulating rules will be reported to new NAB Pres. LeRoy Collins when he assumes leadership of industry Jan. 4. At end of 1959, when many hold-out TV & radio stations already had flocked in self-protection to NAB's banner, roster reached 341 TV & 2,000 radio members. TV Code supporters totaled 354 stations then; Radio Code pledges mounted to 900. Current counts: 362 TV members, 383 TV Code subscribers; 2,260 AM & FM members, 1,088 Radio Code subscribers. (See also Industry Self-Regulation, p. 10.)

"Year of resurgent strength & prestige" for NAB was predicted by us before unexpected death of Fellows. McCollough & Co. bore out that prediction & others: (1) Codes "will take on new & real meanings for stations & public alike." (2) "There will be tougher NAB supervision of subscribers' behavior." (3) "Fast-buck operators will begin to think twice about offending NAB."

Nobody at NAB hq would boast that year of interregnum was time of unbroken triumph against industry's attackers. But there were real advances—and not only in numbers. Increasing display by stations of Code seals in public indicated they were paying more than lip service to good-taste rules. TV Code was broadened, Radio Code was toughened with enforcement teeth for first time. Code staffers

did missionary work with film producers & ad agencies to stop trouble at sources. Unlike other years, no revolts by TV Code subscribers against restrictions were started. And on legislative front, where dangers to industry were constant threat, NAB staffers did some skillful infighting which did much to save broadcasting from punitively repressing laws.

Industry Self-Regulation: Closer-than-ever control of programs & commercials through new network & industry machinery was in clear evidence during 1960, as we predicted a year ago. In program area, CBS and NBC issued written & verbal directives to producers concerning overt violence in dramatic shows (Vol. 16:6 p6); movie features—particularly some earthy items in post-1948 crop—received careful pre-telecast screenings, and NAB's Hollywood Code office opened as a pre-production advisory service to producers. Early in year, networks & stations implemented internal directives designed to forestall any future payola-quiz scandals (Vol. 16:9 p8 et seq.). Interestingly, TV became more "liberal" than ever in some dramatic specials, notably NBC's Sacco-Vanzetti documentary and NTA's tape-syndicated, full-length version of O'Neill's "The Iceman Cometh."

General standards-tightening in TV commercials was also a 1960 trend, as expected. The 4A issued a new TV interpretation of its 23-year-old copy code (Vol. 16:4 p7), and later joined with ANA to establish a 20-man Committee for Improvement of Advertising (Vol. 16:41 p2). AFA performed a parallel function at local-regional level with publication of an advertising "Truth Book," and NAB opened a N.Y. Code office which quickly became, under ex-NBC censor Stockton Helffrich, a focal point of pre-production clearance of TV commercials (Vol. 16:32 p10). CBS, a front-runner in much of the post-quiz cleanup, issued a new set of "guide lines" to agencies & advertisers (Vol. 16:14 p14), and other networks & station groups set up tighter screening procedures. Net effect of these & other measures by year's end was a notable improvement in quality & honesty of TV commercials.

TV's Election-Year Role: Industry leaders could point with pride to job done by TV-radio during the hard-fought Presidential campaign. Lifting of Sec. 315 by Congress in response to pleas by top network officials & other leaders (Vol. 16:35 p1 & 4) opened door to extensive new political coverage, although it cost all 3 networks a considerable sum in lost paid-political revenue. Huge TV audiences followed largest-yet coverage of Democratic (Vol. 16:29 p5) & Republican (Vol. 16:30 p4) conventions.

Then came something new: the all-network debates between the 2 major candidates—now likely to be a fixture in future campaigns—plus heavy concentration of pre-election political specials. Election-night coverage was massive audience success (Vol. 16:43 p3). It took over 3,000 newsmen, technicians, commentators, et al. and as-yet-untotaled millions of dollars to accomplish the 3-network 1960 political coverage. But even TV's toughest critics had to admit that the results gave new stature to TV, and regained much of the public confidence lost at time of quiz scandals.

Network Programming: Film grew in strength as the backbone of nighttime programming during 1960. By mid-year, only 18 of 74 weekly nighttime network program hours were live or tape. Rest were film, with 60-min. shows gaining favor with networks & advertisers (Vol. 16:27 p11).

Network financial participation in residual profits was another trend in programming. Networks had a thumb in financial pie of more than half of all nighttime shows when fall lineups were finally blueprinted (Vol. 16:28 p3 & 8). Our predictions in these areas last January proved correct (Vol. 16:1 p3).

Fall season's first national rating reports showed that rivalry between 3 networks had narrowed considerably, with less than 2 AA points representing spread between first & 3rd place and with NBC in strong 2nd place (Vol. 16:47 p3). Later reports showed ABC the winner, and still later CBS.

Public-affairs programming, as forecast, came into its own during 1960. Early in year, all 3 networks adopted basic proposal of then-FCC Chmn. John C. Doerfer to set minimum goal of 60-min. weekly in prime time for public-service fare. Move, in effect, opened season on new public-affairs planning. NBC & CBS promptly began planning a new crop of informational & cultural shows (Vol. 16:16 p11). By fall, "image-building" programming, much of it utilizing production techniques of straight entertainment shows, was frequent sight on all 3 networks, and advertisers could count several successes.

Individual stations, too, moved strongly into the public-affairs programming picture—with sufficient impact to allow TIO dir. Lou Hausman to point with gratification at the growing leadership of broadcasters in local community affairs.

Courts & Justice Dept.: FCC ran up impressive string of victories in courts—with a few exceptions. When Congress was flailing Commission, courts began doing same. When Congress let up, courts seemed to do so, too. Maybe it was coincidence. Maybe it was careful FCC decisions. Maybe it was good Commission trialsmanship. However, judges were jealous of their prerogatives, and became irritated when they thought Commission was ignoring their instructions on how to handle "influence" cases.

FCC-Justice Dept. relations weren't exactly cordial at year's beginning, what with Attorney General Rogers telling President Eisenhower that agency's operations left much to be desired and with Commission continuing network option time despite Justice's opinion that it's illegal. Mood improved noticeably by year's end, due in no small part, undoubtedly, to fact that FCC Chmn. Ford had worked for Rogers several years as a top assistant and had his strong backing for chairmanship.

New Station Starters: This year again saw 24 new TV outlets—repeating last year's record (Vol. 15:52 p4). Last January we predicted that not more than 25 new stations would get going and that at least 5 would be educational non-commercial outlets (Vol. 16:1 p3). Actually 7 of this year's 24 were in the non-commercial category. (For list of 1960 U.S. & Canadian starters as well as stations that went off air, see p. 15).

TV Station Sales: The year's transactions emphasized the trend toward multiple ownership. Prime example was Reeves Bcstg. & Development Corp. which began by expanding its holdings in WUSN-TV Charleston, S.C. from minority ownership to control (Vol. 16:29 p11) and then proceeded to buy KBAK-TV Bakersfield, Cal. and WHTN-TV Huntington, W.Va.

Metropolitan Bcstg. Corp. at press time announced biggest buy of year, acquiring KMBC-TV & KMBC Kansas City from Cook Paint & Varnish Co. for \$10.4 million, bringing its holdings up to 4 vhf's & 2 uhf's (details on p. 4).

Transcontinent Television Corp., in year's 2nd biggest deal, also bought Kansas City outlets—WDAF-TV & WDAF—for \$9.75 million, making its total holdings 5 vhf plus control of a uhf.

RKO General added a 6th outlet, WHCT (Ch. 18) Hartford, Conn., as part of a plan with Zenith for experimental subscription TV (Vol. 16:23 p6).

The Friendly Group added a 5th TV outlet to its holdings.

Wometco Enterprises is acquiring its 4th TV, and the following acquired a 3rd station during the year: NAFI Corp., the Rollins group and WAVE Inc. Some 10 others became multiple station owners by acquiring full or partial interest in a second outlet.

Contrary to the trend went the Gannett interests which sold WDAN-TV (now WICD) Danville, Ill. and the Taft Bcstg. Co. which sold WBIR-TV Knoxville.

Still pending are the NBC-RKO station swaps resulting from a federal court consent judgment requiring NBC to dispose of its Philadelphia stations (Vol. 15:39 et seq.).

Following sales were cancelled: United Artists' \$7 million purchase of KFSD-TV & KFSD San Diego; Paul F. Harron-Gordon Gray's \$3.1 million purchase of KSBW-TV & KSBW Salinas-Monterey; Connie B. Gay's \$1.85 million purchase of KFEQ-TV & KFEQ St. Joseph and radio KLIK Jefferson City.

AFTRA & SAG won a sizable 1960 talent victory without resorting to full-scale strike. Last spring, AFTRA told us that new contracts covering raises in spot & network talent scales would be sought in the fall (Vol. 16:20 p4). It was no empty promise; as fall season got under way (Vol. 16:42 p11), AFTRA, joining with SAG, sought stiff talent pay hikes for spot tape & film commercials, as well as increased scales for network live & tape performers. A major strike threatened almost at once as agencies & advertisers sitting in on network negotiations balked at new prices. AFTRA, meanwhile, hammered out a precedent-setting formula for pay-TV talent scales, then bided its time until networks threw in the towel and accepted AFTRA-favored compromise contract (Vol. 16:46 p3, 49 p2). In all, it had been a tense year on talent fronts, but all major labor hassles were at least resolved.

Educational TV: For always-impoverished but always-ambitious ETV, year was one of steady if unspectacular progress all along line, marked by one big reverse & one big advance. At start of year, when 45 ETV stations were operating, we figured "50 or more" would be on air by end of 1960. Actually, 7 new non-commercial stations made it (vs. 9 in 1959); making total 52. Big reverse was handed out by House

Rules Committee, which killed federal-aid-to-ETV legislation after Senate approved it and House Commerce Committee endorsed it. Big advance came when \$7-million Ford Foundation-backed Midwest "Stratovision" project got off ground with preparations for test flights. Demonstration telecasts begin Jan. 30, 1961.

On other ETV fronts: (1) NET's savvy programming made it look more & more like real network. (2) Texas lined up with half-dozen other states for statewide ETV scheduling. (3) Use of closed-circuit installations spread, although there was doubt at year's end about future of Hagerstown pilot project. (4) ETV programming by commercial stations became commonplace instead of exceptional examples of public-service TV.

Network & Spot Business: Our prediction of "record amount" of TV ad revenue in 1960 despite quiz-scandal problems proved correct. TvB's calculation for 1960's gross network & spot TV spending (combined) is \$1.6 billion—or 13.9% of all media spending (\$11.7 billion). Advertisers' TV expenditures rose 9% over 1959. Network gross-time spending hit a new high of \$680 million—up 10% over 1959. National & regional spot rose 7% to reach \$650 million.

TV-Film Production: TV film continued to set financial & production records, despite a general lack of "quality" in the thousands of films turned out by Hollywood. Industry production mounted to \$150 million (last January we predicted \$155 million).

Major-studio film companies' operations were lusterless, although in some instances (Warner Bros. & Screen Gems) they had volume. It was increasingly evident the independents such as Revue & Four Star were the giants of the industry. Major labor problems, pinpointed by the Writers Guild of America & Screen Actors Guild strikes, were resolved in what undoubtedly was the industry's most turbulent year. WGA's 6-month strike vs. TV was settled with a historic "royalty concept" established for writers.

We were right last December about: (1) Resurgence of comedy. (2) Fewer Westerns. (3) More family series. (4) Producers making many pilots, despite risk. (5) Independents dominating TV. (6) Revue leading the independents, Screen Gems the majors. (7) Networks' TV-film production operations increasing. (8) TV guilds getting part of residuals & minimums they sought. (9) Less concentration on stars for series. (10) Major studios would be struck over post-1948 movie issue. We were wrong about: (1) Producers seeking offbeat & musical series. (2) Movie & TV-film industries reaching agreement on establishment of registration bureau to avoid title conflicts. (3) Reduced production of 60-min. series.

Post-1948s & Syndicated Telefilms: Our timetable was off in a feature-film prediction a year ago: "No early end in sight to the wrangling between Hollywood majors & talent guilds on TV residual formulas for release of post-1948 movies." Payment formulas emerged sooner than expected when 1960 strikes by Writers Guild of America & Screen Actors Guild against major studios forced settlement. With green light at last, majors began opening their post-1948 film vaults.

Ice-breaking move was made by Warner Bros. and 7 Arts (Vol. 16:29 p7), and others followed (although some, like MGM and Paramount, are still fence-sitting). A number of distributors launched post-1948 packages (Lopert, TPI, Flamingo Films, Colorama Inc., Showcorp of America)—climaxed in 1960 by Screen Gems' marketing plans for 200 post-1948 Columbia Pictures.

Block-booking practice was outlawed, however. Although Screen Gems won an anti-trust battle with the govt. in N.Y. concerning distribution of Universal's pre-1948 movies, a late-year ruling definitely ended obligatory purchase of pictures by stations in large packages (Vol. 16:50 p5).

Our forecast for "limited growth" in domestic syndication and mild boom in overseas telefilm sales was right on target. Syndicators continued to find U.S. market tight, and played it so cautiously that by late year there was shortage of new syndicated shows. Foreign market continued to be plagued by problems of preferential quotas & artificial prices, but some progress was made (Vol. 16:22 p4). In syndication's biggest 1960 corporate deal, privately-held Ziv TV was purchased by United Artists for \$20 million (Vol. 16:11 p5).

Federal Trade Commission: "Chmn. Earl W. Kintner, a staunchly Republican free-enterpriser, will make new history for FTC as guardian of public against advertising & merchandising gyps," we said in Jan. 1960. And that he did. Through no administrative fault of his own, Kintner also worked himself out of his job by staying Republican.

All advertising & merchandising felt stinging impact of FTC under crusading Kintner this year, and

no segments felt it more than broadcasting & broadcasting-related enterprises. High-budget or low-budget, TV sponsors found that they couldn't get by with commercials which used hyped-up claims or camera trickery to sell their products. Big-time & hole-in-the-wall record promoters learned (much to their professed surprise) that payola was illegal.

Kintner can claim credit as he leaves office for doing as much as anybody in past 12 months to re-awaken advertising industry to ethical needs of self-restraint & self-regulation. Record firms & disc jockeys will be the first to acknowledge that if any one man was responsible for drying up payola sources, it was Kintner more than anybody in Congress, FCC or NAB.

Community Antenna Systems: CATV pulled a miracle, beating down a licensing bill by 39-38 Senate vote—through direct, unabashed, lobbying. Meanwhile, more & more big investors asked themselves: "Where have we been?" and plunked down up to 7 figures for systems or groups. CATV ran into snag at FCC as small-market stations succeeded in slowing expansion of microwaves used to bring signals from big-market stations, forcing Commission to schedule hearings. But CATV forces, anxious to smooth out trouble spots and deflect restrictive legislation, were achieving considerable success in persuading station & CATV operators to compose differences outside hearing rooms.

Pay TV: After more than a year's operation, Telemeter's cable experiment was inconclusive at best—as far as outsiders could learn, and they seemed to learn fairly well by extensive surveying. Then RKO & Zenith joined to propose off-air tests in Hartford. FCC gave them and their theater-owning opponents 5 full days to argue the pros & cons. Results: inconclusive at best. Just about everyone—except exhibitors—seemed weary of the argument. FCC staff recommended approval of test, with carefully spelled out conditions.

Closed Circuit: Activity in this TV field increased steadily. TelePrompTer sought a permanent 8-city AT&T network in summer (Vol. 16:31 p8). And Teletalent Inc. estimated that 1960 spending for all closed-circuitcasts for sales, business, professional and stockholder meetings, telecast auctions, sports events etc. would hit \$9.5 million—up noticeably from \$7.2 million in 1959 & \$3.8 million in 1958.

Foreign TV: Active foreign expansion of U.S. broadcasters continued during 1960. For most part, deals involved U.S. & foreign partnerships in new TV stations, networks or production facilities. ABC was easily the most aggressive U.S. network in this area, with 1960 deals including: Formation of the Central American TV Network (CATVN) with ABC as 51% owner and U.S. sales agent (Vol. 16:8 p9). Purchase of minority interests in 3-station Venezuelan network (Vol. 16:33 p9). Projected network in Lebanon (Vol. 16:34).

CBS Stations div. arranged to serve as "special consultant" to West German group planning commercial network there, and joined Latin-American broadcaster Goar Mestre in forming program-production center in Argentina (Vol. 16:24p7 et seq.) Underlining an obvious danger in foreign investment, however, were Castro's seizure of all Cuban TV stations, his ban on U.S. telefilms and his expropriation of U.S. TV interests (Vol. 16:5 p3 et seq.).

It's small wonder investors are willing to take such risks on foreign TV—1960 saw real wildfire growth of TV abroad. TV outside of U.S., Canada & their possessions had its biggest year of growth. Nearly 10 million new sets were added to overseas audience for total of about 43,750,000, while some 300 new stations went on air to make some 1,385 operating TV transmitters. Growth was fastest in free-world areas which have commercial TV—particularly in Japan and commercial-TV countries of Europe.

FCC Widens Space Probe: Out-of-this-world space communications issues in FCC's prosaically-named Docket 11866 inquiry (Vol. 16:50 p9) have been expanded in response to "interest in this proceeding." Participating parties are asked to file 30 instead of 15 copies of comments by the March 1 deadline.

In its Dec. 22 announcement of the augmented space inquiry, FCC said: "It seeks comment on whether & what protected geographic areas might be established & held in reserve for future earth terminals for civil communications systems via space relays.

"It added that if such a concept were adopted, it might be advisable to prohibit, for example, the use of certain

frequency bands between 1,125 mc & 10,000 mc within 'X' miles of a given site for any use other than space communications."

FCC also said that because of "the urgency" of space issues, it wouldn't be precluded from making space allocation grants while the proceedings are pending.

* * *

Space communications system which uses ultraviolet light for transmitting signals is being developed by Westinghouse. Its "Ultracom" system, Westinghouse says, will extend the range of satellite communications up to 50 times that of radio, radar, TV. The company also claims a "first" in ultraviolet-transmission of TV pictures.

Chronology of 1960's Major Television Events

Dates shown are of the issues of TELEVISION DIGEST in which these accounts appeared.

January 4

NBC's station-swap moves continue as the network prepares to trade its Philadelphia o&o's.

CBS-TV launches drive against free plugs in TV film.

January 11

FCC proposes interim allocations plan: short-spaced vhf drop-ins. Attorney General Rogers reports to President Eisenhower on means of improving FCC & FTC operations.

January 18

FCC Cbmn. Doerfer suggests networks adopt a plan for prime-time public-service programs.

SEC opens hearings for Skiatron Electronics & TV on false-&-misleading stock registration charges.

CBS issues a guide to its o&o stations for on-the-air editorials.

Writers Guild of America strikes TV film & movies.

January 25

A new 3-network public-affairs agreement is adopted; sets a minimum goal of at least an hour per week in evening option time.

4-A issue a new TV interpretation of its 23-year old copy code.

February 1

FCC proposes short-spaced vhf drop-ins for Providence & Grand Rapids-Kalamazoo.

Testimony in FCC programming inquiry presented by Sarnoff, Stanton, Fellows, Seymour & McGannon.

February 8

Senate Commerce Subcommittee conducts hearing on TV allocations. Wrather buys into Jerrold Electronics Corp.

House Commerce Legislative Oversight Subcommittee reports its TV quiz hearings uncovered "a sordid commercial scheme," recommends sweeping legislative reforms.

ANA votes for a new client-level program of TV-radio-print ad cleanup.

CBS-TV and NBC-TV issue written and verbal directives to producers re violence on TV.

TelePrompTer buys 2 CATV systems.

February 15

FCC proposes anti-quiz-rigging & anti-payola rules.

CATV rate patterns analyzed.

Oversight Subcommittee starts payola hearings.

February 22

FCC asks uhf CP-holders to justify non-construction.

First Central American TV network, joining 5 TV outlets in 5 countries is announced by ABC-TV, 51% owner.

February 29

Telemeter starts wired pay TV in Etobicoke, Toronto suburb.

NBC buys KTVU San Francisco, draws opposition from KRON-TV which loses NBC-TV affiliation.

Cuba's Castro issues a ban on all foreign-made TV & motion picture commercials.

March 7

Screen Actors Guild strikes major movie studios. One issue: residuals to actors for post-1948 movies sold to TV.

Accused record firms start lining up to sign FTC consent orders against payola.

The top 10 ad agencies billed \$708.9 million in TV during 1959, according to *Advertising Age's* annual billings report.

March 14

Ford becomes FCC Chmn. after Doerfer resigns in Storer "yacht incident."

NAB Pres. Harold E. Fellows dies.

United Artists buys Ziv TV Programs, one of the biggest syndication producer-distributors, for \$20 million.

CBS distributes a new set of "guide lines" on taste & time standards in TV commercials to agencies.

March 21

WGA strikes TV film at networks.

Warner Bros. suspends 3 actors under *force majeure* clause; blames WGA strike.

March 28

KFRE-TV Fresno agrees to shift to uhf.

Edward K. Mills nominated for FCC vacancy.

April 4

Zenith & RKO General join forces to request Hartford pay-TV test. TvB reports spot sales rose 18% in 1959—to \$605,603,000.

April 11

SAG ends strike against major movie studios. TV-residual issue for post-1948 movies is compromised.

NAB convention in Chicago reappraises industry.

Castro prepares to seize CMQ-TV network after freezing Mestre fortunes and taking over CMBF-TV Cadena, Nacional, to put all TV under govt. ownership.

April 18

CBS and NBC blueprint a new crop of cultural shows in wake of quiz scandal.

April 25

Minnesota Mining & Mfg. buys MBS for \$1.3 million.

NAB financial survey promises a good year for TV & radio.

May 2

Network TV advertising is 11% above last year.

May 9

Ford reiterates his philosophy of station responsibility & violence.

May 16

FCC asks for laws to tighten network regulation & station sales. AFTRA's plans for future network-contract re-negotiation are discussed by National Secy. Donald F. Conaway.

"Violent" shows top large film casualty list.

House Rules Committee kills federal-aid-to-ETV legislation.

Producers sign new contract with directors.

May 23

FCC establishes Complaints & Compliance Div. to examine station broadcasters more closely.

Comedy dominates buying for fall season.

Senate kills CATV-licensing legislation.

Mills withdraws nomination to FCC because of conflict of interest.

Network TV's first quarter gross-time billings are 18% ahead of the year-ago volume.

May 30

Four Star Television challenges Revue's dominance.

June 6

N. W. Ayer & Son media vp Leslie D. Farnath warns station reps that the agency will set up its own time-buying squad unless stations stick strictly to card rates.

June 13

WGA ends strike against major movie studios.

CBS stations div. to serve as a special consultant to West German group planning a commercial net; will join with Goar Mestre to plan a program-production center in Argentina.

June 20

WGA ends 22-week strike against TV film.

Senate Commerce equal-time "watchdog" subcommittee set up.

CBS-TV increases from 2 to 4 the number of pre-emptions to which sponsors must agree in election year.

June 27

WGA ends its strike against network film.

NCTA convention votes opposition to CATV-control legislation.

Robert E. Lee confirmed for another FCC term.

July 4

Charles H. King given recess appointment to FCC.

Congress legalizes vhf boosters.

House passes TV-radio reform bill outlawing payola.

Senate approves suspension of Sec. 315 for TV debates by Presidential tickets.

New figures show that of 74 weekly nighttime program hours on the networks in the 1960-61 season, only 18 will be live or tape.

SAG and TV producers agree on new contract.

July 11

Networks have thumb in financial pie of more than half of all shows, survey indicates.

July 18

FCC decisions crack down on Miami & Boston "influence" cases.

TV Democratic convention coverage draws big audiences, with NBC taking rating lead.

Screen Gems wins anti-trust battle with the govt. in N.Y. District Court concerning distribution of Universal's pre-1948 backlog.

Activity in post-1948 film sales increases as logjams break.

July 25

Jerrold sells its 9 CATV systems.

ABC-TV creates a subsidiary to film shows.

August 1

Storer Bestg. Co. signs option to buy WINS N.Y. from Gotham Bestg. Corp. for \$10 million.

More deals reported for post-1948 feature-film packages.

FCC issues report outlining policy on station programming, presents conclusions of long inquiry.

August 8

Screen Extras Guild signs contract with TV-film & movie producers.

William Morris agency's record year; sells 25 network series.

Industry leaders predict 1960 revenues will rise 9-10%.

Earliest pilot push; 74 being prepared for 1961-62 season.

Network TV's first-half gross time billings are 8.9% ahead of the year-ago volume.

Networks slash prices of unsold shows as sales season ends.

August 15

Record \$150 million to be spent in Hollywood for TV-film production.

ABC-TV signs a 1-year renewal contract with A. C. Nielsen Co.; other networks on the fence.

ABC's international div. buys a minority interest in a planned 3-station Venezuelan TV network.

August 22

Agencyman says co-op market for telefilms is being overlooked.

OCDM tells FCC it can't give military vhf spectrum to TV.

August 29

Three studios preparing 90-min. weekly film series: Warner, Paramount and MGM-TV.

Senate modifies, then passes TV-radio reform bill.

House approves Sec. 315 suspension.

September 5
 FCC issues report on 1959 broadcast financial performance showing 29.3% profit increase over 1958.
 Networks step up film production.
 House accepts Senate changes in TV-radio reform bill.
 President Eisenhower calls for White House conference on regulatory agency problems.
 Oscarcast is signed by ABC in long range deal.

September 12
 KRON-TV San Francisco applies for Ch. 4 Washington, occupied by NBC's WRC-TV.

September 19
 Era of small independents in TV vanishing.
 FCC votes 4-3 to cut option time segments from 3 to 2½ hours.
 FCC examiner Stern recommends Miami Ch. 7 decision be voided and 3 applicants disqualified.

September 26
 Lifting of Sec. 315 to cost networks a large sum in lost revenue from paid political telecasts.
 Fla. Gov. Collins selected as NAB president.

October 3
 First of the TV-radio debates on all 3 networks is a big success; may alter technique of Presidential politicking.

October 10
 ANA and 4-A establish a new 20-man Committee for Improvement of Advertising (including TV).
 Comments filed in FCC's interim allocations proceeding.
 NAB's TV Code Review Board bars commercial for cocktail mixes.
 SEC suspends Skiatron Electronics & TV stock registration.

October 17
 FCC quizzers learn how network owners have increased series ownership.
 Fla. Gov. LeRoy Collins elected NAB pres.
 NAB starts fall conferences.

Thurman Whiteside acquitted of Miami Ch. 10 conspiracy charges. Illness prevents retrial of co-defendant ex-FCC Comr. Richard A. Mack. AFTRA presents demands to the networks; they're "stunned."

October 24
 Senate's equal-time "watchdog" unit calls for all stations' reports.
 FCC moves to ease border TV allocations in Canadian-Mexican talks.
 MCA defies FCC quiz in Hollywood, refuses to testify.
 AT&T proposes satellite capable of handling TV.
 Standardized contract forms are developed by the Station Reps Assn. and 4A.

October 31
 Plug specialists won't talk to FCC probers.
 FCC conducts 5-day hearing on Zenith-RKO proposed Hartford pay-TV test.

TV AFTRA and International Telemeter draft a precedent-setting pay-contract covering talent in taped or live pay-TV specials.
 Sales drive on post-1948 films shows first big results.

November 7
 AFM signs contract with major movie studios.
 Telemeter is not yet a success in Toronto, say independent studios.
 Shupert quits as MGM-TV vp in policy clash.
 Revocation proceedings started against radio KWK St. Louis; fraudulent contests alleged.

Industry tells FAA that FCC has final word on tall-tower approvals.
 FCC considers restraints on station sales, restricting transfers of those held less than 3 years.

FCC moves to require more financial data from stations.
 NCTA picks Dalton for president.

November 14
 Details of U.S.-Mexican border TV assignments disclosed.
 Harrington describes workings of FCC Complaints & Compliance Div.
 FCC considers revising of program portion of application & renewal forms.

TV scores a massive audience success on election night.
 AFTRA-SAG strike threatens the networks and spot advertisers.

November 21
 Producers cutting down on sex & violence in TV.
 KTTV Los Angeles appeals FCC option-time decision.
 FCC acts to implement provisions of new law governing pre-grant and public-notice procedures.

Major studios having trouble in new TV season.
 Nielsen shows a real 3-network competition for the first time with less than 2 average-audience rating points between first and 3rd place.
 Shell Oil and agency Ogilvy, Benson & Mather abandon the 15% media-commission system.

November 28
 Hollywood gloomy, sees axing of 40 series.
 Unbuilt uhf CPs canceled by FCC.
 SAG collects record \$6.5 million in residuals.

FAA spokesmen say FCC still has final yes-or-no on towers, claim industry is "too apprehensive."

A TELEVISION DIGEST survey shows local TV stations registering big sales successes for auto advertisers.

ABC-TV takes first place, for the first time, in nighttime network Nielsen ratings.

December 5
 James Garner wins *force majeure* suit vs. Warners.
 Few new comedy series are doing well.

TV-film producers unhappy with amortization method of taxation.
 FCC proposes 3rd vhf for Syracuse & Rochester, resumes allocations policy discussions.

Screen Gems sells 200 Columbia post-1948 features to all CBS o&o's.

December 12
 FCC starts rule-making to bar "trafficking" in stations.
 CBS & ABC revamp option time without major program shakeup.
 2nd Canadian TV network gets conditional go-ahead from BBG.
 Film extras sign pact for TV commercials.

December 19
 CBS & NBC urge repeal of Sec. 315.
 FCC moves against management payola.
 CBS shuffles news operation, names Salant chmn. of news executive committee.

TV Stations Starting During 1960

With List of Those Which Left Air During Year

Listed in order of on-air and off-air dates.
 Dagger (†) indicates educational non-commercial outlet.

U.S. TV STATIONS STARTING

Call Letters	City & State	Channel	Date	Network
KNBS	Walla Walla, Wash.	22	Jan. 3	ABC-TV
KDSJ-TV	Deadwood, S.D.	5	Jan. 6	1
†KRET-TV	Richardson, Tex.	23	Feb. 29	—
WSLA	Selma, Ala.	8	March 17	None
†KPEC-TV	Tacoma, Wash.	56	April 1	—
WKBM-TV	Caguas, P.R.	11	April 22	None
WOLE-TV	Aguadilla, P.R.	12	April 22	None
KHJK	Hilo, Hawaii	13	May 15	2
†WGTW	Athens, Ga.	8	May 23	—
KORN-TV	Mitchell, S.D.	5	June 12	3
WJPB-TV	Weston, W.Va.	5	June 22	ABC-TV
†WGTW-TV	Toledo, O.	30	July 1	—
WPCA-TV	Philadelphia, Pa.	17	July 10	None
KSOO-TV	Sioux Falls, S.D.	13	July 31	NBC-TV
†KERA-TV	Dallas, Tex.	13	Sept. 11	—
†WFSU-TV	Tallahassee, Fla.	11	Sept. 13	—
KCBY-TV	Coos Bay, Ore.	11	Oct. 1	4
†KWCS-TV	Ogden, Utah	18	Oct. 3	—
KEYC-TV	Mankato, Minn.	12	Oct. 5	NBC-TV
WXTV	Youngstown, O.	20	Nov. 15	None
KCND	Pembiña, N.D.	12	Nov. 15	ABC-TV
KVQG-TV	Ogden, Utah	9	Nov. 23	None
WTVI	Fort Pierce, Fla.	19	Nov. 22	CBS-TV
KEZI-TV	Eugene, Ore.	9	Dec. 19	ABC-TV

¹Satellite of KRSD-TV Rapid City, S.D., NBC-TV affiliate. ²Satellite of KHVH-TV Honolulu, ABC-TV affiliate. ³NBC, but via KSOO-TV Sioux Falls, as affiliated station, when KSOO-TV started July 31. ⁴Semi-satellite of KVAL-TV Eugene, Ore., NBC-TV affiliate.

U.S. TV STATIONS LEAVING AIR IN 1960

Call Letters	City & State	Channel	Off Air	Network
KLOR-TV	Provo, Utah	11	March	None
KVUE	Sacramento, Cal.	40	March 21	None
KCIX-TV	Nampa-Boise, Ida.	6	March 24	None
KNBS	Walla Walla, Wash.	22	Dec. 14	ABC

1960 CANADIAN TV STARTERS

Call Letters	City & Province	Channel	Date	Network
CFCY-TV-1	New Glasgow, N.S.	7	Jan. 23	1
CJCN-TV	Grand Falls, Nfld.	4	March 1	2
CHBC-TV-3	Oliver-Osoyoos, B.C.	8	March 27	3
CBWFT	Winnipeg, Man.	6	April 24	CBC ⁴
CKOS-TV-1	Dauphin, Man.	8	June 19	5
CFNS-TV	Calgary, Alta.	4	Sept. 10	None
CHSA-TV	Lloydminster, Alta.	2	Sept. 25	CBC
CKAM-TV	Campbellton, N.B.	12	Sept. 27	6
CHAN-TV	Vancouver, B.C.	8	Oct. 31	None
CBUAT	Trail, B.C.	11	Nov. 1	CBC
CJAY-TV	Winnipeg, Man.	7	Nov. 12	None
CBUAT-1	Nelson, B.C.	9	Nov. 25	7

¹Satellite of CFCY-TV Charlottetown, P.E.I. ²Satellite of CJON-TV St. John's, Nfld. ³Satellite of CHBC-TV Kelowna, B.C. ⁴French language. ⁵Satellite of CKOS-TV Yorkton, Sask. ⁶Satellite of CKCW-TV Moncton, N.B. ⁷Satellite of CBUAT Trail, B.C.

State aid for ETV was urged by the N.Y. State Board of Regents in their 1961 legislative & budgetary program issued Dec. 22. Specific proposals called for: (1) \$1 million to help school districts set up & operate closed-circuit TV to improve classroom instruction. (2) \$577,000 to continue programs for elementary & secondary schools telecast on WPIX, and in Cortland, where a closed-circuit system now operates. (3) \$500,000 to help the 4 local non-commercial ETV councils chartered by the Regents to present educational & cultural programs over commercial stations. (4) \$50,000 to develop college-level TV courses & to plan a state-wide TV network for higher education. (5) \$50,000 to set up a production-distribution center for ETV programs via kinescope or tape. The report noted that in 1952 the state received FCC permits for 10 uhf stations, but a plan to use these as a nucleus for a statewide non-commercial ETV & cultural network was never carried out.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

INDUSTRY SEES DU PONT MYLAR TUBE SHIELD: Most tube & set makers have seen demonstrations of du Pont's laminated Mylar implosion plate in the last couple of weeks. At least one tube manufacturer plans to install machinery to make Mylar-shield picture tubes. And a set maker already has made tentative plans to use them in portable sets. Du Pont engineers feel the process is ready for production tests and that Mylar-shield sets could be on market within 12 months.

Du Pont's process for bonding thin layer of polyester film to face of picture tube thus enters into competition with other methods for providing required implosion safety in TV sets: (1) Corning's laminated glass twin-panel bulb, (2) Rauland-Zenith-Conneaut dry-seal vinyl gasket approach, and (3) Pittsburgh Plate Glass's new sealed-to-the tube plate-glass lamination process (Vol. 16:48 p 14, 50 p15), as well as the more conventional external glass or plastic techniques.

We visited du Pont's Chestnut Run Film Lab last week, saw demonstration of Mylar picture shield—and also talked with officials of tube, set & plastic-laminating firms. Many spokesmen preferred to remain anonymous, and some reports are contradictory, but here is the distillation of the Mylar shield story:

What it is: Still considered in "developmental" stage, du Pont's shield consists of a 5-mil (5/1,000 of an inch) thick sheet of transparent Mylar polyester film, cemented to a 1-mil sheet of Mylar with a ½-mil layer of tinted adhesive. Viewing surface of film contains anti-reflective coating. This laminated Mylar sheet is formed & cemented to tube faceplate in tube plant with 10-mil coating of epoxy resin, wrapping around faceplate in manner similar to Corning laminated glass cap (not enclosing entire tube as reported earlier).

Mylar is supplied by du Pont. Plastic laminating firms can then process the raw film into laminated sheets designed for picture-tube shields. Only company currently making the shield material is Lassiter Co. of Charlotte, N.C., a div. of Riegel Paper Corp., best known for manufacture of Fairtex metallic yarn.

Laminated film is to be supplied to tube maker in rolls—probably containing 1,000 ft. of material. It is applied to tube face under heat in a modified drape-forming operation. This requires vacuum-forming machinery, not currently used in tube manufacture. Such machines—which need modification before they can be used in tube-laminating process—are available from several sources for \$15-to-\$20,000.



History of laminated Mylar shield: Du Pont project started more than 4 years ago as joint effort with RCA, which invested in drape-forming machine, now has the only one in tube industry. Some time ago, RCA reportedly lost interest in process, and now has given du Pont permission to offer it to rest of industry. Several conflicting reasons for RCA's back-out are given—cost of process, susceptibility of shield to scratching, reflections in original models—and it's understood RCA has informed its set-making customers that it will not provide samples of Mylar-shield tubes.

Du Pont says its major breakthrough has been in de-glossing process, which overcomes all light-reflection objections, that cost should be lower than Corning bonding system, that scratches on film can't be seen under viewing conditions. At any rate, other set & tube makers are definitely interested.

Advantages & disadvantages: In addition to the debated assets and/or drawbacks mentioned above, as we saw it, Mylar shield seems to provide one strong potential advantage: weight—or, rather, lack of it. Since entire Mylar shield assembly, including cementing resin, weighs less than ½ lb., du Pont says it can cut as much as 15-to-20% from weight of TV set—up to 8 lbs. from 19-in., up to 10 lbs. from 23-in. receiver. This could be strong "plus"—not only in portability, but in shipping expenses for tubes & sets.

Industry doesn't exactly cotton to plastic safety shields, and their disadvantages are cited by opponents & skeptics. But biggest drawback at the moment seems to be that Mylar shield process is untested, that too little is known about it.

"We're not in the TV business," say du Pont officials. "We think we've got something here that's good. But now it's up to the tube & TV industries to make up more samples, play with it, test it, evaluate it. If they think it has some potential, we'll be glad, because selling Mylar is part of our business."

Substantial part of industry is sufficiently intrigued, apparently, to supply heady air of optimism in the neatly-tiled halls of du Pont's trim, modern film lab at Chestnut Run.

More details of Mylar tube shield will be found on p. 23.

CORNING UNWRAPS TV PROMOTION DRIVE: Year-long campaign to inject "excitement" into TV selling—& buying—was outlined last week by Corning Glass Works, biggest manufacturer of picture-tube bulbs. "Operation Snowball," budgeted at about \$500,000, could snowball into multi-million-dollar promotion—if substantial number of TV set manufacturers join in.

Aimed at dealers & general public, drive will stress technological advances & features of modern TV sets, de-emphasize price-selling tactics. Among highlights will be "TV Trading Bee," spring national dealer-level promotion aimed at getting TV trade-ins, "1962 TV Demonstration Preview," local fall new-line presentations patterned after new-model auto shows—backed by promotional material, dealer aids, newspaper & magazine campaigns, etc.

Corning made quick switch in its "Operation Snowball" plans. Originally designed as promotion for TV in general, Corning laminated tube in particular (Vol. 16:50 p15), it was revamped at last minute to get wider TV industry support. Reference to laminated tube is soft-pedaled, included as only one possible selling point, in attempt to make campaign less controversial, permit entire industry to join in.

Kick-off reception at New York's Plaza Hotel was hosted by Corning TV bulb sales mgr. Allen W. Dawson, pinch-hitting for electrical products div. vp-gen. mgr. John L. Hanigan, who was snowed in at Corning, N.Y. Among industry topkicks present: Sylvania Home Electronics Corp. Pres. Peter J. Grant, Admiral Sales Corp. TV div. mgr. A. A. Medica, NARDA Chmn. Mort Farr, representatives of set & tube makers.

Corning still hasn't had time to show its revised campaign to all set makers and thus couldn't give list of those manufacturers which will actively support it. It was understood, however, that even GE—which doesn't use any Corning laminated picture tubes in its line—had informally indicated plans for drive were now satisfactory and it would go along.

For details of Corning's "Operation Snowball" plans, see p. 22.

TV-RADIO PRODUCTION: EIA statistics for the week ended Dec. 16 (50th week of 1960):

	Dec. 9-16	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	98,083	110,386	142,056	5,607,050	6,169,029
Total radio	347,572	384,279	397,375	16,723,232	15,123,997
auto radio	111,712	112,297	154,940	6,253,928	5,330,014

INDUSTRY LEADERS CAUTIOUS ABOUT '61: Consumer-electronics sales in 1961 will reach or slightly exceed 1960's level. That's consensus of leaders of the set, tube & parts industry who responded to our annual year-end forecast survey.

Note of extreme caution prevails in nearly all responses. Nobody has gone way out on a limb, and almost all forecasters see 1961 sales as almost a mirror-image of 1960: Where 1960's first half was good and 2nd half poor, 1961 will see a poor first half, with business sharply up in 3rd & 4th quarters. But in one way, 1961 will be sharply better than 1960, according to industry leaders' predictions—last year's nearly disastrous overproduction will be lacking.

Of those manufacturers venturing specific predictions, slightly more than half forecast that TV sales will be a shade better in 1961—but even the most optimistic forecasts specified distributor sales at a high of 6.2 million (vs. this year's 5.7 million), while most stuck at or below the 6-million mark. Consensus was that radio & phono unit sales would about equal 1960's, with total dollar volume higher.

Texts of industry leaders' forecasts begin on page 19.

1960 WASN'T TOO BAD: In 1960's waning days, there's tendency on part of economists to apply the word "recession"—and to predict we'll be out of it by mid-1961. Recession or no, 1960 still turned out better than 1959 (or any other year to date) in consumer-electronics market, with total factory sales estimated at about \$2.1 billion, roughly \$100 million better than last year.

Nearly all of the gain over 1959 was made in first half of this year, which started out as boom market. In late spring, TV sales began to lag; by fall, phonographs were feeling the slump. But despite increased imports, radios continued to sell somewhat better than hotcakes. And even with the 2nd-half dip, it looks as if TV retail sales were slightly better than 1959, while phono sales have been considerably better—and in each case dollar volume per unit sales increased.

Just a year ago, we forecast "gains on all fronts" for 1960 (Vol. 16:1 p17). Like everyone else in industry, we were over-optimistic in our appraisal of TV sales (we said 6.1-to-6.2 million at retail), but we take what we hope is pardonable pride in pointing out in our 1960 review below just how accurate we were in most of our predictions. Let's look now at the main branches of consumer electronics and how they fared in 1960:

TV: Retail sales totaled about 5,785,000 sets, up slightly from last year's 5,749,000, although distributor sales to dealers were about 5.7 million, well below last year's 6 million. TV production for year was 5.75 million, down considerably from last year's 6.35 million—largely due to heroic last-quarter effort to bring production in line with sharply reduced sales. This effort succeeded, and TV industry enters new year with total inventories about 150,000 sets lower than last New Year's Day.

Biggest TV news of 1960 was continued upgrading of production—and success of this program at the market-place. Average factory price of TV sold this year was about \$146 (we predicted \$145 last year), up from \$141 in 1959. Public increased its purchases of high-end sets, and TV-phono combination sales hit an all-time-high share of market, 3.7% (up from last year's 2.8%). Consoles rose to 45% of sets sold (from 38.7%), table models & portables dropping to 51.3% (from 58.5%). This year saw almost complete replacement of 17- & 21-in. sets by 19- & 23-in., which we also foresaw in our predictions, although the 19-in. set hadn't yet been introduced at the time.

Color TV warmed up a bit but didn't catch fire. (Last year we forecast sales 30-50% higher than 1959, which still sounds about right to us.)

Phono: "Three-channel stereo" bit the dust last year, reverb came along and appeared to be headed for same fate—but phono sales kept rolling. Last-minute sag failed to prevent full year from seeing sales of about 4.5 million units at retail (up from last year's 4.4 million). We had forecast "well over 4 million." Some 75% of phonos sold at retail this year were stereo—up from 62% last year—and average factory price of phonos went up from \$87 to \$92 (we were a little optimistic when we predicted "nearly \$100"). Phono factory sales will total about 4.6 million in 1960—up from 4.3 million.

Radio: Sales were really hot this year—about 10.2 million sets at retail, plus another 6.5 million auto sets (we predicted nearly 10 million & at least 6 million car sets), compared with 8.9 million & 5.56 million in 1959). Radio production in 1960 totaled about 17.5 million (including auto).

FM radio continued its phenomenal increase and set an all-time record. If you include not only FM & FM-AM table models (as EIA does in its figures), but component tuners, TV & phono combinations and imports which contained FM, total sales in 1960 reached about 2 million (we predicted "considerably more than 1.5 million"), compared with 1.4 million in 1959.

Imports: Japanese radio exports to U.S. totaled about 7.5 million units (exactly what we predicted last year), up to an all-time record from 6.1 million last year. Sets with 3 transistors or more totaled 4.4 million, vs. 4 million in 1959. The increase was slight due to Japan's new quota system—tube radios and "toys" (less than 3 transistors) making up most of the increase. About 10,000 TV sets were imported this year—first time there's been significant number brought in.

So much for 1960. What of 1961? On the following pages, you'll find our roundup of industry leaders' forecasts for the coming year. Next week we'll go out on the limb ourselves.

Industry Leaders Forecast 1961 Consumer Electronics Outlook

Text of Responses in Our Annual Survey of TV-Radio-Phono Prospects

Admiral Pres. Ross D. Siragusa:

Last year's lengthy steel strike and the subsequent race to fill pipelines were forerunners of the general weakness that overtook the appliance industry and the nation's economy during 1960.

It takes about a year for the country to recover from the sort of economic indigestion we have been experiencing. Fortunately, manufacturers readjusted their production schedules as soon as the signs of weakness became apparent. As a result, excess inventories have been worked off and production is at a realistic rate.

We foresee a pickup in TV movement by midyear and anticipate that 1961 unit sales will equal this year's 5.7 million and may possibly exceed it.

The radio industry has been experiencing a healthy growth. 1960 will be one of the largest radio years [for] our company and the boom is expected to continue into 1961.

The current squeeze on manufacturing profits will continue into next year, with little change in prices.

Some relief is hoped for from the constant pressure of limitless Japanese electronic exports to this country. We believe the public and members of Congress are becoming increasingly aware of the damage being inflicted on suppliers to the electronics trade and on American workers.

Centralab Pres. W. S. Parsons:

We expect Centralab business to be, on the whole, equal to that of 1960, but on top of this we expect to introduce new products into new markets in electronics which should bring us a minimum of 10% increase over 1960. Very frankly, we do not look for the radio and TV entertainment field to show any material gain over 1960.

EIA Pres. L. Berkley Davis:

We believe the total [electronics] business will advance another 6% during 1961 to a \$10.3-billion total. The prospect for consumer-goods sales will be substantially brightened if FCC, as expected, soon establishes transmission standards for FM-stereo-radio broadcasting.

Three of the industry's principal segments set new sales peaks during 1960. The 1961 pattern is expected to be about the same. The comparative figures for sales at the factory level, in billions of dollars, are:

	1959	1960	% Change	1961	% Change
Consumer products	\$2.0	\$2.1	+5%	\$ 2.2	+5%
Industrial products	1.6	1.75	+9%	1.9	+8%
Military products	4.7	5.0	+6%	5.3	+6%
Replacement components	0.9	0.9	—	0.9	—
TOTAL	\$9.2	\$9.75	+6%	\$10.3	+6%

Emerson Radio Pres. Benjamin Abrams:

Based upon a material improvement in Emerson's shipments during the months of October and November, as well as my expectation for the month of December, I am inclined to project a much improved sales picture for 1961 insofar as this company is concerned. We look for an increase in sales of TV and phonographs and a possible "holding of the line" in radio.

Industry-wise, I am inclined to feel that the first 6 months of 1961 may show a decline in sales as compared with the first 6 months of 1960. However, the last 6 months of the year should show a marked improvement, which may more than offset the poor sales of the early part of the year.

GE Radio & TV div. gen. mgr. Hershner Cross:

In 1961, TV industry sales are expected to be at the same level as in 1960. There will be an increasing demand for full power-transformer portable units and a re-emphasis on quality performance and set reliability. No

TV-Radio-Phono Predictions at a Glance

Those organizations whose officials made specific predictions for 1961 industry-wide TV, radio or phono sales & output in our survey are listed here with their forecasts:

Admiral—TV sales equal to 1960's 5.7 million units or slightly better, radio boom continuing into 1961.

Centralab—No material gain over 1960 by TV-radio entertainment field.

EIA—Consumer-electronics dollar volume gain 6% to \$2.2 billion from 1960's 2.1 billion.

Emerson—Improvement in last 6 months of 1961 may more than offset poor sales of early months.

GE—TV distributor sales at same level as 1960, radio sales slightly lower with pickup toward year's end, distributor console phono sales dropping as much as 7%, portable phonos down 10%.

Motorola—Distributor sales of b&w TV 5.2 million, table radios 3.2 million, clock radios 3 million, portable radios 4.2 million, stereo 2.8 million.

Muter—Production of 6 million TVs, 10.5 million home radios, 5.5 million auto radios, 4 million phonos.

National Video—TV production 5.5-to-5.6 million.

Olympic—Retail TV sales of more than 5.8 million, stereo sales holding up correspondingly.

Packard Bell—TV sales 6-to-6.2 million, phonos 5 million (including 650,000 radio console combinations), home radio 12 million.

Howard W. Sams—Factory sales of 6 million TVs, 10 million home radios, slightly over 6 million auto radios, 6 million phonos.

Sprague Electric—TV retail sales & production of 5.7 million, radios (including auto) dropping to 15-to-15.5 million, entertainment-electronics volume dipping to about \$1.8 billion.

Standard Kollsman—TV production & sales of about 6 million.

Stromberg-Carlson—Phono factory sales near this year's 4.9 million, dollar volume rising about \$10 million to \$450 million.

Sylvania—Retail TV sales 5.9 million, radio 11.8 million, hi-fi & stereo 5 million.

Westinghouse—TV sales 6.1 million, home radio 10.7 million, phonos 3 million, hi-fi 1.5 million.

Zenith—TV distributor sales of 6-to-6.2 million.

significant or immediate increase in consumer demand for color TV is forecast.

Industry-wide radio sales for the coming year will be slightly lower than 1960, with a pick-up toward the end of the year. The 2 highlights of the past year for radio were the rapid growth of the AM-FM business and the continued pressure from foreign competition. Both of these influences are expected to affect the industry during the coming year to an increasing degree.

In the phonograph industry, inventories are in line and a good Christmas business has developed. However, in 1961, distributor sales of console units may decrease as much as 7%, while portable unit sales may be 10% lower than in 1960. Continuation of the industry's efforts toward lessening public confusion regarding stereo and increasing awareness of stereo's true merit can be expected.

Motorola:

[Estimates 1961 industry-wide distributor sales of black-&-white TV at 5.2 million units, table radios 3.2 million, clock radios 3 million, portable radios 4.2 million, stereo 2.8 million.]

The Muter Co. Pres. Leslie F. Muter:

We believe that the reduced production in the 4th quarter, as well as the increased movement of sets, should enable the industry to start the new year with a very conservative inventory that will assist production in 1961.

We believe that production will be approximately:

TV sets—6 million.

Radio sets—16 million, including 5.5 million auto sets.

Phono sets—4 million.

National Video Corp. Pres. Asher J. Cole:

TV factory sales will probably approximate the total number sold in the year 1960. However, I do believe it will be spread a little better than it was in the current year.

It appears that 1961 will start off cautiously, carefully build up and probably end with a 5,500,000 or 5,600,000 figure. If the general economy is primed by the inauguration of our new president, this could change substantially.

It is my feeling that people generally have money. The banks say they have more on deposit than any time in the past. If the public can gain confidence and react to the various stimuli which will be promulgated by the new administration, then our whole economy can recover quickly. There will be more homes, more people getting married, more families created and more television sets purchased. Our industry is geared to react quickly to demand.

Olympic Pres. Morris Sobin:

Despite a general softening of business during the last 6 months, the calendar year 1960 will go down in the TV history books as one of the industry's better years.

The year ahead should equal or exceed the results of 1960. Whereas in 1960 the industry had a strong first half followed by a weakening second half, we can expect just the reverse to be true for 1961. The first half of 1961 will probably continue in a generally soft vein, with prospects for a decided strong pickup in the last half. Since the industry traditionally sells a greater percentage of units during the second half, the sales impetus at that time should provide us with good industry figures for the year as a whole.

Retail TV sales for 1961 should reach over the 5.8 million mark and stereo phonograph sales should hold up correspondingly.

During the first 6 months of 1961 the industry will be hard pressed to "make figures," and the temptation to over-produce will undoubtedly be strong. To keep our industry healthy, we must keep production in balance with sales, and thus avoid excessive inventory buildups & the resulting possibility of price deterioration.

Olympic's consumer-products business for 1960 should approximate the results attained during 1959, and if the anticipated sales pattern for the coming year proves to be correct, we can expect another good year.

Packard Bell Pres. Robert S. Bell:

TV unit sales will increase to from 6 to 6.2 million in 1961 because of increases in the replacement rate, color set activity and combinations. Dollar volume should increase at a greater rate due to anticipated higher average selling prices.

The total phonograph market should reach 5 million units, of which 650,000 will be stereo-radio console combinations. Console stereo is leveling out because of expanding TV-stereo combination sales. Radio sales could reach the 12-million mark because of a decline in the average price of AM table and clock models, an increasing demand for FM, and an expanding share of the transistor portable market by domestic producers.

Pilot Radio Sales vp L. M. Sandwick:

The uncertainties of the situation affecting home entertainment products are such that a prediction for 1961 [on] the market as a whole would constitute an unreliable guess and we would not care to hazard such a prediction.

Pilot Radio Corp. continues to concentrate on 2 product lines, i.e. stereophonic high-fidelity component-console instruments and stereophonic high-fidelity components and we are continuing to experience normal growth of both.

The stereo market will not enter the period of stability and growth which it merits until a major segment of the manufacturing fraternity lays aside its competitive differences and embarks on a jointly sponsored program of PR and institutional advertising through its principal trade association.

Howard W. Sams & Co. (Sams div.) Pres. J. A. Milling:

Factory unit sales in 1961 should reach 6 million TV, 10 million radios, 6 million phonographs, including hi-fi and portable type, and slightly over 6 million automobile radio.

Improved color TV should add impetus to the over-all TV sales picture. Larger tube sizes, better cabinet styling, automatic tuning, general over-all performance and improved quality are all features which most manufacturers will stress. 1961 will be a year in which dealers must sell demonstrable features & improve performance. A big volume of future sales must come from homes which already have older model receivers.

Japanese imports during 1961 will cut still deeper into small-set sales unless some form of import restrictions is made effective.

Auto-set sales should increase over 1960 because there will be an increased production of small American autos and fewer auto imports.

Sprague Electric Chmn.-Treas. Robert C. Sprague:

The outlook for entertainment electronics in 1961 is certainly far from clear at present, but recent surveys have shown a desire on the part of consumers to step up their buying plans for durable goods. I would expect that sales at retail in the first half of 1961 might be below 1960 by some 10-to-15% but that 2nd half levels should show a favorable comparison, with a possibility of quite strong demand late in the year if business conditions recover as some recent forecasts suggest they will. I look for TV sales & production to be approximately equal at 5.7 million sets for the year, but I look for some decline in radios from the high rate in 1961 to more nearly the 1959 level of 15-to-15.5 million sets. I therefore believe it is realistic to assume a modest drop in the total value of home-entertainment electronics to about \$1.8 billion, slightly below the \$1.9 billion of 1960, but above the \$1.7 billion of 1959.

Standard Kollsman Pres. J. O. Burke:

It would appear to us that TV production for the year 1961 should level off at around 6 million sets, barring a deepening of the present recession. It is my feeling that with replacements and new homes on a fairly constant basis, the industry can foresee a leveling off of production and sales at a rate of around 6 million sets annually. Standard hopes to continue its pattern of increasing steadily the percentage of sets which contain its tuners.

Stromberg-Carlson Pres. James D. MacLean:

First-quarter 1961 automobile production schedules, released in Detroit a few days ago, indicate a relatively strong first quarter for automotive manufacturers despite softness in other areas of the economy. We anticipate that auto radio production will keep pace with passenger car output. Current outlook is for industry auto radio sales in 1961 to approximate the 6.2 million units produced in 1960.

It is anticipated that stereo, which is still relatively new as far as family ownership, will continue to increase its market penetration in 1961. While 65% of total U.S. households have phonographs (vs. 90% for TV), most of these are old monaural units and will be replaced with stereo units in the future. Of importance to the industry also is that dollar volume is rising at a faster rate than unit sales. This can be seen in the fact that consoles, which amounted to only 6.5% of total phonograph sales as recently as 1955, now account for more than 30% of industry output. This fact, coupled with the increasing percentage of stereo vs. monaural phonographs being sold, will raise total factory volume to about \$440 million this year, a 20% rise over 1959's \$372 million.

While total phonograph unit sales in 1961 will hover at near this year's 4.9 million level, dollar volume will rise about \$10 million to \$450 million (factory sales).

Sylvania Home Electronics Corp. Pres. Peter J. Grant:

[Predicts retail sales of 5.9 million TVs, 11.8 million radios (including imports), 5 million stereo & hi-fi units.]

Westinghouse TV-Radio div. gen. mgr. O. H. Yoxsimer:

The TV-radio industry will follow the pattern of the expected economic conditions in 1961 by showing relatively

little improvement early in the year, but in the latter part we should see an upswing in unit volume as industry inventories become readjusted, and general economic conditions improve.

We believe that TV sales in 1961 will be in the neighborhood of 6.1 million sets; radio, 10.7 million; phonograph 3 million; and high fidelity 1.5 million.

Zenith Sales Corp. Pres. Leonard C. Truesdell:

In general it is my opinion that the TV industry will do well to show only a slight gain in 1961.

I think the industry should perhaps think in terms of 6 to 6.2 million units. In favor of this estimate is the fact that the industry had had a disastrous experience from August on during the present year. The general economic condition is expected to improve in the last half of next year so the industry should gain in sales in the last half of 1961 over the last half of 1960.

Also in favor of the above estimate is the fact that the replacement market should be some 300,000 to 400,000 units larger than in 1960 simply because there are more sets getting to the age when repairs are not worthwhile, and, of course, we should expect to trade in more of the small picture-size units on those offering larger pictures.

Against the possibility of an increase of any importance is the fact that the general economic conditions are expected to remain low during the first 6 months of next year. The industry has shown a decline in 1960 for every month from July on. There is no reason to believe that because of a calendar date business will suddenly get better on Jan. 1, 1961. I think the industry will be hard put to equal the first-half sales of 1960.

We must take into consideration another very important factor. During 1961 we will *not* have the benefit of the newness we had in 1960 of the 19-in. & 23-in. sizes. I see no chance for anything exciting in the way of new product developments to help industry sales in 1961.

Underlying all of these facts and perhaps more important than anything else, it is the writer's opinion that our industry has suffered for the past several years because of the very poor TV programs which have been made available. We have just not had programming which would renew or revitalize consumers' interest in viewing TV. These programs have not excited the public sufficiently to create a reason for buying new sets.

RCA Chmn. David Sarnoff's traditional year-end statement announced "record 1960 sales," although no figures were revealed. He was bullish on color: "In 1960," he said in part, "when industry sales of consumer durables eased off and b&w TV dropped 7%, color TV showed the sharpest rise of any major consumer product on the market—up 30% over 1959. RCA's own profit for 1960 on color-receiver sales was measured in 7 figures." He was optimistic about the forthcoming year & decade: "I share the viewpoint of many economists that this softness [of the economy] will continue through the first half of 1961 and that an upturn will occur in the second half of the year. But the month-in, month-out fluctuations of the economic index must not obscure the underlying dynamism of research & technology. This is the enduring reality which guarantees economic growth in the years ahead . . . The products of research, those in being now & those yet to come, will double RCA's sales volume before the '60s end."

More about

MYLAR TUBE SHIELD: Du Pont's Mylar shield for picture tubes (see p. 16) is actually the 3rd route of approach to the laminated-on-the-tube implosion plate—Corning's & Pittsburgh's being the other 2. At Chestnut Run, Del. last week we saw much the same presentation & demonstration now being given on request to tube & set makers. Later we talked with representatives of tube & set manufacturers.

Du Pont showed us four 19-in. portable sets (they happened to be doctored-up Admirals), each with picture from the same channel, and each one labeled with its weight. Here's how they lined up: Set with conventional external implosion glass weighed 39 lb. 8 oz.; with Corning laminated cap, 42 lb. 8 oz.; with modified Corning laminated cap (glass flanges clipped off for mounting in portable cabinet), 40 lb. 8 oz.; with Mylar shield, 36 lb. 2 oz.

We compared image on Mylar-shield set with that on conventional external-glass set, with Corning glare-free treated cap and with standard Corning cap in brightly-lighted room. Both the Corning treated cap and the Mylar shield sufficiently eliminated reflections (daylight streaming through Venetian blinds) to produce satisfactory pictures. Both surfaces looked similar.

Du Pont engineers explained that because Mylar film surface is so close to faceplate, there should be less tendency for the non-reflective surface coating to cut down picture resolution than with implosion plates mounted further from the image. Pictures on all 4 sets appeared identical in color.

Implosion resistance: Implosion tests have been made on 2 versions of the Mylar-capped tube—with & without a metal band around the periphery of the faceplate. Du Pont officials said that it satisfactorily contained implosions, but added that they didn't yet know whether such a tube could be characterized as "implosion proof" as is the Corning laminated tube (Vol. 16:50 p15).

Tubes used with Mylar shield so far have been standard Kimble-type 19- & 23-in. "heavy" tubes designed for use with external implosion glass. Du Pont officials said they didn't know whether it can be used with Corning-type lightweight bulb designed for laminated glass cap.

The Burning Issue

How about scratching & burning? Again pointing out that outer surface of the shield is extremely close to image, du Pont engineers said this characteristic as well as the light-scattering non-reflective coating minimize effect of scratches. Indeed, we couldn't notice any scratches as we viewed the Mylar-shield picture. They added that Mylar, while not nearly as scratch-resistant as glass, is the most resistant plastic film made and the reflective coating is even more so.

Mylar shield will melt or discolor "if you stoke a cigar up real hot and grind it into the surface," they told us. But under ordinary circumstances, it wouldn't be affected. In the demonstration for tube makers, du Pont people placed a lighted cigaret on a sheet of Mylar draped over a piece of plate glass, with no harmful effect, pointing out that heat is diffused by the glass. Melting or burning, they said, is much less of a hazard with Mylar than with the commonly used polystyrene external implosion plates. The whole question of scratch & burn, they said, "is something for tube & set makers to evaluate."

Costs: On one aspect of the cost picture, everyone is agreed—that there's no way to know for sure until somebody tries production. However, du Pont claims that pro-

cessed laminated film in 23-in. size should cost tube maker about \$1 per tube, vs. \$1.85 for Corning glass cap. Since Mylar requires only a sliver of epoxy resin to bond it to tube, Du Pont says, there should be more savings over the 1-to-1½ lb. of resin per tube used in the Corning process. The company concedes, however, that processing, labor & equipment costs are unknown.

Production & rebuilding: Using converted drape-forming machinery, a tube maker can process one tube a minute per machine, du Pont engineers told us. Can the Mylar shield be removed from the tube? Since the adhesive takes couple of days to "set" at room temperature, rejects can be easily reprocessed, they said. They weren't certain whether the Mylar shield could be economically removed from used duds for rebuilding.

How Shield is Applied to Tube

Here's how the Mylar shield is shaped & fixed to picture tube in a single operation:

"Adhesive is applied to the edges of a clean picture tube which is then placed in the drape-forming machine, face up. The face of the tube is covered with a relatively thin epoxy adhesive. The Mylar film is clamped above the picture tube, heated, and then draped over the tube face with a combination of motion & vacuum in such a way that no air bubbles are trapped between the film & the glass. A metal band drawn tight around the film & tube holds the film in place until the adhesives harden. The tube is removed from the drape-former as soon as the excess film has been trimmed. It is held face up until the quick-setting epoxy adhesive hardens enough to stand pressure without deforming."

Du Pont hopes to arrange with manufacturers of vacuum-forming production machinery to run off more Mylar-shield tube samples. They declined to state where their current tube samples had been processed.

One tube maker (not the one referred to on p. 16) expressed cautious interest after seeing du Pont presentation & demonstration. National Video Pres. Asher Cole told us he thought process has "possibilities." He added: "We're following this with great interest. We must learn more about it, but we can't get cost answers until there's some production experience. If we could save \$1-to-\$1.50 per-tube, it could be very valuable. It needs more developmental work."

"We've gotten to the point where we can get general industry opinions," echoes du Pont Lab's Jay J. Stewart. "Now we want to encourage the industry's active participation in further development." He said he believed Mylar-shielded tubes can "comfortably be in production in 12 months."

Motorola's new address is 9401 W. Grand Ave., Franklin Park, Ill. (National 5-6000).

Obituary

John Fisher, 55, vp-founder of the Astron Corp., died in the TWA-UAL jetliner collision Dec. 16. Others with electronics industry connections: Arthur Burten, 35, industrial sales mgr., Astron Corp.; Herman Mueller, 41, research chief, Liquidometer special products div.; Murray T. Wright, 30, GE missile-development presentation specialist (his father, Clark M. Wright, is sub-contracting mgr., Schenectady GE plant); Lester Mogren, 36, IBM products field engineer; David W. Plummer, 25, IBM systems technician; George Keenan, 32, GE installation & service dept. engineer; Stephen Baltz, 11, son of William S. Baltz, vp & chief legal counsel, Admiral.

NOV. TV SALES SOFT: TV sales last month were in the same listless groove that they've occupied since last July, unofficial estimates indicate. Preliminary figures show retail sales down about 12%, distributor-to-dealer sales down 15%. November's drop of about 12% at retail follows October's 13% dip, September's 9%, August's 13% (all compared with same 1959 months).

Retail radio sales showed their first tendency to softness in November—dropping below the 1-million mark for the first time since August, and down 5½% from Nov. 1959's retail figure. Thus November was the first 1960 month to see lower radio retail sales than the comparable 1959 month. But distributor sales of radios were 9% ahead.

TV's bright spot was its drastically lowered inventory figure. Stocks at all trade levels were about 130,000 lower than at the end of Nov. 1959, with dealers' inventories down a substantial 223,000, distributors' inventories down 14,000, and manufacturers' stocks up 106,000 from last year.

November TV retail sales totaled about 527,000 vs. 598,000 in November last year, but the 11-month total sales of 5,182,000 (vs. 5,047,000) indicated that the full-year 1960 retail total probably will slightly surpass 1959's 5,749,000. November distributor sales were about 498,000 (vs. 584,000) and year-to-date distributor-to-dealer sales totaled about 5,096,000, down from 1959's comparable 5,449,000.

Radio retail sales in November declined to about 951,000 units from Nov. 1959's 1,017,000, for an 11-month retail total of 8,336,000 (vs. 7,142,000 in 1959), while distributor radio sales climbed to 1,171,000 from 1,079,000 the year before. The 11-month total of distributor radio sales is 8,811,000—substantially ahead of last year's 7,990,000.

More about

OPERATION SNOWBALL: Objectives of Corning Glass's 12-month TV promotion campaign (see p. 17) are: "(1) To expand the market for TV sets; (2) to encourage more trade-ins & trade-ups; (3) to encourage retail selling by emphasizing product benefits." Drive will be run by Ralf Shockey & Associates.

Among the highlight activities: (1) "TV Trading Bee," to be supported by trade advertising, material for manufacturers, distributors & retailers; ad material to be supplied to newspapers, radio & TV stations, etc. (2) "1962 Demonstration Preview" in fall will get the same treatment, including special newspaper supplements, etc. (3) Promotion programs at large shopping centers, including TV giveaways, etc. The first will be at the North Shore Shopping Center, Peabody, Mass., in March, (4) Christmas campaign, with extensive consumer advertising.

For the trade, the program will include: (1) Exhibit & demonstration program at International Home Furnishings Market, Jan. 6-14 in Chicago. (2) Slide film & other material to acquaint manufacturers, distributors & dealers with the program. (3) Two-week city-wide programs, including all local TV dealers, in cooperation with NARDA chapters. (4) "TV Retailer of the Year" awards. (5) Formation of a retail advisory group of selected dealers "to develop new ideas for expanding the market."

Studies & reports planned: (1) Study of TV retailing, for July presentation, prepared in cooperation with NYU school of retailing. (2) Study of trade-up selling, for Sept. presentation, in cooperation with U. of Pittsburgh school of retailing. (3) A manual of outstanding selling techniques, "The NARDA Method of Selling TV Sets."

Canadian Look at 1961: The closing year was one of recession for Canada's electronics industry (Vol. 16:41 p17). Sales of home-entertainment products dropped off sharply from the peak years of 1955-56. Orders for military electronic equipment also declined. What portends for 1961? Three major leaders of Canadian electronics hold these views:

RCA Victor Co. Pres. J. D. Houlding: "The electronics industry looks to 1961 with mixed feelings. TV-receiver sales in 1960 will be down 15% from the previous year, and except for a reversal of consumer buying behavior, a further reduction in 1961 is possible. From the long term point of view, a growing replacement market will gradually reverse the downward trend of TV-receiver sales. However, the industry badly needs an immediate stimulus which might be provided through elimination of excise taxes, or through authorization of color broadcasting. . . .

"Canadian producers are under increasingly serious pressures from rising imports of radios, tubes and other consumer items. If any change [in prices of consumer products] does occur it will probably be upward because of current unprofitable operating levels. Although the outlook for consumer products is somewhat pessimistic . . . products for communications, broadcasting, industrial and business automation, and for defense, will tend to offset the short term decline in other areas."

Canadian GE Pres. J. Herbert Smith: "Sales of electrical consumer goods are down in 1960, and no substantial increases can be looked for in this product field in 1961. Thus, unless factors come into play which are not at present discernible, the electrical manufacturing industry can look for an over-all reduction of sales in 1961."

Canadian Westinghouse Pres. G. L. Wilcox: "The current cyclical downturn which began early this year is showing little signs of abating. Consumer spending is still sluggish, due to a leveling in total labor income . . . Consumer spending is the big imponderable and the extent to which it will contribute to the over-all level of business in 1961 will be governed largely by the degree of activity in our manufacturing industries. This is the segment of the economy which provides employment for 25% of all working Canadians, pays 29% of all wages & salaries, and accounts for over 30% of the country's total output. It is also the segment of the economy which is losing jobs & wages to other countries at a disturbing rate."

Trade Personals: Jack S. Beldon, ex-pres. of RCA Sales Corp., joins Magnavox TV-radio-phono div. in new post of marketing mgr.; Magnavox sales organization expansion also sees A. Robert Baggs, ex-merchandising mgr. of RCA radio & "Victrola" products, named mgr. of radio products & mktg. development; James Egan, former zone mgr., promoted to field sales mgr.; A. Paul Wagner, former Bell & Howell PR dir., named to similar Magnavox post; William H. Boedeker Jr., ex-GE appointed mgr. of special products & accounts.

Robert Scott, former Thomas Electronics general sales mgr. and onetime Du Mont picture tube sales mgr., joins National Video as sales mgr. . . . Kendrick R. Wilson Jr. named chmn. & chief exec. officer, Avco, succeeding Victor Emanuel, who died Nov. 26. James R. Kerr named pres., Col. Earl H. Blaik named exec. committee chmn.

Donald G. Evans Jr., ex-Westinghouse, named ad & sales promotion mgr., General Precision Link div. . . . Robert C. Sprague, chmn. & treas. of Sprague Electric Co., is back at his desk following a week in the hospital for kidney stones.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1960—qtr. to Oct. 31	—	—	\$ 203,090	\$0.19	—
	1959—qtr. to Oct. 31	—	—	202,166	.19	—
Famous Players Canadian	1960—9 mo. to Oct. 1	—	\$2,332,438	1,429,299	.82	1,737,072
	1959—9 mo. to Oct. 3	—	2,629,184	1,718,233	.99	1,737,072
Filmways	1960—year to Aug. 31	5,721,173	—	33,893 ⁴	.07	491,473
	1959—year to Aug. 31	4,448,650	—	190,537	.43	447,986
Gibraltar Enterprises ¹	1960—11 mo. to Nov. 30	—	—	745,820	.60	1,250,000
	1959—11 mo. to Nov. 30	—	—	577,331	.46	1,250,000
Jerrold Electronics	1960—6 mo. to Aug. 31	3,205,887	136,509	64,665 ⁵	.04	—
	1959—6 mo. to Aug. 31	2,915,502	90,439	39,920 ⁶	.03	—
National Video	1960—6 mo. to Nov. 30	\$10,343,900	1,050,100	768,300	1.25	616,667
	1959—6 mo. to Nov. 30	8,290,600	651,926	530,926	.86	616,667
Rollins Bcstg.	1960—6 mo. to Oct. 31	1,853,391	—	229,463	.26	872,867
	1959 ²	—	—	—	—	—
Sterling Television	1960—6 mo. to Sept. 30	596,660 ³	—	16,833 ³	—	450,000
	1959—6 mo. to Sept. 30	378,830	—	13,273	—	450,000
TV Shares Management Corp.	1960—year to Oct. 31	3,063,643	1,490,848	750,848 ³	.74	1,060,000
	1959—year to Oct. 31	2,714,566	1,430,797	702,297	.66	1,060,000

Notes: ¹Includes WICU-TV & WICU Erie, radio WTOD Toledo & WHOO Orlando, headed by Edward Lamb. ²Not available. ³Record. ⁴After credits totaling more than \$52,000. ⁵Excludes \$133,272 (\$208,473 in 1959) net income from CATV systems. ⁶Excludes special credit of \$283,656 on sale of properties.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, December 22, 1960
Electronics TV-Radios-Appliances Amusements

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	19 3/4	21 1/4	Maxon (W. L.)	10 1/2	11 1/4
Aerovox	7 3/4	8 1/4	Meredith Pub.	42 1/2	45 1/4
Allied Radio	23	24 1/4	Metropolitan Bcstg.	17 1/4	18 1/4
Astron Corp.	1 1/2	1 3/4	Milgo Electronics	15 3/4	17 1/4
Baird Atomic	24 1/2	26 1/4	Narda Microwave	3 3/4	4 1/2
British Industries	17	18 1/2	Nuclear of Chicago	38	41 1/4
CGS Labs	6	7 1/4	Official Films	2 1/4	2 3/4
Cetron	3 3/4	4 1/4	Pacific Automation	4 1/4	5 1/4
Control Data Corp.	68	72 1/2	Pacific Mercury	5 1/4	6 1/4
Cook Elec.	13 1/4	14 1/4	Philips Lamp	156 1/2	162
Craig Systems	15 1/4	16 1/4	Pyramid Electric	2 1/2	2 3/4
Dictaphone	28 1/2	30 1/4	Radiation Inc.	24 3/4	27
Digitronics	19 1/2	21 1/2	Howard W. Sams	36 1/2	39 1/4
Eastern Ind.	14	15	Sanders Associates	37	42 1/4
Eitel-McCullough	18 1/4	19 1/4	Silicon Transistor	4 1/4	5
Elco Corp.	15 1/4	16 1/4	Soroban Engineering	40	43 1/4
Electro Instruments	28 1/2	31 1/4	Soundscribe	15 3/4	17 1/4
Electro Voice	7 1/4	8 1/4	Speer Carbon	18	19 1/4
Electronic Associates	29 1/2	32	Sprague Electric	50 1/2	54
Erie Resistor	9 1/4	10 1/4	Sterling TV	1 1/2	2
Executone	20 1/2	23	Taft Bcstg.	12	13 1/4
Farrington Mfg.	28 1/2	30 1/4	Taylor Instrument	32	34 1/4
FXR	35 1/2	38 1/4	Technology Inst.	8 3/4	9 1/4
General Devices	11 1/2	12 1/4	Teledrome	12 1/4	13 1/4
G-L Electronics	6 3/4	7 1/4	Telemeter	11	12 1/4
Granco Products	2 1/4	3	Telemeter	11	12 1/4
Gross Telecasting	19 1/2	21 1/2	Time Inc.	73 1/2	77 1/4
Haydu	1/16	1/4	Tracerlab	9 1/2	10 1/4
Hewlett-Packard	31	33	United Artists	5 1/4	6 1/4
High Voltage Eng.	156	167	United Control	15 3/4	17 1/4
Infrared Industries	15 1/2	17 1/4	Universal Trans.	3/4	1-5/16
Interstate Engineering	24 1/4	25 1/4	Vitro	11 1/4	12 1/4
Itek	54	58	Vocaline	2	2 1/2
Jerrold	6 1/4	7 1/4	WJR Goodwill Station	9 3/4	11
Lab for Electronics	47 1/2	50 1/4	Wells-Gardner	20 3/4	22 1/4
Lel Inc.	3 3/4	4 1/4	Wometco Ent.	13	14 1/4
Magna Theater	2 3/4	3 1/4			

Common Stock Dividends

Corporation	Period	Amt. Payable	Record	Stk. of Record
Avco	Q	\$0.12 1/2	Feb. 20	Jan. 27
Daystrom	Q	.30	Feb. 15	Jan. 27
Electronic Associates	Stk.	5%	Jan. 12	Dec. 28
General Dynamics	Q	.25	Feb. 10	Jan. 6
Victoreen Instruments	Stk.	4%	Jan. 16	Dec. 30

Screen Gems will be worth about \$23.5 million to Columbia Pictures, its parent, in terms of the 89% interest that Columbia will maintain when the first SG public offering goes on the market next month. An additional 300,000 shares, on which Screen Gems plans to raise about \$3 million, will be offered to holders of Columbia Pictures stock at approximately \$10 per share. Screen Gems is in a healthy financial position in the often-risky telefilm business; for the fiscal year ended June 30, SG had before-taxes earnings of over \$3.1 million, while parent Columbia Pictures had a loss of over \$1.2 million. When the offering is concluded, it's estimated that Columbia will have 1.8 shares of Screen Gems for each share of Columbia Pictures outstanding. Thus, stockholders in the parent will have an equity of \$18 in Screen Gems stock, plus participation in Columbia's movie activities.

Mergers & acquisitions: Transitron Electronics has canceled its proposed merger with Thermo King, Minneapolis maker of refrigeration equipment for trailer trucks (Vol. 16:35 p15). Transitron Pres. David Bakalar said the action was taken "primarily" because of the "recent decline in Thermo King's rate of earnings." Thermo King Pres. J. A. Numero said the "ground asserted by Transitron is without merit" • Cowles Bcstg. (KRNT-TV & KRNT Des Moines, WHTN-TV Huntington—latter being sold to Reeves Bcstg. & Development) and Cowles Magazines (Look) have obtained stockholder approval to merge via an exchange of stock into Cowles Magazines & Bcstg. Inc. • Serrick Corp., Defiance, O. maker of industrial machinery & products, has acquired Utah Radio Products and Utah Radio & Electric, Huntington, Ind. manufacturers of TV-radio equipment & components.

Electro-Science Investors, Dallas-based small-business investment company, has acquired for \$2 million in convertible debentures & common stock more than 80% equity in Knapic Electro-Physics, Palo Alto, Cal. manufacturer of silicon & germanium crystals for semiconductor devices.