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

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UPSHOT OF NORTHWESTERN'S SYMPOSIUM: After listening to 2 days of discussion of TV, censorship, freedom of speech, program balance, etc., by 21 learned men from industry, government and the academic world—at Northwestern U.'s "National Symposium on Freedom & Responsibility in Broadcasting"—we came away with these impressions:

1. The law is sufficiently uncertain to permit FCC plenty of latitude in interpreting "the public interest" in programming.
2. A majority of the FCC is likely to continue, with some success for a few years at least, to try to "raise" programming standards.
3. Public, Congressional and judicial climate at this time is such that FCC will not be blocked in its efforts in the near future.
4. When & if FCC "goes too far," it will be stopped.

FCC Chmn. Minow epitomized the one position: Programming is not as good as it ought to be. We intend to do something about it—and the law directs & permits us to do it.

The opposite was expressed by attorney W. Theodore Pierson: Whether programming is good or

not, whether the law seems to give FCC power to do something about it or not—the law ultimately will strike down Commission programming actions as “censorship” and, besides, any such FCC activity is repugnant to our way of life.

We sensed that there is a growing middle ground, best expressed by NAB Pres. Collins and backed by NAB Chmn. McCollough. It's this: We abandon the charge that anything FCC does is censorship. The law may or may not hold that FCC has power over programming. Much more important—Commission must learn the facts of broadcasting life, base its every action on full knowledge of how industry works. Don't throw out the baby with the bath water.

It was apparent, as it always has been throughout FCC's history, that Congress deliberately gave the Commission wide discretion in handling the delicate medium of expression so that it could swing with the major moves of the public-opinion pendulum. Pendulum began its reverse swing last year under Chmn. Ford, after 8 years of McConnaughey-Doerfer leadership. It has been given sharp acceleration by Chmn. Minow. It will be several years before Congress & courts tell us whether it is swinging too far or too fast.

Meanwhile, broadcasters being practical businessmen (no John Peter Zengers in sight, though some may emerge), the industry will generally ease along with current tide. Pierson delivered a brilliant & exceptionally sardonic attack on Minow, but it's questionable whether he or others will find clients sufficiently zealous to test the Commission to the ultimate.

Symposium was an excellent idea. Participants all said so. In fact, McCollough said that NAB would like to sponsor comparable discussions through TIO. Some observers suggested future participation by articulate Congressional leaders such as Sen. Pastore (D-R.I.). Northwestern plans to publish entire proceedings. Westinghouse Bcstg. Co.'s Donald McGannon, who attended sessions, promptly offered to share costs. ABC's Leonard Goldenson & Oliver Treyz, who video-taped and closed-circuited the entire proceedings, received kudos for their contribution—and “The Untouchables” was the most-mentioned program in discussions.

Most attention was directed to papers by Minow, Collins, Pierson and Harvard U. Professor Louis Jaffe—that tortured academician whose mind is preoccupied with the imperfections of men & law. Their addresses are excerpted on p. 5.

FCC BILL CLEARED BY HOUSE: Legislation revamping FCC's procedures was nearly wrapped up in Congress last week for President Kennedy's enacting signature, but it took some tugging & hauling by House supporters to keep package from falling apart on floor.

Reorganization bill was approved 198-150 by House in unexpectedly tight rollcall vote. It followed flurry of hot debate in which Commerce Chmn. Harris (D-Ark.) had to beat down arguments by Republicans & Southern Democrats that his measure (HR-7856) was little more than a disguised version of the President's rejected FCC reform plan. He helped to save the bill by accepting modifying amendments which brought it into line with revised FCC-drafted bill (S-2034) by Sen. Pastore (D-R.I.), which already had been passed by Senate (Vol. 17:31 p2).

Harris bill itself then was shelved by House after its language had been substituted for that in Pastore bill which was sent back to Senate for almost-certain concurrence—possibly this week. Quick signing by President is sure.

Two-hour debate on House bill was permitted by Rules Committee, which cleared Harris measure to floor Aug. 2 after holding it up for week. It was called up next day—and Harris needed much of allotted time to defend it against attack which was led by Rep. Rogers (D-Tex.) of his own Committee & joined by Minority Leader Halleck (R-Ind.)

“I rise in opposition to this bill & vigorously oppose it,” said Rogers at outset of debate, in which he charged that provisions to streamline FCC work rules gave White House too much control over Commission. It would give Commission power to disregard right of litigants in cases, said Halleck. “I think that what we have here is a watered-down version of [President's FCC] Reorganization Plan No. 2, and I am not going to vote for it,” said Rep. Gross (R-Ia.).

Harris then put through amendments which provided that “3 or more employes” must constitute staff boards to which FCC delegates cases, that employes must be specially qualified to handle cases, and that Commission itself must pass on applications for review of rulings by staff boards which in turn have reviewed examiner's decisions. Latter safeguarding amendment was proposed by Rep. Younger (R-Cal.).

Note: Debate also elicited opinion by Harris that Commission already had full authority to put Chmn. Minow's license-fee plans (Vol. 17:27 p1) in effect without extra implementation by Congress. Rep. Jonas (R-N.C.) said he hoped FCC would get going on plan so that Congress no longer would be forced to "the necessity of using taxes to support this Commission."

UNSOLD TIME CREATES NETWORK HEADACHES: Each of the 3 networks still has a sizable number of unsold prime-time program availabilities on its hands—although the start of the fall 1961-62 season is only 2 months away. The problem can't be avoided simply by yanking slow-moving shows and substituting others.

Virtually all unsold time involves "committed" shows, i.e. programs which networks can't junk at this late date because of any one, or a combination, of the following: (1) The show is largely sold to other sponsors on a participating basis, and cancellation would spell endless contract re-negotiation. (2) The unsold properties are prestige- or image-building shows which networks need for program balance and because of pressures from FCC, govt., and TV critics of all types. (3) There are still a few sponsors, such as Beech-Nut, which have yet to commit fall TV budgets, and there's always a chance for a last-minute sale. (4) The show's producer holds an iron-clad contract with the network.

General pattern of unsold programs looks like this: Public-affairs programs are selling better this year than last, particularly at NBC, but it's still hard to find buyers and all 3 networks have some unsold informational shows or specials on the shelf. Action-adventure film shows with strong-rating track records are no problem, but there are available participations or sponsorship segments in nearly all of the untested 60-min. film shows and in those with so-so rating histories. The biggest entertainment specials are largely committed, but there's buyer hesitancy about those with extra-large price tags or with stars whose names are not a guarantee of automatic rating success (see p. 12).

Price-cutting is the common network answer to the over-all sales problem. Advertisers who have held back on fall buys, or who may be able to scrape up extra TV budgets, are the targets of network salesmen who are shooting with some real bargains. Generally, a minute participation in a nighttime 60-min. film show costs (time & talent) about \$30-35,000. Unsold minute slots can be had at all 3 networks, with some haggling, in the area of \$20-25,000. Some unsold public-affairs shows are being offered at break-even prices.

The price slash sometimes goes pretty deep. ABC-TV last week refused to confirm or deny a report, current in N.Y. agency circles, that a major advertiser had picked up a series of unsold minute availabilities in 60-min. film shows for an average price of \$9,500 each (less, actually, than the cost of just the time). CBS declined comment on a report that another sponsor had bought a weekly minute in a nighttime show for a flat \$500,000 for the season (or about \$14,250 for each participation). NBC was said to be trying to hold the price line on its "Saturday Night Movies," but was under heavy pressure to make some cuts. And so it went.

HOLLYWOOD REPORTS TV VIOLENCE FADING: Network minimizing of violence on next season's shows has resulted, to a large extent, in more adult & provocative themes. Our check of network censors in Hollywood who have had chance to preview some of fall product disclosed that they are satisfied that production companies are co-operating in the campaign to keep violence to a minimum.

"Writers have gotten into stories of emotional & mental violence, rather than physical," we were told by Dorothy Brown, dir. of continuity acceptance, Western division, ABC-TV. "They'll be provocative, with strong dramatic values. Whether the public will be satisfied is in the laps of the gods. Some of these stories are presenting greater problems than an old-fashioned fist fight." Examples? "There is the problem of a man & wife and the other woman; or a boy trying to adjust to his father's concept of what he should grow up to be. These involve human relations, family turmoil. Some might label 'The New Breed,' which is about the Metropolitan Squad of the Los Angeles police dept., a cops-&-robbers show. It's not. It's about policemen who figure out why people do things. If a 'New Breed' story also has a chase or a fight, will people see this new added dimension or just call it violence?" Miss Brown mused.

Robert Wood, mgr., broadcast standards for NBC-TV in Hollywood, also told us that producers were veering away from physical violence. Instead "producers are searching—& finding—intriguing ways involving an emotional rather than a physical approach to a dramatic situation. It makes for much better drama," Wood said.

The network is adhering to its policy of no violence without motivation, added Wood, and has not

encountered problems in next season's shows as yet. In answer to those who accuse TV of being responsible for juvenile delinquency & crime he said: "TV didn't do any plays about planes being hijacked. The most recent hijackers read about the first such incident in the newspapers. Why don't they say—with the same logic—that the newspapers are inciting people to steal planes?"

At CBS-TV, William Tankersley, dir. of program practices, Hollywood, told us there is great awareness of problem of excessive violence among producers supplying the network programs. Early time-slotted shows such as "Frontier Circus" (7:30 p.m. Thu.) are always a problem, but that series has little violence, he remarked. As for the problem of violence generally, he said, "Enough people are concerned so that the message has soaked in. Our work is being done for us."

FCC OPPOSES SPECTRUM COMMISSION: In testy testimony resisting Congressional moves to set up a super-agency to tell FCC how to handle commercial-vs.-military allocation problems, Chmn. Minow tossed some not-so-veiled barbs at White House, Pentagon and OCDM in Senate hearing last week.

New govt. commission isn't needed to explore spectrum field, Minow told Commerce Communications Subcommittee, objecting to plan (S. J. Res. 32) by Sen. Hartke (D-Ind.) to establish 5-member supervisory body (Vol. 17:4 p10). FCC already has "plenary power" & "fully adequate mechanism" to take care of its end of business—non-govt. allocations—he said in statement representing views of full Commission. It's doing its appointed job now and has been for 25 years, Minow assured the Subcommittee at session otherwise devoted to satellite communication developments (see p. 11). There's no question that "study of over-all allocations policies is needed," Minow said. But he argued that at best "only the rudiments of the complex problems" could be touched in 6-month inquiry proposed by Hartke resolution.

What's needed is "equally adequate counterpart" to FCC on military side of spectrum, Minow went on, reflecting Commission's frustration at the long—& always fruitless—efforts to wangle additional space from such scattered White House authorities as Defense Dept. & OCDM (Vol. 17:18 p4). Then FCC & single authority for govt. use of the spectrum could get together (with "distinguished & experienced outside advisors") and work something out, Minow said. He pointed out that military & other govt. users now have priority grip on half of the spectrum.

But Commission can't even start any such joint study of "over-all allocation problems" because it doesn't "feel qualified to evaluate whether or not there exists on the govt. side an adequate mechanism for formulation & implementation of policy," Minow complained. He added, icily: "It would, we think, be inappropriate for this agency to sit in judgment on its counterparts in the Executive Branch. Such judgment can only be made by the Executive itself or by appropriate Congressional committees such as yourself."

Minow got few counter-arguments from Subcommittee headed by Sen. Pastore (D-R.I.). Sen. Hartke himself made no speech for his resolution establishing special spectrum body (full name: Commission on the Organization of the Federal Communications Commission & Telecommunications Management) made up of 2 Presidential appointees and one each from Senate, House and FCC. He didn't pursue subject beyond asking questions to clarify Commission's position in opposition. In House, Commerce Committee Chmn. Harris (D-Ark.) has introduced similar study proposal (Vol. 17:2 p3), but his measure hasn't reached hearing stage.

INDUSTRY PONDERES FCC ALLOCATIONS MOVES: Seldom were documents more avidly scanned than when FCC released texts of final orders and proposed rule-making in its major allocations action (Vol. 17:31 p2). (Though Commission issued a limited number of copies, full text will be available this week at nominal cost in Federal Register.)

Reactions are what you'd expect: Vigorous opposition by vhf operators who'd be deintermixed, cheers by uhfs to be deintermixed, martialing of forces by vhfs whose contours would be sliced by short-spaced drop-ins, huzzahs by avid seekers for vhf drop-ins. With the slim 4-3 vote for deintermixture, there's certainly some chance for reversal in that area. Unanimous vote for vhf drop-ins indicates virtually no chance of change there.

Appeals to Senate Commerce Committee aren't likely to get far—because FCC's action is much as that which Committee has been urging for years.

Programming

More about

NORTHWESTERN SEMINAR: Herewith are key excerpts from presentation at Northwestern U.'s Conference on "Freedom & Responsibility in Broadcasting" (p. 1):

FCC Chmn. Minow ended his address with this stinger: "To those few broadcasters & their professional associates who would evade the nation's needs crying 'Censorship—oh, where will it end?' I ask: 'Responsibility—when will it begin?'"

Minow's speech, which ran 21 single-spaced pages, was based heavily on court decisions which he said amply supported FCC authority to weigh licenses in terms of programming. He released at the same time a 76-page legal analysis of the subject by his legal asst. Joel Rosenbloom. The latter had written it in 1957, but it had been shelved. Last week, Rosenbloom updated it. The memo is an exhaustive analysis of legislative, judicial and administrative history. Standing alone, it's an impressive document. But opposing attorneys assert that such scripture has been & can be similarly quoted by them.

Minow's position was probably best summarized by this court ruling, in the old Dr. Brinkley "goat gland" case—which Minow quoted:

"There has been no attempt on the part of the Commission to subject any part of appellant's broadcasting matter to scrutiny prior to its release. In consideration of the question whether the public interest, convenience or necessity will be served by a renewal of appellant's license, the Commission has merely exercised its undoubted right to take note of appellant's past conduct, which is not censorship."

After citing many similar decisions, Minow quoted former Attorney General Rogers: "No action by the Commission has ever been held by the courts to constitute censorship or to violate Constitutional protections of freedom of speech or of the press."

Critics Ignore Court Findings

"Well then," Minow asked, "how do the critics answer all this? Simple. They ignore it. They argue each time as if the slate were completely clean. Don't study the law books . . . Their argument to the Commission—the very agency charged by law with the protection of the public interest—is often the same as their answer to their critics: 'If you don't like it, turn your set off.'"

Their arguments, Minow said, "should be addressed to Congress . . . They were," he added, "and Congress rejected them . . . Nonetheless," he said, "I would like to meet [their] argument head on. It seems to me that just because it is difficult to delineate the exact limits of a law does not mean that the law should not be enforced at all. I wonder what would have been the history of the Sherman Act and similar 'broad' statutes if that standard had been applied to them. If the Commission ever oversteps its permissible province in the area of programming, the doors of the courtroom are open. Any arbitrary action will meet rejection by the judiciary."

Minow summarized what the FCC had been doing recently in the area of programming and said that the Commission would keep doing it. He asserted that "I am sure we will have the support of almost all the broadcasters. Gov. Leroy Collins honorably exemplifies the best in broadcasting. Most broadcasters take pride in their service. Proud people resent those whose only interest in broadcasting is the dollar & cents sign—those

fast-buck operators—many of them new to the industry and lacking in a traditional dedication to serving the public interest. Thus, the Commission, in discharging its responsibilities, is serving not only the public but the responsible broadcaster also."

Speaking of censorship, Minow said there's a lot of it—but not from the FCC . . . "Rating censorship," he said, results from "the almost desperate compulsion of some of our licensees to work & to plan & to live by the numbers—always striving to reach the largest possible audience, in order to attract & hold the mass advertising dollars." And "dollar censorship" occurs, he said, when the broadcaster "simply abdicates his own judgment and turns programming decisions over to an advertiser or his agency."

Gov. LeRoy Collins, NAB pres., reiterated his basic beliefs, many times expressed:

"Some assert that the FCC has no proper or lawful concern with programming. I shall be quite candid and say I disagree with this position.

"The FCC may not substitute its tastes & judgment of programming for that of a licensee. But, at the same time, we should not expect the FCC to close its eyes to abuses in programming reflecting a gross lack of qualifications to enjoy the license privileges.

Licensee Must Show Good Faith

"Furthermore, the FCC should be expected to hold every licensee accountable for good faith efforts to serve the public interest in accordance with the representations which he made in his application for original or renewal license. This has long been the NAB position . . . This is a position which our legal staff continues to find completely sound, based upon statutory requirements and judicial interpretations. I believe that the majority of broadcasters concur in this view, and I stand with them.

"A recent decision of the FCC denying a new license application for FM service in Elizabeth, N.J., has been assailed by some trade-press editorialists as constituting censorship. I cannot accept this view. The applicant in his filing simply duplicated a form used for Alameda, Cal., and for Berwyn, Ill. The Commission found that he made no effort whatever to determine the needs to be served in Elizabeth, nor were his program proposals designed to serve those needs."

Collins made explicit point of the fact that Minow had President Kennedy's backing. "In urging broadcasters to improve their product," Collins said, "Chmn. Minow is not speaking just for himself or just for the Commission he heads. He is speaking for the President of the United States. He is speaking for the people as he interprets their best interests & needs under law."

Like Minow, Collins again attacked ratings: "Creativity is now being curtailed by slavish addiction in some quarters to audience measurements or ratings of questionable validity and administered outside any qualitative control of broadcasters." He noted that NAB plans a research & training center "in association with one of our leading universities, where we can explore the myriad of problems broadcasters encounter from day to day and find intelligent, dependable answers." He also alluded to plans for the unified TV-Radio Code Authority and stated, "These are . . . steps to advance freedom through responsibility."

One point on which Collins disagrees flatly with Minow: number of radio stations. Collins repeated his view that authorization of stations should cease, that programming would then improve.

"I could not be in more disagreement with Chmn.

Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air & additional competition. If he will check, I believe he will find that where there is a reasonable number of radio licenses in a market, the services generally are very superior. The reason is that good operators can earn enough with a reasonable amount of advertising at reasonable rates to allow for reasonable public service."

Collins has eased up from his views about FCC's proposed program form, which he had previously regarded as no excessive imposition on stations. "I have made it clear," he said, "that I can find no legal objection to the FCC requesting information from licensees regarding programming. But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters—especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms."

To give FCC a better understanding of radio's problems, including those of the programming form, Collins called for a mid-September FCC industry meeting "to exchange freely & frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere."

Government as Opinion Maker

Louis Jaffe, Harvard U. prof.: Jaffe seemed substantially torn between what FCC should & could do. He settled finally on govt. exposure rather than threat of license loss. "In areas of opinion," he said, "and it is with such an area that we are concerned, it is precisely flat, legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even trench on the Constitution. But I can see no reason why govt. should not enter the arena of opinion making; should not hold up for public scrutiny ideas, performances, associations, which it regards as dangerous, unsound, or deleterious. This is part of the very process of free discussion. The public may be without the resources to give content, depth, reality, to its consideration. To enable the non-official forces of the community to do the community's business is a healthy exercise of governmental power.

"Accordingly, I envisage govt. as a Grand Court of Inquiry. It can assemble, digest and bring into focus the totality of opinion concerning the role & performance of TV. I applaud the proposed moves of the FCC to increase the scope & precision of licensee reporting and to compel the licensee to make studies relevant to the discharge of its responsibility. I approve, too, the proposal to subject renewal applications to occasional public hearings—or informal investigations—in which the licensee will be called upon to defend its programs, to account for spates of lust & violence, to explain persistent refusal to carry meritorious chain programs . . . to justify niggardly budgets. The chain, too, must report, since their programming is the key to licensed programming."

W. Theodore Pierson, Washington TV-radio lawyer, delivered a 24-page attack on FCC Chmn. Minow. His paper was in form of a response to Cincinnati law school Dean Roscoe Barrow, who had urged: "(1) Greater self-regulation by industry, (2) closer FCC scrutiny of the performance of stations, (3) FCC regulation of networks, (4) advisory committees and independent analysis centers.

Pierson likened Barrow's and Minow's approach to that of "Marxist-Leninist ideology." Referring to Minow's NAB speech, Pierson said the FCC Chairman showed:

"1. That the broadcaster owes to the public the type of programming that he, Minow, specifies.

"2. That he intends in his official capacity to see that the broadcaster pays the debts he, Minow, stated.

"3. And that he intends to accomplish this through the licensing power of the Commission . . .

"Now it seems to me that considering these vigorous words, the Chairman simply said to the broadcaster, 'Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our Commission to broadcast anything.' This, in my opinion, is a prior restraint upon broadcast communications; it is censorship and it violates the First Amendment . . .

"Whether each of us would like the Minow format better than what we now have is a matter of personal taste for each individual. I personally would like it better than present fare. But what price do I pay for receiving the Minow format for the period that he holds sway?

"It seems to me that the price is my concession that the Chairman and his fellow members at any time have the right and the power to set and enforce the format and structure of TV program schedules—what they do to please me today can be undone tomorrow. They can prohibit violence today and editorials tomorrow—as they have prohibited editorials in the past.

"More bluntly, the price I pay is acceptance of a high degree of centralized governmental control of TV fare. Still more bluntly, it is censorship . . .

"Would it not be better to prohibit radio & TV absolutely than to embrace it at the cost of liberty? If not, should we not be more honest with ourselves and cast off the facade of freedom and accept the governmental control of communications that has been so effectively and efficiently used by the ideology we despise but the power and success of which we cannot gainsay?

Pierson Poses a Puzzle

"I wish to be very precise about the area in which I believe Chmn. Minow's proposed course of conduct offends against liberty of speech & press, because, in many other areas, I not only agree . . . but have nothing but admiration for his intelligent and vigorous approach . . .

"It is contended that the Commission in its program investigation and review does not censor because it only examines and weighs 'over-all programming.' This is one of those phrases, the utterance of which seems to invoke some mystical power that changes restraint to liberty. An official accused of censoring needs only to utter these words and the evil spirit of censorship is supposedly exorcised. An otherwise impure act by this incantation becomes pure and holy.

"But mysticism to one side, how in logic can one consider total programming without considering its parts? This is an esoteric rite that I have always wanted to witness but never have been so privileged. Mr. Minow's talk before the NAB was no revelation of a secret . . . I cannot understand why it is censorship to require a station to broadcast a single educational program, for example, but it is not censorship to require several."

Pierson conceded some sort of authority to the FCC when, apparently referring to the Elizabeth, N.J. Suburban case (see p. 17), he said:

"I have no quarrel with the Commission refusing a license where the licensee does not demonstrate that he will make reasonable efforts to inform himself on the needs and tastes of his public, in order that his judgment is an informed one." And in another place: "This has nothing to do with whether his programs were good or bad or what programs he proposes for the future; the only question is whether he intentionally deceived the Commission."

CITY-VS.-COUNTRY TASTES COMPARED: Big-city viewers have a stronger taste for TV drama specials and shows like *U.S. Steel Hour* than do viewers in towns of less than 30,000 population. A similar pattern applies to private-eye fare & suspense shows. Comedies & quiz shows, on the other hand, attract a larger percentage of viewers in smaller communities than they do in the big metropolitan centers. Westerns, variety and adventure shows pull their best in medium-size towns.

These are highlights of the following special audience analysis prepared for us by A. C. Nielsen Co. The figures also highlight a fact basically realized by most TV admen and program planners but sometimes forgotten in the study of overnight ratings (such as Trendex & Arbitron, which reflect big-city tastes) or even in national average-audience levels (which reflect a hypothetical "typical U.S." viewer): There can be a big difference in how popular a show is in N.Y. and how it does in Sheboygan.

THE PERFORMANCE OF
EVENING PROGRAM TYPES BY COUNTY SIZE
(October 1960)

Program type	Nielsen Average Audience Percentage				
	Total U.S.	U.S. County Classification			
		A	B	C	D
Drama	15.3	15.5	15.6	15.9	13.3
Suspense	17.4	17.3	17.8	16.4	14.4
Situation comedy	18.3	17.3	18.6	19.4	19.0
Western	21.0	20.0	21.8	22.7	20.3
Adventure	14.1	13.4	14.6	14.6	14.4
Variety	19.1	18.3	19.3	20.0	18.4
Game, quiz	18.6	17.3	18.3	20.7	19.8

U.S. census county classifications: "A" group, over 500,000 urban population and counties forming part of such major metropolitan areas. "B," at least 100,000 and a central city of less than 500,000. "C," at least 30,000 to 100,000. "D," under 30,000. The "Total U.S." column reflects average-audience levels by basic program types in the U.S.

Program Exchange Has 12 Stations: TV Affiliates Corp., the new offshoot of Trans-Lux designed to interchange locally-produced informational & public affairs shows between stations (Vol. 17:24 p8), has signed 12 stations so far, including 6 on the West Coast. So reported TAC dir. & Trans-Lux vp Robert Weisberg last week, adding that TAC expects to have a backlog of 100 programs by January 1962, of which 80% will be half-hours. "You'd be surprised at how varied station programming can be," Weisberg told us. "We've been offered programs dealing with the Strategic Air Command, psychological testing of chimpanzees, the Chinese New Year celebration in San Francisco, medical documentaries, and even an original local dramatic show." A comment from Harold P. See, gen. mgr. of KRON-TV, was typical: "We've long thought the individual TV station was an important source of national as well as regional public-service program material."

TAC's station list so far includes WFLA-TV Tampa, KCPX-TV Salt Lake City, KTTV Los Angeles, KRON-TV San Francisco, KOGO-TV San Diego, KOIN-TV Portland, Ore., KOMO-TV Seattle, KCRA-TV Sacramento, WFIL-TV Philadelphia, WLYH-TV Lebanon, Pa., KPRC-TV Houston, and WLAC-TV Nashville.

Science Reporting Conference: National Science Foundation has given U. of Texas \$12,990 for a 3-day conference on "Mass Communications and Understanding of Science," to be held late in the fall. A total of 35 TV, radio and newspaper people from the Southwest will meet with scientists "to lay the basis for more consistent & accurate reporting of science." Nominations for participation may be addressed to Director, School of Journalism, U. of Texas, Austin 12.

CBS's Fall Football Plans: There will be pro football on CBS-TV this season after all. At presstime, the network announced what amounted to an end run around the legal line defense set up by a federal court, which had ruled the 2-year CBS contract with the National Football League an antitrust violation (Vol. 17:30 p3 *et seq.*). Highlights of the new CBS sports deal:

1. CBS will have "approximately 90" pro football games featuring the following clubs: N.Y. Giants, Detroit Lions, San Francisco Forty-Niners, L.A. Rams, Philadelphia Eagles, Dallas Cowboys, Chicago Bears, St. Louis Cardinals, and the Green Bay Packers.

2. The above lineup is about two-thirds of the total NFL 14-team membership.

3. All the deals are individual contracts, and are not handled (as was the original deal) through the NFL.

4. CBS hinted at more to come: "Games of other teams may be added when the final schedule is completed."

5. The clients signed for national sponsorship of the original NFL series—Ford Motor Co. and Philip Morris—will sponsor the new package. CBS will also retain the original regional sponsors as well.

6. NFL may still seek a reversal of the recent court ruling which invalidated the original CBS-NFL deal.

BBC's Musical Hoax: The British network's performance of an *avant-garde* musical work by Polish composer Piotr Zak was reported by *The New York Times* last week to be a prank—and Mr. Zak to be non-existent. The composition, which was broadcast in June on a series for music and intellectual discussions, was entitled "Mobile for Tape & Percussion"—but the "music" was produced by two studio employes who, with official approval, had "dragged together all the instruments we could find and went around the studio banging them." Wrote one critic: "It was certainly difficult to grasp more than the music's broad outlines, partly because of the high proportion of unpitched sounds and partly because of their extreme diversity." Said another: "Wholly unrewarding . . . A succession of whistles, rattles and punctured sighs proclaimed, all too shamelessly, their non-musical origins." Said BBC: "It was an experiment . . . It was a serious hoax to set people thinking . . . That fake music can be indistinguishable from the genuine is a reflection on certain trends in present-day composition. We are sorry if we have embarrassed certain music critics."

Labor on the Air: The extent of TV-radio public-service programming in behalf of organized labor is demonstrated in a recent *Machinist* of the International Assn. of Machinists. In the "first complete guide ever compiled" in the labor-broadcast field, the IAM weekly fills a 4-page special section with schedules of AFL-CIO-produced shows carried by 880 stations in 688 cities & towns in 49 states. And all but one of the programs—the AFL-CIO-sponsored *Edward P. Morgan & the News* on ABC radio—are sustaining. The *Machinist* estimates that labor's air time adds up to more than 300 hours weekly. TV shows include *Briefing Session*, carried by 92 stations, and *Americans at Work*, used by 173. Regular radio shows include *Washington Reports to the People*, currently broadcast by 415 stations, and *Labor News Conference*, featured weekly by 62 MBS stations.

Repeat for Cuban Show: A special report ("The Plight of Pepito") on Cuban exiles in the U.S. by WTVJ Miami will be carried by WTTG Washington as part of its *A Look at America* series in the fall.

The FCC

AXE AIMED AT KINGSTREE: In a blistering 89-page obscenity-case indictment of WDKD Kingstree, S.C. (Vol. 17:23 p5 *et seq.*), FCC's Broadcast Bureau has recommended that renewal of the license of the radio station—only one in the community—be denied.

Chief count in the indictment was that for 8 years WDKD disc jockey Charlie Walker regularly broadcast "coarse, vulgar and indecent" programs. The Broadcast Bureau also noted that with "virtual unanimity" witnesses at Kingstree renewal hearings called the Walker shows "uncouth, suggestive, indecent, sexy, filthy, smutty, or a combination thereof."

But WDKD owner E. B. Robinson Jr. came under heavy fire, too. The Broadcast Bureau concluded that he: (1) "Made written misrepresentations of fact to the Commission." (2) "Made numerous oral misrepresentations at the hearing." (3) "Made many misrepresentations to the Commission in his renewal application." (4) "Failed to exercise adequate supervision & control over programming." (5) "Does not possess the requisite qualifications to be a licensee."

Accompanied by a 12-page appendix of excerpts from tapes of the Walker broadcasts, which often took up 25% of WDKD schedules, the findings were submitted by Broadcast Bureau chief Kenneth A. Cox and signed by hearing div. chief Robert J. Rawson and attorneys P. W. Valicenti & Donald L. Rushford.

Commission's Jurisdiction Disputed

There was no immediate reaction by WDKD to the damning report, but the station was expected to defend itself in a formal reply. "I have a horrible confession to make," Robinson's Washington counsel Lenore G. Ehrig told us Aug. 4, the day after a copy of the bulky document findings was delivered to her. "I haven't read it. I'm going to take it home with me over the weekend, take off my shoes, and settle down to studying it." Mrs. Ehrig added, however, that she was sure an answer would be filed.

In the station's own 162-page "Proposed Findings of Fact & Conclusions," submitted to the Commission along with the Broadcast Bureau's recommendations, Mrs. Ehrig's firm of Daly & Ehrig argued that FCC has no legal grounds for rejecting WDKD's renewal on any "obscenity" evidence gathered at the on-the-spot hearings. Obscenity on the air is a criminal offense under the U.S. Code, and the Commission as an administrative agency doesn't have enforcement jurisdiction, the station said. Moreover, it argued, the Communications Act & the First Amendment to the Constitution forbid censorship of free speech. WDKD also said "contemporary community standards" of decency—not any preconceived judgments of what constitutes indecency—must be weighed.

The Broadcast Bureau's indictment referred the Commission to the appendix for any needed details of Walker's patter, but summarized a few of his unprintable remarks about his personal anatomical features & sexual proclivities.

"Not only is the Charlie Walker programming passively inconsistent with the public interest but is manifestly detrimental to it. In addition to its inherently offensive nature to listeners, particularly children, the programs constituted a threat to the maintenance of acceptable programming standards by neighboring radio stations."

And as for owner Robinson's protestations that he

was unaware of what was going over WDKD's air, the FCC team said scornfully:

"It is far beyond the realm of reasonable belief that Robinson in some manner was mysteriously sheltered from acquiring knowledge of a fact so well known in the community & among radio broadcasters. In this regard, he revealed an astonishingly calloused penchant to ignore facts & the truth . . ."

"Robinson attempted to picture himself as an unwilling & unwitting victim of Walker's misconduct when in fact he was a knowing party & financial beneficiary of such misconduct."

The Broadcast Bureau also figuratively held its nose over WDKD programming during periods when Walker wasn't at the mike. It noted that the station's other "entertainment programs" were intermixed—as was Walker's show—with "a staggering number of commercials." Also noted: (1) "Complete absence of local discussion programs." (2) "Minimal agricultural programs." (3) "Dearth of local talk programs."

The findings did acknowledge a point in WDKD's favor, however. Despite the un-churchlike Walker: "Robinson has a policy that religious programming is 'first' in his operation of station WDKD and it is only in this area that he has made any effort to meet his objective regarding the needs of the community." Even so: "Some . . . programs such as *Hymn Time* are so saturated with commercials that little time is available for program material."

FCC Stresses "Community Needs" Again: FCC last week held up the sale of radio KMAK Fresno from McMahon Bestg. Co. to Radio One Inc., refusing to accept the purchaser's statement that there is "no requirement whatever that affirmative, narrative statements be drawn & submitted . . . showing what steps have been taken and who has been communicated with in planning the programming data." Radio One had made the statement following objections to the proposed sale filed by radio KYNO Fresno. The Commission said that Radio One proposed programs "substantially similar" to those of its KLIV San Jose & KXOA Sacramento and then noted: (1) FCC had turned down the FM application of Suburban Bestrs. for Elizabeth, N.J. for failure to seek out community needs (Vol. 17:27 p1). (2) Last year's policy statement propounded the "seek out" requirement in definite terms (Vol. 16:31 p1). The Commission also said there are charges that Radio One had "falsely advertised surveys" and made misrepresentations to the Commission. The parties were given 30 days to respond.

KRLA Renewal Opposed: Replying to a 77-page pleading by radio KRLA Pasadena against a proposed limited license renewal of one year (Vol. 17:18 p6), FCC's Broadcast Bureau has retorted in a 4-page answer that the station doesn't even deserve the short term. Managerial shortcomings, "frantic & undignified promotional activities" and log alterations were cited against the station in the initial decision by hearing examiners James D. Cunningham & Herbert Sharfman, who recommended one-year discipline. In its exceptions, asking for a 3-year renewal, KRLA wound up by saying it "acquiesced" to the short term. But hearing div. chief Robert J. Rawson said FCC shouldn't make a grant at all.

CPs Granted: Ch. 70 translator, Champaign-Urbana, to MetroMedia to repeat its WTVP (Ch. 17) Decatur . . . Ch. 18, San Bernardino, Cal., to Norman H. Rogers.

New 'Public Notice' Rules: FCC is explicit about what must be published & broadcast by stations filing various applications (Vol. 17:31 p6). For example, renewal applicants must state:

"The application of this station for a renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. Members of the public who desire to bring to the Commission's attention facts concerning the operation of the station should write to the [FCC] before [date]. Letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on this application." Applicants whose renewals have been set for hearing must list the issues in the hearing, preceded by:

"The application of this station for the renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. After considering this application, the Commission has determined that it is necessary to hold a hearing to decide the following questions." After list of issues, the following must be stated:

"The hearing will be held [place, time, date]. Members of the public who desire to give evidence or testimony concerning the foregoing issues should write to the [FCC] before [date]. Letters should set forth in detail the specific facts of the evidence or testimony which the writer wishes to give. If the Commission's staff believes that the evidence or testimony is legally competent, material, and relevant to the issues, it will contact person in question."

The Commission also acknowledged broadcasters' complaints that the original proposal showed little confidence in the broadcast medium itself. It said that if the station involved is the only one in its community, announcement over its facilities will suffice—no newspaper publication needed. The Commission's theory is that virtually everyone in such a city will hear the announcement sooner or later.

Boston Ch. 5 Bout: The infighting for Boston Ch. 5 in FCC's re-opened WHDH-TV "influence" case (Vol. 17:22 p12) has started with WHDH-TV and contestant Massachusetts Bay Telecasters aiming one-two punches at rival Greater Boston TV to knock it out of the free-for-all. The *Herald-Traveler* station, which entered the bout with FCC demerits against it, told the Commission that Greater Boston should be disqualified because major stockholder Richard Maguire had sold his interest. This changed Greater Boston's corporate structure, WHDH-TV said. Massachusetts Bay, also given demerits in the case, followed up by suggesting that Greater Boston be taken out of the running because Maguire now has a federal job in Washington. Massachusetts Bay made haste to assure the Commission that it wasn't accusing Maguire of any crime. But it reasoned that Maguire's past connections with Greater Boston—and the possibility that he would "re-acquire proprietary interest" in the company—might put him into a conflict-of-interest position. And this could run afoul of President Kennedy's code of conduct for govt. employes (see p. 12), Massachusetts Bay said. FCC referees waited for expected counter-punches from Greater Boston's side of the ring.

FAA Rules Clarified: Non-broadcast common-carrier applicants for radio authorizations involving construction or alterations of antennas come under FAA's new tall-tower rules (Vol. 17:30 p3), FCC pointed out in a July 27 notice. Effective on & after July 15, such applications to FCC should be accompanied by information as to whether notices have been filed with FAA, the Commission said.

No Need for Plugola Rules, Industry Says: Unanimous opposition to FCC's proposed anti-plugola rules was expressed by the industry in comments filed against the Commission's proposed new rules last week. Such rules simply aren't necessary, the parties told FCC, happily quoting former Attorney General Rogers' Dec. 30, 1959 report to President Eisenhower. The report said that abuses could be controlled by a regulation requiring "the periodic filing of reports by each station."

FCC's proposal would require stations to make an on-air announcement every time the station promoted goods or services in which licensee principals had an interest.

Last week, all the networks & many licensees told the Commission that the proposal was "vague," "burdensome," "unnecessary," etc. Most said that an annual report on such promotions should be adequate.

Virtually all those filing comments associated themselves with comments filed by NAB. That organization, in addition to plumping for the "reporting system," said that if FCC insists on on-air announcements, it should limit them drastically. It appended a list of examples of what it believes should & should not be announced.

FCC Questions "Trafficking": Too much wheeling & dealing on the part of both seller & buyer of radio WMIN St. Paul was charged by FCC as it set the transaction for hearing. Assignor is Franklin Bestg. Co., assignee Tedesco Inc. The principals, the Commission said, "have acquired & disposed of interests in numerous broadcast licenses & permits, and hearing issues are to determine whether a grant would be consistent with the Commission's policy against 'trafficking' in broadcast licenses & CPs." Comrs. Hyde, Craven & Cross dissented. The Commission also designated for hearing the sale of 5 FM CPs by Plains Bestg. Co. to United Communications Inc. FCC wants to know whether the grants were obtained in good faith, since no construction was started, and whether trafficking is involved. The CPs: KRKY Denver, WFFM Cincinnati, KFMV Minneapolis, KFMC Portland, Ore., KPRN Seattle. Comrs. Lee & Cross dissented.

Mrs. Johnson's "Concentration": FCC has set for hearing the application of KWTX-TV Waco for a power-height increase and site change, on the ground that coverage might overlap too much with KTBC-TV Austin. Claudia T. (Ladybird) Johnson, wife of the Vice President, is 61% stockholder of KTBC-TV licensee LBJ Co. which owns 29% of KWTX-TV. The Commission said it wants to determine whether the grant would produce "undue concentration of control." Dissenting Comrs. Hyde, Ford & Craven voted to grant the application.

Fla. Grant Recommended: Under terms of an initial decision by FCC hearing examiner Asher H. Ende, the Dade County Board of Public Instruction is the winner by default of the Fort Lauderdale Ch. 17 grant. "For failure to prosecute," he recommended dismissal of the Ch. 17 renewal application of WITV (Gerico Investment Co.), which went off the air in May 1958.

Kentucky ETV Request: Large-scale uhf ETV reservations are sought by the Commonwealth of Kentucky in a petition filed with the FCC: Ashland, Ch. 59; Bowling Green, Ch. 17; Hazard, Ch. 19; Madisonville, Ch. 26; Morehead, Ch. 24; Murray, Ch. 33; Pikeville, Ch. 14; Somerset, Ch. 29; Cincinnati, Ch. 54 (in addition to present Ch. 48). The FCC recently reserved Ch. 46 in Lexington and added Ch. 40 for commercial use.

FCC Sees Sec. 315 Show: All FCC members except Comr. Cross, who was unable to attend, turned out for a special showing in the New Senate Office Bldg. of a kind demonstrating what TV stations & viewers put up with under equal-time requirements of the Communications Act. "I am hopeful that something will be done with Sec. 315," said pres. & gen. mgr. Hugh B. Terry of KLZ-TV Denver at the conclusion of the luncheon presentation, which was arranged by Sen. Allott (R-Colo.).

It featured a nearly-incoherent half-hour speech by independent candidate William R. Casey, who ran for the Senate last year against Allott & Colorado's Democratic Lt. Gov. Robert Knous. Qualifying at the last campaign minute as a petition candidate, Casey demanded & got free equal time on KLZ-TV, which had presented Allott & Knous in debate. Terry said that Casey's performance, in which a miniature Statue of Liberty was used as a prop, aroused a storm of protests by viewers who didn't understand that the appearance was mandatory under the law. "This is an excellent example of how poorly the thing [Sec. 315] works," commented Comr. Ford. "But what is your solution for it?"

Terry said equal-time requirements should be lifted for candidates for federal offices, at least—something that Allott has advocated. Allott himself had been called home for a family funeral, but 2 Senate Commerce Committee members—Communications Subcommittee Chmn. Pastore (D-R.I.) & Sen. Schoeppel (R-Kan.)—attended the luncheon. They left without commenting on the outlook for Sec. 315 changes, however.

Other guests included NAB Pres. LeRoy Collins & govt. affairs vp Vincent T. Wasilewski. Note: Candidate Casey polled 3,000 of 700,000 votes cast in the election.

FCC Seeks Speed with Computers: FCC has asked 14 computer makers to submit bids by Sept. 29 on a data-processing system, described in 440 pages of specifications, designed to cut paperwork, save manpower, slice application backlogs. A team of 12 has been working full time on the problem for a year under expert John Hand. FCC exec. officer Robert Cox has over-all supervision. Cox said the project has support of Congress and the Budget Bureau. Hand said the installation would be "fairly large" and that rental cost of comparable systems runs some \$20-\$25,000 monthly. The system would do such chores as: compute radiation patterns; predict contours; make channel studies; supply station-ownership data; keep track of license expirations, renewals & modifications; compute common-carrier depreciation rates. Curtis Plummer, chief of the Safety & Special Radio Services Bureau—which handles hundreds of thousands of applications yearly—said that system will not be used to pick frequencies for applicants even though it could be programmed to do so. "Frequency selection is still the job of the applicant," he said. It's expected that FCC will try to condense its application forms and include more "yes-no" questions. Cox said it's possible that the system could be shared with other govt. agencies. The Commission hopes to convert to it by July 1963.

WROC-TV Transfer Okayed: The \$6.5-million sale of WROC-TV (Ch. 5) Rochester from Transcontinent TV Corp. to Ch. 10 share-timers WVET-TV & WHEC-TV has been approved by FCC (Vol. 17:5 p14). WVET-TV will give its share of Ch. 10 to WHEC-TV, go full-time on Ch. 5—subject to accepting a modification of license to Ch. 8. When FCC added Ch. 9 to Syracuse (Vol. 17:31 p2), it ordered Ch. 5 & 8 swapped between Rochester & Syracuse.

Dropout Deals Discouraged: FCC has finalized its proposal to further Sec. 307(b) of the Communications Act which says that "the Commission shall make such distribution of licenses . . . among the several States & communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." It amended Sec. 1.316 of its rules "to provide that whenever the only application for a broadcast facility in a community is sought to be withdrawn via agreement between competing applicants and the withdrawal would unduly impede the distribution of radio service," new applications will be accepted for the facility. The Commission explained: "For those who now file applications with the expectation that they will be able to bring about the withdrawal of competing applicants for other communities through a merger, or those who file an application in the expectation that they can extract a merger with a more favorable competing application as the price for the withdrawal of their application will be confronted with the fact that no such agreement can be entered into without the possibility of other parties coming in and succeeding to the application sought to be withdrawn." Comr. Lee dissented.

Combination STL Proposed: FCC plans to eliminate separate classes of AM, FM and TV (aural) studio-transmitter-links, has issued proposed rule-making to combine them in a single class termed "Aural Broadcast STL Stations." The Commission stated: "Many licensees operate their FM & TV stations, and sometimes the AM station, at a common transmitter site and their AM, FM and TV studios at a common location, with the result that 3 separate radio circuits deliver program material from a common studio location to a common transmitter location. This is not only wasteful of spectrum but also adds to the installation & operating costs of the licensee. Improvements in multiplexing techniques appear to make it possible to transmit more than one aural program over a single radio circuit . . ."

Moline Vote Correction: The FCC vote instructing its staff to prepare a final decision giving Ch. 8 Moline to Moline TV Corp. (Vol 17:31 p5) was: Hyde, Lee and Bartley for Moline TV Corp., Cross for Community Telecasting, Minow & Craven not participating, Ford absent. FCC sources were unaware of Ford's absence when they supplied us with the text of the official Commission minute of the vote, which was released after Rep. Michel (R-Ill.) mistakenly accused Minow of voting for Moline TV Corp. The minute reads: "Item 2. Staff instructed to prepare an appropriate document looking toward a grant of the application of Moline TV Corp. (Comrs. Minow, chmn., and Craven not participating. Comr. Cross voting to affirm the examiner's initial decision)." Meanwhile apparent losers Community Telecasting Corp., Midland Bestg. Co. and Illiway TV Inc. got together in a joint filing demanding that FCC reconsider. Among other things, they cited the Commission's Suburban decision that applicants must seek out community programming needs.

Detroit Uhf Shift: Ch. 20 has been substituted for WJMY's Ch. 62 in Detroit (Allen Park) in a final FCC action which substituted Ch. 66 for Ch. 20 in Ann Arbor, Ch. 62 for Ch. 34 in Port Huron. WJMY was granted a change to the lower channel.

Buffalo & Paterson Sales Approved: FCC has authorized the transfer of WKBW-TV & WKBW Buffalo for \$14 million, and radio WPAT Paterson for \$5,350,000, to Capital Cities Bestg. Corp. (Vol. 17:21 p16, 17:22 p5). Comrs. Minow & Bartley dissented.

Congress

PASTORE PLANS PROBE: Chmn. Pastore (D-R.I.) of the Senate Commerce Communications Subcommittee is getting ready for a series of wide-open hearings for FCC & "all interested parties" on broadcasting issues ranging from violence on TV to rating services.

Pastore disclosed his intentions to conduct the hearings "in the near future" as he prepared release this week of FCC's answers to a series of questions on network policies & programming which were propounded in an "open letter" to Chmn. Minow in the April 8-14 *TV Guide*. Pastore sent the *TV Guide* questionnaire to the Commission April 12, asking for comment. It was supplied Aug. 1 in a 14-page FCC letter signed by Minow to Pastore. Minow had earlier replied more briefly in an article which appeared in the magazine.

In its letter, FCC called again for legislation permitting the Commission to regulate networks, but said it was unable to submit "our final report & recommendations with regard to all the matters under inquiry" until the Commission's network study is completed.

Emphasises Problem of Crime-Violence Shows

On the subject of TV violence, the Commission noted in its "progress report" that violence is being studied by the Senate Judiciary Juvenile Delinquency Subcommittee (Vol. 17:31 p8). "We are following those hearings with care & have collaborated with the Committee in this area," Minow said. He went on:

"In view of the provisions of Sec. 326 of the Communications Act, it is uncertain, on the present state of the record, how the Commission can effectively deal with this problem. It is one thing to assert generally that excessive crime & violence in TV programs is undesirable & perhaps socially damaging. It is quite a different thing for the Commission to attempt to establish processes for making the nice literary distinctions which apparently would be necessary to regulate crime & violence in TV programming.

"It is difficult to see how this matter can be dealt with except on a program-by-program basis. In order to determine which programs involve 'excessive' or 'unnecessary' depiction of crime & violence, it would be necessary to examine the detailed subject matter of each program and to make the appropriate literary judgments. For the Commission to do so would certainly involve grave questions of censorship . . ."

FCC had this to say on other *TV Guide* subjects:

On stations' program responsibilities—"The present statutory pattern which places the entire responsibility for broadcast matter on individual station licensees has been so affected by the realities of network broadcasting that it no longer is adequate . . ."

On network program ownership—FCC is exploring the "extent to which network proprietary & financial interests in independently-produced programs may be necessary or desirable." It's also exploring "the extent, if any, to which the networks use the leverage of their control of the time & facilities of the licensees as a means of acquiring such interest."

On informational programming—"The Commission will attempt to see to it that its licensees perform their functions as broadcasters in the public interest."

On rating services—"We plan further to explore these matters in detail with representatives of the national advertisers & the networks."

More about

SPACE PLANS THREATENED: Already clouded by Congressional criticism, President Kennedy's plans for private ownership & operation of satellite communications under FCC controls (Vol. 17:31 p3) ran into growing opposition on Capitol Hill last week.

And even while FCC's new *ad hoc* committee of 10 communications companies was meeting Aug. 3 in its first preliminary satellite-planning session, the biggest participant—AT&T—came under Justice Dept. suspicion on a monopoly issue which could disqualify it as a member of the private combine. With Comr. Craven presiding, the special committee (plus Justice Dept. representatives) met briefly and adjourned after setting up a subcommittee on Agenda which will start this week to work out a schedule.

On the House floor, Rep. Roosevelt (D-Cal.)—usually counted on by the administration to be in the forefront of the New Frontier—made a lengthy speech which challenged the whole concept of commercial operations in space. "Utterly inexcusable," he said, denouncing FCC's proposals in the White House directive. "Giant firms" would dominate the satellite system under the plan, he said.

Similar policy clashes were heard at space hearings by the Senate's Commerce & Small Business Committees. They promised to spread into full-dress Congressional debate on whether the govt. or private companies should take charge of communications in space.

FCC Restates Space Plans

FCC Chmn. Minow, space expert Comr. Craven and other Commission members trooped up to Capitol Hill again to repeat earlier House Commerce Committee testimony on FCC's space intentions. They told the Senate Commerce Communications Subcommittee that careful safeguards against monopoly had been placed around the plan.

But Subcommittee Chmn. Pastore (D-R.I.) & Sen. Yarborough (D-Tex.) were skeptical. Pastore wanted to know how much the private companies should pay the govt. for its tremendous satellite research investments. "Who has the biggest stake—the taxpayers who developed this thing, or the stockholders of the companies licensed to use it?" Yarborough asked. Minow said FCC would look to Congress for help in answering such questions.

The next day, at a Senate Small Business Committee session, Asst. Attorney Gen. Lee Loevinger, prodded by Subcommittee members, said his Antitrust Div. is considering action to force AT&T to divest itself of its overseas communications. Such divestiture would make AT&T ineligible to help organize the space combine.

Loevinger stressed that there had been no Justice Dept. decision to institute proceedings against AT&T. But he also made it clear that in his opinion AT&T was much more monopolistic than was Western Union (another participant in FCC's *ad hoc* committee) in 1943, when WU was ordered to get rid of its overseas operations.

Small Business Committee members led by Sen. Long (D-La.) also listened closely to other witnesses who voiced doubts or reservations about any privately-run space system. One of them—U. of Ill. communications research prof. Dallas W. Smythe—said the U.S. would be making a regrettable mistake to promote such an operation.

"The amount of time wasted by private corporations fighting amongst themselves for their spheres of influence in the process of creating the consortium is enormous," Smythe said. "If we value the image which the world holds of us, the last thing we should do would be to place a commercial trademark on these satellites & this service."

"Watchdog" Installment Is Issued: Vol. III of a monumental record of nearly everything said by the candidates in last year's Presidential election campaign—on the air or off it—has been published by the Senate's equal-time "watchdog" unit. The limited edition of the new book, quickly snapped up by members of the Senate & House and other politicians, includes verbatim transcripts of all TV & radio appearances by John F. Kennedy & Richard M. Nixon. The 4th & final volume of the series—a collection of network newscasts during the campaign—will be published later this year by the Commerce Freedom of Communications Subcommittee. The professed purpose of the political scholarship by Chmn. Yarborough (D-Tex.) & the "watchdog" staff is to give Congress background references on pending legislation—S-204 by Chmn. Magnuson (D-Wash.) of the full Senate Commerce Committee—to regularize the 1960 suspension of the Communications Act's equal-time requirements for Presidential tickets. No hearings on the bill have been scheduled, and little has been heard publicly from the Yarborough Subcommittee since it conducted a March hearing on how the Sec. 315 suspension worked last year (Vol. 17:14 p4).

JFK's Code Modified: Protests by Rep. Moss (D-Cal.) have led to an amendment of the code of conduct distributed by the White House to FCC and other federal depts. & agencies (Vol. 17:31 p7). Objecting as chmn. of the House Subcommittee on Govt. Information, Moss had complained that one section of the ethics rules could be invoked by agency officials to conceal legitimate information from the public. President Kennedy's press secy. Pierre Salinger promptly announced that a new clause had been added making it clear that the order shouldn't be "construed as directing any employe of the federal govt. to withhold unclassified information from the press or public." The corrective clause said the challenged section was "intended solely to limit prior distribution of confidential information [such as market tips] to an individual or group of individuals where the possession of such information would give the individual or individuals advantages not accorded to other citizens."

Full FCC Funds Voted: Following debate which started July 29 & ran through July 31, the Senate approved a \$9-billion appropriations bill (HR-7445) for 23 federal agencies, including provisions for FCC's full \$12.5-million fiscal 1962 budget (Vol. 17:31 p7). The Senate acted by voice vote after beating down numerous economy amendments, none of which was aimed at the Commission. The bill was sent into Senate-House conference to work out differences in House-voted appropriations, which had cut \$125,000 from the FCC budget.

Add TV-Crime Bills: Criminal law forbidding obscenity on the air would be broadened to include "undue emphasis on crime, violence and brutality" under a proposal (HR-8435) by Rep. Kearns (R-Pa.). He said enforcement of such a new TV-radio provision of the U.S. Code, carrying 2-year prison terms and/or \$10,000 fines for offending broadcasters, could be left to the Justice Dept. The Kearns bill is similar to one introduced by Rep. McDowell (D-Del.).

Carroll Bill Pushed: A Senate bill (S-1734) upgrading the status of agency hearing examiners (Vol. 17:18 p7) has been given another—if indecisive go-round of hearings by the Judiciary Administrative Practice & Procedure Subcommittee. Co-sponsored by Chmn. Carroll (D-Colo.) and Sens. Hart (D-Mich.) & Long (D-Mo.), the measure was subjected to analysis by spokesmen for such agencies as SEC & NRLB, but Subcommittee took no action on it.

Advertising

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THOSE UNSOLD NIGHTTIME SLOTS: Many of the nighttime programs or availabilities listed below can be had for a good deal less than the rate-card prices hung on them back in January & February, when the blue-printing for the 1961-62 network schedule began (see p. 3). Estimates of the list-price value of these unsold slots run as high as \$30 million, and they are bound to have an effect (except possibly in the public-affairs area) on program planning for the 1962-63 season. Here's a closer look at what's still in fall network inventory as of presstime:

ABC-TV Availabilities

Sundays—Several minute availabilities open in *Maverick*, *Bus Stop* and *Adventures in Paradise*.

Mondays—*Ben Casey* (10-11 p.m.) moving slowly in sales; a "lot" of participation availabilities open.

Tuesdays—A few participations unsold in *Bugs Bunny* and *New Breed*.

Wednesdays—*Steve Allen Show*, sold so far in 30-min., alternate-week segments, has some unsold time being offered as minute availabilities.

Thursdays—One of ABC's best-sold nights, but still some time open in *Ozzie & Harriet*.

Fridays—ABC's 2 new shows in early evening still have availabilities. *Straightaway* has a 30-min. co-sponsorship open; *Hathaways* has several minutes unsold.

Saturdays—*Roaring 20s*, which has had only a modest rating success, is about 50% unsold. Reputedly, this is one of the shows on which ABC is willing to discuss trimmed-back prices.

Specials—Of the network's planned 44 specials for the fall season, 42 are sold including 26 sponsored by Bell & Howell. Remaining 2, plus pair of drama specials largely of a public-affairs nature, are up for grabs. One of these is a 90-min. biography of Eva Peron.

CBS-TV Availabilities

Sundays—No problem; a complete sell-out.

Mondays—Alternate-week sponsorship of *Pete & Gladys* (8-8:30 p.m.) is open. Until late last week, CBS had openings in *I've Got a Secret* but finally managed to list the show as sold out with the aid of some last-minute participation sales.

Tuesdays—Alternate-week sponsorship of *Ichabod* (9-9:30 p.m.) is open.

Wednesdays—*Checkmate* (new time period of 8:30-9:30 p.m.) has sponsors for 3 of its 4 alternate-week half-hour positions. Still has one more 30-min. slice to go.

Thursdays—CBS's worst night from a sales standpoint. *Frontier Circus* and *The Investigators*, a pair of new 60-min. film shows with no track record, are 65% and 75% unsold, respectively, with no takers at the moment. There are no fall sales at all for the prestige-laden *CBS Reports* series.

Fridays—Alternate-week sponsorship of *Twilight Zone* (10-10:30 p.m.) is open.

Saturdays—Another well-sold night, including an SRO for sponsors of the 60-min. *Gunsmoke*.

Specials—A reduced number of specials for the season is easing the usual sales problem in this area, although CBS admitted there are "always a few unsold until the last minute." One of the unsold specials, a 120-min. adaptation of "The Power & the Glory" starring Laurence Olivier, carries a \$650,000 price tag, plus time. It's scheduled for Nov. 26.

NBC-TV Availabilities

Sundays—No sales problems; a sell-out.

Mondays—General Mills has bought half of *National Velvet* (8-9 p.m.) but there are several participation availabilities in the alternate week. *Thriller* (10-11 p.m.) now has 9 participating sponsors but has some open minutes.

Tuesdays—There are some availabilities in each of the 3 hour-long film shows scheduled—*Laramie*, *Dick Powell* and *Cain's Hundred*.

Wednesdays—Another sold-out night, including the new *Bob Newhart Show* and *David Brinkley's Journal*.

Thursdays—There are several minute availabilities in *Outlaws* (7:30-8:30 p.m.).

Fridays—A half-sponsorship position in *International Show Time* (7:30-8:30 p.m.) has been sold to 7-Up but there are several minute availabilities in the balance of the taped-in-Europe show.

Saturdays—A problem night for NBC's sales dept. There are minute availabilities in *Wells Fargo* (7:30-8:30 p.m.), a half-sponsorship of *Tall Man* (8:30-9 p.m.) and several minutes in *Saturday Night Movies* unsold.

Specials—Of some 40 public-affairs specials scheduled for fall, about half are sold and the rest are on the block (in contrast to the sales success with the regularly scheduled Brinkley and Frank McGee shows). Entertainment specials have been moving, but several are still unsold.

How to Cut Costs of TV Commercials: Hooper White, Leo Burnett's mgr. of N.Y. production, advanced these tips to the 4th annual *Advertising Age* Summer Workshop on Creativity in Advertising: (1) Hire good writers with good ideas, since good ideas are always a bargain; (2) select the best-selling production method for the product (animation avoids residuals!); (3) produce, if possible, more than one commercial at a time, thus lowering per-unit production costs; (4) use "lifts" from longer versions, where feasible, for shorter versions; (5) avoid unneeded expenses in lengths, frequencies, and production values such as backgrounds. Added White: Simplicity is harder to create than complexity; and an agency's most difficult job is selling to a client an unproduced idea, complete with predictable production costs.

FTC Nominee Confirmed: By routine vote Aug. 2, the Senate confirmed President Kennedy's nomination of Everette MacIntyre as an FTC member. The confirmation came a day after MacIntyre had been cleared for the job by the Commerce Committee (Vol. 17:31 p10).

Drug Ads Challenged: Congress should crack down on drug advertising which fails to make "truthful disclosure" of adverse side effects of prescription medicines, FTC Chmn. Paul Rand Dixon told the House Commerce Health & Safety Subcommittee. He said many drug-firm ads—particularly those carried in medical journals—have "tended to emphasize only the favorable aspects of some potent new drugs." Some of the drugs, he testified, "possess grave potentialities for harm & perhaps irreparable injury to health."

Cold "Cure" Defended: Richardson-Merrell Inc. has denied FTC charges that it falsely advertised that its Vicks Double-Buffered Cold Tablets will cure or shorten the duration of a common cold (Vol. 17:22 p9). In a formal answer to FTC's complaint, the company said its claims for the remedy "are substantiated by medical opinion, medical literature and medical studies."

4 Image-Improving Drives: Four separate campaigns were launched last week with the same goal—to improve the public image of the advertising-TV worlds:

1. The ANA-4A Committee for Improvement of Advertising Content, formed by the 2 organizations last fall (Vol. 16:41 p2) to advise national & regional advertisers on objectionable advertising, will now extend its services to the local level. The Committee made its offer to the Assn. of Better Business Bureaus, AFA and the Ad Assn. of the West because they are "chiefly instrumental in setting up local improvement programs." Ads criticized "on grounds of taste or opinion, not factual validity of claims," will be considered by the Committee when requested.

2. CBS Radio has invited the 100 leading ad agencies to submit a 60-sec. recorded or taped statement about the economic-social contribution of advertising to society. "The importance of creating a better public image of the ad profession is self-evident," said CBS Radio vp Fred Ruegg in a letter to agencies. To date, 28 agencies have agreed to make contributions, each statement to be broadcast 12 times on each of the 7 CBS o&o radio stations.

3. A "station-image audit" service has been started by the N.Y. communications-research firm of Henderson & McNelis. Based on extensive local telephone surveys & taped depth interviews, the reports are designed to aid subscribing stations in selling, programming & promotion.

4. The recently-formed TvB of Canada (Vol. 17:29 p6), in conjunction with the opening of its Toronto office last week, reported on its objectives to the Canadian Assn. of Broadcasters' Sales Advisory Committee. "We must all work toward creating a large pool of usable material to promote TV," said dir. William R. Seth.

Admen Dubious About Program "Improvement": A survey of 437 agency-advertiser executives revealed 52% of the admen doubtful that sponsors would take action to improve the much-criticized "wasteland" of TV programming. Other highlights of the survey, conducted by the Greenwich, Conn. marketing research firm of Nowland & Co.: (1) 75% agreed with FCC Chmn. Newton Minow's "wasteland" speech at the NAB convention. (2) 80% agreed that TV should improve programming. (3) Only 34% said that the impetus was likely to come from those with perhaps the biggest vested interest in TV—the sponsors. Probing 419 admen in another disputed TV area—the 40-sec. station break—Nowland & Co. found: (1) 78% opposed, 12% in favor and 10% undecided; (2) 82% of agency men opposed, compared with 75% of the corporate advertising executives; (3) 48% of those opposed said there were already too many TV commercials, 19% said there would be an audience-loss in the longer-break period, 18% said commercial messages would be diluted; (4) of those in favor, 45% said there would be more room for spot commercials, 18% said there would be a cost reduction, 16% said the longer break would have no significant effect.

Ad People: William P. Gordon appointed vp, Dancer-Fitzgerald-Sample . . . William R. Wyatt, A. C. Nielsen vp, elected pres., Bcst. Advertising Club of Chicago . . . John W. Hergeden elected a vp, Geyer, Morey, Madden & Ballard . . . Paul Slater and Samuel M. Sutter named Compton vps . . . Thomas A. Casey named vp-mktg. dir., Needham, Louis & Brorby . . . Duane C. Bogie, John E. O'Toole, John B. Rand and Donald B. Williams appointed Foote, Cone & Belding vps.

Networks

Net TV Biggest Gainer in May: Network TV ad volume was 20% higher in May compared with the same month in 1960, despite the fact that over-all ad activity was off 2%, reports *Printers' Ink*. Confirming the downward trend evident since the start of this year, national ad volume for the January-May period was off 1%, "the first time since December 1958 that cumulative change in the general index has shown a loss," said *PI*. Only network TV (up 14%) and women's magazines (up 3%) showed gains for the 5-month period. Declines in other media, as measured by the media planning div. of McCann-Erickson: magazines 3%, newspapers 6%, network radio 5%.

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

MEDIUM	INDEX		% Change from		% Cumulative Change
	May 1961	May 1960	1 month ago	1 year ago	
GENERAL INDEX	236	241	+ 3	- 2	- 1
TOTAL MAGAZINES	182	194	+ 3	- 6	- 3
Weekly	208	224	+ 5	- 7	- 4
Women's	138	141	+ 1	- 2	+ 3
General Monthly	213	232	+ 2	- 8	- 1
Farm	85	89	-12	- 4	-18
NEWSPAPERS	200	227	+ 2	-12	- 6
NETWORK TELEVISION	532	442	+ 4	+20	+14
NETWORK RADIO	25	23	+ 9	+ 9	- 5
BUSINESS PAPERS	241	257	+ 3	- 6	- 7
OUTDOOR	126	163	+ 1	-23	-14

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

NETWORK SALES ACTIVITY

ABC-TV

- Bell & Howell (M-E Productions) full sponsorship eff. Sept. 19.
Bell & Howell Closeup, Tue. 10-11 p.m.
- Brown & Williamson (Ted Bates) part. eff. Oct. 7.
Make that Spare, Sat. 10:50-11 p.m.
- Charles Antell (Geyer, Morey, Madden & Ballard) part. eff. Aug. 15.
Daytime programming, Mon.-Fri.
- General Mills (Knox Reeves) part. eff. Sept. 10.
American Football Post Game Scoreboard, Sun., following AFL games.

CBS-TV

- Bristol-Myers (Young & Rubicam) part. eff. Aug.
Rawhide, Fri. 7:30-8:30 p.m.
- Hertz System (Norman, Craig & Kummel) part. eff. Sept.
I've Got a Secret, Mon. 10:30-11 p.m.
- Mutual of Omaha (Bozell & Jacobs) part. eff. Aug.
Father Knows Best, Wed. 9-9:30 p.m.

NBC-TV

- Helene Curtis (Edward Weiss) part. eff. Oct. 7 & 9 and Dec. 12 respectively.
Saturday Night at the Movies, Sat. 9-11 p.m.; *87th Precinct*, Mon. 9-10 p.m.; *The Dick Powell Show*, Tue. 9-10 p.m.
- Andrew Jergens (Cunningham & Walsh) part. eff. Sept. 22.
Daytime programming, Mon.-Fri.
- Procter & Gamble (Benton & Bowles) part. eff. Aug.
Michael Shayne, Fri. 10-11 p.m.; *Laramie*, Tues. 7:30-8:30 p.m.
- Chunky Chocolate (J. Walter Thompson) part. eff. Oct. 7.
Daytime programming, Sat.

Film & Tape

U.S. Syndicators in Mexico: In a series of tied finishes which would bring a gleam to the eye of any horse player, 8 U.S. syndicators are splitting the top 4 positions in the Mexican TV-film market. NBC International, which had only a 3.9% share of all U.S. programming on Mexican TV last November, has jumped its share to 14.7% and is tying with Screen Gems for first place. Each has 9 half-hour export series on the 3 TV channels in Mexico. Ziv and ITC are tied for 2nd position, each having six 30-min. shows and a 9.8% market share. In 3rd position are TV Interamericana & William Morris, each with three 30-min. shows and a 4.9% share. MCA & Magnum, each with one 30-min. show worth a 1.8% share, are tied for 4th position. All U.S. shows in Mexico, however, represent only 14% of the total program transmission time on all 3 channels; 58% is live shows and 28% is feature films.

American telefilm shows, however, will continue to face in Mexico a problem current in a number of Latin-American markets: A growing "Yanqui, no" attitude on the part of program officials & TV-film unions determined to foster locally-produced shows at the expense, if necessary, of U.S. export product. Telesistema Mexicano's Emilio Azcarraga Jr. has announced a "broad program revision policy" which is aimed at "diversified" Mexican TV programming. One result of this: There'll be more film programming from European & Japanese sources on Mexican channels in the near future, challenging U.S. syndicators as the primary source of imported TV shows in Mexico. Working in favor of U.S. TV (but not necessarily in favor of U.S. film distributors) are plans in Mexico for an inter-American TV system along the lines of Eurovision. Proposals for the system are expected to be made at the September convention of inter-American TV officials in Bogota, Colombia.

Beefcake for TV: What TV needs, producer Joseph E. ("Hercules Unchained") Levine and Filmways Chmn. Martin Ransohoff decided recently, is a good dash of masculine "beefcake." Accordingly, they have teamed to produce a pair of muscle-flexing 72-min. pilot films in Europe which they'll offer for 1962-63. The first will be based on the "Hercules" movies which have already run up a \$25-million box-office gross. The second will be a co-production with Rory Calhoun's Calvic Corp. called *Capri*.

Production budgets on the 2 films will run around \$750,000 each, Levine said last week—a whopping figure by TV-pilot standards. But both will also be released outside the U.S. as feature movies, cutting the pilot cost to about \$200,000. If the pilots are sold to networks (which, presumably, would use them as the basis of 90-min. specials to launch each series), the shows within the series will be 60-min., carrying "normal" (about \$100,000) budgets. Both series will be in color, with American stars, writers and production teams. *Capri* will be an action-adventure property with locations in Southern Europe. *Hercules* will, of course, be a costumed adventure series but, according to Levine, "the dialog will be strictly contemporary."

BBC-TV's tape-kine series *An Age of Kings* goes into print October 1, when Pyramid Books releases a paperback edition containing the series' 15 Shakespearean adaptations. Arrangements for the paperback's publication were made by the U.S. syndication distributor, Peter M. Robeck & Co.

HOLLYWOOD ROUNDUP

Fate of TV's Most Expensive Pilot: It's a rarity when an unsold pilot film gets a 2-hour, prime-time network exposure, but there's little that's usual in the circumstances behind the pilot produced by Desilu Productions under the title of *C.I.C.* (Counter-Intelligence Corps). ABC-TV will air the show Sept. 23 & 30 under the title of "The Assassination Plot at Teheran" (it's about a rumored Nazi plot to assassinate the big 3—Roosevelt, Churchill and Stalin).

The network and McCann-Erickson had each put up \$250,000 for the show, with Desilu to pay any costs over that. The total tab eventually mounted to more than \$700,000. No sponsor was found and, after option dates passed, all rights reverted to Desilu. ABC-TV's only financial out is that 2-part airing, which was part of its original deal. Desilu owns most of the property, with a small piece belonging to producer Joseph Shaftel's Berkshire Productions.

Desilu Pres. Desi Arnaz and ex-McCann-Erickson TV vp Terry Cline had planned *C.I.C.* as an international *The Untouchables*, the plot being built around a C.I.C. agent & his aides. But a Desilu spokesman told us the company is now contemplating releasing TV's most expensive pilot abroad as a movie.

MGM-TV has started work on the first 2 of 6 new TV series in association with Project III Enterprises, an independent production company headed by Blake Edwards, Freddie Fields and David Begelman. The shows: *All That Jazz* (60-min. situation comedy) and *The House of 7* (60-min. adventure drama to be produced in association with Phil Silvers' Tranan Productions).

Film Share: 81.8% of all nighttime network shows this fall will be on film, tallies *Sponsor*. That leaves 14.4% for all-live or taped and 3.8% for live & film. ABC-TV leads the networks with 91% of its prime-time shows on film as against 77% apiece for the other 2 networks. CBS-TV leads its 2 competitors in the all-live or taped category with 21%.

Format Films has increased its staff to 152 employes—from the 15 it had when founded in October 1960. It's producing 26 half-hour segments of *The Alvin Show*, to be seen on CBS-TV next season . . . UPA Pictures hiked its employe roster from 40 to 250 in the past year.

Screen Gems has dropped its syndicated *Manhunt* series, starring Victor Jory. It's preparing a new series, *Ship's Doctor*, to star Jory.

Warner Bros. sent a *Hawaiian Eye* troupe to Honolulu last week for series footage.

Four Star Television has signed Van Heflin to star in "Ricochet," an episode in *The Dick Powell Show*.

People: Howard Ross placed in charge of program development for Peer Oppenheimer's O&O Productions, producer of the *Here's Hollywood* series. . . Marion Hargrove, producer of 20th Century-Fox TV's *Follow the Sun*, has been moved to the studio's movie operation as a writer . . . Arthur Freed elected first vp of Academy of Motion Picture Arts & Sciences . . . Shelley Hull, ex-Roncom producer, named program supervisor for *Steve Allen Show*.

NEW YORK ROUNDUP

ABC Films' bullish 2nd-quarter report showed a healthy over-all sales increase over the January-June period last year. The only network syndication offshoot not suffering severe personnel-production cutbacks, ABC Films boosted domestic syndicated sales substantially, with "a major portion of the plus figure" coming from 4 off-network series (*The Life & Legend of Wyatt Earp*, *One Step Beyond*, *Casper the Friendly Ghost & Company*, and the one-time NBC-TV show *Consult Dr. Brothers*). Overseas grosses for the first 6 months were up, and included the sale of 2 network shows for the coming season (*Expedition* and *Straightaway*). The only sluggish sales area was Canada, where sales for the 2nd quarter were down 11%.

Screen Gems reviewed its world-wide operations at last week's full-scale international sales convention in N.Y.—believed to be the first such held by a TV-film distributor. Attending were Steve Krantz (Canada), Joe Joel (Australia), Harold Winston (Mexico), George Blaug (European sales supervisor), Al Zecha (Far East), Helios Alvarez (Brazil), Bruce Ledger (Canadian business mgr.). Domestic sales executives attended an August 1-4 meeting in Shawnee, Pa. on "The Future of Syndication Programming."

Viewers Like TV's Movies: Pulse Inc. provided an unexpected bonus of sales ammunition to TV distributors of feature-movie packages last week. A Pulse survey in N.Y. showed: (1) Nearly 20% of respondents said they were viewing more features on TV this year than last because "better" movies were scheduled. (2) About 50% of the viewers said they were "just as happy" to watch one-time theatrical movies as they were to see made-for-TV film programs. (3) 34% said they preferred watching features to watching TV's own shows. (4) Only 1% said they watched fewer movies because of excessive commercial interruptions.

Marilyn Monroe, who has never made a TV appearance (apart from old feature movies & newsreels), has at last been signed by NBC-TV for her video debut. But she'll be heard—not seen live. She'll narrate a film of her USO tour of UN military installations during the Korean War as part of the *DuPont Show of the Week* scheduled for Oct. 29. Titled "USO—Wherever They Go!", the program will also review USO activities in entertaining troops during World War II and profile the organization's current services in Alaska, Labrador, Europe, Japan and other U.S. military bases. Jesse Zousmer and John Aaron, who used to do *Person-to-Person*, will be co-producers.

Add syndication sales: Screen Gems, via a 6-station regional deal signed last week with Genessee Brewing Co., has upped the market total for *Shannon* to 87 . . . Ziv-UA scored its 100th station sale for *Ripeord* . . . ITC sold *Whiplash* to WNBC-TV N.Y., raising the market total to 62 . . . Screen Gems has sold its post-1948 Columbia package of 260 features to WLWA Atlanta and WGAN-TV Portland, upping the market total to 36.

GAC-TV's first production package offered for the 1961-1962 season will be the "Miss Teenage America" pageant to be held in Dallas, Texas, Oct. 19. The pageant will end a 3-month search for America's "ideal teenager."

Television Digest

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Personals: George Harper, ex-Cal. National Productions, named vp-gen. mgr., NBC-Canada . . . Robert E. Bailey, ex-Storer Television Sales, appointed national sales mgr., WSPD-TV Toledo . . . Arthur R. O'Neil promoted to gen. mgr. of WSBT-TV & WSBT South Bend, succeeding Neal B. Welch, who retires Aug. 19 . . . Dave Gerber, ex-Famous Artists, appointed vp, GAC-TV.

Peter A. Whipple, ex-WTTG Washington, appointed business mgr., Metropolitan's WNEW-TV N.Y., succeeding George Bill, named asst. treas., MetroMedia, parent company of Metropolitan.

Keith Miller named gen. sales mgr., KTNT-TV Tacoma-Seattle. Herchel Cary appointed national sales mgr. . . . Richard Holloway, ex-WFMY-TV Greensboro, N.C., gen. sales mgr., named regional sales mgr., WLOS-TV Asheville, succeeding Tom Burkhart, appointed asst. national sales mgr., WTVJ Miami.

Leonard C. Feldman, ex-NBC, named research dir., N.Y. office of Harrington, Richter & Parsons . . . John J. Dunn, CBC representative at the UN, appointed CBC dir. for the Ottawa area, succeeding Peter A. Meggs, who will study for the Anglican priesthood . . . Edward H. Benedict, Triangle Publications TV-radio div. national sales dir., elected chmn., RTES admissions committee.

Henry Schachte resigns as exec. vp, Lever Brothers, to become mktg. officer of London-based Unilever Ltd. Harold H. Webber, ex-Cowles Magazines, *Broadcasting* and Foote, Cone & Belding, will replace Schachte at Lever, with the new title of consumer relations vp . . . Allen L. Gunderson named chief engineer, KTTV Los Angeles . . . Don Estey named exec. asst. to Don Sharpe, GAC-TV senior exec. vp . . . Erwin H. Ephron, press relations dir., A. C. Nielsen, appointed chmn. of RTES Timebuying & Selling Seminars for the coming season . . . John J. Madigan resigns as *Chicago American* city editor to join WBBM-TV there as news commentator & analyst.

Hitchcock: *Stories for Late at Night* is a collection of short stories, 2 novelettes and a novel, written by Roald Dahl, Evelyn Waugh, Ruth Chatterton and others, and edited by macabre murder specialist Alfred Hitchcock. (Publication Aug. 17, Random House, 469 pp., \$5.95.)

NBC Doesn't Advocate Sex: There's no connection between the recent resignation of NBC programming vp David Levy and recent testimony in Sen. Dodd's (D-Conn.) Judiciary Subcommittee hearing that NBC favored the addition of sex & violence to film shows made by outside producers (Vol. 17:24 p2 *et seq.*). So said NBC officially last week in the wake of reports that the network had ousted its program chief (to be replaced by Y&R vp Mort Werner) as a scapegoat. "Neither Mr. Levy nor anyone else at NBC has ever advocated sex & violence in this sense," said the network, indicating that it wanted "to make it perfectly clear that the change in Mr. Levy's assignment was in no way related to such testimony."

Le Grand Tour, TV Style: Lufthansa and Cartan Travel Bureau have announced a deluxe "seminar-tour" of foreign TV & film high spots. In the itinerary: (1) Hamburg's Norddeutscher Rundfunk, a major TV producer, the studio facilities of Real Films, Bavarian Film Kunst, Bavaria Television, and Riva Film Studios. (2) Rome's Cine-Citta and Dino de Laurentis film studio, plus the Vatican broadcasting station. (3) Britain's BBC and A.B.C. Ltd. TV studios, and the J. Arthur Rank studios. (4) French TV, film and radio studios in Paris. Members of the tour (Oct. 20-Nov. 5) will also face a round of cocktail parties in their honor. The tab (\$859.30 to \$1,163.50) includes meals, hotels, sightseeing and seminar excursions.

TV's Effect on Boxing Technique: Archie Moore, shareholder in the world light-heavyweight championship, told the AP last week that TV had caused him to change his boxing style. Said he: "I used to be a beautiful boxer, with a stand-up style, but along came that commercial monster, television, and forced me to change. TV wants action fighters, not classical boxers, who aren't appreciated. So I changed my style to a compensative type, you might say. I try to hit on all fronts, with a little of this, and a little of that. It's a hard style to master."

Conference Dates Set: The 7th annual NAB-sponsored conference of presidents of state broadcasters assns. will be held next Feb. 28 & March 1 in the Shoreham Hotel, Washington. Announcing arrangements for the sessions, NAB's industry affairs vp Howard H. Bell said: "With last year's meeting averaging slightly better than 90% of possible attendance, we feel that a goal of 100% attendance at the 1962 conference will be reached."

Kudos for Granik: Veteran TV-radio producer Theodore Granik "deserves the highest praise from all segments of our society for keeping public-service programs alive & informing," Sen. McGee (D-Wyo.) said in a floor speech. McGee hailed Granik's new *All America Wants to Know*, distributed by *Reader's Digest* to 140 TV & 1,000 radio stations, as "a major breakthrough" in forum shows.

New Radio Era Seen: Pa. Gov. David L. Lawrence says radio broadcasters no longer are maintaining "discreet silence on controversial issues." Hailing this "new epoch," he maintains that "the days when a radio station was supposed to keep its hands off community affairs" are passing. His comments were broadcast by radio WBCB Levittown-Fairless Hills, Pa. as part of a station festival.

Meetings This Week: Ga. Assn. of Bcstrs. annual summer convention (Aug. 6-8). Frank Fletcher, past pres. of Federal Communications Bar Assn., will speak. King & Prince Hotel, St. Simon's Island.

Meetings Next Week: N. M. Bcstrs. Assn. meeting (Aug. 12). The Alvarado, Albuquerque.

Stations

RKO General Forms Own Rep Firm: RKO General will establish its own sales organization Oct. 1, replacing deals with H-R Representatives, Young TV Corp., Robert E. Eastman Co., and Avery-Knodel. The new sales organization with offices in N.Y., Chicago, Los Angeles and San Francisco, will be headed by RKO General national sales dir. Donald J. Quinn. The company's decision to open its own rep firm "did not stem from dissatisfaction with the existing firms," said RKO General bestg. vp Hathaway Watson, but "with 4 offices selling only our own stations, we can work more closely with buyers, and better understand their requirements." RKO General stations to be represented by the new firm: WOR-TV & WOR N.Y., WNAC-TV & WNAC and WRKO-FM Boston, KHJ-TV & KHJ Los Angeles, CKLW-TV & CKLW Windsor, WHBQ-TV & WHBQ Memphis, KFRC-TV & KFRC San Francisco, and WGMS Washington.

Suburban Fights Back: FCC's out-of-hand rejection of an uncontested FM application by Suburban Bcstrs. for Elizabeth, N.J. has been carried to the Court of Appeals—as promised—at the start of what may become a precedent-making legal battle (Vol. 17:27 p1). Suburban counsel Edward Kenehan said in the appeal that FCC had no authority to turn down the application on ground that the applicant hadn't sought out programming needs of the community to be served. The case could develop into a court test of the Commission's new philosophy on programs. Kenehan & his associate counsel Robert L. Heald told the Court of Appeals: (1) FCC's turndown of Suburban's program proposals was "in reality, censorship of these proposals" in violation of the Communications Act. (2) If the law gives the Commission such authority, then the Communications Act "is unconstitutional in that such authority deprives appellant of the protection of the First Amendment guaranteeing freedom of speech & of the press." (3) In any event, FCC's action was "arbitrary & capricious."

How Crosley & Taft Teamed Up: To assure that no Cincinnati lacked the opportunity to tune in on both President Kennedy's July 25 speech and the same-night broadcast of the Reds-Braves baseball game, Crosley Bestg. & Taft Bestg. joined forces to scramble their Cincinnati TV-radio schedules for public benefit. Taft's WKRC-TV and Crosley's radio WLW broadcast the Presidential speech live. Meanwhile, their sister outlets—WLW-T and radio WKRC—carried live coverage of the baseball game, which originated an hour earlier. Finally, at the conclusion of the baseball game, WLW-T and radio WKRC rebroadcast the President's address.

TvAR's Summit Meeting: A bumper crop of some 500 N.Y. agency timebuyers (90% of the invitation list) turned up for the season's biggest TV party last week. The affair was an opening-day party tossed by Westinghouse-owned TvAR at the Hotel Summit, N.Y.'s first new hotel in 3 decades. There were door prizes (Dancer-Fitzgerald-Sample timebuyer Jim Hunter won the all-expenses trip to Paris), champagne, balloons, a handwriting analyst, free photographs. Reason for the party: TvAR has added WTOP-TV Washington, WBTV Charlotte and WJXT Jacksonville to its list of 5 Westinghouse Bestg. Co. TV outlets now handled by the rep firm.

SMPTE's 90th Convention: "Integration of Motion Picture & Electronic Systems" will be the theme of the Oct. 2-6 meeting at Lake Placid Club, Essex County, N.Y.

BBG Sets Hearings on Satellites: Applications to establish 12 new TV rebroadcasting stations in Canada will be heard by the Board August 22. The applicants: CBC, for CBUT Vancouver, B.C., rebroadcasters at Courtenay and Chilliwack; for CHEK-TV Victoria, B.C., at Port Alberni; for its Edmonton, Alta., station (under construction), at St. Paul & Cold Lake. CKBI-TV Prince Albert, Sask., for rebroadcasters at Greenwater Lake and Kipawin. CHSA-TV Lloydminster, Sask., at North Battleford. CKOS-TV Yorkton, Sask., at Wynyard. CJLH-TV Lethbridge, Alta., at Burmis. CFCN-TV Calgary, Alta., at Drumheller. CJBR-TV Rimouski, Que., at Sept. Isle.

Code Revision Due: An NAB TV Code Review Board research-&-editing team headed by Joseph Herold (KBTW Denver) met in N.Y. Aug. 3 for another try at rewriting the language of the industry's self-regulating rules. The job has been under way since April 1960. "Our chief aim is to organize, reword and index the provisions of the present Code so that it can be readily used by any lay person," Herold said. "To do this, we have spent many hours investigating the history of the Code to discover exactly what its original authors intended & how subsequent Code Review Boards have interpreted that intent."

NAFMB Stereo Promotion: A program for pushing stereo FM, financed by manufacturers and others who will benefit from stereo sales, is near approval by the National Assn. of FM Bcstrs. NAFMB believes that FM, generally, can ride the stereo wave. A \$175,000 annual budget is envisioned—\$60,000 for a "consumer-education campaign," \$60,000 for institutional advertising, \$25,000 for brochures, \$20,000 for new stereo advertising techniques & promotion, \$10,000 contingency fund.

Another Public-Service Brochure: Virginia Assn. of Bcstrs. has issued a 36-page pamphlet, *Broadcasting in Virginia*, describing the public-service activities of that state's TV & radio stations. Much of the book is devoted to shows put on in the categories of general public service, public affairs & politics, news, religion, education, agriculture, classical music and sports. Virginia stations, reports the brochure, annually donate some \$3.3 million in time to public causes. Some 57 TV & radio stations participated.

McLendon Buys Chicago Radio: WGES Chicago has been sold to McLendon Corp, Dallas, for \$2 million by John A. Dyer and associates. McLendon, operator of a theater chain in the Southwest, already owns 7 radio stations and must dispose of one of the following in order to acquire the Chicago station: KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville, KABL Oakland-San Francisco, WYSL Buffalo.

Add FTC & Payola: FTC hearing examiner Edgar A. Buttle has recommended that payola cases against 3 affiliated Chicago record firms be dropped, in line with the agency's policy of withdrawing such charges, leaving any prosecution to FCC. Named in Buttle's initial dismissal order were Chess Record Corp., Argo Record Corp. and Checker Record Co., all of 2120 S. Michigan Ave.

"Get Growing" Drive Starts: The Advertising Council is co-operating with the Commerce Dept. to promote an economic expansion campaign whose theme is "Now's the time to get growing in a growing America." Business publications are contributing space for a series of ads prepared by Grey Advertising inviting businessmen to take advantage of the Commerce Dept.'s free research & patent information services.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

JAPANESE CHASSIS FOR U.S.-BRAND TV SETS? Japanese manufacturers are going out after some U.S. TV chassis business. Several American set makers have been approached by representatives of Japanese firms which claim they can supply chassis cheaply enough to make possible a \$99-list, 19-in. portable. Negotiations are in progress with several firms.

A cross-section of U.S. TV firms sampled by us last week gave ample evidence that such feelers by Japanese manufacturers have been fairly widespread—but the consensus was that their proposition has little or no appeal. At all levels of trade, among all sizes of manufacturing companies, we found genuine concern over the so-called "\$99 set," but little inclination to fight fire with fire. Typical, and almost uniform, reactions were these:

(1) Mere presence of widely advertised \$99.95 Japanese sets on the market will have adverse effect on pricing of American-made portable TV.

(2) Economic advantage of importing Japanese-made TV chassis has not yet been demonstrated. Prices quoted for Japanese chassis (less picture tube) have generally been around \$35-40.

(3) Present \$99.95 Japanese-made sets are promotional only, with markups too short and availability too limited to make them mass-market items. Best way to combat them is with low-priced U.S.-made sets.

Most manufacturers are willing to listen to what Japanese have to offer, but are skeptical. Examples: Olympic Pres. Morris Sobin is now in Japan, looking at TV sets, among other things. Olympic's attitude is "we'll import if we're forced into it." Symphonic Pres. Max Zimmer said he's been approached by one Japanese firm. "If they can give us something we can't make ourselves, we're very interested," he told us. "We're waiting to be shown. We want to see samples and we want to hear some definite prices."

So far this year, fewer than 10,000 Japanese sets have been shipped to U.S.—almost all of them to Delmonico International. This doesn't include about 1,300 transistorized 8-in. battery TV sets shipped to Sony of America. Not much of a threat—or is it? Here's what some U.S. manufacturers, large & small, have to say:

Trav-Ler Pres. Joe Friedman: "We've been approached, but we just can't see it. They offered us chassis at \$35-40 without picture tube or cabinet. In a portable, the picture tube is about 25% of the parts cost. And wiring of the chassis represents only about 40% of the labor cost—alignment & assembly are about 60% of the labor cost and they're still required. Then there's the 10% excise tax. There's 15% duty on the chassis, and shipping charges come to 5-6%. Put it all together, and the saving is only a dollar or two.

"Nevertheless, if somebody big enough can find big savings in a Japanese chassis, it could have a real effect. There's been some effect already, in terms of weakening of prices. Nobody makes money on portables, anyway. The industry has had \$99 American-made sets before, and we can do it again, but it would be a shame to wreck the TV business in the process. We can meet them & beat them, but the over-all TV price level is bound to suffer."

Motorola Consumer Products Exec. Vp Edward R. Taylor: "We always say no to proposals like that. There's no money for anyone in \$99 promotional sets. When they're priced with proper profit margins—when you go a little over \$100, you're competitive with American makes. With a \$20 or \$30 spread, we can lick 'em any day of the week. Who's going to buy a Japanese set when he can get a GE portable at \$159, a Motorola at \$169 or a Zenith at \$179? I know what our profit is at this level, and the portable business isn't making anybody rich."

Muntz TV Vp Jack Simberg: "We can beat them at their own game. Their so-called \$99 pro-

motional set costs the dealer \$90 in limited quantities in one-step distribution. This January, we're going to put out a \$99.95 set with full 20% markup (dealer cost, \$80) that will be a mass item. If the duty picture were a bit more favorable, I think we could successfully export it to Japan. It won't be a loss leader in any sense of the word; it's an 8-tube 19-in. metropolitan set, and the same chassis will swing a 23-in. console at \$150 that will also offer the retailer some profit.

"As far as imports are concerned, the portable seems to be the only area where there may be a battle in prospect. As for chassis sold to American manufacturers—the chassis isn't such a great item in the over-all selling price of a TV set. For example, in our \$200 console, the chassis & small tubes cost \$30-32 in material, or about \$34-35 including labor, but not tax. How much lower would an imported chassis be priced? A couple bucks at most.

"The threat of competition comes only when they ship a complete set here. They can do it with portables. But I don't think it's economically feasible for them to ship consoles & combinations—since shipping costs increase with bulk and a console or combination takes 5 or 6 times the space (in cube size) of a portable. But even in portables, you get to the point where you're fighting over \$10. The Japanese portable costs the dealer \$90. Plenty of U.S.-made ones can be had for \$100. We visited Japan last year and found we had nothing in common with them—we couldn't use either their chassis or components economically."

RCA Group Exec. Vp W. Walter Watts: "The \$99 set is nothing new—in one-step distribution. I don't think the Japanese or anyone else can do it without short-circuiting the distribution channels. But if they want to service a broad market in this country, the Japanese must go to 2-step distribution; this means bigger margins and the end of the \$99 set. From our analysis, there isn't enough margin in the Japanese sets on the U.S. market today to put them in 2-step distribution, backed by a dealer-service organization. They've got to be sold direct to dealer and this isn't the way to move mass merchandise.

"Is it going to affect us? Of course it is. But the answer isn't legislation & high tariffs. It's better styling, better value, better performance, better service. The American TV industry is ingenious enough to find the answer. In the long range, the Japanese wage rate will rise until it's competitive with ours—this is the inevitable result of our effort to increase their standard of living. Then we'll have an opportunity to participate in the markets we have created.

"For the present, Japanese TV sets here will have an impact on our prices. The public will look at them, but eventually will pay a legitimate premium for the legitimate value they get in U.S.-made products."

Emerson Pres. Benjamin Abrams: "We haven't been approached and we're not interested. We will not have anything to do with Japanese merchandise. We feel that the situation would end up about the same as transistor radios—with indiscriminate price-cutting. Of course we're concerned about the \$99 set. But so far it's sort of a veiled threat. We really don't know how many they can deliver, what the discounts are, and so forth. And it's still not an American set."

The now-famous "\$99 set" actually is Delmonico's price-leader metropolitan 19-in. portable. Delmonico concedes the markup may be too short for many dealers' comfort and that the set will be available only in limited quantities with the order of other more expensive Delmonico TVs. Delmonico is offering four Japan Victor-made 19-in. portable models plus 19- & 23-in. combos. Company officials say the leader set ("can be promoted as low as \$99.95") was introduced to prevent dealers from using Delmonico's more expensive portable as a nailed-down loss-leader at that price.

TV-RADIO PRODUCTION: EIA statistics for week ended July 28 (30th week of 1961):

	July 21-28	Preceding week	1960 wk.	'61 cumulative	'60 cumulative
TV	100,882	111,100	97,966	3,177,519	3,231,898
Total radio	282,617	305,206	271,809	8,522,398	9,414,879
auto radio	114,098	78,949	89,683	2,707,765	3,651,101

Motorola Down to Last Factory Branch: R.E. Hanrahan Inc. has taken over Motorola's Gary, Ind. factory branch as an independent distributorship. Pres. R. E. Hanrahan was the branch manager. Motorola-Chicago is now the company's only factory branch.

Standard Kollsman-Matsushita Pact: Matsushita has become Standard Kollsman's exclusive Japanese licensee for the manufacture of TV tuners under the terms of a 10-year agreement, to become effective when approved by the Japanese government.

2 More FM-Stereo Markets: Columbus, O. and Spartanburg, S.C. became FM-stereo markets last week when stereo programming began. WBNS-FM Columbus & WSPA-FM Spartanburg were the 7th & 8th stereo stations on the air.

The Spartanburg station, whose entire broadcast day—9 a.m.-midnight—is being programmed in stereo, held a special preview demonstration July 31 for hi-fi dealers, service technicians & distributors. The station reported that “demands on dealers for stereo adapters far exceed the present supply.”

Other FM-stereo stations now on the air are WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit.

Applications for equipment type-acceptance have been filed by 2 Los Angeles FM outlets—KMLA & KFMU—and both stations hope to begin stereocasting as soon as equipment is accepted (probably in about 2 weeks). In the Philadelphia area, 4 stations are planning to stereocast, but all have been delayed until September or October by equipment unavailability. They are WFLN-FM & WQAL Philadelphia, WIFI Norristown, and WJBR Wilmington, Del.

Corning's TV Image: “TV tube glass blanks that account for about 25% of Corning Glass Works' business . . . were responsible for the company's surge in the early '50s,” profiled Aug. 1 *Forbes*. “Corning claims to have licked the costly production problems it had late last year with its newer laminated tube,” the magazine continued. “This technical trouble largely accounted for the disappointing 1960 2nd half, when Corning netted only \$1.42 a share against \$1.81 in the first half [for 1961's first half, see Vol. 17:28 p20]. The laminated blank, built on a safety-glass principle, may help Corning in another way. Most burnt-out tubes are now reprocessed, with the old Corning glass being used over again. ‘But,’ says Chmn. William C. Decker, ‘the laminated tube is tremendously more difficult to reprocess.’ Thus it is more likely that replacement tubes will require new glass—Corning glass. When the newer tubes start reaching replacement age, Corning's relatively small share of this end of the business may pick up smartly. In recent years, Corning's video-tube business has been something of a mixed blessing. ‘Now TV should grow with us,’ says Decker.”

Westinghouse Cancels Tube-Distributor Trips: Because they “are out of keeping with the times,” trips to Miami, Las Vegas or Brazil (previously offered to distributors who qualified with receiving-tube sales) have been canceled by the Electronic Tube Division. Distributor-products mgr. Fred O'Kelley explained: “Anyone who reads the trade press knows that these are sober times with a real profit squeeze on distributors & suppliers alike. Serious distributors are pleading that funds of this type be made available for assistance in promoting & merchandising their own businesses. We concur with this approach and will support the distributor with the acumen to judge the needs of his business.”

Otter's “Buy-Back” Plan: To encourage new dealers to try the Philco stereo line, Philadelphia distributor John M. Otter Co. has developed a special “buy-back” program. Dealers who buy 18 sets or more can return one-half the amount they sell by Dec. 1 for full credit toward the purchase of other products. Thus, a retailer who sells 12 units may return 6 for credit. Otter, which also has distributorships in N.Y. & Newark, so far has made this plan available in Philadelphia only.

Western Electronics Growth Predicted: In the second quarter of 1961 the electronics industry became the leading manufacturing employer in the Los Angeles area, passing the aircraft industry which had been first for 20 years. And electronics sales in the 11 Western states should climb to \$2.8 billion—24.9% of the national total—this year, according to Ampex Corp. vp Phillip L. Gundy, pres. of Western Electronics Mfrs. Association. Gundy based his figures on the annual WEMA survey of the Western electronics industry.

Employment in Western electronics companies has reached 215,000—24.6% of the total U.S. electronic manufacturing employment, Gundy said. Of this number 128,000 are in the greater Los Angeles area, and 45,500 in the San Francisco Bay area.

Projected 1961 sales are 14% above the \$2.4 billion reported by Western electronics firms last year. The 1960 output represented 24.2% of the U.S. total; in 1959, the West accounted for 22% of U.S. electronic sales. The Los Angeles area had 1960 factory sales exceeding \$1.4 billion, and projections for 1961 put sales over \$1.5 billion.

Tape Patent Again Held Invalid: A basic patent on magnetic recording tape was declared invalid last week by U.S. Appeals Court in N.Y., upholding a lower court decision & paralleling a decision a year ago by Chicago U.S. Appeals Court (Vol. 16:30). The N.Y. decision was the outcome of a suit filed in 1955 by Audio Devices Inc. against Armour Research Foundation, holder of the patent, and Minnesota Mining & Mfg. Co., licensee. A counterclaim charging infringement was dismissed. Last year's Chicago decision threw out a patent-infringement suit by 3M against Technical Tape Corp. and C. K. Williams & Co., which produces oxides used in making magnetic tape.

Canadian Firm Posts Sales Gain: Dominion Electrohome Industries, Kitchener, Ont. maker of TVs, hi fi, other products, reported rising sales of its consumer-electronic products during 1961's first half. Stereo hi-fi volume jumped 18% over a year ago. Consumer Electronics Div. merchandising mgr. H. W. Main said division sales “have exceeded the budget forecast each month in 1961. The addition of new products in the past few months has given a real spurt to sales.” Engineering mgr. David Johnston noted that Electrohome has no plans at present for large-quantity production of FM stereo sets.

Trav-Ler Steps Up Private Labeling: Pres. Joe Friedman told us last week that Trav-Ler is pushing to increase its already sizable private-label volume. TV production for private brands now accounts for 61% of Trav-Ler's total business and may increase to 75% by year's end. Trav-Ler has just contracted to produce portables for Firestone Tire & Rubber. The volume could amount to “approximately \$2 million annually,” he said. As to TV business generally, although “there's no real seller's market yet,” Friedman is optimistic about fall business. Trav-Ler's current backlog is at a record \$8 million.

Counterfeit Ban Proposed: Sen. Fulbright (D-Ark.) has introduced a bill (S-2341) making counterfeiting of phono records a federal criminal offense. His measure is similar to a bill (HR-6354) by Rep. Celler (D-N.Y.), House Judiciary Committee chairman (Vol. 17:19 p21).

RCA Awards Scholarships to 12 Dealers: The winners of the first annual RCA Sales Corp. scholarships (Vol. 17:17 p20) will attend NARDA's Institute of Management, August 6-12, at American U. in Washington.

Trade Personals: Gerald L. Phillippe elected pres., GE. He had been controller. Ralph J. Cordiner, who had been chmn. & pres., will continue as chmn. & chief exec. officer. Cramer W. LaPierre elected to new post of exec. vp, from vp & group exec. for the electronic & flight systems group. Robert E. Pfenning succeeds Phillippe as controller. Jack S. Parker replaces LaPierre, succeeded as vp for relations services by Virgil B. Day, formerly public affairs service manager.

Mark Shepherd Jr. promoted from semiconductor-components div. vp to exec. vp, Texas Instruments. S. T. Harris, from mktg. vp to senior vp for corporate development. C. J. Thomsen, from control & finance vp to senior vp for financial activities & corporate communications. W. F. Joyce, from apparatus div. vp to senior vp for the division. Cecil P. Dotson, from head of TI's European semiconductor operations to vp for the new international division. James R. McDade, from gen. mgr., new transistor-products div. to vp for the division. Jay Rodney Reese, from group mgr. to vp, new components division. Bryan F. Smith, from secy. & gen. counsel to corporate relations vp, continuing his former duties. H. J. Wissemann, head of govt. products group, elected a vp. George E. Livings, from asst. treas. to treas.

Lowell R. Day named to new post of exec. vp, Packard Bell. He'll continue as treasurer, Dr. S. Dean Wanlass appointed defense & industrial group vp . . . William R. Donnelly named to new post of finance vp, Gabriel Co. . . . George W. Phillips promoted from vp-treas. to pres., Bendix do Brasil Equipamentos Para Autoveiculos, S.A., a joint operation of Bendix Corp., and Bendix-Westinghouse Automotive Air Brake Co.

John J. Graham named to new post of division vp, operations, RCA Electronic Data Processing Div. . . . Osborn Andreas named chmn. & chief exec. officer, Pentron Electronics, succeeding Theodore Rossman, now senior vp . . . Robert P. Bennett appointed mgr., Cornell-Dubilier's new relay mktg. dept. Earl F. Olsen promoted from chief relay engineer to succeed Bennett as engineering mgr., CD's electro-mechanical products . . . Clarence E. Watson, ex-Remington Rand, appointed business administration vp, CBS Labs . . . Dr. Raymond L. Garman named to new post of vp & chief scientist, General Precision.

R. M. Duncan promoted from mgr., GE receiving-tube dept.'s Owensboro plant to head the new procurement & distribution section, formed to handle purchasing, production, scheduling, quality control, inventory control, warehousing & distribution of products . . . T. Gordon Hame named advanced development mgr. for communications, General Dynamics/Electronics' military products div. . . . Richard H. Vaughan appointed New England sales mgr., Audio Devices . . . James F. McGlinchy named to new post of ad & PR dir., C-E-I-R.

"Seniority" Plan Outlawed: The National Labor Relations Board has ruled that Erie Resistor Corp. committed an unfair labor practice by offering "super-seniority" to strikers who returned to work and to replacements for strikers. Overruling trial examiner Reeves R. Hilton, the NLRB sustained charges by the International Union of Electrical Workers that the company's plan was illegal. During a 1959 IUE strike at the Erie, Pa. plant, Erie Resistor adopted the policy of giving returning strikers extra 20-year seniority and new employes 20-year seniority. Post-strike lay-offs then were ordered on the new seniority basis.

Sight-&Sound Recordings: New audio-visual device designed for the home is Phono-Visor, a portable unit which projects still color pictures in synchronization with LP records. Each album contains a 12-in. LP record and two 40-frame film strips. The phono-projector and recordings will be merchandised through the Visual Dynamics Club plan by Visual Dynamics Corp., 505 Park Ave., N.Y. The first albums will include recordings by Ralph Bellamy ("Great American Presidents"), Arlene Francis ("Fairy Tales, Myths & Legends") and Douglas Edwards ("The Story of Flight"). Other albums will feature language teaching, excerpts from Broadway shows and sports stars.

Philippine TV Manufacture Begins: Although the Islands have had TV since 1953, manufacture of sets & picture tubes has been started only recently, with 4 companies now making sets. Carlsound Inc., headed by Carl W. Paulino, is credited with being the pioneering firm. Using 60% locally manufactured parts and 40% imported from Dutch Philips, Carlsound reportedly makes an average of 15 sets a day. The 17-in. 110-degree sets retail for about \$800. Also reported producing sets are Avegon Inc., Ysmael Steel Corp. and Radiowealth Inc., the latter also said to be operating the Philippines' first picture-tube plant.

Factory Sued for TV Interference: An English court last week ordered a factory to cease interfering with neighborhood TV reception, reported AP. After suffering dots & dashes & flashes in the middle of his favorite TV fare for nearly 2 years, Dennis Grainger sued for an injunction against the company and \$1,200 damages. He was financed by a group of interfered-with neighbors. His lawyer described the case as the first of its kind in Britain or the U.S. The judge gave the factory 6 months to properly screen its offending machinery, warned that it still might have to pay damages.

Toshiba May Make Capitol Stereo: Stockholders of Toshiba Musical Industry Co. Ltd., subsidiary of Tokyo Shibaura Electric Co., have approved an affiliation agreement with Capitol Records Inc., involving an investment of about \$47,000 by the U.S. record firm. Under the agreement, Capitol Records, a subsidiary of EMI Ltd. (Great Britain), will provide technical assistance to record-making Toshiba Musical, but it was reported that Capitol also may handle distribution of Toshiba audio equipment in the U.S. & elsewhere.

FCC Rejects Stereo Complaint: Multiplex Development Corp. got no satisfaction from FCC in its complaint that GE was trying "to extort" payment from manufacturers with its stereo symposium (Vol. 17:19 p19) and that there's danger of crosstalk with the Zenith-GE system approved by the Commission. Responding to Multiplex's May 5 letter, the Commission said it believes that GE's patent-licensing activities were reasonable, that crosstalk shouldn't occur in a properly designed & adjusted system and that FCC was concerned with performance rather than design methods.

New Plants & Expansions: Erie Resistor's Elgin Labs Div. is adding 20,000 sq. ft. of production & engineering space to its Waterford, Pa. facilities. Completion is scheduled for early fall • IBM has purchased a 39-acre site at Harrison, N.Y. for an office building.

ANPA Names Radio Unit: Development of mobile radio as a reporting aid, which could open a new electronics-communications market, will be explored by an American Newspaper Publishers Assn. subcommittee headed by Alex de Bakosy of *San Diego Union & Tribune*.

Finance

Top Foreign Electronics Firms: Fourteen electronics-electrical companies are ranked in August *Fortune's* compilation of 1960's 100 largest foreign industrials (see table below). The electronics representation marks an increase of one over the 1959 tally (Vol. 16:31 p24). There were 3 newcomers—Japan's Matsushita Electric (74th place), Mitsubishi Electric (76), Mitsubishi Heavy Industry (95)—and 2 of 1959's top electronics firms failed to make the 1960 list: Sweden's ASEA (95th in 1959) and Canada's Northern Electric (96).

In the aggregate, the top 100 foreign industrials outperformed the top 500 American industrial firms (Vol. 17:30 p23). The former's total 1960 sales increased 14.2% over 1959 to a record \$62.7 billion. Their profits climbed 10.7% to \$2.9 billion. Their American counterparts produced an aggregate 3.7% sales gain, but suffered a 3% profit drop. Among the foreign industrials, *Fortune* noted, "the best reported showing of all was made by the Japanese companies. The 5 Japanese industrials that made both the 1959 & 1960 lists reported a sales increase that averaged 27.5%." Runners-up: 19 German firms, 22.5%; 3 Italian, 20.3%.

Note: Combined reprints of *Fortune's* listings of the 500 largest American industrials & the 100 top foreign industrial firms, together with compilations of the 50 biggest banks and merchandising, transportation, life-insurance and utility companies, will be available after August 15 from Fortune Directory, Room 2063, Time & Life Building, Rockefeller Center, N.Y. 20.

Reports & Comments Available: P. R. Mallory, report H. Hentz & Co., 72 Wall St., N.Y. 5 • International Resistance, memo, Blair & Co., 20 Broad St., N.Y. 5 • GE, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Electrical & Musical Industries, memo, Peter P. McDermott & Co., 42 Broadway, N.Y. 4 • Adelphia Electronics, offering circular, H. B. Crandall Co., 79 Wall St., N.Y. 5 • Yardney Electric, review, Philips, Rosen & Appel, 55 Liberty St., N.Y. 5 • Radio Frequency, analysis, L. H. Rothchild & Co., 120 Broadway, N.Y. 5 • AB-PT, review, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Transeontinent TV, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5.

Response to Motorola Color Tube: "We've had more inquiries than we can handle," consumer-products exec. vp Edward R. Taylor told us last week, as a result of Motorola's demonstration of its developmental 23-in. 90-degree color tube (Vol. 17:31 p16). "Later this month," he said, "we will set up an orderly program of inviting tube manufacturers in. But some didn't want to wait and we are welcoming them now." As to the general level of TV-radio-stereo business, Taylor told us: "If the consumer keeps buying in the fall, Motorola's consumer-products div. should return more profit this year than last." On the corporate level, he said, Motorola expects to return a 1961 profit of about \$2.50 a share compared with last year's \$3.14. Taylor's comment last week about 1961 profit prospects equaling or exceeding 1960 (Vol. 17:31 p19) referred to the consumer-products div. only, not to the corporation.

Sprague Electric Sets Record: Sales rose to a \$37-million high in 1961's first half, the North Adams, Mass. components maker reported last week in its first semi-annual statement (see financial table). Chmn. Robert C. Sprague noted that "we expect to issue such statements each year in the future since there has been growing interest in the business community in [our] continuing progress." Analyzing the balance of the year, he said that "incoming orders have continued into the 2nd half at a higher level than in 1960 and it therefore seems probable that total 1961 sales will approach \$75 million [compared with 1960's record \$64.5 million]. Full year earnings should also record a good increase and be at a record level [\$4.9 million in 1960]. At this time, the outlook for 1962 is very satisfactory."

New Ampex Leadership: William E. Roberts, former exec. vp of Bell & Howell, took over from George I. Long as pres. of Ampex Corp. Aug. 1 to supervise the company's fiscal reorientation (Vol. 17:25 p22). Ampex's proxy statement for the Aug. 22 shareholders' meeting indicates that Roberts' salary will be \$90,000 a year, as opposed to Long's \$73,750 in the last fiscal year (ended April 30). Only other salaries topping \$30,000 in fiscal 1961 were those of founder-Chmn. Alexander M. Poniatoff (\$53,333) and vp Robert Sackman (\$54,167). Stockholdings of officers who are also directors, as of April 30: Poniatoff, 5,500 shares; Long (who continues as director), 78,705; Roberts, 8,000 (as of June 13). For official fiscal-1961 financial results, see financial table, p. 24.

Electronics-Electrical Rankings Among 1960's 100 Largest Foreign Industrials

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Rank '60	Rank '59	Company	SALES ¹ (\$000)	ASSETS ² (\$000)	NET PROFITS ³ (\$000)	EMPLOYES
6	6	Philips' Lamp Works (Holland)	1,253,158	1,446,106	104,433	211,000
10	7	Siemens (Germany)	967,381	811,524†	32,476†	209,000
17	24	Hitachi (Japan)	783,246	921,321	29,446	100,607
31	38	Tokyo Shibaura Electric (Japan)	612,222	799,494	27,280	85,000
32	23	Associated Electrical Industries (Britain).....	602,833	648,523	13,103	105,068†
33	35	AEG (Germany)	594,524	466,854	10,356**	119,200
48	44	Brown, Boveri (Switzerland)	480,603	490,654	5,023	72,567
54	37	English Electric (Britain)	445,200	437,144	8,981	80,000
57	64	Robert Bosch (Germany)	415,000*	152,006**	2,321**	71,000
64	63	British Insulated Callender's Cables (Britain)..	400,400	297,877	9,349	41,000
74	•	Matsushita Electric Industrial (Japan)	366,575	337,144	21,358	40,277
76	•	Mitsubishi Electric Mfg. (Japan)	352,790	395,147	12,081	44,077
83	77	General Electric (Britain)	327,412‡	325,099‡	6,502‡	62,600‡
95	•	Mitsubishi Heavy Ind., Reorganized (Japan)....	280,715**	392,396**	10,378**	35,632**

¹ Sales are consolidated third-party sales for fiscal years ending no later than March 31, 1961. ² Assets are consolidated balance-sheet totals. ³ Profits are consolidated net profits after taxes & all deductions. * *Fortune* estimate. ** Unconsolidated. † Partly consolidated. ‡ Year ended March '60.

AB-PT Posts a Record Half: Net operating profits of AB-PT rose to a record \$5.7 million during 1961's first half (see financial table). The earnings were slightly ahead of the year-earlier pace. The 2nd-quarter operating profit of \$2.3 million, however, lagged behind 1960's April-June performance. The 2nd-quarter returns included capital gains of more than \$2.2 million—resulting principally from the sale of half of AB-PT's stock holdings in Microwave Associates. Capital gains were also reduced by a \$2-million provision for a reserve against foreign investments.

Pres. Leonard H. Goldenson reported that "revenues of the ABC Broadcasting Div. for the first 6 months were ahead of the comparable period of last year. In keeping with our policy to fully develop the TV network," he continued, "additional time periods were programmed and our expanding news & public-affairs dept. increased its programming. The additional costs involved in broadening the scope of our program structure are not usually fully recoverable until the new programs become well established & achieve acceptance."

April-June Profit Sag: "Second-quarter net income of 17 electronics & electrical companies trailed 1960 by 18.3%," reported Aug. 2 *Wall St. Journal*. The breakdown: 9 broad-line companies were down 18.2% to \$78 million from \$95 million; 6 components & parts firms gained 5.6% to \$3.4 million from \$3.3 million; 2 non-consumer products companies skidded 49.7% to \$1.4 million from \$2.9 million. Noting signs of an upturn in the electronics-electrical industry, the *Journal* still cautioned that "whether the group's earnings in the 3rd quarter can come up to those of a year earlier is not yet clear." The over-all survey of 2nd-quarter performance covered 453 corporations. Aggregate findings: Profits down 3.7%, sales down 2.1%.

GE Credit Corp. at Peak: Record gross volume & profits were posted by GECC during 1961's first half (see financial table). Net earnings climbed 33% to \$4 million from \$3 million in Jan.-June 1960. Gross volume totaled \$360 million. Receivables outstanding at halftime amounted to \$564 million—up from \$474.4 million a year earlier. Total assets, including \$21 million cash, topped \$579 million—compared with \$489.6 million (including \$19.5 million cash) at the end of 1960's first half.

MGM Buys Panacolor Stock: Panacolor Inc., which has a patented process to produce color-film prints for motion pictures & TV, reported recently that MGM has purchased 50,000 shares of its common stock at \$4 a share. MGM also received an option to buy an additional 50,000 shares at \$7.50 a share and 50,000 at \$10 each.

Datom Industries Inc., Orange, N.J. maker of radios & portable phones, has asked SEC (File 2-18513) to register 112,500 common stock shares for public sale at \$4 per share. Robert L. Ferman & Co. is the underwriter for the issue. The company said proceeds would be used partly for "new product development."

Muntz Sees Good Year: The company's fiscal year ending Aug. 31 will see "a nice profit," we were told last week by vp Jack Simberg, "although not quite as good as the preceding year." He said sales for the fiscal year will be about 10% lower than fiscal 1960. Simberg said the real pickup this year began in April—first month when Muntz TV's sales were greater than the corresponding 1960 month. July has been "substantially" ahead of last year, he added, and August orders indicate dealers are rebuilding their depleted inventories. Simberg noted that 35% of Muntz's volume is now in TV-phono combinations, which sell for \$219 & up. Muntz will return to the stereo phono field (non-TV) this fall with "a few items," he said. (For 8-month report, see financial table.)

Electronics Capital Corp: In its 2nd annual report, the largest & first publicly-held small-business investment company reports total income of \$1,076,607 for the year ended June 30, assets of \$16,783,501 (including small-business investments of \$10,405,000 at cost, and \$5,641,615 in U.S. securities), shareholders' equity of \$16,560,508. The company's portfolio now includes 18 companies accounting for total commitments of \$15,055,000. ECC's biggest coup during the last fiscal year came when Potter Instrument Corp. offered common stock to the public. This brought the value of ECC's \$750,000 of Potter convertible debentures to \$10,666,672 (current market value), 18 months after ECC's original investment. This investment alone represents unrealized capital gains of \$5.80 per ECC share.

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

Thursday, August 3, 1961

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

Stock	Prev.		Stock	Prev.	
	Bid	Asked		Bid	Asked
Acoustica	18 1/2	19 1/2	Magna Th.	3 3/4	4-1/16
Adler Elec.	17 1/4	20	Magnetics Inc.	10	10 1/4
Aerovox	11 1/2	11 1/4	Maxson	20 1/4	21
Allied Radio	29 1/4	28 1/2	Meredith Pub.	38	40
Astron Corp.	1 7/8	1 7/8	MetroMedia	17 3/4	17 3/4
Babcock	26 1/2	30	Microdot	27 3/4	27 1/2
Baird Atomic	19	18	Milgo Elec.	19 1/2	19 1/2
Cannon Elec.	26 1/2	27 1/2	Narda Micro	6 3/4	6 3/4
Capehart	9	10 1/2	Newark Elec.	12 3/4	13 3/4
C-E-I-R	48	48	Nuclear Chi.	38	38
Chicago Aer.	24 1/2	26 1/2	Official Films	3 3/4	3-11/16
Control Data	92	90	Pacific Aut.	5 1/4	5
Cook Elec.	10 1/4	11 1/4	Pacific Merc.	6 1/2	7 1/4
Craig	13 1/2	15 1/4	Philips Lamp	133	138 1/4
Crosby Tel.	5 1/2	5 3/4	Pyramid	1 3/4	1 7/8
Dictaphone	36	37	Radiation	22	23
Digitronics	25	26	Rek-O-Kut	1 3/4	1 7/8
Eitel-McC.	15 1/2	16 3/4	Research Inc.	4 3/4	4 1/2
Elco Corp.	11	11 1/4	H. W. Sams	44	43 1/2
Electro Instr.	18 1/2	18 1/2	Sanders Assoc.	56 1/2	56 1/2
Elec. Voice	9 3/4	10 1/4	Silicon	12 1/4	12 1/4
Elec. Assoc.	29 1/2	29 1/4	H. Smith	10 1/4	9 1/2
Elec. Cap. Corp.	36 1/4	37	Soroban	62	55
Erle Resistor	13 1/4	12 1/2	Soundscribe	9 3/4	9 1/2
Executone	17 1/2	17 1/2	Speer Carbon	31 1/2	31 1/4
Farrington	15	17	Sprague	82 1/2	82
Foto Video	6 1/4	5	Sterling	2 3/4	2 3/4
Four Star	18 1/2	18 1/2	Systron-Don.	40 3/4	41
Gen. Devices	11	11 1/4	Taft Bestg.	18 1/2	18 1/2
G-L Elec.	8 3/4	8 1/2	Taylor Instr.	48 1/2	48
Goodwill Sta.	10 1/2	10 1/2	Technology	6 1/4	6 1/4
Granco	2 3/4	9 1/4	Tele-Bcstrs.	1 1/2	1 3/8
Gross Tel.	23	23	Teledrome	9	7 1/2
Hallicrafters	21	23 3/4	Telecomp.	6 3/4	6 3/4
Hathaway	22 3/4	22 1/2	Time Inc.	82	83 1/2
High Voltage	157	142	Tracerlab	10 1/4	9 7/8
Infrared	17 1/2	18 3/4	United Art.	6 3/4	6 3/4
Interstate Eng.	18 3/4	18 3/4	Universal	1 1/2	5 1/2
Ionics	29	28 1/2	Vitro	26 1/4	25 1/2
Itek	42	41	Vocaline	2	2
Jerrold	9	8 3/4	Wells-Gardner	30	30 3/4
Lab for Elec.	47	45 3/4	Wilcox Elec.	9 3/4	10 1/4
Leeds & North.	33 1/2	34	Wometco	23 3/4	24
Lel Inc.	8	8 1/4			

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
GT&E	Q	\$0.19	Sep. 30	Aug. 22
Gen. Tire & Rubber	Q	.25	Aug. 31	Aug. 15
Giannini Controls	Stk.	100%	Sep. 29	Sep. 15
Lear	Q	.10	Sep. 1	Aug. 11
Oak Mfg.		(Omitted)		
Speer Carbon	Q	.17 1/2	Aug. 31	Aug. 14
TV-Electronics Fund	—	.04	Aug. 30	Jul. 27
United Artists	Q	.40	Sep. 29	Sep. 15

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT ¹ Story on p. 23	1961—6 mo. to Jun. 30	—	\$ 12,108,000	\$ 5,694,000 ⁵⁻⁹	\$1.34 ⁶⁻⁸	—
	1960—6 mo. to Jun. 30	—	12,203,000	5,653,000 ¹⁰	1.33 ⁶⁻¹⁰	—
	1961—qtr. to Jun. 30	—	4,783,000	2,269,000 ¹¹	.53 ⁶⁻¹¹	—
	1960—qtr. to Jun. 30	—	4,928,000	2,317,000 ¹²	.55 ⁶⁻¹²	—
Ampex Story on p. 22	1961—year to Apr. 30	\$70,105,000	(9,284,000)	(3,930,000) ¹	—	7,725,597
	1960—year to Apr. 30	73,434,000	6,659,000	3,959,000	.51	7,697,317
Beckman Instruments	1961—year to Jun. 30 ¹³	65,500,000 ⁵	—	3,600,000 ⁵	2.50	—
	1960—year to Jun. 30	54,257,282	—	3,092,915	2.24	—
Clevite	1961—6 mo. to Jun. 30	46,700,745	4,977,739	2,423,739	1.24 ⁴	1,887,512
	1960—6 mo. to Jun. 30	51,409,665	7,921,395	3,930,395	2.05 ⁴	1,876,743
	1961—qtr. to Jun. 30	24,003,000	2,602,000	1,254,000	.64 ⁴	1,887,512
	1960—qtr. to Jun. 30	25,431,000	3,384,000	1,614,000	.84 ⁴	1,876,743
Crowell-Collier	1961—6 mo. to Jun. 30	27,976,580	1,637,473	820,682	.28	2,957,668 ¹⁰
	1960—6 mo. to Jun. 30	21,034,276	3,326,199	2,790,999 ²⁰	.95 ²⁰	2,957,668 ¹⁰
	1961—qtr. to Jun. 30	15,905,712	1,323,698	656,807	.22	2,957,668 ¹⁰
	1960—qtr. to Jun. 30	11,938,159	2,057,152	1,735,252 ²⁰	.59 ²⁰	2,957,668 ¹⁰
Decca Records	1961—6 mo. to Jun. 30 ²	—	—	1,315,063	1.02	1,285,701
	1960—6 mo. to Jun. 30 ²	—	—	2,946,224	2.29	1,285,701
Eitel-McCullough	1961—6 mo. to Jun. 30	—	—	42,707	.02	1,834,656
	1960—6 mo. to Jun. 30	—	—	184,433	.10	1,827,706
Electronic Specialty	1961—6 mo. to Jun. 30 ³	12,728,223	—	477,118	.54	543,885
	1960—6 mo. to Jun. 30	5,068,008	—	12,529	.02	547,440
Electro-Voice	1961—qtr. to May 31	2,301,520	—	8,520	.02	497,332
	1960—qtr. to May 31	2,463,313	—	49,586	.11	473,650
General Bronze	1961—6 mo. to Jun. 30	9,567,702	(819,738)	(393,738) ⁴	—	391,820
	1960—6 mo. to Jun. 30	15,987,786	524,333	252,333	.66	384,137
GE Credit Corp. Story on p. 23	1961—6 mo. to Jun. 30	360,026,000 ⁵	—	3,978,000 ⁵	—	—
	1960—6 mo. to Jun. 30	—	—	2,990,000	—	—
Indiana General	1961—6 mo. to Jun. 30	10,250,925	1,576,494	770,604	.67	1,150,002
	1960—6 mo. to Jun. 30	10,077,824	1,444,073	710,193	.62	1,124,522
MetroMedia	1961—26 wks. to Jul. 2	23,397,580	3,039,433	396,537	.23	1,707,057
	1960—26 wks. to Jul. 3	19,177,895	3,512,931	738,970	.43	1,699,012
	1961—13 wks. to Jul. 2	12,337,991	1,933,557	409,203	.24	1,707,057
	1960—13 wks. to Jul. 3	12,240,959	2,407,567	592,471	.35	1,699,012
Milo Electronics	1961—6 mo. to Jun. 30	2,634,355	—	102,691	.20	510,400
	1960 ¹⁴	—	—	—	—	—
Muntz TV ⁷ Story on p. 23	1961—8 mo. to Apr. 30	6,443,000	—	462,750	.38 ⁸	1,175,876
	1960—8 mo. to Apr. 30	7,419,016	—	735,666	.62 ⁸	1,165,376
Muter	1961—6 mo. to Jun. 30	6,950,689	76,889	65,942	.06	1,142,961
	1960—6 mo. to Jun. 30	5,887,254	143,526	70,238	.08	839,523
NT&T	1961—39 wks. to Jun. 27	32,634,089	—	736,470 ¹⁵	.26	2,816,247
	1960—39 wks. to Jun. 27	34,392,901	—	(3,071,274) ¹	—	2,816,247
	1961—13 wks. to Jun. 27	10,722,509	—	114,306 ¹⁷	.04	2,816,247
	1960—13 wks. to Jun. 27	10,028,325	—	(2,235,293) ¹⁵	—	2,816,247
Raytheon	1961—6 mo. to Jun. 30	280,180,000	—	3,009,000	.73	3,888,764
	1960—6 mo. to Jun. 30	277,564,000	—	4,187,000	1.08	3,723,008
	1961—qtr. to Jun. 30	142,022,000	—	1,644,000	.40	3,888,764
	1960—qtr. to Jun. 30	142,812,000	—	2,027,000	.52	3,723,008
Sprague Electric Story on p. 22	1961—6 mo. to Jun. 30	37,066,358 ⁶	—	2,960,166	2.06	1,436,968
	1960—6 mo. to Jun. 30	32,283,457	—	2,077,821	1.49	1,398,795
Taft Bcstg.	1961—qtr. to Jun. 30	2,606,162	—	460,683	.30	1,539,162
	1960—qtr. to Jun. 30	2,874,875	—	465,966	.31	1,486,528
TelePrompter	1961—4 mo. to Apr. 30 ⁸	1,910,207	—	103,281	.15	685,811
	1960—4 mo. to Apr. 30 ⁸	1,139,778	—	(129,895)	—	685,811
Time Inc.	1961—6 mo. to Jun. 30	144,821,000	—	5,232,000	2.66	1,957,029
	1960—6 mo. to Jun. 30	142,951,500	—	6,814,000	3.48	1,955,779
Wells-Gardner Electronics	1961—6 mo. to Jun. 30	9,626,811	416,199	205,199	.48	422,400
	1960—6 mo. to Jun. 30	9,295,088	437,384	215,384	.51	421,800
	1961—qtr. to Jun. 30	5,542,104	356,627	170,627	.40	422,400
	1960—qtr. to Jun. 30	5,493,750	406,841	194,841	.46	421,800

Notes: ¹After \$5.5-million tax credit. ²Includes operations of Universal Pictures. ³Includes operations of D. S. Kennedy Co., merged March 1961. ⁴After \$426,000 tax credit. ⁵Record. ⁶After preferred dividends. ⁷For profile on Muntz TV, see Vol. 17:31 p21. ⁸From SEC report. ⁹Before capital gains of \$6,149,000 (\$1.45 a share). ¹⁰Before capital gains of \$1,328,000 (31¢). ¹¹Before capital gains of \$2,235,000 (53¢). ¹²Before capital gains of \$1,284,000 (30¢). ¹³Estimate. ¹⁴Unavailable. ¹⁵In-

cludes \$257,115 gain on disposal of theaters. ¹⁶After \$853,930 gain on disposal of theaters and provision for \$3.5-million loss on NTA investment. ¹⁷Includes \$76,553 gain on disposal of theaters. ¹⁸After \$69,773 gain on disposal of theaters and provision for \$1,521,396 loss on NTA investment. ¹⁹Outstanding June 30, 1961. ²⁰Includes tax benefit of loss carry-over equal to 42¢ a share for the 6-month period, 27¢ for the quarter.

WEEKLY **Television Digest**

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

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Networks

O-&O'S CARRYING MORE NETWORK FINANCIAL LOAD, according to industry experts examining & projecting FCC breakdowns of income (p. 1).

TV IN 9 OF 10 U.S. HOUSEHOLDS, reports latest annual TV home count of Advertising Research Foundation (p. 3).

FCC

BARTLEY REPEATS 1954 SPEECH, 'welcomes' Minow, tells Georgia Assn. of Bcstrs. they "didn't hear me the first time" (p. 2).

LANDIS ASSAILS INDUSTRY in American Bar Assn. speeches, accusing NAB, networks and FCBA of lobbying JFK's FCC re-organization plan to death in Congress (p. 4).

Congress

NETWORK CONTROLS PROPOSED by Sen. Pastore (D-R.I.) in bill introduced at FCC's request, but he sets no hearings. Similar measures are pending in House (p. 2).

SPACE CHARGES DENIED by FCC's Minow & Craven in Senate testimony rebutting arguments that satellite-communications plan will lead to monopoly control (p. 5).

ETV

INTERNATIONAL ETV Seminar will be conducted Oct. 8-18 at Purdue U.; it's expected to attract ETV specialists & educators from some 30 nations (p. 6).

Film & Tape

TV & THE MOVIE INDUSTRY'S CRISIS. 20th-Fox top echelon moves pinpoint problems facing beleaguered industry (p. 12).

MCA ACQUIRES J&M PRODUCTIONS. Deal for Jack Benny TV-film company includes "Checkmate," "Holiday Lodge," interest in "Ichabod and Me," Benny Show films (p. 13).

Consumer Electronics

MIDYEAR SALES & production figures released by EIA show June TV sales at highest level since 1952 and year-to-date sales only 0.7% behind 1960's first-half pace (p. 16).

9TH FM-STEREO market opened Aug. 10 when KPEN-FM San Francisco commenced stereocasting (p. 17).

Finance

ADMIRAL LAGS at halftime as sales slip to \$86.2 million from \$95.2 million in 1960's first half; profits also decline (p. 18).

CBS HALFTIME PROFIT fell to \$9.4 million from \$12.7 million in 1960's first half despite a sales rise to \$240.8 million from \$231.8 million (p. 18).

ZENITH'S RECORD PACE: Profits in both the first half & 2nd quarter climb to peak as unit factory shipments of TVs also set record (p. 18).

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40-SEC. BREAKS OMITTED from most advertisers' fall plans, reveals recent Bolling survey of spot TV-radio buying trends (p. 6).

Programming

WHAT PRICE WESTERN RERUNS? Trend is over, but hangover lingers on in syndication (p. 9).

LAVISH LAUNCHING of new feature-film show by KLZ-TV Denver underlines trend toward station treatment of new-movie shows as special attractions, not spot dumping ground (p. 10).

TV FOR THE BUSINESSMAN in the form of "American Business Briefing" (due on ABC-TV this fall) goes against TV's mass-market trend in favor of "specialized audience" (p. 11).

Other Departments

STATIONS (p. 7). **FOREIGN** (p. 14). **PERSONALS** (p. 15).

O-&O'S CARRYING MORE NETWORK FINANCIAL LOAD: When FCC for first time last year segregated 1959 network financial figures from their o-&o performance (Vol. 16:36 p1), official documentation was finally provided for what was commonly known—that o-&o's are the real profit makers.

We checked with industry financial experts recently, to get their judgments as to how networks fared in 1960 and how they're doing this year, found that the trend appears to be the same—that network income & expenses continue to rise, leaving profit about the same, but that o-&o income continues to outstrip expenses, producing hefty increase in o-&o profits.

For 1959, FCC found network revenues of \$438.5 million, expenses of \$406.5 million, profits before taxes of \$32 million. We asked Commission to provide similar breakdown for 1958—something it hadn't previously released. Here's what it was: revenues, \$400.7 million; expenses, \$366.7 million; profit, \$34 million. Industry specialists guess that 1960 showed same curve—income & expenses up 10-20%, profits static in the \$30-35 million range.

O-&o's, on other hand, had 1959 revenues of \$137.6 million, expenses of \$81.7 million, profits of \$55.9 million. Commission supplied us with comparable 1958 figures: revenues, \$116.1 million; expenses, \$73 million;

profits \$43.1 million. There's every evidence, we're told, that o-&o profits rose in 1960, though probably not as much as during preceding year.

Where did expenses eat up networks' increased revenues as in 1959? Programming—as most people assumed. Of total 1958 expenses (\$366.7 million), programming took \$278.6 million; technical, \$39.9 million; general & administrative, \$28.6 million; selling, \$19.6 million. Of 1959's \$406.5 million expenses, breakdown was: programming, \$316 million; technical, \$40 million; general & administrative, \$29.9 million; selling, \$20.6 million. In 1960, there was undoubtedly great increase in programming costs, relatively little change in others—and that's why the profit picture probably was unchanged. Hiked program costs continue this year, may well eat substantially into network profits, putting more & more burden on o-&o's to carry load.

NETWORK CONTROLS PROPOSED: At FCC's request, Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) last week introduced a bill (S-2400) to carry out the Federal Communications Commission's recommendations for Communications Act Amendments permitting regulation of networks (Vol. 17:32 p11).

Several similar measures—notably bills (HR-1164 & 4231) by Reps. Harris (D-Ark.) & Brown (R-O.)—are pending in the House, but Pastore's is the first such Senate bill since an abortive campaign for network licensing was started in 1955 by Sen. Bricker (R-O.).

There's little chance for any Congressional action on any of the bills at this session. Pastore scheduled no hearings on network controls or on other broadcasting subjects outlined by him a week earlier in releasing FCC's reply to a TV Guide "Open Letter" to Chmn. Minow. The House Commerce Committee headed by Harris has failed so far to get around to network bills—and final Legislative Oversight Subcommittee staff recommendations on the subject last year were inconclusive (Vol. 16:52 p3).

Pastore's FCC-written bill for regulation (but not licensing) of networks authorizes the Commission to make rules & regulations "to assure that the policies, practices and activities of such networks shall not adversely affect the ability of broadcast licensees to operate their stations in the public interest."

Enforceable by cease-&desist orders, FCC's rules could include: (1) requirements for network "supervision & control" of shows; (2) prohibitions against "unfair" exploitation by networks of programs in which they have financial interests; (3) prohibitions against option-time & other contracts with affiliates which would "limit the ability of such licensees to operate in the public interest"; (4) limitations on network ownership of stations; (5) extension of equal-time & payola-plugola requirements to networks.

Similar legislative recommendations by FCC have been on file with the House Committee since May 1960 (Vol. 16:20 p1).

BARTLEY REPEATS 1954 SPEECH, 'WELCOMES' MINOW: FCC Comr. Robert Bartley wants it known that: (1) Minow doesn't stand alone in his views about Commission's duties. (2) Commission had similar convictions before it heard of Minow.

To dramatize his point last week, Bartley gave Georgia Assn. of Broadcasters same speech he presented to the group Jan. 29, 1954, "American Broadcasting—Its Structure & Its Purpose." After he returned from Georgia, Bartley said: "I told them that they evidently didn't hear me the first time, so I had to repeat myself. I told them it was good to be in the majority now and that we at the Commission were glad to have Minow join in our July 1960 programming-policy statement."

Bartley's speech, similar in many respects to Minow's address at recent Northwestern U. conference (Vol. 17:32 p1), quoted drafters of Communications Act and Supreme Court decisions to effect that FCC had duties beyond those of an engineering "traffic cop." "The courts have consistently upheld the Commission's jurisdiction," he said, "in fact, have stated it to be the Commission's duty under the mandate from Congress, to inquire into the qualifications of the applicant, the type of programming proposed by the prospective licensee, his financial qualifications to serve the public adequately, the question whether the applicant had the requisite character qualifications so that he could be entrusted with a license in the public interest, and the question as to whether or not the grant of a license to a particular applicant would enhance the diversification of ownership of media of mass communication."

Bartley has long been concerned with "monopoly." He said: "I sense that there is an increasing attention to, and unwarranted—perhaps undesirable—emphasis upon the business & money-making aspects of broadcasting by people interested in entering the field, particularly through the purchase of existing stations

... What concerns me is the entry by people more interested in the 'fast buck,' than they are in assuming the responsibilities of a licensee; those who don't even know what their obligations are and care less." He urged licensees to "devote themselves to making their local stations, in addition to a means of entertainment & advertising, a real medium of communication in the community—a forum of the community in all phases of its cultural, economic and political life."

Bartley urged GAB to make "bona fide" effort to tell FCC what's wrong with the proposed program form, in fact gave them suggested wording for a resolution asking all Georgia broadcasters to test proposal for 30 days. Impressed by Bartley's seriousness & sympathy, they adopted resolution verbatim except for reduction to 7 days, promptly agreed to pay for costs of tests at radio WDEC Americus, which has 6 full-time & 2 part-time employes, and radio WCON Cornelia which has 8 full-time. GAB exec. secy. Jack Williams said Bartley told group that FCC "wants facts, not high-sounding words" on which to base its final decision.

In addition, GAB called a 7-state parley for Sept. 15 in Atlanta to discuss "all current problems"— program form, censorship, NAB, Gov. Collins, editorialization, etc. GAB invited attendance by broadcasting leaders from Ala., Fla., Miss., N.C., S.C., Tenn.

In Washington last week, NAB's Advisory Committee and Pres. Collins discussed plans for NAB program-form comments, after which Collins said:

"The burdensome nature of these proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller operators.

"We will make the strongest possible showing by our filing, including NAB's insistence upon the right of broadcasters to use their own good-faith judgment in programming for the needs of the communities which they serve free of censorship from any source."

Advisory Committee comprises Chmn. Clair McCollough, Radio Board Chmn. George Hatch, TV Board Chmn. Dwight Martin.

TV IN 9 OUT OF 10 U.S. HOMES, SAYS ARF: TV penetration of the U.S. was 89.4% in May, reported Advertising Research Foundation last week. It was citing its latest (8th annual) count of TV homes based on a survey made by the U.S. Bureau of the Census for ARF.

The home figure is thus 47,720,000 TV households with one or more sets. By contrast, in April 1950 there were only 5 million TV homes. Of the 177-million household population in the U.S., 164 million—92.5%—live in TV homes.

Multi-set homes are now common, the ARF survey shows. One out of every 8 TV homes (6,388,000) have at least 2 TV sets. In fact, said ARF, there are more households with 2 or more sets than there are households with no TV at all.

Cost of survey was shared by the 3 networks, NAB and TvB. Copies of complete report are available for \$5 from ARF, 3 E. 54th St., N.Y. 22, N.Y.

The FCC

FCC Uhf Exhibition Report: Comr. Lee has given his colleagues a brief report on the uhf exhibit sponsored by the Commission & Washington ETV interests, in the Commerce Dept. lobby. He said, among other things: "While it is unfair to make a critical comparison of vhf & uhf reception, it should be noted that regardless of the type of vhf antenna used in the exhibition, no good vhf pictures were obtainable. The vhf pictures received & translated to uhf were optimized by precise receiving antenna orientation obtained by the use of handy-talkies between our roof where Adler translators were located and the exhibition." He also enclosed a spot-check of local uhf set marketing plans which showed, generally, that dealers plan to sell uhf receivers & converters when the demand develops. Educational WETA-TV (Ch. 26) is due to start in October.

Option Time Oral Argument: Rescheduled by FCC from Oct. 27 to Nov. 3 (Vol. 17:19 p2).

Hartford Deintermixture Battle: Example of the vigor with which FCC's proposed deintermixture will be fought was the move of Conn. Gov. John N. Dempsey last week. Terming the situation "urgent," he asked the Conn. Congressional delegation to meet with him in Washington Aug. 15 and said he would name a committee of prominent people to present to FCC the case for retaining WTIC-TV's Ch. 3. His wire to Conn. members of Congress said that deintermixture would take "clear TV service" from 250,000 and that 145,000 would lose their choice of programs. "I'm sure you will agree with me," he said, "that we cannot allow this to happen." Accepting Gov. Dempsey's invitation, Rep. Seely-Brown (R) said "I am pleased to join with my colleagues of the Connecticut delegation in Congress to meet with Governor Dempsey here to plan action which will save television's very high frequency Channel 3 for Hartford. This channel was allocated to Connecticut after full & fair consideration after public hearings, and the performance of the present licensee in my judgment has justified the original decision of the FCC . . ."

LANDIS ASSAILS INDUSTRY: White House regulatory-agency advisor James M. Landis, who had remained silent following humiliating House rejection of President Kennedy's FCC reorganization plan in June (Vol. 17:25 p3), finally exploded in wrath last week.

In 2 appearances at the American Bar Assn.'s annual meeting in St. Louis, Landis blamed Congressional defeat of the plan on what he said was lobbying & misrepresentation by NAB & its Pres. LeRoy Collins, the networks and the Federal Communications Bar Association. He denounced them all.

Referring to the 323-77 vote by which the House junked FCC proposals which he had drafted, Landis told the ABA:

"An analysis of that event throws considerable light on the general problem of administrative reorganization. All the networks, the National Assn. of Bestrs., the Federal Communications Bar, opposed the reorganization plan.

"Their opposition stemmed not from a belief that the plan would not work, but that it would work too well. Their fears related to the potentiality that the license-renewal requirements might really be made workable."

As for Collins, Landis charged that the NAB pres. made misrepresentations to Congress about the President's plan. He said Collins "knows better" than to allege—as Democrats & Republicans in Congress also did—that the White House was trying to accomplish through an executive order what it couldn't win in legislation.

The veteran New Deal-Fair Deal agency administrator (FTC, SEC, CAB) told the lawyers in St. Louis that it was otherwise hard for him to understand why the President's FCC plan—along with similar SEC & NLRB reorganization plans—went down to defeat.

Chmn. Minow Finds Silver Lining

Regret at the rejection of the White House proposals also was expressed by FCC Chmn. Minow, another ABA speaker. "But I am grateful to the administration—and to Dean Landis in particular for drafting & submitting it," Minow told the delegates. "For even in failure it served a most worthwhile purpose."

Minow said that the President's plan at least "gave impetus" to Senate & House passage of legislation (Vol. 17:32 p2) modifying the White House scheme, which would have given Minow himself authority to parcel out assignments to FCC members. Actually, Minow never wanted such authority, pleaded unsuccessfully with Landis to drop the idea. The slightly different Senate & House versions of the substitute plan (S-2034) awaited conference committee agreement last week.

Reviewing the Commission's procedural headaches under 1952 amendments to the Communications Act, Minow said the President's plan provided more "flexibility" of operation than the legislation. But he assured the ABA that FCC nevertheless "is most grateful" to Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) & House Commerce Committee Chmn. Harris (D-Ark.) for their work in pushing reforms through Congress. They head Senate-House conferees on the legislation. Others are Sens. Thurmond (D-S.C.), McGee (D-Wyo.), Case (R.-N.J.) and Cotton (R.-N.H.) and Reps. Rogers (D-Tex.), Flynt (D-Ga.), Moss (D-Cal.), Rogers (D-Fla.), Bennett (R-Mich.), Springer (R-Ill.), Younger (R-Cal.) and Thompson (R-Wis.).

"The 1952 Communications Act amendments erected an 'Iron Curtain' between the Commission & its staff in all adjudicatory cases," Minow said, adding: "The Commission

was forbidden to have any consultation at all with its chief engineer, general counsel, or chief accountant in any adjudicatory case . . . These provisions make no sense." He also pointed out that under the 1952 amendments, FCC "lost the power to delegate its review functions in adjudicatory cases."

The President's plan would have given FCC "the maximum amount of flexibility to deal with its procedural problems," Minow went on, arguing that FCC members ("necessarily men who can be trusted") should have full authority to delegate their functions. But he said the legislation at least gives the Commission "a considerable degree of discretion."

At an ABA panel session Minow also discussed—again—his proposals for improving TV's "vast wasteland" (Vol. 17:32 p1). He reiterated that his criticisms of TV programming aren't the start of attempts at govt. censorship of shows, but that FCC has legal responsibility to do something about poor programming.

Another regulatory-agency spokesman at ABA sessions was Chmn. Paul Rand Dixon of the FTC, which is undergoing reorganization under a White House plan which survived Congressional criticism. He reviewed steps started by FTC to streamline its procedures (Vol. 17:28 p2).

Lombardo & the Weathermen: FCC has nothing to say about weathercasters' manner of delivery, as long as they don't broadcast "deliberate falsifications" or "distortions." The Commission so informed bandleader Guy Lombardo last week after the latter wired Chmn. Minow to complain that N.Y. weathercasters were keeping people away from his "Paradise Island" show at the Jones Beach Marine Theater by "over-dramatizations" of possible bad weather. FCC told Lombardo that the Commission requires more information, including identity of stations, before it can determine whether weather news is being tampered with. Robert Moses, president of the Long Island State Park Commission, which sponsors the shows, urged stations to restrain themselves, saying that "dramatic & fanciful embellishments & interpretations, added to the factual, official weather forecasts, have misled listeners & viewers." WPIX then blew briskly into the rapidly clouding picture, invited Lombardo to film his own weekend forecast for presentation Aug. 11—and was promptly accepted. Next, WNBC weatherman Dr. Frank Field reported reception of a complaint from an umbrella maker: "He says my forecasts of fair weather this week have been ruining his sales." And finally (?) William H. Coy, dir. of the Car Wash Institute, wired Minow that "Radio & TV commentators over-dramatize the possibility of bad weather."

More Time for Plugola Comments: Reply comments in FCC's plugola rule-making (Vol. 17:32 p9) are now due Sept. 15 instead of Aug. 15. The Commission extended the time because: "Preliminary review of comments filed on July 31 indicates several lines along which it may be desirable to consider revisions or additions to the rule amendments proposed May 11, and the extension of time for filing replies will afford all interested parties a longer opportunity to examine the comments and to submit views . . ."

AMST Meets on Allocations: A special session of the AMST Board was conducted in Washington last week to discuss plans for opposing FCC's proposal to deintermix 8 markets and drop in 8 short-spaced vhf assignments.

FCC WUHF Sendoff: On Sept. 22, FCC members will tape a kickoff program for its experimental WUHF N.Y.

Congress

SPACE CHARGES DENIED: Mounting Congressional protests against White House-FCC proposals for commercial ownership & operation of a satellite communications system (Vol. 17:32 p11) were met last week by the Commission with vehement denials that it favors a space monopoly.

FCC Chmn. Minow & space specialist Comr. Craven, supposedly on their August vacations, were called once more to a Congressional hearing—this one conducted by the Senate Small Business Monopoly Subcommittee—to defend the plan to turn over the system to a 10-company combine. Each did so vigorously.

Scorning charges by Subcommittee Chmn. Long (D-La.) that the proposals would lead to a "gigantic monopoly" of space, Minow struck back with these points in his testimony: (1) The Communications Act requires FCC to foster free competitive enterprise. (2) Only one satellite-communications system appears to be feasible. (3) No commitments have been made to any of the 10 international carriers—including big AT&T—invited to participate, and all will be under strict anti-monopoly controls.

Long wasn't mollified. "You're getting ready to put this thing into the hands of the biggest & most powerful monopoly in America," he insisted, referring to AT&T. Long said he doubted that FCC could effectively regulate any consortium in which AT&T—with a near-monopoly of overseas telephone service—would be dominant.

Minow conceded that AT&T would own up to 90% of the satellite system if the degree of ownership were based on the proportion of business the 10 companies now handle. But he said he was confident FCC wouldn't permit any such division of capital stock.

Long's sharp questioning, challenging FCC's motives & intents, finally brought a protest from an obviously irritated Craven, who had been assigned by the Commission to present a formal statement on its space position, stressing its safeguards against monopoly.

"We're a group of dedicated people," Craven told Long. "We're trying to maintain leadership for the U.S. in one field where we have leadership." He also scoffed at estimates that space communications could soon become a multi-billion-dollar business. "It could turn out to be a South Sea bubble," Craven said. "We're not going to permit inordinate profits."

Other Views on Space Plan

At an earlier Subcommittee session, NASA Administrator James E. Webb also defended the plan to turn over the system to experienced communications companies under FCC regulation. "If you want to make soap, you better find a man who knows how to make soap," he said.

And in simultaneous satellite hearings conducted by the House Space Committee, Chmn. Brooks (D-La.) warned that it was time for the U.S. to get going, that Russia wouldn't wait for the U.S. to set up a space system. "I think it would be a serious mistake to squabble about the niceties of legal ownership," Brooks said.

Opposition to the White House-FCC plan continued, however—and no end to the policy debate in Washington was in sight.

An oldtime AT&T foe—Chmn. Celler (D-N.Y.) of the House Judiciary Committee—organized an informal caucus of Senate & House Democrats to try to work out strategy

to stop the plan. "If this thing goes through, AT&T would run the show and [AT&T manufacturing affiliate] Western Electric would get most of the equipment work," Celler said.

The Small Business Administration joined the Justice Dept. in calling on the administration to use caution in proceeding with space proposals. Deputy SBA Administrator Irving Maness said his agency had told FCC that the plan "does not take cognizance of the problems of small business concerns." He told the Senate Subcommittee that more safeguards are needed to give small firms an "appropriate share" of space business.

Justice Dept. reservations about the plan were emphasized again to the House Space Committee by Asst. Attorney General Nicholas deB. Katzenbach. Following up earlier Senate testimony by antitrust chief Lee Loevinger, who said AT&T may face action to force divestiture of its overseas operations, Katzenbach testified against turning over the space system to any commercial "chosen instrument."

Another go-slow sign was raised in the Senate by majority whip Humphrey (D-Minn.). In a floor speech, he said satellite-communications policy "must be formulated very carefully." For one thing, Humphrey said, Congress should listen closely to arguments (such as those advanced in Senate hearings by the Midwest Technical Development Co.'s Dr. Robert Larson) that small manufacturers should have a share in eventual ownership of the system.

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"Ethics" Bill Approved: The House has passed & sent to the Senate an omnibus bill (HR-8140) updating & codifying conflict-of-interest laws governing officials & employees of FCC & other federal agencies. "Present law in this area presents a crazy quilt of contradictory provisions," said Rep. Celler (D-N.Y.), whose Judiciary Subcommittee No. 5 worked 3 years in drafting the measure. The bill isn't aimed specifically at FCC, but under its provisions: (1) No full-time FCC payroller could help friends or business associates get a TV or radio license. (2) Former FCC employees would be barred forever—not for just 2 years—from representing clients in Commission cases which the employees once handled directly. (3) A law firm to which an FCC attorney returned after leaving the Commission would be unable for 2 years to represent clients in cases in which the attorney "participated personally & substantially." (4) A law firm in which an FCC attorney is a partner will have to "stay out of matters in which he participates or has participated or which are under his official responsibility." The bill retains an existing legal prohibition against members of Congress practicing law before the Court of Claims. It otherwise avoids the always touchy subject of Congressional conflicts of interest. As Celler put it: "The discipline of members must come from the electorate. A Congressman offending against good morals must face the voters who can condemn by refusing to re-elect him."

FCC Budget Cleared: Without debate, the House voted Aug. 7 to concur with the Senate in restoring FCC's \$12.5-million budget for fiscal 1962 (Vol. 17:32 p12). The vote completed Congressional action on the Commission's funds, which had been cut \$125,000 in initial House action on the independent offices appropriations bill (HR-7445). The House also agreed to a Senate amendment extending the cut-off date for funds for the Commission's \$2-million N.Y. uhf project from June 30, 1962 to Dec. 31, 1962.

Another Probe Proposed: Rep. Alford (D-Ark.), who was given the chairmanship of the House Small Business Advertising Subcommittee in April (Vol. 17:15 p9), is trying to revive a long-dormant investigation of TV & radio time-selling practices. Picking up where his predecessor ex-Rep. Brown (D-Mo.) left off in 1959 (Vol. 15:12 p4), he has given other Subcommittee members a list of questions which might be explored in hearings—but Alford says none will be held before Congress adjourns. The questions, duplicating those suggested by Brown 2 years ago in his abortive plans for hearings, are aimed at finding out whether the networks & big advertisers prevent small advertisers from getting choice time on the air. Other Subcommittee members are Reps. Evins (D-Tenn.), Roosevelt (D-Cal.), Avery (R-Kan.) and Robison (R-N.Y.).

FTC Bill Favored: The House Commerce Committee has scheduled Aug. 22-23 hearings on a bill (HR-1233) by Rep. Steed (D-Okla.) authorizing FTC to issue temporary cease-&-desist orders to halt suspected monopolistic or fraudulent practices by companies against which complaints have been issued. The orders would be effective pending completion of FTC investigation of the challenged practices.

Educational Television

International ETV Seminar: Prominent educators & ETV specialists from more than 30 nations are expected to participate in an International Seminar on Instructional TV to be conducted Oct. 8-18 at Purdue U., Lafayette, Indiana. Purdue reports that some 25 nations already have accepted the invitation to participate.

The Seminar's objectives, as outlined by the U.: "To examine the present status of instructional TV on an international level; to study the developing trends in the educational uses of TV, and by bringing together leading educators, broadcasters and instructional TV specialists from throughout the world, to lay the groundwork for a more effective exchange of information & resources."

Co-operating with Purdue are the U.S. Office of Education, UNESCO, the U.S. National Commission for UNESCO, the State Dept., the International Co-operation Administration, the National Academy of Sciences, and RCA. Warren F. Seibert, Purdue's TV program research consultant, has been named Seminar director. An original grant of \$10,000 to finance the Seminar was made by UNESCO. Additional financial assistance has come from other co-operating organizations.

ETV Best Serves Elementary Schools: That's the opinion of Martin G. Atkins, Central Mich. U.'s ETV Council director. Addressing the recent U. of Mich. Summer Speech Conference, he said that in-school TV can be used to best advantage at the elementary level because (1) "elementary teachers are more willing to accept TV's help," (2) "they are more creative in developing activities to supplement the learning process," (3) "they have consistently considered their job as something more than a disseminator of facts & information," (4) elementary program & schedules are flexible and "can respond to the programming and the various limitations imposed by TV."

ETV Help Pledged: "Technical & management assistance" in setting up an educational TV system in Kansas has been pledged in an editorial broadcast by gen. mgr. Thad Sandstrom, WIBW-TV (Ch. 13) & WIBW Topeka.

Advertising

40-sec. Size Cold-Shouldered, Survey Shows: Only 10 national & regional advertisers out of some 200 will include the full 40-sec. commercial in their fall-winter campaigns. So revealed a Bolling Co. survey of spot TV-radio buying patterns in 14 major buying centers (Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, Memphis, Minneapolis, N.Y., Philadelphia, San Francisco and St. Louis). The checkup was conducted by the rep-firm salesmen and intended as a national cross-section. Other highlights of the survey:

- 108 accounts will hike their ad budgets over 1960, 17 will lessen their volume and 91 will maintain 1960 level.
- 102 will continue with last year's market list, 93 will add more markets and 17 will drop some.
- 26 accounts will join the list of exclusive TV users, upping the total to 104, vs. 78 for radio; 46 will use both.
- Exclusive use of TV is more popular in major markets, with a heavy emphasis on radio in the medium-to-smaller markets. Reasons include the increased time costs in larger markets resulting in the elimination of small-market campaigns to cover the expense; also radio's flexibility, low cost and easy clearances for reaching smaller, selected audiences.
- Usual emphasis is being placed on 20-sec. and 60-sec. spots for TV.
- Increased popularity of 5- and 10-min. programs, especially news, weather and sports, was noted.

FSR's "Big Brother" Panel: Fuller & Smith & Ross, in a campaign to pull in new packaged-goods business, invited N.Y. media buyers & press members Aug. 9 to take a look at something called "focused research." It had more than a dash of George Orwell's "Big Brother" technique. A group of housewives were led in panel discussions on TV programming & packaged-goods products while an audience of clients & FSR personnel watched (unbeknownst to the ladies) via closed-circuit TV. Sitting in a separate room, observers directed questions & remarks to the interviewer which he alone heard on special earphones, but the ladies could not. At the demonstration of "focused research" last week, the housewives were asked if they liked *The Untouchables*. Answered one lady nostalgically: "Oh, yes, it brings me back to the good old days."

Drug Ads Probed: FTC has launched a full-scale industry-wide investigation of the pricing & advertising practices of drug manufacturers & distributors, following up charges by Chmn. Paul Rand Dixon in House hearings that some promotion conceals dangerous medicinal side-effects (Vol. 17:32 p13). First targets of the probe are 37 major companies which have been given FTC notices requiring them to answer a series of questions about their practices. They also must furnish samples of "each type of advertising."

Ad People: George Chatfield, Benton & Bowles senior vp, appointed to American Assn. of Ad Agencies' Committee on Advertiser Relations; Carl W. Nichols, Cunningham & Walsh pres., to Committee on Govt., Public & Educator Relations; Neville Bayless, Bayless-Kerr pres., to Committee on Improving Advertising . . . Cherie Lee appointed McCann-Erickson vp . . . Thomas C. Butcher returns to Lennen & Newell as senior vp & co-ordinator on the Colgate-Palmolive account, a new post.

Stations

NEW & UPCOMING STATIONS: New starter reporting last week was KNDU (Ch. 25) Richland, Wash. which received FCC program test authorization Aug. 9 and began operating Aug. 10. The U.S. on-air total will change to 588 (92 uhf). Canadian on-air total stands at 92 stations.

KNDU will operate as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate. It has a 1-kw RCA transmitter and a 100-ft. Stainless tower on a 2,200-ft. hill S of Kennewick, Wash. KNDU will be sold in combination with KNDO at a \$400 base hourly rate. KNDU's over-all management & programming will be under supervision of KNDO Pres. & gen.-mgr. Hugh E. Davis. Its resident staff includes sales mgr. K. Lynn White, chief eng. D. L. Devon, operations mgr. Bob Kalstad. Reps will be Weed, Day-Wellington (Seattle) and H. S. Jacobson (Portland).

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

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has changed its programming target to Aug. 15-Sept. 1. It will be operated as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate, says WSIL-TV gen. mgr. O. L. Turner. It will use a GE transmitter purchased from off-air WBLN (Ch. 15) Bloomington, Ill., with a 4-bay GE helical antenna on a 500-ft. Utility tower. It will pick up WSIL-TV by way of an off-the-air relay from WSIL-TV's transmitter at Cereal Springs, Ill. KPOB-TV will be sold in combination with WSIL-TV, which has a \$350 hourly rate. WSIL-TV rep is Meeker.

KDCD-TV (Ch. 18) Midland, Tex. has its studio-transmitter building ready and plans to begin programming Sept. 1, reports gen. mgr. Chet Darwin, ex-owner & operator of radios KSWB Yuma, Ariz., KPAS Banning, Cal. and KHCD Clifton, Ariz. The 100-watt Electron Corp. transmitter was due there Aug. 1. It hasn't signed a network affiliation, but has set a \$200 base hourly rate. Rep has not been chosen.

WCCA-TV (Ch. 25) Columbia, S.C. plans to be on the air by Labor Day, according to Harold E. (Hap) Anderson, pres. & gen. mgr. of grantee First Carolina Corp. It has ordered GE transmitter & studio equipment and will use a 348-ft. tower. It has eliminated considerable construction work by purchasing the site & building of defunct WCOS-TV (Ch. 25), which left the air in April 1953. James C. Luttrell, ex-W SAV-TV Savannah, is chief engineer. Rep has not been chosen.

WSIU-TV (Ch. 8, educational) Carbondale, Ill. hopes to begin programming about Sept. 15 according to Buren C. Robbins, dir. of bestg. service for grantee Southern Illinois U. Its 35-kw GE transmitter & 10-kw driver are scheduled to arrive about Aug. 10 and construction on both studios & transmitter house is scheduled for completion by mid-August. Foundations have been poured for the 903-ft. Dresser-Ideco tower which will have a GE helical antenna.

WLKY (Ch. 32) Louisville, Ky. plans Sept. 1 test patterns and commercial programming between Sept. 1 & Oct. 1, says Richard Shively, vp of grantee Kentuckiana TV Inc. & gen. mgr. of WTVW Evansville, Ind. A transmitter building is being remodeled for a 12-kw GE transmitter due to arrive Aug. 15. Studios are complete. The station will use a 300-ft. Blaw-Knox tower. Base hour is not reported. Rep will be Hollingbery.

KTPS (Ch. 62, educational) Tacoma, Wash. is retaining

TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

Montgomery, Ala. Ch. 26, educational, doesn't have a target as yet, but will operate as a satellite of the Ala. Educational TV Commission's present 3-station network, reports Louis Peneguy, director of co-ordination & information for AETC. When funds are available, a studio will be established in Montgomery for local programming. A tower & transmitter have been purchased. The transmitter will be near Patterson Field.

TV Denver Inc. buys Webb & Knapp Interest: Operator of KBTW & KBTR—TV Denver Inc.—is reported to have bought for the sum of \$2.4 million the half interest in the company owned by Webb & Knapp. of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

WCBB (Ch. 10) Augusta, Me. hopes to begin programming about Nov. 1, writes E. B. Lyford, one time with NBC station relations N.Y., who is exec. dir. of the grantee Colby-Bates-Bowdoin Educational Telecasting Corp. A 25-kw RCA transmitter is scheduled for delivery Aug. 15. The walls & roof of the transmitter building are finished, with interior work remaining to be done. The station will use a 369-ft. tower, but won't have its own studios for the first year, operating as a satellite of WENH (Ch. 11, educational) Durham, which repeats programs of educational WGBH-TV (Ch. 2) Boston. Roland A. Desjardin, ex-WCSH-TV & WCSH Portland, Me., is chief engineer.

WEPA-TV (Ch. 66) Erie, Pa., which becomes an NBC-G. Robertson. He is pres. of the grantee Christian Bcstg. Network Inc. It is acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulafl, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

WHRO-TV (Ch. 15) Hampton-Norfolk, Va., planned as a non-commercial outlet, has an Oct. 1 target, reports W. E. Campbell, fiscal agent for the grantee Hampton Roads Educational TV Assn. A GE transmitter has been ordered and it will use the 480-ft. tower formerly used by WVEC-TV before it changed from Ch. 15 to Ch. 13.

KICU-TV (Ch. 43) Visalia, Cal. is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

WXGA-TV (Ch. 8) Waycross, Ga., to be non-commercial outlet of owner Georgia State Board of Education, is keeping to its September program target, writes Mrs. Nancy Lively, for the State Dept. of Education. The studio-transmitter building is scheduled to be ready Aug. 2 for the 25-kw RCA transmitter shipped July 21. Work on 972-ft. Ideco tower is to begin Aug. 10 with a completion date set for Sept. 1.

WYAH-TV (Ch. 27) Portsmouth, Va. has changed its target for non-commercial operation to Oct. 1, reports M.

SRA Revamps ID Standards: Revised specifications for production of full-screen, 10-sec. IDs have been issued by the Station Representatives Assn., tailored to fit within the new 42-sec. station breaks. Citing the new standards as "a benefit to advertisers," SRA managing dir. Lawrence Webb said they would allow 33 $\frac{1}{3}$ % more audio (8-sec. instead of 6) and 25% more video time (the full 10-sec. instead of 8). In addition, stations will now use a full 2-sec. in addition to the 40-sec.-commercial time for station identification, whereas in the past, the advertiser has had to give up 2 seconds of his 10-sec. ID. Other SRA specifications: (1) Of the 2 seconds without audio, $\frac{1}{2}$ second should be used for switching. (2) Adequate blank film "padding" should be added for splicing purposes, and for leading in & out of the commercial. (3) Producers must shoot 1 second of black lead-in, 4/5 seconds of frozen-frame pictures, 4/5 seconds of black lead-out.

ITA Enters TV Field: A debut line of TV transmitters—3 uhf types—will be introduced by ITA Electronics early next year, Pres. Bernard Wise reported last week. The transmitters will be designed to meet FCC's proposed uhf requirements, he said. Projected prices of the new uhf transmitters: 15-kw model, \$99,500; 30-kw model, \$139,500; 60-kw model, \$179,500. Wise also told us that ITA has submitted its FM stereo exciter to the FCC for type acceptance and expects to begin deliveries of the equipment early next month.

Sale of Friendly Group Snags: The planned acquisition of the Friendly Group TV-radio stations by N.Y. greeting-card maker United Printers & Publishers (Vol. 17:30 p7) ran into a snag last week when one of the latter's stockholders filed suit to block the purchase. The block was thrown after UPP stockholders overwhelmingly approved the acquisitions of WSTV Inc., Steubenville, O. & WPIT Inc., Pittsburgh, which control 5 TV & 5 radio stations in 7 cities. The dissident stockholder, Bertram Field, raised a conflict-of-interest issue, among others. UPP's Berkman brothers, Chmn. Louis & Pres. Jack, according to the proxy statement, own some 40% of WSTV shares and slightly more than half of WPIT stock. Pres. Jack responded: "I feel the TV properties will widen the base of the company. We are building on a sound foundation."

McGannon Heads NAB Unit: NAB Pres. LeRoy Collins has named Westinghouse Bcstg. Co. Pres. Donald H. McGannon as chairman of a special committee to study the feasibility of setting up a university-attached NAB Research Center (Vol. 17:25 p5). In announcing the appointment, Collins said his plans for the new project "comprehend all phases of the media of radio & TV" including ratings, but that he doesn't "contemplate tearing down existing audience-measurement systems." Accepting the appointment, McGannon said the industry must "move aggressively into the examination of present problems & future opportunities."

SEG Supports AFTRA Strike vs. KFVB: Screen Extras Guild's exec. committee last week voted to forbid all members to cross picket lines established by the American Federation of Television & Radio Artists in its strike against radio KFVB Los Angeles. Any SEG member who accepts work at KFVB during the strikes, which began July 11 over wages & other benefits, faces possible fine, suspension or expulsion, the union warned. In another communique, SEG reported its revenue for the past year as \$243,664 and expenses, \$219,590.

Station Sales Seminar: WLOS-TV Greenville, S.C. ran its first annual Sales Seminar at its studios recently. Julius Barnathan, ABC affiliates vp, headed a panel that included A. J. Thornhill, a PR dir. for Humble Oil Co.; Charles Ruth, gen. mgr., Marsh Stores; and Marvin Bird, pres., Smith Wholesale Drug Company. Station staff participants included gen. mgr. Theodore A. Eiland and Fred L. Bernstein, gen. sales mgr. The seminar agreed that the one-stop shopping center would increase and that discount stores would be more in evidence. Added Marsh Stores' Ruth: "The image these retailers present to the public will be of much importance and there is no doubt that TV will be sought out to help create the picture of an establishment where it is pleasant & desirable to buy."

TV-Radio Billing Agency Formed: To handle the immense volume of paperwork incidental to processing TV-radio spot buys, a central billing agency called Broadcast Clearing House has set up shop in N.Y. & San Francisco. Headed by Pres. John E. Palmer & exec. vp Lee P. Mehlig, BCH will process spot-purchasing data through the standardized forms & electronic equipment of The Bank of America. Stations will pay 50-60% of the service's costs, the rest to be divided between agencies & representatives. BCH, which estimated the service will need 80% support of the principal agencies, reps & stations, has set a target date of March 1. BCH's theory: Spot business will increase when it is made easier to transact.

Wometco Affiliate Expands: Caribbean Bottling Co. Ltd. has been granted a franchise to bottle & distribute Canada Dry beverages in the Bahamas and is completing a new bottling plant in Nassau for its expanded operations. The Wometco Enterprises affiliate, in a cash transaction, also acquired Crawford Bottling Co. of Nassau, former holder of the Canada Dry franchise. Caribbean also bottles & distributes Pepsi-Cola.

Time-Life Buys Into Lebanon TV Firm: The Time-Life Broadcast Div. of Time Inc. has become a minority stockholder in Beirut-based Lebanese Television Co., the only TV firm in Lebanon. Time-Life plans to be active in the TV company's programming, production and sales.

Wasilewski & Swezey Tapped: NAB Pres. Collins has recommended to the board that govt. affairs vp Vincent Wasilewski be named exec. vp, and Robert Swezey, exec. of WDSU-TV, head of TV-radio Code Authority (Vol. 17:31 p14).

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WWJ-TV Detroit	\$3000 (no change)	\$760 to \$900 ⁵	²
WKZO-TV Kalamazoo	1300 to \$1400	360 to 400	July 1
KOMO-TV Seattle	1350 (no change)	400 to 425	July 1
WRGB Schenectady	1250 (no change)	275 to 300	July 1
KING-TV Seattle	1200 (no change)	330 to 380	Aug. 1
KFMB-TV San Diego	1000 to 1100	260 to 290	July 1
WHBF-TV Rock Island, Ill.	950 to 1050	250 (no change) ^{1, 2}	
KOTV Tulsa	825 to 900	200 to 220 ¹	July 1
WVSJ-TV Winston-Salem ...	750 to 800	150 to 200.	July 1
WFBC-TV Greenville, S.C. ..	750 to 800	160 to 200 ³	July 1
WTVW Evansville, Ind.	600 to 700	115 to 135	July 1
KTVK Phoenix	600 (no change)	135 to 150	July 1
WGAN-TV Portland, Me.	500 to 700	110 to 150	July 1
WLUC-TV Green Bay	500 to 650	100 to 125	²
WSFA-TV Montg., Ala.	500 to 575	125 to 160	July 1
WLOF-TV Orlando	500 to 550	110 to 115	July 1
KNTV San Jose, Cal.	400 (no change)	100 to 120	July 1
WKST-TV Youngstown, O. ..	400 (no change)	80 to 90	July 1
WSAU-TV Wausau, Wis.	300 to 330 ⁴	100 to 110	July 4
WKOW-TV Madison, Wis. ...	300 to 325	60 to 65	July 1
WLUC-TV Marq'te Mich.	300 (no change)	70 to 90	July 1
KHSL-TV Chico, Cal.	250 to 275	57.50 to 65	July 1
KOTA-TV Rapid City, S.D.	225 (no change)	50 to 60	July 1

¹20 Sec. only. ²Not reported. ³Also rate for 30 Sec. ⁴30 Min., Hour not quoted. ⁵Min. or 40 Sec.

Networks

Does ABC Own 25% of Toronto Station? Word at the weekend was that ABC International had purchased 25% of CFTO-TV Toronto—the maximum interest permitted non-Canadian stockholders. An ABC spokesman said that the network “cannot confirm or deny” the purchase, but admitted “ABC is certainly interested in that area.”

The Toronto *Star* reported that ABC had purchased from CFTO-TV principal Joel Aldred his 17% interest for more than his estimated initial \$5-million investment. ABC's purchase of an additional 8% reportedly was from Ted Rogers, a 10% holder.

ABC International Pres. Donald Coyle was in Toronto last week but would not comment on whether his visit there had any connection with the reported ABC buy into the Ch. 9 station.

Beech-Nut Makes Its Play: NBC-TV began to look like the strongest contender last week in the network race to dispose of remaining unsold network time before the start of the fall season (Vol. 17:32 pp3&12). What jumped NBC into the lead was a major coup—the signing of most of the \$7.5-million TV billings of Beech-Nut, previously the principal advertiser hold-out in fall purchases. Late last week, Beech-Nut and its agency, Young & Rubicam, were still picking a long list of minute availabilities in NBC shows. The level of 7:30-11 p.m. sold time in the last quarter of 1961 among the networks now looks like this: NBC-TV—92%. ABC-TV—88%. CBS-TV—86%. These figures, of course, can shift quickly.

WOR & MBS Go Pfft: WINS N.Y., owned by Gotham Bestg. Corp., will become Mutual Bestg. System's N.Y. affiliate as of August 28, thus ending a 27-year association between the network and WOR, the N.Y. RKO General station and a charter member of MBS. “A difference in philosophies” caused the WOR-MBS split-up, said a network spokesman. “WOR, with its emphasis on 15-min. newscasts, just couldn't carry enough MBS material.”

NETWORK SALES ACTIVITY

ABC-TV

- American Oil (D'Arcy); Frito (Erwin Wasey, Ruthrauff & Ryan) part. eff. Sept. 16.
NCAA Football Games 1961, Sat. & Thu.
- Beecham Products (Kenyon & Eckhardt) part. eff. Sept. 13.
The Connie Francis Show, Wed. 9-10 p.m.
- E. R. Squibb, Sons (Donahue & Coe) full spon. eff. Sept. 25.
ABC Evening Report, Mon. 6-6:15 p.m.

NBC-TV

- All State Insurance (Leo Burnett) co-spon. eff. Oct. 11.
The Bob Newhart Show, Wed. 10-10:30 p.m.
- Whitehall Laboratories (Ted Bates); Lever Bros. (BBDO); Reader's Digest (J. W. T.), part. eff. Oct.
Daytime programming, Mon.-Fri.
- General Foods (Ogilvy, Benson & Mather); Smith Corona Marchant (BBDO), part. eff. immediately.
Laramie, Tue. 7:30-8:30 p.m.; *National Velvet*, Sun. 8-8:30 p.m.
- Smith Corona Marchant (BBDO), part. eff. immediately.
Tales of Wells Fargo, Mon. 8:30-9 p.m.
- Elgin National Watch (McCann-Marschalk) full sponsorship eff. Nov. 28-Dec. 15.
3 news specials.

NBC's Pro Pigskin Coup: NBC scored a neat sales “first down” against CBS last week. By moving quickly in the wake of a federal court's ruling against the CBS-National Football League package, NBC concluded negotiations to cover both “home” & “away” games of 2 major NFL teams, the Pittsburgh Steelers & the Baltimore Colts (Vol. 17:31 p10). Having won 2 major clubs from the CBS fold, NBC proceeded to intercept a slice of CBS billings as well. Signed by NBC for a one-quarter sponsorship of its pro football series was Ford Motor Co., which is remaining with CBS as a sponsor of that network's trimmed-back football schedule. A J. Walter Thompson source confirmed that the money Ford will spend with NBC for pro football “just about equals” the difference between Ford's present CBS contract and its original CBS football deal. The NBC pro grid schedule will be networked Sept. 17 through Dec. 17, but will not be carried by stations in the 14 NFL cities.

At the local level, several TV stations are also profiting from the voiding of the CBS-NFL deal. Regional rights to the Pittsburgh Steelers reverted to the Duquesne Brewing Co. of Pittsburgh, which has organized a 7-station network to carry the team's “away” games. A total of 3 exhibition games and 7 NFL games will be televised. Duquesne will co-sponsor the games with American Oil and Marlboro cigarets splitting the remaining half.

Programming

WESTERN RERUNS? GOING THAT-A-WAY! TV's Western trend is over, with only a dozen or so such series scheduled for the networks next season. But the hangover lingers on in the already tight syndication market, where there is evidence of resistance to Western reruns on grounds of too much & too late.

There are of course, hundreds of Western films in Hollywood, which have been seen on the networks, but are not yet in syndication. Their residual value is now highly uncertain except for a hit such as *Gunsmoke*.

For example, Dick Woollen, programming vp & film buyer for KTTV Los Angeles, an important purchaser of syndicated product, told us: “Westerns have been offered which I turned down because of poor quality . . . The public's appetite for [them] is waning, so I have to be selective. If 8 series are offered, I may take one or two.”

On the other hand, Woollen said he would not hesitate to buy reruns of a so-called “violent” series such as *The Untouchables*, despite the wide-spread criticism. He added: “We buy a show if it's well done & entertaining. *The Untouchables* is. It's not that we're not sensitive to Washington; we have a sensitive ear to what the public wants.”

KCOP Los Angeles Pres. Alvin Flanagan told us: “We have looked at the *Wyatt Earps* and *Wanted—Dead or Alive* with great interest. They did a good job on the networks. However, the possibility is that TV is veering away from [them] and therefore we are skeptical of their economic values. It would take 3 years to have such a series pay off. With the emphasis on public-information shows & entertainment series of a non-violent nature, the money could be better spent elsewhere. In 3 years, or even one, the Western concept may not be of interest to the public or advertiser.”

A production executive told us that, with the syndication market already soft, he thought the industry had a major problem on its hands in trying to recoup Western investments via syndication. Like most Hollywood companies, his firm had no Western projects planned for '62-63.

Lavish Launchings for Feature Films: There's a growing trend among stations to launch feature-film showcases as important local highlight shows, rather than as handy dumping grounds for late-night spot business or as odd-hour filler. Reason: Movie packages have become newer (as post-1948s entered the market), smaller (groups of 20-50 pictures instead of huge libraries), less numerous on the market—and, per-picture, considerably more expensive. The viewers like movies, and it's now an established fact that star-sprinkled post-1948s can compete handily with well-rated network shows in local prime time (Vol. 17:27 p12, 32 p15).

Such motivations underlie the current plans of KLZ-TV (Time Inc. CBS affiliate) to make its *The 10:30 Movie* a major Denver attraction when it debuts next month (Sept. 8). The package contains 81 post-1950 pictures from 7 Arts plus some new movies from MGM-TV and NTA. A summit meeting of all concerned with the project reached these key decisions in a 2-day conference:

- **Format, time slot**—KLZ-TV decided to treat its film show as a weekly special attraction. It chose Fridays at 10:30 p.m. as the best available time period. A regular host-producer, Bob Davis, was assigned to the show.

- **On-air promotion**—The station's Friday-night rating pattern shows a 50% audience drop-off at 10:15 p.m., following a local newscast. KLZ-TV has now scheduled a tune-in plug at 10:10 p.m., using within the newscast a clip from the movie to catch the peak audience before this drop-off. Also scheduled is a special 30-min. prime-time "preview" show in which host Bob Davis will give Denver viewers a quick look at the shape of movie things to come with the aid of movie trailers. Besides other tune-in plugs on KLZ-TV, the station is also using 10-sec. spot announcements on 2 independent local radio stations.

- **Off-air promotion**—To make viewers aware of the movie showcase, KLZ-TV has scheduled 400-line ads in all Denver papers and *TV Guide*, and in other newspapers within a 60-mile radius. Other forms of local promotion (billboards, car cards, etc.) are planned. KLZ-TV will also use National Screen Service Theatrical Posters in a special lobby display and has made a tie-up with a leading local cab company for taxi posters.

- **Sales plan**—Station sales officials and Katz reps have developed a concerted campaign for *The 10:30 Movie*. It's available to spot advertisers in minute participations, 20-sec. availabilities and IDs. And to make Madison Ave. aware of the show as an advertising medium (apart from the sales efforts of Katz), KLZ-TV has scheduled ads in TV-radio trade publications plugging several of the top features in the package. A special by-invitation film preview of the series will be staged by KLZ-TV Aug. 22 in Denver for local agency men, timebuyers and Denver-area clients.

* * *

In many ways similar to the advance buildup for KLZ-TV's *The 10:30 Movie* are the plans of Crosley-owned WLWA Atlanta for a major new movie program starting Oct. 16 in early-evening time: *Peachtree Playhouse*. So far, WLWA has programmed for moppet viewers in the 5:30-7 p.m. slot (including the use of ABC-TV's 5:30-6 p.m. Monday-Friday strip of juvenile-angled shows). This fall, WLWA will drop the network kiddie strip and will aim for an all-family audience. The station recently bought 500 features from Screen Gems, including 260 post-1948 Columbia movies, for \$750,000 (Vol. 17:32 p15). Armed with this package, WLWA is now out to win new audiences for *Peachtree Playhouse* with the aid of posters, car cards, radio announcements and on-air TV promotion.

Index of U.S. Home TV Usage

Viewing Recoups: Average home viewing of TV during June 1961 was up 3.9% from June 1960, marking the year's first substantial all-day viewing increase and reversing (at least temporarily) the downward trend spotlighted recently by ex-Lever Bros. vp Henry M. Schachte (Vol. 17:17 p7). The latest Nielsen figures show nighttime viewing during June was up 2.1% over last June (a matter of 1.1 percentage points) and daytime viewing was up 7% (or 1.2 percentage points) for an average all-day increase of 10 minutes. The figures follow:

	Average Audience Per Average Minute		Daily Avg. Hrs. Per Home		
	Day (10 a.m.-5 p.m.) %	Homes	Night (7-11 p.m.) %	Homes	
June 1961	18.5	(8,677,000)	48.5	(22,747,000)	4 hrs. 29 mins.
June 1960	17.3	(7,820,000)	47.4	(21,425,000)	4 hrs. 19 mins.

Color Specials Court a Network: Six big-budget, 60-min. musical specials, produced by Henry Jaffe in color and complete with sponsor (Cities Service), will have to settle for black & white exposure on 1961-62 network TV. Color-conscious NBC couldn't clear time for the series and, although ABC & CBS are equipped for network color shows, neither will do any colorcasting this fall. The b&w fate of the specials now seems to lie with ABC. The network has offered a time slot (reportedly pre-emptions of *Roaring 20s*, Sat. 7:30-8:30 p.m.) and has given Cities Service until Aug. 14 "to make up its mind." CBS had previously turned down the series, unable to clear the time.

Prof. Jaffe Elaborates: Harvard Law Prof. Louis Jaffe questions whether FCC has as much power to influence programming as FCC Chmn. Minow believes it has, but he insists that Minow's efforts to improve programming should be supported. In an Aug. 8 letter to *The New York Times*, he said that his views, as expressed during the recent Northwestern U. conference (Vol. 17:31 p1), were correctly reported by the *Times*. However, he wrote: "This obscured the fact that I am in complete accord with Mr. Minow that TV has important functions which it is under obligation to perform & which it is at present failing to perform . . . I insist upon the responsibility of TV to provide a program which caters to all needs & to all tastes, but I insist also on the value of the selective approach to the solution of current deficiencies. This means that though TV programming inevitably must be predominantly popular, there must be some provision for the needs of cultural minorities . . . Insofar as Chmn. Minow is seeking to alert the industry to its multiple responsibilities—to its responsibilities for education, information and entertainment, and to lowbrow, middlebrow and highbrow taste, he has my complete support and should have the support of the general public."

CBS Cameras Crack Iron Curtain: The first U.S. camera-reporter team to visit communist Hungary since the 1956 revolt has completed a 2-week filming for *The 20th Century*. The network news team interviewed students, farmers, a journalist jailed in 1956 for anti-govt. articles and several members of the Communist youth organization, KISZ. Their documentary report, written by Bonn bureau chief Daniel Schorr and titled "Hungary Today," is scheduled for the 1961-62 season.

BUSINESSMAN'S TV: It's time network TV branched out from mass-market escapist entertainment to provide sponsors with special-interest programming designed to reach special-interest audiences. And, at cost-of-audience figures attractive to sponsors.

That's how ex-agencyman Hendrik Booraem Jr. summed up the backstage philosophy of *American Business Briefing*, the new show that's likely to be one of the fall season's few departures from network program tradition. Booraem, a former vp of Ogilvy, Benson & Mather, is now a production partner in the firm which, with Screen Gems, will produce the show. It's due to start on ABC-TV as a Sun. 12:30-1:30 p.m. tape series (Vol. 17:29 p8) aimed at "the business community."

The show is open to advertisers in a basic buy of 60-sec. participations at a time-&-talent cost of \$15,570.

Aimed at 17 Million Businessmen

Is it another example of TV's trend toward sponsored public-affairs shows? Not exactly, Booraem told us recently. "I don't believe in public-service TV which exists because people feel they should do it, and other people feel they should watch," he said. "If we're following any particular trend, it's the recent growth of specialized magazines, such as *Business Week*, *U.S. News & World Report* and various trade publications. Our show will have news, documentaries, features and analysis. But it will be aimed at an audience that has not really been tapped—the decision-making businessman."

Booraem's group (which also includes ex-Interpublic vp Sidney W. Dean and ex-Dancer-Fitzgerald-Sample vp Adrian Samish) has planned its TV approach to the 17 million U.S. businessmen with considerable care. For one thing, in order to have an attractive CPM forecast, the show had to be in lower-cost daylight hours rather than expensive prime time at night. "We settled for our Sunday spot," explained Booraem, "because it's after church and before the start of Sunday-afternoon activities. We'll never reach some all-day Sunday golfers and such, but they are a minority of businessmen."

Budget and CPM Figures

The show's production budget (\$70,000 for a 60-min. program) is modest by entertainment-budget standards, which average about \$100,000 for hour shows. It's high for a show designed to reach less than a mass market, but this in turn is offset by reduced time costs of the show's Class-C slot on ABC. Result: Booraem predicts a CPM figure of \$7.79 for *American Business Briefing*.

"The average nighttime half-hour show has a CPM of about \$4—half of ours—but ours is quite competitive," said Booraem. His point: Average nighttime CPMs are not based on reaching men only; his is. To reach a male-only audience via *Gunsmoke*, Booraem calculated, would involve "a CPM of about \$7.50—and only half of those men would be a useful prospect to advertisers trying to reach businessmen, so your CPM would really be about \$15." In print media designed to reach businessmen, comparative CPMs in *Fortune* and *Business Week* "are about \$14 & \$11.20," estimated Booraem.

Since the show is not the usual run of TV fare, Booraem's group and production partner Screen Gems have reserved the right to handle sponsor sales—by no means a typical practice among independent producers. "We're after a lot of advertising revenue so far not on TV, such as office copying machines, construction companies that

build whole plants and big shipping and trucking concerns," he explained. Recently, Booraem said, Screen Gems sent out sales letters to a carefully-screened list of 288 potential TV clients, received a "remarkable" response of 60% with "interest toward possible TV purchase."

The series itself, according to Booraem, won't be "a TV version of the business page of the *N.Y. Times*." Rather, it will treat "the effect of general news on the business community in a visual, informed way, such as a study of the effect of Jackie Kennedy's Paris trip on 7th Avenue's fashion industry." To be timely, it will be taped at ABC only 24 hours before airtime (apart from some special filmed features and capsule documentaries).

Can such "special-appeal" programming pay off financially for advertisers? "A show like *American Business Briefing* is quite different from a show that's selling bubble gum or cigarettes," Booraem replied. "All a client who's selling a business service on our show has to do is make one big sale to a business executive and he's off the program nut for the season."

Clearance Problem Axes "Discovery": ABC-TV's decision to drop *Discovery*, blueprinted as a Monday-Friday public-affairs show for kids, is a case of good network intentions vs. the current trend to lock up national & local fall TV programming early in the year. The network's decision to go ahead on *Discovery* was originally announced in the wake of FCC Chmn. Minow's famous "wasteland" speech (Vol. 17:32 p4). Only a little more than a week ago, a screening of *Discovery* was held for Minow in Chicago (he liked it). But ABC, meanwhile, faced a clearance crisis. Of the network's 116 primary affiliates, 72 stations early last week had offered to clear a weekday 5-5:30 p.m. slot for the show. But 8 stations in major markets declined to clear the show for the fall series, despite Minow's blessings and the fact that ABC had lined up some participating advertisers. Reason for clearance refusal: The show was scheduled in station-option time which had long since been programmed and sold in long-term local deals. Unable to deliver the 8 key markets to advertisers, and uncertain that it could clear time in markets not yet reporting to the network, ABC-TV daytime program vp Giraud Chester announced that the show was "postponed." (Translation: It won't appear in the 1961-62 season, and there's no likelihood it may be seen the following year unless it's shifted to a network-option slot.)

Canon 35 Untouched: The American Bar Assn. has gone through its annual performance of doing nothing to revise its Canon 35 ban on camera-&-microphone coverage of court proceedings. A special ABA media committee reported at the ABA's St. Louis meeting (see p. 4)—as it did last year at the lawyers' Washington convention (Vol. 16:36 p7)—that it had little to report. The committee said it still was unable to find any foundation willing to put up money for a pilot study of Canon 35 questions. Its only recommendation was that the search for a donor of an estimated \$35,000 needed for the research be continued for another year. A group of judges & lawyers attending the convention discussed pros-&-cons of Canon 35 on a KMOX-TV St. Louis *Close-Up* show, but there was no floor debate on the anti-broadcasting rule. At the same time the ABA singled out TV programs for 1961 Gavel Awards. Cited for contributions to public understanding of legal processes were *CBS Reports*, CBS-TV's *Armstrong Circle Theater* and the U. of Mich. TV Center at Ann Arbor. Radio KMOX also received a Gavel Award.

Film & Tape

TV & THE CRISIS OF THE MOVIES: The steady growth of TV abroad has hurt the American movie industry's global box office and provided still another problem for an industry in decline. But TV is only one of a number of the factors which have resulted in the sharp dip in the output of Hollywood movies.

The situation is accented today by top-echelon moves at 20th Century-Fox, where Peter G. Levathes has replaced Robert Goldstein as studio head, and economy measures are under way (Vol. 17:26 p12, 17:25 p14). 20th, like other studios, is confronted by a troublesome situation stemming from the divorcement (of theaters) decree, shortage of stars, rising costs, TV competition, and insufficient box-office pictures.

One of Levathes' first steps was to consolidate the TV & movie casting depts.—an obvious economy measure. Owen McLean is now casting chief for both TV & movies, and TV casting chief John Erman has resigned. (Producers Jack Cummings, Oscar Brodney, Walter Reisch and Sam Katzman have left the studio.) Levathes told us there would be more such consolidation of departments. He also made it clear that he would retain close supervision over the TV operation. In that expanding area 20th-Fox Pres. Spyros Skouras recently told his TV executives: "I want 15 series in 1962." The studio has 5 for next season.

What are the underlying factors contributing to the unhappy state of the movie industry? This appraisal—shared by many others—is from veteran 20th-Fox producer Samuel Engel, who has 3 pictures stymied:

"These movies are budgeted at around \$5 million each, but we can't afford to go ahead without the insurance of a star name. There is a shortage of stars, and no one has come along to replace a Clark Gable or a Gary Cooper. In the old days when the studios had lower budgets and owned the theaters they were virtually certain of getting their money back. That's why Darryl Zanuck (then 20th-Fox production head) could put a then-new name—Tyrone Power—in "Lloyd's of London" as star. The picture cost only \$600,000, and the risk was practically nil. Today, top pictures can't be made on a budget that small and because of the divorcement decree, studios do not own the theaters.

"At first, the domestic competition from TV hurt, but that leveled off. Now TV has become important in countries like Japan, Italy, Germany, England and France, and our foreign market is going down because of this competition. The more sets sold abroad the more box office falls."

Engel believes that eventually studios will be forced by desperation & necessity to use new names in their pictures. Pay TV, he thinks, may be the salvation for the movie industry. There will be fewer movie theaters and they will occupy a position much like the Broadway theater, with 2 performances a day on a reserved-seat basis.

Another 20th-Fox producer, ex-*Playhouse 90* producer Martin Manulis, has also been handicapped by the star shortage, but has now cast his pictures and is proceeding with his projects. When 20th-Fox's troubles became apparent, Manulis received offers from a dozen TV companies, but told them he was under contract to 20th.

Warner Bros., another movie major with a stake in TV, has already begun to use a number of its TV-developed "new faces"—Efrem Zimbalist Jr., Dorothy Provine, Roger Moore, Troy Donahue—in modestly-budgeted features. But usually, at least one name star heads the cast list as box office insurance.

Union Concessions in N.Y.: N.Y. movie production got a sudden helping hand when 7 local IATSE branches agreed to go easy on labor costs for 5 low-budget features planned by producer Michael Myerberg. Similar agreements for TV may possibly follow, as union co-ordinator Steve d'Inzillo indicated willingness to negotiate with other interested producers.

IATSE concessions included smaller production crews, interchangeability of duties for members of different unions and reduction of overtime pay by starting at 12 noon instead of 8:30 a.m. In return, the union members will receive 16% of Myerberg's gross profit on each film, after return of all production and 50% of distribution costs.

SAG last week revealed the details of a modified dubbing agreement between the union's N.Y. branch and local dubbing studios. Negotiated earlier this year and signed March 10, the new agreement, designed to stimulate more dubbing in N.Y. of foreign-language movies & TV, was retroactive to Sept. 1, 1960, and expires Dec. 31, 1961. Under the old agreement, the dubbing actor received 25% of his basic wage at time of dubbing (if the distributor intended eventually to release the English-voiced film to TV) and another 25% at time of TV sale. If the distributor was delinquent in paying the first fee, the actor received 100% of his original wage on sale to TV. The new agreement slashes the distributor fee in half, providing for payment to actors of 12½% at the time of dubbing and 12½% at the time of sale to television with no penalty made for late payment.

NBC & CBS in Mexican Ruckus: After NBC International recently claimed, among U.S. syndicators, the greatest number of program sales in Mexico, CBS Films promptly declared that not only had it been left out of NBC's listings entirely, but that CBS is really top chihuahua in Mexican telefilm sales. Countered NBC International: CBS shows hadn't been counted because "CBS Films sold its shows in Mexico to Television Interamericana S.A. (TISA), which is actually owned by Mexican & Argentinean interests, and it is TISA which actually made the sales." Snorted CBS in reply: "CBS Films never sells negative rights to its telefilm series. Sure, we work with TISA in Mexico, but it functions as our distributor and reports all sales to us." Then MCA got into the act by issuing (for the first time, to anyone's knowledge) a story about Mexican telefilm sales which mentioned specific shows. MCA's TV de Mexico vp Jacques Brazy said pointedly: "Sales of MCA TV film series in South & Central America are booming to unprecedented heights, and MCA continues in its position as the leading U.S. TV film distributor in the market."

CBS Films Sale in Japan: *This is Your World*, a 30-min. weekly series drawn initially from 1960-61 CBS informational shows seen in the U.S., has been bought by Japan Light Metal Works Ltd., (described as "the largest aluminum refinery & manufacturing company in the Orient"). The series will start this month on the Tokyo Bestg. System (TBS) network. The deal was made through Sekiya & Co., the CBS Films sales rep in Japan, and marked "the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan." Worth noting is the fact that in this hemisphere Alcoa and Aluminium Ltd. have both sponsored prestige-building public-affairs programs.

The Maltese Falcon Flies Again: One of the best movies Warner Bros. ever made—"The Maltese Falcon"—will be remade as a feature film, and possibly as a TV series as well, by a major Warner rival, MGM. The project is the indirect result of the TV feature-distribution policies of both studios. The background: When Warner Bros. turned over its pre-1948 backlog to Eliot Hyman's original Associated Artists Productions for TV distribution in the mid-1950s, "The Maltese Falcon" went to AAP on an all-rights basis as part of the package. In 1957, Hyman—aware that the picture had been hailed by critic James Agee as "the greatest private-eye film"—considered doing his own remake with Jackie Gleason in the "Casper Gutman" (Sydney Greenstreet) role. It was held out of the original AAP Warner package, and even yanked back when it had been scheduled by WCBS-TV N.Y.

Later, after AAP was bought by United Artists, Hyman changed his mind and TV-released the circa-1940 movie, starring Humphrey Bogart, with John Huston directing. It invariably drew strong ratings and is still one of UAA's best pre-1948 attractions.

MGM, meanwhile, was invading TV in a different manner. Warner Bros. had dumped its pre-1948 backlog in an outside distribution deal and was concentrating on developing new TV properties (a formula which has been successful for WB). MGM chose to distribute its own films and, more slowly than the Warner studio, began to develop TV properties. A key difference: MGM drew (& still does) primarily from its movie backlog for TV ideas, and acquired a corporate taste for filmed remakes.

This MGM philosophy can be seen in action in TV in such early MGM shows as *Northwest Passage* and *The Thin Man*, and more recently in *National Velvet*, *Dr. Kildare* and *Father of the Bride*. In theatrical films, it can be seen in the successful remake of "Ben-Hur" and the forthcoming "Mutiny on the Bounty."

Eventual result: Earlier this year, MGM and Hyman, who had held on to "The Maltese Falcon" rights when he formed 7 Arts, began to negotiate for the sale of the Dash-ell Hammett-penned movie. The deal was recently concluded. An incidental irony: 7 Arts is the TV distributor for post-1948 Warner Bros. features.

20th-Fox Re-Aligns Top Brass: An official of 20th-Century-Fox who's been with the movie firm since 1932 now has what amounts to the job of co-president. He's exec. vp William C. Michel, named last week to the newly-created post of chmn. of the exec. committee with powers "the same as" those of Pres. Spyros P. Skouras. In N.Y., sources at 20th-Fox hq did not foresee any major changes in the company's TV or movie activities as a result of Michel's appointment, nor did they indicate that Skouras might in future relinquish some executive control by moving upstairs to the post of corporate chairman.

An End Run for CBS-TV: The Senate has been called on by Sen. Hruska (R-Neb.) to come to the aid of CBS in its antitrust football-telecast troubles (Vol. 17:32 p7). In a floor speech he urged quick action on a bill (S-1856), which he co-sponsored, which would give relief from antitrust law to professional sports (Vol. 17:20 p12). Hruska said the federal court decision against CBS-TV's contract with the National Football League threatened to dim "one bright spot" in TV programming—Sunday-afternoon football. The sports bill is pending before the Senate Judiciary Antitrust & Monopoly Subcommittee.

HOLLYWOOD ROUNDUP

MCA Acquires J&M Productions: Control of Jack Benny's J&M Productions passed to MCA last week, when the talent agency purchased the stock of the Benny TV-film company. Neither MCA nor J&M sources would discuss the price, but it was reported that MCA stock valued at \$2.5 million was exchanged for the J&M company.

Involved in the deal were J&M's *Checkmate* series (of which CBS-TV has 50%); *Holiday Lodge*; *Ichabod & Me* (in which J&M and Kayro Inc. each own 50%); and *The Jack Benny Show* films. The series will not be affected in production, since Revue Studios, MCA's TV-film subsidiary, has been producing *Checkmate* and *Holiday Lodge*, Kayro produces *Ichabod* at Revue, and Benny films are produced at Revue.

Artists & Production Associates has been formed by producer-director Blake Edwards, producer-director Richard Quine, Jack Lemmon and talent executive Max Arnow for the production of TV films, movies and legitimate theatrical presentations. Arnow is gen. mgr. of the company, which has its hq at Producers Studio.

Wolper-Sterling Productions' documentary, "Hollywood: The Golden Years," has been selected for exhibition at the Venice Film Festival in Italy Aug. 24-Sept. 7 and in the Stratford Festival, Ontario, Canada, Aug. 21-Sept. 2.

Warner Bros. has optioned 17-year-old Bronwyn Fitz-Simons for a contract. She's Maureen O'Hara's daughter.

Charles Boyer, a partner with Dick Powell & David Niven in Four Star Television, will star in 2 segments of *The Dick Powell Show*, both to be filmed in Europe.

Screen Gems' *Route 66* moves to Boston and its immediate vicinity late in August for filming of 3 episodes of the CBS-TV series.

NBC-TV's Hollywood press dept. has moved from the network's Hollywood offices to its Burbank hq.

Warner Bros. has signed John Dehner to a contract, and assigned him a co-starring role in its *The Roaring 20's*.

NTA has sold its *Shirley Temple Festival* film package in 53 markets.

ABC Films plans to produce *Lanny Budd—Presidential Agent*, based on the Upton Sinclair novels, next fall.

People: John Goetz has joined Wolper Productions as producer-director. His first assignment is "The Story of a Test Pilot," in the documentary series being produced for Ziv-UA. Mel Stuart has been assigned by Wolper as producer-director of another segment, titled "The Story of an Entertainer" . . . Charles Bowman, ex-Shell Oil Co. PR, named PR dir. of Revue Studios . . . John Young named vp-treas. of Producers Studio . . . Jerry Thomas named associate producer on *Route 66* . . . Jimmy Sarno named vp of McFadden & Eddy, PR company . . . Desilu Productions public-affairs vp George Murphy has resigned, to enter movie production. Rudy Petersdorf has returned to Desilu as associate dir. of contract administration, following a stint as an executive with Home Entertainment, ex-Desilu vp Martin Leeds' pay-TV company . . . Max Lamb has resigned as story editor of 20th Century-Fox TV's *Adventures in Paradise*.

3 New Series in Shaky Starts: More than the average amount of behind-the-scenes production problems are besetting 20th Century-Fox TV's *Follow the Sun*, Revue Studios' *The Investigators*, and ABC Films' *Straightaway*. There has been considerable producer turnover, with Richard Irving replacing Michael Garrison on *Investigators*; Marion Hargrove out as *Sun* producer; and Joseph Shaftel appointed the fourth *Straightaway* producer. His predecessors: Irving Cummings Jr., Phil Shuken, Albert Cohen. Brett Halsey has been added to *Sun* as co-star, with Garry Lockwood "relegated to a peripheral role," and Jay Lanin added as a regular featured player. Some reshooting & editing of *Investigators* footage may be necessary, Revue sources say. *Straightaway's* footage has not been up to expectations, and some is reported being reshot.

Selmur Productions will pilot *Young Love*, a situation comedy, this fall. Exec. prod. Selig Seligman is now casting the leads—a couple in their early 20s. The series is the creation of Alan Lipscomb & Bob Fisher. Selmur, which has finished the pilot of *Mobile 7*, is planning several other projects for 1962-63.

Dorothy Malone and Dennis O'Keefe star in *Open Season*, a segment of the *Dick Powell Show* being directed by Ray Milland at Four Star Television.

Wolper Productions and Wolper-Sterling Productions have moved their executive-production offices to 8720 Sunset Blvd., Hollywood.

Warner Bros. has optioned Ginger Drysdale, wife of L.A. Dodgers pitcher Don Drysdale, for an acting contract.

NEW YORK ROUNDUP

"Silents Please," with 39 episodes in the can & a summer replacement spot on ABC (Thu. 10:30-11 p.m.)—but with no network commitment beyond fall—is now making 20 additional episodes. "We are currently negotiating with ABC for a fall slot, although not prime time," said a Sterling TV spokesman. New additions to the old-movies show, 13 of which will be ready for release after October, include "Lilac Time" (Gary Cooper), "The 3 Musketeers" (Douglas Fairbanks), "Don Juan" (John Barrymore), "Blood & Sand" (Rudolph Valentino), and Sergei Eisenstein's "Alexander Nevsky."

WNEW-TV N.Y. will be the new home base for a new (& not so open) *Open End*, which has been evicted from its 2-season spot on WNTA-TV with the latter's pending sale to a non-commercial ETV group (Vol. 17:27 p4). Jointly owned by MetroMedia, Metropolitan Bcstg.'s parent, and producer-host David Susskind, the show will debut on the 5 Metropolitan stations Sept. 10, with NTA handling all outside syndication. One show monthly will originate from WTTG Washington to feature govt. people.

Teledynamics Corp.'s 30-min. adventure series *Long John Silver*, now in its fifth N.Y. run—but this time in color—has climbed into Nielsen's No. 2 spot among local shows. The series' first color run was last May. It is now sold in 65 markets.

Carousel Films will distribute 2 CBS Films specials—"A Christmas Carol" and "The Juggler of Our Lady"—in the non-theatrical 16-mm market (schools, govt. agencies, libraries, etc.).

Foreign

13 New Australian Outlets: Australia will have a complete nationwide TV service available to 78% of the population next year, the Postmaster General has reported. The govt.-controlled Australian Bcstg. Commission expects to have 13 new non-commercial outlets on the air in 1962, and each of the 13 areas will also get a privately-owned commercial station, for a total of 42 outlets, including the 16 commercial & non-commercial stations now in operation. Contracts for the transmission equipment for the govt. station have been let—7 stations being equipped by Australian firms, the others by British & Japanese companies. At the end of May, there were 1,199,012 licensed TV receivers in use, representing 11.53 licenses per 100 people.

Australian TV is currently experiencing its first downturn. Charles Michelson Inc. reports TV advertising running 43% under last year. Reasons: (1) general recession, (2) credit-buying limits and (3) uncertainty about Australia's trade if Britain joins European common market.

ABC Signs with Japanese Stations: Agreements covering technical & production exchange, as well as U.S. sales representation and minority-stock ownership, have been signed between ABC International TV Inc. and 2 major Japanese broadcasting concerns. Announcement of the "pioneering" deals with Nippon Educational TV Co. of Tokyo and Mainichi Bcstg. Co. Ltd. of Osaka came last week from ABC International Pres. Donald W. Coyle. Among highlights of the latest ABC overseas liaison: (1) ABC will act as U.S. program-purchasing agent for the NET and Mainichi outlets. (2) ABC may use the production facilities of the Japanese TV stations to make entertainment, news & documentary shows. (3) The Japanese stations may similarly call on ABC facilities. (4) In the electronic future are possible "live intercontinental telecasts by means of space satellites."

CATVN Expands to Panama: ABC International recently announced a new Central American TV Network station—Televisora Nacional, S.A.—in the Republic of Panama. The new station, to be constructed in Panama City, will begin operations by the end of 1962. Televisora Nacional, S.A. brings to 6 the number of Central American markets on which CATVN's international advertisers may purchase time. ABC will supply Panama's new station with engineering, financial & administrative assistance, and will act as program purchaser & sales representative. Panama's set count exceeds 25,000, said ABC.

British TV Union Gets Pay Boost: Britain's equivalent of IATSE, the National Assn. of Theatrical & Kine Employes, has signed a 3-year contract with 12 of Britain's 15 TV contractors (Associated Rediffusion, Granada TV, ABC TV Ltd., etc.) for a 19% pay hike & a 42-hour week. Also covered by the new contract, which includes most craft, professional, industrial and technical people in TV: National Federation of Building Trade Operatives.

Britain Boosts TV Ad Tax: Now it's an 11% bite (up from 10%) for the British govt. on commercial TV business in that country. It came in the form of a 10% surcharge this month on the original (April) tax and on "all existing duties, revenues and sales taxes."

British TV Revenues: United Kingdom TV-advertising billings reached a new high for the first half of this year—\$117,500,000. This was \$14,250,000 more than 1960's first 6-month expenditures.

Television Digest

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Personals: Herbert F. Solow, ex-CNP program dir. & exec. producer, appointed CBS-TV daytime programs dir., Hollywood, succeeding Bruce Lansbury who becomes general program exec., Hollywood; Charles Cadley named network transmission facilities mgr., succeeding Lawrence Gumbinner, resigned; Cadley will be succeeded as asst. mgr. by Gordon H. Batten.

Lawrence M. (Larry) Carino, ex-WWL-TV New Orleans gen. mgr., appointed managing dir. of Storer Bestg.'s WJBK-TV Detroit, succeeding Bill Michaels, regional vp for TV, whose duties include supervision of Storer's Cleveland, Toledo and Detroit stations . . . Warren J. Boorum, ex-RAB vp, resigns as MetroMedia (Metropolitan Bestg. Corp.) ad & promotion dir. to join broker Hamilton-Landis in Washington office.

Ed Tabor, former KBAK-TV Bakersfield gen. mgr., named gen. mgr., KLRJ-TV Las Vegas . . . Henry T. Sjogren, ex-WNBQ & WMAQ Chicago, joins Troy-Beaumont Co. as communications dir. . . Phil Rose promoted to gen. mgr. of local & regional sales, KOLO-TV Reno . . . Martin Codel, associate publisher of TELEVISION DIGEST and now a Washington consultant in TV-radio-telecommunications fields, leaves Aug. 16 for a 10-week survey tour covering 20 Latin American capitals. Last year, he surveyed the TV potentials of 19 countries in Africa and the Middle East.

Robert M. Hoffman advanced by TvAR to marketing & research vp . . . Paul Adanti, WHEN-TV Syracuse, re-elected to a 4-year term on the board of AP Radio & TV Assn.; Dwight Martin, WDSU-TV New Orleans, elected for one-year term . . . Ross McLean, CBC producer, joins new CTN TV network . . . Brian T. Brolly, ex-MCA European rep, appointed exec. asst. to Irish TV dir.-gen. Edward J. Roth.

Walter M. Stein, ex-WCBS-TV N.Y., becomes research & sales promotion dir., ABC-TV National Station Sales . . . Charles Dwyer, ex-WKRC-TV Cincinnati, joins ABC International TV Div. as sales mgr., succeeding Steve Mann, resigned . . . Bill Leeds, ex-NBC News, N.Y., appointed WDAF-TV Kansas City news dir.

Wilmot H. (Bill) Losee elected AM Radio Sales pres., succeeding Donald H. McGannon who will serve as chmn. . . John C. Rome, ex-NTA, joins J-F Productions as TV-radio dir. . . George M. Benson, ex-Robert Saudek Associ-

ates, named consultant for financial & business affairs to Educational Television for the Metropolitan Area . . . Harold C. Lang, ex-CBS comptroller, appointed treas., Midland Capital Corp.

Alan May and Irving H. Levin elected to NT&T board; Robert W. Selig elected vp; Sheldon Smerling out as exec. vp due to "policy differences" in management . . . Norman E. Cobb named engineer-in-charge of KNXT Los Angeles . . . Ted Koop, CBS Washington vp, attended inter-American economic conference at Punta Del Este, Uruguay, as member of 14-man business group attached to U.S. delegation to observe proceedings . . . Edwin L. Sullivan, Meredith Publishing senior vp, has resigned.

FCC Chmn. Minow hopes to go to Denmark Sept. 9 to serve as usher at wedding of his former law partner William Blair, Ambassador to Denmark.

Obituary

Earle C. Anthony, 80, pioneer Los Angeles broadcaster and 1926-28 pres. of NAB, died in San Francisco Aug. 6. Anthony acquired KFI radio Los Angeles in 1922, and began KFI-TV in 1948. Three years later he sold the TV station to RKO General, which changed the call letters to KHJ-TV. In 1929 he acquired another Los Angeles radio station, KECA, but sold it in 1944 under federal rules barring ownership of 2 stations in a single community. It is now radio KABC, ABC o&o outlet. Anthony was also widely known throughout the West as an auto dealer and innovator of the gas station. He is survived by a son, Kelly.

Dr. Claude E. Robinson, 61, public-opinion specialist, died August 7 in N.Y.'s Columbia-Presbyterian Center. He was the founder (1938) of the Opinion Research Corp. of Princeton, N.J., chmn. of its exec. committee, and a director of Gallup & Robinson, an ad-research company formed in 1948 with Dr. George Gallup. He is survived by his wife and 2 sons.

Dr. Frank Buchman, 83, founder of the Moral Re-Armament movement, died August 7 at Freudstadt, Germany, after a heart attack. TV film represents a major weapon in MRA's assault on Communism. At its Mackinac Island, Mich. hq, MRA operates one of the world's most modern TV-film-production centers (Vol. 16:24 p5).

Max H. Aronson, 70, an FCC attorney since 1934, died of a heart attack Aug. 7. Working in the renewal branch, he received a meritorious service award last year for handling political equal-time complaints. He is survived by his wife and 2 sons.

Andrew Mercier, 49, CBS-TV mgr. of plant operations, died Aug. 6 in a boating accident near Long Beach, N.Y. He is survived by his wife Elfrieda, daughter Susan, and son Russell.

Meetings This Week: Okla. Bcstrs. Assn. meeting (Aug. 18-19), Lake Murray Lodge, Ardmore.

Meetings Next Week: ABC Radio Affiliates and network officials, 4 regional meetings (Aug. 21-30). Sheraton-East Hotel, N.Y. (Aug. 21); Mark Hopkins Hotel, San Francisco (Aug. 25); Sheraton-Chicago Hotel, Chicago (Aug. 28); Sheraton-Charles Hotel, New Orleans (Aug. 30). Speakers include AP-PT Pres. Leonard H. Goldenson, ABC News, Special Events and Public-Affairs vp James Hagerty, ABC Radio Network vp-in-charge Robert Pauley • Ark. Bcstrs. Assn. fall meeting (Aug. 26-26). San Peck Hotel, Little Rock • Bcstrs. Sales Mgt. Conference (Aug. 26), co-sponsored by Miss. Bcstrs. Assn. and U. of Miss. King Edward Hotel, Jackson.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MIDYEAR SALES & PRODUCTION FIGURES: Buoyed by TV's biggest June since EIA began compiling statistics in 1952, rebounding sales at retail rose to 2,639,184 units at 1961's halfway point. This was only 18,343 units (or 0.7%) under 1960's first-half total of 2,657,527 sets.

Indicative of TV's April-June comeback strength, unit sales at end of first quarter (Vol. 17:20 p21) had trailed 1960's first-quarter retail sales by more than 200,000 sets.

TV's big June was up 31.1% over June 1960 (487,264 units vs. 371,661). Although normally a sales-pickup month, June was markedly ahead of May's 391,467.

June TV production was up 18.5% over June 1960 (615,118 units vs. 518,870), but cumulative first-half production for the inventory-conscious industry was cut back 5.5% from a year earlier (2,801,136 vs. 2,963,044).

Radio sales also soared in June—by 33.8% to 940,346 units from June 1960's 702,889. First-half sales climbed to 4,390,180—13.2% ahead of 1960's January-June volume of 3,878,358 units. June radio production gained 4.8% over June 1960, but cumulative first-half production was scaled down 11.6% from a year earlier—7,537,290 radios vs. 8,524,520.

Here are EIA's official statistical indicators of TV-radio's status at midyear.

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
May	470,399	442,176	22,782	32,295	391,467	334,283
June	615,118	518,870	34,641	34,245	487,264	371,661
TOTAL	2,801,136	2,963,044	147,832	244,847	2,639,184	2,657,527

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
May	1,196,949	1,277,040	408,875	463,165	745,818	548,322
June	1,626,263	1,551,451	518,010	596,870	940,346	702,889
TOTAL	7,537,290	8,524,520	2,381,791	3,323,092	4,390,180	3,878,358

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438), June 88,808 (105,317). 6-month total: 356,595 (444,833).

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 4 (31st week of 1961):

	July 29-Aug. 4	Preceding week	1960 wk.	'61 cumulative	'60 cumulative
TV	107,362	100,882	116,682	3,284,881	3,351,372
Total radio	283,260	305,206	261,430	8,805,658	9,680,156
auto radio	96,002	114,098	88,166	2,803,767	3,738,843

9th FM-Stereo Market: San Francisco became the nation's 9th FM-stereo market Aug. 10 when KPEN-FM commenced stereocasting. The station obtained FCC type acceptance of its stereo equipment (manufactured by Dynamics Corp. of America's Standard Electronics Div.) the preceding day.

KPEN-FM co-mgr. James Gabbert said the station plans to devote at least $\frac{1}{3}$ of its 124 weekly broadcast hours to stereo programs. KPEN-FM serves an estimated 420,000 FM-radio-equipped homes within a 100-mile area, claims to be the most powerful FM broadcaster in Northern Cal.

The 8 other FM-stereocasters: WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C.

Crosby Licenses Nippon Firm: Tokyo-based Sansei Electronics has signed a license agreement with Crosby Teletronics to produce & sell stereo FM receivers & adapters under Crosby patent. Sansei is Crosby's first overseas licensee. Crosby Chmn. Murray G. Crosby said more than 30 U.S. FM manufacturers have signed license agreements.

EIA Gets More Time for Comments: FCC has granted EIA's petition for extension to Sept. 29 of the deadline for comments on the Commission proposal regarding labels on TV & FM receivers (Vol. 17:27 p22). But Zenith, Wells-Gardner and Pilot Radio have filed despite the extension.

Zenith suggested that FCC require manufacturers to add a sentence to their labels explaining what "radiation" is—because the general public thinks "radiation" deals with x-rays or atomic emanations. Zenith also reported buying at random 14 sets made by 8 manufacturers and finding only 4 complying with FCC's current rules. Zenith concluded: "There is a cost penalty in manufacturing sets which comply with the Commission's rules. Our investigation indicates that a substantial portion of the industry considers this cost advantage of greater importance than FCC certification. Aside from the general public, only the manufacturers of complying sets suffer the consequences. This is certainly not the result intended by the Commission. We respectfully suggest that the Commission should also consider whether its enforcement rules & procedures cannot be revised to bring effective enforcement measures against the manufacturing or importing sources of non-complying sets."

Wells-Gardner, private-label set maker, urged that lettering of FCC-required labels be molded into plastic backs of sets. It suggested that the label not be required to show the name of the set manufacturer and that it carry the following words: "Design certified as complying with Federal Communications Commission rules, Part 15, in effect as of date of manufacture."

Pilot urged that seals be affixed to the bottom of receivers when it isn't possible to put them in back, and that the type-size be specified to insure legibility.

ITT Takes On "Minifon" Line: The "Minifon" line of portable, transistorized wire & tape recorders will be represented in the U.S. exclusively by ITT, according to an agreement concluded by the ITT Distributor Products Div. and manufacturer Protona GmbH, Hamburg, Germany. The recorders & accessories will be available through the ITT division and more than 200 dealers & industrial distributors throughout the country.

Canadian TV Sales to Dealers: First-half sales of TVs totaled 124,871 units—down from 136,400 in 1960's first 6 months. EIA of Canada also reported last week that the June volume lagged behind June 1960—15,699 TVs vs. 19,367. The 1961 figures, however, do not include the sales of a former EIAC member, resigned April 30. The first-half breakdown (1960 figures in parentheses): Portables, 27,870 (28,316); table models, 21,418 (28,008); consoles, 67,869 (74,317); combinations, 7,714 (5,759). For June (vs. June 1960): Portables, 4,439 (4,375); table models, 2,625 (4,671); consoles, 7,823 (9,742); combinations, 812 (579).

Loral's Underwater Venture: Loral Electronics has moved into the field of oceanography by acquiring the patents, products and proprietary inventions relating to underwater vehicles or scooters developed by a French inventor. Loral has obtained exclusive rights to a series of remote-controlled and 1-man & 2-man operated vehicles. The 1-man vehicle, the "Pegasus," has an underwater speed of 3 knots, can travel to a depth of 230 feet. Loral Chmn.-Pres. Leon Alpert believes "we can develop some good sales in our first year of operation in oceanography."

Emerson & IUE Settle Strike: A 3-day walkout by some 1,000 employes of Emerson Radio & Phonograph ended Aug. 10 when the company & IUE reached agreement on a 28-month contract. The pact provides for a 4¢ an hour increase during the first 14 months, an additional 5¢ an hour boost during the remaining 14 months.

Trade Personals: Sylvania has split off an autonomous Commercial Electronics organization from its Home Electronics Div. to consolidate sales, service and leasing of industrial & commercial TV & electronic products (closed-circuit TV, industrial security systems, etc.). Douglas L. Hamilton, div. controller, has been elected vp & gen. mgr. of Commercial Electronics; Robert E. Brockway, vp-marketing; Thomas R. Shepherd, vp-service.

Sidney Harman, ex-Harman-Kardon pres. and Jerrold exec. vp since April, elected Jerrold pres. & chief exec. officer, succeeding founder Milton J. Shapp who continues as chmn. . . . Francis J. Dunleavy, advanced by RCA to Communications & Controls Div. gen. mgr., succeeding John J. Graham, recently named to new divisional vp post (Vol. 17:32 p21) . . . Charles Stradwick, ex-Australian Post Office exec., appointed area gen. mgr.-Far East by ITT and vp of subsidiary International Standard Electric.

Lloyd F. Taylor named a Standard Kollsman Industries vp . . . David W. L. Hickie appointed Lynchburg mktg. mgr., GE rectifier components dept.

Nicholas De Falco named technical & quality control advisor to the pres., Du Mont Emerson Corp. . . . David K. Elwell advanced by Sylvania Electric Products to dir. of purchases, succeeding Harry H. Martin, resigned . . . J. Burton Henry appointed sales dir., International Resistance, a new post . . . Gerald G. (Jerry) Griffin, ex-RCA Electron Tube Div. ad & mktg. activities, joins TelePromp-Ter in new post of mktg. dir.

R. J. Douglass elected pres., Westinghouse Electric International, S.A., Geneva, succeeding P. G. Schmitt who becomes asst. to pres. of Westinghouse Electric International . . . Richard K. Mosher promoted by Lab for Electronics from asst. vp to new post of vp in charge of Systems Div. . . . Walter R. Hicks, ex-Reevesound pres., appointed special-projects vp of parent Reeves Soundcraft . . . David I. Margolis elected ITT treas., succeeding Paul F. Swantee who becomes asst. vp.

Finance

ZENITH'S RECORD PACE: Zenith Radio's first-half & June-quarter profits rose to peak levels (see financial table), Pres. Joseph Wright & Chmn. Hugh Robertson reported last week. Second-quarter earnings soared 34% to \$2 million from \$1.5 million in 1960's April-June period. First-half profits inched to a record \$5.4 million from \$5.3 million a year earlier.

Zenith also reported that its unit factory shipments of TV sets in the first half established a record, and that TV inventories on June 30 at both factory & distributor levels were down from a year ago.

The Zenith board last week also voted, subject to approval of stockholders at a special Oct. 24 meeting, to increase the authorized common stock to 12 million shares from 8 million. This would pave the way for a proposed distribution to stockholders of record Nov. 3 of 2 additional shares for each share held.

PHILCO'S FIRST-HALF LOSS: Although sales climbed to \$196 million from \$194 million, Philco closed out 1961's first 6 months with a loss of \$4.4 million, compared with a \$1.9-million profit a year earlier (see financial table).

"The unfavorable operating results," explained Pres. James M. Skinner Jr., "reflect a continuation of the adverse factors present in the first quarter and greater evidence of the current price weakness in the semiconductor field. In view of the broad base of the general business recovery, we anticipate much better results in the last half of 1961. In addition, we have taken steps to phase out certain [unidentified] operations which have been yielding unsatisfactory margins."

Admiral Lags at Half: Admiral turned 1961's midway point with both sales & earnings running markedly behind the year-earlier pace (see financial table). Sales slipped to \$86.2 million from \$95.2 million in January-June 1960. The net operating profit declined to \$433,550 from \$578,030. The operating profit was sliced further by a special charge of \$270,663, representing a drop in the book value of its Canadian subsidiary because of the recent decline in the exchange value of the Canadian dollar.

Pres. Ross D. Siragusa said that field inventories were in excellent balance and that any increase in consumer buying would mean a marked pickup in production & factory sales. He forecast a sharply higher sales volume in 1961's final 4 months.

Packard Bell in Red: Packard Bell Electronics reported a net loss of \$3.9 million for the 9 months to June 30, compared with a \$494,752 profit for the same period a year ago (see financial table). Pres. Robert S. Bell, in a message to stockholders, attributed the decline largely to cost miscalculations on previously-accepted military contracts. On the brighter side, Bell noted that distributor TV orders since the June showings of the 1962 line are more than double those of a year ago, that unit deliveries to dealers first 2 weeks of July were 29% over same '60 period.

New ASE Member: Silicon Transistor Corp. has been listed for trading on the American Stock Exchange. Symbol: SIC.

CBS Halftime Profit Down: Despite a rise in net sales to \$240.8 million from \$231.8 million a year earlier, CBS Inc.'s first-half earnings dropped to \$9.4 million from \$12.7 million in 1960's first 6 months (see financial table).

General business conditions and increased costs were among the major profit-whittling factors, Chmn. William S. Paley & Pres. Frank Stanton explained. Another profit drain: The performance of the CBS Electronics Div., which so far this year has retired from 2 major product activities—phonographs (Vol. 17:20 p20) & receiving tubes (Vol. 17:23 p18). Because of losses & expenses related to the discontinuance of receiving-tube production, Paley & Stanton noted, an estimated \$4 million (after applicable tax credits) is being charged against retained earnings.

Mergers & Acquisitions: Dynamics Corp. of America has acquired for undisclosed cash and 15,853 shares of common stock Norbury Watch Co., Croydon, England maker of precision electronic & electromechanical assemblies & components, other products • Raytheon has offered \$5.7 million cash for all outstanding stock (4 million common, 500,000 of 6% preferred) of A. C. Cosser Ltd., London manufacturer of radio, electronic and scientific equipment & instruments • Air Reduction will acquire Speer Carbon, subject to approval of the latter's stockholders at the August 15 meeting, on the basis of one share of AR common for 2.25 shares of Speer common • Beckman Instruments has completed acquisition of Offner Electronics (Vol. 17:31 p19), Schiller Park, Ill., maker of medical & electronic instruments, for 58,823 shares of Beckman common stock • Republic Corp. is contemplating merger with America Corp. on the basis of one share of Republic common for each 3 shares of America.

Reports & Comments Available: Magnavox, report, Schwabacher & Co., 100 Montgomery St., San Francisco 4 • "Commercial Implications of the Space Program," pamphlet, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Harvey-Wells, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • Taffet Electronics, prospectus, Stanley Heller & Co., 30 Pine St., N.Y. 5 • AB-PT, analysis, Aug. 7 *N.Y. Herald Tribune* • Vornado and Crowell-Collier, profiles in Aug. 9 *Financial World* • Electronic Instrument, prospectus, Goodbody & Co., 115 Broadway, N.Y. 6 • Schaevitz Engineering, analysis, Woodcock, Moyer, Fricke & French, 123 S. Broad St., Philadelphia 9.

Recent Stock Issues

Stock	Offering Price	Aug. 10, 1961 Bid	Aug. 10, 1961 Asked
Electronic Instrument	7½	10	11
Intl. Cablevision	10	10½	11½
Q-Line Instrument	4	7½	8½
Servonic Instruments	10	12	13½
Taffet Electronics	3	6	6½

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
CBS Inc.	Q	\$0.35	Sep. 8 Aug. 25
GPE	Q	.30	Sep. 15 Aug. 31
Meredith Publishing	Q	.35	Sep. 12 Sep. 1
Packard Bell		(Omitted)	
Storer Bestg.	Q	.45	Sep. 11 Aug. 25
Storer Bestg. "B"	Q	.12½	Sep. 11 Aug. 25
Trav-Ler Radio	Stk.	5%	Sep. 30 Sep. 15
Zenith	Q	.50	Sep. 29 Sep. 8

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

Allied Artists. Roger W. Hurlock bought 400, held 24,400.
 AB-PT. Jerome B. Golden exercised option to buy 765, held 867.
 Herbert Hahn exercised option to buy 1,020, held, 1,020.
 Amphenol-Borg. John L. Woods sold 900, held 2,550.
 Audio Devices. L. M. McHugh sold 1,000, held none.
 Avco. Martin W. Clement acquired 174 through exchange, bought 26, held 1,250. Edward H. Litchfield bought 200, held 1,200 personally, 500 for wife.
 Avnet Electronics. Charles Avnet exchanged 5,000 for investment company stock, held 198,236 personally, 412 as trustee. Lester Avnet exchanged 10,000 for investment company stock, held 285,533 personally, 1,357 as trustee. Robert H. Avnet exchanged 10,000 for investment company stock, held 306,352 personally, 1,042 in foundation, 650 as custodian. Michael G. Kletz exchanged 2,000 for investment company stock, sold 1,500, held 6,839.
 Capital Cities Bcstg. James F. Fletcher sold 100, held 32,801 personally, 20,125 for wife.
 Cinerama. Nicholas Reisini bought 500 through Robin International Inc., held 249,050 in Robin International Inc., 350,000 personally.
 Clevite. John S. Stark bought 400 for minor children, held 812 for minor children, 24,411 personally.
 Cohu Electronics. Henry W. Cohu bought 166, held 7,000.
 Collins Radio. Harold V. Gaskill exercised option to buy 1,622, held 2,444.
 Columbia Pictures. M. B. Silberberg acquired 1,917 in exchange for Fico Corp. stock, sold 1,917, held 630.
 Corning Glass. Thomas Waaland exercised option to buy 200, held 3,800.
 Crowell-Collier. Sumner Blossom sold 63 and 437 more from joint account with wife, held 2,133 personally, none jointly with wife. Armand G. Erpf bought & sold 14,700 in secondary distribution, held none. Eugene J. McCaffrey sold 1,800, held 228.
 Daystrom. Bradford T. Blauvelt bought 1,000, held 6,000. Allan W. Greene bought 200, held 200.
 Electronics Communications. E. F. Coy bought 1,000, held 2,000.
 Emerson. Benjamin Abrams bought 1,300 for trusts for children, held 29,432 in trusts for children, 290,086 personally, 4,014 in trusts for grandchildren, 67,526 in foundations. H. Goldberg sold 100, held 2,473.
 Filmways. Robert C. Winkler sold 200, held 420.
 Friden. J. A. Trainor sold 6,000 as part of underwriting, held 11,775.
 General Dynamics. Ellsworth C. Alford sold 1,660 from trusts, held 5,037 in trusts, 2,615 personally, 14,568 in company. Robert H. Biron sold 900, held 100. Robert P. Meiklejohn sold 1,000, held none.
 GE. James H. Goss exercised option to buy 480, held 4,423. Robert W. Gouldthorpe exercised option to buy 493, held 2,489. George L. Irvine exercised option to buy 1,445, held 7,536. William Allen Mann exercised option to buy 2,292, held 3,580. J. S. Parker sold 700, held 7,300. Gerald L. Phillippe sold 2,044, held 8,922 personally, 750 as custodian. Charles K. Rieger exercised option to buy 1,725, held 9,656. Willard H. Sabloff exercised option to buy 1,545, held 9,099. Nathan L. Whitcotton exercised option to buy 295, held 3,363.
 General Telephone & Electronics. Theoder F. Brophy exercised option to buy 750, held 1,000. Don G. Mitchell disposed of 1,500 in private sale & gift, held 15,832 personally, 8,000 in Waldon Inc. after exchange of 2,500.
 Global-Union. Chester O. Wanvig Jr. exercised option to buy 1,800, held 13,351 personally, 200 in Trust A, 15,000 in Trust B.
 H&B American. David E. Bright bought 70,000, held 186,880.
 Hazeltine. Henry Reeve sold 1,300, held 16,000.
 Hoffman Electronics. M. B. Prince sold 1,000, held 200.
 Hycon. William Piper exercised option to buy 10,000, held 10,000.
 IBM. James W. Birkenstock exercised option to buy 704, held 2,282. Walter G. Buckner sold 604 from foundation, held 300 in foundation, 3,130 personally, 2,441 in trusts. J. J. Kennedy sold 400, held 2,600. L. R. LaMotte exercised option to buy 3,893, held 8,700 personally, 10 in foundation. T. Vincent Learson sold 300, held 1,187. William W. McDowell bought 851 in June 1959 and 853 in May 1961, sold 470 in December 1959-July 1960, held 1,558. E. R. Piore bought 501, held 957. McLain B. Smith sold 300, held 593.
 Lafayette Radio. Louis Friedland sold 200 as custodian and 200 more for daughter; held none as custodian, none for daughter, 200 personally. Leonard D. Pearlman sold 1,000 for wife in private transaction, held 5,102 for wife, 27,102 personally, 25,702 for wife as custodian. Abraham Pietman sold 2,500 and 1,250 more for daughters in private transactions, held 245,342 personally, 3,852 for daughters. Norman A. Siefert sold 1,200, held 1,300.
 Lear. Richard M. Mock sold 10,071, held 8,100.
 Ling-Temco. D. H. Byrd bought 50, sold 150, held, 75,691.
 Litton Industries. Roy L. Ash sold 500, held 103,769 personally, 785 as custodian, 14,178 in partnership. William L. Reynolds bought 500 privately, held 2,500. Charles B. Thornton sold 800, held 263,296 personally, 31,191 in partnership.
 Loew's Theatres. Arthur M. Tolchin bought 1,000, held 7,500.
 Magnavox. Frank Freimann sold 100, held 99,562 personally, 61,946 in trust. Richard A. O'Connor sold 5,000, held 75,697.
 P. R. Mallory. J. Taylor Foster exercised option to buy 1,272, sold 1,300 held 1,354. G. Barron Mallory sold 3,200 from trusts, held 85,223 in trusts, 4,840 personally. P. R. Mallory sold 400 from trusts, held 15,393 in trust, 75,572 personally.
 Microwave Associates. Lawrence Gould exercised option to buy 1,250, held 3,250. Herman H. Kahn sold 700, held 192. Richard M. Walker sold 508, held 32,744.
 Motorola. Allen H. Center bought 100, held 400.
 Muntz TV. Jack Simberg bought 2,500, held 10,500.
 NAFI Corp. H. V. Sherrill sold 200, held 12,500 personally, 149,386 in Nafco Inc., 250 as custodian.
 Packard Bell. H. A. Bell exchanged 25,000 for investment company shares, held 77,872.
 Philips Electronics & Pharmaceutical. James J. Colt sold 150 through Omo Mfg. Co., held 62,413 in Omo Mfg. Co., 3,834 personally.
 RCA. George W. Chane exercised option to buy 1,200, held 1,670.
 Rollins Bcstg. O. Wayne Rollins acquired 7,000 in exchange for 7,000 Class B, sold 7,000 in private transaction, held no common, 593,000 Class B personally, 6,000 Class B as guardian. Henry B. Tripple exercised option to buy 750, held 3,250.
 Servomechanisms. William W. Shannon sold 3,000 privately, held 72,700 personally, 45,450 in trusts for children.
 Siegler. Frederick L. Anderson bought 1,000, held 48, 471.

TelePrompTer. Fred Barton sold 1,100, held 38,643. Hubert J. Schaffy Sr. bought 200 in July 1959, sold 2,000 in April 1961, held 8,200.
 TV Industries. Lawrence E. Binn bought 500, held 500.
 Texas Instruments. W. D. Coursey sold 400, held 4,720. Robert C. Dunlap Jr. sold 200, held 22,550. E. O. Vetter sold 800, held 4,572.
 20th Century-Fox. Francis T. Kelly sold 100, held 50. John L. Loeb sold 600 from trusts, held 6,800 in trusts, 10,000 personally.
 United Artists. Louis Lober exercised option to buy 1,000, held 1,000. James Velde exercised option to buy 752, held 752.
 Varian Associates. William H. Chandler sold 750, held 6. Edward L. Ginzton acquired 500 in exercise of rights, held 9,406. Sigurd F. Varian bought 14, sold 800 from community property, held 28 personally, 70,968 in community property.
 Victoreen Instrument. Richard T. Brown acquired 4,208 in exchange, held 9,724. Joseph M. Johnston sold 200, held 8,343.
 Webcor. Titus Haffa bought 854, held 14,487.
 Westinghouse. R. D. Blasier sold 500, held 5,036. E. D. Brockett bought 100, held 100. George G. Main sold 1,100, held 3,600 personally, 800 in trust. Gwilyn A. Price sold 1,000, held 10,050.
 Zenith. Alexander Ellett exercised option to buy 420, held 940. Albert J. Franczak exercised option to buy 240, held 370. Sam Kaplan exercised option to buy 1,500, held 3,660. Donald MacGregor exercised option to buy 900, held 2,550. John A. Miguel Jr. exercised option to buy 300, held 400.

TelePrompTer Stockholders Okay Debentures: Shareholders at a special meeting Aug. 7 approved a proposed public issue of \$5 million of convertible subordinated debentures through Bear, Stearns & Co. Proceeds of the offering, now awaiting SEC registration, would be used primarily for expansion of TelePrompTer's CATV holdings and for the development & testing of Key TV and other new products. TelePrompTer now has 693,695 common shares outstanding. Among the major stockholders: management officials, 22%; Western Union, 13%.

Corning Glass plans a public offering of 150,000 outstanding common stock shares, price unreported, through Harriman Ripley & Co. and Lazard Freres & Co. An SEC registration statement (File 2-18644) said 6 selling holders include Corning Chmn. Amory Houghton.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, August 10, 1961

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

Stock	Prev.			Stock	Prev.		
	Bid	Bid	Asked		Bid	Bid	Asked
Acoustica	19 1/2	18	19%	Lel Inc.	8 1/4	6 1/2	7%
Adler Elec.	20	19	21	Magna Th.	3%	3 3/8	3-15/16
Aerovox	11 1/4	11 1/4	12%	Magnetics Inc.	10 1/4	10	11 1/4
Allied Radio	28 1/2	27 1/2	29%	Maxson	21	19%	21%
Astron Corp.	1%	1%	2%	Meredith Pub.	40	39	43
Babcock	30	27 1/2	29%	MetroMedia	17%	15 1/2	16%
Baird Atomic	18	16 1/2	18	Microdot	27 1/2	27 1/2	29%
Cannon Elec.	27 1/2	26 1/2	29%	Milgo Elce.	19 1/2	20	21%
Capchart	10%	8%	9%	Narda Micro	6%	6 1/2	7%
C-E-I-R	48	48	53 1/2	Newark Elec.	13%	13 1/4	14 1/2
Chicago Aer.	26 1/2	26 1/2	29%	Nuclear Chl.	38	42 1/2	46 1/2
Control Data	90	94	99	Official Films	3 1/4	3 1/4	3-11/16
Cook Elec.	11%	11%	12%	Pacific Aut.	5	4%	5 1/2
Craig	15 1/4	13%	15%	Pacific Merc.	7 1/4	6%	7%
Crosby Tel.	5%	4%	5 1/2	Phillips Lamp	138 1/4	138 1/4	143
Dictaphone	37	38	40%	Pyramid	1%	2	2%
Digitronics	26	26 1/2	29%	Radiation	23	26 1/4	28 1/4
Eitel-McC.	16%	16 1/2	17%	Rek-O-Kut	1%	2%	3-7/16
Elco Corp.	11 1/4	11 1/2	13%	Research Inc.	4 1/2	4 1/2	5 1/4
Electro Instr.	18 1/2	17 1/2	19%	H. W. Sams	43 1/2	41 1/2	44 7/8
Elec. Voice	10%	10	11 1/4	Sanders Assoc.	56 1/2	57	61
Elec. Assoc.	29 1/4	29 1/4	31%	H. Smith	9 1/2	9%	11 1/2
Elec. Cap. Corp.	37	35 1/4	37%	Soroban	55	52	57%
Erie Resistor	12 1/2	12	13 1/2	Soundscriber	9 1/2	9 1/2	10%
Executone	17 1/2	16	17%	Speer Carbon	31 1/4	31 1/4	33%
Farrington	17	14 1/4	15%	Sprague	82	83	86 1/2
Foto Video	5	5 1/4	6%	Sterling	2%	2%	3-7/16
Four Star	18 1/2	19%	21%	Systron-Don	41	—	—
Gen. Devices	11 1/4	10 1/4	11 1/4	Taft Bcstg.	18 1/2	18 1/2	19 1/2
G-L Elec.	8 1/2	8 1/2	10	Taylor Instr.	48	48	51%
Goodwill Sta.	10 1/2	10 1/2	11 1/2	Technology	6 1/4	6 1/4	7%
Granco	9 1/4	9 1/4	10 1/2	Tele-Bcstrs.	1%	1%	2
Hallcrafters	23%	24	25%	Telechrome	7 1/2	8 1/4	9 1/2
Hathaway	22 1/2	21%	23%	Telecomp.	6%	6 1/2	7%
High Voltage	142	145	160	Time Inc.	83 1/2	85	89 1/4
Infrared	18 1/2	16%	18%	Tracerlab	9%	9%	10%
Interstate Eng.	18 1/2	17 1/2	18%	United Art.	6%	6%	7%
Ionics	28 1/2	28	30 1/2	Vitro	25 1/2	25	26%
Itek	41	43	47 1/2	Vocaline	2	2%	2%
Jerrold	8%	8 1/4	9%	Wells-Gardner	30 1/4	31	33 1/2
Lab for Elec.	45 1/2	45 1/2	48%	Willcox Elec.	10 1/4	10 1/4	11 1/4
Leeds & North.	34	37 1/2	40%	Wometco	24	24 1/2	26%

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics	1961—year to Jun. 30	\$ 8,500,000 ¹	—	\$ 200,000 ¹	\$0.30	670,000
	1960—year to Jun. 30	3,643,000	—	17,000	—	670,000
Admiral Story on p. 18	1961—6 mo. to Jun. 30	86,191,630	\$ 981,124	162,887 ¹¹	.07 ¹¹	2,410,926
	1960—6 mo. to Jun. 30	95,204,031	1,295,717	578,030	.24	2,407,136
	1961—qtr. to Jun. 30 ¹²	43,758,700	—	(41,226)	—	2,410,926
	1960—qtr. to Jun. 30	46,790,368	—	(185,345)	—	2,407,136
Aerovox	1961—6 mo. to Jun. 30	10,978,643	—	107,670	.12	—
	1960—6 mo. to Jun. 30	11,085,785	—	127,394	.14	—
CBS Inc. Story on p. 18	1961—6 mo. to Jul. 1	240,767,745	20,476,332	9,409,332	1.09	8,637,607
	1960—6 mo. to Jul. 2	231,821,970	28,463,169	12,669,169	1.47	8,632,076
	1961—qtr. to Jul. 1	114,759,653	—	3,383,354	.39	8,637,607
	1960—qtr. to Jul. 2	110,744,242	—	5,839,802	.68	8,632,076
General Dynamics	1961—6 mo. to Jun. 30	1,010,887,737	(83,576,496)	(39,532,496) ²	—	9,997,069
	1960—6 mo. to Jun. 30	979,750,082	22,970,151	12,095,151 ³	1.22	9,946,080
GPE	1961—6 mo. to Jun. 30	118,903,557	—	2,488,704 ¹⁴	1.50 ¹⁵	1,129,494
	1960—6 mo. to Jun. 30	120,722,804	—	2,369,183 ¹⁶	1.48 ¹⁵	1,126,646
	1961—qtr. to Jun. 30	56,006,690	—	1,155,465	.66 ¹⁵	1,129,494
	1960—qtr. to Jun. 30	65,065,883	—	1,145,051	.71 ¹⁵	1,126,646
ITT	1961—6 mo. to Jun. 30	402,878,000	—	16,149,000 ¹⁰	1.01 ¹⁰	15,698,524
	1960—6 mo. to Jun. 30	377,478,000	—	14,331,000	.91	15,534,307
	1961—qtr. to Jun. 30	207,624,000	—	9,385,000 ¹⁰	.59 ¹⁰	15,698,524
	1960—qtr. to Jun. 30	198,571,000	—	8,476,000	.54	15,534,307
Loral Electronics	1961—qtr. to Jun. 30	9,606,000	741,000	350,000	.20	1,766,512
	1960—qtr. to Jun. 30	9,084,000	664,000	310,000	.18 ⁴	1,740,444 ⁴
Minnesota Mining & Mfg.	1961—6 mo. to Jun. 30	290,714,358	66,815,129	34,315,129	.67	51,380,521
	1960—6 mo. to Jun. 30	263,013,173	64,366,002	32,366,002	.63	50,989,037
	1961—qtr. to Jun. 30	151,034,000	34,426,047	17,826,047	.35	51,380,521
	1960—qtr. to Jun. 30	134,343,955	32,048,091	16,148,091	.32	50,989,037
MCA Inc.	1961—6 mo. to Jun. 30	—	7,789,376	3,786,196 ¹	.93 ¹⁵	3,995,735 ¹³
	1960—6 mo. to Jun. 30	—	6,515,547	3,129,447	.77 ¹⁵	3,995,735 ¹³
National Union Electric	1961—6 mo. to Jun. 30	16,513,449	—	231,062	.04	5,747,579
	1960 ⁵	—	—	—	—	—
Outlet Co. (WJAR-TV Providence)	1961—qtr. to Apr. 29	4,193,314 ²⁰	412,206	200,386	.40	—
	1960—qtr. to Apr. 30	3,907,632 ²¹	421,620	220,320	.44	—
Packard Bell Electronics Story on p. 18	1961—9 mo. to Jun. 30	24,603,735	(6,484,247)	(3,859,125) ⁶	—	816,493
	1960—9 mo. to Jun. 30	34,740,353	989,752	494,752	.61	811,880
	1961—qtr. to Jun. 30	8,163,919	(3,980,848)	(2,328,264) ⁷	—	816,493
	1960—qtr. to Jun. 30	11,028,264	(81,349)	(3,651) ⁸	—	811,880
Philco Story on p. 18	1961—6 mo. to Jun. 30	196,307,000	(8,458,000)	(4,372,000)	—	4,096,571
	1960—6 mo. to Jun. 30	194,280,000	4,262,000	1,931,000	.43	4,096,571
Reeves Soundcraft	1961—6 mo. to Jun. 30	3,209,800	—	905,200	—	—
	1960—6 mo. to Jun. 30	2,894,000	—	991,000	.01	—
Rollins Bcstg.	1961—year to Apr. 30	4,401,773	730,092	358,553 ¹⁷	.42 ¹⁷	925,125
	1960—year to Apr. 30	3,761,011	734,402	374,513 ¹⁸	.48 ¹⁸	846,801
Siegler Corp.	1961—year to Jun. 30 ⁹	96,207,082	5,395,794	2,742,472	1.20	2,265,985
	1960—year to Jun. 30	84,095,002	6,218,742	3,201,023	1.66	1,927,753
Textron Electronics	1961—6 mo. to Jun. 30	11,057,000	—	(598,000)	—	—
	1960—6 mo. to Jun. 30	14,292,000	—	458,000	—	—
	1961—qtr. to Jun. 30	5,525,000	—	(322,000)	—	—
	1960—qtr. to Jun. 30	7,078,000	—	136,000	—	—
Varian Associates	1961—39 wks. to Jul. 1	42,296,488	—	2,351,813	.61	1,589,750
	1960—39 wks. to Jul. 1 ¹⁰	34,392,995	—	2,180,255	.69	1,580,450
Zenith Story on p. 18	1961—6 mo. to Jun. 30	116,698,673	11,899,831	5,393,244 ¹	1.80	2,996,399
	1960—6 mo. to Jun. 30	118,263,821	11,721,735	5,309,465	1.79	2,954,784
	1961—qtr. to Jun. 30	52,732,802	4,266,523	1,947,214 ¹	.65	2,996,399
	1960—qtr. to Jun. 30	50,118,845	3,464,612	1,454,336	.49	2,954,784

Notes: ¹Record. ²After \$44-million tax credit and \$56-million write-off against jet transport program. ³After \$10.8-million write-off. ⁴Adjusted to reflect Nov.-1960 3-for-1 split. ⁵Comparison unavailable because of mergers & acquisitions. ⁶After \$2.6-million tax credit. ⁷After \$1.6-million tax credit. ⁸After \$85,000 tax credit. ⁹Includes Jack & Heintz, merged Feb. 1961. ¹⁰Restated to include Semicon Associates. ¹¹After special charge of \$270,633 (11¢ a share) representing drop in book value of Canadian subsidiary because of reduction in exchange value of Canadian currency. ¹²Indicated. ¹³Outstanding June 30, 1961.

¹⁴Before special credits equal to 36¢ a share. ¹⁵After preferred dividends. ¹⁶Before special credit equal to 9¢ a share. ¹⁷Before special credit of \$269,416 (30¢) from sale of radio stations. ¹⁸Before special credit of \$406,136 (48¢) from sale of radio stations. ¹⁹Before special credit of \$12.6 million (79¢) representing first-quarter net profit on sale of portion of holdings in Nippon Electric and settlement of war claims against Japanese govt. ²⁰Includes \$543,717 from broadcasting. ²¹Includes \$369,636 from broadcasting.

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS**Programming**

STATION-BORN SHOWS are filling much of the gap created by the shortage of new syndication properties. Our survey shows more than 2 dozen in distribution (pp. 1 & 2).

JUVENILE MERRY-GO-ROUND OF NEW SHOWS angled toward young viewers is planned by all 3 networks for fall (p. 4).

Congress

FCC-OVERHAUL BILL FINALIZED by Congressional conferees, who rush modified Pastore reorganization measure back to Senate & House for routine acceptance (p. 2).

MACK FIGHTS FCC PLAN for deintermixture. As 2nd ranking man on House Commerce Committee, he cites mounting protests in mail against proposals. "Discriminatory," he says (p. 7).

KEFAUVER TO THE RESCUE. He introduces a bill which would allow arrangements such as the CBS-NFL football contract that was recently declared monopolistic (p. 7).

ETV AID BILL IS UNCORKED by the House Commerce Committee, which finally votes to clear \$25-million plan for floor action. Chances of House passage remain dim (p. 8).

Networks

NETWORK SALES SEASON WINDS UP in flurry of last-minute transactions as all 3 networks go over the 95%-sold mark. Another major holdout, Mobil Oil, has signed for 21 shows. NBC's Saturday night movie is sold out (p. 5).

NETWORKS RAN 8% AHEAD in first half, and June billings jumped 13.1% to \$59.9 million, with ABC setting the pace for percentage gains (p. 5).

Consumer Electronics

TV SET MARKET—present & future—as analyzed by Frank Mansfield: 85% of sales represent replacements & 2nd sets. Scrappage rate reaches all-time high (p. 13).

TRANSISTORS UP 46.6% at half—88.7 million units vs. 60.5 million in 1960's first half. EIA figures also show dollar volume was up only 2.7%—to \$157.1 million from \$152.9 million (p. 14).

10TH FM-STEREO MARKET OPENED Aug. 16 when KFMU Los Angeles commenced stereocasting (p. 14).

SYLVANIA ADDS 3 TVs to line—also 2 stereo hi-fi consoles and 3 clock radios (p. 15).

FCC

ABC URGES DROP-IN SPEED in letter to FCC offering network financing for "interim" operations on new vhf channels in Syracuse, Rochester and Grand Rapids (p. 6).

MINOW IS UPLIFTED by cracks at his TV program-reform zeal in NBC-TV special co-starring Jimmy Durante, Bob Hope, Garry Moore—and FCC. He writes them a fan letter (p. 7).

Stations

WNTA-TV DEAL CHALLENGED ON ANTITRUST GROUNDS by N.J. Attorney General, who questions networks' part in purchase of Newark-N.Y. station by ETV group (p. 8).

Film & Tape

WOLPER HITTING RECORD PRODUCTION with a small boom in documentaries (p. 10).

Other Departments

ADVERTISING (p. 12). **PERSONALS** (p. 13). **FINANCE** (p. 15).

STATION-BORN SHOWS FILL SYNDICATION GAP: Almost unnoticed by old-line film syndicators, a sizable distribution business in station-created programming has sprung up in past couple of seasons. Today, more than 2 dozen series, show packages or one-shots which got their start as local TV shows or as program projects to station groups are now in active syndicated distribution (see p. 2).

Rise of such programming is contemporaneous with the drop in telefilm syndication—becalmed this year in a widespread sales doldrum. Some syndication majors (CBS Films, NBC Films, NTA, others) have cut back heavily on personnel & new series. Others (like MCA's Revue) have decided to sit on the sidelines and produce nothing new for syndication until things get better. Only a few distributors (notably Ziv-UA and Screen Gems) are launching first-run telefilm shows for fall.

But syndication market isn't dead, nor has it faded away. What's happened to syndication is a definite shift in stations' buying taste caused by: (1) Resistance to stiff telefilm prices for new & many rerun properties. (2) FCC & other pressure for more "quality" local programming. (3) Broadcaster weariness with viewpoint of many network-level film producers that rerun syndication is an automatic patsy for recoupment of losses on network shows. (4) Growing station unwillingness to accept new syndication series that are merely mass-produced stereotypes.

New trend in station taste can be seen in analysis of our survey of station-originated shows now avail-

able in syndication. Nearly half (42.8%) of the properties are in the documentary-public affairs area, or are serious interview-discussion shows. Next-largest category (18.0%): programs of an instructional or inspirational nature (usually "self-help" types). In terms of strength, these are followed by educational, sports, entertainment, drama and music shows.

Stations are divided on the methods of distribution, although 2 general patterns are clear. Some stations & station groups (like WGN-TV Chicago, KTTV L.A., Storer Bcstg. Co., Westinghouse Bcstg. Co.) prefer a do-it-yourself approach. Others (like Corinthian Bcstg. Co. and WFIL-TV Philadelphia) employ an outside distributor. A new, 3rd force in the field can be seen in an organization like Trans-Lux's TV Affiliates Corp. (Vol. 17:24 p8), which acts as a clearing house and library source for outstanding local shows.

Outlook is for more, not less, of such shows. Prompted by the success of several of the better station-originated syndicated shows—which have returned their initial production investment plus a handsome profit—many stations now think in national terms when planning new station series. As Frank Browne, mgr. of KTTV Program Sales, put it: "Programming brains aren't confined to Madison Ave. or Sunset Blvd."

FCC-OVERHAUL BILL FINALIZED: Senate & House Commerce Committee conferees reached quick agreement Aug. 16 on final form of modified FCC reorganization legislation (S-2034) substituting for President Kennedy's rejected plan to revamp Commission procedures (Vol. 17:33 p4).

Conference report was than sped toward Senate-House concurrence and White House for President's enacting signature to mark end of one of swiftest legislative campaigns—little more than 2 months—in broadcasting industry history. Original bill by Sen. Pastore (D-R.I.), drafted by FCC itself, was introduced June 7—week before House turned down White House plan. Routine floor votes accepting final report probably will be completed early this week.

Senate & House versions of measure were meshed together with little editing trouble by conferees headed by Pastore & Rep. Harris (D-Ark.), who put last-touch commas & semi-colons in place. Communications Act amendments authorizing Commission to delegate decision-making powers to panels & staffers already were close together when they emerged from Senate July 27 & House Aug. 3.

FCC bill will be only major TV-radio measure enacted this session—unless Congress puts on another unaccustomed burst of speed before recessing, which is unlikely. Chances for federal aid to educational TV are dim (see p. 8), and no other important legislation affecting broadcasting—such as network-regulation bills (Vol. 17:33 p2)—is moving fast enough to meet adjournment deadline.

Programming

More about

SYNDICATED STATION SHOWS: In January 1960, WISH-TV Indianapolis got the surprise of its electronic life. Needing a new daytime local show, vp & mgr. Robert B. McConnell had decided to take a chance on one of broadcasting's oldest program gimmicks: the daily exercise show. As hostess for the series, McConnell had signed (for a modest \$150 weekly) Debbie Drake, a tall, robust Texas blonde with the kind of well-scrubbed good looks usually associated with Doris Day. The 15-min. series hit the air—and came the surprise.

The show was a resounding success with Hoosier housewives, who obediently followed Debbie's bend-&-stretch routines. Ratings soared, spot sponsors hopped aboard, and before WISH-TV quite realized what was happening, out-of-town stations began to call, asking if *The Debbie Drake Show* was available on tape.

Owner Corinthian Bcstg. Co. quickly took the hint. Realizing that Debbie Drake was a marketable TV commodity, Corinthian turned over tapes of the show to a N.Y. distributor, Banner Films, last fall for syndication. Since then, Debbie Drake has: (1) been signed by more than 70 TV stations; (2) contracted with Prentice-Hall for a health-&-exercise book due this fall; (3) been approached

to write a syndicated column; (4) been asked to put her exercise routine on records; and (5) has become a valuable TV property of Corinthian, which has signed her to a long-term contract, plans also to distribute her show overseas.

The syndication success of *The Debbie Drake Show* is, of course, unusual. There are many local TV shows, and few ever become anything more than a local favorite. But our chart of station-originated shows now in syndication (p. 3) proves this show's experience is no longer unique.

The shortage of top-quality first-run film shows in syndication has helped the cause of station-originated shows, but it isn't just a case of independent stations—the biggest consumers of syndicated programs—selling to each other to fill a Hollywood-created gap. A case in point is *Great Music from Chicago*, a 60-min. serious-music show taped & syndicated by WGN-TV Chicago and which recently wrapped up its 2nd production season. Currently, *Great Music* is seen in 25 markets. Said Bradley Eidmann, mgr. of the independent station's syndication offshoot: "We're not just doing business on *Great Music* with non-network stations. Of our 25 station customers, 20 are network affiliates like WEWS Cleveland, KPRC-TV Houston and WSM-TV Nashville. We don't feel we are competing with syndicated film shows like *Sea Hunt*. Our show is being bought by stations concerned not merely with attracting an audience but with building an image."

(Continued on p. 4)

Station-Originated Shows Available in Syndication

TITLE	DESCRIPTION	ORINATION	SYNDICATOR	MINUTES	EPISODES	MARKETS	FILM/TAPE
<i>Alex In Wonderland</i>	Discussion	WNTA-TV N.Y.	NTA	60	13	3	Tape/kine
<i>American Civil War</i>	Documentary	Westinghouse Bestg. Co.	Trans-Lux	30	13	110	Film
<i>Paul Coates Show</i>	Interview	KTTV Los Angeles	KTTV Program Sales	30 (5 a week)	200+	Not disclosed	Tape/kine
<i>Consult Dr. Brothers</i>	Psychological advice, self- help	WNBC-TV N.Y.	ABC Films	5 15	195 65	42	Tape/kine
<i>Cowtown Rodeo</i>	Western sports	WFIL-TV Philadelphia	Official Films	30	26	14	Tape/kine
<i>Debbie Drake Show</i>	Exercises, beauty tips	WISH-TV Cleveland	Banner Films	15	250+	Over 70	Tape/kine
<i>Divorce Court</i>	Factual drama	KTTV Los Angeles	Storer Programs Inc.	60	130	28	Tape/kine
<i>Frontiers of Knowledge</i>	Educational	WFIL-TV Philadelphia	Trans-Lux	30	12	6	Tape/kine
<i>Funny World</i>	Documentary	KTTV Los Angeles ¹	KTTV Program Sales	5	130	Not Disclosed	Film
<i>Great Music from Chicago</i>	Symphonic music	WGN-TV Chicago	WGN-TV Program Sales	60	2 series of 26	25	Tape/kine
<i>Intertel</i>	Documentary	Westinghouse Bestg. Co. ²	Westinghouse Bestg. Co.	60	12	24	Film
<i>Life Is Worth Living (Bishop Fulton Sheen)</i>	Inspirational	WNTA-TV N.Y. ³	NTA	30	26 (Vol. I) 52 (Vol. II)	13	Tape/kine
<i>Medicine 1961</i>	Medical documentary	KRON-TV San Francisco	Screen Gems	60	12	About 90	Tape/kine
<i>Henry Morgan & Co.</i>	Discussion	WNTA-TV N.Y.	NTA	90	52	None	Tape/kine
<i>Open End</i>	Panel discussion	WNTA-TV N.Y. ⁴ WNEW-TV N.Y.	NTA NTA	As reqd. (Old) 120 (New)	52	8	Tape/kine Tape/kine
<i>Outdoorsman</i>	Hunting & fishing	WGN-TV Chicago	WGN-TV Program Sales	30	104	Regional deals being discussed	Tape/kine
<i>Play of the Week</i>	Drama	WNTA-TV N.Y.	NTA	120	64	49	Tape/kine
<i>PM East & PM West</i>	Entertainment- variety	Westinghouse Bestg. Co. & KPIX San Francisco	Westinghouse Bestg. Co.	90 (5 a week)	In produc- tion since June 12	12	Tape/kine
<i>Public Affairs Specials</i>	Documentaries	WNEW-TV N.Y.	Banner Films	60	9	Not disclosed	Tape/kine
<i>Quickie Quiz</i>	Educational	KTTV Los Angeles	KTTV Program Sales	1	260	Not disclosed	Film
<i>Reading Out Loud</i>	Educational	Westinghouse Bestg. Co.	Westinghouse Bestg. Co.	30	13	Not disclosed; Sustaining only	Tape/kine
<i>Sincerely, Maria Palmer</i>	Self-help advice	KTTV Los Angeles	KTTV Program Sales	5	130	Not Disclosed	Tape/kine
<i>Twelve Hour Grind</i>	Sports events (Sebring Race)	WFIL-TV Philadelphia	WFIL-TV Philadelphia	30	One-shot	22	Film (b&w or color)
<i>Mike Wallace Interviews</i>	Interview	WNTA-TV N.Y.	NTA	20	117	7	Tape/kine
<i>Watkins Glen Races</i>	Sports events (auto race)	WFIL-TV Philadelphia	WFIL-TV	30	One-shot	None	Film (b&w or color)
<i>Way Of Thinking</i>	Public affairs	WNEW-TV N.Y.	Banner Films	30	39	22	Tape/kine
<i>WPIX Spectaculars</i>	Documentary	WPIX N.Y.	Durham- Telefilm	60	5	70-80	Tape/kine
<i>Zoorama</i>	Educational	KFMB-TV San Diego	Peter Robeck & Co.	30	39	10	Tape/kine

¹Co-produced with Jim Hawthorne Productions.²Produced in association with NET, Canadian Bestg. Corp., Australian Bestg. Commission, and Associated-Rédiffusion Ltd. of Great Britain.³Produced in association with Society for the Propagation of the Faith.⁴Produced in association with Talent Associates and Pamandia Productions (Old Series). Produced with David Susskind (New Series).

(Continued from p. 2)

Local pre-occupation with image-building lies behind the syndication strength of a number of shows hatched by local TV outlets of station groups. Examples: Westinghouse Bcstg. Co.'s filmed *American Civil War*, WFIL-TV Philadelphia's *Frontiers of Knowledge*, the internationally-produced (in part, by WBC and NET) *Intertel*, NTA's *Open End* and *Play of the Week* and the WPIX N.Y.-produced series of 60-min. filmed documentaries. Although there's clearly a market for such shows (judging from sales results), few old-line film syndicators are attempting to supply it, apart from Screen Gems' *Medicine 1961* (which started as a local documentary on KRON-TV San Francisco), and a few other filmed public-affairs series.

President Kennedy & TV: "The President rates television very high, both as a political & a cultural force. He watches whenever he has time. We put on several reports of the President in the first 6 months of the year. He saw them and asked several members of his staff, including Pierre Salinger, whether they had seen them, too. When they said they had not, he was not at all pleased. If he doesn't see something which involves him, he usually hears about it from someone else, usually his father, who is a great TV & radio fan. As a participant, President Kennedy is very professional. He is never flustered and uses the medium in the manner of a man who is fully alive to its power to enhance a man's reputation or destroy it. I feel, personally, he could use some guidance on his delivery during a set speech from the White House."—NBC correspondent Sander Vanocur in *N.Y. Herald Tribune*.

Western Goes Daytime: To the daytime situation-comedy reruns next season, ABC-TV will add a he-man touch in the form of reruns of Rory Calhoun's *The Texan*. What ABC knows and what recent ARB figures confirm: Although shoot-'em-ups are regarded by many as masculine program meat, more women than men watch Westerns. A January 1961 ARB audience composition study revealed that in the 9.6 million homes tuned to the average network Western, 7.6 million of the viewers were women (vs. 7.5 million men, 4.3 million children and 1.9 million teenagers). The evening rating record for *The Texan* (when it was on NBC) proved the show's "strong feminine appeal," added ABC. Replacing *The Gale Storm Show* (Mon.-Fri. 11-11:30 a.m.), *The Texan* will ride between *I Married Joan* and *The Bob Cummings Show*.

Dr. Frank Baxter: "I find much on the schedule of the commercial stations that seems to me to be worth the attention & respect of any viewer, no matter how critical or sophisticated. All 3 major networks have presented excellent programs on international affairs and on domestic problems. The special reports by these networks are socially valuable and entertaining, too. One does not want a diet of 'egghead' TV, of course—but a balanced diet. Ideally there should be a choice for the viewer at every hour—between escape and easy entertainment and a program somewhere that could 'entertain' a grown-up mind with something a little better."—*N.Y. Herald Tribune*.

Testimonials for "Community Needs": WJXT Jacksonville, proud of its local public-affairs series, *Project 4*, has issued an offset booklet reproducing laudatory letters received by the series. Among those included are letters from the Florida State Dept. of Education, Board of Public Instruction of Duval County, National Council on Crime & Delinquency, the Urban League, Jacksonville U.

Juvenile Merry-Go-Round: ABC-TV's recent decision to drop its proposed daytime public-affairs shows for kids—*Discovery* (Vol. 17:33 p11)—put somewhat of a damper on post-NAB convention enthusiasm for high-class children's shows (Vol. 17:22 p4). But last week a round of new juvenile shows was dropped into the network fall schedules (2 were in the news & public affairs area):

ABC-TV—A "legitimate news show beamed toward younger interests" was blueprinted by ABC news & special-events vp James C. Hagerty. Tentatively titled *American Newsstand*, the 10-min. show will be slotted daily at 4:50 p.m. as a segment of Dick Clark's *American Bandstand*. Under the direction of a young trio of ABC newsmen—Roger Sharp, David Jayne and William Lord—*Newsstand* will utilize student editors as guest commentators and editorial aides. ABC fall kiddie fare will also include a hocus-pocus series titled *Magic Ranch*. Although live-TV production today can approximate many optical tricks of film, *Magic Ranch* (which showcases magicians in a dude ranch setting) will use "no camera trickery."

CBS-TV—The network will carbon-copy one of its more popular adult programs, *Video Village*. The Jr. edition, which premieres Sept. 30 (10-10:30 a.m.) is a Heatter-Quigley-CBS production featuring Monty Hall, Eileen Barton and Ken Williams.

NBC-TV—As its reply to pleas from FCC Chmn. Minow for more informational programming, NBC plans a news series for teen-agers titled *Update* to debut Sept. 16. Each week the 30-min. daytime series will feature student reporters interviewing a prominent person in the news. Associate producer James Lebenthal is now scouting young people for student reporter segments at the 10th annual national student leadership conference in Denver. Last week he reported, "a bright youngster may be able to bring out facts that experienced newsmakers may miss."

Astaire Previews Alcoa Shows: A 21-city closed-circuit telecast of ABC-TV's *Alcoa Premiere* will be staged Sept. 12 for the press & personnel of Aluminum Co. of America. Host-narrator of the October 10 debuting series: Fred Astaire, who will present footage from forthcoming shows "as well as more informal film taken on the set during shooting." The sponsor hopes to demonstrate the "flexibility & variety" of the drama series, made possible, according to Alcoa, by the alternating 30-min., 60-min. length of the Tuesday-night show.

Canon 35 "Study" On Again: Newark lawyer John Yauch is the new chairman of the American Bar Assn.'s Canon 35 Committee. He was named at the ABA's St. Louis convention, where no action was taken to liberalize the rule against coverage of court proceedings by microphones & cameras (Vol. 17:33 p11). Yauch said that he would favor relaxation of Canon 35 to permit pool coverage of trials by one mike & one camera. He also suggested that his committee examine the situation in Colorado & Texas courts, where trial broadcasts are permitted in limited circumstances.

Technology

Grizzly 54, Where Are You? In co-operation with the National Science Foundation, the National Geographic Society has undertaken a project to equip the most dangerous bears in Yellowstone National Park with miniature radio transmitters—to spot & keep track of the grizzlies in the wilderness.

Networks

Network Sales Season Winds Up: The logjam of uncommitted TV budgets, broken a fortnight ago by a major series of NBC-TV buys made by Beech-Nut (Vol. 17:33 p9), was busily whizzing down the sluiceways of all 3 network sales depts. last week. Each estimated that it had passed the 95%-sold level for the last quarter of 1961. "We're now as near S.R.O. as we're likely to get," said one CBS source.

How many of the buys represented sizable bargains, as compared with prices back in Jan.-Feb., was something no network sales executive cared to talk about. Most were just glad to take a breather—and to look forward to another sales round at mid-season when some contracts expire and the first program replacements are due.

The most significant sales-policy change was made by CBS-TV, which finally threw in the towel in its efforts to sell its last remaining availabilities as major program segments. Everything in nighttime inventory—*CBS Reports*, *Eyewitness to History*, *Twilight Zone*, *Pete & Gladys*, etc.—was suddenly tossed on the counter in minute-availability packages, and in some cases at marked-down prices. Result: a rush of CBS business from Procter & Gamble, Polaroid, Best Foods, American Motors, Smith, Kline & French, Vick Chemical and Mobil Oil.

This last advertiser, another of the firms which had held back a major TV budget until the last moment, has allotted \$3.2 million (about half of its annual ad billings) to a 21-program barrage of minute buys, with the TV billings divided evenly between ABC-TV and CBS-TV. It will be the first Mobil Oil TV campaign to be handled by Ted Bates, which took over the account July 1.

What Bates Seeks for Mobil Oil

The Bates buying formula so far for Mobil Oil: to pick shows on their potential for reaching "one adult male viewer per household." The ABC schedule: *Cheyenne*, *New Breed*, *Ben Casey*, *Bus Stop*, *Adventures in Paradise*, *Roaring 20s*, *Ozzie & Harriet*, *Target—Corruptors*, *The Hathaways*, *Straightaway*, *Naked City*, American Football League games and the 6-6:15 p.m. newscast.

Beech-Nut Life Savers Inc., meanwhile, announced details of its NBC-TV daytime-nighttime buy. It includes participations in *Saturday Night at the Movies*, *International Showtime*, *Cain's Hundred* and *The Dick Powell Show*. Beech-Nut will also sponsor *The Bob Newhart Show* about once a month. Daytime buys include *The Price Is Right*, *The Loretta Young Theatre*, *Here's Hollywood* and *From These Roots*, and 15-min. segments of *Truth or Consequences* and *Young Dr. Malone*.

Also joining the buying scramble last week was Union Carbide, which—for "Eveready" flashlights & batteries—signed for participations in 10 network series and backstop coverage on 475 radio stations in 311 market areas. Union Carbide's program list, bought by William Esty, was, like Mobil Oil's, something of a network cross-section: *Saturday Night at the Movies*, *NCAA Football Warmup*, *Lawrence Welk*, *C.I.C.* (a 2-part special), *SurfSide 6*, *Robert Taylor's Detectives*, *Target—Corruptors*, *Laramie*, *Outlaws* and a one-shot World Series special.

Other late sales news: With all the sales action going on last week, NBC-TV was finally able to hang out the S.R.O. sign on one of the fall season's programming innovations—*Saturday Night at the Movies*, a feature showcase of post-1948 movies & minute participations. Underlining the general trend toward magazine-concept TV buying, *Saturday Night at the Movies* has 12 national advertisers signed for the final quarter of this year.

Network Television Billings

June 1961 and January-June 1961

For May report, see TELEVISION DIGEST, Vol. 17:30 p7

Nets Ran 8% Ahead in First Half: Network TV's June 1961 gross time billings rose 13.1% to \$59.9 million from \$53 million for the same month last year. And an 8.2% increase was reported by TvB for the first half of this year, with Jan.-June billings totaling \$363.9 million compared with \$336.3 million for the like 1960 period.

ABC set the pace for percentage gains in the 6-month period, with a 23% jump to \$94.6 million. NBC also posted a healthy percentage gain, increasing billings 12.6% to \$136.3 million. CBS, lagging behind NBC in monthly billings since the year began, was the only network to show a loss—billings for the half-year period moved down to 3.9% to \$132.9 million from the \$138.4 million mark that was set in 1960.

Biggest billing boom showed up in the daytime (Mon.-thru-Fri.), with a Jan.-June jump of 23.2% to \$102 million and a 24.4% increase (to \$17 million) for the month of June alone. Daytime for the entire week was up 20.8% in the first half and 23.4% during June.

NETWORK TELEVISION (by Networks)

	June 1961	June 1960	% Change	Jan.-June 1961	Jan.-June 1960	% Change
ABC	\$15,233,000	\$11,948,700	+27.5	\$ 94,636,040	\$ 76,950,570	+23.0
CBS	21,787,201	22,062,832	- 1.3	132,939,527	138,351,109	- 3.9
NBC	22,874,326	18,959,323	+20.6	136,293,905	120,992,398	+12.6
Total ..	\$59,894,527	\$52,970,855	+13.1	\$363,869,472	\$336,294,077	+ 8.2

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,874,326	59,894,527

NETWORK TELEVISION (by Day Parts)

	June 1961	June 1960	% Change	Jan.-June 1961	Jan.-June 1960	% Change
Day	\$19,545,824	\$15,844,295	+23.4	\$121,247,708	\$100,340,957	+20.8
M-F	16,967,590	13,644,364	+24.4	102,034,395	82,841,803	+23.2
S-S	2,578,234	2,199,931	+17.2	19,213,313	17,499,154	+ 9.8
Night	40,348,703	37,126,560	+ 8.7	242,621,764	235,953,120	+ 2.8
Total ..	\$59,894,527	\$52,970,855	+13.1	\$363,869,472	\$336,294,077	+ 8.2

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

Live Coming to Life: Although CBS-TV's nighttime fall schedule consists mainly of film shows (77% film, by one recent estimate), live TV is not being overlooked in the network's planning. There's considerable expectation that CBS will go ahead with 1962 plans for a \$12.5 million live-TV studio addition to the CBS Production Center on W. 57th st. There are also indications that the 2 labor unions chiefly concerned with N.Y. live TV at CBS—NABET and IATSE—are taking a "positive" attitude toward CBS efforts to bring N.Y. production costs into line with the lower live-TV costs of Hollywood. At one time, CBS had nearly 2 dozen live studios in operation in N.Y.; currently, there's about half that number. Of CBS's present live-shows roster, 75% are produced in N.Y. and this percentage is likely to be maintained even if there's a sizable increase in live 1962-63 programming.

NETWORK SALES ACTIVITY

ABC-TV

- Ludens (J. M. Mathes) part. eff. Jan. 3.
Maverick, Sun. 6:30-7:30 p.m.; *Naked City*,
Wed. 10-11 p.m.; *The Steve Allen Show*,
Wed. 7:30-8:30 p.m.
- Endicott-Johnson (Hicks & Greist) part. eff. March 28.
The Steve Allen Show, Wed. 7:30-8:30 p.m.
- Minnesota Mining & Mfg. (MacManus, John & Adams)
part. eff. Nov. 27.
Ben Casey, Mon. 10-11 p.m.
- Procter & Gamble (Grey) full-sponsorship eff. 1962.
Oscar Awards.
- Mobil Oil (Ted Bates), participations eff. Sept.
Cheyenne, Mon. 7:30-8:30 p.m.
The New Breed, Thu. 9-10 p.m.
Ben Casey, Mon. 10-11 p.m.
Bus Stop, Sun. 9-10 p.m.
Adventures in Paradise, Sun. 10-11 p.m.
Roaring 20's, Sat. 7:30-8:30 p.m.
Ozzie & Harriet, Thu. 7:30-8 p.m.
Target: The Corrupters, Fri. 10-11 p.m.
The Hathaways, Fri. 8-8:30 p.m.
Straightaway, Fri. 7:30-8 p.m.
Naked City, Wed. 10-11 p.m.
ABC Evening Report, Mon.-Fri., 6-6:15 p.m.
AFL Games, 15 Sun. afternoons, Sept. 10-
Dec. 17.
- Columbia Pictures (Donahue & Coe), part. eff. fall.
ABC Evening Report, Mon.-Fri., 6-6:15 p.m.

NBC-TV

- International Latex (Reach-McClinton) part. eff. Sept. 30
& Dec. 16.
Saturday Night at the Movies, Sat. 9-11
p.m.; *Tall Man*, Sat. 8:30-9 p.m.
- Derby Foods (McCann-Erickson) part. eff. Sept.
International Showtime, Fri. 7:30-8:30 p.m.
- American Motors (Geyer, Morey, Madden & Ballard) part.
eff. Oct.
Tall Man, Sat. 8:30-9 p.m.
- Pillsbury (Campbell-Mithun) part. eff. Sept.
Outlaws, Thu. 7:30-8:30 p.m.; *Michael
Shayne*, Fri. 10-11 p.m.
- Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
Daytime programming, Sat.
- Quaker Oats (J. Walter Thompson) part. eff. Sept. 16.
Daytime programming, Sat.
- Beech-Nut Life Savers (Young & Rubicam), part. eff. Sept.
Daytime programming, Mon.-Fri.
Saturday Night at the Movies, Sat. 9-11 p.m.
International Showtime, Fri. 7:30-8:30 p.m.
Cain's Hundred, Tue. 10-11 p.m.
The Dick Powell Show, Tue. 9-10 p.m.
The Bob Newhart Show, Wed. 10-10:30 p.m.
Thriller, Mon. 10-11 p.m.
Outlaws, Wed. 7:30-8:30 p.m.
The Tall Man, Sat. 8:30-9 p.m.
Laramie, Tue. 7:30-8:30 p.m.
The Jack Paar Show, Mon.-Thu., 11:15
p.m.-1 a.m.

CBS-TV

- Mobil Oil (Ted Bates), participations eff. Sept.
Pete & Gladys, Mon. 8-8:30 p.m.
Ishabod & Me, Tue. 9-9:30 p.m.
Cheekmate, Wed. 8:30-9:30 p.m.
CBS Reports, Thu. 10-11 p.m.
Investigators, Thu. 9-10 p.m.
Frontier Circus, Thu. 7:30-8:30 p.m.
Twilight Zone, Fri. 10-10:30 p.m.
Eyewitness, Fri. 10:30-11 p.m.

The FCC

ABC Urges Drop-in Speed: ABC is so anxious to get going in 3rd-channel vhf drop-in markets of Syracuse, Rochester and Grand Rapids that it's willing to put up money to finance "interim" TV station operations, AB-PT Pres. Leonard H. Goldenson told FCC.

In a letter to the Commission commenting on its final allocations actions assigning Ch. 9 to Syracuse, Ch. 13 to Rochester and Ch. 13 to Grand Rapids (Vol. 17:31 p2), Goldenson offered network financing—"with the Commission's approval"—for any authorized temporary setups.

Noting that FCC "will welcome & give consideration to the issuance of special temporary authorizations" pending any comparative hearings for applicants for the new channels in the 3 cities, Goldenson said "it is of first importance" that the STA process be expedited, that it could be speeded by giving grants to "interim" combines of contestants.

"The large number of inquiries which we have received since your decisions were announced on July 27, 1961 indicate that the Syracuse, Rochester and Grand Rapids assignments will be eagerly sought after with the result that in every instance there will be several mutually-exclusive applications for the new channel," Goldenson wrote.

The rush was started by Anthony R. Tyrone of New Rochelle, N.Y., who filed an application for the Rochester grant & STA under the business name of Channel 13 of Rochester. He is exec. vp & 24.5% stockholder of Denver's Hamilton Management Corp., which sponsors the publicly-held mutual fund, Hamilton Fund Inc. Also filing last week was Rochester's WVET-TV for Ch. 9 in Syracuse.

Proposing STA grants to joint organizations whose operations would have ABC's financial backing, Goldenson offered FCC some "thoughts" on forming the combines:

(1) "Participation in the organization should be open to all applicants in the comparative hearing, but should not be mandatory. Any applicant should be permitted to elect not to participate, but this should not preclude the other applicants from going forward."

(2) "Those applicants who do participate should share equally in the financing, the losses or the profits, and should have equal representation on the governing board of the organization."

(3) "The officers & principal members of the staff of the temporary operation should be selected by its board of directors and preferably should not include any persons associated with any of the applicants. This is important to avoid jockeying for position among applicants, and perhaps some comparative advantage accruing to an applicant who succeeded in infiltrating the temporary operation."

(4) "Although the operation is to be temporary, the transmitter site selected & the transmitting installation should be permanent—that is, the one to be used by the eventual winning applicant."

(5) "If the applicants cannot agree on the selection of the best transmitting site, perhaps it could be arranged that an engineering committee of the Commission's chief engineer and the applicants' consulting engineers could be given authority to make the necessary determinations."

Defense Conference Set: The 3rd annual Defense Communications Seminar for FCC's National Industry Advisory Committee will be held this week in Washington. Defense Comr. Bartley & alternate Defense Comr. Lee will moderate the restricted, closed-door sessions Aug. 22-23 in the Departmental Auditorium.

Minow Is Uplifted: TV "wasteland" explorer & missionary-reformer Newton N. Minow, who was the butt of running gags & gibes on NBC-TV's hour-long Jimmy Durante special Aug. 9, thinks the show was just fine.

FCC's Chairman took time out to watch the program while on his vacation speech-making trip to ABA's St. Louis convention (Vol. 17:33 p4). He was surprised & pleased to find himself virtually co-starred with Durante, Bob Hope and Garry Moore.

Although Minow is in dead earnest about TV's programming faults & fissures, he was: (1) Captivated by Durante's opening lines dedicating the beer-brewer-sponsored show to Minow & "uplifting the quality of television." (2) Convulsed by Hope's crack at a chubby elevator girl, "That's what Newton means by TV's vast waistline." (3) Cheered by Moore's song, "It's been an uplifting show and I'd like to say I hope Newt had a laugh or a smile."

The FCC Chairman promptly got off a fan letter to "Dear Jimmy, Bob and Garry": "Your show last night not only uplifted television—it lifted the country's spirits in the midst of the summer doldrums. And many thanks for all the plugola for the FCC. We're glad to be a part of your show anytime." The special received mixed reviews.

Amendments Amended: FCC's new rules governing public notices by stations which file broadcast applications (Vol. 17:32 p9) have been revised again. Acting through Comr. Bartley, the Commission amended the rules to set up cut-off dates for viewers & listeners to give "facts" about the stations to FCC. The deadlines: "30 days after the renewal application was tendered for filing & 30 days after the date of release of Commission's order specifying the time & place of commencement of the renewal hearing." Other amendments substituted "tendered for filing" for "filing" in the rules.

Landis Lambastes Lawyers: Attorneys practicing before FCC & other federal regulatory commissions can be blamed for many chronic case logjams suffered by the agencies, President Kennedy's special advisor James M. Landis told the D.C. Young Democratic Club. It's a matter of money, he said. "These [procedures] have been stretched out by the bar because they get more pay that way," Landis asserted. "The client likes that—and he pays for it. The attention of the bar, over the last 8 to 10 years, has been spent trying to insure due process, forgetting that a delay is a denial of due process."

Program-Form Grace Granted: The deadline for comments on FCC's proposed new program & logging forms has been extended to Oct. 2 from Sept. 7 in response to pleas from broadcasters that they need more time to demonstrate faults in the plan. "We want to have the benefit of actual experience in testing the forms rather than speculation," Broadcast Bureau Chief Kenneth A. Cox told us. He pointed to plans of the Ga. Assn. of Bcstrs. to conduct tests (Vol. 17:33 p2) and said the commission also was counting on test findings from NAB and such individual stations as KWTW Oklahoma City.

WINS Explains Payola: Seeking renewal & sale to Storer Bcstg. Co. for \$10 million, radio WINS N.Y. has filed a 41-page letter responding to FCC's query on payola charges. The station said record payola, if any, was taken by employes without the knowledge of management, and it's taking strong measures to prevent such practices.

Money Bill Signed: The fiscal-1962 independent offices appropriations bill (HR-7445) carrying FCC's full \$12.5-million budget was signed Aug. 18 by President Kennedy.

Congress

Mack Fights FCC Plan: Deintermixture proposals by FCC (Vol. 17:31 p2 *et seq.*) will be opposed down the line by Rep. Mack (D-Ill.), 2nd ranking majority member of the House Commerce Committee, which oversees the FCC.

"I deplore the Commission's action because it is discriminatory against those communities which the FCC would reduce to dependence upon the inferior type service provided through uhf channels," Mack said, complaining in particular about Champaign, Ill. deintermixture which would deprive WCIA of its Ch. 3.

He added that he was getting a lot of mail from back home protesting FCC's plan. Samples: Letters from Pres. William J. Kuthfuss of the Ill. Agricultural Assn., who reported his members were "disturbed," and from Shelbyville Mayor William E. Lecrone, who said his community would suffer "a great loss."

Meanwhile Conn. Gov. John N. Dempsey, embarking on a campaign to save WTIC-TV Hartford from deintermixture loss of its Ch. 3 (Vol. 17:33 p3), met in Washington with his state's Congressional delegation. He reported it backed him unanimously. "We hope to end the punishment & shameful harassment of Ch. 3," Dempsey said.

Another Space Go-Around: The Senate Commerce Communications Subcommittee under Sen. Pastore (D-R.I.) will take off this week on another exploration of satellite-communications problems. Picking up where Senate Small Business & House Space Committees left off 2 weeks earlier (Vol. 17:33 p5), Pastore scheduled Aug. 23-24 sessions on space & spectrum issues on which he had already heard FCC testimony (Vol. 17:32 p4). Scheduled witnesses: Aug. 23—NASA administrator James E. Webb, Asst. Attorney General Lee Loevinger, OCDM dir. Frank Ellis. Aug. 24—spokesmen for State & Defense Depts. Pastore's hearing agenda includes further study of a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a special 4-man spectrum-control commission. Hartke has asked President Kennedy to establish the group by executive order in the event Congress fails to approve his plan this session. In a related development, the White House meanwhile approved a go-ahead later this year for Project West Ford—experimental launching of a space vehicle to spread a communications-relay girdle of tiny copper wires 2,000 miles above the earth. The test-band plan, adopted by Vice President Johnson's National Aeronautics & Space Council, was proposed 2 years ago.

Kefauver to the Rescue: CBS-TV's game-telecast contract with the National Football League, thrown out by U.S. District Court in Philadelphia as monopolistic (Vol. 17:30 p3 *et seq.*), would be valid under a bill (S-2427) introduced by Sen. Kefauver (D-Tenn.). A companion House bill (HR-8757) is sponsored by Rep. Celler (D-N.Y.). The Kefauver measure would amend the antitrust laws to permit TV negotiations between the networks & organized sports—baseball, basketball and hockey in addition to pro football. "Continued individual negotiations by the teams would work a hardship on them and jeopardize the future of organized sports," Kefauver said. Tacked on to his new bill were sections of previously-introduced sports measures protecting minor-league pro clubs and college teams from big-game TV invasions of their home territories. No authorization for such blackouts of TV is provided in the House legislation drafted by Celler. Blackouts are "unnecessary & undesirable," he said.

ETV Aid Bill Uncorked: The House Commerce Committee finally voted last week to send a long-stalled federal-aid-to-educational TV bill to the floor, where it ran into another legislative block—a Congressional impasse over the administration's general school program (Vol. 17:30 p2).

The Committee headed by Rep. Harris (D-Ark.) unloosed a compromise \$25-million matching-grant ETV measure (HR-132) by Rep. Roberts (D-Ala.), acting 2 months after it had been endorsed by the Communications Subcommittee chaired by Rep. Moulder (D-Mo.). In March the Senate approved a \$51-million ETV-aid bill (S-205) by Sen. Magnuson (D-Wash.). Harris pushed the Roberts plan through to the floor after failing at repeated closed sessions of the Committee to stir up much enthusiasm for it over objections raised—or indifference expressed—by Republican & Southern Democratic members who take dim views of any govt. subsidies for schools.

The final closed-session committee vote to endorse the measure was understood to have been 21-3.

The Roberts bill has administration backing, but it bore no legislative priority tag—and chances that it will clear the House itself before Congressional adjournment remained dim. The White House & Democratic leaders will have their hands full trying to salvage sections of the administration's omnibus school-aid plan which was stopped by the House Rules Committee in July.

Design Piracy Deplored: Industrial designs for products ranging from corsets to TV consoles, and from ladles to lighting fixtures are subject to increasing piracy, Chmn. George Lucas Jr. of N.Y.'s National Committee for Effective Design Legislation told a Senate hearing. Testifying before the Judiciary Patents Subcommittee, he supported a bill (S-1884) co-sponsored by Sens. Hart (D-Mich.), Wiley (R-Wis.) and Talmadge (D-Ga.) to provide 5-year patent protection for developers of "original ornamental designs for useful articles." Milwaukee designer Jack Waldheim told the Subcommittee that design thieves used to be regarded as outcasts of industry. "But pride has diminished, and stealing another man's product of the mind is too frequently accomplished without condemnation and even with the approval of society," he said. Speaking in behalf of Walt Disney Productions, ex-Ga. Gov. Ellis Arnall praised the bill for making it possible for copyright owners to rely on design protection while not losing copyright protection. It could lead to reciprocal agreements providing international protection for designs for Disney animated characters, Arnall said.

Sabotage Bill Cleared: The House Judiciary Committee has endorsed a Senate-approved measure (S-1990) broadening federal prohibitions against malicious damage to communications facilities (Vol. 17:30 p14). The bill, held up for several weeks by the Committee for staff analysis, was cleared to the House floor unchanged. It provides sabotage penalties of \$10,000 fines and/or 10-year prison terms. The measure gained impetus from the dynamiting in May of 2 western telephone microwave relay stations. Court psychiatric tests have been ordered for 2 suspected saboteurs scheduled for trial in Nov. in Carson City, Nev.

Ad Curbs Modified: Senate & House conferees have agreed to amendments to a bill (HR-7851) which was originally designed to bar defense contractors from charging the govt. for any advertising (Vol. 17:29 p13). The compromise measure permits govt. reimbursement to contractors for ads to recruit personnel, obtain scarce items, enlist sub-contractors.

Stations

Meyner's WNTA-TV Antitrust Angle: N.J. Gov. Robert B. Meyner is trying to enlist U.S. Attorney General Robert F. Kennedy in his fight against NTA's proposed \$6.2-million sale of WNTA-TV Newark-N.Y. to Educational TV for the Metropolitan Area (Vol. 17:28 p4).

In another move in Meyner's campaign to block the sale and keep WNTA-TV's Ch. 13 for home-state viewers, N.J. Attorney General David D. Furman wrote Kennedy Aug. 15 challenging the validity of participation by ABC, CBS and NBC in the NTA-ETMA deal. Furman demanded to know whether the networks' offer to contribute \$2 million toward the purchase price of the station wasn't in violation of federal antitrust laws. He also asked whether the Justice Dept. had investigated & approved the deal—and if so, what legal grounds were cited.

There was no immediate response from Kennedy to the Furman letter. Justice Dept. sources acknowledged that it had been received, but told us at last week's end that "it's still under study."

Meanwhile Meyner made it clear that he wasn't opposed to ETV as such, despite his efforts to hang on to his state's only commercial vhf outlet. He met with members of the N.J. Educational TV Corp., and announced his endorsement of its plan to set up a uhf ETV station at Montclair State College, financed by \$500,000 in contributions from local school districts.

Spokane Stations Sold: Midwestern newspaper publisher-telecaster Morgan Murphy has expanded his broadcasting operations into the Northwest with the \$3.25-million purchase of KXLY-TV (Ch. 4) & KXLY Spokane from co-owners Joseph Harris & Norman E. Alexander. The Harris-Alexander group, which bought the Spokane stations in 1954 for \$1.72 million, retains its KERP-TV & KERP El Paso. The Murphy group, whose newspaper chain stretches into La. from Wis. & Minn., has interests in WEAU-TV Eau Claire, Wis.; WISC-TV Madison, Wis.; WLUC-TV Marquette, Mich., and radio KVOL Lafayette, La., which is a TV applicant. Blackburn & Co. handled the Spokane deal, in which KXLY-TV was priced at \$2.6 million and KXLY at \$650,000.

IBFM Elects Officers: H. W. Dornseif (WCCO-TV & WCCO Minneapolis-St. Paul) has been elected pres. of the newly-formed Institute of Bcstg. Financial Management. Incorporated in May, IBFM will serve as an idea exchange and exploratory body for problems & methods in broadcasting financial affairs. Other officers: vp, Thomas E. Carroll (WFBM-TV Indianapolis); treas., Richard S. Stakes, (WMAL-TV Washington, D.C.); and Joseph J. Madden (MetroMedia) is in charge of membership. In addition to these 4, directors include Joseph K. Mikita (Westinghouse), Charles A. Hart (radio WHDH Boston), Edward Mitchell (WPIX N.Y.), A. B. Suhr (WDSU-TV New Orleans), Aubrey H. Moore (WRAL-TV Raleigh-Durham), John E. Hinkle (WISN-TV Milwaukee), Norman C. Hadley (CBS), E. S. Zimmerman (Crosley), Richard C. Percival (KRNT-TV Des Moines), Richard M. Thomas (radio WJR Detroit), Julianna Royal (KCOP Los Angeles).

Fetzer Gives Tower to Music Group: Fetzer Television has contributed to the National Music Camp at Interlochen, Mich. a 450-ft. antenna tower once used by its WWTV Cadillac-Traverse City, Mich. The camp will use it for the transmitting antenna of its educational stereo FM station.

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

KTPS (Ch. 62, educational) Tacoma, Wash. is retaining its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

WYAH-TV (Ch. 27) Portsmouth, Va. has changed its target for non-commercial operation to Oct. 1, reports M. G. Robertson. He is pres. of the grantee Christian Bcstg. Network Inc. It is acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulauff, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

KICU-TV (Ch. 43) Visalia, Cal. is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

WEPA-TV (Ch. 66) Erie, Pa., which becomes an NBC-TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

* * *

CKOS-TV-2 (Ch. 7) Carlyle Lake, Sask., planned as a satellite of CKOS-TV (Ch. 3) Yorkton, Sask., has a target in "latter August," says George S. Skinner, technical dir. of CKOS-TV. The building is ready for a 2-kw RCA transmitter which is due to arrive soon. The station will use a 680-ft. Utility tower. Resident staff will consist of Frank White, a salesman, and a technician. CKOS-TV, which also operates satellite CKOS-TV-1 (Ch. 8) Dauphin, Man., has a \$175 hourly base rate. Reps are Devney-O'Connell and Stovin-Byles Ltd.

CHSJ-TV-1 (Ch. 6) Bon Accord, N.B. is still hoping to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B., reports W. A. Piekarski, project engineer. Work on the transmitter house at a site 8 mi. SE of Perth, N.B. is nearing completion and 5-kw Canadian GE transmitter is to be installed in mid-August. It expects to have a 500-ft. tower purchased from Ocean Steel & Construction Co. Ltd., St. John, ready for use by Sept. 25. It will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV which has a \$375 hourly rate. Reps are Weed and All-Canada.

CKRT-TV (Ch. 7) Riviere-du-Loup, Que. has changed its target to Oct. 15 for starting as a CBC-TV French-language affiliate, reports Luc Simard, pres. of radio CJFP Riviere-du-Loup, owner of CKRT-TV. A 5-kw Canadian Marconi transmitter is scheduled to arrive Sept. 15. It will have a 170-ft. Wind Turbine tower with a 3-bay Alford antenna. Base hour will be \$144. Reps will be Young and Joseph A. Hardy.

■

Canadian Stereo Budding: Canada's Dept. of Transport has stereo standards under consideration, presumably will give the green light shortly. CFRB-FM Toronto is reported equipped & ready to start when authorized.

"Twas No "Victory," says WCKT: The recent claim by WTVJ Miami (Vol. 17:31 p11) that it had won an editorial battle over rival WCKT because of the reinstatement of Miami City Mgr. Melvin A. Reese was denied subsequently by the latter station's mgr. Charles Kelly. Their community-service documentaries, said Kelly, had been "critical of the lack of action on slums by city officials which included Mr. Reese, but none was singled out . . . Mr. Reese was not shown nor mentioned in the first program, and references to him and his appearance occupied little more than 60 sec. in the follow-up program . . . WCKT's criticism was directed toward the entire body politic & the indifferent public. At no time, either on the air or off, did WCKT ever say that either of the anti-slum documentaries was 'the filmed report which resulted in the firing of City Manager Reese.'"

"Mass Communications": Edited by Wilbur Schramm, Dir. of the Institute for Communications Research, Stanford U. (695 pp., U. of Illinois Press, Urbana. \$6.50). In this useful addition to any book shelf of basic works on TV-radio & advertising, Schramm traces the development of mass communications, its structure & function, content, audiences, effect and ultimate responsibilities. This revised edition of Schramm's original 1949 work covers its field through essays by sociologists, economists, teachers and professional mass communicators, including Walter Lippmann, Paul F. Lazarsfeld, Terry Ramsaye and Margaret Mead. Of interest to TV program planners are the complete texts of NAB's TV Code and the production guidelines of the Motion Picture Assn. of America.

A Sail for Sales: It's likely to draw little more than a cold look from the Internal Revenue Service, but another big party for N.Y. timebuyers was in the works last week, this time with Metropolitan Bcstg. Co. as host. Unlike Westinghouse's TvAR, which tossed a fancy bash for buyers earlier this month at N.Y.'s new Hotel Summit (Vol. 17:32 p17), Metropolitan invited 200 ad agency men to an Aug. 21 combination moonlight cruise, buffet, cocktail function and gambling party (roulette, blackjack, etc. played with \$500 in phoney money given to each guest). Reason for the party: A new 20-min. presentation on Metropolitan's WIP Philadelphia as "an adult, responsible station." Bonus for WIP: Guests will find it difficult to skip out on the sales pitch, since the party is scheduled to be held aboard an excursion steamer, the S.S. Hudson Belle.

Who Pinched the Red Carpet? Washington police have wound up one piece of unfinished business left over from the NAB convention in May. After 3 months of sleuthing, they recovered a stolen \$800 red carpet which had been rolled out at the Sheraton Park Hotel for President Kennedy, who addressed the opening convention session (Vol. 17:20 p8). The detectives also arrested a former moving-van helper in whose attic the VIP carpet was found. He pleaded guilty to petty larceny, was ordered to pay a \$150 fine or spend 6 months in jail.

MGM-TV Eyes Portland Station: Following "exploratory" talks in Portland, Ore. regarding the possible acquisition of KPTV, an MGM task force reported its findings & recommendations to the board last week. MGM, seeking to enter the station field, sent a group headed by MGM-TV business-affairs dir. Jay Rabinovitz to Portland for inspection and informal discussions. Whether the talks turn into full-scale negotiations depends on the decision of the board. A company source denied reports that MGM-TV was also interested in acquisition of KCOP Los Angeles.

Canadian FM Allocations Revised: FCC has released a letter to Canada's Dept. of Transport describing the border allocations situation and stating that a recently revised Canadian assignment plan is acceptable. The letter said that present notification procedures will be continued pending completion of FCC's study of U.S. assignment principles. The Commission said it expected that neither country would object to new assignments if they did not exceed 100 kw and 2,000 ft. and if the following minimum spacings were observed: co-channel, 220 miles; 200 kc removed, 100 miles; 400 kc, 45 miles; 600 kc, 35 miles. The letter and new Canadian table of assignments are FCC Public Notice 8947, available from the Commission.

Hurricanes Sponsored: The Florida Defense Network has scored what it believes is a "first" by placing its hurricane-season weather broadcasts under commercial sponsorship. Said Fla. Assn. of Bcstrs. Pres. Lee Ruwitch (WTVJ Miami exec. vp): "As far as we know, this is the first time that broadcasts by a state defense network have been sponsored." D. W. Onan & Sons, makers of electric generators, will sponsor the 5-min., 11 a.m., Mon.-Fri. weathercasts through the hurricane season. The broadcasts originate from the U.S. Weather Bureau and National Hurricane Center in Miami and are relayed throughout the state via the defense network.

Wrong Switch: Washington viewers of NBC-TV's *Thriller* on WRC-TV Aug. 15 heard these snatches of dialogue during a tense scene: First voice: "Use Washington self-rising flour." Second voice: "Do it again." First voice: "Hey, are we live?" It was 5 minutes before WRC-TV engineers got *Thriller* back on its proper audio course from a switch-over to a rehearsal of a commercial.

How to Dramatize Being "Tops": To symbolize its claim of being "tops," CTV Television Network Ltd. has issued a 10-inch-square promotion piece featuring an 8-pointed star—one for each station in the network: CFTO-TV Toronto, CJOH-TV Ottawa, CFCF-TV Montreal, CJCH-TV Halifax, CHAN-TV Vancouver, CFCN-TV Calgary, CFRN-TV Edmonton, CJAY-TV Winnipeg. A die-cut hole at each set of call letters contains a top for recapping bottles.

Gift to Conn. ETV: Travelers Bcstg. Service Corp. (WTIC-TV & WTIC Hartford) donated \$30,000 to the Conn. Educational TV Corp. recently toward operation of the state's ETV network, which has CPs granted for WCTB Bridgeport, WEDH Hartford and WCTN Norwich. Travelers is also offering to discuss placing transmitter facilities for WEDH atop WTIC-TV's Talcott Mountain.

BPA Expects 500: The 1961 Seminar of the Broadcasters Promotion Assn., set for the Waldorf Astoria in N.Y. Nov. 6-8, anticipates attendance by more than 500 delegates, although the organization presently has only 380 members (an all-time high). Non-members may attend the Seminar, three-fourths of which will be devoted to discussion panels.

Promotion Piece: WBTV & WBT have issued a "rocket's-eye view" of the Charlotte, N.C. market area. Unfolded, the piece—half map, half illustration—presents a 29x22 view of the stations' 150-mile-wide market area.

Film Promotion: WVEC-TV Hampton, WTAR-TV Norfolk and WAVY-TV Portsmouth, Va., have combined to produce a 15-min. color film to educate advertisers on the merits of their market.

Film & Tape

Wolper Documentaries in Small Boom: Wolper Productions is engaged in unprecedented activity in a field still fairly new to Hollywood—documentaries. Pres. & exec. prod. David L. Wolper has, in recent days, signed 4 producers and 8 film editors to work on his productions.

The lineup: "The Rafer Johnson Story," a 60-min. special for BBDO, being produced by Mel Stuart for Wolper-Sterling Productions; 38 half-hour segments of *The Story Of*, for Ziv-UA; "Hollywood: The Talkies," a 90-min. sequel to "Hollywood: The Golden Years," to be aired on NBC-TV Nov. 29 for P&G.

In addition, *Fiorello LaGuardia*, pilot of a proposed biographical series for Official Films, has just been delivered to Official, and three 60-min. documentary specials for *Du Pont Show of the Week* on NBC-TV are being readied. Five more specials are in negotiation.

More Post-1948s for TV: Allied Artists, one of the few large motion-picture firms not active in TV programming or distribution, will soon take its first direct TV plunge. We learned last week in N.Y. that AA's first move will be with a small package of post-1948 features, several of which are in color. Titles rumored to be in the package: "Friendly Persuasion" and "Love in the Afternoon" (both starring the late Gary Cooper). So far, several Allied Artists pictures have managed to filter into TV distribution, primarily through M&A Alexander, but the deal will mark AA's first major effort under its own banner.

Columbia Sells Sunset Studio: Appel Development Co. and Larry Slaten have purchased for \$900,000 the 2.9-acre Hollywood studio. The deal represents a "substantial profit," said studio sources. Under its terms, Columbia Pictures may occupy the studio until Jan. 15, 1962. The bulk of Columbia's TV-film (via subsidiary Screen Gems) & movie production is done in the main studio at Gower Street. Columbia bought more property near this studio at the same time it disposed of the Sunset lot. Meanwhile, a report that Red Skelton's studio is for sale was denied to us by Joe Ross, Skelton's attorney, who remarked dourly, "Actors shouldn't be in this [studio] business . . . That [denial] doesn't mean we wouldn't sell if somebody came along with a price we couldn't resist," he added.

Screen Gems grossed \$8 million in overseas sales during the fiscal year ended June 30, 1961—a 40% increase over the previous fiscal year. These were the figures revealed at SG's recent full-scale international sales convention (Vol. 17:32 p15). Included on the sales scorecard were pre- & post-1948 Columbia Pictures features and some 60 TV series sold in 50 foreign countries for a total of 15,000-20,000 half-hour episodes. Future plans discussed at the week-long meeting: (1) Overseas distribution of outside properties. (2) Foreign station ownership. (3) The establishment of a \$250,000 International Development Fund to aid in foreign co-productions. In addition, SG will offer production & technical assistance.

Screen Actors Guild board has voted unanimously to support AFTRA in its strike against the Los Angeles radio station, KFVB, closely following the same action by Screen Extras Guild (Vol. 17:33 p8). The strike began July 11 over wages & other benefits.

International Video Tape has moved into a new production center at 5907 West Pico Blvd., Los Angeles.

HOLLYWOOD ROUNDUP

MCA, owner of Revue Studios, largest TV-film production company in Hollywood, has launched an ambitious expansion program which encompasses construction of new buildings & stages, and entrance into movie production on a large scale. Reportedly there may be a complete separation between MCA and Revue, with MCA brass moving completely into the studio operation. Revue is already razing a mountain on its 400-acre studio to make room for a 1,600-car studio parking lot & service station. Also planned are an administration building, another stage, and a new commissary.

Warner Bros. is ahead of its production schedule, has finished 15 segments of *77 Sunset Strip*, and 13 each of *SurfSide 6* and *Hawaiian Eye*, exec. producer Howie Horwitz tells us. *Strip* sidelights: Victoria Shaw, wife of Roger Smith, makes her TV debut in a currently shooting episode opposite her husband; Efrem Zimbalist Jr. is the only actor on screen in the just-finished segment, "Reserved for Mr. Bailey."

RKO General Acquires 34 Foreign Movies: The package of overseas product will be marketed under the title, "International Film Festival for Television" by the sales office of Ideal Pictures. The movies include "The Truth About Women," starring Laurence Harvey, Julie Harris, Eva Gabor; "The Wild Blue Road," Yves Montand and Alida Valli; "Bread, Love and Dreams," Gina Lollobrigida and Vittorio De Sica.

Four Star Television sold 156 segments of film to P&G for telecasting in Canada. The sale involved 52 episodes of *Dick Powell's Zane Grey Theater*, 52 *Captain of Detectives*, and a combined total of 52 *The Tom Ewell Show* and *The Law & Mr. Jones*. Four Star has also sold 38 episodes of *Stagecoach West* to Japan.

MGM-TV has finished 31 episodes of its 4 series for the coming season—a studio record for advance production. Production has been completed on 8 segments each of *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* and 7 of *National Velvet*.

Screen Gems will pilot *Medicine Man* this fall. Exec. producer Harry Ackerman has assigned scripters Jay Sommers & Joe Bigelow to develop the series.

Vi-Way Productions will film 39 color adventure episodes during a 2-year voyage aboard a converted minesweeper owned by Artie Wayne, company chief.

M. & A. Alexander Productions has sold its cartoon-comedy package, *Q. T. Hush*, in 63 markets.

People: Bob Wells has been signed by Hubbell Robinson Productions as exec. prod. of a 60-min. special, "The Sound of the 60's," to be shown on NBC-TV in October with Westinghouse sponsoring. Robinson & Dore Schary are co-producers . . . Ed Jurist has been named producer of *One Night Stand*, Warner Bros. TV project . . . William Kronick has joined Wolper Productions as a producer-director of its *The Story Of* series for Ziv-UA . . . Leonard Freeman has been named producer of *Route 66* . . . Jerry Kurtz, ex-Official Films, has been named sales vp for Television Enterprises Corp., which is opening offices in N.Y. at 333 West 56th St. . . . Jack Mulcahy has joined Wolper Productions as production mgr. on *The Story Of* series.

NEW YORK ROUNDUP

Add Syndication Sales: Ziv-UA has scored 41 sales for its off-NBC-TV package *Bat Masterson* . . . ITC has added 5 stations to its *Whiplash* roster, upping the domestic market total to 73. The show has also been sold in 51 foreign countries and debuts Oct. 15 on Canada's new CTV network, sponsored by Procter & Gamble. New U.S. sales: WFBM-TV Indianapolis, WNHC-TV New Haven, WBIR-TV Knoxville, WHAS-TV Louisville, KOOK-TV Billings and KXLFF-TV Butte . . . Screen Gems has signed a 4th regional sponsor for *Shannon*—Procino-Rossi Corp.—upping the market total to 96 . . . Seven Arts has sold its first group of post-1950 Warner Bros. features to WBIR-TV Knoxville and KBOI-TV Boise, upping the market total to 103 and its 2nd group to WFMV-TV Greensboro and WILX-TV Onondaga, raising the total to 38 . . . Ziv-UA has now sold *Everglades* in 23 markets. . . Trans-Lux has sold its 700-episode *Encyclopaedia Britannica* Film Library to Taft Bestg. Co. for telecast on its stations beginning Sept. 1.

Official Films has scored "a sale a day" in the month since it released package of 4 off-network series—*Peter Gunn*, *Mr. Lucky*, *Yancy Derringer* and *Wire Service*. The market total is now 31, with newest sales to KYW-TV Cleveland, WJBK-TV Detroit, KMSP-TV Minneapolis, WTTV Bloomington, WAGA-TV Atlanta, WDSU-TV New Orleans, WTVJ Miami, WTTG Washington, WDEF-TV Chattanooga, WNEP-TV Scranton, WBNS-TV Columbus. Official also made a world-wide distribution deal last week with Fremantle International for the 4 above-mentioned series and *The Du Pont Theater*. Other Official news last week—the appointment of Stan Byrnes as Midwestern sales mgr.

Ziv-UA Goes Long-Hair: N.Y. maestro Anthony Amato will produce a Ziv-UA pilot for a projected series of 60-min. TV adaptations of celebrated operas. "The close-up style & technique already developed so strikingly by Amato in the intimate Town Hall setting will lend themselves particularly well to [TV]," said Ziv-UA.

ITC Canadian network & station sales totaled \$1.5 million for the January-June 1961 period, "an all-time record," according to sales vp Abe Mandell. Sales to CBC and CTV included *Whiplash*, *Ghost Squad*, *Sir Francis Drake*, *The 4 Just Men* and an 8-episode ATV package called "Drama Specials." On the syndication side, ITC scored 132 station sales comprising 3,243 half hours and 412 full-hour episodes. "This marks a 110% increase over the corresponding period in 1960," said Mandell.

MGM-TV has signed motion-picture producer Joe Pasternak ("The Great Caruso," "Where the Boys Are") as exec. producer of *The Fairest Lady of Them All*, a 60-min. drama series being offered for the 1962-63 season. The show will deal with the stories of famous immigrants who have contributed to the greatness of this country.

People: Barry Wood, exec. producer of NBC-TV's *Bell Telephone Hour*, will become a partner in Henry Jaffe Enterprises . . . Producer Alan Neuman has joined N.Y.'s Arnold Michaelis Productions as producer-dir. of *Adlai Stevenson Reports*, a public-affairs show set for fall on ABC-TV . . . John B. Spires, ex-MCA-TV foreign sales mgr., has joined MGM-TV as European & U.K. sales dir.

Advertising

ARB Expanding: American Research Bureau, with financial support already assured from at least one network (CBS-TV), will expand its present multi-city Arbitron "instantaneous" measurements to a full national service next month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "Will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Arbitron's multi-city reports will be suspended.

Columbia Pictures Buys Network TV: Early this week, Columbia Pictures and ABC-TV will take the wraps off "a new advertising concept involving the use of network TV by a motion-picture company." The film firm has bought participations in *ABC Evening Report* (Mon.-Fri. 6-6:15 p.m.)—a rare, if not the first, network TV advertising to be undertaken by a member of the spot-TV conscious motion-picture industry. The fall campaign was placed through Donahue & Coe. The new concept, industry sources speculate, will be some form of institutional advertising or a "roundup" commercial, previewing several soon-to-be-released films. Although the Columbia Pictures off-shoot, Screen Gems, is among the most active telefilm producers, neither Columbia nor SG will play any production role in the news series.

UA Buys Spots to Sell Movies: For the 2nd time in as many months, United Artists has poured its promotional dollars for a new theatrical release into spot TV (Vol. 17:27 p11). An August 25-31 campaign on WNBC-TV N.Y. will plug the August 30 N.Y. opening of "The Young Doctors" via a saturation schedule of fifteen 20-60-sec. spots throughout the broadcast day. The station will aid in the promotion effort with a running message flashed on its Times Square electric sign, including the names of the 2 theaters where the film can be seen.

Adman on "Prize" Commercials: "I watched 45 minutes of the American TV Festival's Best Commercials of 1960, and I . . . wondered who judged those films. They couldn't be advertising men. If they were, they didn't seem very proud of their profession. And they couldn't be businessmen, either. Most of those commercials wouldn't sell a hill of beans, as the old saying goes."—Don P. Nathanson, pres., North Advertising, in *Advertising Age*.

Ad People: Charles C. Barry, Young & Rubicam TV-radio dept. dir., named a senior vp . . . John T. Bunch elected a vp, BBDO . . . William F. Heimlich, ex-OCDM public-affairs dir., named ANA vp . . . Emerson Foote, McCann-Erickson, reappointed chmn., Advertising Federation of America education committee. George W. Head, National Cash Register Co., appointed chmn., membership committee. Kenneth Laird, Tatham-Laird, chmn., finance committee. Burton E. Hotvedt, Brady Co., continues as chmn., legislative committee.

Obituary

Theodore Lee Brantly, 68, ad consultant with Geyer, Morey, Madden & Ballard, and former ad dir. & vp, Crowell-Collier, died Aug. 15 in Stanford Hospital. He is survived by his wife, 3 daughters, a brother, sister, 9 grandchildren.

Television Digest

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Personals: Simon B. Siegel promoted from financial vp, AB-PT, to exec. vp, continuing as ABC exec. vp . . . Edwin T. Vane promoted from audience-promotion mgr. to daytime program-operations mgr., NBC-TV . . . Don Hamilton named CBS News business-affairs dir., succeeded as business-affairs dir., CBS-TV Sports, by Martin Carmichael.

Gerald J. Leider promoted from special-programs dir. to new post of program-sales dir., CBS-TV . . . Richard (Dick) P. Morgan, ex-CBS Films, named business affairs dir., CTV Network, Canada . . . Charles L. King Jr. appointed local sales mgr., KTRK-TV Houston . . . Royal E. Blakeman, N.Y. TV attorney, and Loren L. Ryder, Ryder Sound Services, elected co-chmn., National Academy of TV Arts & Sciences legal committee.

Sherman C. Hildreth, technical facilities dir. of NBC's o&o stations, transferred from N.Y. to Washington as operations dir. of network's WRC-TV & WRC . . . Keith Miller named gen. sales mgr., KTNT-TV Tacoma-Seattle . . . Howard D. Duncan Jr., ex-gen. mgr., WEHT Evansville, Ind., named gen. sales mgr., KGUN-TV Tucson. Pat Reed named promotion-publicity mgr., KGUN-TV . . . J. J. Bernard resigned as vp-gen. mgr., KTVI St. Louis.

Joseph Novik, ITA's exec. representative in Washington, and Eliot S. Baker, industrial & govt. sales mgr., elected vps, ITA Electronics . . . Carl I. Sisskind resigns as press asst. to Sen. Allott (R-Colo.) to join WIBW-TV & WIBW Topeka as news dir. . . Warren C. Zwicky, whose Washington law firm Jones & Zwicky has represented Storer Bcstg. Co., leaves firm Sept. 1 & joins Storer's legal dept. as Washington staff attorney . . . Thomas J. White and Roger O'Sullivan elected senior vps, Avery-Knodel . . . A. B. Chamberlain, CBS-TV engineering dir., will retire Sept. 1 . . . Irwin W. Unger, ex-Headley-Reed, named to head Select Stations Representatives new Chicago office (333 North Michigan Ave.).

Obituary

Thomas Reddy, 43, vp of Whitehall Stations and veteran TV & radio announcer, drowned August 13 during a nighttime swim at Fenton Lake near Flint, Mich. He had been the first announcer on the radio *Dagnet* series, had also appeared on the Jackie Gleason, Jan Murray and Cliff Arquette shows. Surviving: his wife and 6 children.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV SET MARKET—PRESENT & FUTURE: The report of Frank Mansfield, EIA Marketing Data Policy Committee chairman, which predicted 1961 TV production at more than 6.2 million and warned of possible TV set shortages in the fall (Vol. 17:31 p16), contains much food for thought about the present & future of the TV market. Some noteworthy highlights from the report and its statistical tables:

(1) Changing nature of the market. It hardly needs to be stated that today's market is almost entirely a replacement & 2nd-set market. "During the early '50s, we were able to sell some 15-17% of the non-TV homes their first TV set in any particular year," said Mansfield. "During the middle '50s, demand increased to a point where we were frequently able to sell somewhere between 18% & 25% of these non-TV homes in a year . . . The percentage of non-TV homes buying a set during 1958 dropped to 17%. In 1959, it was only 10% and last year the figure was 5%." At the same time, the percentage of U.S. non-TV homes dropped from 100% in 1946 to 12% at the end of 1960.

"What this means in simple English is that we are probably approaching ultimate saturation," Mansfield continued. "We can predict with a fair degree of certainty that TV saturation may ultimately settle down in the neighborhood of 90-92% . . . Should this be cause for alarm to the TV manufacturing industry? Most definitely not. In fact, many industries have thrived for many years on a 'saturated' market. Fortunately, things wear out—even automobiles, refrigerators & TV sets. Fortunately, also, the American standard of living requires more & more of better products. Even the demand for multiple-set ownership has now arrived at a point where the ratio of TV sets to TV homes is slightly more than 1.15 and its rate of growth is at least 2.2% per year."

Breaking down last year's retail sales of about 6 million sets, Mansfield estimates nearly 3.5 million were sold as replacements, as opposed to about 2.6 million that weren't replacements. The non-replacement category breaks down this way: 1,450,000 to multi-set homes (2nd or 3rd sets), 1,090,000 to new TV homes, 100,000 to commercial establishments. For 1961, out of predicted retail sales of 6,220,000 sets, Mansfield breaks down the market into 3.8 million replacements, 2,420,000 others (1,220,000 for multi-set homes, 1.1 million for new TV homes, 100,000 for commercial establishments).

(2) Replacement, or set scrappage, rate. In 1961, approximately 6.8% of all sets in use (Mansfield estimates there will be 58 million by year's end) will be replaced. This will be an all-time high in number of sets replaced, although not in terms of percentage of total sets in use. These year-by-year set scrappage (replacement) figures are indicated by Mansfield (with % of total sets in use replaced):

1949.....	3,000 (0.3%)	1953.....	911,000 (4.2%)	1957.....	2,745,000 (6.4%)
1950.....	27,000 (0.7%)	1954.....	1,492,000 (5.5%)	1958.....	2,010,000 (4.3%)
1951.....	100,000 (1.0%)	1955.....	2,836,000 (8.7%)	1959.....	3,109,000 (6.2%)
1952.....	275,000 (1.8%)	1956.....	1,400,000 (3.7%)	1960.....	3,425,000 (6.5%)
				1961.....	3,800,000 (6.8%)

It's obvious from these figures that replacement rate is determined by factors other than merely the age of existing set. These presumably include economic conditions, features of new sets, etc. (note contrast between 1955 & 1956 replacements).

(3) Projections for the future. Mansfield sees both production & retail sales leveling off after this year to relative stability, production sticking between 6,340,000 & 6,490,000 units annually through 1970, while retail sales vary only from 6,200,000 to 6,350,000 with year-end inventories holding at about the 2,160,000 level.

Interesting speculation is Mansfield's appraisal of TV import market. He sees steady increase, with imports reaching about 10% of retail market by 1967 and rising slightly through 1970. He puts 1961 retail

sales of foreign-made TV sets at about 40,000, and speculates they will more than double to 90,000 in 1962. His projection of total retail TV sales & retail sales of imported sets (in parentheses) for 1963 through 1970:

1963.....	6,200,000 (170,000)	1966.....	6,350,000 (440,000)	1969.....	6,300,000 (670,000)
1964.....	6,270,000 (240,000)	1967.....	6,350,000 (530,000)	1970.....	6,250,000 (720,000)
1965.....	6,350,000 (350,000)	1968.....	6,250,000 (630,000)		

(4) Current sales patterns. Updating Mansfield's figures (which ran only through May) to cover preliminary 1961 first-half data, we see that retail TV sales have picked up briskly. On a seasonally adjusted annual rate, sales fell to a 2½-year low point in 1961's first quarter—an annual rate of 5.4 million sets. Sharp reversal came in 2nd quarter, with sets selling at annual rate of nearly 7.5 million sets—making it the best quarter (in rate of retail sales) in years. Even taking into consideration 1961's slow first half, the 6-month retail sales were running at an annualized pace of better than 6 million (Vol. 17:33 p16).

Spotting the retail pickup, manufacturers have begun releasing the brakes on production which they applied suddenly last year when market softened. In both May & June, monthly production exceeded that of the comparable 1960 month, but as of the year's mid-point, cumulative production still trailed last year. In fact, as of August 11, output still lagged behind 1960, but only by 35,520 sets.

Retail sales for 6 months were also still behind last year at the 6-month mark—but only by the very slight margin of 18,343 sets. But this year differs from last in that TV retail picture now is of a rising market, as opposed to a declining one last summer & fall.

By stepping up production in May & June, manufacturers were able to increase total trade inventories from 1,630,000 at end of first quarter to about 1,832,000 at end of 2nd quarter. But stocks still aren't high enough to supply demand if sets continue to sell at present rate (or even somewhat lower). Difference between the picture at mid-year 1960 and at mid-year 1961 is this: As of end June 1960, total industry inventories were 2,419,000 sets, and sales were declining; overproduction not only threatened, but was a fact. As of this mid-year, inventories were down to around 1,832,000 while sales were on a rising trend. This is reasoning behind Mansfield's prediction of shortages.

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 11 (32nd week of 1961):

	Aug. 5-11	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	122,504	107,362	89,430	3,407,385	3,442,905
Total radio	296,165	283,260	243,351	9,101,823	9,927,602
auto radio	88,680	96,002	82,720	2,892,447	3,821,165

Transistors Up 46.4% at Half: Paced by booming business in June, transistor sales during 1961's first 6 months climbed 46.6%—to 88,682,882 units from 60,485,683 in 1960's first half. But dollar value gained only 2.7% (to \$157.1 million from \$152.9 million)—reflecting the ever-tightening profit squeeze in the semiconductor industry.

June unit sales surged 72.1% ahead of June 1960—17,899,005 units vs. 10,392,412. Despite the sales gain, June's dollar volume declined 4.4% to \$26.1 million from \$27.3 million in the year earlier. June was 1961's best month in unit sales, supplanting leader March (15,129,273), although June dollar volume trailed both March (\$29.8 million) & April (\$27.4 million).

Here are EIA's official tabulations of transistor performance at 1961's midway point:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,198,576
May	15,128,181	25,113,042	9,046,237	24,714,580
June	17,899,005	26,148,746	10,392,412	27,341,733
TOTAL	88,682,882	\$157,120,149	60,485,683	\$152,932,961

The Millionth Nuvistor: RCA Electron Tube Div. celebrated the production of its millionth thimble-sized receiving tube by releasing a statement by div. vp-gen. mgr. Douglas Y. Smith in which he predicted that the nuvistor's size & power consumption can be further reduced.

10th FM-Stereo Market Opens: Los Angeles became the nation's 10th FM-stereo market Aug. 16 when International Good Music's KFMU began stereocasting. It is also the 6th station on the air using RCA FM-stereo equipment. KFMU obtained FCC type acceptance of its stereo equipment Aug. 14. The Los Angeles station's initial stereo schedule calls for a nightly 2-hour musical concert, 8-10 p.m., Mon.-Fri. Starting this week (Aug. 26), KFMU will add a 2-hour stereo concert Sat., 1-3 p.m. The station reported that on the day following its debut stereocast, it received more than 100 congratulatory phonecalls.

The 9 other stereocasters: WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C., KPEN-FM San Francisco.

RCA's "Universal" Silicon Transistor: A "workhorse" transistor that can perform the functions of upwards of 40% of the more than 2,000 transistor types now on the market has been developed by RCA and will be unveiled this week at the WESCON Show in San Francisco. The silicon transistor, Type 2N2102, will become available commercially early next month, priced in the \$12 range in production quantities. Semiconductor & Materials Div. mktg. mgr. T. R. Hays said: "We have succeeded in wedding triple diffusion & planar manufacturing techniques in a single transistor."

Sylvania Adds 3 TVs: Over the weekend, Sylvania dropped in 3 new TV sets "to round out the 1962 line in specific areas of styling & pricing which have come into demand since its introduction" in June (Vol. 17:22 p18). Also added were a stereo hi-fi phonograph console (Model 45C31, \$185), a similar console with AM/FM tuner (Model 55C31, \$255), and 3 clock radios from \$29.95 to \$39.95.

The 3 TVs are a 19-in. lowboy console (Model 19L17, \$249.95), a 23-in. table with metal cabinet (Model 23T41, \$219.95) and a 23-in. lowboy console (Model 23L47, \$329.95). The console is Sylvania's first 19-in. model with a transformer chassis. The new TVs use bonded shield picture tubes; the console & console feature "Velvetone" types.

The TVs are now being shipped in quantity from the factory; stereo consoles will become available next month.

Trade Personals: Robert L. Shaw, ex-Du Mont-Emerson exec. vp, and formerly pres., Sylvania Home Electronics Corp., named asst. to Admiral Sales pres. Carl E. Lantz.

F. R. Kappel, AT&T pres., promoted to chmn., continuing as chief exec. officer of the company. E. J. McNeely promoted from exec. vp to succeed Kappel as pres. W. C. Bolenius, an exec. vp, named vice chmn. J. E. Dingman, vp & chief engineer, appointed exec. vp, replacing McNeely . . . Webster H. Wilson, pres. & chief exec. officer, Hazeltine Corp., elected also chmn., succeeding the late W. A. MacDonald (see below) . . . John E. Johnson returns to RCA as staff vp, headquartered in Boston, after a year as vp, Itek . . . Martin Minney resigns as vp-gen. counsel, Ampex Corp. to return to private law practice . . . John J. Moran elected exec. vp, Sigma Instruments.

James D. McLean resigned as pres., General Dynamics/Electronics div. of General Dynamics Corp. . . . Jack T. Anderson resigned as mktg. vp . . . W. P. Gullander, exec. vp of the parent company, becomes acting pres., GD/E. No replacement set for Anderson . . . Donald S. Parris, veteran dir. of electronics div. in Commerce Dept.'s BDSA, shifted to industrial equipment div. as acting dir., E. MacDonald Nyhen replacing him as acting electronics div. chief . . . W. Herbert Lamb promoted from head of Sylvania's microwave-device operations & picture-tube operations, in the electronic tube div., to vp of the new microwave-device division.

Brig. Gen. Bernard M. Wootton (ret.), recently assigned to Air Force communications in the Pacific area, joins Northrop's Page Communications Engineers as exec. dir. of contract services . . . William R. Donnelly, ex-Chrysler International, S.A., treas., named finance vp, Gabriel . . . Thomas P. Collier, Motorola International pres., elected dir., EIA's international dept.

Jerrold R. Bucher of Corning Glass and Frederick A. Weiss of Western Electric appointed members of National Defense Executive Reserve by Commerce Secy. Luther H. Hodges . . . A. R. Gaus named exec. vp, P. R. Mallory's new subsidiary, Reduction & Refining Co. Stuart Lasdon appointed production vp. Lloyd Lasdon named sales & development vp.

Obituary

William A. MacDonald, 65, Hazeltine Corp. chmn., died Aug. 11 at his home in Locust Valley, N.Y. He began his career in electronics as a radio operator for Marconi Wireless in 1913, later was an RCA engineer, and joined Hazeltine in 1924 as its chief engineer—and first employee. He was granted 110 U.S. & foreign patents, and during World War II, was awarded a Presidential citation.

Finance

Mergers & Acquisitions: Westinghouse has acquired Thermo King (Vol. 17:28 p17), Minneapolis maker of refrigeration equipment for trucks, trains and missiles, by exchanging 7 shares of Westinghouse common for each 9 shares of Thermo King • National Video's Puerto Rico affiliate, Rico Electronics, has incorporated a new wholly-owned subsidiary, Caribbean Electronics. The new company will occupy an 11,500-sq.-ft. plant which will be erected adjacent to Rico's present facility. National Video Pres. Asher J. Cole said "this expansion is necessitated by the increased demand for National Video cathode-ray tubes"—sales of which have about doubled over the past 6 years. Caribbean Electronics has been granted a 10-year expansion tax exemption • Stewart-Warner has acquired for cash the Aero Division of the Cornelius Co., Minneapolis • Republic's board has approved the merger of America Corp. (Pathe Labs, other subsidiaries) on the tentative basis of one share of Republic common for each 3 shares of America (Vol. 17:33 p18). The merger & terms are subject to the approval of stockholders of both companies. Republic plans to submit the proposals to its stockholders first, in about 2-3 months. If the merger is approved, Republic Chmn.-Pres. Victor Carter would become chairman of the merged concerns; America Pres. Gordon K. Greenfield would be president • Ling-Temco Electronics and Chance Vought merged Aug. 15 (Vol. 17:28 p17), were immediately hit by an antitrust suit against the amalgamation—filed by the Justice Dept. in Dallas Federal District Court. The govt. contends the consolidation would tend to lessen competition substantially. Judge J. E. Estes scheduled an injunction hearing Sept. 11 on govt.'s request.

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

Thursday, August 17, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	18	17½	19¾	Lel Inc.	6½	7	8½
Adler Elec.	19	18¼	20½	Magna Th.	3¾	3¼	3-11/16
Aerovox	11¼	11¼	12¾	Magnetics Inc.	10	9½	11
Allied Radio	27½	—	—	Maxxon	19¾	19	21
Astron Corp.	1¾	1¾	2¼	Meredith Pub.	39	38	41¾
Babcock	27½	26½	28½	MetroMedia	15½	15½	16¾
Baird Atomic	16½	16¼	17½	Microdot	27½	25¾	28
Cannon Elec.	26½	23	26¼	Milgo Elec.	20	19½	21½
Capehart	8¾	9½	10½	Narda Micro	6½	6¼	7½
C-B-I-R	48	43	49¼	Newark Elec.	13¼	12	13¼
Chicago Aer.	26½	25½	28¼	Nuclear Chi.	42½	43	46¾
Control Data	94	94	99	Official Films	3¼	3½	3-15/16
Cook Elec.	11¾	10¾	11¾	Pacific Aut.	4¾	4¾	5½
Craig	13¾	13¾	15½	Pacific Merc.	6¾	6½	7¾
Crosby Tel.	4¾	4¾	5½	Phillips Lamp	138¼	139	144
Dictaphone	38	37	39¾	Pyramid	2	2	2½
Digitronics	26½	25	27¾	Radiation	26¼	24	26¼
Eitel-McC.	16½	15¾	17	Rek-O-Kut	2¾	2¾	3-7/16
Elco Corp.	11½	11	12¾	Research Inc.	4½	4¾	5
Electro Instr.	17½	16½	18¾	H. W. Sams	41½	41½	44¾
Elec. Voice	10	9½	10¾	Sanders Assoc.	57	55	59
Elec. Assoc.	29¼	28	30¾	H. Smith	9¼	9	10½
Elec. Cap. Corp.	35¼	33½	36½	Soroban	52	50	54¼
Erie Resistor	12	12½	13¾	Soundsciber	9½	9¼	10½
Executone	16	16	17½	Speer Carbon	31¼	32½	34¾
Farrington	14¼	15	16¼	Sprague	83	84½	88¾
Foto Video	5¼	5	6¼	Sterling	2¾	2¾	3-7/16
Four Star	19¾	18¾	20¾	Syston-Don.	—	36½	39¾
Gen. Devices	10¼	9¾	10¾	Taft Bcstr.	18½	—	—
G-L Elec.	8¾	8¼	9¼	Taylor Instr.	48	—	—
Goodwill Sta.	10½	10½	11½	Technology	6¼	6¼	7
Granco Prod.	9¼	2¾	3-5/16	Tele-Bcstrs.	1¾	1¼	17½
Gross Tel.	—	23¼	25¾	Teledrome	8¼	7½	8¾
Hallcrafters	24	22¾	24¾	Telecomp.	6½	6¾	7
Hathaway	21¾	21½	23¾	Time Inc.	85	84	87¾
High Voltage	145	150	165	Tracerlab	9¾	9½	10½
Infrared	16¾	17	18¾	United Art.	6¾	6¾	7¾
Interstate Eng.	17½	16¾	18	Vitro	25	22¾	24¼
Ionics	28	28	30¾	Vocaline	2¾	2¾	27¾
Itek	43	38	42	Wells-Gardner	31	31½	34
Jerrold	8¼	8¾	9¾	Wilcox Elec.	10¼	10	11
Lab for Elec.	45½	42½	45¾	Wometco	24½	24½	26¾
Leeds & North.	37½	36¼	39				

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1961—6 mo. to Jun. 30	\$ 71,177,596	—	\$ 1,204,143	\$0.62 ¹	1,902,041
	1960—6 mo. to Jun. 30	65,686,052	—	1,008,822	.51 ¹	1,885,254
Andrea Radio	1961—6 mo. to Jun. 30	3,055,807	—	126,727	.50	251,036
	1960—6 mo. to Jun. 30	3,718,889	—	131,953 ¹	.53	250,700
Bendix	1961—9 mo. to Jun. 30	570,167,511	\$34,947,318	17,685,660 ²	3.29	5,381,019
	1960—9 mo. to Jun. 30	606,009,118	35,827,009	17,359,408	2.23	5,367,881
	1961—qtr. to Jun. 30	197,475,022	—	5,186,041 ²	.96	5,381,019
	1960—qtr. to Jun. 30	206,972,416	—	5,682,715	1.06	5,367,881
Capitol Records	1961—year to Jun. 30	48,364,719	—	1,815,523	3.93	—
	1960—year to Jun. 30	46,368,096	—	1,796,233	3.77	—
Walt Disney Productions	1961—9 mo. to Jul. 1	43,852,820	5,201,083	2,373,083	1.46	1,626,023
	1960—9 mo. to Jul. 2	33,821,606	848,151	323,151	.20	1,626,023
Eitel-McCullough	1961—6 mo. to Jun. 30	13,165,833	278,657	42,707	.02	1,838,538
	1960—6 mo. to Jun. 30	15,554,220	577,923	184,433	.10	1,832,706
Electronics Corp. of America	1961—6 mo. to Jun. 30	3,106,271	137,016	68,116	.07 ¹	744,863
	1960—6 mo. to Jun. 30	3,167,714	202,274	105,174	.12 ¹	735,328
Erie Resistor	1961—26 wks. to Jul. 2	12,156,000	—	251,000	.25	798,806
	1960—24 wks. to Jun. 12	12,499,000	—	192,000	.18	798,806
Esquire Radio & Electronics	1961—6 mo. to Jun. 30	1,382,691	9,815	6,871	.02	417,650 ¹
	1960—6 mo. to Jun. 30	1,706,531	64,993	38,693	.09	417,650 ²
Ling-Temco Electronics	1961—6 mo. to Jun. 30	70,847,881	—	827,379	.32	2,569,208
	1960—6 mo. to Jun. 30	76,120,306	—	1,437,076	.59	2,432,776
	1961—qtr. to Jun. 30	36,010,381	—	217,596	.08	2,569,208
	1960—qtr. to Jun. 30	42,480,837	—	1,124,372	.46	2,432,776
National Co.	1961—6 mo. to Jun. 30	3,658,439	—	12,949	.01 ¹	802,779 ¹
	1960—6 mo. to Jun. 30	6,094,858	—	230,429	.28 ¹	802,779 ¹
Paramount Pictures	1961—6 mo. to Jun. 30	—	—	4,420,000 ⁴	2.62	1,684,481
	1960—6 mo. to Jun. 30	—	—	3,732,000	2.23	1,673,231
	1961—qtr. to Jun. 30	—	—	1,970,000 ⁵	1.17	1,684,481
	1960—qtr. to Jun. 30	—	—	2,033,000	1.22	1,673,231
Silicon Transistor	1961—6 mo. to Jun. 30	956,000	137,000	69,000	.13	516,250
	1960—6 mo. to Jun. 30	513,000	105,000	53,000	.11	501,000
Speer Carbon	1961—6 mo. to Jun. 30	12,108,099	1,267,706	569,706	.61 ¹	881,700
	1960—6 mo. to Jun. 30	13,620,894	2,652,940	1,222,940	1.37 ¹	881,400
	1961—qtr. to Jun. 30	—	—	305,326	.33 ¹	881,700
	1960—qtr. to Jun. 30	—	—	650,040	.73 ¹	881,400
Texas Instruments	1961—6 mo. to Jun. 30	119,860,000	13,282,000	6,374,000	1.60 ¹	3,935,494
	1960—6 mo. to Jun. 30	116,051,000	16,352,000	7,921,000	2.00 ¹	3,923,687
	1961—qtr. to Jun. 30	60,883,000	5,545,000	2,601,000	.65 ¹	3,935,494
	1960—qtr. to Jun. 30	59,853,000	7,862,000	3,991,000	1.01 ¹	3,894,388

Notes: ¹After preferred dividends. ²Includes non-recurring net of \$3,215,287 (60¢ a share) on sale of Elliott-Automation shares. ³Out-

standing June 30, 1961. ⁴Before investment profit of \$422,000. ⁵Before investment profit of \$22,000.

Reports & Comments Available: RCA, review, Halle & Stieglitz, 52 Wall St., N.Y. 5 • "The New Defense Posture," pamphlet, Purcell & Co., 50 Broadway, N.Y. 4 • Admiral, review, F. P. Ristine & Co., 15 Broad St., N.Y. 5 • Raytheon, discussion, Hill, Darlington & Grim, 40 Wall St., N.Y. 5 • Precision Transformer, study, John R. Boland & Co., 30 Broad St., N.Y. 4 • Arvin Industries, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • IBM, analysis, F. S. Moseley & Co., 50 Congress St., Boston 2 • GT&E, analysis, Laird, Bissell & Needs, 120 Broadway, N.Y. 5 • Precision Specialties, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Transitron Electronic, profile in August 12 *Business Week* • Spencer-Kennedy Labs, report, Draper, Sears & Co., 50 Congress St., Boston 2 • General Instrument, memo, Uhlmann & Co., Board of Trade Bldg., Kansas City 5, Mo.

Realtone Electronics Corp., N.Y. distributor of Japanese-made radios, plans a public stock offering of 100,000 common shares at \$4 per share through Lieberbaum & Co.

Recent Stock Issues

Stock	Offering Price	Bid	Aug. 17, 1961	Asked
Electronic Instrument	7½	9	10	
Precision Specialties	3	3	3½	
Q-Line Instrument	4	9	10¼	
Taffet Electronics	3	6	6½	
Transcontinent TV	12½	9½	10½	

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
AB-PT	Q	\$0.25	Sep. 15
AT&T	Q	.90	Oct. 2
Andrea Radio	Q	.12½	Sep. 15
Disney Productions	Q	.10	Oct. 1
Famous Players Canada	Q	.37½	Sep. 9
Federal Pacific Elec.	Q	.05	Sep. 15
Hazeltine	Q	.20	Sep. 15
Indiana General	Q	.15	Sep. 11
Minnesota Mining	Q	.17½	Sep. 12
Paramount Pictures	Q	.50	Sep. 22
Time Inc.	Q	.75	Sep. 11

AUG 28 1961

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WEEKLY **Television Digest**

AUGUST 28, 1961

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

SUMMARY-INDEX OF WEEK'S NEWS

Congress

COLLINS WARNED ON LIQUOR ADS by Senate Commerce Committee's Magnuson & Pastore, who threaten reprisals if NAB doesn't hold line against whiskey commercials (p. 1).

AFA BLASTS FTC'S DIXON for proposing law giving govt. power to take fraudulent commercials off air through cease-&desist orders. "Unconstitutional," AFA says (p. 2).

STREAMLINED FCC APPROVAL by Congress, which concurs in House-Senate conference agreement on changes in reorganization bill originally written by Commission (p. 5).

SPACE "GRAB" CHARGED to AT&T & other big communications companies by Rep. Lane (D-Mass.), who calls for probe of White House-FCC satellite plans (p. 5).

FCC

PROGRAM-FORM TESTS start in Georgia at radios WDEC & WCON in week-long experiments intended to demonstrate that FCC's proposed rules are too burdensome (p. 4).

Advertising

MORE INFO FOR ADMEN is due from a pair of new services announced by American Research Bureau and Standard Rate & Data to provide rating & billing aid (p. 8).

Networks

BOOM IN NEWS SALES by all 3 networks finds news & public-affairs programming no longer ugly duckling at sales depts. Nearly all regularly-scheduled news shows are sold (p. 3).

SUNOCO'S LATE-NIGHT NEWSCAST series starts this fall on ABC-TV, although clearance list is only 70-odd stations (p. 7).

Stations

RCA'S "ANGEL" ROLE in local-level color TV finds firm's distributors aiding cause of live & film color by helping stations to defray added color costs (p. 4).

Consumer Electronics

MORE FM-STEREO SETS coming on market. Zenith's "Multiplexer," designed as companion to monophonic FM set, may stir controversy (p. 14).

FM STEREO DROPPED by Chicago outlet, which blasts set makers for lack of support. N.Y. Times' WQXR to bring FM stereo to No. 1 market Sept. 7 (p. 14).

COLOR INNOVATIONS reach announcement stage: Zenith shows 10-set color line, \$695 & up, for Sept. delivery; RCA announces bonded version of color tube (p. 15).

PHONO SALES LAG at half by 10.8% as January-June over-the-counter purchases decline to 1.7 million units from 1.9 million in 1960's first half (p. 16).

JULY RETAIL SALES hew closely to 1960 figures, TV down about 2% from last year (but ahead of July 1959), radio up less than 1%, preliminary survey shows (p. 16).

ZENITH-ADMIRAL LITIGATION on "Fringelock" & phono patents settled out-of-court, but dispute on TV remote control remains in litigation (p. 17).

Programming

'POGO' ON TV'S PERILS: New govt. pamphlet written & illustrated by cartoonist Walt Kelly says there's good in TV, but it's not intended to be baby-sitter (p. 10).

Film & Tape

12-15 PILOT PROJECTS planned by Four Star for 1962-63, including comedy, adventure, private eye series (p. 11).

PRODUCER PROFIT-SHARING plan for TV films, unveiled by TEC, gives producer & distributor percentage of station income from programs (p. 11).

Other Departments

CATV (p. 9). **ETV** (p. 13). **FINANCE** (p. 19).

COLLINS WARNED ON LIQUOR ADS: Senate Commerce Committee Chmn. Magnuson (D-Wash.) & Communications Subcommittee Chmn. Pastore (D-R.I.) last week served stern notice on NAB Pres. Leroy Collins that broadcasters had better keep hard-liquor advertising off air—or else.

Legislative & FCC reprisals against any breakdowns in NAB Code prohibitions banning liquor commercials were threatened by Magnuson & Pastore in their Aug. 23 letter to Collins. They said issue "is of grave importance to the American public."

Senate's chief TV-radio overseers were incensed by trade-press reports that Publicker Industries Inc. had started test campaigns on 28 radio & 2 TV stations—none reported to be NAB member or Code subscriber—for Old Hickory & White Label whiskies. Publicker doesn't belong to Distilled Spirits Institute, which also has code rule against liquor commercials. DSI Pres. Robert C. Coyne said he'd welcome Senate inquiries about his organization's policy, that he agreed "the public interest" isn't served by whiskey ads on TV screens.

Magnuson & Pastore were "surprised & amazed with the current flock of stories about the attempts to break down this hard-liquor barrier by certain broadcasters," they told Collins. They added: "In these trying times with criticism of the broadcast industry mounting—particularly in the programming field—it would

be foolhardy to permit the provision of the broadcasting Code regarding hard-liquor advertising to become meaningless."

Bills making broadcast liquor advertising illegal crop up in Congress again & again, but have been beaten down following NAB assurances that "industry was capable of handling the situation itself," letter reminded Collins. Magnuson & Pastore warned: "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective." Also: "We propose to call upon the Federal Communications Commission to take into consideration the type & kind of advertising broadcast by a licensee when it considers that license for renewal."

There was no immediate response from Collins. He was on vacation last week at his Gulf of Mexico summer place south of Tallahassee. But NAB hq staffers in Washington got busy right away gathering documentation for reply which is expected to show: (1) Recurrent attempts by liquor-industry mavericks to breach broadcasters' anti-whiskey barrier always have petered out. (2) Nearly all stations which accept liquor commercials are non-NAB mavericks. (3) NAB can be counted on to continue to hold line without Congressional or FCC reinforcements.

Publicker wasn't worried about the lawmakers' warning. The Philadelphia distiller's ad mgr. John Schwed told us that spot announcements for Old Hickory are "now on the air on 60 radio & 2 TV stations," some of the outlets having carried the business since July. Publicker "expects more large-market TV stations to take the business," he indicated, since "there hasn't been a single complaint from the public." In N.Y., the Ellington Agency (which handles the Publicker account, with Philadelphia's Al Paul Lefton Agency) declined to comment on future Publicker TV-radio plans.

AFA BLASTS FTC'S DIXON: Under heavy fire from industry, advertising policeman Paul Rand Dixon last week joined broadcast program policeman Newton N. Minow in front policy-battle lines of New Frontier's combat zone.

FTC Chmn. Dixon was subjected to withering attack in House Commerce Committee hearings for seeking legislation giving his agency preemptory power to stop ads suspected of being fraudulent.

Advertising Federation of America denounced proposal as scheme to subvert U.S. Constitution & traditions of Anglo-Saxon justice—even as FCC Chmn. Minow has been accused by such critics as communications lawyer W. Theodore Pierson (Vol. 17:32 p1) of trying to violate First Amendment and Communications Act through program censorship.

"It is violative of the fundamental American concept that no citizen shall be deprived of liberty or property without due process of law," said AFA's gen. counsel John J. Ryan in opposing bill (HR-1233) by Rep. Steed (D-Okla.) to permit FTC to issue cease-&-desist orders in fraud & monopoly cases (Vol. 17:33 p6).

Measure wanted by Dixon would impose "moratorium on personal liberty," Ryan told Committee headed by Rep. Harris (D-Ark.), protesting that "under our American system of jurisprudence, such a procedure has no precedent." He said FTC would have "absolute power to enjoin the activities of any person, natural or corporate, whenever in its sole discretion it shall deem this advisable."

FTC & other proponents of Steed bill argued briskly that cease-&-desist weapon is needed by agency to halt illicit business practices that otherwise would go on—unchecked—while FTC went through cumbersome processes of tedious litigation.

But Ryan said advertisers should be presumed innocent until shown to be guilty of bad practices. "The specter of the star chamber must loom again in one's mind, for by this procedure the citizens' rights become so ephemeral as to be non-existent for all practical purposes," he testified.

Tragic consequences of cease-&-desist actions against upright advertisers were pictured by Ryan this way: "If it should be decided after a full hearing that the respondent, whose business & prestige were destroyed by the granting of such a temporary injunction, was guiltless, then he must bear that destruction stoically for the law gives him no redress. If the 5th Amendment to our Constitution means anything, it means that no bill should ever become a law which permits such a thing to happen to an American citizen."

U.S. Chamber of Commerce also attacked Steed bill. In letter to Harris, C. of C. said measure represents "radical departure" from judicial principles: "The Commission would be authorized to function as the accuser, prosecutor, judge, and jury—with no opportunity for appealing its decision to a court."

NAB presented no testimony & submitted no policy statement on bill during hearings.

STREAMLINED FCC APPROVED: In one-two fashion, House & Senate last week signed, sealed and delivered to President Kennedy their substitute for his plan to reorganize FCC (Vol. 17:34 p2).

There was no whisper of opposition to conference report on bill (S-2034) by Sen. Pastore (D-R.I.), which had undergone slightly differing revisions in its earlier passage through both chambers.

Compromise agreement on final form of measure was approved Aug. 22 by perfunctory voice vote in House, which had split 198-150 in first action on Communications Act amendments to simplify Commission procedures. Senate followed suit same day.

"This legislation will serve to increase the efficiency of the FCC as well as permit the utilization of new procedures that may serve as a guideline for other administrative agencies," Pastore said in brief speech preceding final vote. He promised to get "early report" from FCC on how setup works.

Modifications in FCC-drafted Pastore bill were spelled out in conference report (H. Rept. No. 996) presented to House by Commerce Committee Chmn. Harris (D-Ark.) in preparation for concurring vote. House conferees bowed to Senate negotiators on 2 points. Senate conferees lost argument on another.

Stricken from House version was proviso that Commission could limit its reviews of decisions by delegated panels or staffers to cases involving "general communications importance." Opponents of provision pointed out that case litigants could always raise issues of "importance" in demanding reviews—thereby costing Commission more time than language was intended to save.

Explicit Senate language forbidding lower-level panels to pass on exceptions to decisions they themselves make was incorporated in edited amendments. Harris said House language—"reading it as a whole"—implied as much, but Senate's proviso made it "abundantly clear."

Minor squabble over qualifications of FCC staffers entrusted by Commission with delegated review functions in adjudicatory cases was settled by conference adoption of most of House phraseology. Such employes must "be qualified, by reason of their training, experience, and competence, to perform such review functions." Their salaries must "in no event" be less than those of staffers whose decisions are reviewed. They can't be assigned other work "inconsistent" with review duties. And "so far as practicable," review assignments must be rotated.

BOOM IN NETWORK NEWS SALES: Once the ugly duckling of network sales departments, news & public affairs programming will be something of a gilt-feathered swan this fall. All 3 networks have lined up sponsors, or have deals pending, for virtually entire roster of informational shows. The rundown:

ABC-TV: For a network which began moving ahead seriously in the news area less than 2 years ago, ABC has made some rapid strides. Late last week, ABC was close to a sponsor sale with its new "Midday Report" (1:25-1:30 p.m.), had signed Lehn & Fink for "American Newsstand" (4:50-5 p.m.), Columbia Pictures (see p. 7) and Squibb for "Evening Report" (6-6:15 p.m.), and Sunoco for "Final Report" (11-11:15 p.m.). Bell & Howell will sponsor the Tue. 10-11 p.m. "Close Up" documentary series, Ralston Purina has "Expedition" (2 out of 3 Mondays at 7-7:30 p.m.), and a sales deal was in the works for "Adlai Stevenson Reports." Sun. 3-3:30 p.m.

CBS-TV: Long identified with prestige news programming, CBS continues to attract sponsors with its "news image." On a Monday-Friday basis, CBS is discussing daytime sponsorship deals on its 11:55 a.m.-noon & 3:55-4 p.m. news strips, and expects that "Douglas Edwards & the News" (7:15-7:30 p.m.), currently sponsored by Whitehall, Carter, Goodyear, Philip Morris & Schlitz, will be sold out. AT&T and Mobil Oil are among the sponsors of "CBS Reports," Thu. 10-11 p.m.; Prudential again will sponsor "20th Century," Sun. 6-6:30 p.m.; Liggett & Myers and American Cyanamid have bought "Eye-Witness," Fri. 10:30-11 p.m. CBS is still looking, however, for clients for "Washington Conversation," "Look Up & Live," and "Calendar."

NBC-TV: Sales level of shows produced by NBC News is "unprecedented," said NBC-TV sales vp Don Durgin last week. In fact, the network's full inventory of weekly & daily news or public-affairs programs is now wholly or partially sponsored, and half of the network's 40 prime-time news specials have been signed by major advertisers. (Not counted in above: "Meet the Press," Sun. 6-6:30 p.m., which is produced by NBC News but sold by stations on local co-op basis.) On Monday-Friday basis, "Day Report" (12:55-1 p.m.) is sold to General Mills, "Afternoon Report" (4:55-5 p.m.) to Mogen David, and "Huntley-Brinkley Report" (6:45-7 p.m.) to Texaco & R. J. Reynolds. Mutual of Omaha has bought "Chet Huntley Reporting," Sun. 5:30-6 p.m.; Quaker Oats & Beech-Nut have bought participations in "1, 2, 3—Go," Sun. 6:30-7 p.m.; Douglas Fir Plywood Assn. & Pittsburgh Plate Glass will sponsor "David Brinkley's Journal," Wed. 10:30-11 p.m.; Gulf Oil has signed "Frank McGee's Here & Now," Fri. 10:30-11 p.m.; and Helena Rubenstein will sponsor the Sat. 12-12:30 p.m. "Update."

RCA'S 'ANGEL' ROLE IN LOCAL COLOR: Color programs sell color sets—this has long been basic dogma at RCA. There's no secret about NBC-TV's extensive 1961-62 color program plans. But not so well known is fact that RCA, for past 3 years, has been playing a role as financial "angel" to U.S. stations—network affiliates & independents alike—which schedule live & film color shows locally.

Plan is highly flexible in application and is handled through RCA distributors. A typical operation might work out like this: (1) Distributor & station manager sit down and go over station's local schedule. (2) RCA man notes what film & live programs, feature packages, etc. are presently on, or are available to, the station in color. (3) RCA then offers to aid color programming, particularly if station is willing to expand it.

RCA assistance can come in various ways, and it's not a form of "payola." A few variations: (1) Defraying the extra cost of color film prints (usually \$35-40 per 30-min. episode), either through program sponsorship or cash payment to cover difference between b&w and color prints. (2) Heavy promotion of station's color shows through RCA dealer advertising, store promotions and displays.

Some 60-70 stations are involved in current deals with RCA distributors to support local color. RCA is careful not to play favorites; the deal is open to any station which has color originating equipment and wants to take a real plunge into local colorcasting. Exactly what form the deal will take locally is pretty much up to the station involved.

There's only a limited amount of color film packages available in syndication to stations. Most first-run & off-network syndication shows are filmed in b&w, although a few—such as MGM-TV's "Northwest Passage"—can be had (for the added print costs) in color. There is, however, a growing number of color cartoon shows ("Felix the Cat," "Clutch Cargo," "Space Angel," etc.) in syndicated distribution, and almost all major packages of post-1948 movies contain a number (as many as half) of color features. RCA's local color support is already playing a role in stepping up the amount of color film available, and in promoting local live colorcasts.

This support will become increasingly important this fall, when TV dealers will have color sets available from all but 2 major manufacturers (Motorola & Westinghouse). RCA's announcement of 3 "color nights" this fall and the firing of the opening gun in Zenith's color-TV merchandising—introduction of a line of 10 sets of its own design (see p. 15)—should help provide color momentum.

The FCC

PROGRAM-FORM TESTS START: Dry-run tests of what broadcasters must go through to comply with FCC's proposed program-form & logging rules (Vol. 17:36 p7) have been started by the Ga. Assn. of Bcstrs. at radios WDEC Americus & WCON Cornelia.

In preparation for the 7-day experiment at daytimer WDEC, owner-mgr. Charles Smith spent 8 hours designing a log form 11½ inches wide, got set with a stopwatch—and an extra employe paid by the GAB—to see how long it will take to fill it out in comparison with old forms. Full-timer WCON used WDEC's forms for its 24-hour operation tests.

Reporting these preliminaries, GAB Pres. H. Randall Holder (radio WGAU Athens) said: "We are elated over the [FCC's] decision to postpone the deadline for comments on the program form until October, and we think the nation's broadcasters will provide the FCC with the information to gain eventual re-revision of the form."

A full report of the findings at WDEC & WCON will be made Sept. 15 in Atlanta at a Southeastern seminar scheduled by the GAB at the Biltmore Hotel. Early reservations for the seminar came in from 7 states.

Meanwhile, broadcasters' comments on the Commission's proposals—not due until Oct. 2—began flowing in.

In one of them, owner-gen. mgr. Luther W. Martin of radio KTTR Rolla, Mo. said "FCC has overstepped its Constitutional authority." He told the Commission that he & his small staff "are unalterably opposed to even polite

ensorship in any form, and the attendant increase in reporting red tape that would be forced upon us."

In another, Pres. William C. Grove of radios KRAL Rawlins, Wyo. & KSID Sidney, Neb. said he didn't think he could operate under the increased burden of labor called for by FCC. He suggested that stations billing less than \$150,000 annually and/or employing less than 20 full-time staffers be permitted to carry on under existing rules.

NAB Likes STL Rules: Proposed changes in FCC rules to permit multiple use of studio-transmitter & relay systems (Vol. 17:32 p10) will provide improved radio service, NAB assured the Commission in comments filed by counsel Douglas A. Anello & Robert V. Cahill. They asked, however, that FCC spell out rule language covering multi-program inter-city use of relay channels and specifying that AM & FM as well as TV could be used on one microwave frequency.

Old Payola Rules Dropped: Just for the record, FCC has "terminated the proceedings in Docket 13389." They involved proposed rules on payola which were drafted by the Commission as a result of House exposés of disc-jockey hanky-panky (Vol. 16:6 p3). FCC pointed out that its own efforts to control payola practices had been superseded by the Pastore-Harris Act of 1960.

Logging Test Sought: KKTU Colorado Springs-Pueblo has asked FCC for permission for experimental automatic logging operations, using RCA prototype equipment. The test would be made in co-operation with NAB.

Tall-Tower Routine: "Interim procedures" to be followed by applicants for antenna permits under the Federal Aviation Agency's modified new air-hazard rules (Vol. 17:32 p9) have been outlined by FCC. The Commission said that until final FAA-FCC agreements on clearance routines are reached, applicants filing after Aug. 21 must: (1) "Comply with FAA requirements concerning notice of construction or alteration." (2) Submit 5 copies of FCC's forms 301 or 340, along with necessary exhibits—including a statement that notice has been given to FAA or that such a notice isn't required by FAA. Meanwhile, FAA made one of its first tall-tower determinations under the new rules. Chief Oscar W. Holmes of the Agency's obstruction evaluation branch cleared construction by the Washington Post Co. (WTOP-TV Washington) of a 203-ft. translator antenna near Lewes, Del. Holmes said the tower will "exceed the inner conical surface criteria" for air clearance to Rehoboth Airport, but will have "no adverse effect" on air traffic.

Traffic Signal Changes: Proposed FCC rule-making to reserve frequencies for radio-controlled traffic signals was hailed at a Washington convention of the Institute of Traffic Engineers as promising an end to much confusion. Speakers at the sessions cited cases in which traffic signals have been disrupted by interference from radio-operated model airplanes & garage doors. Comments on the Commission's proposals are due Sept. 15. In another speech at the engineers' convention, Commerce Secy. Luther H. Hodges envisioned accident-free highways along which electronic devices would steer automobiles and regulate their speeds. He said the govt. has made no decision yet on whether to operate an electronic-highway test strip (Vol. 17:26 p18).

ETV Stations Excused: FCC's controversial program-form proposals, on which comments from broadcasters are due by Oct. 2 (Vol. 17:34 p7), don't apply—at least for now—to educational TV & radio stations. In answer to a query from the National Educational TV & Radio Center, the Commission said comments from non-commercial stations & educational programmers "will not be expected." At the same time FCC "reserved the determination of steps to be taken" on program forms & logging rules for educational licensees.

Revocation Recommended: In an initial decision, FCC hearing examiner Jay A. Kyle has urged that the license of radio KLFT Golden Meadow, La. be lifted on grounds that owner Leo Joseph Theriot "willfully & intentionally" violated Commission rules. For one thing, Kyle said, Theriot maintained no full-time first-class engineer at the station in the shrimp-fleet harbor town.

ETV Protest Planned: The Joint Council on Educational Bcstg. plans a court of appeals protest against FCC's TV allocations proposal for deintermixture & drop-ins (Vol. 17:31 p2 *et seq.*). The appeal will claim that the Commission's plans don't take care of educational TV needs for more vhf assignments.

Allocations Petitions: (1) Add Ch. 34 to Binghamton, by CP-holder WBJA-TV, which seeks a change from Ch. 56. (2) Move Ch. 2 from Santa Fe to Albuquerque or assign it to Albuquerque-Santa Fe, by KOAT-TV (Ch. 7) Albuquerque. (3) Add Ch. 25 to Hamilton, Ala., by prospective applicants Rankin Fite & Robert H. Thomas of Hamilton.

TV Application: For Ch. 23 Philadelphia, by N.Y. necktie manufacturer Bernard Rappaport. Total application now stand at 82 (20 uhf).

Congress

Space 'Grab' Charged: Congressional debate on White House-FCC plan for private ownership & operation of a U.S. satellite communications system (Vol. 17:31 p3 *et seq.*) was heated up last week by a charge that big companies dominated by AT&T are bent on space theft.

"The tremendous lobbying effort that is going on behind the scenes to put this grab across before the public awakens to its dangerous implications is the reason why Congress should air the situation thoroughly," said Rep. Lane (D-Mass.).

Professing inability to understand why the govt. would think of turning over the space system to "a group of American international communication companies, under the domination of [AT&T]," Lane protested:

"The spatial network belongs to all the people of this planet. For the sake of peace, it cannot be entrusted to an all-powerful private monopoly, or consortium, that by its very nature places the profit motive above all other considerations."

Coming to AT&T's defense was Rep. Barry (R-N.Y.), who accused the govt.—as represented by the Justice Dept.—of ganging up on the giant company instead of giving it any monopoly in space. He said that antitrust chief Lee Loewinger's statements regarding possible action to force divestiture of AT&T overseas operations—and thereby make it ineligible to participate—were "utterly irresponsible."

Barry said Loewinger's statements "should be reviewed at the highest level," that they did nothing to advance "the economic & social welfare of the country."

Meanwhile the Senate Commerce Communications Subcommittee headed by Sen. Pastore (D-R.I.) wound up inconclusive hearings on the White House-FCC proposals and on a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a 5-man spectrum commission (Vol. 17:34 p7).

Testimony which added little to their previous statements was given by such administration spokesmen as NASA administrator James E. Webb, Defense Dept.'s Dr. Harold Brown & Adm. Maurice E. Curts, the State Dept.'s Philip J. Farley and the Justice Dept.'s Loewinger.

Anti-Minow Speech Seconded: Washington communications lawyer W. Theodore Pierson's denunciations of FCC Chmn. Minow & his program-reform policies at Northwestern U. (Vol. 17:32 p1) have won the enthusiastic endorsement of freshman Sen. Miller (R-Ia.). Characterizing Pierson's broadcasting-symposium speech as "a very excellent paper," Miller (a Notre Dame law professor before he went into politics) inserted the full text in the Aug. 22 *Congressional Record*. It ran 3½ pages. Just to make sure nobody in Congress missed the Pierson speech, Rep. Michel (R-Ill.) inserted the text again in the Aug. 23 *Record*. Michel used Pierson's criticism of Minow as a springboard for another attack on the FCC chairman for his participation in oral arguments in the Moline Ch. 8 case (Vol. 17:31 p4 *et seq.*). Minow didn't vote in the Commission's award to Moline TV Corp. But Michel said again that Minow should have disqualified himself entirely because of his political association with Richard Stengel, a Moline TV Corp. principal.

Danny Kaye Cited: A special gold medal would be awarded to entertainer Danny Kaye under a Congressional resolution proposed by Sen. Javits (R-N.Y.). Javits said Kaye's work for the United Nations Childrens Fund (UNICEF) made him "a tremendous goodwill ambassador."

Bookie Broadcasters: FCC engineer Albert G. Gilbert, assigned to the Commission's Miami office, told Senate racket investigators that bookies could teach broadcasters a thing or two about electronic communications. Testifying before a Govt. Operations Subcommittee headed by Sen. McClellan (D-Ark.), he said bookies use all the latest electronic gadgets to keep up with—and anticipate—race-track developments. One "perfectionist" in the bookie business is radio expert Sergei Kirpatowsky, who devised special transmitting-receiving equipment for men who operate gambling services, Gilbert reported. Another racket-hearing witness was self-taught Brooklyn electronics specialist Emmanuel Mittleman, who told McClellan he was afraid to identify one buyer of a secret radio device he constructed. "I don't want to put myself in further jeopardy," Mittleman said.

Ham Reciprocity Proposed: Amateur radio operators would get reciprocal treaty status under a bill (S-2361) co-sponsored by Sens. Goldwater (R-Ariz.) & Schoeppel (R-Kan.). "To foster good will with friendly foreign nations," they urged that the Communications Act be amended to permit FCC to issue operator's licenses to alien visitors to the U.S. so that they may operate ham equipment while here. Such licensing would be conditioned on extension of the "same reciprocal courtesy" to U.S. hams who visit the aliens' countries. Goldwater said his measure would take care of "a serious problem" in Mexican-U.S. relations. Mexico no longer permits U.S. citizens to operate as hams there because Mexican nationals can't do the same here. Note: The Aug. 3 *Wall St. Journal* pointed up another source of ill-feeling between the 2 countries in the broadcasting field. A roundup by Neil Maxwell recounted how Mexican radio stations on the U.S. border, unhampered by FCC or NAB codes, beam "highly questionable" commercials to U.S.—thereby "piling up Yankee dollars."

Sports TV Bill Up: Chmn. Celler (D-N.Y.) of the House Judiciary Antitrust Subcommittee scheduled an Aug. 28 hearing on his bill (HR-8757) to validate TV contracts between networks & professional sports leagues (Vol. 17:34 p7). The witness list includes NAB's gov't. affairs vp Vincent T. Wasilewski, Baseball Comr. Ford Frick, and spokesmen for the National Collegiate Athletic Assn., American Football League and National Football League. Celler introduced his measure after CBS-TV's NFL telecasting agreement was ruled in violation of antitrust laws by the U.S. District Court in Philadelphia.

Hartford Protest (cont.): "A great deal of distress & opposition" has been stirred up in his home state by FCC's proposal to shift WTIC-TV Hartford from Ch. 3 to Ch. 76, Rep. Monagan (D-Conn.) told the House. He endorsed a protest campaign started by the *Naugatuck News*, which called on WTIC-TV viewers to inundate Congress & FCC Chmn. Minow with letters demanding that the Commission keep hands off the station.

USIA Funds Restored: The Senate Appropriations Committee has voted to approve a \$138.9-million budget for USIA operations—\$4.1 million more than was allowed by the House (Vol. 17:26 p14), but still \$12.5 million under the total recommended by President Kennedy for fiscal 1962. The Committee also had an admonition for USIA dir. Edward R. Murrow. It expressed hope that he "will bring needed improvements and the development of a strong competent agency which will display more initiative & aggressiveness in attacking the evils of Communism and telling the good things about America."

Advertising

MORE INFO FOR ADMEN: A pair of important new services designed to supply TV admen with a new flow of information have been formed by 2 companies:

American Research Bureau: With financial support already assured from at least one network (CBS-TV), ARB will expand its present multi-city Arbitron "instantaneous" measurements to a full national service this month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Quick processing of the data will be made possible, ARB added, by the use of a CDC 160 computer "which automatically processes & prints the data in the form of rating figures." Arbitron's multi-city reports will be suspended. In N.Y., A. C. Nielsen Co. made no comment on ARB's new service, which is likely to be a national-level competitor of Nielsen's network reports. Last season, ARB gave a national meter-phone coincidental version of Arbitron an 8-week shakedown test.

Standard Rate & Data Service: A new firm to "control, co-ordinate and justify TV spot billing on a day-to-day basis" has been formed in N.Y. Following closely the opening of a similar agency, Broadcast Clearing House (Vol. 17:33 p8), Broadcast Billing Co. is a subsidiary of Standard Rate & Date Service. SRDS Pres. C. Laury Botthof said company will use (as will BCH) automated data processing methods to serve stations & agencies. Botthof explained that the new system, now available, is "based on billing by performance rather than by exception; a system more acceptable to advertisers & more economical for stations." Here's what this and other billing agencies will mean: (1) Placing spot campaign management on an immediate basis, (2) speeding collection of receivables, (3) eliminating vast amounts of paperwork with direct cost savings. There's even a chance that a 3rd clearing house for spot billings may be formed soon by a group of ex-Remington-Rand systems experts.

BBB Maps 1961-62 Program: The Better Broadcast Bureau which offers new-business development services for radio has announced plans for a 52-week national selling effort to increase advertiser expenditures and woo dollars away from TV. Pres. Clifford J. Barborka Jr., former vp of John Blair & Co., reported: "BBB is preparing 24 major presentations offering advertisers fully-produced copy platforms, specialized market research studies, and individual plans for each client's marketing & distribution strategy." BBB's objective is to "establish spot radio as a major medium [since] figures show that spot radio is not only unused, but its important media values are going relatively unnoticed," declared Barborka.

New Reps: WCHS-TV Charleston, W. Va. to Blair Television Associates Aug. 1 from Peters, Griffin, Woodward Inc. • WSEE Erie, Pa. to Gill-Perna July 1 from Devney-O'Connell • WECT Wilmington, N.C. to Select Station Representatives Aug. 14 from Weed • WAST Albany, N.Y. to Peters, Griffin, Woodward Aug. 1 from H-R.

'Trading With the Enemy': First network TV program sponsorship by a motion picture producer begins Sept. 25 with the Columbia Pictures-ABC major advertising liaison (Vol. 17:34 p12). "This brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-sec. spot a wholly unnecessary payment of tribute to the enemy," said Donahue & Coe exec. committee Chmn. Walter Weir, announcing his client's TV plans at an Aug. 22 N.Y. news conference. Adding his amen was Columbia ad vp Jonas Rosenfield Jr., who heralded the move as "a challenge to newspapers, the cornerstone of motion-picture merchandising." He was disturbed, said Rosenfield, "with the sterility of newspapers . . . Undermanned and underspaced, they no longer command the readership or leadership of the past . . . ABC-TV's co-operation is something the newspaper industry should look at and study." (This "co-operation" is expected to take the form of local movie contests, tie-in promotions, guest appearances by cast members on local TV shows, etc.)

A one-month campaign on *ABC Evening Report* will promote Columbia's new release, "The Devil at 4 O'Clock," a Mervyn LeRoy-Fred Kohlmar production starring Spencer Tracy & Frank Sinatra, which will have theatrical playdates in over 100 top markets Oct. 19-30. Columbia reportedly chose the 6-6:15 p.m. newscast because:

(1) An early-evening news show delivers the best-balanced mass audience in terms of age, income and other variables. (2) It will precede both NBC's Huntley-Brinkley (6:45-7 p.m.) and CBS's Douglas Edwards (7-7-15 p.m.) which, slotted within the same 30-min. period, compete for evening news audience. (3) The news show should deliver a 19.1% unduplicated audience weekly, vs. 15% for the average evening entertainment show. (4) The dinner-hour time means TV viewers can still "make the evening movie." Sharing the commercial spotlight with Squibb, Columbia will spend some \$250,000 on the month-long campaign. Commercials, varying in length 10 to 90 sec., will be pitched by newsman John Cameron Swayze in trailer form, using footage from the film. (5) With the show's expected (by ABC) 100-station lineup and with charter discounts offered by the network, Columbia's cpm-per-commercial-minute for ABC evening report should average \$1.75 (vs. about \$4 in the average 30-min. nighttime entertainment show). This, ABC-TV sales dept. sources predict, will probably be lower than the fall cpm's on either Huntley-Brinkley or Douglas Edwards.

Why TV Really Costs Less: A million sales impressions would cost an advertiser \$3,000 in TV, \$8,000 in magazines and \$10,000 in newspapers, reports TvB in its latest promotion brochure "The High Cost of TV—The Low Cost of TV." And this, adds TvB, is "assuming the almost impossibly high readership figure of 50% for both newspapers & magazines compared with the actual measured audience of TV."

Kombo Pitch: Station rep Avery-Knodel has released a study on its 2-in-1 Midwest station package called "KOMBO-TV." The "call letters" symbolize the fact that advertising on KWWL-TV Waterloo-Cedar Rapids, Ia. and KMMT Austin, Minn. is sold as one buy, with a single rate card for both. Together, the stations claim coverage of 46 unduplicated counties in Ia., Wis. and Minn., to put KOMBO-TV within the top 50 U.S. TV markets.

Ad People: George W. Craigie and Thomas B. Grimshaw elected Ted Bates vps . . . Quentin L. Harvell, ex-Indian Jute Mill Assn., named asst. to AFA Pres. C. James Proud.

Networks

Sunoco's Late-Night Clearances: Although ABC-TV has been able to clear only 70-odd stations for the Sunoco-sponsored *News Final*, the oil firm has given a go-ahead to plans for an 11-11:15 p.m. network newscast. Sunoco and agency William Esty aren't worried about the less-than-full lineup, and aren't even concerned that only one-third of the stations on Sunoco's original list have been cleared. An agency source in N.Y. told us that the newscast series—the first by a network in a late-night slot (apart from special events)—will "certainly pick up more large-market stations along the way."

ABC-TV & Sunoco had expected station resistance to the series from the start. For one thing, it lands outside network-option time (which ends on ABC at 11 p.m.). For another, the series means an automatic displacement of local spot revenue, since many ABC stations have long had their own local newscasts at that hour. To combat resistance, ABC has made several moves. Early in July, news & public affairs vp James C. Hagerty threatened to quit unless more affiliates got on the clearance bandwagon (Vol. 17:27 p10). Appealing to the business acumen of station management, ABC has provided a 3-min. segment within the show for local news & weather, and available for local sale. Additionally, ABC has suggested to stations with sponsored 11 p.m. newscasts that the local shows be revamped to become a local news roundup and be switched (complete with present sponsors) to 11:15-11:30 p.m. to follow the Sunoco show and comprise a 30-min. newscast.

What is a Network? Asked if they had ever heard of the term "television network," 81.4% of Philadelphians questioned by Pulse said yes; 18.6% said no. But of those who said yes, only 51.2% could tell what the term meant. Asked to name networks whose shows they can see, 73.2% named CBS, 71.6% named NBC and 66.8% named ABC. Another question asked what kinds of programs the respondent associated with each network; largest category for each was Westerns (ABC, 32.2%); news & weather (NBC, 29.2%), and soap opera-series type (CBS, 21.8%). Although 25.6% had no preference of network for showing "the best TV programs," NBC led with 28%, followed by CBS 25.8% and ABC with 20.6%.

Sarnoff Rebukes Pessimists: NBC Chmn. Robert Sarnoff issued an Aug. 24 open letter to TV editors "tilting at a very chic current cliché . . . that the forthcoming fall TV schedule, presumably because it was 'locked in' so far in advance, will offer nothing new or distinguished." The notion is "naive" and "cockeyed," claimed Sarnoff, pointing to NBC innovations like Joey Bishop & Bob Newhart, Fred Coe adaptations of old Selznick movies, a 60% increase in colorcasting over last season and the "precedent-setting television of major post-1950 Hollywood films in prime viewing time."

Sarnoff on Politics: It's time for Democrats & Republicans to get into the electronics age, NBC Chmn. Robert W. Sarnoff says in *McCall's* magazine. Calling on the 2 parties to shorten the 1964 Presidential election campaign from the traditional 4-month period, he urges that national conventions be held in August or September. The old-fashioned campaign has been outmoded by TV, Sarnoff argues, pointing out that in 1960 the candidates could electioneer on both coasts the same day and reach 120,000,000 Americans in 4 hours on 4 evenings.

Good Summer for Radio Billings: By contrast to the usual slow sales pace during warm weather, network radio enjoyed a brisk summer sales season. Highlights:

ABC Radio—Including advance sales, the 1961 July-September sales level is up 33% over last year's, we were told by sales dir. James Duffy recently. "In light of advance sales of \$2 million, it's probable that our sales figures will increase 30-35% before Sept. 30."

CBS Radio—"We are doing better this summer than last summer by a noticeable margin," said a spokesman.

MBS—Pres. Robert F. Hurleigh reported a 5.5% 1961 billings increase as compared with the same period last year. MBS has, said Hurleigh, "more blue-chip accounts than ever before."

NBC Radio—Vp George A. Graham Jr. reports new & renewal sales for June 19-July 19 exceeded \$1.2 million—an increase of 100% over last year's sales total of \$617,763. New clients include Bristol-Myers, Standard Brands, Philip Morris and *Reader's Digest*.

NETWORK SALES ACTIVITY

ABC-TV

Simoniz (Dancer-Fitzgerald-Sample); Rexall Drug (BBDO); Bristol-Myers (Ogilvy, Benson & Mather); Houbigant Sales (Ellington); Warner-Lambert Pharmaceutical (Lambert & Feasley); McCall (Grey); Clairol (Foote, Cone & Belding); Smith-Corona-Marchant (BBDO); Ralston Purina (Guild, Bascom & Bonfigli), part. eff. Sept. & Oct.
Daytime programming, Mon.-Fri.

Polaroid (Doyle Dane Bernbach) part. eff. Oct. 14.

Lawrence Welk, Sat. 9-10 p.m.

Sun Oil Co. (William Esty) full-sponsorship eff. Oct. 2.
ABC Final Report, Mon.-Fri. 11-11:15 p.m.

CBS-TV

Best Foods Div. Corn Products (Lennen & Newell); American Motors (Geyer, Morey, Madden & Ballard), part. eff. Oct. 5 & 12.
Frontier Circus, Thu. 7:30-8:30 p.m.

Kellogg (Leo Burnett); Luden's (J. M. Mathes), Eldon Industries (Kenyon & Eckhardt), part. eff. Sept. & Oct.

Daytime programming, Mon.-Fri.

NBC-TV

Keystone Camera (Bresnick), part. eff. Nov.
Tall Man, Sat. 8:30-9 p.m.; Thriller, Mon. 10-11 p.m.

Walt Disney Productions (no agency), part. eff. Sept.
Laramie, Tues. 7:30-8:30 p.m.

International Latex (Reech, McClinton); Helene Curtis (McCann-Erickson), part. eff. Jan. & March.

Saturday Night at the Movies, Sat. 9-11 p.m.

Mennen (Grey), part. eff. Sept.
Laramie, Tue. 7:30-8:30 p.m.; The Outlaws, Thu. 7:30-8:30 p.m.; Whispering Smith, Mon. 9-9:30 p.m.

Quaker Oats (J. Walter Thompson), part. eff. Oct. 8.
One, Two, Three—Go! Sun. 6:30-7 p.m.

Mogen David Wine (Edward H. Weiss), full sponsorship eff. Oct.
NBC News Afternoon Report, Mon.-Fri., 4:55-5 p.m.

Andrew Jergens (Cunningham & Walsh); Procter & Gamble (Compton), part. eff. Sept. & Nov.
Daytime programming, Mon.-Fri.

Coca-Cola, Minute Maid div. (Ted Bates), full-sponsorship eff. Jan. 1.
Tournament of Roses, Mon. Jan. 1, 11:30-1:45 p.m.

Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
Update, Sat. 12-12:30 p.m.

CATV

H & B Buys Canadian CATVs: H & B's acquisition of properties in Canada, its first move outside the U.S., brings its investment in CATV to a figure approaching \$10 million, according to Pres.-Chmn. David E. Bright.

The latest H & B acquisitions: Madawaska Community Ltd., which serves Edmundston, New Brunswick, and MCL's Aroostook Community TV Inc., which serves Madawaska, Clair and Fort Kent, Me., along the international boundary. They have approximately 2,600 subscribers.

Bright said H & B today is the nation's largest owner and operator of CATV systems, and that other acquisitions are planned, as well as construction of new systems. H & B now operates in Washington, California, Arizona, Idaho, Colorado, Iowa, Alabama, New Jersey, Maine & New Brunswick.

* * *

TelePrompTer Adds 2 CATVs: TelePrompTer Corp., which now owns & operates 9 CATV systems, has purchased the Northern Community System Inc., carrying U.S. & Canadian networks in Michigan's Upper Peninsula, and Johnstown (Pa.) Cable TV Inc., one of the newest U.S. systems (which began operation in Sept. 1960). Combined purchase price was approximately \$775,000.

NCTA Committees Named: The National Community TV Assn. has reorganized its committee structure with appointments of these chairmen by the board at recent sessions in Chicago: Jim Lenaham, Coos Bay, Ore., membership. Jack Crosby, Del Rio, Tex., budget & audit. Fred Goddard, Aberdeen, Wash., industry relations. Fred Stevenson, Rogers, Ark., public affairs. J. R. Willis, Granite, Okla., regional & state. Courtney Kirkseen, Phoenix, Ariz., information. Kip Fletcher, Pottsville, Pa., standards. J. Holland Rannells, Cumberland, Md., convention. R. L. Stoner, Le Grande, Ore., safety. Gene Schneider, Casper, Wyo., constitution & bylaws. Ed Whitney, Phoenix, industry advisory. NCTA Chmn. Glenn Flinn also announced appointments of George J. Barco (Meadville, Pa.) & Al Ricci (Keene, N.H.), to the board's exec. committee.

Motel Chain Plans CCTV: Holiday Inns of America, owners & franchisers of 200 U.S. motels, has contracted for an "audio-visual communications center" to be designed & constructed by TelePrompTer Corp. A pilot installation of the system—which provides large-screen TV and slide & motion picture projection for convention presentations—was demonstrated to Midwest industrial leaders at a Holiday Inn at Gary, Ind. last week. "These systems are being considered for installation in 25 key locations," reported Holiday Inns Chmn. Kemmons Wilson.

CATVs Win Tax Case: The Pennsylvania Sales Tax Board has ruled that CATV services aren't subject to sales tax under a law passed in 1956. NCTA says it's estimated that the ruling saves the state's system operators some \$900,000 which would otherwise be due, in addition to exempting them from future payments. The fight was led by Meadville system operator George Barco and his daughter Yolanda, both attorneys. Barco is an NCTA director and former president.

Upcoming Canadian CATV: Edmonton-based Canadian Engineering Surveys is mapping a CATV installation for the new mining town of Thompson, Man. CES has purchased \$75,000 of TV-broadcast and cable-distribution equipment from Canadian GE. Thompson's population is approaching 8,000.

Stations

1961-STYLE N.Y. RATES: NBC-TV's N.Y. flagship, WNBC-TV, has issued a new rate card (effective Sept. 1) which may well serve as a model for large-market announcement rate revisions made to reflect changes in viewing patterns. Among interesting provisions in the new rate card (the station's 22nd):

Time classification: There's a new letter in WNBC-TV's rate-card alphabet—"Class E." This will cover station-break buys between sign-on and 7:59 a.m. daily and until 5 p.m. on Saturdays & Sundays, in addition to the late-night period between 1:01 a.m. and sign-off. The new classification gives a reduction of 40-55% on announcements as compared with the station's previous rate card.

Near-prime-time rates: Since a number of NBC-TV network shows start at 7:30 p.m. and since there's network service after 11 p.m., there been a price hike (up to 40%) in those time periods which land in front of, or following, what is generally considered prime evening time.

New volume discounts: Advertisers can now earn weekly continuous discounts by purchasing packages of announcements in multiples of 6, 12, 18, and 24. There's also a 10% discount on 52-week continuous schedules.

"Double Dividend Plan": Year-round advertisers are offered a net dividend for announcements placed in the summer (a 13-week period between June & September), with the purchase of 12 or more announcements weekly for 52 weeks firm. This dividend applies to all categories except "Class AAA."

Announcement pricing: WNBC-TV's formula for longer station breaks is as follows: (1) 30-sec. announcements are priced at 150% of the 20-sec. rate. (2) 40-sec. announcements are 200% of the 20-sec. rate.

Uhf Sale Planned: Spanish International Bestg. Corp., in which Mexican broadcaster Emilio Azcarraga is a 20% stockholder, is buying KUAL-TV (Ch. 41) San Antonio from owners headed by R. A. Cortez, who will remain a KUAL-TV stockholder. The reported price: \$200,000. Others in the Spanish International group are Frank Fouce, Spanish-language theater operator in Los Angeles, and Edward J. Noble of Mexico City's Noble Advertising Agency. Members of the buying group have applied to FCC for Los Angeles Ch. 34 and plan to explore uhf possibilities in other major markets where there are Latin American audiences. Azcarraga is the only alien associated with Spanish International, and he isn't listed as an officer or director. The Communications Act forbids licensing of any corporation in which an alien is an officer or director or a holder of more than one-fifth of the capital stock.

Aldred Selling CFTO-TV Stock: One piece in the puzzle about ABC's reported buy into CFTO-TV Toronto (Vol. 17:33 p9) fell into place last week when CFTO-TV Pres. Joel Aldred filed with the BBG an application for transfer of his 17% stock interest in the Ch. 9 station. The applicant for his stock: ABC. It had been reported earlier that ABC International was picking up Aldred's 17% and an additional 8% from other holders for the maximum 25% interest permitted non-Canadian stockholders. *Toronto Telegram* controls station with 51% stock interest. BBG heard Aldred's application in a closed session and no details were revealed. If ABC is permitted to buy into CFTO-TV, it would mark the first ownership of Canadian TV stock by a U.S. network.

Payola Tax Indictment: In what's believed to be the first payola crackdown by the U.S. Internal Revenue Service, a Los Angeles disc jockey has been indicated on charges of evading income tax payments for 1956-58. He's Hunter D. Hancock who surrendered to the U.S. Attorney's Office in Los Angeles following his indictment, and was released on bail pending arraignment Sept. 18.

An IRS special agent in Los Angeles told us 3 other disc jockeys are currently under investigation. The majority of disc jockeys in Los Angeles have been cleared, he said, adding that about 50% of them did accept payola, but most of these reported the payoffs on their tax returns.

As for Hancock, IRS charged he reported a "small percentage" of payola he allegedly received while working for stations KFOX Long Beach, KSON San Diego and KGFJ & KPOP (now KGBS) Los Angeles.

TIO Presents 'TV USA': The functions & objectives of U.S. commercial TV are treated in a new 4-part, slide-illustrated presentation now being distributed by TIO. "The project is designed to assist TIO sponsors to inform interested community groups about the industry's operations, accomplishments and problems . . . It will also be useful for indoctrinating station employes," TIO said. Each of the 30-min. presentations includes color slides, 2 cued-copies of the script, and 100 copies of a pocket-size illustrated brochure reproducing and amplifying the script. The presentation's 4 sections are: (1) "Dimensions," which traces the history, growth and use of TV, and its present physical set-up. (2) "Programming," which treats the sources of programming and its creative-technical aspects. (3) "Advertising," which examines the role of advertising in a mature economy and defines the various forms and costs of TV sponsorship. (4) "In the public interest," which analyzes how TV licensees fulfill their requirement to serve "in the public interest, convenience and necessity," and some of the limitations inherent in serving the public. This last section was previewed at the recent NAB convention and at various broadcasters' state assn. meetings.

Texas Stations Sold: Mrs. Lyndon (Ladybird) Johnson's LBJ Co. has sold its KRGV-TV & KRGV Weslaco, Texas, for \$1.4 million to Kenco Enterprises Inc., whose vp is asst. secy. Stoddard P. Johnson of KTVU San Francisco. The Vice President's wife is chairman of LBJ Co., which retains its 61% ownership of KTBC Austin and its 29% interest in KWTX-TV & KWTX Waco, whose application to FCC for power, height and site changes has been set for a hearing on "concentration of control" questions (Vol. 17:32 p9). Stoddard Johnson (no relation to the Vice President) will be operating head of the Weslaco stations for Kenco Enterprises.

Colorado Station Sale: Metropolitan TV (KOA-TV & KOA Denver) has agreed to purchase for \$1,250,000 the assets of Star Bestg. (KCSJ-TV & KCSJ Pueblo, Colo.), wholly-owned subsidiary of Chicago-based Bankers Life & Casualty. The sale is subject to FCC approval. Metropolitan will operate the Pueblo TV station but will dispose of the AM affiliate because its own radio KOA serves the same general area. Both KOA-TV & KCSJ-TV are NBC affiliates.

RTNDA Sessions Set: The annual meeting of the Radio-TV News Directors Assn. will be held Sept. 27-30 in Washington's Statler Hilton Hotel. Invited speakers include President Kennedy, FCC Chmn. Minow, NAB Pres. Collins, ex-Vice President Nixon, ABC's James Hagerty.

Programming

'Pogo' on TV's Perils: "Not all things on TV are bad," cartoonist Walt Kelly assures mothers & fathers in a new illustrated pamphlet, *Pogo Primer for Parents (TV Division)*, published by Health, Education & Welfare Dept. The thing for parents to do, it suggests, is to guide their children's TV viewing but not censor what they see. "Pogo" concludes that TV probably is here to stay in any event, and the govt.'s imprimatur is placed by the HEW pamphlet on this advice: "Your child has many influences and chances are he'll be happy & normal if you make sure they are good ones. TV watching could be a normal part of a balanced whole, just like radio, comic books, formal education and love . . . also milk."

Explaining at a news conference why *Pogo Primer for Parents* had been published, HEW Secy. Abraham Ribicoff said he had been "disturbed at some of the sociological gobbledegook" in many HEW publications, that he thought everyone could understand the new pamphlet.

Cartoonist Kelly told newsmen that his main message was that TV is no babysitter. "Parents should not turn on a TV set and set it to watching their children," he said.

Note: Single copies of *Pogo Primer for Parents* are available free from the Children's Bureau, Dept. of Health, Education and Welfare, Washington 25, D.C. Bulk orders up to 100 copies are 20¢ each, with a 25% discount for orders of 100 or more, available from the Govt. Printing Office, Washington 25.

More U.S. Shows on British TV: BBC-TV has eased somewhat the unofficial 10%-of-schedule quota long applied to U.S. (and other non-British) telefilm imports. Due mostly to stepped-up purchases of U.S.-made news documentaries, such as NBC's *Project 20* shows and episodes of *CBS Reports*, the amount of foreign fare on BBC-TV has risen to 15%. The new level, although likely to delight U.S. syndicators & distributors, isn't passing unchallenged. A British group which represents the leading TV-film talent & technical unions, the Radio & TV Safeguards Committee, plans to protest the increase & to seek "assurance" that BBC won't boost it any higher. On other British TV fronts, there's evidence that the U.S. trend to nighttime 60-min. film shows is gaining considerable support from commercial TV program contractors. ATV, which owns ITC in the U.S. (next column), plans to have 5 hour-long shows in its Saturday-night and 4 in its Sunday-night schedules. These include a quartet of U.S. shows—*Roaring 20s* (new to British audiences), *77 Sunset Strip*, *Cheyenne* and *Bonanza* (on last season and returning).

"Berlin" Is Verboten: Soviet monitors of Russian-language broadcasts by the Voice of America are jamming nearly all references to Berlin. VOA officials said most of the rest of the broadcasts are allowed by the Soviet Union to go through—"but with a few exceptions, when Berlin is mentioned someone pushes a button."

More Audience for Specials: A leaner specials season in 1960-61 (57 sponsored specials against 1959-60's 95) produced more viewers per special (9.2 average home audience over 8.7), an A. C. Nielsen study reported in Aug. 21 *Sponsor* reveals. The study covers Sept. through April.

New Show for Canada: The new Canadian network CTV Television Network has purchased *West Coast*, a 30-min. variety show, originating at CHAN-TV Vancouver.

It's Easier to Sell Specials, Says ITC: Determined to crack the U.S. network-program market with British-produced shows, ATV's American offshoot, ITC, believes the task will be much easier with a package of musical specials than with a week-to-week program series. "Finding time for a 60-min. independently-produced weekly series on all 3 networks is almost impossible, but since networks have a pre-emption privilege it's nowhere near as difficult to persuade a network to bump bread-&-butter shows occasionally," said an executive of ITC's N.Y. office.

The ITC-ATV line of approach to a U.S. network sale is through a series of ten 60-min. specials being taped at ATV's Elstree Studios near London. Hostess of the show is Jo Stafford, and the list of talent due to appear in the series (Peter Sellers, Ella Fitzgerald, Rosemary Clooney, Ed Byrnes, Mel Torme, Kenneth More, Peter Lawford) includes names established on both sides of the Atlantic.

Sales pitches to U.S. advertisers & agencies on *The Jo Stafford Show* specials will probably be launched late in September, coinciding with the start of the show in ATV's London commercial TV schedule. ITC, however, is in no hurry to push the series and feels that British TV ratings (if good) will help break ground with U.S. clients.

ITC meanwhile has other production (and co-production) irons in the TV fire. *Danger Man*, a 30-min. ITC series of the secret-service-in-action type, is currently on CBS-TV, playing a 24-episode run. It will leave the network with the start of the fall season, but will be U.S.-syndicated as a package, with the addition of 15 new episodes to make the usual 39. Also in syndicated first-run distribution this fall will be *Whiplash*, a 30-min. action-adventure series that's a sort of *Wagon Train* with an Australian setting, and *Supercar*, a 30-min. kiddie-appeal show that uses electronically controlled puppets.

In the wings, as potential network or syndication properties, are 2 more film properties—*Sir Francis Drake*, a 30-min. swashbuckler being produced by ITC in England, and *Ghost Squad*, a 30-min. co-production series (with J. Arthur Rank) dealing with a super-FBI group at Scotland Yard. Production co-ordinator Les Harris, once program head of CBS Films but now ITC's production boss in London, is also working on an ITC co-production deal with 20th Century-Fox for at least 2 series. Since ITC-ATV series are virtually assured of an automatic sale, at top prices, to British commercial TV, ITC is thus able to offer film properties to U.S. network buyers "at very competitive prices," we were told.

Slowdown for CBS "Culture": In the spring of 1960, CBS blueprinted a schedule of "cultural" specials designed to delight the nation's most arty TV audiences (Vol. 16:16 p11). The plan reportedly included an Igor Stravinsky-George Balanchine ballet based on the "Noah" story, an Orson Welles-produced modern-dress version of "Julius Caesar," an American opera by Hollywood composer Alex North, a Leonard Bernstein-Jerome Robbins ballet based on "The Dybbuk," and a Gian-Carlo Menotti musical drama. In the ensuing months, various setbacks and complications have caused the cancellation of at least 2 of these ambitious projects. First, it was the Orson Welles show. Then, last week, CBS announced that the Menotti work, title undisclosed, was also scratched. "We had a difference of opinion about how to proceed—which way to do it," said a CBS program executive. "Mr. Menotti and CBS realized that the play he delivered was not the project we started out to do, so we mutually agreed to call it off."

Film & Tape

Four Star Plans 12-15 Pilots: Four Star TV has at least a dozen pilot projects for 1962-63, and that figure may go to 15 or more eventually. Some of its pilots have already been finished, but most are for fall production.

Here is Pres. Dick Powell's pilot agenda:

Finished: *The Boston Terrier*, 60-min. private eye starring Robert Vaughn and produced by Blake Edwards, made too late for the 1961-62 season; *Adam Fable*, adventure show produced by Aaron Spelling and starring Lloyd Bridges, held up until Bridges' contractual commitment with Ziv-UA on *Sea Hunt* expired.

In Preparation: 60-min. *Sam Spade* based on the late Dashiell Hammett's legendary private eye (a joint venture with Emanuel Rosenberg & Larry White); *Ensign O'Toole*, comedy based on a William Lederer novel, to star Dean Jones; *The Sea Rover*, contemporary adventure created by Art & Jo Napoleon; *Lum 'n' Abner*, based on the radio comedy; *Attorney General*, 60-min. documentary drama being produced by Arnold Laven, Arthur Gardner & Jules Levy; 2-3 adventure shows being readied by producer Vincent Fennelly; *McKeever & the Colonel*, comedy filmed as 30-min. pilot last season, now being prepared as 60-min. show for NBC-TV; untitled situation comedy to star Mimi Ford & Phil Hines; *Low Man on the Totem Pole*, comedy based on the H. Allen Smith book, co-produced with a company headed by Collier Young, John Newland and Merwin Gerard. Young is exec. producer, Gerard & Newland co-producers.

In addition, several pilots will be showcased on *The Dick Powell Show*, 60-min. anthology series, on NBC-TV next season. Adrian Spies is currently writing an adventure pilot to be seen on this series.

The company has shelved its Esther Williams pilot project, has also dropped plans for a series starring Rossano Brazzi.

WOR-TV N.Y. is making a summertime rating splash with its post-'48 features, summer-showcased on Tuesday nights as *The Big Preview*. Arbitron ratings for the July 18 (9-11 p.m.) showing of "The Jolson Story" gave it an average quarter-hour audience share of 34% in this 7-station market. A Trendex study conducted the same evening showed that 22% of those viewing had seen the program's 4 previous films on WOR-TV ("The High & The Mighty," "The Barefoot Contessa," "Attack" and "Strangers on a Train"), and 53.8% had televiewed from 1 to 3. Asked about non-TV exposure to "The Jolson Story," 71.1% said they had seen it in theaters but watched it again on TV. The station's conclusion: "The fact that more than 7 out of 10 viewers, with a choice of 6 other channels, preferred to watch it for a 2nd time, is indication of the liking TV viewers have for good motion pictures."

TV Academy's N.Y. chapter will serve as program advisor for WUHF, the city's first uhf outlet, due to begin operations shortly and designed to test for FCC the feasibility of uhf coverage in urban areas. A consultant committee of Academy members will hold initial meetings in early September with executives of WNYC N.Y., the municipal radio station which will program the uhf station. "While the circulation of the station in its initial stages will be naturally limited, the Academy's governors felt that the opportunity for service to the city and the creation of an experimental area for its various workshops would be excellently accommodated," said ATAS.

SG Rejects Civil War: Organized in 1960 B.M. (before Minow) with high hopes of bettering the quality of TV, Company of Writers is leaving Screen Gems with a poor batting average, selling only one of 5 pilot projects. Prominent Hollywood writers formed COW with the expressed belief that what's wrong with TV could be solved by good scripts (Vol. 16:37 p5). Today COW is negotiating for a base elsewhere.

COW members aren't eager to discuss their experiences, but one told us Marion Hargrove had written a good script, *The Perilous Years*, as pilot for a 60-min. Civil War series. It was rejected because "they don't like Lincoln. They won't buy anything with Lincoln in it," the baffled scripter told us.

COW's single deal with SG is for *It's Higgins, Sir*, a half-hour family comedy written by Richard Murphy, based on a radio series of the same name. Sterling Holloway has been signed by SG to star in the series, about an American family which inherits an English butler. The pilot will go into production in September, with Paul Harrison as producer and Harry Ackerman exec. producer.

COW members, in addition to Murphy, Harrison & Hargrove, are Ivan Goff & Ben Roberts, who scripted a half-hour romance-adventure pilot *Montego*, and Liam O'Brien.

Producer Profit-Sharing Plan: A new TV-film leasing format, patterned after that used in distribution of movies, has been unveiled by Television Enterprises Pres. Harold Goldman. As announced by the ex-NTA exec. vp, it calls for leasing of programs to stations under deals whereby the producer & distributor share proportionately.

TEC signed its first such deal with WOR-TV N.Y. which bought the company's first series, *Mahalia Jackson Sings*, 78 5-minute shows, for 18 months. Terms call for the station to pay a "substantial" cash guarantee against 50% of all earnings derived by it from the sale of time and program.

TEC deals would vary in different localities, depending on circumstances and conditions. Deals could also be straight sales, if that's deemed best for a certain market. Goldman is currently seeking other programs for production and/or distribution.

Revue Buys 50% of "Beaver": Gomalco Productions, owned by George Gobel and David O'Malley, got \$1 million last week in the sale of its 50% interest in 156 segments of *Leave It to Beaver* to Revue Productions. Creators Joe Connelly & Bob Mosher retain their 50% in the series produced at Revue since its inception 4 years ago. The acquisition follows closely the buyout by Revue's parent company, MCA, of Jack Benny's TV-film company, J&M Productions (Vol. 17:33 p13). Gomalco is planning other TV ventures, including an untitled comedy-variety pilot to star Gobel and a special, "Rip Van Winkle." Gobel is now in N.Y. rehearsing the musical, "Let it Ride" which debuts on Broadway Oct. 6. A deal is being finalized for Gobel to star in a Timex-sponsored special in November.

CBS Films has sold *Angel*, *Colonel Flack* and *Air Power* to TV stations in Mexico City, upping its total of CBS-originated shows in Mexico to 28. The sales announcement came on the heels of an NBC International-CBS Films hassle over distribution leadership in Mexican telefilm sales (Vol. 17:33 p12). CBS claims 55 half-hour syndicated sales in the 10 Mexican TV markets outside Mexico City.

NEW YORK ROUNDUP

TV Opera in N.Y.: WOR-TV N.Y., prompted by the the possible Metropolitan Opera live-performance "black-out," has scheduled a fall TV premiere of *The Golden World of Opera*. Originally scheduled for the 1962-63 season, the weekly series of 12 full-length films "insures that opera lovers will not be denied their due this season," said station vp & gen. mgr. Robert J. Leder. Should negotiations between the Met and its musicians prove successful, N.Y. opera lovers "will have a double helping of fine music in the months ahead," Leder added. (And should Ziv-UA sell its proposed opera series in N.Y. [Vol. 17:34 p11] it might be a triple helping.) Each of the "TV firsts" will be performed in its original language with some added English dialogue dubbing, and many of the operas will be colorcast, said Leder.

Talent Associates-Paramount faces a legal problem involving producer David Susskind's plans for a public-affairs series based on events during ex-President Harry S. Truman's political career. Filed in N.Y. Supreme Court last week was a \$500,000 action brought by Kameny Film Productions, a N.Y. producer of TV commercials & documentaries. Kameny's complaint: That it originated the idea of a 30-min. Truman series, approached Truman's official biographer (William Hillman), and made a presentation of the idea to TA-Paramount.

Seven Arts' group of 41 post-1950 Warner Bros. features will provide the latter half of a Saturday-night double feature on WNBC-TV N.Y. next season. Like NBC affiliate WIIC Pittsburgh (Vol. 17:30 p9), the N.Y. o-&o hopes to lure a large lead-in audience from the network's *Saturday Night at the Movies*, a package of post-1948 20th Century-Fox films, with "complementary films" from its local feature library.

Videotape Productions, preparing to move to larger N.Y. facilities leased from NBC, took a production-personnel inventory last week and announced: (1) Its roster of national spot-TV advertisers has doubled during the past year and now numbers "50 blue-chip sponsors." (2) Recent additions to the sales staff and proposed additions in the production area will increase Videotape Productions personnel from 45 to 65 employees.

ABC Films has sold *Ben Casey* to 2 Canadian advertisers for fall debut on 7 CBC o-&o's and "other Canadian markets to be announced later." Ford Motor of Canada Ltd. and Colgate-Palmolive Ltd. have purchased the 60-min. film show, U.S.-slotted for ABC-TV, on a "national selective basis."

Add Syndication Sales: Ziv-UA scored 11 more sales for *Ripcord*, upping the market total to over 100.

People: Gerald Mandel, ex-Ruder & Finn, joins Sterling TV as dir. of its educational film div. and PR head . . . Alwin Zecha resigns as Screen Gems Far Eastern sales mgr. . . . Jerome Hyams, Screen Gems sales vp, elected a dir. . . . Henry G. Plitt, ABC Films pres., spent last week in Europe overseeing 3 foreign-co-production deals: In London, the 60-min. special starring Paul Anka and co-produced by Granada Films; in Berlin, the pilot for a 60-min. series based on Upton Sinclair's secret-service character Lanny Budd; in Rome, a 60-min. pilot for a Biblical series, produced with Ariana TV Films.

HOLLYWOOD ROUNDUP

90-Min. Film Series? No soap, says 20th-Fox TV. Every year there are reports that TV-film studios are secretly working on 90-min. weekly film series for the future. These projects invariably are dropped, usually because of the staggering production budgets involved. At 20th, production vp Roy Huggins tells us he's against such series because "There is nothing inherently favorable in the 90-min. form. It would mean a half-hour of padding. Many hour-long shows are padded now; so are many movies and plays."

The Fisher Co., owned by singer Eddie Fisher, has entered the TV production & packaging field, with J.D. (Juvenile Division) as its first TV-film series. Bernie Rich has been named an executive in the TV Dept. of the Fisher Co., which has a 4-movie deal with Warner Bros.

Wolper-Sterling Productions' 60-min. special, "The Legend of Rudolph Valentino," has been acquired by Fountainhead Intl. for regional & syndicated distribution.

Four Star TV has set Carolyn Jones, Simone Signoret, James Whitmore, Gilbert Roland & Ricardo Montalban as guest stars on various segments of its *The Dick Powell Show*. Four Star pres.-producer-star Powell has finished 12 of the 60-min. shows . . . Producer Tony Owen (*Donna Reed Show*) is preparing 2 situation comedy pilots for Screen Gems.

Goodson-Todman will pilot *Things to Come*, and has assigned Arthur Weiss to the script . . . Wolper Productions has added to its *The Story Of* series segments about a priest, wrestler, attorney and interne.

Televista Productions is preparing a series called *Meet the Americas* . . . CBS-TV has signed Charles Gray as a regular for its *Rawhide* series.

People: John B. Burns, MGM-TV sales vp, is in Hollywood from N.Y. for 10 days of conferences with production vp Robert M. Weitman regarding current production and new properties for 1962-63 . . . Arthur Freed named producer of the 34th annual movie Academy Awards presentation . . . Cran Chamberlin named exec. producer of *Keyhole*, new documentary series being produced by Jack Douglas for Ziv-UA . . . John B. Spires, ex-MCA-TV, named MGM-TV dir. of European & United Kingdom sales . . . Frederic W. Wile, Pacific Coast mgr. dir. of The Advertising Council, named chmn. of Hollywood Motion Picture & TV Museum Commission's committee on affiliations . . . Sandy Howard joins David L. Wolper Productions as producer for its Ziv-UA series, *The Story Of*.

More People: Sylvester (Pat) Weaver, pres. of McCann-Erickson Productions, due in Hollywood Sept. 1 for conferences on the coming season . . . Thomas McAndrews, Ted Bates vp, & Arnold Wester, William Esty vp, head volunteer task forces for the Advertising Council's Western operations . . . William H. Wright named producer of *Follow the Sun* at 20th Century-Fox TV.

Obituary

Helen Ainsworth, 59, Hollywood agent active in TV-film & movie production, died of cancer Aug. 18 in Hollywood. She created *Wild Bill Hickok*, one of the first TV Western series, which starred her client, Guy Madison.

Television Digest

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Personals: Hal Hough, CBS-TV Stations Div. program services dir., elected a vp; Richard S. O'Brien appointed CBS-TV engineering dir.; Kenneth B. Benson named audio-video engineering dir. . . . Gerald Rowe appointed mgr., NBC audience advertising & promotion, succeeded as on-the-air promotion creative services mgr., by David Bellin.

Ralph Radetsky, KOA-TV & KOA Denver gen. mgr., advanced to Metropolitan TV exec. vp & gen. mgr. of KOA stations . . . James Theiss named vp-gen. sales mgr., Blair TV Associates . . . Don C. Mitchell, vice-chmn. of General Telephone & Electronics and chmn., Sylvania, elected a dir., Los Angeles Times Mirror Co. (KTTV Los Angeles) . . . Robert L. Bryan named sales mgr., WJZ-TV Baltimore, replacing Robert E. Newsham, named mgr., TvAR Detroit office . . . Clyde M. Hunt, engineering vp of WTOP-TV & WTOP Washington, named chairman of Assn. of Maximum Service Telecasters technical committee, replacing Triangle Stations' Henry E. Rhea, who continues on committee.

J. Michael Early, New Orleans labor-management consultant, named acting mgr., WWL-TV . . . Stan S. Wilson named network operations mgr., Canada's CTV Network . . . Frank G. Boehm, ex-Adam Young Companies, appointed research & promotion dir. for the new RKO General National Sales Div.

Vernon Burns resigns as managing dir., NTA (U.K.) Ltd., to devote his attention to his own company, Television Programmes (Productions) Ltd.; J. Remi Crasto, NTA (U.K.) gen. foreign mgr., elected a director of the London company, and Sidney L. Simpson named resident director in U.K. . . . John J. Reynolds, ex-CBS-TV information services, named public affairs mgr., WNBC-TV N.Y. . . . Harry Randall, ex-Filmways and NBC, named audio-visual materials dir., American Heart Assn.

Foreign Group Feted: The Washington Bcstrs. Club held a buffet party for 20 foreign TV & radio specialists who inspected stations in the area in a State Dept. exchange program administered by Syracuse U.

Meetings This Week: Atlantic Assn. of Bcstrs. annual meeting (Aug. 27-29). Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

Educational Television

NET Offers Govt. Documentaries: A 4-episode, 90-min. series utilizing govt.-sponsored films produced by Pare Lorentz will debut on NET's 51 non-commercial stations Sept. 22. Each program in the series, *Lorentz on Film*, contains a discussion between Lorentz & producer Charles Rockwell on one aspect of cinema technique and a complete showing of the film itself. Produced by WGBH-TV Boston, the series includes "The Fight for Life," a medical documentary; "The Plow that Broke the Plains," a comment on the misuse of fertile land; "The River," which deals with Mississippi flood disasters and "Nuremberg."

Penn State Expands ETV Schedule: Some 10,000 students will be taught via TV at Penn State U. this fall. The ETV pioneer has scheduled 21 courses for TV presentation in full or part, compared with 17 courses last year. Program supervisor Dr. C. R. Carpenter noted that "our research has uncovered no appreciable difference between televised instruction and conventional classroom instruction, and such opposition as there was in the early days of the experiment is dissipating rapidly."

NCTA Plans ETV Shows: Working with the National Assn. of Educational Bcstrs. and National Education Assn., the National Community TV Assn. will bring educational TV programs into towns its members serve. The plan, described by NCTA as "a major breakthrough for upgrading educational standards in thousands of smaller communities," was approved at an NCTA board meeting in Chicago. Homer Bergren of Seattle will co-ordinate the project as NCTA Educational TV Policy Council chairman.

Auxiliary Services

Vhf Translator Starts: K02AA Texline, Tex. began July 20 with KFDA-TV Amarillo • K10AW Challis, Ida. started July 30 with KID-TV Idaho Falls • K08BE Crookston, Neb. began Aug. 1 with KPLO-TV Reliance, S.D. • K05AF Mina & Luning, Nev., July 7, with KOLO-TV Reno • K12AH Big Piney, Wyo. started Aug. 1 with KID-TV Idaho Falls, Ida. • K08BI Osage, Wyo. began Aug. 3 with KTWO-TV, Casper, Wyo. • K13AJ & K07AF Ashley, N.D. started July 15 with KFYR-TV Bismarck & KXJB-TV Valley City • K10BJ Silt, Colo. began testing July 20, repeating KREX-TV Grand Junction • K02AB Duncan, Ariz. started Aug. 1 with KGUN-TV Tucson • K13BW Lucky McCampsite, Wyo. began Aug. 7 with KTWO-TV Casper • K10AJ Howard, Mont. started Aug. 10 with KOOK-TV Billings • K09AY, K07BW & K12AU Miles City, Mont. began Aug. 11 with KOOK-TV Billings (K09AY picking up signal from K12AU) & KGHL-TV Billings • K07BW Westcliffe, Colo. started Aug. 11 with KKTV Colorado Springs • K08BJ Dupree, S.D. began Aug. 13 with KOTA-TV Rapid City • K09AK, K02AG & K11AM Eagle Nest, N.M. started Aug. 1 with KOAT-TV, KOB-TV & KGGM-TV Albuquerque.

Home Entertainment Inc., Martin Leeds' pay-TV system, has filed suit in Los Angeles Superior Court, seeking cancellation of oral agreement for NTA to be exclusive distributor for HE. The suit alleges NTA didn't pay funds which were due, and asks for \$31,000 it claims was promised. The action also names NT&T, which owns about 35% of NTA stock, charging it "induced" breach of the contract. Leeds also seeks \$500,000 from each defendant for the alleged breach.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MORE FM-STEREO SETS—AND THE 'MULTIPLEXER': Major radio-phono manufacturers are giving top priority to production & distribution of FM-stereo receiving equipment—now that stereo-casting is rapidly spreading among the top U.S. markets (see p. 15).

Zenith showed its widely heralded FM-stereo line last week in Chicago—and it contained one big surprise which is bound to stir up controversy among competitive manufacturers and audiophiles. It's the "Multiplexer," which, at \$99.95, is designed to produce "instant stereo" when used in combination with any conventional FM set. But it's not an adapter, has no connection to the other set nor are any modifications required to the other set.

Here's what Zenith's Multiplexer is, and why it's likely to become controversial: It's a complete monophonic FM set—and then some. A switch permits the selection of both stereo channels combined, left channel only, or right channel only. Its dial has a pilot which lights when stereo station is being tuned, and there's a speaker-phasing switch on back.

For use as companion to standard monophonic FM set, Multiplexer adds either left-channel or right-channel sound—although the standard set provides left plus right. Is this true stereo? Zenith says it is. "The average listener will find it difficult if not impossible to differentiate between an FM-stereo system using the Multiplexer and one using regular FM stereo," says a Zenith spokesman. Another company official adds: "The proof of the stereo is in the listening—and this sounds great." Multiplexer can also be used as monophonic FM radio, or 2 of them can be used together for pure FM stereo.

Zenith also introduced 11 phono consoles with FM stereo built in (\$299.95-\$875) and 2 "drop-in" AM-FM-stereo tuners for phonos & TV-phono combinations (both \$115). At same time, Zenith brought out 4 new TV-phono combos (\$625-\$895) and 6 phono consoles (\$179.95-\$450) designed to accommodate the new drop-in tuners, which also will fit in Zenith sets introduced earlier this year.

Zenith is now filling pipelines with its new FM-stereo merchandise, and mass shipments will begin shortly after mid-September.

RCA, meanwhile, budged a couple of inches from its previously announced "adapters-only" policy (Vol. 17:29 p17) and introduced 3 radio-phono combinations (all priced at \$399.95) with FM stereo built in. They are currently being shipped. Remainder of RCA's radio-phono line accommodates the \$29.95 adapter.

Stromberg-Carlson officially announced—and put a price on—its all-transistorized stereo adapter (Vol. 17:30 p19). Priced at \$39.95, the tubeless adapter is designed for "any quality FM tuner" and is slated for national marketing "in the early fall."

CHICAGO OUTLET DROPS STEREO, BLASTS SET MAKERS: "Why should we provide program service for them when we don't get any support?" With this rhetorical question, owner Frank S. Kovas of WKFM, pioneer Chicago FM stereocaster, announced he will discontinue stereocasting indefinitely (except possibly for a 30-min. daily program) Sept. 1. He told us his station now has no sponsorship by radio manufacturers, who, however, are buying time on competitive monophonic FM stations.

"If they spent \$50 a week with us—the cost of one spot announcement on AM—we'd say at least we're getting something out of stereo, but they're just plain disinterested," said Kovas. "Other FM stations have been writing us to find out our experience in stereo and we're telling them not to go on without sponsorship commitments. At this rate every station in the country is going to drop out. The station has the least to gain from stereo, and if the manufacturers aren't interested, we're not, either." (Chicago's other FM-stereo station, Zenith's WEFM, doesn't sell commercials and has been broadcasting about 30 min. of stereo daily.)

Kovas's blast at set makers was reflected in the apprehension of other would-be stereocasters. However, some speculated that most package radio & phono manufacturers are just beginning to start distribution of FM-stereo equipment, and hoped support from them would be forthcoming when equipment gets into market pipelines.

Stereo will come to the nation's No. 1 market Sept. 7 when WQXR-FM begins regular FM-stereo programming on very limited basis. At this time, 4 of the 5 top U.S. markets will be covered by the new broadcast medium—N.Y., Los Angeles, Chicago & Detroit—leaving only the Philadelphia area, where 4 stations have said they hope to begin in September or October (Vol. 17:32 p20).

But even the N.Y. Times' highly regarded WQXR is treading into stereo very gingerly. It will start with only 55 minutes weekly—10:05-11 p.m. Thursday—under sponsorship of Fisher Radio Co., expanding when public reaction or sponsor demand warrants it. (The station may increase its schedule temporarily Sept. 13-17 for the N.Y. hi-fi show, which will also be serviced with FM stereo by closed-circuit from WLIR Garden City, Long Island.)

Another N.Y. area station, the upcoming WTFM in Fresh Meadows, L.I., which had hoped to be first in the area with FM stereo, has suffered a setback as a result of a concrete drivers' strike. The combination radio station & audio center owned by Friendly Frost stores (Vol. 17:31 p20) had announced plans to be on the air in September, but this is now considered unlikely.

Nation's No. 2 market is due to get its 2nd FM-stereo program source soon. KLMA Los Angeles last week received FCC type acceptance of its stereo-modified RCA transmitter, but hasn't yet announced start of programming. KFMU began stereocasting there Aug. 16 (Vol. 17:34 p14).

COLOR—ZENITH'S SETS, RCA'S BONDED TUBE: Two color innovations reached the announcement stage last week: Zenith's line of receivers and RCA's bonded color picture tube.

Showing its 10-set line to distributors last week in Chicago, Zenith made clear that its color sets were engineered & built by Zenith (although RCA picture tubes—including the new bonded tube—are used in them). Promising September delivery, Zenith priced its color sets from \$695 (lowboy) to \$1,050, with intermediate steps at \$775, \$795, \$875 (2 sets), \$900, \$950, \$975 & \$1,000. Five models have remote control (off-on, volume, channel, sound, no remote color functions).

Zenith stressed these points which make its sets different from others on market: (1) New 2-tube color demodulation system. (2) Simplified focus voltage adjustment circuit. (3) "Cloverleaf" convergence assembly for proper color register. (4) Permanent magnet picture-centering system. (5) "Superior" color-killer for b&w reception. (6) Automatic color-level circuit to compensate for variations in color transmission. (7) New color control knob configuration. (8) No printed circuits or printed boards. (9) Removable service-access plate to permit most servicing without removal of chassis.

RCA's new bonded picture tube is used in some of the Zenith color sets; other sets in line use RCA non-bonded tube with "dry seal" safety plate affixed to front of tube by means of vinyl gasket (Vol. 16:48 p15). Zenith's tube-making subsidiary, Rauland Corp., was one of developers of dry-seal process.

RCA's bonded color tube, first forecast in these pages nearly a year ago (Vol. 16:43 p16), is basically same as its new bright sulfide 21-in. round tube, but with etched Pittsburgh implosion plate laminated to front of tube. Most color set manufacturers, including RCA, have already announced they'll use it in higher-priced sets this fall.

Highlighting RCA's intensified color promotion will be 3 "color nights" this fall—designed for evening in-store color demonstrations—RCA announced last week. Scheduled on Wednesdays Oct. 4, Nov. 1 & Dec. 6, each color night will feature 3½ consecutive hours of evening color. Oct. 4 "color night" actually will start in daytime with 3 hours of game & quiz shows followed by opening game of World Series (also color) as prelude to the 3½ evening color hours. RCA distributors, meanwhile, are continuing negotiations with local TV stations for step-ups in non-network color programming (see story on p. 4).

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 18 (33rd week of 1961):

	Aug. 12-18	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	142,040	122,504	119,916	3,549,425	3,565,961
Total radio	379,898	296,165	244,600	9,481,721	10,176,756
auto radio	124,867	88,680	76,054	3,017,314	3,896,853

JULY RETAIL SALES FIRM: TV & radio retail sales in July held almost exactly to 1960 levels, preliminary figures indicate. Following June's spectacular 31% rise in TV sales and 34% jump in radio sales (vs. June 1960), the figures seemed somewhat anticlimactic.

Actually, July's TV sales of about 386,000 sets were less than 2% below July 1960's figure of 393,000, and 4% above the 1959 figure of 371,000. Despite the drop from 1960, July this year was the 4th best July in retail TV history, exceeded only in 1956, 1957 & 1960. Retail sales for the first 7 months of 1961 totaled 3,025,000, only slightly below the 3,050,000 for the same 1960 period.

Radio retail sales in July 1961 totaled about 704,000 units, very slightly ahead of the 703,000 registered in July 1960, according to preliminary reports, bringing 7-month radio sales to about 5,094,000 vs. 4,451,721 a year earlier.

Distributor sales of both TV & radio were up substantially in July, however—TV rising 8% to 413,000 (vs. 382,000 in July 1960), radio 21% to 763,000 (vs. 632,000).

* * *

TV-Radio Buying Plans Up: Consumer electronics represented an oasis of optimism in an otherwise gloomy Federal Reserve Board report on consumer buying plans. Conducted in the 3rd week of July, the survey showed 4.2% of those questioned planned to buy new TV sets within 6 months, compared with 4% in July 1960 (and 4.1% in April 1961). In the radio-phono field, 2.1% of families surveyed in July 1961 indicated buying plans, up from 1.9% a year earlier (2.1% in April 1961). In contrast, these were the figures for other household durables (July 1961 vs. July 1960): Washing machines, 5.1% vs. 5.9%; refrigerators, 4.4% vs. 4%; air conditioners, 1.1% vs. 1.4%; clothes dryers, 1.7% vs. 2%; dishwashers, 0.7% vs. 0.8%. House-buying intentions declined to 5% from 5.4%.

RCA's Record Half: RCA's TV-radio-phono operation racked up its most profitable first half in 10 years during the 6 months ended June 30, Pres. John L. Burns reported last week. Net earnings ran 4% ahead of the decade's previous peak set in 1955. Total home-instrument sales for the half also "were the best for the period" since 1957. Profits from color set sales were reported 45% ahead of 1960's first 6 months.

Dealer-distributor inventories of RCA TVs, radios and phonos are "exceptionally low" and orders for the 1962 lines have been especially heavy, reported group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. "This series of circumstances," he added, "makes us extremely optimistic about the rest of the year."

* * *

Emerson's Record Radio Sales: The 1962 line of table & clock radios, introduced in June, is moving at a peak pace, reported Du Mont Emerson sales dir. Arnold Henderson, adding: "Sales through July 31 have already exceeded total table & clock radio sales for the entire July-December 1960 period [and] I have confidence that sales for the current year will easily triple or perhaps quadruple last year's sales for this same period."

19-In. TVs in Philippines: Re our recent item on the introduction of TV-set production in the Philippines (Vol. 17:32 p21), Admiral puts in the claim that its licensee Ysmael Steel Corp. "was the first to go into production. They made their first sets in July 1960, using the 23-in. bonded tube." Ysmael now also produces 19-in. portables.

PHONO SALES LAG AT HALF: January-June sales of phonographs were lower—compared with 1960's good first half—EIA retail & factory figures for 1961's first half show. Cumulative retail sales fell 10.8% to 1,664,357 units from 1,865,043 in the same 1960 period. The 1960 retail volume, incidentally, was a healthy 21.8% ahead of 1959's first-half sales of 1,531,276 units (Vol. 16:34 p15).

Factory sales fared no better. The January-June volume totaled 1,498,050 units—down 7.1% from 1,806,871 in 1960's first half.

The downbeat performance was not improved by June sales. Over-the-counter phono purchases dipped 3.9% to 202,133 units from 210,264; factory sales declined 3.4% to 258,703 from 267,700. June also marked the 4th 1961 month which failed to match or top the retail sales of its 1960 counterpart. Only April & May were ahead of 1960.

Although retail sales of stereo phonos declined moderately in June from June 1960 (to 152,950 from 165,339) and monaural sales gained (to 49,183 from 44,925), mono-stereo stabilization seemingly has set in. In 1961's first half, stereo (although down to 1.3 million units from 1.4 million) accounted for 76% of total retail sales, mono 24%. In 1960's first half, the mix was 76.4% stereo, 23.6 mono.

Here are EIA's factory & retail sales figures, month by month, for January-June 1961, with 1960 comparisons:

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
May	53,887	142,450	196,337	36,793	146,176	182,962
June	61,533	197,170	258,703	69,293	198,407	267,700
TOTAL	361,966	1,136,084	1,498,050	411,361	1,395,510	1,806,871

PHONO RETAIL SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	287,368	102,063	347,860	448,128
March	64,138	237,537	301,675	61,249	249,497	310,746
April	56,312	182,773	239,085	41,503	152,141	193,644
May	62,328	194,891	257,319	39,734	141,080	180,814
June	49,183	152,950	202,133	44,925	165,339	210,264
TOTAL	399,360	1,264,997	1,664,357	440,963	1,424,080	1,865,043

New RCA Radios & Phonos: Six new stereo phonos & 3 transistor radios have been dropped into RCA's line. Among the new phonos is a 3rd 2-tiered "hutch" set at \$525 (vs. \$595 for previously introduced models) and 3 stereo phonos with FM-stereo tuners built in (all \$399.95). The other 2 new stereo units are priced at \$499.95. New transistor radios: A shirt-pocket packed in gift set (with earphone, battery, leather case) at \$29.95, a 6-transistor personal set at \$29.95 and a 6-transistor portable at \$32.95

Clairtone Shows Line: Clairtone Sound Corp., Toronto, formally showed its Canadian-built console stereo line and its German-made Clairtone-Braun radio & radio-phono units last week at the new Summit Hotel in N.Y. Exec. vp David Harrison Gilmour told us that Clairtone now has 200 franchised dealers—top independents, dept. & music stores—and is seeking 150 more for its basic line of 6 stereo consoles at \$389-\$1195. All sets in the line are made with hi-fi components and carry a 40% dealer markup. A special feature of the line's high end is a wireless remote unit, which controls volume & stereo balance as well as the off-on function. Clairtone also will distribute the German Braun line of transistor radios & small radio-phono combinations in the U.S.

Zenith-Admiral 'Fringelock' Deal: Out-of-court settlement of 2 phases of patent litigation between Admiral & Zenith was announced last week by both companies, but the more celebrated legal battle over ultrasonic remote-control units continued.

Three patents were involved in the settlement—2 Zenith patents for a fringe-area anti-rollover circuit which Zenith calls "Fringelock" and one Admiral patent on a spindle for automatic record changers. In Aug. 1960, Oklahoma City Federal Court ruled in favor of Zenith on both claims, as well as the remote-control patent (Vol. 16:36 p12). Admiral had appealed on all counts. Only the remote-control appeal now remains.

Exact industry significance of the recent settlement is difficult to appraise, since details weren't announced. The bare announcement merely said that Zenith will license Admiral under its Fringelock patents and Admiral will license Zenith under patents for its phono spindle "and other TV developments." Agreement upon a "financial settlement for back damages & future royalties"—unspecified—also was reported.

In his 1960 ruling, Oklahoma City Federal Judge Ross Rizley stated that Zenith's Fringelock circuit had been "promptly adopted by virtually the whole TV industry" soon after its invention in 1951. Zenith's patent was granted in 1957.

Channel Master Expands Line: "The world's most powerful all-channel home TV antenna," a group of tube radios and some unique new transistor radios were announced by Channel Master Corp. last week. The new additions: (1) "Crossfire" antenna, using "the new concept of proportional energy absorption" to pull in more signal energy and eliminate outside interference. (2) Redesigned line of single-channel yagi antennas. (3) New chemical process—"E-P-C"—a protective gold coating to combat antenna corrosion. (4) Channel Master's first line of tube radios, including AM, FM-AM & clock sets. (5) Five new special-purpose transistor radios—14-transistor FM-AM, 6-transistor broadcast-shortwave-clock, 10-transistor aircraft-marine-broadcast, 10-transistor "Trans-World," 6-transistor weather. The company now has a line of 15 imported transistor radios.

Transitron & Western Electric Sign Patent Pact: Cross-license patent agreement provides for a complete interchange & availability of semiconductor patents between Transitron Electronic and Western Electric. Because of the pact, the latter has withdrawn its patent infringement suit against Transitron and its claims for past damages. Commented Transitron Pres. David Bakalar: "We are pleased with this amiable settlement, particularly since it permits a closer relationship between the 2 companies."

Parliament Yields: An FTC order forbidding Parliament T. V. Tube Sales Inc., Chicago, to misrepresent rebuilt TV picture tubes and the age & size of its business has been signed by the firm. Also agreeing to terms of the settlement of FTC's 1960 charges against the company were its officials David Becker, Mort Posen, Jack N. Friedman.

SMPTE Fellows: Among members prominent in the TV-electronics industry who have been elevated to fellow membership status: Dr. Jeffrey S. Courtney-Pratt, Bell Labs; John A. Flory, Eastman Kodak; Dr. Frank G. Back, Zoomar Inc.; Kenneth Blair Benson, CBS-TV; John H. Jacobs, Bell & Howell; Spence W. Caldwell, CTV Network (Canada); Kurt Singer, RCA.

Sylvania Sees Fall Boom: Sylvania won't be surprised at all if total 1961 TV set sales climb to 6.1-6.4 million units. It won't be surprised because a market-surveying task force just returned from the field found inventories down, demand up and dealer optimism high.

The task force was headed by Sylvania mktg. senior vp George C. Connor and Home Electronics Corp. Pres. Peter J. Grant. Reviewing their conversations with about half of Sylvania's dealers, Connor told us in N.Y. last week that conditions are so propitious that a 10% gain in TV sales will wipe out industry's inventories. "I've never seen a set of circumstances where so much money was being pumped in at every level," he added, analyzing the general business climate.

Cole Sees 50% TV Sales Gain: National Video Pres. Asher Cole believes that TV set sales will climb to a yearly average of 8.5-9 million units between 1962 & 1970. This compares with the annual average of less than 6 million in the past 5 years. Commenting in National Video's annual report (see Vol. 17:28 p20 for fiscal 1961's financial report), Cole said that 2 primary factors assure the sales jump: (1) One million new families are created each year. (2) The annual replacement rate for TVs should increase to 14% in 1962 or 1963, according to latest analysis of set life. (The 14% rate is more than double the 6.8% scrappage figure estimated for 1961 by EIA Marketing Data Policy Committee Chmn. Frank Mansfield [Vol. 17:34 p13].)

Westinghouse Shakes Up Tube Distribution: The electronic tube div. last week announced the cancellation of 315 distributor franchises as part of a program to upgrade both distribution & product quality. Said distributor products sales mgr. Fred H. O'Kelley: "The keystone of all future Westinghouse tube merchandising plans & programs is the distributor who recognizes the value of our franchise . . . While there is no thought of exclusive distribution, we intend to be more selective in distributor appointments and will recognize that many distributors are specialists in certain fields." He said Westinghouse plans to offer "several different franchises based on distributor needs & product scope."

Divestiture Ordered: Minnesota Mining & Mfg. has been ordered by FTC to sell its Insulation & Wires Distributing Div. in settlement of a 1960 antitrust complaint. The division was acquired in 1956 from Essex Wire Corp., Fort Wayne. At the same time, FTC dismissed a charge that another 1956 acquisition by 3M—Prehler Electrical Insulation Co., Chicago—violated anti-merger regulations. Under terms of the settlement, 3M is forbidden to acquire any interests in any electrical insulation distributor for 10 years.

Raytheon's Tube Tester: A 7-ton machine that automatically performs 20 electrical tests on as many as 1,800 miniature electron tubes per hour is now in operation at Raytheon's Newton, Mass. plant. Only 2 persons are needed to operate the Raytheon-developed tester.

Japanese Importer's Product Mix: Matsushita Electric Corp. of America, in trade ads urging dealers to carry the entire Panasonic radio line, gives its "projected national average" product sales mix for fall-Christmas 1961: Pocket portables (\$24.95-\$49.95 list), 46% of its total sales; 2- & 3-band sets (\$49.95-\$74.95), 14%; FM-AM table (\$39.95-\$69.95), 24%; FM-AM portables (\$79.95 & \$99.95), 16%.

Trade Personals: Frank M. Folsom, chairman of RCA's exec. committee, elected to board of Schenley Industries Inc. . . . David R. Hull, ex-Raytheon and past EIA pres., elected to Globe-Union board; George C. French, vp of Globe-Union's Centralab Div., and Walter E. Anderson, vp of the Globe Battery div., have resigned from the board.

A. R. Baggs, ex-Magnavox and RCA, joins Trans-American Import-Export Co. (radios) as Eastern div. chief in N.Y. . . . Harold C. Buell, P. R. Mallory vp, named also customer relations dir.

William H. Moore, Packard Bell vp, elected secy. . . . Marc A. de Ferranti resigns as pres. of ITT Europe, his duties taken over temporarily by ITT vp Ellery W. Stone . . . John H. Hauser, ex-CBS Electronics Sales Corp. gen. sales mgr., named consultant to Raytheon Distributor Products Div. . . . Wilbur W. Bailey appointed dir. of plans, Philco Govt. & Industrial Group.

Warren Stuart, Belden Mfg. Co., elected pres., Electronic Industry Show Corp. (Parts Show); H. F. Bersche, RCA, vp; Howard Saltzman, Alpha Wire Corp., secy.; Eric Firth, Elgin National Watch Co., treas. . . . Charles M. Brown promoted to research & engineering vp, Western Union.

James L. Lahey, ex-Thompson Ramo Woolridge, appointed exec. vp, Entron (CATV & closed circuit TV systems) . . . Walter R. Hicks promoted from pres. of Reeves Sound Co. to special projects vp, Reeves Soundcraft . . . Edward R. Graves named field sales mgr., GE defense electronics technical products operation (military best. equipment, closed-circuit TV, etc.).

Ralph Woertendyke, Salina, Kan., elected pres., NATESA, succeeding A. A. Benoit, New Orleans; Frank J. Moch continues as executive dir. . . . Nicola A. Calandrello appointed diode research & development mgr., National Transistor Mfg.

George E. Forsberg elected exec. vp and chief exec. officer of new ITT subsidiary, Surprenant Mfg. Co.; Albert H. Surprenant named chmn.; Louis T. Rader, an ITT group vp, elected pres.; Stanley Luke, vp-gen. mgr.; George M. Herrick, comptroller-treas. . . . Kerry R. Fox named to new post of microwave activities dir., Collins Radio Co. Microwave activities have been integrated into one organization within Alpha Corp., which has been changed from a Collins subsidiary to a division . . . Brig. Gen. Bernard M. Wootton (ret.), who recently joined Page Communications Engineers as contract services dir. (Vol. 17:34 p15), elected a senior vp.

Capitol Ups Japanese Investment: Capitol Records, which already has invested some \$47,000 in Japan's Toshiba Musical Industry Co. (Vol. 17:32 p21) has agreed to buy a "substantial" interest in the Tokyo concern. Although Capitol's new investment was not disclosed, the U.S. record company holds an option to increase its holdings in TMI to 49% of the outstanding stock.

Obituary

Abraham Blumenkrantz, 63, founder & retired chmn. of General Instrument Corp., died Aug. 18 of a heart attack suffered at the Woodbridge Country Club, New Haven. Blumenkrantz was born in Austria, emigrated to the U.S. in 1913 after his parents died. He started as a \$4-a-week sweeper in a machine shop, 10 years later started his own machine shop business, manufacturing variable capacitors for radios, which later became General Instrument. He is survived by his wife, a son, daughter and 2 grandchildren.

BDSA Reorganized: Two new offices—one assigned to industrial growth & research, the other to economic programs—have been added by the Commerce Dept. to its Business & Defense Services Administration in a reorganization. Commerce Secy. Luther H. Hodges said one of the aims of the new setup is "to improve the quality" of the govt.'s services to U.S. industry. The reshuffling of functions hasn't affected BDSA's electronics div., but the agency's trade associations staff has been shifted from the Office of Technical Services to Industries Activities Area.

IATSE Bows to RCA: "To clear the air" for new White House efforts to eliminate labor disputes at missile sites, IATSE has withdrawn unfair labor practice charges against RCA at Cape Canaveral. The union represents RCA lab technicians at the base who process film. IATSE counsel Bernard Mamet said that the union's case against RCA, lodged in July in a contract dispute, was being dropped "without prejudice" to give federal mediators a free hand in working out missile-base peace terms.

Progress Toward "Flat TV": Claiming a breakthrough in the electroluminescence field, Sylvania last week displayed "the world's largest electroluminescent crossed-grid display device" at the Wescon show in San Francisco. The 16x16-in. panel was constructed by joining small electroluminescent panels into a continuous large display. The device demonstrated is not suited for TV, since it has a resolution of only 16 lines per inch, but electroluminescent devices product mgr. Irving D. Greenberg said it demonstrates the feasibility of the modular or building-block approach to large display panels.

Latin Trade Studied: The Commerce Dept.'s Business & Defense Services Administration has prepared preliminary reports on a country-by-country survey of present & potential markets for U.S. telecommunications producers in Latin America. RCA's C. F. Fiore assisted U.S. Foreign Service posts in collecting data for Trinidad, Mexico, Jamaica, Surinam (Dutch Guiana), Uruguay, Paraguay, Venezuela, Argentina and Bolivia. BDSA said it didn't plan to publish the findings, but would make information available to interested U.S. companies.

Gulton Enters Radio Field: Gulton Industries, Metuchen, N.J. maker of electronic devices, rechargeable batteries, other products, has entered the radio field with a 6-transistor rechargeable radio. The unit, made in Japan but fitted in the U.S. with Gulton nickel-cadmium batteries, is being marketed by subsidiary Gulton International Corp. It's called Ever Play, has a \$29.95 price tag, operates 12-15 hours on one battery charge and can be recharged overnight by plugging into a 110-volt AC outlet.

3M Develops Battery Substitute: A thermoelectric lamp generator which can substitute for batteries in transistor radios has been developed by Minnesota Mining & Mfg. and is being offered at \$49 for Civil Defense applications. The 3½-pound Aztec lamp generates 3-9 volts, will operate for 24 hours on a pint of kerosene or fuel oil.

Rechargeable Batteries Costly: Commenting on the mushrooming trend to battery-operated TVs, power tools and appliances, Aug. 17 *Wall St. Journal* noted: "Electric utilities encourage the trend to cordless products because recharging batteries consumes about 10% more electricity than the corded product uses."

RCA Adds 6th Nuvistor: The latest addition to the commercial line is a high-mu triode (RCA-6DS4) designed for RF-amplifier service in TV & FM tuners.

Finance

Electronics' Money Lenders: The number of small business investment companies with a yen to aid budding electronics firms has nearly doubled in the past 3 months, reported Aug. 25 *Electronics*. Since June, 6 new electronics financiers have come into the field—increasing the total to at least 13 with a total initial capitalization of more than \$29 million.

San Diego-based Electronics Capital Corp. was the first—and is still the largest—of the electronics-oriented SBICs. It was licensed in June 1959 with an initial capitalization of \$18 million. Today, after 26 months of operation, it has a committed investment of some \$18.5 million in 20 electronics companies.

The 12 other electronics SBICs: Avionics Investing (\$305,000 initial capitalization). Techno-Fund (\$303,000). Small Business Electronics Investment (\$303,000). Electro-Science Investors (\$7,280,000). Weston Electronics Investment (\$301,400). Electrical Equities (\$306,000). Capital Dynamics (\$305,000). Capital for Technical Industries (\$518,400). Dynamic Capital (\$305,000). Mercury Capital (\$300,000). Minnesota Scientific (\$500,000). Science Capital (\$303,500).

ECC Adds to Portfolio: Electronics Capital Corp., San Diego small-business investment firm, has added a 19th & 20th firm to its portfolio with a \$500,000 investment in Regco, Alhambra, Cal. maker of military & industrial power supplies, and a \$3-million commitment to Behlman-Invar Electronics, Santa Monica. The investment in Regco comprises a \$200,000 long-term loan and the purchase of \$300,000 of Regco 8% convertible debentures (convertible to 40% of Regco's common stock). ECC's commitment to Behlman-Invar, supplier of electronic power sources, calls for the purchase of \$1 million of B-1's 8% convertible debentures (convertible to approximately 66% of the concern's common stock) and \$2 million of 8% long-term notes. ECC's commitments to its 20 portfolio companies total some \$18.5 million.

MPO Videotronics Stock Issue: A public offering of 40,000 Class A shares of MPO Videotronics went on the market last week at \$22 a share through an underwriting group headed by Francis I. duPont & Co. MPO Videotronics plans to use the \$1.3 million proceeds to convert leased office space in N.Y. to TV-film studios.

Guild Films Stopped: SEC has issued a stop order against Guild Films to suspend a 1960 stock-registration statement in which the federal agency said it found "various deficiencies" (Vol. 17:10 p23). Guild Films was in bankruptcy when SEC started its proceedings against the company in February. Announcing issuance of the stop order, SEC said the "registration statement & prospectus contained untrue & misleading statements of material facts and omitted to state required material facts." The statement had covered a proposed offering of 17,664,891 shares.

Reports & Comments Available: Raytheon, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Decca Records, review, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • ITT, profile in Aug. 23 *Financial World*; review, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • MPO Videotronics, prospectus, Francis I. duPont & Co., One Wall St., N.Y. 5 • RCA, study, H. Hentz & Co., 72 Wall St., N.Y. 5.

Mergers & Acquisitions: Ampex has sold to Behlman Engineering, Burbank, Cal., its majority interest in Invar Electronics, which it acquired last year as part of its acquisition of Telemeter Magnetics (Vol. 16:27 p18). Behlman and Invar, in turn, have combined into Behlman-Invar Electronics Corp. which has obtained \$3-million financing from Electronics Capital Corp. (see next column). Behlman Pres. H. Lewis Behlman Jr. becomes chairman & treasurer of the amalgamated firm; Invar Pres. Ted Kopaczek will be Behlman-Invar's president • Lab for Electronics and Tracerlab stockholders will vote Sept. 19 at special meetings on a proposal to merge (Vol. 17:27 p24). The proposed amalgamation calls for survivor Lab for Electronics to exchange one share of common for each 4½ of Tracerlab's 717,423 outstanding shares • Melpar Inc., Falls Church, Va. will operate Television Associates of Indiana as a wholly-owned subsidiary under terms of a merger agreement with parent Television Associates, Michigan City, Ind. (Vol. 17:27 p24).

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Amphenol-Borg Elec. . . .	Q	\$0.35	Sep. 29
Arvin Industries	Q	.25	Sep. 30
Canadian Bell Tel.	Q	.55	Oct. 16
Electronic Instr.	New	.06¼	Oct. 4
Electronic Instr. B.	New	.00¾	Oct. 4
Globe-Union	Q	.25	Sep. 9
Goodwill Stations	—	.10	Sep. 12
Newark Electronics A	Q	.06¼	Sep. 29
Philco	Q	.93¾	Oct. 2
Rollings Bcstg.	Q	.08	Oct. 25
Sprague Electric	Q	.30	Sep. 14

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, August 24, 1961

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

Stock	Prev. Bid	Bid Asked	Stock	Prev. Bid	Bid Asked
Acoustica	17½	17½ 19½	Jerrold	87½	91½ 10
Adler Elec.	18¼	20¼ 22¼	Lab for Elec.	42½	42 45½
Aerovox	11¼	10¾ 12	Leeds & North.	36¼	34¼ 36¾
Astron Corp.	17½	17½ 21¼	Lel Inc.	7	7½ 8¾
Babcock	26½	26½ 28½	Magna Theatres	3¼	3¼ 3-9/16
Baird Atomic	16¼	15¾ 17¼	Magnetics Inc.	9½	8¾ 10
Cannon Elec.	23	21½ 24¾	Maxson	19	19¼ 21
Capehart	9½	9¼ 10¼	Meredith Pub.	38	37 40¾
C-E-I-R	43	40 45½	MetroMedia	15½	14½ 15¾
Chicago Aerial	25½	24 26¾	Microdot	25¾	27 29¾
Control Data	94	98 104	Mileo Elcc.	19½	17¼ 19½
Cook Electric	10¾	9¾ 10¾	Narda Micro	6½	6 6½
Craig	13¾	13½ 14¾	Newark Elec.	12	12 13¾
Crosby Tel.	4¾	4¾ 5¾	Nuclear Chi.	43	41½ 45¾
CTS Corp.	20½	22¼ 22¼	Official Films	3½	3¾ 3-13/16
Dictaphone	37	36½ 39¾	Pacific Aut.	4¾	4¾ 5¾
Digitronics	25	24½ 27¼	Pacific Merc.	6½	6¾ 7¾
Eitel-McC.	15¾	15½ 16¾	Philips Lamp	139	135 139¾
Elco Corp.	11	10 11½	Radiation Inc.	24	22 24¾
Electro Instr.	16½	17 19¾	Rek-O-Kut	2½	3 3-7/16
Elec. Voice	9½	10 11¼	Research Inc.	4¾	4¾ 5¾
Elec. Assoc.	28	27¼ 29¾	H. W. Sams	41½	39 42¾
Electronics Cap.	33½	33 35¾	Sanders Assoc.	55	60 64
Erie Resistor	12½	13¾ 14½	H. Smith	9	8½ 10
Executone	16	8 8¾	Soroban	50	49 53¼
Farrington	15	15¾ 17	Soundscriber	9¼	9¼ 10½
Foto Video	5	2¾ 3-15/16	Sterling	2½	2¾ 3-5/16
Four Star	18¾	18 19¾	Technology	6¼	5½ 6¾
Gen. Devices	9¾	9¾ 10¾	Tele-Bcstrs.	1¼	1¼ 1½
G-L Elec.	8¼	8½ 9½	Telechrome	7½	7 8¼
Goodwill Sta.	10½	10½ 11½	Telecomputing	6¾	6¾ 7½
Granco Prod.	2¼	2½ 3-1/16	Time Inc.	84	82¼ 86
Gross Tel.	23¼	22¾ 24¾	Tracerlab	9½	9¼ 10¼
Hallcrafters	22¾	24½ 26½	United Art.	6¼	6¾ 7¾
Hathaway	21½	20 22	Vitro Corp.	22¾	23½ 25¾
High Voltage	150	158 173	Vocalline	2¾	2¾ 2¾
Infrared	17	16½ 18¾	Wells-Gardner	31½	31½ 33¾
Interstate Eng.	16¾	16½ 17¾	Wilcox Elec.	10	9 10
Ionics	28	28 30¾	Wometco	24½	25½ 28½
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Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Electronics	1961—6 mo. to Jun. 30	\$ 10,572,471	\$ 65,025	\$ 65,025 ⁷	\$0.06	1,177,708
	1960—6 mo. to Jun. 30	13,416,022	—	264,991	.30	877,708
	1961—qtr. to Jun. 30	3,132,913	43,403	43,403 ⁷	.03	1,177,708
	1960—qtr. to Jun. 30	6,184,026	—	81,196	.09	877,708
Ampex Story below	1961—qtr. to Jul. 31	17,400,000	—	71,000	.01	7,751,772
	1960—qtr. to Jul. 31	17,900,000	—	366,000	.05	7,277,570
Audio Devices	1961—6 mo. to Jun. 30	3,677,089	212,023	112,023	.13	836,935
	1960—6 mo. to Jun. 30	3,251,954	283,012	143,012	.17	828,119
Capital Cities Bcstg.	1961—6 mo. to Jun. 30	3,844,512	—	405,559	.35	1,149,798
	1960—6 mo. to Jun. 30	3,725,486	—	455,870	.40	1,149,798
C-E-I-R	1961—6 mo. to Mar. 31	5,364,581	—	(154,088)	—	—
	1960—6 mo. to Mar. 31	2,027,477	—	(277,948)	—	—
CTS Corp.	1961—6 mo. to Jun. 30	9,581,479	1,493,888	745,055	.51	1,447,003
	1960—6 mo. to Jun. 30	10,110,070	1,659,654	781,008	.57	1,372,153
	1961—qtr. to Jun. 30	5,141,619	819,247	393,812	.27	1,447,003
	1960—qtr. to Jun. 30	5,080,185	647,456	318,778	.23	1,372,153
El-Tronics	1961—6 mo. to Jun. 30	5,070,000	—	233,000	.12	1,864,714
	1960—6 mo. to Jun. 30	1,370,000	—	47,000	—	2,037,910
	1961—qtr. to Jun. 30	2,508,000	—	197,000	.11	1,864,714
	1960—qtr. to Jun. 30	584,000	—	(3,000)	—	2,037,910
Hazeltine	1961—6 mo. to Jun. 30 ¹	24,155,000	1,689,000	819,000	.52	1,568,029
	1960—6 mo. to Jun. 30 ¹	34,197,000	2,620,000	1,259,000	.82	1,538,826
Lamb Industries	1961—6 mo. to Jun. 30	8,778,054 ²	—	79,096	—	—
	1960—6 mo. to Jun. 30	8,377,980	—	247,369	—	—
Lynch Corp. (Symphonic)	1961—6 mo. to Jun. 30	8,982,215	—	28,785	.04	713,562
	1960—6 mo. to Jun. 30 ¹	9,682,940	—	(197,890)	—	713,562
Maxson Electronics	1961—9 mo. to Jun. 30	9,400,935	—	287,642 ⁵	.38	—
	1960—9 mo. to Jun. 30	13,667,824	—	191,545	.26	—
Meredith Publishing	1961—year to Jun. 30	60,197,137	—	2,514,277 ⁶	1.90	1,322,936
	1960—year to Jun. 30	59,407,814	—	4,421,030	3.34	1,299,621
Movielab Film Labs	1961—6 mo. to Jul. 1	2,826,449	—	130,074	.42	312,500
	1960—6 mo. to Jul. 1	2,543,150	—	125,829	.40	312,500
	1961—qtr. to Jul. 1	1,390,069 ²	—	60,675 ²	.19	312,500
	1960—qtr. to Jul. 1	1,265,021	—	52,561	.17	312,500
Sonotone	1961—6 mo. to Jun. 30	10,236,607	—	(180,950)	—	1,158,745
	1960—6 mo. to Jun. 30	11,133,000	—	302,693	.25	1,148,287
Warner Bros. Pictures	1961—9 mo. to May 27	63,574,000	9,583,000	4,983,000 ⁵	4.42 ³	1,125,013
	1960—9 mo. to May 27	66,392,000	9,077,000	4,577,000	3.05	1,499,000

Notes: ¹From SEC report. ²Record. ³Before net capital gain of \$4,511,000 (\$4.40 a share) from sale of one million shares of Associated British Pictures Corp. ⁴Restated to include Symphonic Electronic,

acquired Sept. 30, 1960. ⁵Includes non-recurring income of \$112,192. ⁶Includes non-recurring gain of \$435,392. ⁷Earnings not subject to tax because of loss carry-forward.

Ampex Shows First-Quarter Profit: After a disastrous 1961 fiscal year (ended April 30) in which it lost \$3.9 million (Vol. 17:32 p24), Ampex opened its 1962 fiscal with a first-quarter profit of \$71,000 on \$17.4 million sales (see financial table). Although earnings were down markedly from the year-ago quarter's \$366,000, newly-installed Pres. William E. Roberts told stockholders last week that the May-July performance indicated a reversal of the loss trend. He also noted that the current backlog is \$30.6 million, compared with \$15.6 million a year ago, and said he is optimistic about Ampex's prospects for the current year. He termed realistic and possibly beatable an earlier forecast of a 10% sales gain and net earnings of \$2 million for fiscal 1962.

Jayark Films Corp., N.Y., has applied to SEC (File 2-18743) for registration of a 72,000-share stock offering—50,000 shares to be put on public sale by the TV-film distributing company, 22,000 by present holders including Pres. Reuben S. Kaufman. Pacific Coast Securities Co. is the underwriter of the issue, whose price was unreported in the SEC filing. The statement also covered 10,000 shares underlying 2-year warrants to be issued to the underwriter.

Tower Communications Co., Sioux City manufacturer & erector of broadcasting & microwave towers, plans public sale of 125,000 common stock shares on an all-or-none basis by C. E. Unterberg, Towbin & Co. The price wasn't listed in an initial SEC registration filing (File 2-18746).

51.7% of Western Electronics Firms Owned Privately: Western Electronics Mfrs. Assn. survey of its 320 member companies has also disclosed that less than 25% were in existence at the end of World War II, and 57% were founded between 1950-1960. Of the publicly-owned companies, 53% are listed on the N.Y. Stock Exchange, and 40% are traded over-the-counter.

Recent Stock Issues

Stock	Offering Price	Aug. 24, 1961 Bid	Asked
Electronic Instrument	7½	8	8¾
Precision Specialties	3	3¼	3¾
Taffet Electronics	3	6¼	7½