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

'APPEAL' TO FCC IN STATION-BREAK BATTLE: Direct appeal to FCC & NAB by a major ad agency battling the ABC-TV-proposed expansion of station breaks from 30 to 40 sec. (Vol. 17:16 p7) was the latest tactic in the Madison Ave. skirmishes surrounding this industry hassle. Appeal came from Young & Rubicam Pres. George H. Gribbin, who is already on record with a gripe about long station breaks to ABC-TV Pres. Oliver Treyz. This time, Gribbin pleaded his case in nearly identical telegrams to FCC Chmn. Newton N. Minow & NAB Pres. LeRoy Collins.

No changes in present ABC 30-sec. breaks should be made "until NAB study of TV Code has opportunity to clarify Code inconsistencies and to set standards which will be in best interest of public, broadcasters and advertisers," Gribbin urged. He added: "We are firmly convinced that any increase of local-station break time can only lead to further over-commercialization."

Gribbin's wire requested FCC Chmn. Minow to cooperate "in prevailing upon ABC and its affiliated stations to cancel proposed increase of station-break commercial time" until NAB Code study is completed. Gribbin's wire has no actual legal status at FCC. Minow was out of town on the Conelrad alert, didn't see the telegram. It's expected that he'll refer it to the Commission for consideration next week—but it's most unlikely that the FCC will intervene. It has no rules or policy on such matters. There's a remote possibility that it might indicate some impression or leaning—but very remote.

It still seemed almost a certainty—barring FCC or NAB intervention or requests—that CBS & NBC would follow ABC's suit. Indications of CBS planning went to agencies in mid-week in the form of a wire from

CBS-TV Pres. James T. Aubrey Jr. NBC senior vp David Adams handled the problem by a series of letters to top agencies with which NBC does business.

Stated Aubrey's wire: "On April 7 we issued a letter stating it might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain-break announcements. I want to make certain that there is no misunderstanding of the position of the CBS-TV network relative to this proposal. This network is strongly opposed to the adoption of a 40-second station break because we believe that this practice would be shortsighted. We are in complete sympathy with your motives in opposing the adoption of this measure."

NBC's letter follows a similar line, advising agencymen & clients that it may have to institute longer breaks to meet competitive pressure and to provide added revenue to stations to maintain network solidarity —even though it doesn't basically like the idea.

Taking obvious delight in the fact that an ABC-generated idea was causing CBS & NBC to alter their basic network policies, ABC issued an official statement from Julius Barnathan, affiliated stations vp, which contained more than a little tongue-in-cheeking. Said Barnathan of onetime ABC executive Aubrey's wire: "If Mr. Aubrey sincerely believes CBS should not allow the slight increase in station breaks, then we expect he will have the courage of his convictions and refuse to allow it on his network . . . "

KENNEDY WANTS 'FLEXIBLE' FCC: "Greater flexibility" in redtape-bound FCC case procedures—through delegation of decision-making authority & streamlining of routine—has been requested by President Kennedy in concisely-written Reorganization Plan No. 2, submitted to Congress April 27 & scheduled to become effective within 60 days.

Kennedy needed only 5 paragraphs to prescribe specific cures for some of Commission's administrative headaches—and only 9 paragraphs in accompanying special message to tell Congress why his plan "will make possible more economical & expeditious administration." (For text of plan, see p. 7.)

No opposition to FCC revamping is expected on Capitol Hill, where majority in either Senate or House must be mustered to veto it. At FCC, where Commissioners & aides have long suffered under piled-on layers of paper work, no outcries against Kennedy plan were heard. "It gives us tremendous discretion in dealing with our case load," one knowledgeable staffer told us.

General objectives of plan had been anticipated in Washington (Vol. 17:17 p16) and there were no surprises in it except for explicit abolition of FCC's Office of Opinions & Review headed by Donald J. Berkemeyer. No jobs were threatened, however. In fact, review staff will get more responsible assignments under Kennedy spread-the-work reorganization.

Plan "will relieve the Commissioners from the necessity of dealing with many matters of lesser importance & thus conserve their time for the consideration of major matters of policy & planning," President told Congress.

Major change in present FCC procedures would be discretionary delegation by Commission of adjudicatory & regulatory cases for decisions to panels of members, individual Commissioners, hearing examiners or other staffers. Commission itself could review any such decision either on its own initiative or on petitions by parties in cases. Any 3 members of 7-member FCC could call for mandatory review action by full Commission—thus making sure that present Republican minority wouldn't be steamrollered by Democratic majority. Mandatory requirement in Communications Act for oral arguments in adjudicatory cases at request of any parties would be scrapped, however. And if lower-level decisions were unchallenged on basis of record, they'd stand as actions by Commission itself. These could be enormous time savers.

FCC would make its own housekeeping rules to carry out reorganization, but Chmn. Minow would get new authority as assignment officer. He'd act for Commission in parceling out cases. President said nothing in plan about assignment of single members to write & sign opinions, but some such procedure probably will be adopted—in line with routine now followed at other regulatory agencies.

Minow would get no new powers over FCC budget-spending and appointment of top staff members —although such added authority for agency heads was recommended by President in April message to Congress on govt.'s over-all regulatory problems (Vol. 17:16 p1). In FCC plan, President obviously was setting slow & cautious pace in drawing specific organizational charts for agencies.

Special message by President on general ethics in govt. preceded his Reorganization Plan No. 2 on

Hill. (Plan No. 1 covered SEC along lines followed for FCC.) Kennedy called for sweeping rewrite of existing conflict-of-interest & ex-parte laws. Message was amalgam of reform proposals heard for years in & out of Congress. General objective: Prevention of improper use of federal jobs for private gain. In contrast to brief FCC plan, recommendations ran 6,000 words.

"Ultimate answer to ethical problems in govt. is honest people in a good ethical environment," President observed in his reform manifesto. But society's "moral tone is injured"—and govt. officials are affected—by such evils as fixed TV quiz shows, and it's necessary now to set up formal safeguards against "venality & double-dealing" within govt., Kennedy went on.

President said he's instructing FCC's Minow & all other agency heads to formulate rules-of-conduct for all employes, and that he intends to deputize White House aide (presumably agency advisor James M. Landis) as his coordinator of "ethics administration."

Kennedy also asked for new legislation to set up $10,000 fines and/or one-year jail sentences for violations of proposed bans against: (1) Outside payments to govt. employes in connection with transactions involving govt. business. (2) "Switching sides" from govt. to private parties in cases in which federal officials have worked. In ex-parte field, President recommended law requiring agencies to institute "absolute prohibition" against all back-door approaches—including any by members of Congress—in cases requiring formal hearings.

Bi-partisan chorus of concurrence with Kennedy aims responded to ethics message on Hill. Unlike FCC reorganization plan, his measures to improve govt. morals won't have force of law without affirmative votes, however. And prospects for action on such reforms this year are little brighter than in other recent sessions. No member of Congress takes anti-ethics positions in public. But many want no legislation which might touch on their own conduct—such as their custom of interceding for constituents in regulatory cases.

FCC PROPOSES OFFICIAL ANTI-PAYOLA RULES: New anti-payola rules, to carry out intent of Congress in amending law (S-1898), have been proposed by FCC which invited industry comments by June 12. Nature of proposal was well foreshadowed by FCC's public notice last year (Vol. 16:39 p4) which called attention to fact that law had changed.

Important new angle is provision affecting application of law to those other than broadcasters—notably film producers. Commission proposes to relieve producers of any worry about films made before new rules become effective—presumably in a few months. However, all films telecast after that date will have to comply with new rules, and both producers & telecasters will be required to see to it that proper announcement is made if "valuable consideration" has been received. New rules aren't expected to bother TV film makers much because they're fairly well geared for them—but feature film producers are likely to be disappointed.

Commission issued its proposal as Public Notice 61-546, Doc. 14094, copies obtainable from FCC. In addition to changes in rules, Commission lists the 27 examples of what is & isn't verboten—as detailed by Congress when it passed law. Commission adds 9 examples of its own, full text of which may be found on p. 5. Though proposed new rules specify "television stations," it's FCC's intention to make exactly same provisions for radio. Herewith are additions to Sec. 3.654 of rules proposed:

"(a) When a television broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: provided, however, that 'service or other valuable consideration' shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

"(b) The licensee of each television broadcast station shall exercise reasonable diligence to obtain from its employes, and from other persons with whom it deals directly in connection with any program matter for broadcast, information to enable such licensee to make the announcement required by this section.

"(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a television broadcast station, as required by Sec. 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by such television broadcast station, an appropriate announcement shall be made by such station.

"(e) Any films broadcast by any television station which were photographed for commercial exhibition after the effective date of this subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for television exhibition.

"(i) Commission interpretations in connection with the foregoing rules may be found in the Commission's public notice entitled 'Applicability of Sponsorship Identification Rules' and such supplements thereto as are issued from time to time."

ALLOCATIONS STATUS STILL IS QUO: No significant change in TV allocations thinking is apparent at FCC currently. Intention is still to try to make uhf more viable, with substantial hopes vested in all-channel-receiver legislation. Commission's proposed law is still being studied by President Kennedy's advisors, and there are reports of conflicting opinions among them. FCC's hope is that bill will at least be forwarded to Congress for hearings & debate, with or without Administration's blessing.

There's no renewed attempt to get more vhf spectrum from military. Says Chmn. Minow: "I've heard that some people believe I'm exploring this. Not at all. That idea was pretty well exhausted before I got here." What he is discussing with White House aides, he said, is the matter of divided responsibility for spectrum allocation between govt. & non-govt. users. "I believe," he says, "that there should be some group or person with the responsibility of making the allocation between the 2 types of users. I don't care whether it's an individual, a commission, or what."

Comr. Ford reiterated his let's-make-uhf-work ideas in an address April 28 before Ohio State's Institute for Education by Radio-TV in Columbus—and he urged educators to do something about it before non-TV users grab uhf. Telling them that need for action is "urgent," he said:

"When you stop to consider that uhf TV channels occupy nearly half of the usable spectrum below 1000 mc, which is only lightly occupied by this service, you can appreciate the Commission's position in attempting to retain indefinitely these channels for TV. There are some who doubt whether 82 or even 70 channels will ever be needed to fill the requirements of TV. It is my opinion that the future needs of ETV alone could occupy a large portion of the uhf TV band." He also urged educators to back the proposed all-channel-set bill. Noting that NAEB is studying ETV's future TV spectrum needs, he said:

"I should note that in future consideration by your engineers you should not consider yourselves necessarily bound by present assignment rules for uhf TV channels in any proposal for exclusive use of such channels, but should tailor a nationwide plan by variations in power, location, directional antenna, etc. to achieve a well-engineered nationwide educational TV system."

Ford also kissed off concept of renewed attempts to get more vhf, reminding that the FCC concurred with Defense Dept. & OCDM conclusions that they couldn't give up any vhf "without weakening to an unacceptable degree our ability to maintain our national defense & security" and "that the proposals would entail an expenditure by the govt. agencies of more than $5 billion for U.S. military operations alone."

STATION STEREO EQUIPMENT—TIMING & PRICES: Basic conversion to stereo may cost some FM stations less than $1,000—but most stations will have to pay considerably more, and the waiting list is forming already for equipment which will start going to stations in 60-90 days.

Most equipment manufacturers are still indefinite about prices & even approximate delivery dates for FM-station stereo conversion gear (Vol. 17:17 p6), but at least one FM transmitter manufacturer was ready for FCC's stereo ruling and is ready with some answers. This is ITA Electronics Inc. (Industrial Transmitters & Antennas), the 3-year-old Lansdowne, Pa. firm which says it is now the biggest supplier of FM transmitters.

"Interest in stereo by FM stations is very high," we were told last week by ITA Pres. Bernard Wise. "We feel that the potential for stereo conversion in the first year is about 300 stations. We've been flooded with inquiries ever since FCC's ruling came out. For example, we were called by 6 stations, all of which wanted to be first in their market with stereo. The only trouble is that they're all in the same market."

ITA is offering 2 basic forms of stereo FM conversions—deliveries to start in 60-90 days. For stations already using ITA transmitters (all of which have been guaranteed convertible to multiplex), ITA will supply a stereo generator for $995. Wise said this generator will also work with some other make transmitters which are set up for multiplex. For stations with transmitters not modified for multiplex, ITA recommends a complete stereo exciter unit at $2,495.

Basic conversion equipment is only part of the story, of course. Additional studio equipment is required, such as stereo monitors & consoles (ITA will show production models at next week's NAB convention), stereo tape-playing equipment, stereo phono pickups, 2 complete audio channels, etc. In addition, all station equipment must be checked & revitalized. Sloppy, halfway gear just won't work because of the precision stereo requirements set forth by FCC. Antennas & shielding become far more critical because of the technical complexity introduced by the problem of cross-talk (interference between the 2 carrier channels). In some cases, old-style transmitters may have to be replaced

Stations currently multiplexing under SCA rules (background music, etc.) are in best position to start stereo multiplexing with least expense, fuss & bother—because they already have much of the required equipment and their broadcast gear presumably is already modernized & up to snuff for the strict requirements of multiplex transmission. And, of course, under the FCC rules, stations can broadcast stereo programs & SCA transmissions at the same time (using 2 subcarriers).

Some FM stereo receivers probably will be on market even before any significant number of stations can broadcast stereo. Set makers' plans were rounded up last week (Vol. 17:17 p18); for additional manufacturer comments, see p. 16 of this issue.

The FCC

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FCC ANTI-PAYOLA GUIDES: Proposing new rules to implement the new anti-payola law which became effective last Sept. 13 (see p. 3), the FCC said that it plans to use the 27 examples given in House Report 1800 (Vol. 16:39 p4)—and to add 9 more of its own. Herewith is the full text of the 9:

28. An automobile manufacturer or dealer furnishes to a producer of TV programs a number of automobiles witb the understanding tbat the producer will use them, or some of tbem, in some of his programs which call for the use of automobiles; and that the automobiles may be used for other business purposes in connection witb the production of the programs, such as transporting the cast, crew, equipment and supplies from location to location or transporting executive personnel to business meetings in connection with the production of the programs. There is no understanding that tbere will be any identification on the television programs beyond an identification which is reasonably related to the use of the automobiles on the programs. No other consideration is involved. Under such uses, no announcement is required.

29 (a) A hotel permits a program to originate from its premises and furnishes hotel services, such as room and board, for cast, production & technical staff, and also furnishes other elements for use in connection witb the programs to be broadcast, sucb as electricity and cable connections, free of charge, and with no other consideration. There is no understanding that there will be an identification of the botel on the program beyond that reasonably related to the use made of the hotel on the program. No announcement is required.

(b) If the hotel pays money or furnisbes free or at a nominal charge any services or items wbich are not for use on or in connection with the program (e.g., furnishing free or at a nominal charge room & board for the producer for any period of time not related to the production of the program at the hotel site), an announcement is required.

E. Effective Date

30. Does Sec. 317 as amended on Sept. 13, 1960 apply to programs or portions of programs produced or recorded prior to Sept. 13, 1960?

No, unless valuable consideration was provided to a broadcast station (rather than to a producer or other person) for the program or the inclusion of any program matter therein and the program was broadcast after said date.

F. Nature of the Announcement

31. A station broadcasts spot announcements which solicit mail orders from listeners. The sponsor is merely referred to in the announcements and in the mail order address as "Flower Seeds" or "Real Estate" or "the Record Man." Such a reference to the sponsor of the announcements is insufficient to constitute compliance with the Commission's sponsorship identification rules because it is limited to a descrption of the product or service being advertised. The announcement requirement conetmplates the explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods sold. (See Commission Notice entitled "Sponsor Identification on Broadcast Stations," FCC 50-1207, 6 R.R. 835.)

32. A station broadcasts "teaser" announcements utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public by telling it that something is "coming soon." The sponsor of the announcements is not named therein, nor is any generally known trade or brand name given, but it is the intention of the station and the advertiser to inaugurate at a later date a series of conventional spot announcements at the conclusion of the "teaser" campaign. Announcements of this type do not comply with the Commission's sponsorship identification rules. All commercial matter must contain an explicit identification of the advertiser or the generally known trade or brand name of the goods being advertised. (See Memorandum Opinion & Order In the Matter of Amendment of Sec. 3.119(e) of the Commission's Rules, FCC 59-939, 18 R.R. 1860.)

33. A station carries an announcement (or program) on bebalf of a candidate for public office or on bebalf of tbe proponents or opponents of a bond issue (or any otber public controversial issue). At the conclusion thereof, the station broadcasts a "disclaimer" or states that "the preceding was a paid political announcement." Sucb announcements *per se* do not demonstrate compliance with the sponsorship identification rules. The rules do not provide that eitber of tbe above-mentioned types of announcements must be made, but they *do* provide in sucb situations that an identification be broadcast which will fully and fairly disclose tbe true identity of tbe person or persons by wbom or in whose behalf payment was made. If payment is made by an agent, and the station bas knowledge tbereof, tbe announcement sball identify the person in wbose bebalf such agent is acting. If the sponsor is a corporation, committee, association or otber group, the required announcement shall contain the name of such group; moreover, tbe station broadcasting any matter on behalf of sucb group sball require tbat a list of tbe chief officers, members of the executive committee or members of the board of directors of tbe sponsoring organization be made available upon demand for public inspection at tbe studios or general offices of the station.

34. Must the required sponsorsbip announcement on TV broadcasts be made by visual means in order for it to be an "appropriate announcement" within the meaning of the Commission's rules?

Not necessarily. The Commission's rule does not contain any provision stating whether aural or visual or botb types of announcements are required. The purpose of the rule is to provide a full and fair disclosure of the facts of sponsorsbip, and responsibility for determining whether a visual or aural announcement is appropriate lies with the licensee. (See Commission telegram to Mr. Bert Combs, FCC Public Notice of April 9, 1959, Mimeo No. 71945.)

G. Controversial Issues

35 (a) A trade association furnishes a TV station witb kinescope recordings of a Senate committee hearing on labor relations. Tbe subject of the kinescope is a strike being conducted by a labor union. Tbe station broadcasts the kinescope on a "sustaining" basis but does not announce the supplier of the film. The failure to make an appropriate announcement as to the party supplying tbe film is a violation of tbe Commission's sponsorship identification rules dealing with tbe presentation of program matter involving controversial issues of public importance. Moreover, the Commission requires that a licensee exercise due diligence in ascertaining the identity of the supplier of such program matter. An alert licensee should be on notice that expensive kinescope prints dealing with controversial issues are being paid for by someone and must make inquiry to determine the source of tbe films in order to make the required announcement. (See KSTP Inc., 17 R.R. 553 and Storer Bcstg. Co., 17 R.R. 556a.) A station wbicb has ascertained the source of kinescopes is under an additional obligation to supply such information to any otber station to which it furnisbes the program.

(b) Same situation as above, except that the time for the program is sold to a sponsor (not the supplier of the film) and contains proper identification of the advertiser purchasing the program time. An additional announcement as to the supplier of the films is still required, for the reasons set forth above.

(c) Same situation as in (a) or (b), above, except tbat only *excerpts* from the film are used by a station in its news programs. An announcement as to the source of the films is required. (See Westinghouse Bcstg. Co., 17 R.R. 556d.)

36. A church group plans to film the proceedings of its national convention and distribute film clips "dealing with numerous matters of profound importance to members of [its] faith" in order to "disseminate to the American people information concerning its objectives and programs." The group requests a general waiver under Sec. 317(d) of tbe Communications Act so that it need not "waste" any of the sbort periods of broadcast time donated to it by making sponsorship identification announcements. In the below-cited case, the Commission did not grant such a waiver because of tbe absence of information indicating that tbe subiect matter of the clips was not controversial and because the alleged "loss" of a few seconds of air time was not of decisional significance vis-a-vis Congressional and Commission policy relating to issues of public importance. (See Petition of National Council of Churches of Christ, FCC 60-1418.)

Program-Form Opposition: 19 licensees, in an early joint filing (now due June 1), offered vigorous opposition to FCC's proposed changes in its program form (Vol. 17:9 p2, *et seq.*) through counsel Pierson, Ball & Dowd. Their conclusions read, in part: "The extensive and all-embracing program information that the Commission proposes to require licensees to submit, by its very nature, raises grave doubts whether the Commission is not embarked upon a course of exercising supervision over programs and prescribing program standards in a manner which seriously impinges upon the licensee's right to be free from Commission censorship. Added to these grave Constitutional doubts is the fact that the information which the Commission would require applicants to submit is practically worthless for the purpose of determining whether or not the broadcaster is meeting any specific or general need of the public." However, the stations said, there is no harm in some of FCC's proposals—such as requiring applicants to show their effort to determine community needs.

NBC-RKO Hearing Issues: FCC last week spelled out the issues it proposes to explore in the NBC-RKO transfer hearing: (1) NBC-RCA antitrust record. (2) Alleged pressures by NBC on Westinghouse Bcstg. Co. and KRON-TV San Francisco, in connection with its station acquisitions. (3) Alleged trafficking by NBC & RKO. (4) Philco's financial qualifications. (5) Qualifications of Crowell-Collier, which wants to buy RKO's WGMS Washington, in light of charges of "alarming" & "vulgar" programming over its KEWB Oakland & KFWB Los Angeles and alleged engineering violations of its KDWB St. Paul. (6) Details surrounding dismissals of Ch. 2 competitors of KTVU San Francisco before it got its CP, alleged KTVU trafficking, KTVU program performance. (7) RKO's multiple-ownership situation—whether its holdings in CKLW-TV Windsor should count as an over-the-ceiling 6th station.

President Calls Conelrad "Vital": In his April 28 address over Conelrad during the civil defense drill, President Kennedy offered the following comment on Conelrad, the need for which is questioned in some quarters: "Should the United States ever be subjected to direct enemy attack, Conelrad and the national emergency broadcasting system will be vital to our defense. This carefully planned program would prevent an enemy from using our radio stations to assist him and yet permit emergency broadcasting such as you now hear. The voluntary participation of the radio & television broadcasters of the nation at their own expense is a commendable example of individual responsibility which is so essential to the survival of this nation."

"Frantic" KRLA Scored: A one-year probationary license renewal for radio KRLA Pasadena has been recommended in a joint initial decision by FCC hearing examiners James D. Cunningham & Herbert Sharfman, who sharply criticized the station's conduct. Rejecting pleas by KRLA for a full 3-year renewal, they indicted the station for: (1) "Frantic & undignified promotional activities." (2) "Obviously inept absentee direction marked by progressive irresolution [by licensee Donald Cooke]." (3) "Failure of Cooke to keep informed about "program mislogging." (4) "Censurable managerial immaturity & operational shortcomings."

Application Filed: Ch. 9, Redding, Cal., by Redding-Chico TV Inc., headed by Robert C. Burris, ex-mgr. of KEYT Santa Barbara, and including principals of KIEM-TV Eureka.

GE Plans Satellite Company: GE filed for FCC approval last week a plan calling for the formation of an international company to use satellites for worldwide communications. The new organization is Communications Satellites Inc., centered at 3198 Chestnut St., Philadelphia. Its president is H. W. Paige, gen. mgr. of GE's missile & space vehicle department. GE said that Communications Satellites will function as an international "common carrier's common carrier" to provide a microwave relay service to worldwide transmission of telephone, telegraph and other communications signals by satellite. Other U.S. companies in the communications & aerospace fields will be invited to participate in the new company, GE said, adding the suggestion that stock interest held by any one company be limited to approximately 10%.

Ford Hits "Violence": Many good things are on the air, but "many other programs of an entertainment character" aren't in that category, FCC Comr. Ford told the Institute for Education by Radio-TV in Columbus April 28. He said "excessive violence on TV" makes for a bad balance. "It would seem to me that programs of this character cheapen human life & tend to degrade individual human beings as expendable," Ford said in a panel session on "vital issues." On the other hand, he noted with approval that an increasing number of public-service & educational shows on TV are winning commercial sponsorship—"to the credit of American businessmen."

AFM Opposes WWL-TV Renewal: Formal opposition to a license renewal for New Orleans' Ch. 4 was filed with FCC last week by the American Federation of Musicians. Union Pres. Herman Kenin termed the action "the first step in an all-out effort by the Federation to close the shocking gap beween promise & performance by many TV stations." The AFM charged that WWL, in its original application to FCC, gave elaborate assurances of extensive use of live music—but "the station never employed a staff orchestra, combo unit or string group—and" does not now "employ a single staff musician."

Problem Hearings Set: July 24 has been designated for the start of the hearing on the renewal of radio WGMA Hollywood, Fla., going into the qualifications of quiz-rigger Dan Enright (Vol. 17:16 p4). WMPP Chicago Hts., Ill. is due to begin its hearing in Chicago July 6, on charges of false statements to FCC (Vol. 17:16 p4).

Reno CP Due: Award of Ch. 4 to Circle L Inc. is proposed in an initial decision issued by FCC examiner Basil P. Cooper. Of 5 competing applicants, 4 dismissed and one amended to another channel. None was paid or promised anything for dropping out, Cooper said.

Dual Identification: Under a waiver of the rules granted by the FCC, WLYH-TV (Ch. 15) Lebanon, Pa. may now identify itself as "Lebanon-Lancaster." FCC Comr. Bartley dissented.

Vhf Translator CPs: Ch. 5, Terrebone, Ore., to Gray Butte Televiewers Inc., to repeat KPTV (Ch. 12) Portland.

Short License: FCC has granted radio WIRA Ft. Pierce, Fla. a renewal only to May 1, 1962 "to afford licensee an opportunity to demonstrate that it will operate in full compliance with [FCC's] technical & other rules."

ETV Comment Deadline Extended: FCC has moved from May 1 to June 1 its deadline for comments in the inquiry seeking ways & means of diverting a vhf channel from commercial to ETV in N.Y. & L.A. (Vol. 17:14 p2).

Congress

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TEXT OF JFK's FCC PLAN: The text of President Kennedy's FCC reorganization plan, as submitted to Congress April 27 (see p. 2), follows:

Section 1. *Authority to Delegate.* (a) In addition to its existing authority, the Federal Communications Commission, hereinafter referred to as the 'Commission,' shall have the authority to delegate, by published order or rule, any of its functions to a division of the Commission, an individual Commissioner, a hearing examiner, or an employe or employe board, including functions with respect to hearing, determining, ordering, certifying, reporting or otherwise acting as to any work, business, or matter; provided, however, that nothing herein contained shall be deemed to supersede the provisions of Section 7(a) of the Administrative Procedure Act (60 Stat. 241), as amended, and provided, further, that in accordance with the provisions of subsection (b) of this section the functions of the Commission with respect to the filing of exceptions to decisions of hearing examiners and the function of hearing oral arguments on such exceptions before the entry of any final decision, order or requirement as set forth in subsection (b) of Section 409 of the Communications Act of 1934, as amended (66 Stat. 721), are hereby abolished.

(b) With respect to the delegation of any of its functions, as provided in subsection (a) of this section, the Commission shall retain a discretionary right to review the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, upon its own initiative or upon petition of a party to or an intervenor in such action, within such time and in such manner as the Commission shall by rule prescribe, provided, however, that the vote of a majority of the Commission less one member thereof shall be sufficient to bring any such action before the Commission for review.

(c) Should the right to exercise such discretionary review be declined, or should no such review be sought within the time stated in the rules promulgated by the Commission, then the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, shall, for all purposes, including appeal or review thereof, be deemed to be the action of the Commission.

Section 2. *Transfer of Functions to the Chairman.* There are hereby transferred from the Commission to the chairman of the Commission the functions of the Commission with respect to the assignment of Commission personnel, including Commissioners, to perform such functions as may have been delegated by the Commission to Commission personnel, including Commissioners, pursuant to Section 1 of this reorganization plan.

Section 3. *Review Staff.* The review staff, created by Section 5(c) of the Communications Act of 1934, as amended (66 Stat. 712), together with its functions, is hereby abolished. The employes of such staff may be assigned as the Commission may designate."

JFK Backs ETV Research: Improvement & extension of the Defense Education Act of 1958, including its Title VII provisions for federally financed research in audio-visual teaching techniques, have been recommended to Congress by President Kennedy. He submitted an administration bill continuing the law, which is scheduled to expire June 30, 1962.

Space Outlook Explored: The House Science & Astronautics Committee under Rep. Brooks (D-La.) will hold May 4-10 hearings on proposals for U.S. commercial use of satellite communications systems. FCC Comr. Craven is scheduled to testify May 5 on Commission proceedings in the space field. Spokesmen for such companies at ITT, AT&T, RCA, GE, General Telephone & Electronics and Lockheed will appear May 10. Space allocations also will be explored May 2 by the Senate Foreign Relations Committee. Chmn. Fulbright (D-Ark.) scheduled a delayed hearing on U.S. ratification of the International Telecommunication Convention and on radio regulations adopted at 1959 Geneva sessions of the International Telecommunications Union (Vol. 15:52 p7).

Examiners Upgraded in Bill: Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee wants regulatory-agency hearing examiners to make final decisions in nearly all cases. He submitted a bill (S-1734) amending the Administrative Procedure Act so that decisions by the examiners will stand unless agencies, such as FCC, find that errors in fact or policy have been made. Co-sponsored by Sen. Hart (D-Mich.), the measure would give even more authority to FCC examiners than that provided in President Kennedy's FCC reorganization plan (see p. 2). Carroll said it would cut down on "the huge—almost notorious—backlogs" of cases now piled up at such agencies as FPC.

NAB

NAB Convention Sideshows: By latest count, there'll be 26 scheduled meetings & functions for broadcasters before & during NAB's May 7-10 Washington convention—in addition to officially programmed sessions & events. The special sidebar features in Shoreham & Sheraton Park hotels will include:

May 5—Assn. for Professional Bcstg. Education, directors' meeting & dinner.

May 7—NAFMB, membership meeting. Assn. of Maximum Service Telecasters, membership meeting. ABC Radio affiliates, meeting. ABC-TV affiliates, presentation. ABC, reception. NBC-TV affiliates, meeting. NAB TV Code Review Board, luncheon. Broadcast Pioneers, membership meeting. Clear Channel Bcstg. Service, membership meeting. Community Bcstrs. Assn., meeting. Indiana Broadcasters Assn., dinner.

May 8—NBC Radio affiliates exec. committee, breakfast. TV Stations Inc., breakfast. MST, breakfast. Daytime Bcstrs. Assn., breakfast.

May 9—Quality Radio Group, breakfast. Wis. Bcstrs. Assn., breakfast. Broadcast pioneers, banquet.

May 10—Society of TV Pioneers, breakfast.

Govt. Turnout for NAB: Reception for govt. officials May 9, during NAB's Washington convention, is shaping up as the largest ever. More than half of the Senators and representatives have accepted invitations, and most of the balance have yet to respond. The administration contingent, from Vice President Johnson down, has accepted almost *en masse*. Many Congressmen are scheduling post-reception dinner parties, breakfasts, luncheons, etc. for their respective states' broadcasters—and vice versa. According to govt. relations vp Vincent Wasilewski, "the acceptances have been fantastic—building up to about 80% of those invited."

New Broadcast Equipment: The NAB convention—to be held in Washington next week—is the traditional setting for the unveiling of new broadcast equipment. This year's very newest gear will be in the FM stereo multiplex field, although it's doubtful that actual models will be shown (Vol. 17:17 p6). Nevertheless, equipment manufacturers will come to the convention loaded with information so that they can answer the inevitable questions of broadcasters.

In other fields, here are some of the new products which have already been announced for showing at the convention:

RCA will take over the Shoreham Hotel ballroom for "the largest array of radio-TV equipment ever assembled." Featured will be "prototypes of 3 new & advanced TV tape recorders," a new advanced system for over-all station automation utilizing the building-block principle, including a slide projector cued & operated by a recorded tone signal from the new RT-7A cartridge tape recorder. RCA will also show new microwave gear and military & space electronics which "suggest the shape of things to come for the commercial broadcaster."

GE will unveil an optical multiplexer in an exhibit which "has been expanded to permit introduction of one of the largest lines of new broadcast items in recent years." The new multiplexer was designed for GE by Eastman Kodak for the GE-Eastman continuous-motion TV projection system, but can be used with any standard projector. A new model of the projector will be shown for the first time. GE will also display 2 new Vidicon camera channels, a new series of utility monitors and the new 35-kw high-channel vhf TV amplifier.

GPL will introduce a high-resolution Vidicon film chain, based on the system it designed for the military. It is designed to deliver 800 lines of resolution in center, 600 lines corner.

Television Zoomar will show Studio & Super Universal Zoomar with improved optics and new lens coatings.

TelePrompTer Corp. plans to showcase what it terms "a revolutionary random-access family of slide & tape selection devices," according to Pres. Irving B. Kahn. The devices are said to permit "remote selection of any of the available 60, 100 or 500 slides or tape tracks in any random order, or sequential selection of slides or tracks in either a forward or reverse direction." The 4 major pieces of equipment shown in the random-access series include a 60-slide drum magazine selector adapted to a Telepro 6000 projector, 100 & 500-slide selectors, and a 100-track magnetic tape selector.

ITA Electronics will show stereo broadcasting equipment (see p. 4), a complete new line of FM & AM transmitters, automation equipment and a push-button console combination unit for a single operator-announcer.

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FCC NAB Panel Set: At a luncheon April 24, all 7 FCC members met with NAB's top brass to discuss the *modus operandi* of the Commission question-&-answer session scheduled for May 10 during the convention in Washington. It was agreed that questions will be written out, screened by NAB, not seen by Commissioners beforehand. NAB Chmn. Clair McCollough will be the moderator. Those attending the luncheon last week, in addition to McCollough, were Pres. Collins, his asst. John Perry, and the NAB vps.

Networks

DGA & Networks Still Talking: The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America are still working without a contract (Vol. 17:16 p8). DGA-network negotiations, temporarily suspended April 14, were renewed April 26, but no agreement on the employment status of the union members had been reached at week's end.

NETWORK SALES ACTIVITY

ABC-TV

Stagecoach West, Tue. 9-10 p.m., part. eff. July.
Colgate-Palmolive (Ted Bates)

SurfSide 6, Mon. 9-10 p.m., part. eff. Oct.
Union Carbide (William Esty)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
Johnson & Johnson (Young & Rubicam)

Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. Sept.
American Tobacco (SSC&B)

ABC's Wide World of Sports, Sat. a.m., part. eff. April.
Humble Oil (McCann-Erickson)
Bristol-Myers (DCS&S)
Carter (SSC&B)

The Corrupters, Fri. 10-11 p.m., part. eff. Sept. 29.
Alberto-Culver (Compton)
Du Pont (N.W. Ayer)
Lever Bros. (J. Walter Thompson)
P. Lorillard (Lennen & Newell)
Union Carbide (William Esty)

The Fight of the Week, Sat. 10 p.m., co-spon. eff. May 6.
El Producto Cigar (Compton)
Gillette (Maxon)

CBS-TV

Summer Sports Spectacular, Thu. June 8, 7:30-8:30 p.m., participations.
Watchmakers of Switzerland (C&W)

Family Classics, Sun. June 18 & Aug. 6, full-sponsorship.
John H. Breck (Reach, McClinton & Co.)

Daytime programming, Mon.-Fri. part. eff. May 17.
Nestle (McCann-Erickson)

NBC-TV

Robert Taylor—The Detectives, Fri. 8:30-9:30 p.m., part. eff. fall.
Brown & Williamson
Warner-Lambert Pharmaceutical (L&F)

The Joey Bishop Show, Wed. 8:30-9 p.m., co-spon. eff. fall.
Procter & Gamble (Benton & Bowles)

National Velvet, Sun. 8-8:30 p.m.; The Tab Hunter Show, Sun. 8:30-9 p.m.; Whispering Smith, Mon. 9-9:30 p.m., part. eff. July 18.
Lehn & Fink (GMM&B)

Tales of Wells Fargo, Mon. 8:30-9 p.m., part. eff. Sept.
American Tobacco (SSC&B)
Lehn & Fink (GMM&B)

Bonanza, Sat. 7:30-8:30 p.m., part. eff. Sept. & June.
American Tobacco (SSC&B)
Procter & Gamble (Benton & Bowles)

Daytime programming, Sat., part. eff. June 17.
General Mills (Dancer-Fitzgerald-Sample)
Cracker Jack (Leo Burnett)

David Brinkley's Journal, Wed. 10:30-11 p.m., co-spon. eff. Oct. 11.
Douglas Fir Plywood (Cole & Weber)

Network Countdown on Space Shoot: The long-awaited U.S. man-in-space shot, which may come tomorrow (May 2) between 7:45 & 8 a.m., will receive "the most far-flung TV pool coverage in history," all networks agreed late last week. The TV & radio networks have each contributed "as complete facilities and personnel as possible" to provide live, taped, filmed & audio coverage. Pool reportage will be fed simultaneously to all networks, but each will be free to cut in with commentary or news inserts.

Network pre-shot specials over the April 28-30 weekend highlighted U.S. astronauts Glenn, Grissom and Shepard. *CBS Reports*' "Why Man in Space" on Fri. (10-11 p.m.) included an interview with Glenn, and NBC's *The Astronauts* (Sun., 7-8 p.m.) was a biographical study of all 3 men. But ABC, in an attempt to get the jump on network competitors (and NASA itself) prepared 4 separate 30-min. shows, 3 featuring individual astronauts and one devoted to all the candidates. ABC hopes were that NASA would make its final selection before air time (Fri., 7:30-8 p.m.) of its one-shot space special, "Road to the Stars." By air time NASA hadn't chosen the man.

NBC is Top Grosser: January gross time billings (before discounts) stood at $23 million at NBC-TV, a new January record for the network and $2 million over Jan. 1960. NBC-TV was $136,000 ahead of CBS-TV and more than $7 million ahead of ABC-TV by the same yardstick, the network also claimed last week. The score, added NBC, makes January "the 3rd of the last 4 months in which NBC-TV has been the network leader in gross billings." On the network radio side, NBC also claimed the lead, topping CBS "by almost 3 hours a week (14%)" and ABC "by more than 5 hours (33%)" in terms of hours of sponsored radio time. Count so far for NBC-TV in April: "An advantage of more than 3 hours over each of its competitors" with a total of 52 hours, 48 minutes of network TV sponsored time, the primary gains due to increased daytime billings.

Hagerty Needles White House Press: Echoing sentiments expressed recently in Pittsburgh by his successor, Pierre Salinger (Vol. 17:16 p11), ABC news vp James C. Hagerty, former Eisenhower administration press chief, last weekend blasted "press-conference trivia" in Washington. Addressing a group of Air Force information officers, Hagerty recalled that on numerous occasions during Presidential press conferences he handled: (1) Reporters would skip important international questions to discuss "silly, trivial" matters. (2) The President was seldom given a chance to dwell on a single topic long enough to present a full opinion. White House press conferences, Hagerty made clear, don't belong to the press. The session, he said, "belongs to the President." He added that he had instituted a policy at ABC whereby any TV-radio misstatements of news facts were corrected on the air in the same or equivalent time periods. In an April 28 telegram to Salinger, Hagerty more directly expressed agreement with New Frontier views on "common-sense reporting." Said Hagerty: "Please inform President Kennedy that I wholeheartedly support his speech before the publishers in N.Y. yesterday and that the ABC News department will do its best to follow his national interest recommendations."

NBC SRO on Bowls: More than 7 months before the annual football bowl games, NBC-TV coverage of 4 of the events is completely sold.

Programming

High Cost of Eichmann Reportage: Although the psychological effect on audiences of the extensive U.S. TV coverage given Adolph Eichmann's trial is still debatable, the tug on network & station purse strings is unquestioned. Each network: (1) pays Capital Cities Bcstg. $50,000 for daily 60-min. tapes of the proceedings; (2) maintains its own news force in Jerusalem for outside-court coverage, and (3) contributes, on a rotating basis, one-third of the cost of editing, flying the tape over and feeding it to other networks. Added to this are the costs of over a dozen pre- & post-trial specials, most of which were unsponsored.

In the face of such financial facts, few local stations are providing tape coverage of the trial. The N.Y. market, where one-fourth of the world's Jewish population resides, is the one local-level exception. WNTA-TV has a daily (Mon.-Sat. noon-1 p.m.) series, and WABC-TV is running *The Eichmann Trial* (Mon.-Fri., 6:30-7 p.m.). WABC-TV's coverage is quite extensive.

Realizing the trial's public-relations possibilities in the N.Y. area, WABC-TV spent $23,000 on advertising & promotion activities in preparation for its series. The campaign included a series of full-page newspaper ads and the mailing to viewers of some 24,000 copies of the 15-count indictment against Eichmann. And, according to gen. mgr. Joseph Stamler, it has paid off. Arbitron ratings for the first week of the show were almost double the average rating of *The Tommy Seven Show*, which it pre-empts.

Glickman Corp., a N.Y. real estate firm and one of the few sponsors which does not equate sponsorship of the trial with the black plague, has bought half of the Jim Bishop-narrated series. "There's no sales pitch," said Sidney Posner, vp of Glickman's agency Newmark, Posner & Mitchell. "We use only 90 seconds of the 3-minute commercial time for a brief explanation of what Glickman is and the message that the trial is being presented as a public service." The audience response has been "excellent," Posner said. "We feel the series has greatly added to our public relations stature."

Campbell-Ewald's TV Findings: A special "Television 1960" study has been completed by Campbell-Ewald which "explores the sociological & psychological meanings of TV as a medium for entertainment, advertising and communication." Some key findings: (1) "TV is, and will continue to be, a tremendously important force in our society." (2) "The viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes." (3) "In terms of programming, Westerns & specials generally are on the decline . . . suspense-mystery shows are receiving more viewer attention . . . soap operas are increasing in popularity, as well as adventure shows." (4) "Attitudes toward and time spent with TV differ by social class. The upper class does not depend as heavily on TV for entertainment & information." (5) "Attitudes & feelings . . . carry over directly into how people react to commercials. The program is the setting or stage for the advertising message."

Prime Time Public Service: KRON-TV San Francisco canceled *Lockup*, syndicated show regularly scheduled at 7-7:30 p.m., in order to rebroadcast in prime time President Kennedy's April 20th address on Cuba. The station carried the network feed at noon, then ran the speech twice in succession in the evening.

TV Self-Appraised at Ohio State: An appeal for a huge new appropriation for ETV purposes, a strong reminder that "ivory-tower snobs" won't help public-service programming, and a statement that TV isn't ignoring intelligent minorities were highlights of the Institute for Education by TV-Radio last week at Ohio State U.

RCA Pres. John L. Burns told delegates that "what we need is more, not less, talk about the promise of ETV" and that "to get ETV off the ground, on a national scale, will require a massive injection of money in the area of $2.5 billion dollars. It would be one of the most prudent investments we, as a nation, could make—for achieving a substantial upgrading of educational quality on a short-run basis and at a cost we could afford." The $2.5 billion investment, Burns estimated, would buy "another 150 ETV stations" & complete TV facilities.

A warning that programmers & advertisers must "take a leaf from Hollywood's golden dollar-bound book and support Hollywood's most faithful marriage, the union of programming & public relations" was sounded by Westinghouse Bcstg. dir. of PR & special events Michael R. Santangelo. "While we are so busy trying to make public-service programming a part of show business, let's put a little show business into public-service programming," he added. "No one asks us to throw a professor into the swimming pool at a lush party, but competition demands knowledge of basic promotion techniques and the exercise of a new 'T.I.O.'—total imagination output."

TIO Director Louis Hausman told the American Council for Better Broadcasts: "The surest way to get programming of higher quality and taste is to have audiences with better taste. This is exceedingly difficult in a democratic society. I fear the superimposition of tastes and standards of morality or excellence by a relatively small group of people. . . . Yet tolerance for excellence is growing in this country and mass media, including TV, have played a part in this advancement," he added.

NBC's Twin Rating Surprise: A public-affairs show in the Nielsen "top 10?" When the latest (for 2 weeks ended April 2) Nielsen national ratings were issued last week, NBC discovered it had pulled off this rating surprise not once but twice in the same report. In the "total audience" ranks (homes tuning 5 minutes or more), "The Real West"—a *Project 20* show produced by Don Hyatt, narrated by Gary Cooper and sponsored by Savings & Loan Foundation—landed in 4th place with a 37.6 rating good for 17,634,000 homes. In 7th place in the same listings was another *Project 20* show, "The Story of Will Rogers," sponsored by Purex. Both shows landed in the top 15 ranks in terms of average audience. The ratings, however, produced an odd internal problem at NBC—*i.e.*, they were so high that NBC last week was seriously considering de-classifying such *Project 20* shows as "public affairs" and including them (for sponsorship purposes) with straight "entertainment" offerings.

TV Contempt of Court? Federal Judge Roszel C. Thomsen has ordered an investigation to see if re-enactment by WBAL-TV Baltimore of jury deliberations in a kidnap-murder trial amounted to contempt of his court. He had refused defense pleas for a new trial for convicted Melvin Davis Rees Jr. as a result of the 60-min. TV show in March (Vol. 17:15 p6), but said it raised contempt-of-court questions. Judge Thomsen appointed attorneys William L. Marbury & William B. Somerville to conduct the inquiry, featuring tapes of the WBAL-TV show.

Advertising

TvB's Status Report: The "scope and dimensions of TV today" are outlined in *TV Basics 4* issued last week by TvB. "The appeal of TV to many different types of advertisers is matched only by its appeal to the public," TvB noted, citing: (1) A total of 5,566 product brands used national spot and 1,485 used network TV in 1960. (2) Total advertiser investment was $1.6 billion, while the public spent $1.3 billion for TV sets. (3) TV is now found in 46.9 million homes or 89% of all American wired homes. (4) The number of sets in use is 54.4 million, 6.3 million homes having 2 or more sets. (5) TV reaches almost everyone in a single day, including 78% of all women, 70% of all men, 89% of all teenagers and 99% of all children. (6) It is the only ad medium in which CPMs have not increased over a 5-year period. Spot TV CPM remains unchanged from 1955, network CPM has declined 14% while newspapers have increased 19%, magazines are up 22%, and outdoor is up 22%.

In a separate study on gasoline & lubricant advertisers, TvB noted the recent dropping of TV by Shell, but added that "a survey covering 57 stations which carried the Shell programs showed 31 instances where Shell's time periods were bought by competitive gas and oil companies. In 24 additional cases, competitors applied for Shell's time, but it was already sold." Total 1960 billings for the gas & oil advertisers were $40 million, up 22% from $32.8 million in 1959. Texaco led with $11,648,182, followed by Standard Oil (N.J.) at $3,517,129 and Shell Oil at $3,084,978.

TvB's 5th annual spot-TV ad expenditures report (Vol. 17:14 p2), released last week, showed food & grocery product advertisers led all other classifications with 1960 billings of $165,188,000. Cosmetics & toiletries followed with $56,623,000. Leading client users of spot TV were Procter & Gamble ($55,084,440), General Foods ($18,540,740) and Lever Brothers ($16,535,560). Wrigley chewing gum was the top brand advertiser with billings of $7,810,000, followed by Lestoil with $7,107,000.

Ad People: William R. Hesse promoted from exec. vp to pres., Benton & Bowles. He succeeds **Robert E. Lusk**, who becomes chmn., succeeding **William R. Baker Jr.**, named honorary chmn. . . . **Albert W. Reibling**, former gen. mgr., Kudner's TV-radio dept., and **Bruce E. Crawford** elected Ted Bates vps . . . **James Thrash** named mgr. of TvAR's new Atlanta office.

Bert & Harry Bounced: TV's 4-year-old "Bierstube" commercial brother act—Bert & Harry Piel—breathed a final breath last week, climaxing the long-run death scene which began back in November (Vol. 16:49 p13). At that time Young & Rubicam, dissatisfied with Piel's sales, persuaded its client not to renew a production contract with Goulding-Elliott-Graham Productions, creators of Bert & Harry. A new and different campaign was launched, featuring the "Glorious Piel's" jingle, but provisions were made for re-runs of old Bert & Harry commercials during the first 6 months of 1961. Now, it seems, the "Glorious Piel's" approach did not affect the drooping sales curve. Many, including G-E-G, thought the time ripe to reinstate Bert & Harry as full-time salesmen. But not Piel's and Y&R—instead, a new and expanded ad campaign will push Piel's new "full-flavor" beer. The slogan: "Taste what's happened to glorious, glorious Piel's."

Why Rate Cards Are Complex: TV's fondness for rapid & frequent research analysis of its ability to reach audiences is a major factor in creating constant showers of new station rate cards. So indicated Daniel Denenholz, vp & research dir. of rep firm Katz Agency Inc., in an April 26 talk before the Advertising Agency Financial Managers Group in N.Y. "If there were only one rating report per market per year, many of our rate complications would disappear," he said pointing out the situation wasn't likely to change "since advertisers & agencies seem obsessed with CPM and expect stations to adjust their rates to match competitive CPM figures."

Other agency pressures that underly the complexity of many TV station rate cards, according to Denenholz: (1) Agency requests for rates for a variety of announcements, from 2 seconds to 2 full minutes. (2) The problem of establishing equitable rates to reflect audience peaks & valleys. (3) The changing patterns of discount structures with the establishment of special plan and pre-emptible rates. (4) Problems created by "combinability provisions" (*i.e.*, combinations of applicable spot rates). (5) Problems presented by protecting advertiser rates.

The situation, Denenholz said, isn't going to make any "fundamental" improvement, but may at least be eased for both buyer & seller of TV by means of "uniform arrangement of format & sequence" in station rate cards, by stating rates "in even dollars," and by clear, concise language.

How Much Is That Wiggle in the Window? This might have been the theme song last week at an FTC hearing in N.Y.'s Foley Sq. in which General Motors continued its stout denial of an FTC charge that the auto firm's TV commercials showing cars with clear plate-glass window were misrepresentative—because the windows were actually rolled down. Ford Motor Co. had actually initiated the hassle in a complaint to the National Better Business Bureau, claiming that GM shot its TV commercials with rolled-down windows to hide optical "wiggles." GM determined not to be upstaged by an arch-competitor, came up with a legal nifty. One of GM's star witnesses was NBBB vp Norman Gottlieb, who reported that he had inspected—at Ford's invitation— a Ford-owned glass plant and found, of all things, wiggles in Ford's windows.

Analgesic Charges Denied: FTC allegations that false claims have been made in TV & radio commercials for American Home Products Corp.'s Anacin and Bristol-Myers Co.'s Bufferin (Vol. 17:12 p8) should be dropped, the analgesic makers said in formal denials of the complaints. In both cases, FTC had protested that the advertising falsely implied that the products relieved pain faster than other remedies. American Home Products categorically denied FTC's complaint against Anacin. Bristol-Myers said that FTC had known about its claims for Bufferin since 1949, but did nothing about them for 12 years—and that the challenged advertising had been discontinued as long ago as June 23, 1960."

British TV Ad Tax Starts: A new British revenue-raising gimmick—a 10% duty (or tax imposed on ITA commercial program contractors for TV advertising they sell—becomes operative this week. Effective May 1, the special tax—calculated to bring in about $20 million annually—was set up by Chancellor of the Exchequer Selwyn Lloyd in his April 17 budget to Parliament. Immediate result of the levy will be that TV advertising rates charged by most contractors will be increased 10% to meet it.

Film & Tape

WHAT IT TAKES TO SELL A SERIES: Hollywood TV film executives, having just gone through an agonizing selling season, have concluded that only the naive believe merit in a pilot or project is the principal factor in its sale. This is not sour grapes—our informants include some of the principal sellers of product for next season.

They have appraised the over-all situation and decided the all-important factors, in order of importance, are: Politics & influence; network ownership participation; merit. The element of luck should be added, too, since if a producer happens to have just the right type of show for the right spot at the right time, he may make it.

We also queried advertising and talent agency executives, and they arrived at the same conclusions.

Having some of these factors but not others is not enough to warrant a sale, our informants say. Examples: Warner Bros. link with ABC-TV, strong as it is, wasn't enough to enable WB to sell a single new show (an ABC-TV source told us the offerings lacked merit); Desilu's *Counter-Intelligence Corps* pilot was co-financed by McCann-Erickson which liked the show, but was unable to find a network slot. On the other hand, the element of timing is illustrated by the sale of Four Star's 60-min. *Robert Taylor Show* to NBC-TV. That network had been considering 3 other shows for the slot, but, as a net executive explained to us: "When we learned the Taylor show was suddenly available, we took it."

Executives put politics & influence foremost, because, they contend, if a company or its sales agent doesn't have the entry with the top echelon at a network, it has virtually no chance of selling. Producers and agents have even lined up sponsors, but got nowhere because they didn't have an "in" with the networks. As for the political aspects, they say this is a complex business fraught with intrigue and tactics which would make the title character in *What Makes Sammy Run* look like a slowpoke.

It's no secret that network ownership in a series is a dominating one. There are few shows on network TV in which the nets don't have an interest, and sometimes that interest is as much as 50%. We have talked with producers of series now on networks who frankly admit they had to give away a substantial "piece" of their property to get on the air.

Merit, which by normal standards would be the overriding consideration, ranks third on the list. The belief in Hollywood is that while a network will not intentionally buy a bad show, it is greatly influenced when it owns a big piece of a property. This, executives say, is why some shows of questionable merit remain on TV today.

It adds up to a cynical appraisal, but one which executives think is an honest one. Unlike the period before networks exercised so much control, they do not blame advertising agencies. Agencies, they contend, are as much victims of network domination as they are. And some agency executives say they have never taken such a "pushing around" from the networks as they do today.

Tri-Video Corp. (15 Central Park W., N.Y.) will film a new half-hour weekly series *The Presidents*, based on highlights of each President's administration and aimed at network sale. Jack Goldstein is exec. producer, Eric Barnouw script editor, Steven Sharf producer-director.

SAG Warns Commercial Producers: In a stern warning to producers of TV commercials and ad agencies, Screen Actors Guild said last week it will strictly enforce a contract proviso stating every player in commercials must be a SAG member in good standing. If he is not a SAG player, he is required to join the Guild not more than 30 days after his first job, the actors' union pointed out.

A SAG spokesman told us use of non-SAG players or actors not in good standing (usually because they haven't paid their dues) is practiced by companies both in N.Y. and Hollywood. He said the Guild did not know how many companies & agencies are involved, but asserted there has been sufficient investigation to warrant the crackdown.

SAG charged certain agencies have "consistently failed" to check SAG on the Guild standing of players they plan to use. As a result, the Guild has sent all signatories letters reminding them the contract provides for monetary damages for breach of contract, and asserting that effective May 1, it will file claims for $215 per infraction against any employer who uses players in violation of the contract.

MGM's First Post-'48s: MGM is the latest movie major to take the plunge in selling its post-1948 backlog to TV. Although MGM hasn't announced the package officially, it's due to be showcased at the upcoming NAB convention and details of it are quietly circulating among some key film buyers. The package will be called "Best of the Fifties" and will contain 30 features drawn from MGM's backlog of some 400 features not in TV circulation. Asking prices, we've learned, will be above the per-picture levels for MGM's pre-1948s by a considerable margin but are comparable to prices sought by 7 Arts for Warner Bros.' post-1948s.

Station film buyers will find that the package contains the usual spread of good, fair and indifferent pictures, with nothing that really qualifies as a blockbuster (*i.e.*, no films like "An American in Paris," "Bridge on the River Kwai," "Exodus," etc.). A pre-NAB preview of some of the stronger titles in the MGM package: "The Actress," "Kind Lady," "In the Good Old Summertime," "Lone Star," "Crest of the Wave," "Mr. Imperium," "Red Danube," "Skipper Surprised His Wife," and "Yellow Cab."

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New 7 Arts Package: Expected to be showcased at NAB is a new package of at least 40 post-1948 pictures by 7 Arts, which has begun to talk details of another group of Warner Bros. movies with film buyers. All of the 7 Arts films, it's said, are post-1950 but non are post-1955. Nearly 40% of the pictures will be available in color. Titles haven't been officially released, but reportedly the package heavyweights will be "Young at Heart" (Doris Day), "East of Eden" (James Dean), and "Captain Horatio Hornblower" (Gregory Peck). The price line, as in the 7 Arts release of the previous "Volume I" 40-picture package, will be high.

Sturm Studios, currently branching out from its present commercial-production base, is planning pilot production shortly on a 30-minute cartoon show titled *Cactus Sidney*. According to Sturm Studios Pres. Harold Hackett, the show will be "a slapstick satire on Westerns aimed at a kid audience and designed for a time period of around 7:30 p.m." Cartoon shows, currently booming in popularity, aren't cheap, according to Hackett. Their average budget this fall will be $60-65,000 per episode as against an average of $48-52,000 for live-action shows.

NTA BUYS DESILU SERIES: NTA and Desilu Productions last week settled their lengthy squabble when the syndication company bought out Desilu's interests in 6 half-hour film series and 9 pilots (Vol. 17:7 p12).

Consideration involved is approximately $200,000, we're informed by insiders. In addition, NTA is paying the Screen Actors Guild about $175,000 in residuals on the series. SAG had demanded residuals last February, alleging Desilu was delinquent in its payments. At that time Desilu administrative vp Edwin Holly acknowledged Desilu was originally responsible for payments, but said he thought there was a change when Desilu terminated its distribution contracts with NTA. Under terms of the original deals, NTA financed and Desilu produced the series.

The 30-min series, valued by NTA at $8 million in original production costs: *U.S. Marshal*, (78 episodes); *The Sheriff of Cochise* (78); *Grand Jury* (39); *This Is Alice* (39); *Walter Winchell File* (39); *Official Detective* (39).

Pilot films bought are *You're Only Young Twice*, starring George Murphy & Martha Scott; *The Last Marshal; The Wildcatters; Tonight in Havana*, starring Ricardo Montalban; *Rikki of the Islands; The Silver Frame; Country Doctor; Just Off Broadway* and *Dallas*.

NTA is currently marketing the 156 *Marshal* and *Cochise* films in combination for across-the-board stripping under the title *The Man from Cochise*.

Announcement of settlement of the NTA-Desilu situation was made by NTA Chmn. Oliver A. Unger and Desilu Pres. Desi Arnaz.

Desilu ownership in *U.S. Marshal* was 34.4%; *The Sheriff of Cochise*, 26.7%; *Grand Jury*, 40%; *This Is Alice*, 42.5%; *Walter Winchell File*, 34.5%; *Official Detective*, 40%.

REVUE STRENGTHENS FILM LEADERSHIP: Revue Studios will dominate the Hollywood TV film production picture again in the 1961-'62 season. The MCA subsidiary already is assured of 16 series even though all sales for next fall aren't wrapped up. Revue was leader this season in total sales with 14 shows. For the current 1960-'61 season, Revue also leads in sales of *new* series, with a total of 7. Runners-up in new-show sales were Four Star Television, MGM-TV, Screen Gems and 20th Century-Fox, 3 each.

Following Revue in sales for next season are SG and Warners with 8 series each; CBS Films with 7 shows; Four Star and Marterto with 5 each; MGM-TV and 20th Century-Fox TV with 4 each.

Next-season sales represent an increase for SG, which has 7 this season; Warners' total is unchanged; CBS is up from having 6. Four Star's total is down sharply from 12 shows this semester. MGM-TV is up from its 3, 20th Century-Fox TV is the same, and Marterto raised its score from the 3 shows it has this season. (Marterto is the Danny Thomas company in which producer-director Sheldon Leonard and exec. producer Louis Edelman are partners.)

Barring any last-minute sales, Desilu Productions will wind up with just one series—*The Untouchables*.

Three of last year's half-hour entries have been expanded to 60-min. shows, in line with the trend toward the hour. These are Four Star's Robert Taylor series; Revue's *Wells Fargo*, and CBS-TV's *Gunsmoke*.

Among the new sales, comedies are dominant, with action-adventure second.

NEW YORK ROUNDUP

Film-Tape Marriage in N.Y.: "One out of every 4 tape commercials made today has film inserts, and film-in-tape is becoming more common all the time," Videotape Productions vp-gen. mgr. John B. Lanigan told us last week. A "gentlemen's agreement" for film-tape co-operation between Videotape Productions and Robert Lawrence Productions, announced April 24, was motivated by this growing trend, Lanigan explained.

Not a merger in any way, according to Lanigan, the Videotape-Lawrence "co-operative deal" will combine both firms' creative and sales forces "to complement our individual activities in tape and film commercial production." It is primarily a "business-getting device," he said, based on "the highly successful concept of department-store shopping." Since an advertiser's requirements "are different at different times," added Lanigan, "we will provide the client with production continuity, and it will put both Videotape and Robert Lawrence in a better competitive position." No financial formula has been worked out as yet, according to Lanigan. He also stressed that, because of union regulations, no production personnel will be interchanged. The first co-operative commercial, for an unnamed client, goes into production this week.

Cartoon Award: National Cartoonists Society awarded its silver plaque for "best animated cartoonists" to Bill Hanna and Joe Barbera in N.Y. April. 25. Specially cited was *The Flintstones* as "the first 30-min. situation comedy to be produced in animation and the first all-original, animated cartoon program to play prime network time." Screen Gems vp Charles Fries accepted the plaque for the creative team, which will have 5 hours per week in network & spot TV next fall (*Flintstones, Huckleberry Hound, Quick Draw McGraw, Yogi Bear* and *Top Cat*). SG announced last week that *The Flintstones* has been sold in Japan and 4 Latin American countries—Mexico, Venezuela, Argentina and Uruguay. *Huckleberry Hound*, "the first made-for-TV animated series to undergo any dubbing," is now syndicated in over 30 countries.

Winnie All Over: ABC-Screen Gems documentary series, *Winston Churchill—The Valiant Years* may well be the "most available" TV property around. The show is still running on ABC-TV (Sun. 10:30-11 p.m.); Screen Gems is syndicating it internationally; ABC plans re-run episodes for next season. Now Edward Dalton (Metrecal), in a low-pressure promotion drive, is offering 16-mm prints "for free group loan," available to any educational or social organization "simply by addressing a request to the nearest office of Association Films."

Barry Re-enters TV: The ex-host of *Twenty-One, Tic Tac Dough* and other now defunct quiz shows will produce, host and syndicate a new "interview-variety show with children"—*Kidding Around*—which debuts on WNTA-TV N.Y. May 6 (Sat., 7-7:30 p.m.). He thus follows his former quiz-show-producer partner Dan Enright, who entered the syndication field 2 months ago via a co-production deal with Screen Gems (Vol. 17:9 p8).

Add Syndication Sales: Ziv-UA's *King of Diamonds* has now been bought by 83 stations, including the 5 largest cities in the country. Newest sales include WGN-TV Chicago, WCCO-TV Minneapolis.

HOLLYWOOD ROUNDUP

How to Purify an 'Outlaw': NBC-TV is revamping its 60-min. *The Outlaws* series for next season, in line with the network's policy on physical violence (Vol. 17:17 p14).

Just what the new format will be hadn't been decided at week's end, but there was talk it might be more of a "family show" than a Western. When we asked an NBC-TV source if the title would remain, he replied "I don't know."

As a result of the "purifying" process, star Barton MacLane has quit the series. Producer Joe Dackow is out of the picture, and the show has temporarily been taken over by Frank Telford, producer of *The Americans*. Whether Telford remains with what was once *The Outlaws* depends on the fate of *Americans*—still undecided.

MGM-TV puts *National Velvet* into production June 19 for next season. Robert Maxwell is exec. producer and Rudy Abel is producer . . . Screen Gems' *The Donna Reed Show* goes into production for next season May 15, with no production hiatus. Production began last week on the final 3 episodes for this season . . . Four Star Television producer Sam Peckinpah (*The Westerner*) has left the studio. . . . Four Star is considering expanding its half-hour *McKeever & the Colonel* to 60-min. . . . CNP finished production on its *The Jim Backus Show* at MGM.

AAAA Mulls Modernization: Representatives of the branches of Associated Actors and Artistes of America met last week in Hollywood to discuss, among other subjects, interchangeability of membership and modernization of AAAA procedures. Actors' Equity, AFTRA, American Guild of Musical Artists, AGVA, Screen Actors Guild and Screen Extras Guild were represented.

Marterto Productions, the Danny Thomas-Sheldon Leonard-Louis Edelman company, is working on plans for the 1962-63 season, its first pilot project to be *My 15 Blocks* . . . Desilu Productions Pres. Desi Arnaz is recovering from a virus infection.

KTTV Los Angeles' syndication div. will handle syndication of the *Lie Detector* series . . . Warners is sending a company of 60 to Miami in June for filming of *SurfSide 6* sequences . . . Ex-Ziv-UA casting director Larry Parke has turned actor with a role in a *Roaring 20's* segment.

Moffett Enterprises Inc. will film its syndicated series, *The Peter Lorre Playhouse*, at KTTV Los Angeles . . . Desilu's 2 music companies, Bruin Music & Addax Music, have signed Lou Levy as publishing representative.

Ziv-UA has completed production of its *Case of the Dangerous Robin* series, and producer Richard L. Bare has left the company.

Producer Jerry Wald tells us he is continuing his negotiations with NBC-TV to produce specials, and he expects to do one 3-hour special a year beginning next fall.

People: Bert Granet, Desilu Productions exec. producer has left Desilu after 5 years with the company. Remarked Granet to us: "TV is stultifying. I am terribly disgruntled and disappointed with the medium. I hope to return to motion picture production." . . . George Le Maire named exec. asst. to MGM-TV production vp Robert Weitman . . . David Davidson, president of Writers Guild of America East, has been elected WGA national chairman . . . Keith A. Culverhouse named MGM-TV sales prom. dir.

Television Digest

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Personals: John F. Day, ex-CBS News vp, named exec. vp of Pacifica Foundation and gen. mgr. of its radio WBAI N.Y. . . . Arthur J. Johnson appointed co-op & network station sales & planning mgr., NBC-TV . . . William J. Hubback, ex-KOMO-TV Seattle, named mgr. of upcoming KOXO Portland, Ore., due to begin operations next fall.

Harold McFadden, ex-McCann-Erickson, San Juan, P.R., named gen. mgr., WKAQ-TV San Juan, P.R., succeeding Robert Lands, now in agency field; since the death of *El Mundo* publisher Angel Ramos last September, ownership of his TV-radio stations as well as newspaper is in the hands of a foundation trust . . . Ernest G. Byrne, ex-KMOX-TV St. Louis, named exec. producer, Irish Television. He was born in Dublin . . . Gordon Fuqua named mgr. of NT&T's newly-acquired CATV systems in Man, Logan and Bluefield, W.Va.; he had held same post with Bluefield TV Cable Co., before NT&T bought it (Vol. 17:16 p10) . . . Don and Lee Colee, ex-WTVH Peoria vp-gen. mgr. and gen. sales mgr., respectively, assume same posts at WTTG Washington . . . George Finnegan and Clyde Dutton replace the Colees at WTVH as gen. mgr. and sales mgr. respectively . . . John H. Bone named gen. mgr., WTVP Decatur, Ill.

Gordon Davis, radio WIND Chicago gen. mgr., appointed West Coast mgr., WBC Productions . . . James Burke, ex-CBS, named news & public affairs dir., WGR-TV & WGR Buffalo . . . George S. Bertram, Swift Canadian Co., re-elected pres., BBM. Ross A. McCreath, All-Canada Television, and John F. Glasier, Ford Motor Co., named vps.

William Moyers, associate dir. of the Peace Corps, speaks at Station Representatives Assn. Silver Nail Award luncheon May 3, Waldorf-Astoria, N.Y. . . . Joseph W. Shea, legal advisor on deceptive practices in FTC's Bureau of Investigation, promoted to Commission secy. . . . Charles E. (Chili) Nobles, inventor & developer of airborne TV, receives Westinghouse Electric Corp.'s Order of Merit . . . Jack Thompson named to head TV-radio sales development dept., Branham Co. sales reps . . . Kenneth L. Yourd resigns as business & legal affairs vp, NET . . . Ben Kaufman, TV reporter & publicist, will head the Zakin Co.'s new PR div.

Meetings Next Week: NAB annual convention (May 7-10). Sheraton Park Hotel, Washington, D.C. • Society of Motion Picture & TV Engineers 89th semi-annual convention (7-12). Theme: "International Achievements in Motion Pictures & TV." King Edward Sheraton Hotel, Toronto • IRE national aerospace electronics conference (8-10). Biltmore & Miami Hotels, Dayton, Ohio • Bcst. Pioneers 20th annual dinner (9). Sheraton Park Hotel, Washington • Assn. of National Advertisers workshop on international advertising (11). Plaza Hotel, N.Y. • Conn. Bcstrs. Assn. annual meeting (12). The Waverly Inn, Cheshire, Conn.

Stations

WNTA-TV Saga Nears End: That sale of WNTA-TV N.Y. to an ETV group (Vol. 17:17 p7) inched along toward completion last week. NTA Chmn. Oliver Unger termed the relationship between NTA and the purchasing group (which is headed by onetime First National City Bank Chmn. Howard E. Sheperd) as "agreement in principle." Other members of the blue-chip group include: John D. Rockefeller III, Steuben Glass Pres. Arthur A. Houghton Jr., ex-N.Y. Life Insurance Co. Chmn. Devereux C. Josephs, N.Y.U. Chancellor Dr. George D. Stoddard, and National ETV & Radio Center Pres. John D. White. Why was the sale taking so long? Sources close to WNTA-TV gave us 2 unofficial reasons: (1) Several WNTA-TV depts.—such as sales, promotion, commercial traffic, etc.—would be eliminated if the station became an ETV outlet, and the present job-holders are being given a chance to re-locate. (2) The new group has only the most general plans concerning the station's program structure, and wants to map them later in more detail for FCC's benefit. The 6 commercial TV stations in N.Y. have reportedly requested a legal green light from the Justice Dept. to aid in the establishment and financial support of WNTA as an ETV outlet.

CBS-TV Affiliates to Meet: Chmn. William S. Paley, who has lately been taking a more active hand in maintaining solidarity within the CBS-TV network, and exec. vp Henry Schachte of Lever Bros., who has lately been throwing a king-size scare into networks with his firm's study of declines in nighttime TV viewing (Vol. 17:17 p7), will be the 2 key speakers during the May 4-5 annual conference of CBS-TV affiliates in N.Y. Business sessions, according to CBS, will treat with such network problems as "recent developments & future plans concerning programs, sales, the network's competitive position, program practices and pending legislation."

KXTV Sues Striking Unions: Corinthian's Sacramento station, struck by AFTRA and NABET since last Sept. 26 (Vol. 17:11 p11), filed suit for $105,000 damages against both unions in federal court in Sacramento.

Briefing on Ratings: NAB Pres. Collins, intensely interested in program ratings, had 3 top Nielsen executives —Henry Rahmel, John Boesel and Warren Cordell—in to educate his staff April 26 in a session lasting all afternoon. Earlier this year, Collins inspected Nielsen, ARB and Pulse setups, plans to sit down with the Sindlinger group.

Obituary

Pamela Garroway, 34, wife of NBC's *Today* host Dave Garroway, died at her home in N.Y. April 28. The former actress & ballet dancer, who succumbed to an overdose of sleeping pills, is survived by her husband and 3 children.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

3 MILLION TV SETS SCRAPPED LAST YEAR: More than half of the TVs sold at retail in 1960 were replacements for worn-out sets. The 3,145,000 sets which breathed their last and collapsed in 1960 —and presumably were replaced—were equivalent to 53% of the total 1960 retail sales of 5,945,045 TVs.

Last year's scrappage figures—as estimated by Sylvania marketing research dir. Frank Mansfield and featured among the statistical tables in our forthcoming Television Factbook No. 32—show the TV replacement market is finally coming of age. Last year marked the first time that replacements accounted for more than 50% of TV sales. The 1959 figure was 42% (Vol. 16:17 p14).

Thus 1960 marked the year when TV market became largely a replacement market. Based on about a million new homes established in 1960, it's good estimate that nearly a million of 1960's TV set sales went to brand-new TV homes. This means that about 1.8 million became "additional" sets—2nd or 3rd sets—in multi-set homes. Translated into percentages, 1960's retail sales were: Replacements, 53%; additional sets in TV homes, 30%; first sets in new TV homes, 17%.

Multi-set homes are now increasing by about 2 percentage points per year. At end of 1960, about 14% of all TV homes had more than one set. Mansfield predicts that 1961 will see this figure increase to 16%. Stated in another way, at the end of last year, the average TV home had 1.14 sets, and this figure is increasing by .02 sets per year.

Last year's scrappage figure set a new record—by a large amount. Here are the ups & downs of TV-set replacement by years, since 1950:

1950	27,000	1954	1,492,000	1958	2,010,000
1951	100,000	1955	2,836,000	1959	2,459,000
1952	275,000	1956	1,400,000	1960	3,145,000
1953	911,000	1957	2,745,000		

From start of TV production in 1946 until Jan. 1, 1961, a total of 76,188,000 TV sets were built in U.S., 73,090,000 of them sold to American consumers. Of the 73 million sets sold, some 17.4 million are no longer in existence—leaving about 56 million sets in use.

"Large-screen" sets—19-in. and larger—now account for about 67% of the total sets-in-use (37.9 million), 16-to-18-in. sets 28% (15 million) and screens smaller than 16-in. are down to a paltry 7% (3.4 million) of the U.S. total.

TV-RADIO PRODUCTION: EIA statistics for week ended April 21 (16th week of 1961):

	April 15-21	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	101,043	112,364	101,809	1,616,748	1,892,893
Total radio	271,157	268,604	317,964	4,404,757	5,394,959
auto radio	85,756	83,645	105,218	1,341,414	2,165,257

Feb. Factory Sales of Transistors: 13,270,428 units valued at $25,699,625—compared with Feb. 1960's 9,527,662 units at $24,831,570. The Feb. 1961 performance also topped the preceding month's volume by more than one million units and $2.7 million. Here are EIA's tabulations:

	1961 Units	1961 Dollars	1960 Units	1960 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
TOTAL	25,454,359	$48,654,792	19,134,292	$49,546,150

Rumor of the Week: The Ronson Corp. poured cold water on a hot Wall St. rumor last week that the lighter-shaver company was moving into the production and/or import of color-TV receivers. "Not only is it not true," gen. sales mgr. Herbert M. Stein told us, "it's the first rumor I've heard about it." He said that Ronson had been toying with the possibility of bringing out a transistor clock radio but has dropped the project and has no plans at this time for any consumer electronic products.

MORE STEREO RADIO PLANS: Having digested FCC's standards for FM stereo (Vol. 17:17 p1 & Supplement), most set manufacturers last week were hastily planning changes in their new lines so they would have complete multiplex equipment to show at the NAMM Music Industry Trade Show beginning July 17 in Chicago. As we reported in our industry roundup last week (Vol. 17:17 p18), several were far enough along to promise sets & converters on or shortly after the June 1 starting gun for FM stereocasting.

Here are some additional comments & plans:

Olympic, whose sales of TV stereo combinations constitutes a heavy percentage of its total business, hopes to show samples of converters & stereo consoles next month and to deliver by the end of July or early August. Pres. Morris Sobin told us that Olympic's fall combination line will be equipped for FM stereo and that converters will be offered for previous Olympic sets. The differential for stereo FM will be about $20 at retail, he estimated, and stereo converters for existing Olympic sets will sell for about $30, including installation. The converter will be a "well-engineered unit," he said, with complete installation instructions. He estimated that about 8 or 10 connections must be made to properly install a good converter for high-quality performance.

Last week the component hi-fi manufacturers were heard from, and—like their packaged hi-fi counterparts—they expect FM stereo to give their business a big push.

Institute of High-Fidelity Manufacturers, the component hi-fi makers' association, saluted the FCC decision as one "which will revolutionize the high-fidelity industry." But IHFM Chmn. Hermon H. Scott, who also is pres. of H. H. Scott Inc., warned that "only an adapter recommended by the tuner manufacturer should be used." Because of the stringent design requirements, he reasoned that "the manufacturer of high-quality components should be at a considerable advantage compared with the manufacturer of ordinary radio sets; low quality receivers will inevitably produce unsatisfactory results." He also cautioned that the tuner business "will probably fall off" until stereo receivers & adapters are available.

Pilot, which makes both components & packaged hi fi hopes to have an adapter for its own sets around June 1, and plans to show a complete FM-stereo line at the Music Show. Sales vp L. M. Sandwick estimates that stereo may add $50-60 to the price of a quality set.

The Muter Co., manufacturer of speakers & other components, hailed the FCC decision as a business-booster. Said Pres. Leslie F. Muter: "With this decision, the FM receiver can leap forward into the popular stereo sound category with greatly enhanced consumer appeal and stepped-up sales possibilities."

Plans of other components hi-fi manufacturers, were reported in *Radio-Electronics Weekly Business Letter*:

Bogen-Presto plans an adapter at $69.50-79.50 in July for its own sets, but will hold off until it can be field tested using actual stereocasts. **Dynaco** will market an adapter for its own tuners, but also will await stereocasting. **Fisher** plans a self-powered adapter at about $89.50 by the end of June. **Heath Co.** (Daystrom) will have both kit & wired tuners "very shortly." **H. H. Scott** will offer a self-powered adapter for its own tuners in "2 or 3 weeks." **Sherwood Labs** aims for June delivery of adapters at $49.50 (self-powered) & $39.50.

For report on FM stereo broadcast equipment, see story on p. 4.

Sylvania's 5-Year Labor Warranty: Sylvania injected new life in the warranty hassle last week by drastically extending its standard 90-day parts & labor guarantee to 5 years on transistor radios, one year on tube radios. The long-life warranty is effective May 1, covers all but a few of Sylvania's current 1961 radios.

Sylvania Home Electronics Corp. Pres. Peter J. Grant explained the move as a strike against import competition: "We believe that our willingness to stand behind components & workmanship for these extended periods of time, and the ease of obtaining service from convenient repair stations, will aid us greatly in competition with foreign imports."

To obtain warranty service, the customer or his dealer is required to deliver or send the radio prepaid to the nearest of some 150 authorized Sylvania radio repair stations. Repaired radios will be returned to customers prepaid.

Industry reaction to the warranty stretch ranged from conventional expressions of "watchful waiting" to downright opposition. RCA retorted that "any extension of radio warranties will result in higher prices to the consumer, if not today, then certainly tomorrow. We do not think the public is unrealistic enough to believe that the higher cost of longer warranty programs would be absorbed by manufacturers, distributors and/or dealers. They already are operating at minimal profit conditions due to strong domestic & foreign competition."

Industry consensus: Let's wait & see.

Mergers & Acquisitions: **Lionel Corp.** proposes to acquire **Textron Electronics,** subject to the approval of the boards & stockholders of both concerns. Tentative merger terms call for the exchange of one share of Lionel for 3⅓ shares of Textron Electronics. The latter is 76% owned by Textron Inc., which would become a major stockholder in the combined company. Lionel Chmn. Roy M. Cohn & Pres. John B. Medaris would have those posts in the amalgamated firm; Textron Electronics Pres. Royal Little would become chairman of the executive committee. Other merger news last week:

Standard Kollsman Industries has purchased for cash the assests of **Lee-Der Mfg.,** Briarcliff Manor, N.Y. maker of dry chemical fire extinguishers. The acquisition was by subsidiary Casco Products.

Loral Electronics has completed negotiations to acquire **Accurate Specialties Co.,** Hackensack, N.J. manufacturer of high-purity metals & ceramics for semiconductor components (Vol. 17:13 p21). Loral would exchange approximately 150,000 common shares, valued last week at approximately $6.3 million, on the basis of one Loral share for each 2½ of Accurate Specialties. The amalgamation still requires approval of latter's stockholders.

Raytheon's Italian affiliate **Selenia SpA** and **Vitro Corp.** have formed a new Italian company—Vitro-Selenia, headquartered in Rome—to design & install missile systems and other electronic equipment. Raytheon & Vitro will be joint owners, will each have 3 posts on the 6-man board. Raytheon has a 40% interest in Selenia.

Polarad Electronics has completed negotiations to acquire for undisclosed terms **Federal Scientific Corp.,** N.Y. electronics concern.

GE's New Dallas Location: The Dallas sales office of GE's Communication Products Dept. has been moved to 4447 N. Central Expressway, Dallas 5, from 3200 Maple.

3M Tape-Cartridge Progress: Target date for marketing of the tiny tape cartridge & player developed by Minnesota Mining and CBS Labs is still "early next year." 3M has turned the development over to its tape-recorder-manufacturing subsidiary Revere Camera Co., which says it is now "fairly close" to a producible item. Revere will build automatic changers for the tape cartridges, and presumably 3M will license other manufacturers to manufacture them. Last year, it was reported that Zenith, Columbia & Grundig (Germany) were licensed to produce the equipment, but 3M has suspended licensing operations pending completion of development. Zenith Pres. Joseph Wright, in answer to a question about the 3M project at last week's stockholders meeting, said: "We dropped out of cartridge tape some time ago." The pocket tape cartridges (3½-in. square) play up to 64 minutes of stereo music at 1⅞ in. per second and are designed to be stacked in an automatic changer and to sell at prices competitive with LP discs (Vol. 16:13 p18).

New Packard Bell Portable: The 19-inch TV set is with "drop-proof, shock-proof wireless remote control" and "computer dial," lists at $259.95.

Trade Personals: James M. Toney named division vp, headquartering in N.Y., for RCA International's program to assist the Italian govt. in establishing an electronics manufacturing complex in Southern Italy (Vol. 16:17 p15).

Sidney Harman, Harman-Kardon pres., named also exec. vp, Jerrold Electronics, following the Feb. 28th merger of the companies (Vol. 17:10 p19) . . . Charles Mathes elected chmn. & chief exec. officer, Curtis Mathes Mfg. Co., Dallas, succeeding Curtis Mathes Sr., who becomes exec. committee chmn.; Curtis Mathes Jr. elected pres., continuing to head electronics & product development; Horace B. Kelton named exec. vp, continuing as secy.-treas.; Charles Mathes will also continue to head mfg. . . . R. L. Beam, exec. vp of Hazeltine Electronics div., elected exec. vp of Hazeltine Corp.

J. A. (Shine) Milling, pres. of Howard W. Sams' Sams Div., will receive Clemson College Alumni Assn.'s Distinguished Service Award June 10. He's being honored for "personal life, professional achievements, community service, loyalty to Clemson" . . . Thompson H. Mitchell, RCA Communications pres., receives commendation from Commerce Secy. Hodges for company's export-promotion campaign, including distribution of 60,000 copies of brochure describing dept.'s export aids . . . Robert Just has been named to new post of chief industrial engineer at Indiana General's Indiana Steel Products Div.

Frederick Shuh appointed gen. mgr., General Instrument-F. W. Sickles of Canada . . . Dr. James E. Storer named acting dir., Sylvania applied research lab, replacing Dr. Leonard S. Sheingold, recently appointed chief scientist for the U.S. Air Force . . . Edwin D. Campbell promoted from vp-treas. to new post of vp-gen. mgr., Lab for Electronics; David A. Stuntz promoted from asst. treas. to treas. . . . Dr. Walter R. Hedeman, ex-Texas Instruments, appointed advanced development co-ordinator, GPL engineering div.

Obituary

H. A. Renholm, 61, RCA distributor & commercial relations central region staff vp, died April 23 in Chicago. Before joining RCA in 1927, he had been with the Chicago Talking Machine Co.

SONY TV DUE NEXT MONTH: Sony's 8½-in. battery-operated TV is slated to go on the market in N.Y. next month in limited quantities. Toward the end of the year, the sets will arrive in "tremendously increased quantities," a Sony official told us, and they will be distributed nationwide.

What are "tremendously increased quantities?" Sony won't say—probably won't even know pending results of the N.Y. market test—but the company says it is now producing 5,000 of the midget sets monthly in Japan and its capacity will be doubled toward year's end. Sony has established a list price of $249.95 for the set, plus about $30 for the sealed wet battery.

The set will play about 3 hours on a battery charge, and the battery may be recharged at least 100 times. It can be recharged while the receiver is playing on AC line power. The 13-lb. set will be a competitor to Delmonico's transistor portable (made by Japan Victor) of similar size, which may also be on the market here this summer (Vol. 17:14 p20). Sony's TV portable will be marketed by Sony Corp. of America (N.Y.), which has retained Ellis Advertising to conduct a local newspaper ad campaign next month, to be followed by magazine ads when the set goes into national distribution, possibly in August.

Sony expects to market other TV sets in this country, including a "new type of transistor TV"—possibly with a 14-in. screen. Further on the horizon is a program for the export of color sets, after more experience in Japan.

There's still plenty of trade speculation whether many more importers will follow the lead of successful Delmonico and bring Japanese TV sets into this country in quantity. As we reported last winter (Vol. 17:6 p17), Olympic is studying the TV import question carefully. Recently returned from a trip to Japan, Olympic Pres. Morris Sobin told us last week that a decision will be made before the end of this year.

These questions will enter into the decision, he said: "How much business will it bring? Will it be a mass-market product? Do we have to import TV to keep competitive?" The latter question is the heart of the matter, said Sobin, indicating that if others begin TV imports, Olympic will be forced to come along.

Power Transformer for Sylvania: The last holdout against transformer-powered TV sets, Sylvania last week announced a new chassis will be featured in its 1962 line which will use the new small & light Flexicore transformer developed by its lighting division. The former silicon rectifier chassis will be continued in some models. The new "GT-555" chassis will feature ease of servicing, Sylvania pointed out, including quick accessibility of chassis & picture tube, plug-in circuits, roadmap color-keyed printed-circuit boards, part & tube-pin designations printed on the chassis. All metal parts will be plated in gold-colored copper to prevent corrosion. District service managers were due to begin tours of distributors May 1 to familiarize themselves with the new chassis.

New Plants & Expansions: Philco has opened a $1-million, 45,000-sq.-ft. hq for its Communications Systems Div. at Fort Washington, Pa. • Howard W. Sams has transferred its N.Y. offices from the Corning Glass Building to larger quarters in the Greenwich Savings Bank Building, 3 West 57th St., N.Y. 19.

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—qtr. to Mar. 31	$ 34,556,429	—	$ 612,946	$0.31[3]	1,902,041
	1960—qtr. to Mar. 31	32,617,486	—	664,905	.34[3]	1,885,254
AB-PT	1961—qtr. to Apr. 1	—	$ 7,325,000	3,425,000[1-2]	.81[2-3]	4,232,731
	1960—qtr. to Apr. 1	—	7,275,000	3,336,000[4]	.78[3-4]	4,149,362
American Electronics	1960—year to Dec. 31	22,609,422	—	(6,452,572)	—	1,177,708
	1959—year to Dec. 31	25,019,132	—	617,505	.70	874,944
Arvin Industries	1961—qtr. to Apr. 2	12,980,058	(165,901)	(79,632)[15]	—	1,137,609
	1960—qtr. to Apr. 2	17,294,789	1,125,816	545,892	.48	1,132,134
Beckman Instruments	1961—9 mo. to Mar. 31	48,489,254	—	2,515,012	1.82	1,383,808
	1960—9 mo. to Mar. 31	39,420,243	—	2,406,327[5]	1.75[5]	1,377,412
	1961—qtr. to Mar. 31	17,065,749	—	929,002	.67	1,383,808
	1960—qtr. to Mar. 31	13,977,278	—	1,144,155[5]	.82[5]	1,377,412
Cohu Electronics	1961—qtr. to Mar. 31	—	—	209,155	.15	—
	1960—qtr. to Mar. 31	—	—	5,098	—	—
Walt Disney Productions	1961—26 wks. to Apr. 1	23,065,743	1,389,982	669,982	.41	1,626,023
	1960—26 wks. to Apr. 2	20,909,602	(185,485)	(90,485)[17]	—	1,626,023
Dynamics Corp. of America	1961—qtr. to Mar. 31	12,285,942	—	528,792	.15	2,787,027
	1960—qtr. to Mar. 31	10,072,708	—	502,283	.14	2,756,683
Eitel-McCullough	1960—year to Dec. 31	28,308,038	(644,940)	(662,961)[6]	—	1,834,656
	1959—year to Dec. 31	29,227,734	3,390,041	1,509,667	.83	1,827,706
Esquire Radio & Electronics	1960—year to Dec. 31	4,296,250	253,241	137,786	.33	417,560
	1959—year to Dec. 31	4,838,228	299,747	155,800	.37	417,560
Fairchild Camera & Instrument	1961—qtr. to Mar. 31	20,655,000[1]	—	877,000	.71	1,233,696
	1960—qtr. to Mar. 31	13,838,000	—	801,000	.65[7]	1,039,140
Friendly Frost	1961—year to Jan 31	25,693,162[1]	903,899	574,899[1]	.66	866,569[9]
	1960—year to Jan. 31	24,613,040	825,706	504,706	.64	784,620[9]
Gabriel	1961—qtr. to Mar. 31	6,723,237	216,602	140,953	.20[3]	678,238
	1960—qtr. to Mar. 31	7,664,554	72,363	34,734	.05[3]	675,838
GPE	1961—qtr. to Mar. 31	62,897,000[1]	—	1,334,000[1-10]	.87[3-10]	1,129,494
	1960—qtr. to Mar. 31	57,000,000	—	1,224,000[11]	.77[3-11]	1,126,646
Globe-Union	1961—qtr. to Mar. 31	12,864,000	—	356,870	.42	851,914
	1960—qtr. to Mar. 31	14,368,111	—	442,600	.53	837,415
Hoffman Electronics	1961—qtr. to Mar. 31	16,098,315	533,668	256,668	.16	1,530,254
	1960—qtr. to Mar. 31	10,215,897	4,530	2,530	—	1,513,955
Indiana General	1961—qtr. to Mar. 31	—	—	356,243	.31	1,131,522
	1960—qtr. to Mar. 31	—	—	365,359	.32[19]	1,124,552[19]
Magnavox	1961—qtr. to Mar. 31	32,200,000[1]	—	1,430,000[1]	.60	2,365,168
	1960—qtr. to Mar. 31	28,676,000	—	1,266,000	.54	2,353,571
MCA	1961—qtr. to Mar. 31	—	4,173,253	2,019,553[1]	.50[3]	3,995,735
	1960—qtr. to Mar. 31	—	3,455,838	1,676,835	.41[3]	3,995,735
Packard Bell Electronics	1961—6 mo. to Mar. 31	16,439,816	(2,555,361)	(1,530,861)[20]	—	815,983
	1960—6 mo. to Mar. 31	23,712,089	1,071,101	491,101	.61	811,727
	1961—qtr. to Mar. 31	7,701,466	(1,965,192)	(1,164,892)[21]	—	815,983
	1960—qtr. to Mar. 31	10,407,071	127,509	47,509	.05	811,727
Paramount Pictures	1961—qtr. to Apr. 1[12]	—	—	2,450,000[13]	1.46[13]	1,673,231
	1960—qtr. to Apr. 1	—	—	1,699,000[14]	1.02[14]	1,672,398
	1960—year to Dec. 31[12]	—	—	7,026,000	4.20	1,673,231
	1959—year to Dec. 31	—	—	7,519,000	4.47	1,683,598
	1960—qtr to Dec. 31[12]	—	—	889,000	.53	1,673,231
	1959—qtr. to Dec. 31	—	—	910,000	.54	1,683,598
Howard W. Sams	1961—9 mo. to Mar. 31	7,487,519	947,150	467,404	1.10	425,450
	1960—9 mo. to Mar. 31	7,205,112	901,229	414,965	.98	425,450
Siegler Corp.	1961—9 mo. to Mar. 31[15]	73,646,826	4,469,729	2,330,228	1.05	2,214,363
	1960[16]	—	—	—	—	—
	1961—qtr. to Mar. 31[15]	24,592,863	936,164	553,363	.25	2,214,363
	1960[16]	—	—	—	—	—
Standard Kollsman	1961—qtr. to Mar. 31	24,670,723	1,576,573	770,149	.37	2,080,556
	1960—qtr. to Mar. 31	21,871,820	1,127, 125	572,125	.27[7]	1,983,533
Stewart-Warner	1961—qtr. to Mar. 31	26,345,096	2,819,422	1,346,422	.41	3,318,721
	1960—qtr. to Mar. 31	30,325,131	4,067,019	1,940,019	.59	3,293,146
Thompson Ramo Wooldrige	1961—qtr. to Mar. 31	96,700,000	3,008,900	1,490,000	.45[3]	3,186,457
	1960—qtr. to Mar. 31	111,635,492	4,985,679	2,362,279	.73[3]	3,119,503

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Share
Tung-Sol Electric	1961—13 wks. to Apr. 1	15,282,327	570,011	274,011	.24[3]	925,783
	1960—13 wks. to Apr. 1	20,008,795	1,659,627	796,627	.80[3]	924,521
Westinghouse	1961—qtr. to Mar. 31	436,103,000	14,967,000	9,067,000	.25[3]	34,837,472
	1960—qtr. to Mar. 31	458,817,000	36,196,000	19,496,000	.55[3]	34,706,557
Zenith Story below	1961—qtr. to Mar. 31	63,965,865	——	3,446,030	1.16	2,954,784
	1960—qtr. to Mar. 31	68,144,876	——	3,855,129	1.30	2,954,784

Notes: [1]Record. [2]From operations—before capital gain of $3,914,000 (92¢ a share). [3]After preferred dividends. [4]From operations—before capital gain of $44,000 (1¢). [5]Includes non-recurring income of $442,500 (32¢) from sale of subsidiary Shockley Transistor Corp. [6]After $655,574 tax credit. [7]Based on shares outstanding March 31, 1961. [8]Including Bcst. Div.—radio WGLI Long Island, N.Y. [9]Average. [10]Excludes special gain of $578,000 (51¢) from sale of real estate. [11]Excludes special gain of $98,000 (9¢) from sale of real estate. [12]Preliminary. [13]Excludes investment profit of about $400,000 (24¢). [14]Includes special income of $754,000 (45¢). [15]Includes Jack & Heintz Inc., merged into Siegler Feb. 1961 (Vol. 17:6 p16). [16]Comparison unavailable because of merger with Jack & Heintz. [17]After $95,000 tax credit. [18]After $86,269 tax credit. [19]Adjusted for June-1960 2-for-1 stock split. [20]After $1,024,500 tax credit. [21]After $800,300 tax credit.

Finance

ZENITH SALES & PROFIT SAG: "Intense competition in all phases of the business, including consumer products & govt. orders," took its toll at Zenith during 1961's first quarter, Pres. Joseph Wright noted last week. Shareholders at the annual meeting were notified that profit declined to $3.4 million from $3.9 million in Jan.-Mar. 1960 as sales slipped to $64 million from $68 million (see financial table). Wright emphasized that he was "very encouraged" by April sales, said "we look for a good 2nd quarter."

Chmn. Hugh Robertson told the meeting that Zenith, despite "intense competitive conditions, maintained its position of leadership of manufacture & sale of TV receivers and increased its share of industry deliveries to dealers over the record percentage obtained in the first quarter of 1960." The company, he continued, also "was able to show a sizable gain in transistor portable radio sales over the same quarter a year ago despite continuing aggressive competition from the domestic industry, imports from Japan and from cheap sets produced domestically from imported parts."

Stockholder interest in color TV was evidenced by questions asked from the floor. Queried on Zenith's color timetable, Robertson said that introduction of its first color sets is scheduled for October, "but we are trying to step it up and may have it in September." Sales Corp. Pres. Leonard Truesdell fielded a question about the advisability of marketing color TVs in the $600 range and the possibility of a $300 set. "We don't know how to manufacture a color set at the $300 retail price tag," he said. "It cannot be done. Our job is to find the segment of the market" for high-priced color sets. "It's not a runaway market, however, but I might add we sell a lot of stereo at a high price."

Audio Devices' Sales Record: First-quarter volume jumped to $2 million or 20% above the year-earlier level, Pres. William T. Hack told the annual meeting last week, adding: "We are optimistic that this trend will continue. This increase compares with a 15% increase maintained during 1960." Commenting on activities in TV tape, Hack noted: "Laboratory-produced samples of Audio Devices' new TV tape are now being thoroughly tested on video recorders with encouraging results."

Skiatron Deals Cited: Alleged manipulations in stock of Skiatron Electronics & TV are listed in a brief filed by an SEC investigating team in a long-developing Commission case against Re, Re & Sagarese, suspended American Stock Exchange specialist firm (Vol. 16:37 p19). The stock-rigging charges against Gerard A. Re & Gerard F. Re, father-&-son members of the firm, stemmed in part from SEC's 1960 fraudulent registration case against Skiatron, public sale of whose stock was stopped last October (Vol. 16:41 p18). The SEC staff investigators reported to the full Commission that sworn testimony from 70-odd witnesses linked the Res with alleged multimillion-dollar market-rigging of stock of Skiatron and a half-dozen other companies in which investors were victimized.

Decca Records profit in the first quarter ran well ahead of a year ago, Pres. Milton R. Rackmil told the annual meeting recently. "If business holds up," he added, "there's a good chance the dividend [now 30¢ a quarter] will be raised some time this year." Subsidiary Universal Pictures (87.6% of its outstanding common held by Decca) will turn in a lower profit in the 26 weeks to April 30 than the $4.04 a share in the same 1960 period, he said. However, a "big 2nd half" is expected to bring the year's earnings up to fiscal 1960's level. Queried by a stockholder about Universal's plans for TV distribution of its 325 post-1948 features, Rackmil said: "We have completed arranging & classifying these films. When the money is right & the time is right, we'll do something about it."

American Bosch Arma expects its 1961 earnings to more than double those of 1960 and is "working to stretch them to 3 times the 1960 figure," Pres. Charles W. Perelle told the N.Y. Society of Security Analysts recently. He said that 60-70% of the company's sales are in electronics & space technology.

Avco Chmn. Kendrick R. Wilson will be "very much disappointed" if earnings in the fiscal quarter ending May 31 do not top "at least a little bit" the $3,128,969 (30¢ a share) earned on sales of $86,840,645 in 1960's May quarter. Wilson also told the annual meeting recently that Avco's Canadian home-appliance subsidiary is "running behind last year in both sales & earnings but is in the black, and we are confident will end up with a profit, although smaller than last year."

Clairtone Sound Corp., Canadian hi-fi radio-phono set maker, is offering 200,000 common stock shares to U.S. investors through Reiner, Linburn & Co. to raise money to develop "new product lines." An SEC registration statement (file 2-17835) didn't list the offering price.

Vote on New Contract for Disney: Stockholders of Walt Disney Productions will vote May 16 on a new, 7-year contract for Disney as exec. producer & gen. supervisor. Under terms of the agreement, dated Jan. 1, 1961, Disney will get $3,500 a week (an increase of $500) and $1,666 each week in deferred payments to him or his family (if he should die) for a period of 1½ times the length of his services. Under the new contract, Disney's duties also include Disneyland Amusement Park and the company's TV programs. When the old contract was signed, the company had no Disneyland nor TV production. The deferred payments will begin with the expiration of Disney's 7-year term of employment. For the fiscal year ended Oct. 1, 1960, Disney received $156,000. Other executive salaries: William H. Anderson, vp in charge of studio operations, $89,000; Roy O. Disney, pres., $52,000; E. Cardon Walker, sales & advertising vp, $52,000; Gunther R. Lessing, vp & gen. counsel, $31,300. Stockholders will also vote on the proposed merger of Disney and its wholly-owned subsidiary, Disneyland.

Stock Offerings: Motorola placed $30 million of 4¾% debentures on the market last week via an underwriting group headed by Halsey, Stuart & Co. and Goldman, Sachs & Co. The 25-year obligations are non-refundable by Motorola for 5 years, are priced at 100 & accrued interest • Adler Electronics offering of 160,000 shares of common ($11 each) was oversubscribed last week. Of the shares, 110,000 represented new financing; the remaining 50,000 were offered by present stockholders • Varian Associates plans to offer stockholders rights to purchase one new share for each 10 held. Subscription price & record date will be announced later. On record date, Varian expects to have 3,478,829 shares outstanding • Martin Co. plans to dispose of its 218,000 common shares of General Precision Equipment. GPE also has in registration a public stock offering of 150,000 common shares. GPE Chmn. J. W. Murray reports that the GPE & Martin offerings will be made at about the same time • Hallicrafters has filed an SEC registration (File 2-18003) for 300,000 outstanding capital stock shares to be offered for public sale by Chmn. William J. Halligan & 4 others in his family. Underwriters are headed by Paine, Webber, Jackson & Curtis. The price wasn't reported. The sale would reduce the Halligan family holdings from 70.3% to 56.8% of 2,218,600 Hallicrafters shares.

SEC Seeks Injunction: New England Electronics Components Inc., Holyoke, Mass., would be barred from "further violations" of the Securities Act under terms of a U.S. District Court injunction sought in Boston by SEC. The agency charged that the company and its Pres. George J. Rodgers, the controlling stockholder, violated registration & anti-fraud provisions of the law in the sale of Class A common stock.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.

Reports & Comments Available: P. R. Mallory, discussion, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Clevite, discussion, Pennington, Colket & Co., 70 Pine St., N.Y. 5 • Loral Electronics, analysis, Ira Haupt & Co., 111 Broadway, N.Y. 6 • Foto-Video Electronics, report, Cortland Investing Corp., 135 Broadway, N.Y. 6 • Victoreen Instrument, prospectus, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 • Republic Corp., discussion, Purcell & Co., 50 Broadway, N.Y. 4 • Custom Components, prospectus, Mfrs. Securities Corp., 511 Fifth Ave., N.Y. 17 • Adler Electronics, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Sigma Instruments, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • Motorola, prospectus, Halsey, Stuart & Co., 35 Wall St., N.Y. 5 • Progress Webster Electronics, prospectus, Marron, Sloss & Co., 63 Wall St., N.Y. 5 • "Improved Picture for Movie Makers," profile of major film companies in April 26 *Financial World* • CBS, memo, Thomson & McKinnon, 2 Broadway, N.Y. 4.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Capitol Records	Q	$0.50	Jun. 30	Jun. 15
Internatl Resist.	Q	.07½	Jun. 1	May 15
P. R. Mallory	Q	.35	Jun. 10	May 11
Paramount Pictures	Q	.50	Jun. 9	May 22
Siegler	Q	.10	Jun. 1	May 15
Siegler	Stk.	3%	Jun. 29	May 15
Sonotone	Q	.07	Jun. 30	Jun. 2
Stanley Warner	Q	.30	May 25	May 9
Stewart-Warner	Q	.35	Jun. 10	May 19
Thompson Ramo Woold.	Q	.35	Jun. 15	May 31
Tung-Sol Electric	Q	.17½	Jun. 2	May 12
Westinghouse	Q	.30	Jun. 1	May 8
Zenith	Q	.40	Jun. 30	Jun. 9

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 27, 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	Bid	Asked
Acoustica Associates	21½	23⅝
Aerovox	9½	10¾
Allied Radio	25	27¼
Astron Corp.	2⅛	2⅝
Baird Atomic	24½	26¾
Control Data Corp.	111	118
Cook Elec.	11¾	13⅛
Craig Systems	15½	17
Crosby Teletronics	5¼	6⅛
Dictaphone	32¾	35⅜
Digitronics	32½	35⅝
Eastern Ind.	20¼	21¾
Eitel-McCullough	18	19⅜
Elco Corp.	13¼	14⅞
Electro Instruments	27	30⅜
Electro Voice	10½	11¾
Electronic Associates	36½	39
Erie Resistor	14⅞	16⅛
Executone	20½	22¼
Farrington Mfg.	20½	22¼
Foto Video	9¼	10¼
Four Star TV	23½	25⅜
FXR	20½	23
General Devices	17	18⅝
G-L Electronics	9¼	10½
Gross Telecasting	22	24⅝
Haydu	—	¼
High Voltage Eng.	200	216
Infrared Industries	22	24⅞
Interstate Eng.	24¾	26½
Itek	54½	59
Jerrold	7½	8¼
Lab for Electronics	61	64½
Lel Inc.	10	11½
Magna Theater	3¾	4¼
Magnetics Inc.	14¼	16
Maxson	27½	29⅝
Meredith Pub.	40½	44
Metro Media	21¼	22¾
Milgo Electronics	23¾	25⅞
Nardo Microwave	6¼	7⅜
Nuclear of Chicago	46	49⅞
Official Films	3⅝	4-1/16
Pacific Automation	4½	5¼
Pacific Mercury	8	8⅞
Philips Lamp	162½	168½
Pyramid Electric	2¾	3-5/16
Radiation Inc.	27¼	29⅝
Howard W. Sams	52	56
Sanders Associates	58	61½
Silicon Transistor	9¾	11
Herman Smith	13½	15
Soroban Engineering	75	80¾
Soundscriber	15	16½
Speer Carbon	23¾	25⅜
Sprague Electric	72	77¾
Sterling TV	3¾	4⅝
Taft Bcstg.	21½	23⅝
Taylor Instrument	50½	54
Technology Inst.	6	7⅛
Tele-Broadcasters	3½	4¼
Telechrome	13⅝	14¾
Telecomputing	6⅞	7½
Time Inc.	94½	99
Tracerlab	16¼	17¾
United Artists	7¾	8⅝
United Control	22⅛	24⅜
Universal Trans.	13½	14¾
Vitro	25½	27¼
Vocaline	2½	3-3/16
Wells-Gardner	29½	32
Wometco Ent.	18½	20⅛

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

NAB CONVENTION—A TIME OF ASSESSMENT: Stage-setting for this week's NAB convention in Washington has the word "new" dominating backdrops—new administration, new FCC Chairman, new Commission attitudes & proposals, new NAB president.

Big question is, of course, how far govt. will go with its new "hands on" policies after so many years of "hands off." Move toward more govt. "firmness" or "interference" began year ago under GOP administration, so tightened regulation is no partisan novelty.

Most attention will be on (1) speech of FCC Chmn. Minow, who is putting his all into this maiden address, (2) the FCC panel discussion, and (3) NAB Pres. Collins's first address to full membership—also billed as an all-out effort.

You can assume, naturally, that "responsibility" will be keynote of all the foregoing. But that's the velvet glove. Is there a mailed fist? The convention will help provide answers.

AFFILIATES MEET ON EVE OF NAB: All 3 networks held meetings with their affiliates just before the NAB convention got under way. The 3 sessions had one thing clearly in common: Network brass went out of their way to turn the meetings into real pep rallies, telling affiliates that rough competition was ahead, but that their network franchises would see them through. Each network marshalled considerable rating & sales facts to show, on various yardsticks, that it was ahead of any other.

CBS affiliate session was the fanciest, since the May 4-5 meeting in N.Y. was the annual conclave for the network outlets. ABC and NBC staged smaller-scale meetings—actually, status reports on network plans & presentations on fall lineups—but discussed many of the same things talked about at the CBS meeting.

There was plenty of backstage talk at all 3 meetings about such matters as: (1) Affiliate compensation formulas. (2) Longer station breaks. (3) Nighttime program-rating strength. (4) The value of nighttime specials which pre-empt regular programs. (5) ABC's constant struggle for better time slots & more exposure in dual-affiliation markets. (6) The value of the public image created by public-affairs programming. (7) Which network has the biggest audience these days.

Curious undercurrent could be found at all of the affiliate sessions. In past years, TV has boomed along so fast that—despite inter-network rivalries—affiliates could generally count on a continuing gravy train of audiences & revenue. Now, the fast growth is tapering off, network audiences are bitterly fought over in a 3-way split, and although the big buck is still to be found in TV, it comes harder. In general, the affiliate sessions are likely to produce more solidarity between networks & affiliates this fall as both sides realize that they must work together—or decline together (see p. 5).

FCC'S 'THIRD LOOK' AT OPTION TIME: Position of option time was a lawyer's nightmare —or dream—last week. Galaxy of attorneys for networks, affiliates and FCC has many opinions of what's what. Here's what we understood it to be:

(1) FCC announced that it would conduct rule-making and an oral argument to determine whether option time is in the public interest and what kinds of rules should prohibit it if it is not in the public interest.

(2) FCC said that its new rules, which were effective Jan. 1 (cutting option time from 3 to 2½ hours per segment of the telecast day), are law of the land pending rule-making & oral argument. Two weeks ago, when FCC asked the Court to remand case for reconsideration, it said that it would go back to old rules pending a "second look" (Vol. 17:17 p3); it has changed its mind.

What happened last week was that networks & affiliates urged Court of Appeals to give them more time to answer FCC's request that the case be sent back to it. They told the Court that they've written some 500 contracts based on the new rules. Ironically, they pointed out, if FCC goes back to the old rules, these new contracts will constitute violations of revised old rules.

In announcing rule-making, FCC said it wants to explore these issues:

"(a) Whether time optioning, apart from its legality *vel non* under the antitrust laws, is in the public interest. (That "vel non" bit is lawyer talk for "whether or not.")

"(b) If time optioning should be found to be contrary to the public interest, what form of rule should be promulgated to effectuate its prohibition."

Comr. Cross dissented, calling FCC's notice a "strange document" based on speculation as to what the Court might do.

Attorneys are guessing all over the place, but there's still considerable consensus that Court will send case back to FCC, sooner or later, and that complete abolition of option time will be voted by 4-3 decision (Vol. 17:17 p3).

Interesting sidelight: Network & affiliate groups have been acting jointly, per Court order, but they may well split up again in actions before FCC. Although they agree generally, they differ on some specifics of option time.

370 FM STATIONS SEEN GOING STEREO: First poll of FM stations since FCC's adoption of stereocasting rules (Vol. 17:17 p1) indicates that nearly half of them plan to provide stereo multiplex service.

Survey was made by Motorola in the course of its marketing studies. After FCC rules were issued, Motorola sent questionnaire to the 821 commercial FM stations, asking about their stereocasting intentions. At press time, 204 stations—or 24.8% of the total—had replied. Here is breakdown of the 204 replies:

Just over 45% of those replying (92) said they planned to add stereo service. About 27% of the respondents (55) said they would start stereo this year; 9% (20) hope to start in 1962, the balance within 3 years. If the 204 respondents can be assumed to be a representative sample, it's indicated that perhaps 370 FM stations now are planning to go stereo.

Stereo picture should become clearer this week after NAB & National Assn. of FM Broadcasters sessions and after transmitting-equipment makers have displayed their stereo wares and quoted prices. Both Zenith & GE will demonstrate FM stereo at the convention, Zenith at the Executive House hotel (1515 Rhode Island Ave.) May 7-10, GE in Park Room at Shoreham Hotel May 7.

Though there's been little dissent from stereo standards adopted by FCC, this doesn't mean everybody's happy about them. William Halstead, who heads Multiplex Services Corp., told us last week he's petitioning Commission to rescind its stereo decision on grounds the chosen system may degrade monophonic reception, cause "serious problems" for off-the-air-relay FM networks and inject difficulties for stations multiplexing stereo and such SCA (subsidiary communications authorization) services as background music at the same time. Halstead, a multiplex consultant & equipment maker, had unsuccessfully espoused his own FM-stereo system in the FCC proceedings.

As NAB convention opens, hot dispute is under way between GE & Zenith over the question of who developed the system, and who should get credit and/or patent royalties for use of the so-called GE-Zenith (or Zenith-GE) system. Crosby Teletronics Corp., whose stereo system was rejected by FCC, is also claiming patent rights to the general principles used in the adopted system. And Halstead indicated he may be in there battling for royalties on "certain practical aspects" of FM-stereo receivers. For a roundup of industry developments in FM stereo, see Consumer Electronics section, beginning on p. 19.

MOVE TO BLOCK FCC REORGANIZATION PLAN: There's plenty of opposition, in & out of FCC, to the President's plan to reorganize the Commission (Vol. 17:18 p2), but there's no telling yet whether the objectors have a chance of stopping it.

Some FCC members are incensed about plan, some in favor, some noncommittal. Federal Communications Bar Assn. executive committee voted unanimously to oppose it. Forums for venting objections will be Sen. Pastore's (D-R.I.) Commerce Communications Subcommittee hearing May 23 and Rep. Dawson's (D-Ill.) Govt. Operations Committee in about 2 weeks. No witnesses have been announced, but FCBA will definitely be on hand—and FCC Commissioners may speak up. House group will hear testimony on all agency plans submitted to date. So far, these cover FCC, SEC & CAB. To come: FTC, FPC, ICC & NLRB.

Senate's Govt. Operations Committee, headed by Sen. McClelland (D-Ark.), and House Commerce Regulatory Agencies Subcommittee, headed by Rep. Harris (D-Ark.), also may hold hearings on reorganization plans, although no resolution of disapproval has been introduced in either Senate or House.

Biggest complaint at FCC is that plan would give Chairman power to assign chores to fellow Commissioners through his authority to delegate. Here's how one Commissioner put it: "Commissioners now work on what they consider most important. Under the new plan, the Chairman could load them up with trivia, he could assign jobs to those favoring his ideas, he could send the opposition to conduct hearings in Alaska for 6 months and get them out of the way. If he didn't like the way a Commissioner handled a job, he could take it back & reassign it. In short, he could rig decisions."

None of the objectors is worried by Minow; he seems to be regarded as very fair. However, they say: What if we had a Larry Fly? Former Chmn. James Lawrence Fly seems to hold record for "dictatorship." One source who favors plan said: "I think it's okay. If a Chairman wants to be a dictator, he'll be one regardless of the plan." Aside from fears, there are expressions of confusion. "I don't know what it means," said one Commissioner. "Schoolboy draftsmanship," said another.

FCBA objections center on elimination of oral argument. Said one attorney: "Oral argument is our only chance to try to convince the Commissioners directly."

But attorneys on Capitol Hill still believe it will be extremely difficult to muster sufficient Congressional votes to veto the plans.

SYNDICATION SINGS THE BLUES: Things have seldom been worse in the syndication field. First-run telefilm properties have dwindled from 29 new series released in 1955 to 15 in 1959, 8 in 1960 and only 4 in 1961. Rerun & off-network telefilm properties have taken up part of the slack—but only part.

Chief reasons for syndication's troubles are interlocked—one problem begins where another leaves off. Principal headaches: (1) A new syndicated series represents a production investment of at least $1 million. Producers & bankers are unwilling to risk such sums in a tight market. (2) Regional advertisers who want to build a strong "image" with a syndicated show nearly always demand brand-new series rather than off-network reruns, and the quality & quantity of such new shows are limited. (3) Networks have filled up the prime hours with network programming between 7:30 p.m. & 11 p.m. even in 3-station markets. In 2-station markets there's almost no time left for syndication. (4) Sales costs run in an inverse ratio to market size; sales costs in the major markets may run only 10-15% of the gross, but in small markets they can soar to 50%. Nevertheless, small-market station sales represent the real profit factor in the syndication business.

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Sales staffs have been trimmed throughout the syndication business. MCA's current syndication sales staff of some 2 dozen is about a third of its former size. The syndication offshoots of all 3 networks—ABC Films, CBS Films, California National—have been cut back heavily in terms of personnel & new product. There is talk, in fact, that NBC may lop off California National entirely, apart from a holding operation in old reruns. ITC, once a major power, has become mostly a U.S. base for Britain's ATV. NTA has been running in the red. Official Films is down to minor properties.

Only syndication houses dealing in features have held up fairly well (Screen Gems, UAA, etc.)—and mostly because of station demand for feature film. Revenues, which syndicators guess at in millions, are being siphoned off from syndication by magazines that have expanded their split-run activities for regional advertisers. Station reps & station managers are aware of the trend, but have been relatively powerless (or unwilling) to do anything about it.

Fight to revive syndication is still being waged, however. Although many film executives feel they're treated like outsiders at NAB conventions, there's a large contingent of syndicators on hand at the Washington NAB convention this week. One plan to breathe new life into regional-level syndication is being showcased at NAB by TV Stations Inc. Pres. Herb Jacobs and Filmaster Productions. We expect to report on it in more detail next week.

COURT FIGHT WON'T DELAY PAY TV, SAYS RKO: RKO General won't wait for the outcome of litigation over FCC's pay-TV test. It is moving "as diligently as we can" to get system operating over WHCT Hartford as soon as possible.

That's latest word from an RKO spokesman, who said that theater exhibitors' challenge in Court of Appeals (Vol. 17:14 p12) won't affect timetable. Though RKO had originally hoped to get going within 6 months after the FCC decision (which was issued Feb. 24—Vol. 17:9 p1), he said it was his guess that the start would come near end of year.

Prototype decoder equipment should be available "within days," he said, after which comes field testing, ordering of parts, setting up production lines, etc. Meanwhile, he reported, "we're highly satisfied with our program procurement, in which we've already made substantial investment."

NAB

Code Gets Double Feature: NAB TV Code Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) will make 2 speeches May 9—in Washington & Phoenix—on the joint responsibilities of the industry, programmers and advertisers to improve the medium.

His busy day starts at 10 a.m. in Washington's Shoreham Hotel at NAB's annual convention, where he'll review & preview Code problems in the annual presentation. Hartenbower will be aided by film clips and reports by NAB TV vp Charles H. Tower and Code staffers Edward H. Bronson, Frank J. Morris and Stockton Helffrich.

At 2 p.m., Hartenbower—via film—will address the Phoenix convention of the National Assn. of Better Business Bureaus Inc. His recorded talk—an illustrated lecture—winds up with: "I think it behooves the TV industry to change our motto from 'fast-fast-fast' to 'facts-facts-facts'—and let's have more of them." Hartenbower calls for closer TV-BBB liaison, more public education on bad business practices through use of "imagination & showmanship" on TV itself.

Note: FTC Chmn. Paul Rand Dixon is set for a major speech on his agency's policies at the closing May 9 dinner session of the BBB's Phoenix convention, whose theme is "Self-Regulation—Challenge of the '60's."

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NAB Membership Record: Reporting an all-time high, NAB station relations mgr. William Carlisle lists 370 TV members vs. 362 a year ago; 1,752 radio vs. 1,613, including 587 FM vs. 490; and 386 TV Code subscribers vs. 381. He said that the association had a net gain of 58 members in 1957, 81 in 1958, 106 in 1959, 202 in 1960. Since Jan. 1 of this year, the following new TV members have been added: KOCO-TV Enid-Oklahoma City; KPRC-TV Houston; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KBLR-TV Goodland, Kan.; WILX-TV Lansing, Mich.; WTTV Bloomington, Ind.; KSOO-TV Sioux Falls, S.D.; KMSP-TV Minneapolis. Among the larger new radio members are WQXR N.Y. & WIRE Indianapolis.

TELECHROME'S TV RECORDER: Another lower-priced TV-tape recorder—this one a combined U.S.-Japanese product designed for broadcast use—will make its debut at the NAB convention this week. Priced at $14,990 (color extra), Telechrome's video-tape recorder uses 2 recording heads. It is incompatible with Ampex & RCA broadcast tape recorders.

The recorder is currently in production by Telechrome and uses parts manufactured both in the U.S. and in Japan. It was developed jointly by Telechrome & Japan Victor Corp. Among the features claimed for it by Telechrome: (1) Bandwidth of more than 5 mc. (2) Two recording heads and 2 separate playback heads make possible monitoring of the recorded picture during recording. (3) Because an entire frame is recorded by each recording head, the picture can be stopped at anytime for editing (showing a still picture on the monitor), shown in reverse, etc. (4) Freedom from venetian-blind effect & smearing.

Telechrome hopes to have 10 to 12 recorders available for delivery in June & July, getting into full production by early 1962. The tape speed is 15 inches per sec., the same as the Ampex & RCA broadcast models.

Both Ampex & RCA are expected to show prototypes of their forthcoming new low-priced non-broadcast TV tape recorders at the NAB show (Vol. 17:11 p14, 12 p12). Ampex's recorder will be priced at about $21,000, RCA's at about $25,000. (Broadcast TV-tape recorders by RCA & Ampex sell for $42,000-$50,000.) A non-broadcast transistorized TV recording system was shown last March by Sony, to be available in about 10 months for $10,000.

Also being shown for the first time by Telechrome is a broadcast station device known simply as "Model 20/20." It's designed to remove ghosts & degradation from pictures before they are fed to the transmitter. Telechrome is recommending it to clean up remote, long-line & video-tape pictures. The 2-unit portable 20/20 costs $3,000.

Late last week, Ampex reported that it would show a new $41,950 VR-1002 recorder, new long-life video head, "AMTEC" distortion-control device, improved editing equipment, "Colortec" color conversion unit, Marconi 4½-in. image orthicon camera. It reported the sale of $300,000 worth of Videotape equipment to Telesistema Mexicana, Mexico City. Market planning mgr. Robert Miner, calling attention to recently announced $20,400 closed-circuit recorder, estimated that CCTV would be a $200-million annual market within 5 years.

Other New Broadcast Equipment

In another equipment feature of the NAB convention, Visual Electronics Corp. will show its new complete TV program automation system. Following the close of the convention, Visual will sponsor one-day seminars on station automation May 11 & 12 at the Shoreham Hotel.

GE last week announced an addition to its line of TV transmitters—a single-cubicle 1-kw high-band vhf transmitter, convertible to a 5-kw transmitter through the addition of a 2nd cubicle. The 5-kw transmitter may be used to drive GE's new 35-kw amplifier.

A 2nd source of TV tape will be opened up with the NAB convention. EMI/US Ltd., displaying at the equipment exhibit, will offer video tape to U.S. stations for the first time. The British-made tape will compete with the only production tape currently available here, made by Minnesota Mining. Working toward eventual TV-tape manufacture are Reeves Soundcraft, Audio Devices, Starkes Tarzian, RCA, Eastman Kodak and others.

Networks

More about

NETWORK AFFILIATE SESSIONS: Like the ghost of Banquo seated at Macbeth's table, the image of ABC-TV hovered over the affiliate gatherings last week of CBS-TV and NBC-TV—and, of course, in happier guise, over ABC's own pre-NAB session with its stations in Washington May 7 (see p. 1).

In a remark obviously aimed at ABC's rating success in the 1960-61 season with slam-bang action shows, CBS Chmn. William S. Paley told a N.Y. audience of CBS affiliates May 5: "The cheap or gaudy runs its course fast, and the competition for enduring acceptance & solid growth is based on the courageous rather than the brazen, the satisfying rather than the tantalizing, the moving rather than the shocking." CBS, said Paley, wants "the highest quality in every program category," since the true measure of network success in the long haul will be "character, standing, freedom to move, fundamental financial soundness."

Earlier, CBS-TV Pres. James T. Aubrey had told station executives: "We're going to show that your affiliation is the greatest franchise in network TV." Aubrey warned stations not to believe that "expansion is inevitable" and that "each year's ceiling is next year's threshold." He also warned that affiliates face "a rougher & tougher fight for network audiences & network advertising dollars"—particularly since some 70 of 200 CBS affiliates now have at least 2 competitive stations in their markets. Said Aubrey: "Our confidence rests in the fact that we will be delivering the best adjacencies in all TV to your local national spot prospects."

CBS Has New Compensation Plan

CBS affiliates this fall will be operating under a new compensation plan—but it won't be a blanket increase and will be subject "to individual negotiation," affiliate relations & engineering vp William B. Lodge told CBS station executives. The revised plan, in part, is aimed at film syndication & at local (as against network) TV. "Under the present compensation system," Lodge said, "there is a built-in incentive to substitute a local show for a network show. . . . We want to reverse that." Lodge declined, however, to discuss the present option-time arrangements with stations, and reiterated CBS-TV Pres. Aubrey's recent statement (Vol. 17:18 p2) that CBS may have to adopt a long station break this fall to meet competition from ABC—even though CBS doesn't basically like the idea.

Previewing the CBS-TV fall lineup for affiliates in a morning session (held, incidentally, in a N.Y. movie theater near the Waldorf-Astoria), program vp Oscar Katz also launched a shaft in the direction of his ABC-TV opposite number, program vp Thomas W. Moore. "Only 32% of CBS-TV's lineup is in the action category," he said, "whereas more than two-thirds of the ABC schedule consists of this kind of program." CBS-TV could have competed with ABC-TV this season by "just adding action show on top of action show," Katz said, "but this we have refrained from doing" because it might lead only to "a short-lived victory." Katz also reported that the number of entertainment specials on CBS-TV this fall will be "radically revised;" i.e., there are only 15 committed so far (preempting a total of only 16½ hours) as against 31 (preempting 43 hours) last year. Reason: "Many special shows hurt us in several ways," chiefly in lost ratings.

NBC's Washington meeting was built around an elaborate network presentation which was MC'd by announcer-host Hugh Downs, and was keyed to "the exciting new programs" & "vastly expanded public-affairs shows" promised to NBC-TV affiliates for fall. NBC, apparently, intends to concentrate this fall in areas of proven strength. There will be, Downs said, 2 new public-affairs shows in prime time (one with David Brinkley) and "40 prime-time news specials . . . including 6 *NBC White Paper* shows. Color will also be stepped up for fall with "60% more color" in the schedule this year than last year. NBC's daytime gains ("undisputed audience leader throughout the week") were also stressed. Like CBS, NBC will have fewer (possibly no more than 50) entertainment specials in the 1961-62 season, and several will be non-fiction rather than dramatic or variety shows. Brief speeches of affiliate encouragement were made by NBC Chmn. Robert W. Sarnoff, Pres. Robert E. Kintner, exec. vp Walter D. Scott, and programs & talent vp David Levy.

ABC's affiliate meeting, held like NBC's in Washington on the eve of the NAB convention, featured plenty of muscle-flexing. During the 1960-61 season, ABC-TV Pres. Oliver Treyz reported, ABC-TV became "the No. 1 network in the Nielsen competitive-market survey areas, and is pushing close to CBS in the national ratings, already having outdistanced NBC by a good margin." Added Treyz: "We are growing still stronger everyday . . . the result of a continuing combined effort on the part of the affiliates and the network."

ABC program vp Thomas W. Moore cited the rating track record of ABC shows new to the network this season. The average such ABC newcomer, he said, "achieved a 20-level rating, while CBS's new shows averaged a 17.3 and NBC programs trailed with a 13.7 rating in the national Nielsen 50-market rating index." Julius Barnathan, ABC affiliated stations vp, unveiled some interesting figures concerning the rating performance of individual ABC affiliates. In the 60 competitive markets which have 3 uhf or vhf stations, he said, "there are 29 ABC-TV affiliates which lead during the evening hours in their market."

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Sarnoff is for Rating Study: In the latest of his periodic "open letters" to TV-radio editors, NBC Chmn. Robert W. Sarnoff saluted the Congressional report on ratings released by Chmn. Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee (Vol. 17:13 p3). He admitted that rating information can be "a vulnerable tool, subject to a variety of errors," and applauded the report's suggestion for an industry-wide study of research methodology. "We at NBC will try to help in any way we can toward improving the ratings as an even more effective research instrument, though in planning our programs they can never be more than just one of the instruments we use in shaping a balanced schedule," he said.

CBS Wins NFL Games: The first contract between the entire National Football League and a single network was signed recently by CBS-TV. The network will pay $4.6 million annually, for 2 years, to be divided equally among the League's 14 teams. CBS will televise the League's 7 games each weekend on a regional basis, with each League city receiving live telecasts of "away" games of its particular team. There will be national telecasts on Thanksgiving Day and on the 2nd to 3rd Saturdays of December. The agreement includes any Conference playoff games, but not the championship game between the Conference runners-up played at the Orange Bowl in Miami (Vol. 17:17).

Network Television Billings

February 1961 and January-February 1961

For Jan. report, see TELEVISION DIGEST, Vol. 17:15 p8

February Billings Up 3.4%: Network TV's Feb. 1961 gross time billings totaled $57.5 million—up 3.4% from $55.6 million in Feb. 1960. Daytime billings were $19.7 million, up 17.3% from the same month last year, but nighttime billings declined 2.6% to $37.8 million.

TvB's latest compilation also shows ABC-TV to be Feb.'s biggest percentage gainer, with a 17.8% jump to $14.9 million from $12.7 million in Feb. 1960. NBC-TV again led in monthly dollar volume with a 6.8% rise to $21.3 million. And for the 2nd consecutive month, CBS-TV slipped behind NBC as its billings declined 7.5% to $21.2 million from $23 million a year earlier.

NETWORK TELEVISION

	Feb. 1961	Feb. 1960	% Change	Jan.-Feb. 1961	Jan.-Feb. 1960	% Change
ABC	$14,939,180	$12,677,110	+17.8	$30,837,490	$25,937,120	+18.9
CBS	21,249,563	22,977,171	— 7.5	44,144,418	46,454,529	— 5.0
NBC	21,281,048	19,923,712	+ 6.8	44,312,166	40,904,609	+ 8.3
Total....	$57,469,791	$55,577,993	+ 3.4	$119,294,074	$113,296,258	+ 5.3

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	21,249,563	21,281,048	57,469,791

Note: Figures revised as of April 20, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. Tbe figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates or before frequency or cash discounts.

NBC Talks Color & News: Putting its best foot forward for RCA stockholders last week (see p. 21), NBC confined its report to 1960-61 news advances and a sneak preview of color programming for next season.

"How come ABC does so well with only half the payroll we have?" One disgruntled stockholder asked NBC Pres. Robert Sarnoff. "You can't compare the two," replied Sarnoff. "They don't render the wide public service we do. Anybody can do something for one year. Wait till they're as old as we are."

Coverage "from conventions to cosmonauts" characterized NBC news activities, commentator Chet Huntley told the meeting. "This is a sudden business we're in," he said, "a constant race with the clock." Radio reporting "has become instantaneous" and "TV reporting is rapidly catching up." Noting the opening of 3 NBC Latin American news bureaus, the network's convention & election rating victories, and the imminent live coverage of Project Mercury, Huntley told stockholders they should have "a great deal of personal satisfaction."

A showcase film of next season's high-budget series, *Walt Disney's Wonderful World of Color*, included excerpts from such Disney post-48 features as "The Littlest Outlaw," "Hans Brinker," and "Light in the Forest." The series will be co-sponsored by RCA and Eastman Kodak.

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DGA & Networks Still Disagree: The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America continued work without a contract last week while DGA & network negotiators continued their discussions at the bargaining table (Vol. 17:16 p8). No agreement on the employment status of the union members had been reached at week's end.

NETWORK SALES ACTIVITY

ABC-TV

Stagecoach West, Tue. 9-10 p.m. Roaring Twenties, Sat. 7:30-8:30 p.m. Asphalt Jungle, Sun. 9:30-10:30 p.m. Hong Kong, Wed. 7:30-8:30 p.m. Cheyenne, Mon. 7:30-8:30 p.m. Walt Disney Presents, Sun. 7-7:30 p.m. Naked City, Wed. 10-11 p.m., part. eff. July.
Lehn & Fink (Geyer, Morey, Madden & Ballard)

Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. July.
Colgate-Palmolive (Ted Bates)

Lawman, Sun. 8:30-9 p.m. co-sponsorship eff. Oct.
Whitehall Laboratories (Ted Bates)

77 Sunset Strip, Fri. 9-10 p.m., part. eff. Oct.
Whitehall Laboratories (Ted Bates)
Beecham Products (Kenyon & Eckhardt)

Naked City, Wed. 10-11 p.m., part. eff. Oct.
Beecham Products (Kenyon & Eckhardt)

CBS-TV

GE College Bowl, Sun. 5:30-6 p.m., full-spon. eff. Sept. 24.
General Electric (Maxon)

NBC-TV

Tall Man, Sat. 8:30-9 p.m., part. eff. Sept. 16.
R. J. Reynolds (William Esty)

Outlaws, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
Colgate-Palmolive (Ted Bates)

David Brinkley's Journal, Wed. 10:30-11 p.m., co-sponsorship eff. Oct.
Pittsburg Plate Glass (BBDO)

Wagon Train, Wed. 7:30-8:30, part. eff. fall.
Ford (J. Walter Thompson)

Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept. 18.
American Home Products (Ted Bates)

Michael Shayne, Fri. 10-11 p.m., part. eff. Aug. 11.
DuPont (BBDO)

Daytime Programming, participations eff. June.
Lever Bros. (BBDO)

The Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept.
P. Lorillard (Lennen & Newell)
Whitehall Laboratories (Ted Bates)

Foods Up 10.7% in January: With Jan. 1961 gross time billings of $11,164,121 (up 10.7% from Jan. 1960), food & food products were the largest network spenders, said TvB recently. Drugs & remedies were runners-up, with Jan. 1961 billings of $9,350,121 (vs. $7,966,591 in Jan. 1960). Anacin was the leading brand advertiser in Jan. 1961, with billings of $1,000,763, followed by L&M filter tip cigarets at $756,827. Leading company advertiser was Procter & Gamble with billings of $3,910,809.

Programming

NETWORK CHARACTERS: In these days of discussion & controversy regarding the varying characters of the individual networks, it is interesting to look ahead at the programming to come. Here's a program-type breakdown of the latest network fall schedules in prime evening time:

Program type	ABC	CBS	NBC
Contemporary action	11	5	4
Suspense drama anthology	0	1	2
Period adventure	0	0	1
Western	3	3	4
Comedy	8	14	3
Cartoon shows	4	1	1
Variety	1	4	6
Audience participation	1	4	1
Public affairs	0	2	2

As the chart reveals (it was prepared for executive-level use by one of the networks), by far the heaviest weight of ABC-TV's programming will be in the field of "contemporary action shows" (fast-moving series such as *77 Sunset Strip* or *Follow the Sun*, which have week-to-week characters and action-adventure plots), along with strong emphasis on comedies, cartoons and Westerns. CBS-TV will have a sprinkling of shows in almost any category, but will put a solid concentration on 30-min. comedy (*Danny Thomas Show, Andy Griffith Show, Dobie Gillis, Mother Is a Freshman*, etc.). NBC-TV will have no one dominant category, hedging its program bets with no more than 6 shows in any one classification.

Space Shot a (Network) Success: Scores of TV cameramen, technicians and commentators who landed at Cape Canaveral over the April 30 weekend were probably as disappointed by the May 2 NASA postponement of the Project Mercury shot as was Commander Alan B. Shepard. But astronaut & networks finally got off the ground Friday, May 5 at 10:34 a.m. Live TV pool coverage began 10 minutes before launch time, and tapes of pre-flight preparations, the capsule recovery and interviews with Shepard were the subject of space specials on all 3 networks Friday.

Do-it-Yourself College Bowl: Questions based upon CBS-TV's *GE College Bowl* (Sun. 5:30-6 p.m.) have been compiled into a quiz-game book, *The First College Bowl Question Book*, edited by novelist-playwright Jerome Weidman & family, published by Random House ($1.95).

Index of U.S. Home TV Usage

Viewing Down: Raising again the question of declines in TV viewing (spotlighted recently by Lever Bros. vp Henry M. Schachte—Vol. 17:17 p7), latest Nielsen figures on home TV consumption show that viewing during March 1961 was down 4.3% from viewing during March 1960. Nighttime viewing during the same period was down 4.5% (a matter of 2.8 percentage points) and daytime viewing went down 5.5% (representing 1.3 percentage points). The figures follow:

	Average Audience Per Average Minute				Daily Avg. Hrs Per Home
	Day (10 a.m.-5 p.m.)		Night (7-11 p.m.)		
	%	Homes	%	Homes	
March 1960	23.7	(10,712,000)	61.7	(27,888,000)	5 hrs. 47 mins.
March 1961	22.4	(10,506,000)	58.9	(27,624,000)	5 hrs. 32 mins.

Movies Beat Westerns In First Test: Will NBC's post-1948 features out-gun the solidly-entrenched *Have Gun, Will Travel* and *Gunsmoke* on Saturday nights this fall? NBC last week was pointing to interesting evidence.

In Rochester, NBC affiliate WROC-TV last November created a local-level version of NBC's fall plan by scheduling at 9:30 p.m. *Featurama*, a 90-min. movie show built around the 7 Arts-Warner Bros. package of post-1948 films. Previously, the station had carried in this time period NTA-syndicated *Play of the Week*, which drew ARB ratings around 8. In competition, the 2 CBS Westerns drew a 49 & 45 respectively on CBS-TV affiliate WHEC-TV.

But with the scheduling of the feature package, the rating fun began. *Featurama*, by March 1961, had zoomed upward to average a 41 ARB—a five-fold rating increase over its November 1960 position—while *Have Gun* dipped 26 points (to 19) and *Gunsmoke* dropped 27 (to 22).

Said NBC last week in a memo circulated among leading ad agencies: "While it is recognized that one city cannot be projected to the entire network, Rochester has demonstrated that the CBS Westerns are vulnerable to a strong movie package."

Court Raps WBAL-TV: Re-enactment of deliberations by a kidnap-murder trial jury on WBAL-TV Baltimore (Vol. 17:18 p10) was "against the public interest and should not be repeated or imitated," but didn't constitute contempt of court, 3 federal judges have decided. A 3-page memorandum by District Court Judges Roszel C. Thomsen, W. Calvin Chesnut and R. Dorsey Watkins in Baltimore said that the court's power to punish for contempt extends only to acts within the court or close enough to disturb order & decorum. The hour-long WBAL-TV show wasn't within that jurisdiction—and "general supervision of TV stations has not been committed by Congress to the courts," the judges said. Judge Thomsen said, however, that the affair would be referred to the Md. Bar Assn. to see "whether disciplinary proceedings should be instituted against counsel for the TV station."

TV Wrestling's New Look: TV's grunt & groan matches, familiar since the beginning, have taken on a new promotional twist. Old style TV bouts were filmed in arenas with paying audiences (TV exposure presumably cutting the gate at the live show). Now promoters throughout the country are staging unattended matches for TV only. But these are merely build-ups for later paid-admission arena matches with no TV cameras on hand. Local sponsors pay time & production costs for the TV shows, but the promoter charges nothing. His day comes when the series winners are pitted against each other in the paid & non-televised performance. A recent San Francisco bout so promoted, reports *The Wall St. Journal*, produced the record wrestling gate for the area of $48,990. Professional wrestling in Michigan last year earned $930,000, vs. $95,000 three years ago, before TV promotion.

Brinkleymanship: From the April 26 *Washington Star*—"Dear Chet: Here's a goodie Dave may forget to pass on to you from Washington. Seems that Dave was driving one of his pair of white sports-type cars in Northwest Washington about 10 days ago when he had an accident. Ran into the rear end of another car. Dave appeared for a hearing at Municipal Court today to discuss the consequences. No charges. Fine so far. But there was one hitch. Mr. Brinkley had to sign up for two 3-hour sessions in traffic school this June. Good night, Chet."

CBS Captures NBC's ETV 'Angel': NBC-TV and Learning Resources Institute, the educational organization which has aided in the administration & financing of *Continental Classroom* (6-7 a.m.) for the past year, have had a policy falling-out. The Institute proposed that the course be fed when network lines were not in use for regular programming, to be taped locally and to be carried by stations at whatever times might be available. No, said NBC—"only ⅓ of the stations of any network are equipped to receive & tape in this manner." Added the network: "It would destroy the tremendous value of a simultaneous national broadcast which has developed a network of over 170 stations offering the courses in every part of the country." Despite the Institute's withdrawal, NBC plans to continue *Continental Classroom* and is now preparing a college credit course in government for the fall. "We have every expectation that the needed financing will be arranged and that we will be able to continue this dramatically successful use of network TV on behalf of education," said NBC.

CBS-TV will begin *The College of the Air* in the fall, it was learned at the network affiliates meeting in N.Y. May 5—and ex-NBC angel Learning Resources Institute will provide the programs. College credit courses will be transmitted on network lines from 1:05-1:30 p.m. and "every station on the network will have the right to broadcast it at that time or on a delayed basis through video-taping or kinescope recording," said CBS News Pres. Richard S. Salant.

"TV programming is the end result of a process fully as democratic as any Presidential election. Every time a viewer turns his dial to a particular show, he is casting a vote for that show. Everytime he decides not to watch a show, he is casting a vote against it. Those shows which receive a sufficient number of votes remain; those shows which do not, go. This democratic process of program selection is an affirmation of TV's belief that the people of this country are the best judges of what they want. There is nothing unique about such a belief, since it is the foundation of our traditional way of life. It is the heart of our political & economic systems, and it is only fitting that it should be the heart of TV. This means that TV can only go so far in creating public taste; for the most part, it is rather a reflection of public taste."—Stanley Cohen, dir., program planning & promotion, WDSU-TV New Orleans, to the Co-Operative School Club.

Senator Favors Congressional TV: Govt. Operations Committee Chmn. John L. McClellan (D-Ark.), in the May 6-12 *TV Guide*, declares that "I would favor a rule which made it clear that [Congressional] hearings might be televised at the discretion of the committee concerned . . . Wherever possible, the full hearing (or hearing session) should be televised. As a normal minimum, if a witness is televised his entire testimony should be covered." Weighing the pros & cons of Congressional TV, McClellan noted the tremendous public interest in the Kennedy-Nixon TV meetings. "No one can doubt that this interest [in govt.] is genuine. It should be encouraged."

International Telecast in Works: A talent search for the 90-min. telecast highlighting the ATAS international assembly was begun last week. The telecast's format will be entirely international, showcasing performers from all nations who participate in the Nov. 4 assembly. Exec. producer Robert Saudek is currently in Japan selecting the first of the foreign TV talent.

Less Live TV Than Ever Next Fall: Live TV series, laid low by the trend to film for some years, will be less in evidence than ever in network prime time next season. And what will happen in the diminishing area of specials is problematical at this point.

CBS-TV and NBC-TV have scheduled 7½ hours apiece of live programming next season (this season CBS had 8, NBC 13). ABC-TV will have the least of all—one-half hour plus *Fight of the Week.*

Live shows canceled this spring include Shirley Temple, Milton Berle, *Dinah Shore Chevy Show, This Is Your Life* and special series such as *DuPont Show of the Month* and *Family Classics.*

The continued trend to film programming (more than 80% of all night shows) is causing the big network TV production centers in N.Y. and Hollywood to achieve "ghost-town status," reported *Variety* recently. During a checkup of network facilities, the show-business trade paper learned: (1) NBC-TV is laying out $300,000 a year for rental of the Ziegfeld Theatre in N.Y., but regularly originates only *The Perry Como Show* from it. (2) CBS-TV's huge "TV City" in Hollywood is being pump-primed with the origination of some CBS daytime shows; otherwise, most of the network's nighttime fare is film. (3) NBC's big color studio in Brooklyn, once quite active with specials by Max Liebmann and Henry Jaffe, will be closed this summer, because "just to open the doors of the plant costs $12,000 a day."

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MPATI Tests Start: Test signals in the Midwest Program of Airborne TV Instruction (Vol. 17:17 p24) are scheduled to be transmitted in experiments this week from the project's DC6AB plane, circling over Montpelier, Ind. at 23,000 feet. Tests of taped instruction courses are planned to start May 15. As part of the tests, WXIX-TV (Ch. 18) Milwaukee—200 miles away—has asked its viewers to report any reception.

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Cal. TV-Radio Commentators May Get Immunity: The State Senate Judiciary Committee last week adopted by an 8-1 vote an amended bill which would give TV & radio commentators the right to withhold sources of information. Previously, the proposed measure had protected TV-radio newsmen, but not commentators. Commentators who testified before the Committee to complain that this would be discriminatory legislation included Clete Roberts, KTLA Los Angeles; Sam Zelman, Western div. mgr., CBS-TV News; William Winter, ABC-TV's San Francisco commentator; and John Thompson, mgr., Pacific div., NBC News, & pres., Southern Cal. Radio & TV News Club.

European Circuses on NBC: Borrowing a leaf from Ed Sullivan's book of overseas production stunts, NBC has blueprinted a fall series which will give U.S. viewers an armchair view of some of Europe's top circus attractions. The show, slotted for Fri. 7:30-8:30 p.m. starting Sept. 15, has a working title of *Carnival Time* and will be produced by Lawrence White. Scheduled to be taped in Europe this summer (using the facilities of Intercontinental TV & Britain's ATV) will be 10 circuses, 4 ice shows, 2 magic shows and a Lilliputian program. The performances will be staged in the permanent arena-type theaters which are a standard for circuses in Europe. Among shows signed or in negotiation: The Vienna Ice Show, the Circus Schumann (Copenhagen), the Circus Togni (Rome), the Cirque Medrano (Paris) and the Kalanag Magic Show (Germany).

Colgate-Palmolive's Local Public Affairs: One of the country's leading national TV advertisers last week moved into a new programming area—the prime-time sponsorship of local public-affairs TV series. Colgate-Palmolive announced it was picking up sponsorship (beginning this week, May 11) of the U. of Pa.'s *Frontiers of Knowledge* on 5 Triangle stations—WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WFBG-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-TV Fresno. Plans also are under way to make the programs available to stations in other sections of the country.

Although C-P has sponsored local programs in the past, a spokesman told us, the *Frontiers* sponsorship does mark the company's first regional public-service series. There are no current plans for additional similar sponsorships, he said, but "we're always alert to the possibilities of serious, worthwhile programming of this type."

Frontiers is a monthly series inaugurated last December by the University & WFIL-TV, in cooperation with other educational & research organizations. The 30-min. documentaries explore developments along a broad front of scientific knowledge, from space medicine & oceanography to atomic energy. Production units range the world to film & tape dramatic examples of basic research.

Coincidentally, the surge in public-service programming is charted by A.C. Nielsen in May 8 *Sponsor.* Among the findings: A 145% jump in such programming in the 6 months of Sept.-Feb. 1960-61 over the same months of 1957-58. Regularly scheduled public affairers soared 126%; specials 185%—and all were in prime time. The findings seemingly confirm a conclusion of Campbell-Ewald's recent TV study (Vol. 17:18 p9) that "the viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes."

Auxiliary Services

CATV Into Uhf? All-out entry of CATV systems into the uhf field has been proposed by exec. vp Leon N. Papernow of H & B American Corp.'s Transcontinent Communications System Inc. In a letter to NCTA Pres. William Dalton, the big CATV operator said it's time for the industry to "do all in our power to facilitate uhf progress in the 900 communities throughout the U.S. where CATV systems operate." His program pointed to "total prohibition of the construction of new vhf translators." Papernow said CATV systems could: (1) Build uhf translators. (2) "Go into uhf-TV broadcasting." (3) Subsidize purchase of all-channel sets by CATV subscribers. (4) Actively support existing uhf stations through promotion, advertising, etc. He also argued that CATV systems would be serving their own interests—particularly in fringe areas—by promoting uhf: "CATV fought an energetic but losing battle against vhf boosters . . . Certainly no transition to uhf in the fringe area can come out without a long-range plan to convert these 'coffin nails.'"

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Uhf Translator Starts: K70CG & K74BG Grand Marais, Minn. began April 10 repeating KDAL-TV & WDSM-TV Duluth • K74BH Winnemucca, Nev. began March 15 with KBOI-TV Boise, Ida. • K71AX Fish Lake Valley, Nev. went on the air May 1 repeating KOLO-TV Reno • K78AW Carroll, Ia. has started operating repeating KRNT-TV Des Moines and companion Ch. 82 has a May 10 target for repeating WHO-TV Des Moines.

Advertising

LONGER-BREAK FIGHT LENGTHENS: Ad men have just about exhausted the immediate-appeal possibilities in their continuing battle against ABC-TV's proposed expansion of station breaks and CBS-NBC competition-meeting concessions (Vol. 17:16 p7). Direct appeal to FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins by Young & Rubicam Pres. George H. Gribbin (Vol. 17:18 pl) has elicited some sympathy—but no action—from Washington quarters.

The addition of 10 sec. to the present 30-sec. station-break time "is not objectionable," said Chairman Minow. He did say, however, that if the increased time were used for triple spotting he would "certainly want to do something about it."

After discussing Gribbin's wire with his colleagues, Chmn. Minow wrote a response saying: (1) FCC has no rules or policy on the matter. (2) If you think it should have, petition us to make some.

One Commissioner gave us his views: "This is peanuts. If we want to get into the whole area of over-commercialization, we've got to do it on an over-all basis—considering a station's program time vs. commercial time." He's satisfied that the Commission can regulate in that area, stating that commercials don't have First Amendment protection. Plenty of industry lawyers dispute that opinion, of course.

FCC Mum on "Over-commercialization"

FCC's proposed revised program form would have licensees tell the Commission how much time per hour they have devoted & will devote to commercials (see p. 3 of our Feb. 27 full text of the proposal). But the form doesn't indicate what, if anything, the Commission might regard as "over-commercialization." Some FCC sources believe that many licensees wish that the Commission would set a ceiling so that they & their competitors would know where they stand.

Although there are now station violations of the NAB Code provision prohibiting triple spotting, and the temptation will be even greater with a 40-sec. break, the expansion represents too much to stations for them to openly invite FCC-NAB interference by excess triple spotting, industry officials believe. The 5 ABC-TV o&o's have already issued a statement that they will allow only 2 commercials during the new breaks (Vol. 17:17 p8). As ABC adds it up, affiliates will garner an extra 15% annually in net profits from the additional 10 seconds—which represent a 33½% increase in time available for spot announcements between network shows. Added annual gross spot income for each group of 5 network o&o's could be as much as $2 million.

There are indications that agencies & advertisers may take another tack in their skirmish with the networks on this subject of longer breaks. A major ad agency handling one of the 3 leading soap companies has begun to ask stations, through its media dept.: "What kind of rate reduction do you plan on nighttime station breaks if you expand them and thus reduce their efficiency?" The agency, we're told, isn't kidding—and thus raises a point so far overlooked in the arguments about 40-sec. station breaks: Major spot advertisers will undoubtedly agree to double spotting a pair of 20-sec. commercials during a station break adjacent to a top-rated show, but will they simply shift their budgets away from double-spot breaks which are next to low-rated shows, unless stations cut the price?

Madison Ave. grumbling continued last week on a number of different fronts. Said Grey Advertising exec. vp. A. L. Hollender: "The plan presents a tremendous step back from what all of us have been working hard to achieve—more effective TV." Warned Lee M. Rich, Benton & Bowles media vp: "From the station's viewpoint, the longer station break is bound to increase the number of unsold station breaks . . . It will cause B&B to consider a downward adjustment on the value of spot time, and will make life a lot less flexible for the advertiser." An added protest came from *N.Y. Times* TV critic Jack Gould: "At a time when thoughtful leaders have properly worried over general programming standards, it is indeed disturbing that the great innovation for the season of 1961-62 should take the form it has: long 'spot' commercials."

The question of expanded station breaks wasn't on the official agendas of the ABC-CBS-NBC affiliate meetings last week (see p. 5), but it triggered considerable discussion which was likely to continue this week at the NAB convention. A number of admen still held to the slim hope that Minow and/or Collins would take a firmer stand on the matter at the NAB meet—but the hope began to look slimmer all the time.

Dixon Renews the Attack: Individual TV & radio stations as well as advertisers & agencies have been warned by FTC Chmn. Paul Rand Dixon to take closer looks at the commercials they carry. Dixon—appearing with House Judiciary Committee Chmn. Celler (D-N.Y.) on *Between the Lines* on WNTA-TV N.Y.—renewed the criticism of questionable commercials which peppered his April speech to the Assn. of National Advertisers (Vol. 17:17 p4). Reminding stations that FTC gives FCC copies of complaints against broadcast advertising, he said: "Now, every 3 years these stations must come up for relicensing and I would say that [they'd be smart] if perhaps they began to take that into account." Dixon also reported that his plans for revamping FTC's set-up include addition of 10 advertising-case hearing examiners to the present 15-man staff.

JFK Takes over FTC: It looks like the 5-man Federal Trade Commission will become the first regulatory agency to be dominated by President Kennedy's appointees. Rounding out his FTC-takeover schedule (Vol. 17:7 *et seq.*), the President formally nominated Democrat A. Everette MacIntyre, now gen. counsel of the House Small Business Committee, to take over hold-over Democrat Robert T. Secrest's job. MacIntyre's 7-year term starts Sept. 26, when Secrest's runs out. With MacIntyre installed to give the Kennedy administration a 3-member majority, the 2 hold-over FTC members left will be Democrat William C. Kern, whose term ends in 1962, and lone Republican Sigurd Anderson, whose tenure doesn't end until 1966. Already in FTC office are 2 Kennedy men—Democratic Chmn. Paul Rand Dixon & independent Philip Elman.

Big Newspaper Advertisers Love TV Even More: The leading 100 national newspaper advertisers in 1960 spent 92% more on TV than in newspapers. So reported Pres. Norman E. Cash at TvB's first 1961 sales clinic in Pittsburgh last week. The top 100 increased their TV billing 3.7% from $671 million in 1959 to $696 million in 1960, while their newspaper advertising gained 0.2% ($361 to $362 million).

Code Board Hits 30-Min. Commercials: Once thought buried & forgotten in TV's past, "program-length commercials" seem to be making a comeback, NAB's TV Code Review Board sadly reported last week.

On the eve of NAB's 39th convention in Washington, the Board put out a chiding notice to all Code subscribers to shun the temptation to sell time to sponsors for half-hour shows which turn out to be little more than advertising on a sustained pitch.

It's one thing, said the Board, for a station to run architectural documentaries, but another to present series of real-estate classified ads in the guise of tours of beautiful homes & gardens.

Local fashion shows sponsored by stores can be worth viewing as news, and auto shows may have their place on home screens, the Board indicated. These are cases where the program is "a singleton & serves a special community purpose," said Board Chmn. E. K. Hartenbower.

But 30-min. spiels by clothing store salesmen or inspection trips to used-car lots serve no Code purposes, subscribers were reminded. They were asked to check their current & upcoming schedules—then double-check with Code offices in Washington, Hollywood or N.Y.

"There is no question that some of the shows, particularly in the real estate field, should be checked with the Code staff," Hartenbower said. He assured subscribers that in judging whether such programs qualify under Code standards, they will rule out any show which devotes "28 minutes out of a half-hour to solid sell—hard or soft."

How prevalent are "program-length commercials" now? Not very, but any prevalence is too much, we were told at Code offices in Washington. Code monitors have come across such programs on 20-30 TV stations in recent months, and at least 3 film companies are syndicating them.

New Product-Protection Precedent: Garry Moore, who now peddles Plymouths on his CBS-TV show (Tue. 10-11 p.m.) will be pushing Oldsmobiles come fall. But, dubious about the public-relations merit of such an abrupt brand switch, Moore talked his network & new fall sponsor into what industry circles are calling "a TV advertising first." On the first 8 Oldsmobile-sponsored shows, Moore will assure viewers that he still favors "that other auto" in the "low-priced field," but, for "higher-priced car, nothing tops Olds."

Magazine Ad Linage Drops 10%: First-quarter 1961 ad linage carried by general & farm magazines dropped 10% below the year-earlier level, reports PIB. In terms of pages, the decline was to 16,541 from 18,297. Ad revenue slipped 1% to $190,330,230 from $191,629,370 in Jan.-Mar.

Ad People: **John J. Meskil**, McCann-Marschalk media dir., named a vp . . . **David M. Ricaud** named a McCann-Erickson vp . . . **Edward W. Murtfeldt** named exec. vp, Benton & Bowles . . . **Gene Grayson, Alan Hahn** and **Joseph Sacco**, Ted Bates creative supervisors, elected vps . . . **William E. Holden**, ex-Doherty, Clifford, Steers and Shenfield, named senior vp and mgr., N.Y. office of Fuller & Smith & Ross. **John A. McKinven** appointed F&S&R mktg. services vp from creative services vp. **Kenneth E. Moore** moves from vp-plans board chmn. to new post of client service vp.

Lee Emmerich, Geyer, Morey, Madden & Ballard bcst. production mgr., named a vp . . . **Miss Frances Rutland** named DFS vp . . . **M. Carl Johnson** named managing dir. of McCann-Erickson-Hakuhodo Inc. of Tokyo.

Film-Commercial Festival Winners: Awards to "best" in 30 product categories (1,352 entries) were made May 3 at the 2nd American TV Commercials Festival in N.Y. MPO Videotronics displaced 1960's top-scoring Robert Lawrence Productions as the most-lauded production company at the festival, winning 4 first-place honors, 2 second-place, and 2 special citations. A close runner-up was Television Graphics with 4 firsts, 2 seconds and no citations. Elektra Film Productions swept the animation honors with a total of 2 firsts and 3 seconds. The winning commercials, selected by a jury of 80 ad executives:

Wearing apparel: Du Pont, "Westbury Fashions" (Videotape).
Appliances: GE Refrigerator, "Tango" (VPI).
Automobiles: Chevrolet for Corvair, "Oasis" (American Films).
Auto accessories: Delco Replacement Parts, "Dynamo" (VPI).
Baked goods: Drake Bakeries, "Follow The Leader" (Sarra).
Bath soaps: Lever for Praise, "Laurie Peters" (B. L. Associates).
Beer & wine: Jackson Brewing Co. "Kangaroo" (Pelican Films).
Breakfast cereal: General Foods for Post Toasties, "Typewriter" (Craven Film) & Kellogg for Snack-Pak, "What To Buy" (Filmfair).
Cake mix: P&G for Duncan Hines, "Date Nut" (MPO Videotronics).
Cigarets & cigars: American Tobacco for Lucky Strike, "Match" (MPO Videotronics).
Coffee & tea: General Foods, for Instant Maxwell House, "Iced" (Television Graphics).
Consumer services: Imperial Oil for Esso Oil Heat, "Cat" (Elektra Film).
Cosmetics & toiletries: Bristol-Myers for Ban, "Documentary" (WCD Productions).
Dairy products & margarine: Standard Brands for Blue Bonnet, "Squeeze & Closeups" (Transfilm-Wylde Productions).
Dentifrices: P&G for Crest, "Cheryl Clapham" (Television Graphics).
Gasoline & lubricants: Texaco, "Little Girl—Tricycle" (Craven Film).
Gift item: Eastman Kodak, "Take A Picture" (MPO Videotronics).
Hair preparations: P&G for Prell, "Fur" (Transfilm-Caravel).
Home furnishings: Aluminum Co. of America for Alcoa Colorib Panels (Television Graphics).
Household cleansers & waxes: Brillo, "99 Squeezes Calypso" (Elektra Film).
Institutional: Aluminium Ltd., "Man & Wife" (Group Productions).
Laundry soap & detergents: P&G for Ivory Flakes, "We Suggest" (MPO Videotronics).
Packaged food: Chun King, "Elevator" (Freberg Ltd. & Jacmar Productions).
Paper products & wraps: Scott Paper, "Picnic" (MPO Videotronics).
Pet food: General Foods for Gaines Gravy Train, "Dog & Cat" (Television Graphics).
Pharmaceuticals: Bristol-Myers for Bufferin, "Headache-Heartbeat" (On Film).
Public Service: United Cerebral Palsy, "One Little Hand" (Newsfilm USA).
Retail stores: Barney's Clothes, "Boys Clothing—Party" (CBS-TV).
Soft drinks: Seven-Up, "Old Movie: Harried Housewife" (Sarra).
Travel: Northwest Orient Airlines, "Polo" & "Japanese Girls" (Desilu).
8-10 sec. IDs: Union Starch for Liquid Mist Reddi-Starch, "Mannequin" (Format Films).
Billboard, opening & closing: Ford Motor Co. Ernie Ford Show "Peanuts & Phonograph" (Playhouse Pictures).
Integrated program commercial: General Foods for Post Grape Nuts, "Danny Thomas Show" (Marterto).

AFA Schedules Kintner: Ex-FTC Chmn. Earl W. Kintner, now in private law practice in Washington, has been added to the speaker's list for the May 28-31 convention of the Advertising Federation of America in the Sheraton-Park Hotel there. New FTC Chmn. Paul Rand Dixon will address a luncheon session (Vol. 17:16 p13).

What Buyers Want from Reps: Answer, as provided by a 5-city survey of 62 agencies by National Advertising Agency Network: (1) Audience composition for each availability submitted. (2) Ratings of competitive adjacencies. (3) More complete station-coverage data. (4) Standardization of rating information. (5) Easy-to-understand cost data.

New Reps: WRGB Schenectady to Katz July 1 from NBC Spot Sales • KSD-TV St. Louis to Katz July 1 from NBC Spot Sales • KOA-TV Denver to Blair-TV July 16 from NBC Spot Sales • WFIE-TV Evansville, Ind. to Katz May 1 from Raymer • WXTV Youngstown, O. to Gill-Perna April 17 from Pearson • WLBZ-TV Bangor & WCSH-TV Portland, Me. to Katz May 1 from Weed.

Film & Tape

Film Men Head For NAB: The annual grumbles from syndicators & film distributors that they are treated like 2nd class citizens at NAB meetings were audible in both N.Y. & Washington last week. But most film executives couldn't resist the chance to renew acquaintances with station film-buyers and, in a few cases, to showcase their newest wares at the convention. Here are some of the film highlights NAB convention-goers can expect:

Delegations: ABC Films, headed by Pres. Henry G. Plitt. CBS Films, Pres. Sam Cook Digges. Cal. National Productions, vp Herbert S. Schlosser. Flamingo, Pres. Ira Gottlieb. MCA-TV, syndication vp David V. Sutton. MGM-TV, sales vp Richard Harper. Official Films, vp Russ Raycroft. Screen Gems, syndication vp Bob Seidelman. Seven Arts, sales vp Robert Rich. Ziv-UA, sales vp M. J. Rifkin.

Feature packages: MGM will unveil 30 features for TV, drawn from its backlog of 400 post-48 films. The package, to be called *Best of the 50s*, includes "The Actress," "Kind Lady," "In the Good Old Summertime." Seven Arts will showcase 40 more post-50 Warner Bros. features, including "Young at Heart," "East of Eden," and "Captain Horatio Hornblower" (Vol. 17:18 p12).

New syndication series: Filmaster will be among the few syndicators to spring a new property at the convention. The entry, titled *The Beachcomber*, is a 30-min. production made in co-operation with TV Stations Inc. Ziv-UA will stage a sales push for its 2 current first-run properties, *King of Diamonds* and *Ripcord*. But most of the others will confine their sales efforts to re-run or off-network series.

Four Star Aims 17 Series Abroad: Four Star Television is considering how to go about distributing 17 series in the foreign market. Although most of its series have been sold in Australia, the company has held back broad global distribution because of restrictions & quotas. Vp George A. Elber told us regarding the virtually-undistributed backlog of more than 950 half-hours and 71 hours of TV film, that Four Star is deliberating whether to form its own distribution company or to make a deal with a distribution company. William Morris is sales agent for Four Star, but not a distribution company, Elber explained.

Four Star packages available for the foreign market are *Dante, Robert Taylor's Detectives, The Tom Ewell Show, The David Niven Show, Dick Powell's Zane Grey Theater, Hey Jeannie, Peter Loves Mary, The Rifleman, Johnny Ringo, Turn of Fate, The June Allyson Show, Michael Shayne, The Westerner, Stagecoach West, Black Saddle, The Plainsman*, and *The Law & Mr. Jones*.

MGM Buying NTA Telestudios: MGM is near a deal for the purchase of NTA Telestudios Ltd. in N.Y. for expansion of TV-commercial facilities by MGM-TV (which now makes film, but not tape, commercials). The price is understood to be about $500,000. An MGM-TV executive told us that complete agreement on the deal to purchase the NTA subsidiary has been reached, although contracts hadn't been signed yet. NTA's Telestudios produce tape commercials and also have been used as studio facilities for WNTA-TV, which is being sold to an ETV group for $5,750,000 (Vol. 17:17 p7).

HOLLYWOOD ROUNDUP

Screen Gems' *Winston Churchill* series and Don Fedderson's *My 3 Sons* were voted the best series of the current season by 260 TV editors polled by the Pat McDermott Co., Los Angeles and N.Y. PR firm. After *Churchill* and *3 Sons* came *The Untouchables, Project 20, CBS Reports* and *Play of the Week*. Voted the biggest disappointment: *The Nanette Fabray Show*. Many said *The Flintstones, Witness, Angel* and *Hong Kong* didn't live up to expectations. *Flintstones* was helped considerably by publicity, and *The Law & Mr. Jones* was hurt by lack of it. Editors criticized headache remedy and other "hard sell" sponsors as the most objectionable commercials.

Hollywood's animation business is headed for a record $14 million this year, says Lawrence Kilty, business representative of Motion Picture Screen Cartoonists Union, Local 839, IATSE. About $12 million will be spent on TV entertainment film and commercials, he predicts.

Bing Crosby Productions is immediately starting its 60-min. *Ben Casey* series. The Rosenberg-Coryell Agency has closed a 26-week deal with ABC-TV for the series which begins Oct. 2 at 10 p.m. Mondays. Producer is James E. Moser. Vince Edwards & Sam Jaffe star.

20th Century-Fox TV has shaken up the production staff of *Adventures in Paradise*, producers Fletcher Markle, William Froug and Charles Russell leaving, and Richard Goldstone due to depart soon. New *Paradise* producers are Art Wallace and Gene Levitt. 20th will film 3 *Paradise* segments in Tahiti in June.

20th Century-Fox TV puts *Dobie Gillis* into production for next season May 15; its new *Follow the Sun* and *Bus Stop* series in June, and *Margie* in July . . . Marvin Marx named producer of *The Joey Bishop Show*. Louis Edelman is exec. producer.

Revue Studios' *The Deputy* and *Bringing Up Buddy* have been killed, and the studio has quit production on syndicated *Shotgun Slade*.

Desilu's *The Untouchables* and Screen Gems' *Winston Churchill—The Valiant Years* have been sold to Japan.

Warner Bros. has purchased 72 stories for its 8 series, and now has 44 writers at work preparing scripts.

Revue Studios' *Bachelor Father* begins production for next season in mid-June.

People: Raphael Etkes has left William Morris to join MCA's international TV div. . . . MGM-TV's stars Leon Ames & Myrna Fahey *(Father of the Bride)* and Richard Chamberlain *(Dr. Kildare)* left last week for N.Y., Ames and Miss Fahey to speak before the CBS Affiliates dinner, Chamberlain before the NBC affiliates meeting in Washington. Miss Fahey goes to Europe this week for the Cannes Festival. . . . Sheldon Leonard has been signed for the 9th year as producer-director of *The Danny Thomas Show*. He is also owner of Sheldon Leonard Enterprises, for which he & Danny Thomas will be exec. producers on *The Dick Van Dyke Show* and *The Andy Griffith Show* . . . Desilu Productions has signed Del Reisman as story editor of *The Untouchables* . . . MGM-TV producer Rudy Abel *(National Velvet)* has gone to N.Y. for network and agency meetings on the series, and will then visit MGM exchanges in Brussels, Paris, Rome and London.

NEW YORK ROUNDUP

CBS Films notes "a world-wide interest in America's space program," evidenced by orders for the recent *CBS Reports* program, "Why Man in Space?" and CBS News film coverage of Project Mercury. TV outlets in England, Australia, Italy, Japan, Germany and Canada have bought prints of the 60-min. space special while 9 countries have requested Project Mercury films. "These latter countries will be supplied, practically at cost & as a public service, with from one to 5 hours of programming on this event," said international sales dir. Ralph Baruch.

Add Syndication Sales: Screen Gems has sold its 260-feature, post-1948 Columbia package to 4 more stations, upping the market total to 23. Latest sales: KCMO-TV Kansas City, KPHO-TV Phoenix, WNEM Bay City, WRBL-TV Columbus . . . MCA-TV has sold its 4 off-network, 60-min. series—*Suspicion, Overland Trail, Riverboat* and *Cimarron City*—in 45 markets to date. Latest sales include KGO-TV San Francisco, KPLR-TV St. Louis.

Closed-Circuit Home Show: NBC Telesales produced a 60-min. closed-circuitcast for the National Homes Assn. April 15, one week after the realty group conceived the idea. Originating from National Homes' office in Lafayette, Ind. and fed for both TV studio and large-screen viewing, the session presented the firm's complete line of homes to dealers in other cities, a progress report and details of the company's new incentive plan.

ABC-TV Won't Sell "Hunters" Share: 20th Century-Fox TV has been turned down by ABC-TV in its attempt to buy the network's financial interest in the pilot of *The Hunters*, which was rejected by ABC for fear that it might offend Negroes and prove too controversial (Vol. 17:15 p10). The studio, seeking to offer the show elsewhere, wanted to reimburse ABC for its approximately $100,000 investment in the $200,000 pilot.

Cal. National Productions' most recent syndication entry is *Funny Manns*, an 8-min., 104-episode series that "distills Mack Sennett-type comedies." Produced by new Merritt Enterprises and hosted by Cliff Norton, the series contains filmed segments of movie comedy classics. It has been sold in 43 markets to date. Sweets Company of America and Ideal Toy co-sponsor in 20 of the 43 markets.

Screen Directors International Guild is holding its first international convention in Cannes during the coming film festival there. Activities will include meetings with French film unions, studio inspections, and screenings of films directed by SDIG members, including the *NBC White Paper* documentary "Sit-in."

Ziv-UA's 2nd new syndication property to be released in 3 weeks is *Ripcord*, an Ivan Tors production on "the thrills & uses of skydiving." The same firm's *King of Diamonds*, the Broderick Crawford series released 3 weeks ago, has been sold in 118 markets so far.

Ray-Eye Productions is a new Kansas City-based firm with an eye on national TV production-syndication. A $2-million production center is nearing completion and Ray-Eye has already scored 12 station sales for its first program property, a 30-min. series called *Builder's Showcase*.

People: Jerry Hyams, Screen Gems vp & gen. mgr., and Lloyd Burns, international operations vp, are in Europe on a 2-week sales jaunt.

MCA Outpoints Morris in Network Sales: MCA and William Morris, the giants of the talent-agency world, have emerged from this spring's selling period with MCA the definite leader in sales for next season. MCA made 24 series sales (20 film, 4 live) vs. 14 for Morris (12 film, 2 live). MCA's list included 13 half-hour series, 10 hour series, and the Alcoa anthology (a combination of 14 half-hours and 14 hours). Morris series were 4 hours and 8 half-hours. Ten of the MCA shows were new, 5 of the Morris shows.

The MCA film series are *Mr. Ed, GE Theater, 87th Precinct, Thriller, Bachelor Father, Calvin & the Colonel* (animation), *Alcoa Hour, Plain & Fancy, Laramie, Alfred Hitchcock Presents, Checkmate, Wagon Train, The Adventures of Ozzie & Harriet, My 3 Sons, The Investigators, Frontier Circus, The Bob Cummings Show, Leave It to Beaver, Tales of Wells Fargo* and *The Tall Man*. The live shows: *Ed Sullivan, Jack Benny* (some on film), *Bob Newhart, Carnival Time*.

The Morris film series are *Adventures in Paradise, The Rifleman, The Danny Thomas Show, The Andy Griffith Show, Hennesey, The Dick Van Dyke Show, The Dick Powell Show, Mother Is a Freshman, The Joey Bishop Show, The Real McCoys, The Corrupters* and *Robert Taylor's Captain of Detectives*. The live shows: *The Garry Moore Show* and *Sing Along With Mitch*.

Westinghouse-Desilu Deal Dead? The conversations in which Westinghouse Bcstg. Co. expressed interest in acquiring Desilu Productions are dead, we're told by usually reliable sources (Vol. 17:13 p10, *et seq.*). A major hitch: The demand by Desilu Pres. Desi Arnaz that he be signed to a personal-services contract at $250,000 a year and be retained as head of the company. Our check on this with Desilu brought a terse "no comment" from administrative vp Edwin Holly. He had met with WBC Pres. Donald McGannon in March to discuss the possible acquisition.

At Desilu, meanwhile, there was an exodus of executive personnel. Rudy Petersdorf, in the business-affairs dept. 4 years, left to join NTA as dir. of business administration. Others who left: Exec. producer Bert Granet, producer John Auer and general executive Lee Savin.

Levathes Heads 20th-Fox Operation: For the 2nd time in 2 months, a TV-film executive has been placed in charge of over-all operations at a major Hollywood movie studio. This time it's Peter G. Levathes, pres. of 20th Century-Fox TV, who was named last week by 20th-Fox Pres. Spyros P. Skouras to supervise that company's facilities in movies as well as TV. Previously, Warner Bros. TV exec. producer William T. Orr had been placed in charge of all movie production, as well as TV, at Warners (Vol. 17:10 p5). But Hollywood observers were not ready to term this a trend, since Skouras' statement of the Levathes promotion did not clearly define his new duties. In addition, Robert Goldstein retains his position as exec. production head for movies. Sources at 20th indicated the re-alignment had been made to allow Goldstein to concentrate on creative work, while Levathes administers the studio operation.

Hour Trend May Cost Jobs: The trend to 60-min. series should result in loss of employment for TV-film-industry workers, believe Hollywood production executives. While over-all production volume may not be affected (and may even rise), fewer series in production means, said one executive, that "fewer people will be working more."

Stations

COLLINS SALUTES WOMEN: Sex aside, women broadcasters "probably had to be at least just a little better than some man" to get & hold their jobs, NAB Pres. LeRoy Collins told applauding members of American Women in Radio & TV last week.

Keynoting the 10th anniversary AWRT convention in Washington, where 700 delegates swarmed through hotels & over Capitol Hill for May 4-7 sessions preceding NAB's own convention, Collins said broadcasting had not yet caught up with another medium—newspapers—in utilization of womanpower.

But women's situation in TV & radio is getting better, Collins assured them in his banquet speech. "Since becoming a participant in the broadcasting industry, I have been quite pleasantly surprised to learn of the number of women in executive positions in radio & TV," he said, citing growing "industry recognition that women can handle almost any job in broadcasting."

The jampacked convention agenda, preceded by 3 days of AWRT board & committee meetings, included a special White House tour, a news conference opened by Senate Majority Leader Mansfield (D-Mont.), inspections of broadcasting exhibits and an industry panel ("Looking Ahead") for which FCC Comr. Hyde was listed.

A special feature was a May 6 "Gold Mike" banquet at which winners of the annual *McCall's* magazine awards to women broadcasters for public service were scheduled to be presented. The "Gold Mike" winners: Pauline Frederick (NBC), Norma Goodman (KDKA-TV Pittsburgh), Sunnie Jennings (WRGB Schenectady, but now with KDKA-TV), Frances L. Morris (KWTV Oklahoma City), Polly Weedman (radio KOTA Rapid City, S.D.), Betty Adams (WBZ-TV Boston), Virginia K. Bartlett (WHDH-TV Boston). Judges of the *McCall's* contest included Collins and Ruby Anderson of WGN-TV Chicago.

Succeeding Washington newspaper correspondent & NBC panelist Esther Van Wagoner Tufty as AWRT Pres. was Montez Tjaden, public relations dir. of KWTV Oklahoma City.

* * *

Collins on TV: Appearing on the May 4 *Today* show, NAB Pres. Collins expressed high regard for FCC Chmn. Minow, said that the Commission and broadcasters have the same objective: program improvement. Any "friction" between FCC & broadcasters, he said, would come only if they have strongly divergent approaches to the problem—but he didn't anticipate bitter disputes.

SEC Hits Townsend Corp.: U.S. District Court in Newark has been asked by SEC to enjoin Investment Company Act violations by Townsend Corp. of America, investment firm whose interests include ownership of 3 AM stations—WKDA Nashville, KNOK Fort Worth and KITE Terrell Hills-San Antonio. In filing its court action, SEC charged that Townsend Corp., Townsend Management Co. and 9 directors of the 2 companies tried to evade registration requirements. It asked that the individual defendants be removed from office for "gross misconduct & abuse of trust" and that a receiver handle Townsend affairs.

Rename WJR, The Goodwill Station: Stockholders approved change in corporate title May 3 to The Goodwill Stations Inc. (radio WJR Detroit; WJRT Flint, Mich.; WSAZ-TV & WSAZ Huntington-Charleston, W.Va.).

TV for Virgin Isles: Virgin Islands' first TV station, WBNB-TV (Ch. 10) Charlotte Amalie, delayed by equipment deliveries, should get going by early June, reports exec. vp Robert E. Noble Jr., ex-ABC station relations (nephew of the late Ed Noble, one-time chief owner of ABC), co-owner with Pres. Robert Moss, ex-ABC, ex-NBC and former Martin Block producer. Their Island Teleradio Service also holds CP for radio WBNB (1 kw on 1000 kc) which they expect to inaugurate before year's end.

Encouraged as a territorial "pioneer industry", as were the commercial TV stations in nearby Puerto Rico (2 more being govt.-owned educational), WBNB-TV is designed to cover all of the Virgin Islands (pop. 33,000 with 200,000 annual tourist traffic) and populous Eastern Puerto Rico, notably big Roosevelt Roads naval base with its 30,000 people. Station will specialize in English-language programming, against Puerto Rico's dominantly Spanish-language TV stations, and expects to get shows from all 3 U.S. networks. Noble claims Virgin Islands already have 3,000 TVs, including the 400 served by William R. Lassinger's Texas Cable Co. (CATV) which proposes to add the WBNB-TV signals. Located on 1300-ft. Mountain Top Estates, St. Thomas, WBNB-TV has Jampro antenna, will use Gates transmitter, Dage cameras, RCA studio gear.

Also preparing to build, on St. Croix Island on Ch. 8, are owners of Puerto Rico's WORA-TV Mayaguez & WRIK-TV Ponce.

Note: Noble & Moss also have Canada Dry and other Virgin Island distributorships, hope to emulate ex-network announcer Ford Bond, who "retired" to St. Croix and has done extremely well in business there. Bond recently sold big landholdings to Rockefeller interests.

Rochester Battleground: An educational-vs.-commercial programming battle-royal may be shaping up in Rochester, N.Y. over Ch. 13, which FCC proposes to drop in there as part of Rochester-Syracuse shifts (Vol. 17:17 p6). The prize: Public support for one or another of 4 prospective contenders for the new outlet. WVET-TV (Ch. 10) Rochester, which itself is taking over WROC-TV's Ch. 5, started things by offering 4 free hours to the Rochester Area Educational TV Assn. to show what it might offer on the air if FCC made Ch. 13 educational. Radio WSAY Rochester then demanded "equal time" on WVET-TV to demonstrate its ABC-TV programming plans if it wins Ch. 13 commercially. "Most unreasonable," retorted WVET-TV Pres. Ervin F. Lyke. Instead, he offered 4 free hours on WVET-TV to WSAY in combination with ABC-TV and 2 other prospective Ch. 13 applicants—Genesee Valley TV Co. Inc., organized locally as a bidder, and Star Bcstg. Co. (WCBF-TV), whose inactive CP for Ch. 15 was dropped by FCC in March (Vol. 17:12 p4). Lyke said he was setting aside 3-4 p.m. on 4 successive Sundays—May 21, May 28, June 4 and June 11—for Ch. 13 commercial challengers. WSAY's owner Gordon P. Brown said he'd try to work out joint programming arrangements with the others. RAETA's 4-hour educational stint was scheduled to start on WVET-TV May 7.

Come & See Us!

TELEVISION DIGEST subscribers and all others attending the NAB convention in Washington are cordially invited to the TELEVISION DIGEST suite, 706-708D, Sheraton Park Hotel.

The FCC

New ETV Criteria Urged: FCC's proposals to convert a vhf channel in 7-station N.Y. & Los Angeles to educational use are all right so far as they go, but the Commission should take a broader look at ETV's vhf needs in the country, says the National Educational TV & Radio Center. In comments filed on FCC's notice that a "formal inquiry" on N.Y. & Los Angeles would be started (Vol. 17:14 p2), NET proposed that for all cities where all vhf channels already have been assigned commercially, the Commission start rule-making on ETV conversion if: (1) A channel has been abandoned. (2) Commercial programming hasn't been up to promises. (3) A community ETV group demonstrates that it's able to take over a going commercial operation and do a better job for the public. (4) "A reasonable price" is offered by a community group for station equipment which a licensee is willing to sell. Another comment on FCC's 2-city proposals came from the Riverside Church in N.Y. (FM WRVR), which has TV studios. It said that the Commission should make sure "all qualified institutions" would have access to a converted N.Y. vhf channel.

Agency Council Named: FCC gen. counsel Max D. Paglin, ICC Chmn. Everett Hutchinson and SEC's corporation-finance div. dir. Manuel F. Cohen will represent regulatory agencies on the 11-member council of the Administrative Conference of the U.S., set up by President Kennedy (Vol. 17:16 p1). As expected, the President named Court of Appeals Judge E. Barrett Prettyman as council chairman. Other members of the council, which will pick at least 50 Conference members, are White House agency advisor James M. Landis, Columbia U. Prof. Walter Gelhorn, Boston-Edison Co. vp-gen. counsel Joseph P. Healy, Washington lawyer John D. Lane, Amherst College Prof. Earl Latham, Chicago lawyer Carl McGowan, Northwestern U. Prof. Nathaniel L. Nathanson.

KORD Asks Renewal: Protesting FCC's scheduled June 5 test-case promise-vs.-performance renewal hearing for KORD Pasco, Wash. (Vol. 17:14 p11), attorneys for the radio sttaion have asked the Commission to call it off and extend the license—even if only for a probationary short term. KORD said: "The designation for hearing of an initial application for renewal of license on matters of the kind here involved [no educational or discussion programs, too many spots] represents a departure from prior practice which raises grave policy questions. KORD's petition was accompanied by exhibits intended to show that the station's schedules weren't out of line with FCC policies. They included testimonials from civic groups & sponsors.

JFK Orders "Ethics": Top govt. officials & White House staffers are under new instructions from President Kennedy to watch their conduct in office. Carrying out part of his ethics-in-govt. recommendations in his message to Congress April 27 (Vol. 17:18 p2), the President issued an executive order May 5 which: (1) Prohibits officials from accepting payments from private concerns which have govt.-related business. (2) Bars office-holders from acting to increase their personal gain.

Allocations Actions: FCC has finalized its proposal to give Ch. 20 to WATR-TV Waterbury, Conn., replacing Ch. 53. The Commission also proposed to add ETV Ch. 46, to Lexington, Ky., substituting Ch. 75 for Ch. 46 in Bristol, Tenn., Ch. 80 for Ch. 60 in Richmond, Ky.

Canadian TV-Radio Fees Challenged: Radio CKAC Montreal initiated legal action last week to upset the govt.'s new licensee-fee schedule for privately-owned TV & radio stations. The new fees, based on a percentage of gross (1% to $200,000; 1½% on additional), are expected to skyrocket the govt.'s take to $3 million from the $600,000 obtained under the previous schedule. Heretofore, fees were a fixed amount based on station volume—*e.g.*, $100 on $25,000 revenue; $1,000 fee on $100-200,000; $6,000 on revenue in excess of $400,000.

The Montreal station asserts that the new schedule is invalid—on grounds that an assessment on a percentage of gross is a tax & not a license, and only Parliament can impose a tax. The new rates were established by an order-in-Council passed by the Prime Minister & his cabinet.

CBC is not involved because it is a Crown corporation, or govt. agency, and pays no license fee.

Other Canadian news:

John B. Lewis, Montreal insurance broker, has been appointed to the BBG, succeeding Mrs. R. G. Gilbride.

The Canadian Dept. of Transport, in deference to the broadening space age, has removed "satellite" from the catalog of broadcast terminology. Henceforth, outlets which operate from a parent station and have no local origination will be identified as "rebroadcasting stations."

CBC has applied for BBG approval to establish rebroadcsting TV stations at Grande Prairie and Peace River, Alta.; Dryden and Sioux Lookout, Ontario.

Former Nixon Aide Sees Press-TV Threat: Onetime Vice-Presidential press secy. Herbert G. Klein charged last week that newspapers, particularly chains and those owning TV stations, were endangered by the Kennedy administration. Klein, now editor of the *San Diego Union*, asserted: "At a recent Women's National Press Club 'trial-balloon' dinner, Edwin Guthman, special asst. to Attorney General Robert Kennedy, said antitrust laws 'should be applied to prevent newspapers from owning radio & TV stations and vice versa.' He also urged the application of laws against group newspapers. This is . . . raw blackmail. The implication would be that those newspapers who are considered friendly to the administration would be spared, but there is a club to be held over the heads of the large newspaper operators who may be critical of young Bobby or his brother." Commented Guthman: "I don't know if Mr. Klein was present when I spoke. But if he was, he completely missed the point."

N.J. Fights for TV: A 14-member industry-labor-education citizens' committee has been named by N.J. Gov. Robert B. Meyner to see what can be done to hold on to the state's only home-based TV—WNTA-TV Newark-N.Y. And Attorney Gen. David D. Furman has been instructed by Meyner to get busy with his law books in preparation for intervention in the impending transfer of the NTA station to a N.Y. educational group (Vol. 17:16 p14). Furman also is drafting comments in opposition to FCC's proposals to designate a N.Y. vhf for education (see next column). Paul Busse, exec. dir. of the Greater Newark Development Council, is "project officer" of the citizens' group, assigned to explore problems involved in maintaining a TV station foothold on Jersey soil. Busse was in Washington May 3 on a feeling-out tour of Congressional & FCC offices.

Bartell Bcstg. Stock Sale: Process Lithographers, N.Y. printing concern, has agreed to purchase for an undisclosed cash sum about 22% of Bartell's 650,000 authorized but unissued capital shares.

Program-Form Comments: Texas Assn. of Broadcasters doesn't find FCC's proposed program form seriously objectionable, but Michigan Assn. of Broadcasters does. The former filed comments commending the Commission for its concept of asking stations to give pictures of their programming in "narrative" form. However, the Texans want clarification of "primary service area" of AM stations. They prefer a narrative statement on controversial issues and express concern over the difficulty of advance-reviewing programs—particularly those from networks. The Michigan group summarized its objections thus: "It would place an enormous additional burden upon broadcasters already plagued with heavy governmental requirements at federal, state & local levels. What is more critical, it would work against the public interest, since it compels stations, regardless of the character of the communities in which they operate, to program in a uniform fashion and would unduly restrict their efforts to provide quality programming to meet the special & distinctive needs & interests of their particular audiences."

Add Program-Form Comments: FCC must take care that its proposed program-form changes (Vol. 17:18 p6) don't lead to Commission interference with broadcasters' "primary duty & privilege to select the material to be broadcast," Storer Bcstg. Co. warned in comments on the plan. Storer agreed that FCC has the right to determine whether station licensees are "reasonably responsive to the needs & interests of the public they serve." But this shouldn't lead to any requirements that stations must consult with selected civic leaders before programs are selected, since that would interfere with the right of licensees to manage their stations, Storer said.

Uniform Program Log: National Council of the Churches of Christ, telling FCC that it approves of the objectives sought in the proposed program-form revision, urged it to start rule-making on a new "uniform program log" with a comments deadline of June 1, the same as that of the program form. You can't measure promise vs. performance, the Council told the Commission, unless you have a uniform log to go by—and it appended its suggested form.

MST Allocation Comments: Use of uhf TV band 800-830 mc in Alaska for scatter communications (Vol. 17:16 p4) isn't opposed by Maximum Service Telecasters. The reasons, MST told the FCC, are that the band wouldn't be deleted from TV, no interference to TV would be allowed, the area involved is remote & small, there's an urgent defense need. MST continues to oppose efforts of the U. of Illinois to get Ch. 37 for radio astronomy, asserting that the school's petition for reconsideration is without merit (Vol. 17:16 p4).

FCC Seeks Record-Copying Bids: Contracts to supply the public with copies of various FCC records will be let by FCC, which is now seeking bids. One is a list of frequency assignments, now available through an informal EIA-FCC arrangement. Another covers photocopies of AM directional patterns and similar data, now handled through contract with the Goetz Co., Washington, that expires June 30. The Commission will accept separate bids for the frequency list, antenna patterns, "other records."

Clear-Channel Decision Delayed: FCC has decided to defer for several weeks a final action on the long-pending AM clear-channel case, thus bringing it beyond the May 7-10 NAB convention. There had been considerable speculation that action would come before the convention.

Wholesale Deintermixture Urged: Uhf-backed Committee for Competitive TV, headed by William Putnam, WWLP (Ch. 22) Springfield, Mass., petitioned FCC last week to make the following areas all-uhf: Montgomery, Hartford, Champaign-Urbana, Evansville, Binghamton, Erie, Lancaster-Harrisburg-York-Lebanon, Columbia, Madison. Other vhf-uhf areas, with little uhf conversion, should be made all-vhf, it said. Also filed last week was a petition by radio WVOK Birmingham, seeking the addition of Ch. 3.

Station Orphaned: Unless someone claims radio KBLT Big Lake, Tex., FCC says it will cancel its license and open its frequency for new applications. The history: (1) License transferred from Jim Sample & Donald Boston to Don Renault on April 29, 1959. (2) License transferred from Renault to Brown Morris on Jan. 11, 1961. (3) Morris died about Feb. 8, 1961. (4) Station went off air Feb. 9 without FCC permission. (5) Representatives of Renault & Morris told the Commission that neither would take responsibility for the station. Upshot: the Commission said that either party better take over the station or ask for a hearing wihin 30 days—or the license is dead.

Vhf Translator CPs: Ch. 12, Lovell, Wyo., to Lovell Byron Cowley TV; Ch. 10 & 6, Broadus, Mont., Broadus TV Club; Ch. 8, Wyodak, Wyo., Wyodak TV Assn.; Ch. 4, Gillette, Wyo., Gillette TV Assn.; Ch. 13, Monticello, Ky., Alex Radio & TV; Ch. 12 & 9, Sundance, Wyo., Sundance Community TV Assn.; Ch. 5 & 12, Powell, Wyo., Town of Powell.

Conelrad Rules Revised: FCC has followed up the April 28 civil defense drill (Vol. 17:18 p6) by revamping its Conelrad rules & manual to bring them up to date. Among procedures spelled out in the revisions: (1) Use of AP & UPI teletype networks. (2) Chain of command from the North American Air Defense Command. (3) Functions of FM state defense networks.

CBS-TV to Interview Minow: FCC Chmn. Minow will discuss his views on broadcasting on CBS-TV's *Washington Conversation* May 14. Paul Niven will interview.

Uhf Translator CPs: Ch. 70 & 80, Malibu, Cal., to R. F. Edouart.

Sale Approved by FCC: Radio KIOA Des Moines, for $600,000, to Star Bcstg. Inc. (George A. Bolas, pres.).

Technology

Space Decision in FCC Lap: With the filing last week of industry comments on space communications ownership & operations, the FCC is presumably in position to decide how the systems should be handled. With the exception of Lockheed & GE (Vol. 17:18 p6), the industry seems agreed that only common carriers should own the facilities. Lockheed & GE believe that space "hardware" makers and the general public should be allowed to participate in ownership. The consensus is that all carriers should have free access to the facilities and that there are no antitrust problems concerning joint ownership & operations. Notable is the fact that AT&T has liberalized its position, suggesting possible greater participation by others. Those filing included: AT&T, RCA, ITT, Lockheed, Western Union, GT&E.

Space CP: Ground-based space transmissions to the moon & passive satellites have been authorized to Westinghouse Bcstg. Co. (Vol. 17:16 p5). WBC will use 5,500 mc, 2 kw, at Friendship Airport, near Baltimore.

Congress

ETV Hearings On Again: The fate of federal-aid-to-ETV legislation, passed by the Senate but snagged in the House, may be decided next week. House Commerce Communications Subcommitte Chmn. Moulder (D-Mo.), who suspended hearings on a half-dozen bills in March after HEW Secy. Abraham Ribicoff came out against the Senate's $1-million-per-state subsidy plan (Vol. 17:13 p2 *et seq.*), set May 17-18 for new hearings. The principal witness will be Ribicoff, who is expected to repeat the Kennedy administration's opposition to outright, blanket ETV grants. Moulder also will submit replies to Subcommittee questionnaires sent to governors, asking what ETV plans the states now have. The questions included: (1) Do you need $1 million from the govt. for ETV? (2) Assuming you get it and build an ETV station, what assurances can you give that operating funds will be available without further federal assistance? Replies have ranged all over the ETV lot, one Subcommittee source told us, indicating no clear consensus on requirements in the states.

Small Stations Exempted: TV & radio operators in smaller communities won't have to pay overtime to announcers, news editors and chief engineers under terms of the Kennedy administration's minimum-wage legislation which was finally passed by Congress May 3. The House approved a Senate-drafted amendment (Vol. 17:17 p8) exempting: "Any employe employed as an announcer, news editor, or chief engineer by a radio or TV station, the major studio of which is located (a) in a city or town of 100,000 population or less, according to the latest available decennial census figure as compiled by the Bureau of Census, except where such city or town is part of a standard metropolitan statistical area, as defined & designated by the Bureau of the Budget, which has a total population in excess of 100,000, or (b) in a city or town of 25,000 pop. or less, which is part of such an area but is at least 40 airline miles from the principal city in such area."

Exemption for FCC Reservists: At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a bill (S-1689) exempting members of the Commission's National Defense Executive Reserve from conflict-of-interest provisions of the Communications Act. In asking for the legislation, FCC Chmn. Minow pointed out that broadcasters recruited for the Executive Reserve would be unable to take over Commission duties in times of national emergencies because the law bars FCC employment of anybody who has financial interests in TV or radio fields. In the House, an identical bill (HR-6579) was submitted by Commerce Chmn. Harris (D-Ark.).

Licenses for Samoans: Such U.S. nationals—but non-citizens—as natives of American Samoa will be eligible for FCC radio operator's licenses under terms of a bill (S-1589) by Senate Commerce Committee Chmn. Magnuson (D-Wash.). The measure was introduced at the request of the Interior Dept., which pointed out that the Communications Act now limits licenses to citizens, causing hardship to Samoans who man ships. House Commerce Committee Chmn. Harris (D-Ark.) sponsored a similar measure (HR-6578).

Agency Hearings Set: Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee has scheduled May 18-19 hearings on his bill (S-1734) to upgrade agency hearing examiners into decision-making status (Vol. 17:18 p7). Sen. Long (D-Mo.) is co-sponsor of the measure with Sen. Hart (D-Mich.).

Space Hearings Delayed: Scheduled hearings last week by the House Science & Astronautics Committee on commercial use of satellite communications (Vol. 17:18 p7) were postponed until May 8-12. Chmn. Brooks (D-La.) had intended to explore all aspects of proposals for exploitation of space by N.S. companies (see p. 16) in hearings starting May 4. But his Committee got tangled up instead with the fiscal 1962 budget for the National Aeronautics & Space Administration, finally voting a $1.36-billion authorization. In a space-related proceeding, the Senate Foreign Relations Committee meanwhile conducted a one-day hearing on ratification of 1959 Geneva radio regulations. Witnesses urging U.S. approval of the Geneva treaties, which laid groundwork for international space allocations, included FCC Comr. Craven (who led the American delegation at Geneva) and Asst. Secy. of State Edwin M. Martin.

FCC Asks New Sanctions: At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a Communications Act amendment (S-1668) authorizing the Commission to impose fines of up to $500 on operators of safety & special-service radios for infractions of rules. FCC now can revoke licenses or issue cease-&-desist orders against the operators. But Chmn. Minow complained in a letter to Magnuson that such disciplinary measures are "too cumbersome" to control "a marked increase in the number of violations" in recent years. Minow said FCC's latest count of call letters assigned in the 2 license categories totaled 679,188. An identical bill (HR-6581) was introduced by House Commerce Committee Chmn. Harris (D-Ark.).

House Unit Filled Out: Freshman Rep. Thomson (R-Wis.) has replaced Rep. Avery (R-Kan.) on the House Commerce Communications Subcommittee following Avery's reassignment to the Rules Committee (Vol. 17:15 p5). Thomson goes to the bottom of the GOP seniority roster of the Subcommittee, which is headed by Rep. Moulder (D-Mo.). Thomson also is a junior member of the new Regulatory Agencies Subcommittee headed by Commerce Chmn. Harris (D-Ark.).

Duty-Free TV Imports: Tariff exemptions for sound recordings, films and slides imported into the U.S. by educational institutions for non-profit TV & radio programs would be continued under a bill (S-1715) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Such imports were declared duty-free in a 1958 amendment to the 1930 Tariff Act, but the exemptions are due to end July 1.

Tower Bill Advances: The Senate Commerce Committee has approved an FCC-requested bill (S-684) amending the Communications Act to require owners of unused broadcast-transmission towers to keep them painted & illuminated. Similar legislation against air-navigation hazards was sought unsuccessfully by Commission last year.

CATV Bill Reaches House: FCC-drafted legislation authorizing the Commission to regulate but not license CATV systems has been introduced in the House by Commerce Chmn. Harris (D-Ark.). His bill (HR-6840) is similar to a Senate measure (S-1044) submitted in February by Sen. Engle (D-Cal.) at FCC's request (Vol. 17:9 p4).

It's Just "Commerce": The name of the Senate Committee on Interstate & Foreign Commerce has been officially shortened to the Committee on Commerce. Without dissent, the Senate agreed to a resolution (S. Res. 117) by Chmn. Magnuson (D-Wash.), cutting it down (Vol. 17:14 p17).

Television Digest

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Personals: A. Donovan Faust, gen. mgr. of WJRT Flint, appointed vp-gen. mgr., WJRT Div., The Goodwill Stations Inc.; James H. Quello named vp-gen. mgr., WJR Div. (radio WJR Detroit); C. Thomas Garten named vp-gen. mgr., WSAZ Div. (WSAZ-TV & WSAZ Huntington-Charleston, W. Va.); William D. Birke, pres. of Huntington Publishing Co. & former pres. of WSAZ-TV & WSAZ, elected a director of The Goodwill Stations Inc.

Maitland L. Jordan, mgr. of radio KOMO Seattle, named sales mgr. of KOMO-TV, and is due to become KOMO-TV gen. sales mgr. this summer, succeeding William J. Hubbach, who will become gen. mgr. of upcoming Ch. 2 station in Portland, Ore. . . . Jack Donahue promoted to new post of national sales dir., Martin F. Connelly to national sales mgr., KTLA Los Angeles.

John McAvity promoted to Eastern sales service mgr., ABC-TV . . . Larry Pickard, ex-*Dave Garroway Today Show*, appointed to new post of dir. of news & special projects, WBZ-TV Boston . . . Larry Lazarus resigns as controller of Crowell-Collier Bcstg. Corp. to form his own business management & tax consultant service . . . Dean Falkner, ex-KOA-TV & KOA Denver, forms Broadcast Promotion (Box 1116, Denver) catering to TV-radio stations which don't have their own promotion departments.

Joseph C. Drilling, ex-KJEO Fresno, Cal., appointed managing dir., WJW-TV Cleveland. He was Cal. Bcstrs. Assn. pres. . . . Charles R. Bergh promoted from salesman to central div. mgr., NBC-TV Spot Sales . . . George A. Baker, co-owner of radio WALY Herkimer, N.Y. and former NBC-TV Washington director-producer, joins Greater Washington Educational TV Assn. as mgr. of planned Ch. 26 station . . . Garry Greenberg named news dir., KVOA-TV Tucson.

John Neal Wheelock, FTC career employe since 1937, appointed exec. dir.; James McInnes Henderson, attorney in appellate div., promoted to gen. counsel . . . M. Spencer Leve retires May 31 as vp of NT&T and pres. of its subsidiary, Fox West Coast Theaters Corp.

Awards: Albert Lasker Medical Journalism Awards of $2,500 each to CBS-TV for "Biography of a Cancer," an account of Thomas Dooley's struggle with the disease, and to KCRA-TV Sacramento for a program on mental illness.

Foreign

Latin-American 'Eurovision' Urged: Addressing a May 7 meeting of the Inter-American Assn. of Bcstrs. in Washington, NBC Chmn. Robert W. Sarnoff forecast a new era in hemisphere communications. "Growth lies in international networking—as the broadcasters of Europe have demonstrated with far greater handicaps of language & differing technical standards," he said. "The basic obstacle has been the enormous cost that would be involved in tying the TV systems of our various countries into a network."

The best starting point for such a system, Sarnoff said, would be "a regional TV network paralleling the Common Market that has already been projected by 7 Latin-American countries." Hinting that NBC might well become involved in such a project, Sarnoff said "I would certainly look to the prospect of establishing ties between such a network & North American TV broadcasters."

Much the same Eurovision-type exchange of programs between Western Hemisphere nations was urged May 6 at the IAAB meeting by Donald W. Coyle, pres. of ABC International TV Inc. "We must create a common market of communications," he said. "Without question, TV's international future is a dynamic fact of the present."

Three factors, said Coyle, aid the concept of international TV between North & South America: (1) "We have a great advantage in that only 3 major languages are spoken . . . as compared with Asia's innumerable dialects & Europe's multi-lingual condition." (2) The nations of the Western Hemisphere fall into the same time zones and "the absence of time differential makes possible live coverage of events as they happen." (3) "Our broadcasting systems are relatively free of government control . . . We are our own masters."

The weekend schedule for IAAB included a State Dept. reception and a speech by exiled Cuban broadcaster Goar Mestre. Dr. Raul Fontaina of Uruguay is IAAB president.

New Argentine Station: LV89-TV Mendoza (Ch. 7) became that country's 6th operating TV outlet, with a 2-kw U.S.-built transmitter. Also starting operation recently was a booster station in Rosario (Ch. 7) repeating programs of LS82-TV Buenos Aires (Ch. 7). LS84-TV (Ch. 11) is now in the signal-test stage, reports the U.S. Embassy in Argentina, and is due to be the next starter. Argentina plans to allocate channels for 26 additional stations in the provincial cities. The country is the only one on the Western Hemisphere mainland which uses the Western European 625-line standards, although its channel frequencies are the same as those in the U.S.

Austin Co. Expands: The international engineering & construction firm, which has done extensive building of broadcasting plants, recently announced formation of new firms in Australia & Argentina, to provide its services to American firms in those countries. Austin-Anderson (Australia) Pty. Ltd., Sydney & Melbourne, will be managed by A. J. Anderson, founder & managing dir. of A.J. Anderson (Australia) Ltd., industrial building specialists. Austin-Graziani S.A., Buenos Aires, is jointly owned by Austin and the Graziani family, engineering & construction specialists. Austin also offers its services in Canada, Mexico, Brazil, U.K. & France.

New British TV Station: Westward TV began programming April 29 at The Crescent, Plymouth.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

WHOSE FM STEREO SYSTEM? WHOSE PATENTS? Industry infighting erupted, on schedule, over the FM stereo system chosen April 20 by FCC (Vol.17:17 p1). Two firms—GE & Crosby Teletronics—posted royalty schedules for those who wish to make stereo transmitters, receivers or adapters. Zenith protested to FTC over GE's claim that it had invented the system. Another firm, Multiplex Services Corp., complained to FCC, Justice & FTC about GE's plans to hold stereo seminar for royalty-payers only.

Here are highlights of the confusing developments:

GE informed receiver manufacturers that it will charge royalties of 25c per adapter, 50c per receiver, $50 per transmitter, on all sets made to use the FCC-approved FM stereo system. At the same time, it announced a symposium May 15 in Utica, N.Y., on principles & manufacturing techniques for the stereo system. Admission price is $1,000 for receiver manufacturers, $250 for transmitter makers—the money to be credited against royalty payments. GE has patent applications pending.

Zenith Pres. Joseph S. Wright protested to FTC & GE Chmn. Ralph Cordiner against newspaper ads which claimed the chosen FM stereo system was "pioneered & proved by GE." A former FTC attorney himself, Wright told FTC that Zenith had pioneered the basic system and had made public the details July 16, 1959, six months before "GE abandoned its previously recommended system and proposed [that] a system almost identical to Zenith's be adopted." He asked FTC to "investigate the matter & use its power to stop this unfair method of competition." He accused GE of launching "a deliberate campaign of misrepresentation." In a wire to Cordiner, he urged a halt to "flagrant misappropriation by publicity."

At FTC, there was no evidence by week's end that the Commission was doing anything about the protest beyond noting & filing it.

Then GE was heard from. Radio-TV receiver div. gen. mgr. Hershner Cross stated that GE's big contribution to the system ("the use of a pilot signal in lieu of a subcarrier signal with the pilot having a frequency that is a subharmonic of the suppressed carrier") was, in fact, later adopted by Zenith in an amendment to its system standards. A counter-reply from Zenith called the GE development "only a minor variation in the system developed by Zenith." And so on.

Zenith is asking no royalties—at least not for the present. Zenith Pres. Wright told us at week's end that his company has "no intention of attempting to license manufacturers under our patent applications"—like GE, Zenith has patent applications on file. "The patent situation won't be clear for some time," he said. Zenith is willing to discuss techniques and share its know-how with the industry, he added.

Along comes Crosby Teletronics, meanwhile, saying that its 1958 FM stereo patent covers general principles of the GE-Zenith (Zenith-GE) system, and sending forms for manufacturers to apply for licenses. Although the Crosby FM stereo system was rejected by FCC, Pres. Murray Crosby told us last week his patent covers the plus-&-minus principle of stereo multiplexing "plus the method of obtaining a signal-to-noise gain using this principle."

Crosby is asking royalties on receivers & adapters of 50¢ per unit for the first 25,000 units manufactured, and 25¢ per unit thereafter. Crosby told us that he would invite manufacturers to a "free" seminar on engineering techniques & know-how. He pointed out that Crosby already has 21 licensees—all of which had taken out licenses before FCC chose Zenith-GE (GE-Zenith) system. Biggest Crosby licensee is Admiral. Others include Heath (Daystrom), Fisher, Harman-Kardon, Pilot, Sherwood.

And that's not all. Pres. William Halstead of Multiplex Services Corp., another unsuccessful contender in the stereo-system sweepstakes, wired FCC, FTC & Justice Dept. at week's end, protesting GE's policy of charging $1,000 admission to its symposium as "an attempt to extort an advance license payment of an unreasonable amount from manufacturers in the face of a questionable patent situation." He told us he planned to petition FCC to overturn its stereo decision on the grounds that the chosen system would degrade monophonic reception, be a potential source of "serious interference" with such subsidiary multiplex services as background music and cause extreme difficulty in attempts to network FM stereo via off-the-air relay. Halstead added that he, too, is in "a good patent position in multiplexing" and that his patents might cover "certain practical aspects" of design for receivers to be used with the chosen system.

Most set makers aren't too worried about the intra-industry squabbling. However, they do want to get as much receiver-design know-how as possible. Therefore, the seminars (and Zenith's offer to share its technical knowledge) are important to them. In the meantime, engineering staffs are working day & night and weekends in an attempt to have acceptable receivers ready this fall.

Patent-royalty situation will be turned over to corporate lawyers in most cases. No manufacturer is going to let patent mixup stop him from making receivers. If public accepts FM stereo, manufacturers will gladly pay reasonable royalties—and they won't care to whom. Lawyers will be battling over the "to whom" for many years after FM stereo becomes a household term.

(Other stories on FM stereo in this issue: Motorola survey indicates 45% of FM stations plan stereocasting, p. 2; two types of stereo adapters required, see below.)

TV-RADIO PRODUCTION: EIA statistics for week ended April 28 (17th week of 1961):

	April 22-28	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	103,418	101,043	110,499	1,720,166	2,001,998
Total radio	298,512	271,157	301,665	4,703,269	5,696,029
auto radio	111,367	85,756	97,682	1,452,781	2,263,057

More about

FM STEREO ADAPTERS: The battle of the adapters is about to begin. Regardless of the outcome of claims about who invented the FCC-approved system and who owns patent rights (see above), there's going to be plenty of dispute for quite a while on the value of stereo adapters, their quality and their marketability.

Obviously, the most practical place for an adapter is in a stereo-phono-FM console, which already has a 2-channel amplifier & 2 speaker systems. For table-model FM sets, an adapter must also incorporate a separate amplifier & speaker system, at the minimum. In some cases, it must also include a detector system.

It's still too early to say what ingenious approaches industry engineers will come up with, but one prominent industry engineer gives this analysis of the possibility of using adapters with FCC's chosen FM stereo system:

"Only about 30% of the existing FM receivers will work with the simple single-tube adapter which has been proposed. As I see it, there must be 2 different types of adapters on the market. The simple type of adapter will work with any good FM set which uses a ratio detector. But unfortunately, about 70% of the sets now being used employ a limiter-discriminator type of detector.

"Used with a limiter-discriminator set, the simple adapter won't give satisfactory performance. With this type of set, a more elaborate adapter will be required—one with an extra tube & diode—which will, in effect, replace the detector in the FM set. In either case, however, one or the other type of adapter should work with any reasonably good set on the market which now has a muliplex ouput jack, or on a set which doesn't have such a jack, if it's connected to the output of the detector. This should be true of low-priced as well as high-priced sets."

Zenith still stands firm in its resistance to adapters of any type. Pres. Joseph Wright told us last week that his company believed that adapters would be unsatisfactory from both the technical & marketing standpoint. He said, however, that recent Zenith stereo phonos are equipped to receive drop-in FM tuners and that Zenith will offer complete stereo FM tuners to fit these sets.

Another angle of the adapter story was brought up last week by Lafayette Radio Electronics Pres. Abraham Pletman. Said he: "Once multiplex is installed in an FM set, the set will have to be re-aligned and an FM antenna will have to be used if multiplex [stereo] is to be received at all. 'Rabbit ears' won't do it. FM antennas range in price from $3 to $30." Lafayette plans to market 5 types of adapters by the end of summer, he said, in both kit & wired form. They'll range initially from $25 to $100.

Mergers & Acquisitions: Thompson Ramo Wooldridge has acquired a 94% interest in Radio Condenser Co. via a stock exchange (Vol. 17:1 p19). The Camden, N.J. firm will be operated as a subsidiary by its present management, headed by Pres. Albert Shafer. The acquisition involved the exchange of one share of Radio Condenser for 0.2374 share of TRW ● Oak Mfg. is "actively" negotiating for the acquisition of 4 companies which manufacture products related to Oak's lines of electronic components, Pres. E. A. Carter told the annual meeting last week. Stockholders approved the doubling of authorized shares to 2 million ● Belock Instrument has purchased for stock Diners' Record Club (not affiliated with Diners' Club Inc.), which distributes stereophonic records to a national membership on a monthly basis.

Man-Made Stylus Diamonds: GE is investigating use of its artificial man-made diamonds in phono styli. Initial results of the study are said to have indicated that synthetic diamonds are superior to natural ones for hi fi.

Du Mont TV for Plaza: New York's luxuriously appointed Plaza Hotel has ordered 1,000 Du Mont TV sets —including about a dozen color sets—for installation in its guest suites, DuMont Emerson Corp. announced.

RCA SALES RECORD: Although profits were down 8% —to $12 million—RCA's sales of $361.7 million set a new first-quarter record for the company, Pres. John L. Burns told 1,714 shareholders last week in NBC's big Studio 8H in Rockefeller Center (see financial table).

"For the year as a whole," said Burns, "RCA's sales & profit expectations are optimistic. Six important areas of our business are hopeful of record earnings. If the national economy continues its upward momentum, RCA's sales & earnings should surpass last year's levels." Both Burns and Chmn. David Sarnoff pointed out that the decrease in earnings resulted from continuing expenses in the data-processing field. But, said Burns, these expenses have reached their peak, and "we expect they will decline appreciably, beginning next year."

RCA's elaborate stockholder show seemed to be keyed to space, NBC News & color (see also p. 6)—all 3 coming in for considerable attention and keynoted in a huge 3-dimensional stage backdrop. It was an affectionate meeting, even normally dissident minority-stockholder spokesmen joining in the love feast with tributes to Gen. Sarnoff & RCA, and with very few barbed questions. Traditional needlers Lewis Gilbert & Wilma Soss were full of praise for the company's policies, and Gloria Parker, who nearly broke up the 1959 meeting in a handbag-swinging melee (Vol. 15:19 p24), was understood to have come & gone without opening her mouth. The United Shareholders of America presented RCA an award for "good management-shareholder relations."

Highlights of the meeting, by topic:

Reaching for the moon: RCA always unveils a surprise —usually a photogenic one—at stockholder meetings. This year it was the "moon crawler," or lunar exploration vehicle, a 4-legged monster with a TV eye designed for remote-controlled exploration of the moon. The 3,000-lb. vehicle was said to be "representative of concepts being developed in a continuing study program" by RCA Labs.

Consumer products: Burns noted a "strong revival of consumer buying interest in many areas [and] the better-than-usual spring rebound in home-building." Sales of consumer products, he added "improved markedly in the first quarter."

Color TV: "No segment of consumer products gave us more encouragement than color TV," said Burns. Reiterating that color-receiver sales "now contribute approximately one out of every 3 dollars of RCA's total TV sales, and an even larger share of receiver profits," he predicted that "9 companies will soon be driving for a major marketing breakthrough in color." (By latest count, 8 major TV firms have announced color sets.)

FM stereo: "All our new [Victrola] equipment coming out in May will [be] designed to receive stereo FM broadcasts, and we will follow this with an appropriate line of stereo radios."

Competition: Asked whether "we should allow competitors, including such great joys to the stockholder as Zenith and Magnavox, to run ahead of us on color profits," Gen. Sarnoff replied that RCA cannot determine who should make color sets, and welcomes such competition. Then he added: "You can't compare the operations of RCA with those of some small competitor—we spent money on research without which the other companies wouldn't exist. If you look back over the history of radio, you will see that some of the greatest names—and 'greatest joys to the stockholders'—are dead."

Pay TV: Also answering a stockholder query, Sarnoff said: "As far as we're concerned, we don't believe in toll TV. On the other hand, we won't obstruct this [RKO-Zenith] experiment. We don't believe it will succeed. If it proves to be a success, we would have no objection to going into toll TV."

Ownership of space communications: "Within the next decade," said Sarnoff, "world-wide satellite communication will be possible on a more economical & more reliable basis than with existing facilities. All potentialities of world-wide communication should be made available to all, and it doesn't matter who owns it."

RIAA Traps Counterfeiters: Undercover work by the Record Industry Assn. of America helped to break up an alleged ring of phono-record counterfeiters in a dramatic raid at N.Y.'s swank Plaza Hotel last week. According to police, the group was planning a nationwide phony-record operation for the pressing of some 20,000 bootleg records a week with a profiit of more than $1 million a year.

In a dramatic 9 p.m. news conference May 2 at the Plaza, Nassau County District Attorney Manuel W. Levine told how the arrests had been made just 90 minutes earlier in the same hotel. The news conference had been called the preceding day by RIAA exec. dir. Henry Brief, who declined at the time to announce the topic of the conference.

Undercover work by RIAA & police depts. of Nassau County, N.Y. City and Nyack, N.Y., succeeded in gathering together the participants in the alleged counterfeiting venture for a "business meeting" in a deluxe suite at the Plaza. Host of the meeting was "Big Mike," known to members of the venture as self-proclaimed "rackets boss," potential financier, bogus-record distributor and general fixer. After drinks & dinner, "Big Mike" stood up to make an important announcement. "You're under arrest," he told his erstwhile henchmen. "Big Mike" in real life was Inspector John Lada of the Nassau County police.

Arrested in the startled group and charged with grand larceny & conspiracy to violate trademark laws & to commit grand larceny were: Norman Berman, pres. of Monarch Productions Corp., N.Y. TV-film producer-distributor; Milton Rabuse, real estate man of Little Neck, N.Y.; Rev. Richard L. Engel, owner of Bibletone Records, East Orange, N.J.; Harold Zatal of the Starr Offset Photo Service, N.Y. Arrested separately was Henry Arak, head of Aqua Life Products, Brooklyn. The arrested men pleaded not guilty the next day in Nassau County Court.

Police said members of the group had boasted that they had turned out 50,000 copies of "Persuasive Percussion," a stereo LP which lists at $5.95 (Command label). On the group's list for future counterfeiting reportedly were "Do Re Me," "Calcutta" (Lawrence Welk), "Great Motion Picture Themes" and "Nice & Easy" (Sinatra).

Last week's arrest dramatized an increasingly important problem in the record business. RIAA Pres. George R. Marek (RCA Victor) estimated that counterfeiting "drains some $20 million a year from the music industry." One of the undercover police told us record counterfeiting now "seems to be more profitable than dope-peddling."

* * *

Bogus Record Ban: Counterfeiting of phono records would be a Federal offense under HR-6354 by House Judiciary Committee Chmn. Celler (D.-N.Y.). In addition to setting up criminal penalties, the measure provides civil remedies by which legitimate manufacturers can collect damages from counterfeiters.

SCOTT TV-STEREO LINE DUE: Scott Radio Laboratories this summer will rejoin the list of old TV brand names being revived under new management—a list which includes Capehart, Philharmonic (a Symphonic private brand), Sonora, all of which resumed after a hiatus.

The new Scott Radio Labs is no corporate relative of the Midwestern firm which made a name for itself in radio with super-powerful sets but which didn't cut much ice in TV, and eventually was sold to John Meck interests in Chicago, later showing up as a private brand in Liberty Music Stores, N.Y. It also is not related to H. H. Scott Co., maker of hi-fi components, which sometimes is confused with the old Scott.

All rights to the Scott Radio Labs name have been purchased by a group headquartered in Annapolis, Md., which will debut a stereo line (with some TV) at next July's Music Industry Trade Show in Chicago. Liberty Music Stores currently is liquidating its Scott-branded merchandise, under the arrangement.

The new Scott Radio Labs is headed by Pres. Leon J. Knize, former Stromberg-Carlson sales mgr., with Richard W. Jones, ex-Stromberg asst. sales mgr., as vp, and Stanley Bogard, a Symphonic Radio founder, engineering vp.

Scott will emphasize high-quality console stereo systems built around a unique reflective speaker system which provides great flexibility of cabinet design. The speaker system, already being sold separately in several audio & music stores, features loudspeakers mounted in the rear of the set facing the wall, in effect using the wall as the audio source and providing an extremely wide spread of sound, according to vp Jones. The system makes possible good stereo in a cabinet 45 inches wide, Jones told us—and a TV chassis can easily be mounted in the same cabinet without requiring additional space.

Scott plans to introduce a "full line" of phono instruments, including portables, consoles, radio-phonos & TV-stereo theaters, according to Jones, and may also show portable & console TV. Whether Scott will make its own TV chassis or buy from others is "not yet set," Jones said.

The stereo line will be priced from $369.95 to $1,500, with "the bulk of sales expected to be in the range up to $800," said Jones. Distribution will be direct to dealers—one dealer in each area, except in the 2 or 3 largest markets, where more than one probably will be franchised.

The stereo, phono & radio chassis will be manufactured by Chesapeake Instrument Corp., Shadyside, Md., whose principal stockholders own Annapolis Electroacoustical Corp., which in turn is the owner of Scott.

Scott Radio Labs' address: 241 West St., Annapolis.

New Admiral Portable Phonos: Two automatic monaural models were announced last week at $49.95 & $59.95.

RCA-Canada's U.S. Car Radio: Auto radios made by RCA Victor Co. Ltd., Montreal, will be sold in quantity in the U.S. this fall. The initial order—for 5,000 sets at $250,000—was placed by Charles Kreisler Inc., N.Y. auto & accessories distributor which is setting up a nationwide auto accessories distributorship. The radio, Model AT-105, is a 6-transistor set. Canadian RCA estimated the sales potential of its car radios in U.S. under the Kreisler contract as at least $1 million in 1962, exceeding $3 million a year eventually. Said to be the first Canadian-made radio to be sold in quantity in the U.S., it's expected to retail at about $69.50. RCA-Canada's parent company in the U.S. does not make car radios.

Trade Personals: Jack S. Beldon, ex-RCA & GE, promoted to Magnavox radio & TV mktg. vp; John P. Ryan promoted to radio & TV field sales vp, David N. Martin to military mktg. vp . . . James J. Clerkin Jr., Comptometer Corp. exec. vp, named pres., General Telephone & Electronics International, effective June 1. He succeeds Gene K. Beare, recently elected Sylvania president.

Donald G. Fink, internationally known electronics engineering leader and TV pioneer, former editor-in-chief of *Electronics* magazine, onetime IRE pres., promoted from Philco research dir. to research vp . . . John O'Hara, ex-RCA International, named mktg. mgr., Bell Sound Div., Thompson Ramo Wooldridge . . . Allan W. Greene, pres. of Heath Co., named also vp of parent Daystrom . . . Edward D. Chalmers promoted to engineering vp, Edward J. Mastney to advanced engineering & mfg. vp, Oak Mfg. Co. . . . Bryce S. Durant, ex-product planning & development mgr., elected product planning & development vp, RCA Sales Corp.

David S. McNally ex-Smith Corona, elected vp-mktg. dir., ITT industrial-products div. . . . Thomas I. Harkins named purchasing & contracts mgr., Sylvania Electronic Systems. George E. O'Rourke Jr. appointed systems research dept. mgr., Sylvania applied research lab.

L. Donald Cole promoted from sales-service mgr., CBS Electronics, to mktg.-services mgr. E. Gordon Burlingham promoted from warehouse-administration mgr. to distribution-services mgr. . . . Dr. Allen B. Du Mont, founder of Du Mont Labs, named an honorary member AIEE.

Italian TV Seeks U.S. Market: Electronic products are noticeably scarce at this year's N.Y. World Trade Fair, now in progress at the Coliseum. In contrast to last year's Fair, we observed only 2 exhibitors displaying TV this year—both with products not yet on the U.S. market.

Italy is putting out feelers on U.S. marketing possibilities for its TV sets. Ultravox showed a handsome walnut-cabinet 23-in. table model and invited inquiries. We were told that the 17-tube set will sell for about $113 F.O.B. Genoa ($120 with uhf).

Toshiba demonstrated its 8-in. battery-powered transistor TV set, which a company spokesman said would be distributed in U.S. by Transistor World Corp., Toshiba's transistor-radio outlet. The set is still unpriced, we were told. It is similar in appearance to the Japan Victor (Delmonico) and Sony battery sets, except that the Toshiba's nickel-cadmium battery pack is carried separately in a plastic case with carrying handle.

Known for its unusual designs, Toshiba displayed an *avant-garde* FM-AM-stereo phono combination which isn't yet available in the U.S. Best described as a "flat" set, it's a large table model—only about 6-in. deep. The non-automatic phono folds out from the set in a door hinged at the bottom. The whole set is about 36-in. wide & 16-in. high and stands on brass legs.

* * *

Imports Make Jobs: That's the gist of the 2nd ad in the campaign by American Radio Importers Assn. (Vol. 17:13 p22) in the trade press last week. Captioned "Creative Japanese Pioneering Increases Employment in the U.S.," the ad says that sales of U.S.-made transistor radios increased 10% last year, that imports have made jobs for retail dealers, that such Japanese inventions as the yagi antenna and the tunnel diode have broadened the horizons of the American electronics industry.

Finance

Motorola Profit Drops 74%: The recession left its mark on Motorola during 1961's first quarter, Pres. Robert W. Galvin told the annual meeting last week. Compared with 1960's initial 3 months, profits plunged 73.6% after a sales skid of 16% (see financial table). The outlook for 2nd-quarter sales & earnings, Galvin said, is for "improvement" over the first quarter, but a lag behind April-May 1960.

Retail sales of Motorola TVs, radios and phonos followed the industry pattern, Galvin said, but factory sales fell considerably because of high year-end inventories. Military sales declined about 15%; deliveries of radios to automobile manufacturers dropped some 50%. "The effect of the substantial sales decreases was naturally even greater on profits," he continued, adding: "Profits were further affected by increasing expenditures on research & product development."

Queried about color TV by various stockholders, Galvin made it clear that Motorola will continue its policy of watchful waiting—from the sidelines. "The status of color is essentially the same as it has been in the past years," he said. "It cannot be retailed at a profit for less than $600, and it is not practical for all echelons of the trade to make a profit in it. Further, the public shows no inclination to buy at the $600 tag."

Galvin said that annual sales of color TVs approximate 100,000 units. The recent influx of manufacturers into color, he interpreted, means only a smaller share of the over-all sales pie for each. Summing up, he told stockholders: "At the present time, color TV does not appear a profitable prospect nor is there any technological advance on the horizon to change this picture."

Wells-Gardner Profit Up: The private-brand TV-radio-phono manufacturer reported increases in both sales ($4.1 million from $3.8 million) and net earnings ($34,572 from $20,543) for the first quarter, compared with the same 1960 period (see financial table). Pres. Robert S. Alexander told stockholders: "It appears that sales for the 2nd quarter may be slightly lower than for 1960. However, the outlook for the entire year is favorable and should equal or exceed 1960." ITT, which owns approximately 10% of Wells-Gardner stock (Vol. 17:12 p16), is now represented on W-G's board by ITT vp L. T. Rader Jr., who succeeds Charles L. Kaufmann.

Reports & Comments Available: "Five Midwestern Electronics Companies," comments, H. Hentz & Co., 72 Wall St., N.Y. 5 ● Advance Ross Electronics, report, H. M. Byllesby & Co., 135 S. La Salle St., Chicago 3 ● International Rectifier, report, Ball, Burge & Kraus, Union Commerce Bldg., Cleveland 14 ● GPE, prospectus, The First Boston Corp., 75 Federal St., Boston 6 ● Perry Electronic Components, offering circular, S. B. Cantor Co., 79 Wall St., N.Y. 5 ● "New Records Ahead for Broadcasters," profile of 6 "major broadcasters" in May 3 *Financial World*.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Canadian GE	Q	$2.00	Jul. 4	Jun. 15
General Tire & Rubber	Q	.25	May 31	May 15
Magnavox	Q	.25	Jun. 15	May 25
Maxson Electronics	Q	.05	Jun. 1	May 12
Minneapolis-Honeywell	Q	.50	Jun. 10	May 19
Speer Carbon	—	.12½	Jun. 15	Jun. 1
TV-Electronics Fund	—	.04	May 31	Apr. 28

Magnavox Proposes 3-for-1 Split: Board voted last week to split the capital stock and also approved an increase in authorized shares to 10 million from 3.5 million. Both actions are subject to stockholder approval at a special meeting called for July. (Magnavox closed at 90¾ on May 4.) Pres. Frank Freimann reported at the annual meeting last week that Magnavox is operating at its high first-quarter level (Vol. 17:18 p18). April marked the 10th consecutive month in which sales records were achieved, he said. April sales were 26% higher than a year ago. Consumer-product sales were up 11% over April 1960; govt. & industrial sales gained 47%. He said that military & industrial products were increasing sales rapidly.

Sony's U.S. Stock Offering: Japan's Sony Corp., volume producer of transistorized TVs, radios and tape recorders, has registered with SEC (File 2-18035) a public stock offering of 2 million common shares, now trading on the Tokyo Stock Exchange at the equivalent of $2 a share. The transaction will mark the first public offering of Japanese common under the U.S. Securities Act of 1933. Named as principal underwriters: Smith, Barney & Co. of N.Y. and the Nomura Securities Co., a Japanese firm with N.Y. offices. Sony also asked SEC (File 2-18067) to register 798,200 shares for subscription offerings to U.S. shareholders of record March 1. These shares are part of an 18-million-share offering being made generally to Sony holders. Sony's U.S. sales in 1960 accounted for 9.1% of its total volume. (For 1960 sales & profit, see table.)

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 4, 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	Bid	Asked
Acoustica Associates	22½	24⅝
Adler Electronics	18¼	20⅛
Aerovox	11¾	13⅛
Allied Radio	27½	29⅞
Astron Corp.	2⅝	3-3/16
Babcock	33¾	36⅜
Balrd Atomic	23¼	25⅜
Cannon Electric	38	40⅞
Capehart	9¼	10½
Chicago Aerial Ind.	26	28¼
Control Data Corp.	108	115
Cook Electric	12	13⅛
Craig Systems	15	16½
Crosby Teletronics	7¼	8⅛
Dictaphone	31½	34⅛
Digitronics	34	37⅛
Eastern Ind.	19¼	20⅝
Eltel-McCullough	16¾	18⅛
Elco Corp.	12¼	13⅞
Electro Instruments	23½	26¾
Electro Voice	12	13⅜
Electronic Associates	34¼	37
Electr. Capital Corp.	53	57½
Erie Resistor	15¾	16⅝
Executone	20¾	22½
Farrington Mfg.	19¼	21
Foto Video	8¾	10
Four Star TV	24	26¼
FXR	20½	23
General Devices	16⅛	18
G-L Electronlcs	9	10¼
Goodwlll Stations	12¼	13⅝
Granco Products	4⅜	5¼
Gross Telecasting	22	24⅛
Hallicrafters	49	53
Hathaway Instr.	27¾	30⅛
High Voltage Eng.	185	198
Infrared Industries	19½	21½
Interstate Eng.	27¾	29⅞
Ionlcs Inc.	40	44
Itek	57	61½
Jerrold	7¼	8⅛
Lab for Electronics	58	61½
Leeds & Northrup	39½	42¼
Lel Inc.	11½	12⅞

Stock	Bid	Asked
Magna Theater	3½	4-1/16
Magnetics Inc.	14	15⅜
Maxson	28¼	30⅜
Meredith Pub.	39½	43½
MetroMedia	21⅛	22⅝
Microdot	29	31½
Milgo Electronics	25½	27¾
Narda Microwave	6¾	7⅝
Newark Electronics	16	17⅜
Nuclear of Chicago	45	48¾
Official Films	3⅝	4¼
Pacific Automation	4¾	5½
Pacific Mercury	8	8⅞
Philips Lamp	163¼	168¾
Pyramid Electric	2¾	3-3/16
Radiation Inc.	28¼	30⅝
Rek-O-Kut	1¾	2¼
Research Inc.	7⅛	8
Howard W. Sams	53	56⅞
Sanders Associates	57	61
Silicon Transistor	13¼	14⅝
Herman Smlth	14¼	16
Soroban Engineering	75	80¾
Soundscriber	14	15½
Speer Carbon	24½	26½
Sprague Electric	73½	78¼
Sterling TV	4⅛	4¾
Systron-Donner	44½	47¾
Taft Bcstg.	24½	26½
Taylor Instrument	52½	56½
Technology Inst.	6¼	7⅜
Tele-Broadcasters	3⅜	4-1/16
Telechrome	15⅞	17⅛
Telecomputlng	7	7¾
Time Inc.	93	97½
Tracerlab	15¼	16¾
United Artists	7¼	8⅜
United Control	19¼	21¼
Universal Trans.	1¾	2⅜
Vitro	24⅞	26⅝
Vocaline	2⅝	3-3/16
Wells-Gardner	29¼	31⅜
Wilcox Electric	10⅝	11⅝
Wometco	21	23

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—12 wks. to Mar. 11	$ 2,100,345	—	$ 39,000	$0.07	552,129
	1960—12 wks. to Mar. 5	749,957	—	74,000	.27	278,129
Advance Ross Electronics	1961—qtr. to Mar. 31	941,069	—	127,484	—	—
	1960—qtr. to Mar. 31	803,087	—	106,215	—	—
Clevite	1961—qtr. to Mar. 31	22,697,974	$ 2,375,550	1,169,550	0.60[1]	1,884,713
	1960—qtr. to Mar. 31	25,978,895	4,536,953	2,315,953	1.21[1]	1,872,429
Cohu Electronics	1961—qtr. to Mar. 31	2,101,507	—	209,155	.15	—
	1960—qtr. to Mar. 31	1,492,287	—	5,098	.01	—
Fleetwood Corp. (Canada)	1960—year to Dec. 31	11,381,423	1,362,777	658,978	1.01	650,000
	1959—year to Dec. 31	12,437,600	1,563,769	752,756	1.16	650,000
General Bronze	1961—qtr. to Mar. 31	4,836,471	(442,877)	(212,877)[2]	—	391,820
	1960—qtr. to Mar. 31	7,637,149	286,697	138,697	.36	384,137
Indiana General	1961—qtr. to Mar. 31	4,813,462	—	356,243	.31	1,139,522
	1960—qtr. to Mar. 31	5,148,876	—	365,359	.32[3]	1,124,522[3]
International Rectifier	1961—9 mo. to Mar. 31	10,763,278	—	928,201	.39	2,405,994[13]
	1960—9 mo. to Mar. 31	9,934,386	—	924,248	.38	2,405,994[13]
International Resistance	1961—15 wks. to Apr. 16	6,495,550	—	567,000	.41	1,386,998
	1960—15 wks. to Apr. 16	6,191,383	—	677,398	.49	1,381,098
Lynch Corp. (Symphonic)	1960—year to Dec. 31	25,989,077	—	(623,935)	—	692,779
	1959—year to Dec. 31	25,861,881	—	430,648	.62	692,779
	1961—qtr. to Mar. 31	4,642,566	—	45,193	.07	692,779
	1960—qtr. to Mar. 31	5,467,815	—	1,051	—	692,779
Meredith Publishing	1961—9 mo. to Mar. 31	43,961,618	—	1,347,503	1.02	—
	1960—9 mo. to Mar. 31	44,611,954	—	3,702,578	2.80	—
Microwave Associates	1961—6 mo. to Mar. 31	4,806,000	—	366,500[14]	.37[14]	999,200
	1960—6 mo. to Mar. 31	4,259,300	—	263,800	.27	986,700
Motorola Story on p. 23	1961—qtr. to Mar. 31	59,758,600	1,545,921	802,977	.20	4,028,652
	1960—qtr. to Mar. 31	71,077,994	6,378,467	3,036,475	.75[4]	4,030,262[4]
NAFI Corp.	1961—qtr. to Mar. 31[5]	17,380,269	954,971	544,971	.45	1,215,755
	1960—qtr. to Mar. 31[5]	6,210,385	282,413	262,413	.25	1,029,155
Paramount Pictures	1960—year to Dec. 31	131,325,000	10,379,000	7,026,000	4.20	1,673,231
	1959—year to Dec. 31	115,216,000	5,816,000	7,519,000[6]	4.47[6]	1,683,598
Philips' Lamp[7]	1960—year to Dec. 31	1,333,000,000	241,000,000	111,000,000	—	651,421,000
	1959—year to Dec. 31	1,170,000,000	207,000,000	98,000,000	—	619,030,000
RCA Story on p. 21	1961—qtr. to Mar. 31	361,700,000[8]	22,600,000	12,000,000	.68[1]	16,553,000
	1960—qtr. to Mar. 31	361,200,000	25,400,000	13,000,000	.85[1]	14,344,000
Sangamo Electric	1961—qtr. to Mar. 31	11,948,000	746,000	390,000	.24	1,622,636
	1960—qtr. to Mar. 31	11,743,000	571,000	296,000	.18[9]	808,398
Sony Corp. (Japan) Story on p. 23	1960—year to Oct. 31	36,775,000	—	1,936,000	—	36,000,000
	1959—year to Oct. 31	23,607,000	—	2,046,000	—	—
	1961—4 mo. to Feb. 28	10,584,000	—	720,000	—	36,000,000
Speer Carbon	1961—qtr. to Mar. 31	6,009,421	572,380	264,380	.29[1]	881,700
	1960—qtr. to Mar. 31	6,761,995	1,239,900	572,900	.64[1]	881,400
Technicolor	1961—qtr. to Mar. 31	11,807,564	—	451,479	.18	2,543,179
	1960—qtr. to Mar. 31	8,818,593	—	259,350	.13	2,036,235
TV & Radar Corp.	1960—year to Nov. 30	6,659,258	—	79,272	.04	2,264,910
	1959—year to Nov. 30	7,364,061	—	174,702	.08	2,264,910
20th Century-Fox Film	1960—year to Dec. 31	118,356,457	(3,490,839)[10]	6,213,101[11]	2.54[11]	2,445,486
	1959—year to Dec. 31	119,851,807	3,605,595	4,163,135[12]	1.78[12]	2,338,536
Varian Associates	1961—6 mo. to Mar. 31	27,322,793	—	1,716,501	.50	3,461,744
	1960—6 mo. to Mar. 31	22,249,265	—	1,439,405	.46	3,146,705
Wells-Gardner Electronics Story on p. 23	1961—qtr. to Mar. 31	4,084,707	59,572	34,572	.08	422,400
	1960—qtr. to Mar. 31	3,801,338	30,543	20,543	.05	421,800
Wometco Enterprises	1961—12 wks. to Mar. 25	3,434,453	583,293	301,293	.30	1,006,757
	1960—12 wks. to Mar. 26	2,418,950	375,321	200,321	.22	896,980

Notes: [1]After preferred dividends. [2]After $230,000 tax credit. [3]Adjusted for June-1960 2-for-1 split. [4]Adjusted for July-1960 2-for-1 split. [5]Excludes Chris-Craft Corp., acquired April 1960. [6]Includes profit of $3,109,000 ($1.85 a share) on disposal of films & investments. [7]Figures converted from guilders at the rate of 28¢ per guilder. [8]Record. [9]Adjusted for May-1960 2-for-1 split. [10]After $2 million provision for inventory losses. [11]After $9,081,214 ($3.71) in special credits. [12]After capital gains of $1,830,000 (78¢). [13]Average outstanding. [14]Includes capital gains of $70,900 (7¢).

Paramount Pictures is setting aside 155,000 common stock shares for use in its stock-option plan for management & key employes, according to an SEC registration statement (File 2-18069).

WEEKLY Television Digest

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

WITH THIS ISSUE: Full texts of the speeches by
Chairman Newton N. Minow of the Federal Communications Commission
President LeRoy Collins of the National Association of Broadcasters
at the 39th annual convention of NAB in Washington, D.C.

SUMMARY-INDEX OF WEEK'S NEWS

MINOW & COLLINS—'COP' & 'POP': Shock. Fear. Anger. Dismay. Confusion. Those words are perhaps too mild to describe reaction of broadcasters to FCC Chmn. Minow's May 9 speech at NAB convention in Washington last week.

Feelings were so high that some resentment rubbed off on NAB's new Pres. LeRoy Collins, who had taken broadcasters to task in his own way in speech May 8. The speeches are so important, bound to serve as fundamental references for months if not years, that we've reprinted full texts in special supplement herewith. We urge you to study them carefully and keep them close at hand.

What now? Though there will be a drive to "contain" Minow—through his fellow Commissioners, Congress and White House—we find little evidence that it will be successful.

FCC majority which generally shares Minow's views certainly looks as if it will continue to do so. In fact, in its meeting only 2 days after speech, Commission designated 2 radio cases for hearing (sale of KGMS Sacramento and new application for Holly Springs, Miss.)—both on "concentration of control"—questioning whether each licensee would own too many stations in same general area. In addition, Holly Springs applicant was questioned on programming plans, the Commission wondering whether it would meet community needs because it proposed little educational, discussion or live programs; not a single Commissioner dissented. Commissioners themselves regard these actions as important evidence that majority is still solid.

Congress, which a year ago was castigating FCC as a "do-nothing" agency, is unlikely to move to emasculate it now—though there is some concern that Commission may go too far.

There's no question that White House is strongly behind Minow and his majority. It passed word to that effect after speech. Minow pointedly related that President Kennedy had asked him whether astronaut Shepard should be brought to convention and then invited Minow to ride with them from White House (see p. 8).

At week's end, after several days of reaction to his speech, Minow told us he was confident FCC had backing where it counted. His staff reported receiving more than 300 calls, wires and letters—every one of them commendatory and including praise from man-in-the-street and high Congressional and administration figures. TV critics and editorialists sang hosannahs. Exceptions: Wall St. Journal & columnist David Lawrence.

Gov. Collins, whom Minow commended several times in the address, offered us his first, immediate reaction—with a wry smile: "I think he made me look like a middle-of-the-roader." He went on: "I believe he's sincere & earnest. He said what's in his mind & heart. I have every respect for him. We have divergent views on some matters. On ratings, he questions their use and I question their accuracy. He believes there should be more stations in TV. Our experience with radio shows that's not the answer. When competition is too keen, stations strive to cut every possible corner to make every possible dollar." Asked if he believes that Minow was using threats in an attempt to dictate programming, he said: "I don't believe that at all. I take him at his word. He wants broadcasters to strive to uplift their programming."

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Of the TV networks, which got their share of Minow lumps, only ABC chief Leonard Goldenson gave us a comment last week, off the cuff right after speech: "I agree with the principle. I agree with what he says. If we get more stations we'll get more competition & better programs." His press vp Michael Foster was quick to add that ABC-TV would have a children's news program this fall, something Minow had urged, and that Goldenson had discussed it previously with Minow. (And Taft Bcstg. Co. quickly announced that all 4 of its stations in Cincinnati, Columbus, Birmingham and Lexington, Ky., would integrate a 5-min. children's news show entitled "Young People's World" into the existing programs in the 5 to 6 p.m. period Mon. through Fri. beginning June 5.) CBS & NBC topkicks offered no reaction although the press quoted unnamed network aides who allow as how Minow was wrong on several points but criticizing the speech would be like attacking Mother's Day or the Flag. Curiously, Madison Ave. generally cheered the speech, blamed the networks for TV's shortcomings—and opined that Minow's kind of programming wouldn't devaluate TV as an advertising medium (see p. 6). Hollywood adopted a show-us attitude regarding "better" programming (see p. 6).

Broadcaster reaction at convention was almost unanimously critical, of course. Most of it stemmed from the question as old as broadcasting itself: How can FCC do anything to "improve programming" without indulging in censorship and violating First Amendment?

Paradoxically, broadcasters have heard similar ideas from Commissioners before without getting so upset. Here's why they're disturbed now: (1) FCC had been doing something about it in many areas, for a year before Minow arrived. (2) Minow's strong language.

Even some of the new Chairman's supporters at FCC were irked by his use of pronoun "I". It encouraged them to worry more about the President's reorganization plan and the power it might put into Minow's hands (see p. 12). Said one Commissioner, however: "If you strip away all the adjectives & adverbs and just look at the nouns & verbs, you'll find that he simply said what we've been saying & doing for the last year." Some observers, not questioning Minow's sincerity, say he chose strong words for shock value. Others accuse him of nurturing an ominous, overpowering ambition.

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FCC panel discussion on Wednesday, day after Minow speech (see p. 9), didn't do much to illuminate situation. All Commissioners vowed absolute devotion to freedom of speech and abhorrence of censorship, and minority members such as Hyde & Craven spoke out at length and with vigor. But, on Thursday, even they voted for the Holly Springs hearing. As one veteran FCC staffer put it: "It isn't what FCC says at conventions that counts. It's what it does between."

Now, what does FCC want stations to do? Scanning & rescanning Minow's words and looking at FCC's actions of the last year, we come up with this excerpt from his speech:

"What the Commission asks of you is to make a conscientious, good-faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public-service programming. Every one of you serves an area which has local needs—as to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest."

FCC intends to enforce some standards. Suppose it makes them stick? Broadcasters are saying that it would be grossly unfair of Commission to punish stations harshly after changing ground rules in middle of the game, after all these years of laissez faire. One Commissioner's reply: "They needn't worry about that."

In contrast with their reaction to Minow, broadcasters accepted with reasonably good grace the indictments delivered by their own Pres. Collins. Apparently, it's the difference between "cop" & "pop."

Collins showed there's no-nonsense toughness behind his charming manners & delightful Southern-locale stories by delivering the harshest keynote speech ever heard at an NAB convention. His audience loved it. He was stopped by applause 15 times and when he finished, a long line of members crowded to congratulate him. Venerable former NAB Pres. Justin Miller said: "Wonderful." Minow said: "Magnificent. Absolutely magnificent. And I know he means it." Read full text in our special supplement. It doesn't read quite as well as it sounded, because Collins is clearly one of nation's great speakers.

Very important from here on out is where Congress stands or will stand. There was an extraordinary turnout of Congressmen at convention's reception only 4 hours after Minow spoke—and broadcasters poured out bitter reactions to their representatives. Rep. Avery (R-Kan.) & Sen. Proxmire (D-Wis.) inserted text of speech in the May 11 Congressional Record, the former fearing "program control," latter commending "brave words."

It's not at all inconceivable that broadcast-regulation issue could ignite a major battle in Congress—and that Kennedy, despite his current support of Minow, may wind up curbing or dumping him to gain votes for issues he considers more vital.

Note: Registration was a record 3,099 compared with 2,810 in 1960 and 2,448 in 1957, the previous high.

(For detailed coverage of other convention facets, see pp. 3 to 11. On the last day of a strenuous week, we ran into NAB radio vp John Meagher. "John," we said, "you look relaxed. How come?" He stared at us for 5 seconds, then said: "I'm not relaxed. I'm dead.")

SLOW START FOR FM STEREOCASTING: A few FM stations may begin broadcasting in stereo in about 30 days under FCC's newly adopted multiplex standards—but there won't be much momentum until fall or winter at the earliest.

This was obvious last week at the NAB convention's FM sessions & equipment exhibits, and in our conversations with FM broadcasters. Most transmitter makers showed hastily assembled prototype or mock-up stereo generators, promising production delivery in late summer, fall, or by end of year (see p. 22 for description, prices & availability dates). At panel sessions and in the halls, experts warned broadcasters against undue haste.

FM broadcasters showed interest in stereo as they crowded GE & Zenith demonstrations, but no desire to rush into it. Almost everybody was confused. Some broadcasters weren't even sure what FM stereo was. The questions asked most by broadcasters were: "What will this do to my service area?" "How will it affect my SCA background-music operation?" "How can I make this pay?"

All questions were answered more or less satisfactorily—except the last one. FCC stereo-expert Harold Kassens told the broadcasters that the stereo reception area would be about 33% less than the corresponding monophonic reception area—in other words, when a station converts to stereo, its stereo signal can be picked up in stereo only two-thirds as far as its mono signal could be picked up on a mono set. This means that greater use of outdoor antennas will be required in fringe areas, said Kassens.

The nearly-200 stations now broadcasting background music and other SCA signals will have to study stereo problems very closely before making any moves on the stereo front. In some cases, the addition of stereo will require cutback in area covered by SCA. Poor or sloppy stereo-equipment installations can result in interference to SCA channels.

"FM stereo has got to be as good as any stereo," warned Kassens in a panel session. "The requirements for this system are even stricter than you'll get on records, and maybe this will challenge the record industry to improve its standards." NAB engineering mgr. A. Prose Walker added: "From the engineering standpoint, the future for stereo looks good—but we will need a high degree of stability in both transmitting & receiving equipment. Only time & you & the public will determine the future of stereo."

Most broadcasters were more interested in economic answers than engineering answers. There were few. There's no money in stereo multiplexing as such. Nevertheless, there's no question that leading stations in each major FM community will adopt stereo, and others will follow—reluctantly. Stereo can help FM financially only by increasing listener interest and boosting set sales & circulation—and this is the slow way.

Some receiving equipment will be available by June 1 (see roundup, p. 19)—but we doubt if any stations will make it by that date. FCC sources told us at press time that no applications for type-approval of stereo transmitting equipment had been submitted—a requirement before any such equipment can be used. Any station which intends to start stereocasting must use equipment which has already been type-approved by FCC, and must notify the Commission 10 days before it plans to begin. Notifications will have to be filed by next Monday (May 22) in order for a station to meet the June 1 target.

TV TAPE, AUTOMATION HIGHLIGHT EXHIBITS: Broadcast equipment exhibition at last week's NAB convention was biggest in recent years in 3 respects—size of exhibits, amount of new equipment shown and number of orders taken.

Most exhibitors reported business better than usual, and there was speculation that many TV stations are coming to the end of an obsolescence cycle, and beginning to replace large amounts of equipment.

In field of new equipment, these were highlights:

(1) TV tape recording equipment. Prices are coming down; equipment is getting better; wide variety of accessories is being offered. Telechrome's $14,990 2-head TV tape recorder (Vol. 17:19 p5), designed in cooperation with Japan Victor and Epsilon (England), attracted continuous crowds. Impressive features are simplicity, flexibility & low price. Excellent broadcast-quality picture may be stopped, sped up, played backwards, slowed down without losing image on monitor, razor-blade splices may be made anywhere without rollover. Despite its incompatibility with Ampex-RCA standards, broadcasters displayed strong interest, had ordered 6 machines by close of show.

Ampex & RCA showed lower-priced TV recorders, automatic timing controls (which clarify the picture by removing skews, scallops, etc.), electronic tape editing systems. One significant Ampex development was a long-life ferrite recording head, claimed to operate 10 times as long as the present (150-200-hour) heads. Two new sources for video-tape stock opened up—EMI (British-made) and Telechrome (Japanese). [Details of new Ampex & RCA tape equipment on p. 4.]

(2) TV automation systems. Complete automation of all TV operations, from logging to billing, appeared to be leaving the curiosity-&-luxury stage and approaching the status of a necessity for stations planning major expansion. RCA and Visual Electronics devoted much space & energy to plugging their automation systems, drawing heavy interest from station operators & engineers.

(3) Live TV cameras. Continuation of 2 important recent developments—toward 4½-in. image orthicons & studio-quality vidicons—was apparent. Sarkes Tarzian, showing an extensive line of TV station equipment this year, joined the march to the 4½-in. camera, with RCA, GE, Marconi & EMI/US demonstrating improved models. About a dozen studio vidicons were shown, with quality improved substantially enough to qualify these low-priced cameras as satisfactory for standby or small-station use. Remote tilt, pan & focus systems, offered by several makers, underlined new trend to manless camera operations.

(4) Film equipment. GE-Eastman continuous projector was shown in new model, with optical multiplexer which enables it to be used in conjunction with standard film & slide equipment. Two companies showed high-definition cameras for film-chain use. Fairchild demonstrated its new economical & flexible 8-mm sound news camera—opening field of on-the-spot sound-&-picture news coverage to small stations. (Simple modification of 16-mm film chain can convert it for 8-mm use.)

(5) Color. RCA gave its usual heavy play to color equipment, with live color cameras also shown by GE and EMI/US (3-vidicon camera). A new line of color equipment was displayed by Foto-Video. Interest in color by telecasters was mild, perhaps somewhat greater than last year, but not of runaway proportions.

Attention of NAB equipment show has swung from TV transmitters to new studio & electronic equipment, apparatus to improve TV's product—the picture—and to deliver it more economically. Most of new equipment is designed for ease of service; much of it is transistorized and of modular construction. End result of this year's new equipment is a cleaner, sharper, far superior TV picture.

NETWORK NEWSFILM-BY-WIRE EXPANDS: Another headache for film syndicators, who have had a rough season (Vol. 17:19 p3), is developing rapidly in the area of local news & public-affairs programming. The problem, from the telefilm standpoint: Networks are moving into the rapid syndication of newsfilm footage by feeding it, on a contract basis, via network lines.

All 3 networks are now active in this field and are adding to the trend to greater program interdependency between stations & networks. Here's the latest lineup:

ABC-TV: Under "study" by ABC is a plan to wire-syndicate ABC newsfilm footage due to be produced when news vp James Hagerty's plans for an expanded network news operation go into high gear. Not having a large team of reporters & photographers, ABC currently relies on news footage from Hearst-owned Telenews—but has evolved a deal whereby affiliates which subscribe to Telenews can record Telenews footage from 3 daily ABC network newscasts (1:24 p.m. series with Al Mann, 6 p.m. series with Bill Shadel and the new 11 p.m. newscast). Thus, ABC-TV at the moment is acting somewhat in the role of "distributor" for Telenews to its subscribers. In the near future, ABC will also be in the newsfilm business for itself.

CBS-TV: Starting May 15, CBS-TV affiliates (which sign an amendment to their affiliation agreements) will have the right to record (tape or film) CBS newsfilm and certain special events for use in local news programming. The programs from which such recordings will be made include 3 daytime newscasts, Douglas Edwards with the News, mid-day Sunday & Saturday newscasts, and the Sunday News Special. CBS won't permit stations to use "the voice and/or image" of CBS-TV correspondents or newscasters, including voice-over narratives, but there's plenty of newsfilm coverage left. Weekly charge for the service, offered exclusively to CBS affiliates and available on a trial 3-month contract: "15% of the station's one-hour network class A hourly rate, with a minimum fee of $60."

NBC-TV: Newsfilm has been fed by NBC on a contract basis to affiliates since Feb. 6 (Vol. 17:16 p7), drawing on the resources of NBC News and its international staff. The arrangement is like that of CBS's (which has largely modeled its plan on NBC's) although the newsfilm material to be taped locally is fed on afternoon closed-circuitcasts and affiliates pay for it on flat-rate arrangements geared to market size. About 4 out of every 10 NBC affiliates have video-tape recorders; most of these now take the NBC newsfilm service.

NAB

MOVIE CENSORSHIP FOR TV: NAB staffers are working up a pre-screening system by which objectionable scenes in movies can be kept off TV screens, TV Code Dir. Edward H. Bronson reported last week.

Some horrible examples of what he had in mind—rampant sex, sadistic violence and slapstick vulgarity—were screened for a TV assembly in the Shoreham Hotel at Washington's NAB convention.

"Feature films have always constituted a major concern to most Code stations," Bronson said. "This material was not planned nor made for the home viewing audiences. The Code Review Board hopes, in due time, to be able to offer a pre-screening service to stations for feature films like that provided for syndicated films & commercials."

Bronson didn't indicate just how Code censorship of movies—particularly the new flock of post-'48 features—would be worked out. He was in conference early in the convention with representatives of major film distributors, but no agreement with them on possible methods was reported reached immediately.

How the Code works to delete some episodes from Hollywood's TV film series was demonstrated at the TV session by Frank Morris, who heads the Code office there. "The men I work with are almost uniformly co-operative," he said. "They want to make good, acceptable TV shows. They also want to make a profit. If they can do both, they're only too happy to try."

Before-&-after editing of beating scenes in *Have Gun, Will Travel* and *The Alaskans* and of a sex scene in *Miami Undercover* were shown on the screen to illustrate what was "left on the cutting-room floor" by the films' producers in cooperation with the Code.

In another Code presentation, the N.Y. office's Stockton Helffrich showed some results of missionary work among advertisers in such areas as commercials for beer, laxatives and deodorants. Also screened for the delegates were samples of winners of the American TV Commercials Festival—described by Helffrich as exhibiting "wit, ingenuity and increasing good taste."

Down-the-line support of Code rules was called for by TV Board Chmn. W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), who said they're "the conscience of TV." Similar pleas were made by Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City), who reported that the number of subscribers—385 stations, the 3 networks, 18 film producers—was the highest on record.

At the convention's corollary radio session on NAB's Radio Code, Radio Board Chmn. Thomas C. Bostic (Cascade Bcstg. Co.) said 1,237 stations were lined up with it now—"only a good start" toward industrywide participation. "We must recognize that we have come to the point where we must make a choice," Bostic told the radio delegates. "Either we will regulate ourselves, or we will be regulated."

Radio Board Chmn. Cliff Gill (KEZY Anaheim, Cal.) put it up to the radio delegates: "We can only hope that when the Commission asks us to provide a list of subscribers, your name will be on it."

HOLLYWOOD AGREES, BUT—: FCC Chmn. Minow was correct in telling NAB conventioneers TV needs to improve its programming (see supplement), but he came up with no constructive ideas as to how to achieve this goal. That's what the majority of TV-film executives we checked in Hollywood think. Consensus: It's not enough to say TV needs to be improved; the real question is how do you go about it?

The producers also said that improvement really depends on the decision-makers in N.Y.—the networks & ad agencies. They uniformly dislike the rating system, but point out that this is the system by which their shows live or die, and no one has come up with any substitute measure.

Government intervention is not the answer, executives agreed. There was little thought that Minow's talk would be reflected in better Hollywood product in the future, since companies now say they do the best they can to turn out good shows within the restrictions & limitations of the networks & sponsors.

One executive expressed the fear that Minow had simply strengthened the networks' virtually complete control of programming, to the detriment of quality. He commented causticly: "The networks may decide a program is good for the viewer because they own 60%."

Here's our sampling of executive opinion:

Roy Huggins, production vp, 20th Century-Fox TV: "I was appalled at Minow's remark that TV is not doing as good a job as the newspapers. I'd argue that point any day in the week. I read the Los Angeles newspapers, and I see nothing on TV as sickening as their sensationalism. He is not attacking TV realistically, in relation to other media, but is attacking it in limbo. There is a lot to be said of the low quality in all media. There is a shortage of excellence in the world in which we live. The vast size of the TV audience calls attention to its defects, although there are defects in all fields. As for Minow's remarks about violence, if he means violence for its own sake where it is unrelated to the story and used for its assumed intrinsic appeal, then I agree with him. This is bad storytelling & bad taste. But if you take violence integrally related to a worthwhile story out of it, then you are going to be in trouble with the American people, because you will be forcing bad entertainment on them. Shakespeare used violence. Minow's talk might force those producers who use violence for sensationalism to stop this practice. I'm in favor of that. It should be the aim of every producer to lift the quality of what goes on TV. We suffer from a shortage of excellence in writing, direction, acting and producers."

William Dozier, vp in charge of West Coast activities for Screen Gems: "I agree with what Minow said about the need for improvement for lofty & educational programs. However, this is no good unless everybody does it. If CBS puts a public service show on Tuesday night, and another network slots a comedy opposite it, nobody will watch the public-service show. If all 3 networks volunteered to put on such shows at the same time it might work, but I doubt it. As it is, public-service shows get killed in the ratings by entertainment shows. The networks have a responsibility to their stockholders as important as their responsibility to the public . . . I hope the determination to have shows with high ratings will subside to the point where there can be an upswing in quality, with the shows not contingent on ratings. As long as the networks live by ratings & cost-per-thousand, there will be no improvement."

Tom McDermott, exec. vp, Four Star Television: "I agree with a lot of what Minow said, but it's not that easy to get good programming and it's awfully tough to get the public to look at it when you do. I think better programming will come, but government intervention is not the answer. Part of it is that we've got to be more concerned about quality and less concerned about ratings. TV won't improve immediately because producers don't *try* to make bad pictures. The quality depends on the decision-makers —the networks & agencies. Minow has to recognize that until there is a change in the structure of our country, TV is the advertising business, and as yet we have found nothing to replace ratings. By placing too much emphasis on ratings, we are making a big mistake and killing the medium."

Gordon Oliver, exec. producer, Spartan Productions: "Minow's remarks will strengthen the position of the networks. He said the networks would have to tell the sponsors what is to be on the air and what they can take so that the public interest can be best served. It gives the networks complete power in this area, and I think that's dangerous. Such decisions should be made by an independent body. The producers haven't lived up to their responsibilities, and networks and agencies are interested in product to make a buck, not to please the people. I see no change as a result of Minow's talk except that networks will use it to program without criticism. In fairness they should be given a chance to prove themselves now that they're on their own."

Howie Horwitz, Warner Bros. producer: "Neither the government nor any individual can tell the public what it wants. Years ago Samuel Goldwyn tried to foist Anna Sten onto the public as a star, but it didn't want her. Today the public is getting what it wants on TV. Otherwise they would switch the knob on the dial. There is improvement in all areas of TV. We have proof the public likes what it gets—it's buying the sponsor's product. I don't think Minow's talk will change anything. Hollywood itself is constantly seeking to improve product by reason of competition. This is just a momentary tempest in the teapot. A well-qualified, experienced producer hasn't the right to more than suggest he may know what the people want. Yet here is a man recently appointed to his job who thinks he is qualified to know what the people want."

Rod Amateau, producer of "Dobie Gillis": "Who's Newton Minow? I never heard of him."

MADISON AVE. MULLS MINOW: Agencymen & advertisers, who have watched—often sourly—the 3 TV networks create a control over TV programming that's virtually ironclad, were generally tickled pink last week by FCC Chmn. Newton N. Minow's blast at TV programming delivered at the NAB convention (see Supplement No. 5). In effect, most top Madison Ave. brass said: "That's exactly what we've been telling the networks for the past couple of seasons. Routine TV programming is rubbish. TV is due for a shakeup —and one which won't hurt it as an ad medium."

In more detail, here are some reactions voiced by admen to Minow's speech:

Roland Martini, vp & exec. TV dir., Gardner Advertising: "Greatest thing I ever read. We've been backing public-affairs shows right along (*Conquest, Expedition,* etc.) and have gone light on TV violence. Minow's attack on general programming was highly justified. Broadcasters have downgraded the public too long. I don't think it will have any adverse effect on TV as an ad medium if programming is improved."

A. L. Hollender, exec. vp for TV-radio, Grey: "The over-whelming majority of people in the advertising industry want the best TV product attainable. But achieving this goal is made complex by many factors [such as] the need over the long run to give due weight to what interests the vast majority of the American public."

Lee Rich, senior vp for media, Benton & Bowles: "They [the 3 networks] have taken the attitude that all of the creative talent is held by them. The result is that only 9 of the more than 100 shows scheduled for next season are by advertisers & agencies. I don't say that advertisers are lily-white, but the sameness in programming stems from the fact that nobody but the networks is given a chance . . . you have your hands full trying to get a show on the air that the networks don't control."

Robert L. Foreman, exec. vp, BBDO: "We . . . are most enthusiastic. For 10 years we have been advocating the kind of superior TV programming that he has proposed. Many of our client shows on the air for the past 10 years have demonstrated BBDO's attitude . . . what is good for the public is also good for advertising."

Rollo W. Hunter, vp & TV-radio dir., Erwin, Wasey, Ruthrauff & Ryan: "A guy who's been in office for two months ought to come on a little softer."

Richard A. R. Pinkham, senior vp for TV-radio, Ted Bates: "The medium certainly needs refreshment and revitalization . . . I was very impressed by [the] speech."

George H. Gribbin, pres., Young & Rubicam: ". . . a fine, pertinent talk. I agree with Mr. Minow that there can and should be a lot more good programming. But I do not think TV is quite as vast a wasteland as he pictures it. Anything that will encourage TV stations to meet their full responsibilities . . . is bound to be not only in the public interest but also in the best interest of TV itself."

C. Terence Clyne, vice chmn., McCann-Erickson (which handles the NBC account, worth some $2 million in annual billings): "No comment."

L. H. Titterton, senior vp & dir. TV-radio programming, Compton: ". . . The first blunt, forthright statement to issue from any member of FCC in many a year. Perhaps Minow necessarily flays everybody when speaking to a gathering such as NAB—among whose members are all shades of coloring from villainous black to at least an approximation of white. The scrutiny of the Commission as it watches programs offered in 1961 will be worthwhile —if it results in the return to wider diversification . . . truly in the public's convenience, interest, and necessity."

Nicholas E. Keelsey, senior vp & TV-radio dir., Lennen & Newell: "I think the industry got the message. Network schedules have been top-heavy with violence—and advertisers have been forced into too many of them. The networks allowed themselves to follow ABC with its rating success and to go overboard with action shows. The public is still watching, but it's beginning to get bored. Next fall will be the acid test—the networks will try to prove that what they're doing is right. But after the 1961-62 season, I think you'll see the return of fine anthologies, musical shows and other quality programming."

William T. Young, pres., Leo Burnett Co., Chicago: "A stimulating & challenging speech. I'll be very interested in seeing what action is taken to implement it."

Editorial

This is no time for indignation, for bitterness, for argument. Both men, the Chairman of FCC and the President of NAB, are admittedly novices in broadcasting. Grant that they cannot possibly understand the frustrating complications of doing business in television. Grant that they never have had to deal with stockholders, never have worried over a network or station P & L sheet, never have had to answer complaints from viewers who wanted to see a second-rate prize fight instead of the President of the United States explaining a dangerous international situation.

They are nevertheless the men selected by government and by broadcasting itself to lead this industry. Their motives are honest. Not even the most jaded cynic among us would doubt their sincerity or their dedication to duty.

LeRoy Collins is tough and he is determined. To those who were aghast at his frank criticism of television last week, who wondered why he of all men had been picked to be the spokesman *for* broadcasting, we say he was an excellent choice for the job. It's a job—and it's more evident now than ever before—for a fighter. And the best fighters analyze their weaknesses and overcome them *before* entering the ring.

Newton Minow is a young man—a young man who personifies the New Frontier compulsion for haste. It was strange to hear the standard egghead criticism of television, and some of the standard egghead cures, voiced by the Chairman of the Federal Communications Commission.

It was strange, on the subject of public service, to hear the entire medium tarred with a brush that should have been limited to the mere handful of station operators who are shirking their responsibility.

And it was difficult to reconcile the Chairman's abhorrence for government censorship with his warning that license renewals will depend upon whether a station is trying to meet community needs—in the judgment of a government commission.

But it was one hell of a speech. He said what he meant clearly and courageously. Even if there is some question whether the majority of the Commission will go along with his broad interpretation of public service, even if there is even more question about the practicality of the idealism that filled passages of his speech and to a degree reduced its impact, his basic message was undeniable.

Television *isn't* as good as it should be— as it can be. Much of the standard network programming *is* formula stuff, ground out by hacks in Hollywood who have even less respect for the public than the men in New York who buy their product. Violence (and gentlemen, isn't this what started the whole new wave of criticism?) *is* being used indiscriminately. And more diversity in programming *is* absolutely necessary.

Collins said, "Wake up!" and Minow said, "Wake up or else!" Whether all they said was right or fair or practical is not too important. What *is* important is that no one in the industry can say, "They weren't talking about me." What is *more* important is that everyone in television —from Hollywood writer to station owner to network president—start working now toward the day when he can take pride in *everything* he places before the public.

More about

JKF TO NAB (WITH AOK): U.S. broadcasters "are the guardians of the most powerful & effective means of communication ever designed," President Kennedy told the opening general session of NAB's Washington convention May 8.

In a somber speech stressing the combatant role of TV & radio in the world contest between communism & freedom, the President told some 4,000 NAB badge-wearers in the Sheraton Park Hotel: "There is no means of communication as significant as that in which you are involved—to hear, and to see, and to listen."

The jampacked delegates applauded repeatedly as the President called on broadcasters & the country to exploit "the great inner resource of freedom"—the "better advantages of a free society."

Mr. Kennedy had been billed in advance for little more than a ceremonial appearance at the convention. Instead, he unexpectedly took over the rostrum from an old friend —NAB Pres. LeRoy Collins—for a 2,500-word address on world perils and "painful choices" ahead for the U.S.

The wildest ovation of the convention was given to an unscheduled NAB guest who shared the platform with the President, however. Introduced by Mr. Kennedy as "the nation's No. 1 television performer, who I think on last Friday morning secured the largest rating of any morning show in recent history," the surprise star was Comdr. Alan B. Shepard Jr.

Astronaut Shepard Speaks to NAB

On his own impulse, the President had brought astronaut Shepard, Mrs. Shepard and Vice President Johnson direct to the Sheraton from the White House reception for the space hero. Shepard made a 3-sentence speech, the first third of which was heard only by those on the platform: "How do you get them to stop? We only have time for a few words here, because I understand we have a rather busy day ahead of us. I just want to say, thank you very much for such a warm welcome."

In his own speech, the President used Shepard's May 5 flight and the broadcast coverage of it as a springboard for remarks on essential differences between totalitarian & free societies. The "very public flight" and its potentials for failure were hazardous not only for Shepard but for the nation's prestige, Mr. Kennedy said, but the step-by-step coverage was "the kind of risk which members of a free society must take." He went on:

"There had been before the flight, as you know, a good many members of the community who felt that we should not take that chance. But I see no way out of it. I don't see how it is possible for us to keep these matters private, unless we decide on the highest national level that all matters which are risky, which carry with them the hazard of defeat, which could be detrimental to our society, that none of them will be printed in the paper or carried on radio or television. The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes . . .

"The full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry. And here in our own country this power can be used—as it is being used—to tell our people of the perils & the challenges & the opportunities that we face—of the effort & the painful choices which the coming years will demand."

Ribicoff Backs ETV Aid: Uncertainty about the Kennedy administration's attitude toward federal-aid-to-ETV legislation in the House (Vol. 17:19 p17) was ended last week by HEW Secy. Abraham Ribicoff. He told the NAB convention in Washington that he'll support matching-fund measures to help states develop educational TV systems.

Addressing a May 10 management conference luncheon at the convention, Ribicoff said he'd detail Administration plans for ETV in May 17-18 hearings by the House Commerce Communications Subcommittee. He didn't disclose in his NAB speech how much government money would be sought to match state-appropriated funds.

Unlike a Senate-passed bill by Sen. Magnuson (D-Wash.), which provides for outright $1-million federal grants for ETV to each state & D.C., most of a half-dozen ETV bills pending in the House set up matching-grant aid systems. Ribicoff had opposed the Magnuson measure because it lacked sufficient self-help standards for the states and didn't require assurances that ETV operating funds would be provided.

The administration's plan, Ribicoff said, would include provisions that states & localities could use matched funds for ETV planning as well as for buying station equipment.

"We believe that federal funds should be available on a matching basis to enable states & localities to further the use our nation has thus far made of TV in its educational processes," Ribicoff told the NAB delegates. At the same time, he warned them that ETV progress won't "take commercial broadcasters off the hook."

Echoing ETV comments in FCC Chmn. Minow's earlier speech to the convention (see p. 1), Ribicoff said broadcasters have a duty to provide "balanced programming, including programs which significantly contribute to education."

There was ETV talk at another NAB convention session, too. While Ribicoff was addressing the management conference luncheon, atomic physicist Dr. Edward Teller was telling an engineering luncheon that it's time for commercial broadcasters to offer more educational programming in prime time. This could make "an enormous contribution to the future of our country," Teller said. Teller's ETV plea, interposed in a technical discussion of satellites, was applauded at the luncheon.

David Lawrence: "Mr. Minow makes the usual disclaimer that any governmental censorship is intended. What the FCC Chairman proposes, however, is broader than censorship. No particular program or particular declaration or particular form of speech-making will be ordered suppressed—that's "censorship." Instead, a whole broadcasting company would be suppressed and put out of business and its source of revenue taken away altogether unless that company toes the mark and conforms to the doctrines of the administration which happens to hold office when a broadcasting license comes up for renewal. This is a form of dictatorship which it is surprising to see advocated under a so-called 'liberal' administration."—*N.Y. Herald Tribune.*

John Crosby: "Newton Minow is a courageous man to state these glaring truths. Now let us see how the broadcasters plan to grapple with them and the man who uttered them. As for the threat not to renew a license just because the licensee asks for it in perpetuity, we should all live so long as to see a single license revoked."—*N.Y. Herald Tribune.*

FCC PANEL PROS & CONS: The traditional question-&-answer session at NAB's conventions, in which FCC members subject themselves to written & oral queries, no longer appeals to a majority of Commissioners. However, a minority pressed for it last year & this—so they all went along with it. Predictions at the FCC are that the session will be discontinued next year or soon thereafter. Herewith is a summary of the major topics discussed—NAB Chmn. Clair McCollough again serving as genial & agile moderator:

FCC's role in programming—Comr. Ford referred listeners to the Commission's policy statement of July 1960 (Special Supplement No. 7) which, he said, proposes that broadcasters tell FCC what they've done to determine their community needs and what "you, not we, propose to do to meet them." Comr. Hyde referred to a 1949 statement calling for "fairness, freedom of speech and the right of the public to know." He said he hoped FCC wouldn't attempt to require "outlines in advance and adherence to strict formulas regardless of changing situations." Chmn. Minow said that the Commission would continue to look into "legitimate complaints, not those from crackpots, and to do spot checks as renewals approach."

Allocations—Comr. Lee said that the start of FCC's N.Y. uhf project is due Oct. 1, with programming to begin Nov. 1. At the end of the project, he said, the plan is to turn the facilities over to the city of New York. He said that engineers tell him that the Empire State Bldg. tenants will be able to get TV for the first time through uhf—though neither he nor Comr. Craven could tell why. All 7 N.Y. vhf channels transmit from atop the building, as will uhf. Craven predicted that Congress won't pass FCC's proposed all-channel-receiver bill and added: "I'm fearful that uhf-vhf sets will cost more than people are willing to pay."

Editorializing—Comr. Bartley stated his belief in equal time on controversial issues. He was bearish about broadcasters' endorsement of candidates: "I doubt whether we're mature enough to do it in many markets." Lee noted that the fairness doctrine is now law and expressed concern lest the presentation of all points of view pre-empt too much station time.

Station sales—Comr. Cross, referring to FCC's proposal to make broadcasters keep stations at least 3 years except in hardship cases, said that an analysis of recent sales showed an "unhealthy" turnover. Hyde urged retention of the case-by-case system, though he added: "Maybe we should look into each more." Craven said the 3-year proposal smacks of "govt. interference into private enterprise." Lee said the proposal "is not unreasonable" but should have exceptions for good cause.

NAB Codes—Minow endorsed them heartily, saying: "I'd prefer you set your own rules and revitalize the Codes." Unfortunately, he said, the people who should be reached by the Codes don't even attend the conventions. Hyde was strong for the Codes, said that FCC must steer clear of censorship.

AM stations—There are too many AMs, Lee asserted, and he'd grant no more. Craven said that he was worried about FCC's attempting to judge the economics of "too many stations," fearing that it would lead to "govt. interference in industry business affairs." Minow said that radio offers a much more difficult problem than TV because it makes much less money and has to compete with TV. He said he was making an "earnest study" of radio but is deferring judgment for the present. For this statement, he was applauded.

Pay TV—Cross had the short answer: We granted RKO's application for Hartford—and the case is now in court.

CATV—Lee said that CATV-station conflicts have almost disappeared and the need for legislation "may become moot." Ford thought, however, that it would be good to have the law on the books to keep the problem from rising again.

Ratings—Minow repeated the theme in his speech—that he isn't concerned with accuracy but with their use in scheduling programs—and urged that NAB follow through on Collins' suggestion that the Association sponsor research on accuracy.

FM radio—Hyde said there are plans in the works to negotiate Canadian & Mexican agreements to protect stations on both sides of the border.

"First Amendment"—A question from the floor sparked a roundup on freedom of speech. Bartley said "I don't find advertising in the First Amendment." Hyde repeated his concern about govt. censorship. Ford called FCC's July 1960 policy statement "quite a charter of freedom for the broadcaster" and asserted that "I don't see how anyone can point to anything we've done interfering with the First Amendment." Lee pleaded for adherence to NAB's Codes. Craven stated flatly: "We invade the right of free speech every time we check balance." Bartley spoke for "self regulation" and urged resistance to "all pressure groups." Minow wrapped it up with: "There will never be any censorship by the FCC. Why are we here? There are not enough frequencies. We've got to pick out responsible broadcasters and see that you operate in the public interest."

On the non-broadcast agenda, Ford was asked when "a final decision" was due on "another Ford in your future"—referring to his upcoming offspring. Ford quipped: "I hope you don't poll the Commission on that question." It's understood that the target is mid-July. Minow concluded the session with: "I will always talk to you plainly so you'll know where I am." This produced substantial applause.

Space Coverage Lauded: TV-radio & newspaper coverage of the May 5 manned Mercury shot into space "was handled wonderfully," Chmn. Kerr (D-Okla.) of the Senate's Aeronautical & Space Committee told a meeting of the Okla. Bcstrs. Assn. at last week's NAB convention. In a footnote to President Kennedy's opening convention speech (see p. 8), Kerr related that the White House gave the go-ahead on the flight despite scientific advice that money required for the project could be spent more profitably in other space-development areas. Kerr said that he & other administration leaders urged the President to proceed with the exploit as quickly as safety permitted. It was needed by the U.S. as an antidote to Russian successes in space, Kerr said, adding that all future shots should be made with as much publicity as possible. "When we put a man in orbit, he'll be talking to the world from space," Kerr told the broadcasters.

Raymond F. Guy, retired NBC senior staff engineer, was presented NAB's engineering achievement award at the Association's annual convention. Guy recently returned from a 90-day mission to Viet Nam as a U.S. consultant on the construction of a communications network.

NBC & ABC Affiliate Sessions: NBC-TV's meeting for affiliates before the NAB convention stressed "diversity" in programming, tailored to the Washington setting. After a rundown on the fall schedule by NBC executives, producers & talent, Chmn. Robert Sarnoff summarized:

"We have heavy commitments & heavy sales. This is going to be our year." He said there would be a "well-rounded schedule of news & public affairs" and asserted "we have no fear how our affiliates will fare under govt. scrutiny." He urged affiliates to consider "program balance" and to "be diligent about what you add to the network schedule." And, he said, "we must guard against over-commercialization."

"The govt. shouldn't tell us what to program," Sarnoff said, "and the only way to hold the line is self-regulation & self-improvement."

The ABC-TV affiliates group heard a strong top-executive pitch, including word from AB-PT Pres. Leonard Goldenson, stressing "youth" & "growth." Goldenson noted that ABC had financial interests in 19 foreign stations, hoped to increase the number to 38—to be ready when satellites bring instant global networking.

Pres. Oliver Treyz had 2 main points: (1) ABC-TV's audience has a higher percentage of post-war families than either of the other networks. (2) ABC-TV needs more full-time affiliates & clearances.

Other executives used rating figures in an effort to wean affiliates from CBS & NBC, showing how stations achieved sharp increases after switching to ABC-TV in Salt Lake City, Boston, Milwaukee, etc.

ABC announced that more than 95% of its affiliates had agreed in writing not to triple-spot in 40-sec. station breaks. The affiliates elected as Chmn. John F. Dille Jr., WSJV South Bend, Ind. He succeeds Howard W. Maschmeier, WNHC-TV New Haven.

Morency Honored: TV-radio-NAB veteran Paul W. Morency (WTIC-TV & WTIC Hartford) has been awarded a special Broadcast Pioneers citation for "leadership over the years." The Travelers Bcstg. Service Corp. pres. was ill & unable to be on hand for the presentation at NAB's Washington convention, but the award was accepted for him by Gladden W. Baker of Travelers. At another meeting in conjunction with the convention, the Society of TV Pioneers re-elected all officers & directors at its traditional breakfast. The board is headed by W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). CBS radio Pres. Arthur Hull Hayes is the incoming Broadcast Pioneers pres.

"Summit Meeting" for World TV: The international assembly of the Academy of TV Arts & Sciences will hold a top-level meeting of world TV leaders Nov. 4-11 with U.N. Ambassador Adlai Stevenson as principal speaker. Alfred Stern, NBC enterprises vp, announced participation commitments from TV organizations in 10 countries: Great Britain, Japan, Canada, Argentina, West Germany, Panama, Australia, Belgium, Venezuela and Colombia. Puerto Rico also will be represented. The assembly, chaired by Ed Sullivan, has no U.S. govt. affiliation, and plans to subsidize itself by selling a telecast of the conference to the 3 networks.

More Uhf Bids Asked: Contractor bids on making & installing a special uhf-project directional antenna atop N.Y.'s Empire State Bldg. are sought by FCC, which said it plans to put it into test use Sept. 1. The Commission also set a May 31 deadline for quotations on radio frequency amplifiers to be used in the N.Y. project.

APBE Re-elects Linton: Meeting in advance of NAB's convention in Washington, the affiliated Assn. for Professional Bcstg. Education re-elected Pres. Bruce A. Linton of the U. of Kan. TV-radio-film department. NAB Industry Affairs vp Howard H. Bell was named APBE exec. secy. Other officers: Vp, Harold Niven, U. of Wash.; Secy.-treas., W. Earl Dougherty, radio KXEO Mexico, Mo. Dougherty and W. C. Swartley of WBZ-TV & WBZ Boston were designated by NAB Pres. LeRoy Collins for new 3-year terms as board members. Speakers at the APBE sessions included NBC's Washington news mgr. Elmer W. Lower and exiled Cuban broadcaster Goar Mestre. Lower said that in the U.S. "politics & broadcasting have become inseparable bedfellows," that the impact of TV & radio on future Presidential elections will be even greater than it was in 1960. Mestre related how Fidel Castro had taken over Cuban broadcast facilities to pervert them to his own uses. A former supporter of Castro, he also criticized U.S. policies in Latin America.

TIO Reports: Schedules of their "better" programming are now being produced by stations in 26 markets, reported Louis Hausman, dir. of TIO, at the NAB convention. The schedules go to 135,000 opinion makers & community leaders. Hausman also reported that TIO's continuing study of 2,000 American homes by the Psychological Corp. indicated another increase in the number of people who think TV programming is getting better. The figures: 1959—18%; 1960—20%; 1961—23%. Hausman said TV is presently making it possible for 46 million American families to have cultural experiences which were available only 15 years ago to a relatively tiny group limited by geography & income.

TV Board Names Martin: Dwight W. Martin (WAFB-TV Baton Rouge) stepped up last week to the chairmanship of NAB's TV Board, succeeding W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). Martin was co-chairman of the NAB convention and had been TV Board vice chairman. Succeeding him as vice chairman was William B. Quarton (WMT-TV Cedar Rapids-Waterloo). Re-elected to the board were NAB Chmn. Clair R. McCollough (Steinman Stations) & Rogers. New members named: James D. Russell (KKTV Colorado Springs-Pueblo) & Robert F. Wright (WTOK-TV Meridian, Miss.).

IAAB Proclaims "Emergency": A "declaration of Washington," calling on Western Hemisphere broadcasters to rally against communist subversion in Cuba & elsewhere, has been issued by the Inter-American Assn. of Bcstrs. Released during NAB's Washington convention, the manifesto was adopted by IAAB delegates from 21 countries—many of whom participated in the NAB sessions. It "declares a state of emergency & proclaims the positive duty of every member to contribute to the defense of the democratic system of representative governments, using the means they have at hand for its protection." Peoples Bcstg. Corp. Pres. Herbert E. Evans represents NAB on the IAAB directive council. Delegates to IAAB's general assembly preceding the NAB convention presented Evans with a gold watch in appreciation of his services.

NAB Wins RFE Award: A special award to NAB for its help in promoting the Radio Free Europe Fund was presented to Pres. LeRoy Collins at the Washington convention. In giving the award to Collins, Westinghouse Bcstg. Co. Pres. Donald H. McGannon, who heads "Broadcasters for RFE," said the industry's response to the RFE campaign in the U.S. was "nothing short of phenomenal."

More about

STEREO STATION EQUIPMENT: There won't be any shortage of equipment to convert FM stations to the new FCC stereocasting standards, judging by the manufacturers' displays at the NAB convention last week. And there won't be any hurry to buy it either, judging by the attitude of FM broadcasters who shopped the equipment exhibits but were reluctant about placing orders for new gear about which very little information was available (see p. 3).

Some orders were placed for hurry-up delivery of hand-made prototype equipment by stations which wanted to be first in their areas, but most FM broadcasters seemed willing to wait until equipment makers' claims could be studied and prices compared. Highlights of other manufacturers' FM stereo transmitter & studio equipment, as shown & discussed at NAB:

RCA: Showed a transistorized stereo generator at $975 and stereo matrix unit at $275. Production units of the generator will be available in Oct., the matrix unit next month. RCA is offering June delivery of pre-production stereo generators at $1,495. The equipment is designed to work with any RCA FM transmitter ever built. Stereo studio equipment shown by RCA includes transistorized control console, tape recorder, stereo pickups & pre-amps.

ITA: As reported earlier this month (Vol. 17:18 p4), this Lansdowne, Pa. company is offering a stereo generator at $995, complete stereo exciter unit for $2,495—the latter for stations without multiplex equipment. Deliveries are being promised in 2-to-3 months. Also shown by ITA: Stereo monitor ($1,380), 3-channel console ($1,995).

Standard Electronics: Showed a stereo exciter unit at $1,700, promising delivery of production units in 60 days. The first pre-production unit was purchased by an unidentified San Francisco station for delivery in 30 days.

Collins Radio: Displayed new 250-watt transmitter with stereo already built in, promising delivery in production quantities by year's end. A spokesman said Collins will also have conversion gear. Stereo console was shown.

GEL: Suppressed-carrier FM converter was shown at $2,000; production-unit deliveries slated in 6-to-8 months.

Moseley Associates: This Santa Barbara, Cal. manufacturer of multiplex equipment, will have a stereo subchannel generator at $1,200 by this summer.

GE, which had been expected to show a transmitter modification kit at the convention, was silent, revealing neither prices nor plans, although it demonstrated the stereo system in a special showing.

Crosby-Teletronics, not represented at the convention, announced meanwhile that it "expects to be the first to deliver a complete line of stereo FM products including transmitters, laboratory & production test equipment, adapters & complete receivers."

Bartley Stereo Winner: Awarded a Westinghouse stereo set in *Radio-TV Daily's* daily drawing during the NAB convention, FCC Comr. Robert Bartley was asked by reporters whether he saw any problem under President Kennedy's new "ethics" rules. Said Bartley: "I don't think this presents any problem. Anyone could have won it, and I am told the drawing was completely fair."

Awards: To NBC, NBC-TV and affiliates—the Distinguished Service Award of the President's Committee on Employment of the Physically Handicapped.

More about

NEW TV TAPE EQUIPMENT: Highlights of TV-tape improvements launched at last week's NAB convention (see p. 4):

RCA showed both less expensive & more deluxe TV tape recorders. In addition to the standard model, now priced at $44,900, RCA showed an incompatible 2-head tape recorder for closed-circuit use (non-EIA signal) at $17,500 (delivery in 6 months), a stripped-down compatible 4-head recorder (also for closed-circuit) at $27,500, a deluxe all-transistorized developmental console recorder in a single cabinet at $59,500 (delivery in 2 years). RCA TV-tape accessories include the Pix Lock system ($4,295) for synchronizing tape machine with any external picture source, for fades, laps & dissolves without rollover or loss of sync; Automatic Timing Control ($4,500) which removes skew, scalloping, residual errors from picture.

Among Ampex's new developments are a closed-circuit single-head recorder (not shown at convention) at $21,000; a new simplified upright model VTR at $41,950; the AMTEC time element compensator (developed by CBS) at $7,570, which automatically removes geometrical distortion on a line-by-line basis; the compact Colortec color-playback converter at $9,750. In developmental stage is a Selective-Editing Accessory making possible electronic editing on a frame-to-frame basis, providing 2-camera effects with a single camera and recorder and possibly making possible animation on tape; when available, it will cost about $2,500.

Stations

MST Renames Harris: Jack Harris (KPRC-TV Houston) was re-elected pres. of the Assn. of Maximum Service Telecasters at a directors' meeting held in conjunction with NAB's Washington convention. Also renamed were 1st vp Charles H. Crutchfield (WBTV Charlotte), secy.-treas. Harold Essex (WSJS-TV Winston-Salem) and asst. secy.-treas. Lester W. Lindow, who also is exec. director. Lawrence H. Rogers II (WKRC-TV Cincinnati) replaced Donald D. Davis (KMBC-TV Kansas City) as 2nd vp. In a report to MST members, Lindow said farm organizations are lining up solidly with the organization in pushing for big-station TV coverage of farm areas. Among them, he said, are the National Grange, Farm Bureau Federation, Farmers Union, National Council of Farmer Co-operatives.

WWL-TV Answers AFM: American Federation of Musicians has no legal standing to complain to FCC about the use of musicians at WWL-TV New Orleans, the station told the Commission recently (Vol. 17:18 p6). In addition, said the station: "They have merely shown an excessive preoccupation with statistics, coupled with an understandable, though irrelevant, desire to increase employment . . . Their inflexible view of the significance of a program plan proposed 8 years ago results in their absurd demand for 'legally enforceable commitments' which would be contrary to [licensee's] informed, honest and prudent judgment."

TV Music Negotiators: The all-industry committee gearing to negotiate with ASCAP on music fees (Vol. 17:14 p5) has appointed the following as an executive committee to do the actual on-the-spot negotiating: Hamilton Shea, WSVA-TV Harrisonburg, Va., chmn.; John McCoy, Storer; Cliff Kirtland, Transcontinent; Payson Hall, Meredith; Robert Smith, WCYB-TV Bristol, Va.; Allen Hartnick, MetroMedia; William Grant, KOA-TV Denver; Charles Tower, NAB (also secy.).

Congress

TROUBLE FOR JFK'S FCC PLAN: An unexpected groundswell of opposition to President Kennedy's reorganization plans for FCC & other federal regulatory agencies (Vol. 17:19 p3) began developing last week in Congress—particularly among Republicans.

The first formal resolutions of disapproval of the White House proposals cropped up in the Senate & House, either of which can veto any plan by majority vote by the end of June. Public hearings on the schemes to speed up agency processes were set in both Senate & House, a 3rd set of hearings was likely—and the President's agency advisor James M. Landis was subjected on Capitol Hill to private cross-examination about White House intentions.

Resolutions (S. Res. 142-3) disapproving Reorganization Plans Nos. 2 (covering FCC) & 3 (covering CAB) were submitted by Sens. Case & Mundt (R-S.D.). In the House, Rep. Hoffman (R-Mich.) fired away at all of the plans in resolutions (H. Res. 285-8). They covered not only FCC & CAB but SEC & FTC—Plan No. 4 on FTC having been submitted to Congress by the President May 9, just a day before Hoffman moved to the attack.

Getting the jump on Senate Commerce Communications Chmn. Pastore (D-R.I.), who had already scheduled a May 23 hearing on the FCC plan, Chmn. Dawson (D-Ill.) of the House Govt. Operations Committee meanwhile set hearings starting May 19 on all of the plans. Chmn. McClellan (D-Ark.) of the Senate's Govt. Operations Committee then called its members to a May 18 caucus to plan additional hearings.

Landis Questioned Behind Closed Doors

The House Commerce Committee under Chmn. Harris (D-Ark.) wasn't expected to get into the public-hearing act itself, but Harris planned to turn up at Dawson's hearing this week—as an observer if not as a witness. And the Commerce Regulatory Agencies Subcommittee, also headed by Harris, summoned Landis to the Hill May 11 for 4 hours of closed-session grilling on the plans which he drafted.

Also present at the private House Subcommittee session—but not called on by Harris to say anything—were FCC Chmn. Minow & all other Commission members except Comr. Lee. Minow was asked by Harris to come back for another executive session for questioning on the FCC plan May 16—and the invitation was extended to any other FCC member who wants to talk about it.

When the 4-hour meeting with Landis was over, Harris told newsmen that "some of the objectives of the proposed reorganizations are very good" but that he "can't say I prefer the methods." Rep. Springer (R-Ill.) chimed in that "one-man commissions" might result from the proposed reorganizations. "The party that controls the chairman under these new plans controls the commission," Springer said. "It could be dangerous."

Landis himself was reported to have argued stoutly at the closed session that both the intent & language of all of the plans were sound. One of the other participants in the meeting in Commerce Committee offices told us that nobody suggested that the plans be withdrawn by the White House for revision—and that Landis gave no hint that he'd even think of such a thing.

Subcommittee fire on the plans was reported centered —by Harris & other members—on provisions abolishing procedural rights to FCC hearings by parties in adjudicatory cases which are decided at staff levels under authority delegated by the Commission chairman.

"There would be legal difficulties under the FCC plan as written," one Subcommittee source told us. "They might not come up under the plans for the other agencies, but mandatory-hearing provisions of the Communications Act would still be standing even if the FCC plan becomes effective."

It's unusual for Congress to turn down a President's reorganization plan at any time. It would be particularly surprising this early in the Kennedy administration for a revolt to develop to the point where any of the new President's plans would be rejected. "But there's a chance of it now," our Subcommittee source told us.

"Influence" Hearings Set: After a 5-month delay, House Commerce Committee Chmn. Harris (D-Ark.) will open hearings next month on his omnibus measure (HR-14) to rid FCC, FTC, SEC, CAB and FPC of backdoor influences. He scheduled June 6-9 sessions on the bill—introduced at the start of the 87th Congress in January (Vol. 17:2 p2)—to tighten up *ex-parte* regulations in existing laws covering the regulatory agencies. Harris also said his Committee would look over broad conflict-of-interest proposals recommended by President Kennedy in his special "ethics" message to Congress last month (Vol. 17:18 p2). On the Senate side, Judiciary Administrative Practice & Procedure Subcommittee Chmn. Carroll (D-Colo.) meanwhile proposed a 3-point agency-reform package of legislation. Carroll's proposals would: (1) Increase terms of agency members to 10 years. (2) Outlaw back-door approaches to decision-making agency members & staffers. (3) Implement the President's authority to enforce good-conduct standards.

Free Time Up Again: Long-dormant proposals that TV & radio be required to provide free time to political parties during election campaigns have been revived in the Senate. Sen. Gore (D-Tenn.) said at a hearing by the Rules & Administration Elections Subcommittee that he thought such a free-time guarantee should be written into station grants & renewals. Last year the Senate Commerce Communications Subcommittee knocked down similar proposals requiring free prime time for Presidential candidates (Vol. 16:21 p2). Gore brought up the subject again during testimony on election-reform bills, including one (S-227) by Senate majority leader Mansfield (D-Mont.) providing $1-million govt. subsidies to help major parties pay for broadcast time (Vol. 17:13 p15).

TV Blackout Proposed: Another bill to put professional baseball & football under the same antitrust exemptions—and permit TV blackouts of some games—has been introduced by Sen. Hart (D-Mich.). Co-sponsored by Sens. Keating (R-N.Y.), Humphrey (D-Minn.) and Dirksen (R-Ill.), the measure (S-1856) would protect college football from TV competition on traditional Fri.-Sat. game days. It specifies that a pro game on any day except Sunday couldn't be telecast within 75 miles of an intercollegiate game site without the home-college's permission.

Network Controls Sought: Rep. Bennett (R-Mich.), ranking minority member of the House Commerce Committee and longtime advocate of FCC regulation of networks, has re-introduced legislation (HR-7003) amending the Communications Act to subject them to "controls designed to assure that their operations are in the public interest."

The FCC

Plugola Rules Proposed: Following up its anti-payola guidelines, drawn for broadcasters in April (Vol. 17:18 p3), FCC last week proposed a 5-point set of rules to require plugola announcements under terms of Harris-Pastore act.

In its planned rule-making (comments due by June 19), FCC said that unless a program itself makes it apparent that somebody has a financial interest in a "service or commodity" plugged on the show, an announcement must be made if any of the following has such an interest:

"(1) The licensee of a station which broadcasts such promotional matters.

"(2) A network which furnishes such promotion matter for broadcasting.

"(3) Any officer, director, or employe of such station, licensee or network.

"(4) Any person who directly or indirectly holds an ownership interest of 10% or more in such station, licensee or network.

"(5) Any person appearing on a program during which such promotional matters is broadcast."

When are program plugs payola? The Commission listed 13 examples—most of them covering plugs which are permissible without announcements:

"(1) A radio network directly or indirectly has an ownership interest in a company engaged in the business of producing phonograph records. A popular music recording produced by that company is played during a program of the network, and program announcer gives the names of the selection, the composer, the performing band, the soloist and the record manufacturer. No announcement is necessary since it is customary to identify musical recordings in this manner.

"(2) Facts as under (1) but the announcer comments favorably on the popularity or appeal or merits of the record. Announcement is necessary where such comments are not customarily made, but not necessary if such matter is customarily interpolated in the program format.

"(3) The parent corporation of a television network is entitled to share in the proceeds of the sale in stores, of a game which is based on a similar game broadcast as a program of that network. During that program it is announced that the same or a similar game of the same name can be bought at stores. Announcement of the network's interest is necessary, since mention of the public sale of the game is not necessary to its performance on the program.

"(4) Facts as under (3) except that instead of the announcement that the game can be bought at stores, copies of it are given away on the program as prizes. An announcement of the network's interest is necessary since it is not necessary to the program that copies of the game be included in the prizes awarded to contestants.

"(5) Facts as under (4), except that the program on which the game is played is sponsored by the company which manufactures the game and the appropriate sponsorship identification is broadcast. Additional announcement is not necessary.

"(6) A person who is the licensee of a radio station owns shares in a publicly held corporation. That corporation sponsors a program broadcast over the station and proper sponsorship identification is made. No additional announcement is necessary.

"(7) A person appearing on a television program not associated with a particular game mentions and praises it. He has an interest in the proceeds from its sale. Announcement is required since its mention is not reasonably necessary to the program and his interest is not otherwise evident to the audience.

"(8) An actor who plays the leading role in a motion picture appears on a television program and mentions the film. The actor is entitled to a percentage of the income from exhibition of the film. No announcement is necessary since it is ordinarily to be expected that the actor will benefit financially from the success of the film.

"(9) The author or publisher of a book appears on a broadcast program and mentions the book. No announcement is necessary since it is readily apparent that the author or publisher will have a financial interest in the proceeds from its sale.

"(10) A singing celebrity appears on a regular or special broadcast program and sings a song which is available on records for sale to the public. No announcement is necessary.

"(11) Facts as under the previous example, but the singer refers to the fact that the song is available on records. Announcement is not necessary, since it is readily apparent that the singer will benefit financially from the sale of the record.

"(12) An employee of a radio or television station has an interest in dance band which performs on a broadcast over the station. Without more, no announcement is necessary.

"(13) Facts as under the preceding example, but the audience is informed that the band plays at a certain dance hall or other place or is available for engagements. Announcement is necessary since the additional matter is not ordinarily necessary to the performance of the band during the broadcast and serves to promote patronage of the band beyond listening to or watching its broadcast performances."

FCC REVISING PROGRAM FORM: After talking with NAB & FCBA representatives, FCC has decided to redo its proposed program form and postpone time for comments from June 1 to a date to be set later.

The Commission itself has new ideas and it has been given some by industry. Among them: Separate questions for radio & TV, inclusion of reports on clearances of various kind of network programs, reinstatement of the composite week (instead of the proposed "average" week), more specifics in other areas.

FCC said it would come out with a revised proposal "as quickly as possible." Meanwhile, it said, "no useful purpose would be served by interested parties expending time & effort to comment on the presently outstanding proposals."

Local Notices Clarified: FCC has taken note of some "confusion" among broadcasters on local-notice requirements for hearings on license applications under the Harris-Pastore Act. The Commission reiterated that except in assignment & transfer cases "local notice of hearing must be given in all cases designated for hearing on or after Dec. 13, 1960, even if the application was filed prior to that date." However, FCC said, applicants who filed prior to Dec. 12 but whose hearings weren't designated until then or later "will not be penalized for failure to obtain timely compliance with the local-notice requirement." The Commission granted an extension of time for all such cases—but warned the applicants to "take immediate steps to comply."

Agency Parley Planned: The first plenary session of the Administrative Conference of the U.S., set up by President Kennedy to recommend improvements in regulatory-agency machinery (Vol. 17:19 p15), probably will be held in Washington in late June. Court of Appeals Judge E. Barrett Prettyman, Conference chairman, told a D.C. Bar Assn. meeting that the initial session will be followed by another late this year. "If it works," Judge Prettyman said, the 50-member conference can become a permanent watchdog over agency procedures.

WHDH-TV Appeal Refused: The Supreme Court has refused a plea by WHDH-TV Boston to review a Court of Appeals decision sustaining FCC in its "influence" findings that the Ch. 5 CP should be set aside (Vol. 17:5 p3).

Auxiliary Services

Medical TV Guides: The Council on Medical TV (33 E. 68th St., N.Y. 21) has published 5 papers distributed at its 3rd annual meeting at Bethesda, Md. (Vol. 17:16 p7). Available without charge from exec. secy John K. Mackenzie, they are: *Progress Report of Closed-Circuit-TV Teaching System at Duke U. Medical Center, Preliminary Report on Intramural TV, Staff Summary & Critique of a Study on the Utah Open-Circuit Teleclinics, Medical TV Equipment & Utilization Report* and *Keynote Speech by Sen. Magnuson* (D-Wash.).

Cal. Community TV Assn. Elects: Fred Rutledge, Ukiah, pres.; Dean DeFoe, Barstow, vp; Harry Ford, Barstow, secy.-treas. Meeting in Sacramento April 23-24, the group lunched with state senators & assemblymen, discussed the formation of a Southwestern Regional Community TV Assn., to include Cal., Ariz., N.M. and Utah.

Networks

Filming Now OK at TV City: CBS-TV, previously prevented by union restrictions from filming its series at its huge Television City in Hollywood, is now free to do so. IBEW, in recent negotiations for a new contract, withdrew its objection to the network's bringing in IATSE workers to film shows. It was an "unwilling departure from previous practice," we were told by Andrew Draghi, business mgr. of Local 45, IBEW, Hollywood, but the union receded from its previous position as part of the over-all settlement.

Thus, CBS-TV, which has had virtually empty stages (Vol. 17:19 p9) can now quarter its film series, such as *Gunsmoke, Have Gun—Will Travel, Perry Mason* and *Twilight Zone*, at TV City. Currently, the network is paying huge rentals at Hollywood studios.

■

Red Parade Protest: NBC-TV has been reproved by the Veterans of Foreign Wars for carrying May Day scenes at the Kremlin. In a telegram to network officials, the VFW says: "It seems strange that NBC should ignore Loyalty Day celebrations in the U.S. while stimulating interest in communism through extensive coverage of the Moscow May Day parade." A copy of the protest was sent to Rep. Van Zandt (R-Pa.), former head of the VFW.

NETWORK SALES ACTIVITY

ABC-TV

Adventures in Paradise, Sun. 10-11 p.m., part. eff. Oct.
Union Carbide (William Esty)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
American Chicle (Ted Bates)

The Untouchables, Thu. 9:30-10:30 p.m., part. eff. May.
Schick Safety Razor (Compton)

Cheyenne, Mon. 7:30-8:30 p.m., part. eff. Oct.
Miles Laboratories (Wade)

Daytime programming, Mon.-Fri., part. eff. May & June.
Clairol (Foote, Cone & Belding)
General Mills (BBDO)
Welch Grape Juice (Richard K. Manoff)..

NBC-TV

Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-sponsorship eff. Sept. 29.
Gulf Oil (Young & Rubicam)

Robert Taylor's Detectives, Fri. 8:30-9:30 p.m.; Laramie, Tue. 7:30-8:30 p.m., part. eff. Oct. & Nov.
Pittsburgh Plate Glass (Maxon)

Daytime programming, Mon.-Fri., part. eff. June & Sept.
Norwich Pharmacal (Benton & Bowles)
Bon Ami (Hoyt Associates)

CBS-TV

Candid Camera, Sun. 10-10:30 p.m., co-sponsorship eff. fall.
Lever Bros. (J. Walter Thompson)
Bristol-Myers (Young & Rubicam)

The New Breed, Tue. 9-10 p.m., part. eff. fall.
Brown & Williamson (Ted Bates)
Johnson & Johnson (Young & Rubicam)
Miles Laboratories (Wade)
Scott Paper (J. Walter Thompson)

Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
Du Pont (N. W. Ayer)

Mister Ed, Sun. 6:30-7 p.m., co-sponsorship eff. Oct. 1.
Studebaker-Packard (D'Arcy)

Daytime programming, Mon.-Fri., part. eff. Sept. 16.
Colorforms (Kudner)

CBS Into Arbitron Orbit: The rare occasions on which all 3 TV networks simultaneously carry the same news event provide a fine opportunity to measure the competitive audience-attracting qualities of a network's general news "image." Such an occasion was the May 5 sub-orbital space shot from Cape Canaveral with its 3-network pool coverage. On first yardsticks, CBS-TV seemed to be the winner.

During the first segment of the space shot (10:15-10:30 a.m.), CBS was in front with an Arbitron of 10.8 vs. 8.4 for NBC and 3.0 for ABC. In the last segment (11:15-11:30 a.m.) CBS was still ahead in Arbitron with 14.5 vs. 11.5 for NBC and 3.8 for ABC. CBS also led in the rating race that night with space specials, drawing a 22.7 Arbitron for a 10:30-11 p.m. *Eyewitness to History* vs. 15.4 for *Law & Mr. Jones* on ABC and 11.7 for *Michael Shayne* on NBC. A Gulf-sponsored space special at 8 p.m. on NBC-TV drew a 10.6; a space report on ABC-TV at 7:30 drew a 9.6.

Researchers at the runner-up network in such 3-way races usually have a mathematical challenge (or at least an explanation) up their sleeves, and last week NBC was doing this slide-rule bit. NBC's footnotes to the CBS victory, however, made a pair of interesting points: (1) CBS's strong morning rating was helped, NBC said, by a lead-in from the reruns of *I Love Lucy*. The network was in the midst of a *Lucy* show with a 10.8 rating when the pool coverage of the shot began. (2) Since 45% of the "weight" of the 7-city Arbitron panel is concentrated in N.Y., Arbitron ratings tend to favor network popularity in N.Y. at the expense of a national cross-section, NBC added. During the space shot, the WCBS-TV N.Y. audience share was 50% in Arbitron, vs. only 29% for NBC. Out of town, things were different. In the other 6 Arbitron cities, NBC had a 43% audience share, and CBS had a 39%. Also, conspicuously absent from NBC's coverage were Chet Huntley & David Brinkley. Reason: The Canaveral shot was one of the "instant news" shows sponsored by Gulf Oil Co.—and Texaco, a rival, sponsors the nightly Huntley-Brinkley NBC newscasts.

What will really tell the story, NBC feels, is the audience split that will be shown by national Nielsens on the space shot. During last fall's Presidential election-night coverage (another 3-network competitive battleground), the 7-city Arbitrons gave CBS a 36% audience share and NBC a 34% share. When the Nielsens for the same event appeared later, they showed a switch; CBS still had a 36% share, but NBC's share had jumped to 45%. NBC's point: CBS may have won a skirmish at Arbitron creek, but may yet lose the battle of Nielsen bay.

Foreign

Swiss TV Festival: Networks in 20 countries, including U.S., are expected to enter programs in the International TV Festival in Montreux, Switzerland this year, starting May 15. The musical or variety program entries are being kept tightly under wraps, all networks assuming that the time to mention their program is after it has won an award and not before. Entries will be judged by a 7-man jury representing as many nations, the winner receiving "The Golden Rose of Montreux" award and a cash grant of 10,00 Swiss francs.

Malaya Plans TV Assembly: The Minister of Finance has announced intention to authorize the assembly of TVs as one of 4 pioneer industries in the country. The TV assembly companies now planned are reportedly joint ventures of Japanese & Singapore interests.

Advertising

DIXON HITS CODE FAILURES: Self-regulation by broadcasting & other advertising media is a good thing which everybody favors—"provided the concept never becomes too much 'self' & too little 'regulation' "—FTC Chmn. Paul Rand Dixon said last week.

Speaking to the National Assn. of Better Business Bureaus convention in Phoenix, where NAB TV Code Review Board Chmn. E. K. Hartenbower appeared via film (Vol. 17:19 p4), Dixon said he didn't "mean to be cynical," but many instances could be cited in which ad codes "shielded wrong-doing and delayed corrective action" by FTC.

Dixon observed that ANA, AFA, AAW, AAAA and ANPA were represented at the BBB convention along with NAB. He saw this as "a hopeful indication" that business organizations themselves are developing closer working relations for truth in advertising.

Moreover, he said, there's no doubt that "newspapers, magazines and broadcast stations refuse more deceptive advertising every day than the government can enter for investigation." He cited an ANPA report that U.S. & Canadian daily newspapers in 1960 rejected more than $7.5 million in "hokum advertising." No comparable broadcasting figure was available—but if it were, it "would compare favorably with the printed media," Dixon went on.

Without mentioning NAB by name, Dixon nevertheless said that industry codes setting "a common standard of integrity" run into problems when they are administered by "private organizations dependent for their existence on financial or other contributions from their membership."

Members of such self-regulating organizations agree unanimously that "sin should be exposed & denounced [but there] is less unanimity on which sinners should be exposed," the FTC chief told the BBB convention, adding:

"And human nature being what it is, there is a disinclination on the part of organizations to identify which financial pillars are in need of repair. It is much easier to designate which shrubbery is in need of clipping in order to present a respectable appearance to the public.

"Or, to put it another way, it is extremely difficult, if not impossible, to design an impressive temple where provision must be made for care & feeding of sacred cows.

"I would urge instead that the FTC tend such cows so that the temple can better serve the vast majority of businessmen who have the honor & capacity to police themselves."

Dixon said he's not optimistic enough to tell self-policing industry groups: "Congratulations, boys, we're all doing a dandy job." Instead: "False advertising campaigns run their courses before they are stopped, with the public & sellers of competing products the victims. Our fine police force—self-regulation working hand in hand with government—chalks up another zero. And the triumphant advertiser grins & exchanges congratulations with his advertising agency."

Branham Gives Up Broadcast Div.: Thomas B. Campbell has been named pres. of a new organization formed to take over Branham agency's broadcast div., effective June 30 for an undisclosed price. The un-named company will have its hq in N.Y. and sales offices in Chicago, Detroit, Minneapolis, Atlanta, St. Louis, Dallas, San Francisco & Los Angeles, with present Branham broadcast div. personnel continuing under the new corporation.

Toys-Plus-TV Equals Sales: Leading national toy advertisers have moved to TV "to the virtual exclusion of all other media," TvB reported last week. Only 4 of the top 10 companies used magazines in 1960, the Bureau said, and none used newspapers. TV expenditures of the top 10 toy firms totaled $4.8 million. Total 1960 gross time billings for network & spot TV were $7.2 million, up 17% over 1959's $6.2 million. Biggest toy spender was Mattel, with gross time billings of $1.4 million, followed by Remco ($796,990) and Ideal Toy ($656,550). TvB also reported last week that food & food product advertising made the biggest network-TV dollar gains of all product classifications in the first 2 months of 1961. Gross time billings for January-February were $22.2 million, compared with $19.9 million in the like period last year.

Gardner Goes International: Gardner Advertising this month joined the growing list of TV-minded U.S. ad agencies with overseas liaisons. A "business association" with Basil Butler Co. Ltd. of London provides for a mutual stock exchange. Each agency will acquire "a substantial, non-controlling interest" in the other. Basil Butler, one of the first British agencies to start a commercial TV dept. & install closed-circuit TV, had 1960 billings of $5 million. Gardner's billings were $42.7 million. "We believe the day is not far off when most manufacturers will be engaged in international marketing," said Gardner Pres. Charles E. Claggett. "With that will come the need for ad agencies equipped to deal with international marketing problems." Operating under the same theory, Campbell-Ewald recently formed an international department. Based in N.Y., the new division will be headed by Monte Johnson, former Robert Otto & Co. executive.

Magazines Up 10.3%: While TvB was lauding TV's ad-getting superiority over newspapers (Vol. 17:19), Magazine Advertising Bureau was patting its own print medium on the back. The 100 leading magazine advertisers spent $393.7 million in 1960—an increase of 10.3% from $356.9 million in 1959, MAB said. General Motors was the biggest magazine advertiser, with billings of $39.1 million, followed by Chrysler ($13 million), Ford ($11.7 million) and AT&T ($11.1 million).

Non-Daily Newspapers Up: They rose 700,000 in circulation in 1960 over 1959, reports *N. W. Ayer's 93rd Directory of Newspapers & Periodicals.* The field, comprising English-language weeklies, semi-weeklies and tri-weeklies, had a total circulation of 23.5 million. Although total circulation rose, the number of publications in the field dropped 22 to 9,331. Free newspapers in this category (including shopper's guides) rose 76 in '59 to 653 in '60.

Add TV-Impact Testimonials: Robert Bovier, a gunsmith in Lafayette, Ind., said he was so engrossed in watching a TV program recently that he did not hear burglars drilling their way into his store. The thieves stole 8 pistols, 6 rifles, 9 shotguns and several boxes of cartridges.

Ad People: Charles A. Winchester named vp & TV-radio supervisor, Doherty, Clifford, Steers & Shenfield . . . **John Hoagland**, Ogilvy, Benson & Mather vp, named bcstg. dir. . . . **Richard D. Wylly** elected a senior vp, Sullivan, Stauffer, Colwell & Bayles. **George Frey** resigned as network relations vp, will act as consultant to the agency, . . . **L. E. Miller** named Ted Bates vp . . . **Laurence Frerk**, ex-WPTA Fort Wayne, named asst. promotion & merchandising mgr., Needham, Louis & Brorby TV-radio programming dept.

Programming

Crosby Scores 'Petulant' Programming: Bing Crosby has accused networks and/or agencies of "petulant" programming in slotting specials opposite each other. Never again, he told us last week, would he agree to his show being put in such a position. Crosby's ABC-TV special last March 20 was opposite Ingrid Bergman's *24 Hours in a Woman's Life* on CBS-TV.

Not only do ratings of competing specials suffer; the public is deprived of an opportunity to watch both shows, said the singer. "We won't do it again; we won't sign a contract until we know where the show is slotted," he said.

The normally easy-going Crosby said his special was slotted opposite Miss Bergman's due to a combination of factors. "Originally the agency didn't want to buck the Johannson-Patterson fight, although I don't know why; that was on closed-circuit and only about 1.5 million people saw it," he noted. "Then the networks started taking pot shots at each other. They're petulant. There were only 2 specials on that week, and they put them on against each other." As for his TV plans for next season, Crosby informed us he will film a special in Ireland this summer with an all-Irish cast. It will be telecast on St. Patrick's Day—March 17. His other ABC-TV special will be a Christmas show. Crosby's production company sold the 60-min. *Ben Casey* series to ABC-TV for next fall, and production begins on that as soon as possible.

Crosby, who recently golfed with President Kennedy, analyzed: "He would be a good golfer if he had the time to devote to it."

CBS Buys "Power & the Glory": Producer David Susskind, who recently formed a production & financing alliance with Paramount Pictures (Vol. 17:15 p9), last week found a customer for a project he'd been planning for several months: An adaptation of Graham Greene's *The Power & the Glory*, starring Sir Laurence Olivier. The show, which will be taped & filmed simultaneously and is expected to cost at least $500,000, will be telecast "this fall," according to CBS. Susskind hopes to use a film version of the program (rather than a tape-to-film transfer) as a future theatrical release. Dale Wasserman has prepared the script adaptation. Actually, it will be the 2nd time that Susskind has produced the Graham Greene story for TV; it was done (with a lower-budget cast) as one of the early productions in *The Play of the Week*, tape-syndicated by NTA. No sponsor for the show was announced by CBS.

Minow Urges Viewers to Express TV Views: FCC Chairman calls on parents to deliver their opinions of programming direct to stations & networks. Replying in the May 13 issue of *TV Guide* to the magazine's April 8 open-letter request for action on TV problems, Minow declared: "If you parents feel the station is emphasizing too much violence, you should say so. Personally, as the father of 3 little girls, I think too many programs teach our youngsters that the solution to most problems is a punch in the jaw or a bullet in the belly. If information shows are rarely carried by your station and you want more information and less entertainment, say so. If you think too much attention is paid to the TV ratings, come forward with your opinions. Most broadcasters want to be responsive to the public and responsible about their use of your airwaves."

Food Sponsor Upstages NBC: Kraft Foods is jumping the gun on NBC's plans to put post-1948 features on the network this fall. As a summer replacement for the 60-min. Perry Como's *Kraft Music Hall*, Kraft's agency, J. Walter Thompson, has assembled a 16-picture package of low-budget British mystery features, and will start airing them on June 14 in the regular Como slot. There are no plans to carry Kraft's all-in-color program & commercial philosophy through the summer; the British films are b&w.

The films have been rounded up, an agency source told us, "from several British independent producers." They will be scheduled under the general title of *Kraft Mystery Theatre*, with Como announcer Frank Gallop (who once MC'd *Lights Out*) as program host. First trimmed-down suspense feature in the series is "The Professionals," with an all-British cast (William Lucas, Andrew Faulds, Colette Wilde). It was produced by Allied Independent Productions, a small British independent noted for fast-action crime films. Some subsequent titles: "Break-Out," "The Desperate Man," "Danger Tomorrow."

According to both NBC and agency sources, the features: (1) Have been shown theatrically in Britain, but not on TV there. (2) Have never been issued theatrically in the U.S. (3) May be shown theatrically in the U.S. if they prove a rating success. (4) Will be cut to 60-min. length for U.S. TV. NBC's own plans for featurecasts on the network are built around a package of post-1948 features from 20th Century-Fox ("On the Riviera," "Titanic," etc.) which will be slotted opposite *Have Gun, Will Travel* & *Gunsmoke* this fall on Saturday nights.

Film & Tape

TV CASUALTY LIST SETS RECORD: A dubious record of 48 axings has been set this season. Of the total, 39 are TV-film series.

NBC-TV leads the networks with 20 of its shows evicted. CBS-TV is runnerup, with 16, and ABC-TV follows with 12.

The heavy toll hasn't hurt most TV-film companies, because they have sold new series. However, it's been a blow for a number which had one series. Among these are Paramount TV, *The Garlund Touch*; Shunto Productions, *The Tab Hunter Show*; Filmcraft Productions, Groucho Marx's *You Bet Your Life*; One Step Beyond Productions, *One Step Beyond*; Spartan Productions, *Peter Gunn*.

Actually, Hollywood executives have become fatalistic and expect a heavy casualty list each season because of various factors: The time slot; competition; quality; changing network policies; the fickleness of the public regarding shows which have been on for some time.

Few series can be classified as "veterans" in an industry where durability is a rarity. These few include *GE Theater, Walt Disney, Lassie, The Danny Thomas Show, Perry Mason, Wagon Train, Alfred Hitchcock Presents, The Adventures of Ozzie and Harriet, Gunsmoke, Wells Fargo, Have Gun—Will Travel ,The Ed Sullivan Show.*

Veteran series which fade away after this season include *The Loretta Young Show*; *You Bet Your Life*; *Wyatt Earp*; Ralph Edwards' *This Is Your Life*; *The Dinah Shore Chevy Show.*

Caron Productions has been formed by Four Star Television producer Aaron Spelling and his actress wife, Carolyn Jones.

HOLLYWOOD ROUNDUP

Film's New Production Record: After a year in which it set a record for casualties (see p. 16), the TV-film industry is in the proces of chalking up another record—for production volume. The casualty mark is for the season just ending; the production peak for the 1961-62 semester.

A check of series sold for next year indicates an overall production expenditure of approximately $160 million—topping last year's record of $150 million. The increase is undoubtedly due to the trend toward higher-budget 60-min. shows. There will be 30 next season, 13 of them new. In addition, Revue Studios has 14 hour shows, which, in its Alcoa series, will be intermingled with 14 half-hours. Revue leads in production volume with 16 series.

■

Desilu Productions' 13 hour-long Lucille Ball-Desi Arnaz shows were sold to Australia last week by Charles Michelson, Inc., N.Y. . . . Trojan Productions, in association with Field Education Enterprises, Inc., begins production May 24 at KTTV studios on *The World Book*, a 30-min. series dealing with the universe, science, natural history and biographies. Dr. Frank C. Baxter is featured in the series being co-produced by Trojan Pres. Erwin Buckspan and exec. vp Ralph Andrews.

Format Films producer Herbert Klynn signed Shep Menken to narrate a character in its *The Alvin Show*, scheduled on CBS-TV next fall . . . Television Producers Guild nominated Ben Brady for re-election as president; Everett Freeman, first vp; David Dortort, second vp. The annual election is May 27.

Producer Helen Ainsworth will pilot a series, *Man at the Top*, about a private investigator for the President . . . Roncom Productions exec. producer Alvin Cooperman: "TV has no trends—only treadmills. You're constantly trying to make something else of what already exists."

Revue Studios has resumed production on *Laramie* for next season and begins filming its new *The Tall Man* segments this week. *Laramie* star Bob Fuller has just returned from a personal appearance tour of Japan, where the series is distributed.

20th Century-Fox TV, which puts its 5 series into production this week, has a record number of writers—62—preparing scripts . . . Burt Metcalfe, who plays the groom in MGM-TV's *Father of the Bride*, became a real life groom May 7 when he and Toby Richman were married.

Cayuga Productions has begun production on next season's *Twilight Zone* at MGM . . . NBC-TV's *The Americans* has been canceled.

Bennye Gatteys is signed as co-star of *The Boston Terrier*, a Blake Edwards pilot.

People: Mark Daniels and William Davenport were signed to producer-writer contracts by Four Star Television . . . Richard Whorf will direct 38 *My Three Sons* episodes for producer Don Fedderson next season . . . Frank Browne named sales mgr. of the syndication div. of the Los Angeles Times-Mirror Bcstg. Co., and will headquarter in N.Y. and Mobile, Ala. . . . Samuel Goldwyn left for N.Y. and conversations regarding the disposal of his movies to TV.

NEW YORK ROUNDUP

Official Films, to "meet the demand for specialized programming," has 7 TV series in the syndication hopper —3 of them based on its recently acquired Paramount newsreel library: (1) *Humor in the News*, a 260-episode, 5-min. series using old Paramount footage. (2) An untitled 30-min., 39-episode biographical series including films on Admiral Byrd and Marshal Rommel. (3) A 29-episode, 60-min. series on "a wide range of subjects" (sample: "The Depression Years") utilizing Paramount news footage. (4) *Africa Now*, a 13-episode, 30-min. series now being shot on location. (5) *Around the World with Deleplane*, a 30-min. travel series in color hosted by news columnist Stanton Deleplane. (6) *Revolutions in Warfare*, a series devoted to changing military methods. (7) *Flight Nurse*, a proposed 30-min. action-adventure series aimed at a 1962-63 network berth. Also included in Official's "$1 million expansion" are a 20% increase in sales & program-development staffs, and an extension of overseas sales of some 30 series to include Japan & Australia.

William H. Fineshriber, who heads the TV Film Export Committee and is also vp of the Motion Picture Export Assn., left N.Y. May 13 for what was described as "an extended tour of Latin America." One of Fineshriber's main objectives during the trip will be to argue against a new set of telefilm quota regulations issued in Brazil last month which sharply limits the amount of time available on Brazilian TV stations for imported motion picture films during prime-time hours. Fineshriber will also attempt some anti-quota lobbying in Argentina, where a bill passed by the Argentine Senate last October requires that all TV films shown on Argentine TV be dubbed in Argentina. The bill, largely created by pressure from Argentine film unions, is being opposed by the country's principal TV broadcasters, advertisers and agencies.

Seven Arts, the only other packager to unveil a new post-'48 package in Washington, racked up 6 station sales for its 2nd group of Warner Bros. features (Vol. 17:18 p12): WCAU-TV Philadelphia, KENS-TV San Antonio, WKBW-TV Buffalo, KGMB-TV Honolulu, WSOC-TV Charlotte, and KLZ-TV Denver. The latter station also signed for "Films of the 50s—Volume I," buying a total of 91 Warner pictures last week in its first feature-film foray.

CBS Films, to streamline its sales efforts for animated shows & commercials, has formed CBS Animations. The new div. will operate exclusively as a TV animation sales arm with CBS Terrytoons handling all productions & theatrical distribution of cartoons. Tom Judge, one-time head of CBS's production sales unit, which was closed down in January (Vol. 17:4 p11), has been named gen. mgr. of the new TV sales division.

MGM, showcasing its long-awaited post-'48 feature package at NAB last week, sold to all 6 Triangle stations its 30-feature group (Vol. 17:18 p12). Other sales scored by MGM on a 5-year, 5-run basis: WKBW-TV Buffalo, WCKT Miami.

MGM's deal for purchase of NTA Telestudios Ltd. in N.Y. (Vol. 7:19 p12) was finalized last week, effective June 1. The price is understood to be "about $500,000." The facilities will be used by MGM-TV in a tape-TV commercials expansion, as reported.

Television Digest

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Personals: John F. Dille Jr., WSJV South Bend-Elkhart, Ind., elected chmn., ABC-TV Affiliates Assn. board of governors, succeeding **Howard W. Maschmeier**, WNHC-TV New Haven, Conn. **John T. Gelder Jr.**, WCHS-TV Charleston, W. Va. named vice chmn. **D. A. Noel**, WHBQ-TV Memphis, Tenn., appointed secy. Mike Shapiro, WFAA-TV Dallas, treas.

John F. Lynch, ex-CBS News public affairs dir., named exec. asst. to **John H. Secondari**, ABC News special projects div. exec. producer . . . **Ben B. Baylor Jr.**, ex-WMAL-TV Washington, WANE-TV Fort Wayne and Triangle Publications TV-Radio Div., N.Y., named gen. sales mgr., WVUE New Orleans.

W. Hugh Clark, ex-Young & Rubicam Ltd. TV-radio dir., named sales vp of CTV Canadian TV Network Ltd. . . . **Arthur M. Griffin** appointed business affairs vp and exec. asst. to the pres., National Educational TV & Radio Center . . . **Arden E. Swisher**, KMTV Omaha, elected pres., Neb. Bcstrs. Assn. . . . **Harold G. Kern** named exec. committee chmn., Hearst Corp. (WBAL-TV & WBAL Baltimore, WISN-TV & WISN Milwaukee, radio WCAE Pittsburgh, 50% of WTAE Pittsburgh). He succeeds the late **Martin F. Huberth**.

A. L. Hammerschmidt, former NBC engineering facilities vp, named chief engineer, RCA Missile & Surface Radar Div., Moorestown, N.J. . . . **J. R. (Jack) Poppele**, pres. of radio WAUB Auburn, N.Y. and former VOA dir., elected to board of Teleglobe Pay-TV. Other new board members: **Ira Kamen**, pres. of Portland Industries Corp.; **Gerald Bartell**, pres. of Bartell Bcstg. System and Macfadden Publications; **Lazaar Henkin**, N.Y. attorney.

Milton J. Shapp, Jerrold Electronics pres., will receive the annual award of the American Jewish Congress in the Delaware Valley for advancing the aims of democracy . . . **Sheldon Smerling**, NT&T vp & chief operating officer named a dir.; he'll assume supervision of all theater operations . . . **Benedict P. Cottone**, Washington TV-radio attorney, and **Joseph A. Fanelli**, onetime chmn. of U.S. Board of Immigration Appeals, join to form Cottone & Fanelli, using Cottone's offices at 1001 Connecticut Ave. . . . **Howard Cowgill**, ex-FCC Broadcast Bureau chief, rejoins Washington law firm of Smith, Hennessey & McDonald.

Meetings Next Week: Assn. of Independent Metropolitan Stations spring meeting (May 20-24). Broadmoor Hotel, Colorado Springs, Colo. • IRE National Symposium on Global Communications (22-24). Hotel Sherman, Chicago • Bcst. Advertising Club of Chicago luncheon meeting (24). CBS Pres. Frank Stanton will speak. Sheraton-Towers, Chicago • Iowa Bcstrs. Assn. annual convention (25-26). FCC Comr. Robert T. Bartley will speak. Roosevelt Hotel, Cedar Rapids • Radio-TV News Dirs. of the Carolinas annual meeting (26-27). Francis Marion Hotel, Charleston, S.C. • Pa. Assn. of Bcstrs. annual convention (21-23). Sen. Hugh D. Scott Jr. (R-Pa.) and Drew Pearson will speak. Nittany Lion Inn, State College, Pa. • Electronics Parts Distributors Show (21-24). Hilton, Chicago.

Hollywood Ad Club Nominees for Annual Election: George Allen of Guild, Bascom & Bonfigli and Harry White of Western Airlines, for Pres.; Robert Light, Southern Cal. Bcstrs. Assn., and Jack Lucas, *Valley Citizen-News*, first vp; Oliver Crawford, *TV Guide*, and Bob Sutton, radio KNX Los Angeles for second vp.

Obituary

Mrs. George C. McConnaughey, 62, wife of the former FCC Chairman, died May 7 at her home in Columbus, Ohio. Surviving are her husband and 2 sons.

Educational Television

Tape-Swap Among NET Outlets: A taped-program interchange between ETV stations is being developed by the National ETV & Radio Center. John F. White, NET pres., is expected to announce this week (May 15) a fund-raising campaign for the new service, which will be "separate from but parallel to" NET's present national distribution of its own taped programs to 51 ETV outlets. Reason for the ETV interchange, according to White: "Continued requests from many of our affiliates who wish to supplement their local TV instruction with the finest TV teaching produced elsewhere."

TV Reduces Illiteracy: Illiterate adults in the South are learning as much in 8 months from TV courses as average primary-school students absorb in 25 months in classrooms, according to Mrs. Pauline Jones Hord. A consultant on programs in the area, she told the International Reading Assn. in St. Louis that experimental literacy projects started in 1956 on educational WKNO-TV (Ch. 10) Memphis have been so successful that 10 commercial stations in the South now are rebroadcasting the TV lessons.

TelePrompTer's Collegiate System: TelePrompTer Corp. will design & install an audio-visual instruction center featuring several multi-screen projection units for the new Chicago Teachers College. The system will integrate the use of large-screen 3-sided TV, slides, motion pictures, and other devices, including a "classroom recorder" system to measure student comprehension. This last is a push-button device, akin to TelePrompTer's pay-TV system, by which students record responses.

Washington ETV Application: With fanfare at FCC offices, Greater Washington Education TV Assn. filed its application for Ch. 26 on May 8. FCC and the group will also sponsor an exhibit at the Commerce Dept., inviting manufacturers to show uhf receiving equipment.

ETV Primer: *Teach with Television*, by Lawrence F. Costello & George N. Gordon, Hastings House (192 pp.).

Consumer Electronics ....

MANUFACTURING, DISTRIBUTION, FINANCE

SEARS ROEBUCK WILL OFFER COLOR: Joining the swing to color this fall will be the world's largest consumer-goods merchandising operation, Sears, Roebuck & Co. At press time, few details were available, except that company has decided on "limited introduction" of color TV late this fall.

Sets will probably be sold under Sears' Silvertone label—but it's not known what company will make them. Sears is largest stockholder in 2 consumer electronics suppliers—Warwick Mfg. Co. and Pacific Mercury Electronics—both of which manufacture Silvertone sets. But Sears also occasionally buys such equipment from other manufacturers. It's good guess that Sears' color sets will be made either by RCA or Warwick. No price information is available yet, nor is it known whether color sets will be offered by catalog as well as in retail stores.

Sears' biggest nationwide competitor, Montgomery Ward & Co., has been offering RCA color sets in about 50 of its retail stores for 2 years, and apparently has no immediate plans to offer color more extensively (Vol. 17:11 p16).

FM STEREO ADAPTERS SHOWN: FM continues to occupy consumer electronics spotlight—with 2 demonstrations at last week's NAB convention in Washington (see p. 3), showings of first commercial adapters, and plenty of comments & confusion. Here are highlights of last week's developments:

(1) Adapters shown: Two quality component manufacturers—H. H. Scott and Fisher—showed prototype stereo adapters to broadcasters at the convention. Now in pilot production, Scott's adapters will be on market in 3 weeks. They're designed & recommended for Scott FM tuners only, have 5 tubes and will be priced at $99.50. Fisher adapter lists at $89.95, has 4 tubes, is recommended for use with all sets having ratio detector design. It features "stereo beacon"—pilot light which indicates tuned station is broadcasting stereo. First mass-market FM stereo sets probably will be shown this week at Admiral's Las Vegas dealer convention, with more component adapters due next week at Parts Show in Chicago. Bell Sound Div. (Thompson Ramo Wooldridge) will show $40 unit there.

(2) Patents, licenses & claims. There are indications that Zenith & GE are willing to bury the hatchet in the "who-invented-stereo" hassle (Vol. 17:19 p19). GE's William Clemmons said his company had notified FCC it's willing to sit down with FTC and discuss Zenith's recent complaint. Meanwhile, Crosby Teletronics, still claiming "the only FM stereo patent," held an FM stereo symposium for its 21 licensees May 12. At last report, only Pilot Radio had signed up for GE's May 15 symposium—other manufacturers balking at the $1,000 registration fee, to be credited against royalty payments to GE (Vol. 17:19 p19). Crosby Teletronics announced it will start deliveries of its own stereo adapters this month, to be followed by a complete line of stereo FM products.

(3) Sources of Supply. The small manufacturer who wants to buy ready-made stereo adapters for conversion of his own-make FM tuners or inclusion in his own sets apparently has no source of supply at the moment. Such major suppliers of FM front ends as Standard Kollsman have no plans to make adapters for sale to manufacturers, but they're studying both technical requirements and demand.

(4) Adapter circuits offered. GE Receiving Tube Dept. announced it had developed adapter & complete stereo set circuitry using its multi-purpose Compactron tubes. Advantages, it said, are small size, lower cost. An adapter design uses one Compactron with function of 2 tubes or one tube & 2 diodes, at 25% below cost of 2 tubes, 10% below cost of tube-diode combination. The department also announced it had developed 12 designs for FM stereo radios using 5-7 Compactrons, functioning as 11-12 tubes.

(5) Stereo demonstrations. GE & Zenith held separate demonstrations of FCC's chosen stereo sys-

tem at the broadcasters' convention. Both were impressive, with excellent stereo separation and fidelity. Zenith demonstrated use of the system with a simultaneous 3rd channel devoted to functional music.

(6) Dealers warned. In a letter to dealers, Zenith Sales Corp. Pres. Leonard C. Truesdell cautioned against haste and cheap-&-dirty receivers. "It is apparent," said Truesdell, "that some manufacturers are trying to rush this equipment to the market before they have had time to do a complete development job [and] there will be offered to you converters & adapters which quite possibly are not capable of doing a good job. We urge you to wait until you get sufficient information regarding these products so that you will be able to make a knowledgeable decision on what you plan to offer your customers." Truesdell reiterated that Zenith won't offer converters for FM table models because "it would be much cheaper to buy a new set."

(7) Marketing facts. At a pre-NAB panel in Washington, Zenith's Truesdell & GE's Clemmons estimated prices of FM stereo receivers. Truesdell said stereo probably will add $25-40 to the price of a console, $50-75 to a table model (bringing price of 2-piece stereo table model to $150-175). Clemmons estimated stereo set probably will cost about 40% more than a comparable monophonic FM set. Both agreed that there'll always be a market for monophonic FM sets—and that interest in FM generated by stereo probably would actually boom sales of conventional sets.

Survey of GE dealers 2 weeks ago, reported by Clemmons, showed they were all interested in FM stereo but needed education; that they were not concerned about obsolescence of their present FM stock; that they expect FM stereo sets to sell as high as twice the price of monophonic sets.

Consumers are already pre-sold on stereo by phono manufacturers & dealers, Zenith's Truesdell said; they're pre-sold on FM, too, as evidenced by fact that some 15 million FM radios are already in use. Therefore, he reasoned, it shouldn't be difficult to sell public on combination of the two—FM & stereo. Clemmons pointed out that most of the stereo consoles sold last year included FM-AM radis—about 900,000 vs. 700,000 without radios. Many of these are prospects for adapters or complete new FM stereo tuners. Both GE & Zenith spokesmen said they will use FM radio as an advertising medium to sell stereo.

(8) When will it start? There'll be stereo adapters (and possibly complete FM stereo sets) on market before there's any appreciable amount of stereocasting. This was obvious from caution shown by FM broadcasters at convention and from advance delivery dates being quoted for stereo broadcast equipment (see roundup, pp. 3 & 11). We'll keep you informed of first new stereo broadcasting markets as they open up—or before they open up, whenever possible. Keep your eye on San Francisco, N.Y., Chicago, Boston, Washington, Los Angeles. They're almost certain to be among the earliest.

TV-RADIO PRODUCTION: EIA statistics for week ended May 5 (18th week of 1961):

	Apr. 29-May 5	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	110,397	103,418	103,432	1,830,563	2,104,110
Total radio	278,212	298,512	316,261	4,981,481	6,012,232
auto radio	100,944	111,367	110,266	1,553,725	2,374,470

COLUMBIA PHONOS GOING . . . GOING . . .: Reading between the publicity euphemisms, it's clear that CBS Inc. is bidding goodbye to large-scale phonograph operations. Officially, Columbia has announced that a major change in marketing operations becomes effective June 30 when the 2-year-old Columbia Record Dept. expires and its activities are transferred to the Record Division. Vp James J. Shallow, gen. mgr. of the departing dept., has reported that the phonograph line will be marketed through the Columbia Record Club and other division outlets.

So much for the official announcement. Insiders tell us that the decision to wash out the Phonograph Dept. was sudden, unexpected and completely puzzling, considering the department's progress. A CBS executive who should know told us that there probably always will be Columbia-brand phonos, "but the days of selling & marketing instruments in the traditional sense, via distributors & dealers, are over." From here on in, under present planning, Columbia will retain and/or obtain a few token models and use them to fill out record-phono packages to be offered via the Columbia Record Club and its one-year-old experimental Home Music Library. Still to be decided, we understand, is whether to offer phonos through record distributors as a sideline to record sales.

Our informants disagree with Shallow who assured us last week that "Columbia is not going out of the phono business." Technically, Columbia will continue to sell phonos—but apparently only as a spur to record sales. Shalow told us he would be with the Phonograph Dept. through June 30, "wrapping things up here." Thereafter, he would not reveal his plans. Most of his staff, he said, already had been absorbed by the Record Division. Among them: National sales mgr. Milton Selkowitz who is now gen. mgr. of the Home Music Library.

Columbia's retrenchment involves no liquidation of plant or production facilities, because the company has never produced phonographs. Its Columbia-brand instruments are products of several private-label suppliers.

RETAIL SALES UP: Retail TV sales in March showed a surprising 5.6% upswing from March 1960, according to EIA figures. They indicated sales of 530,105 TVs vs. 501,829 for the same month last year. The retail-sales projections were particularly interesting in light of the fact that EIA's tally of distributor sales to dealers showed a decline in March. If retail sales did increase in March, this rise was not shared at the distributor & manufacturer levels.

EIA figures showed radio retail sales in March nearly 30% above the year-ago level. First-quarter figures showed radio retail sales slightly ahead of last year, TV sales still well behind last year. Production was being held to reatively low levels. The EIA TV-radio production & retail sales figures:

TELEVISION

Month	Total Production 1961	Total Production 1960	Uhf Production 1961	Uhf Production 1960	Retail Sales 1961	Retail Sales 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
TOTAL	1,390,811	1,579,447	71,324	139,067	1,382,178	1,600,369

RADIO

Month	Total Production 1961	Total Production 1960	Auto Radio Production 1961	Auto Radio Production 1960	Retail Sales (excl. auto) 1961	Retail Sales (excl. auto) 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
TOTAL	3,589,154	4,465,706	1,079,336	1,863,094	2,100,729	2,079,308

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127). Three-month total: 166,822 (192,764).

Trade Personals: P. J. (Pat) Casella, former RCA exec. vp and onetime chmn. of RCA Sales Corp., joins Endicott Johnson Corp. as senior sales & mktg. vp . . . H. Edward Rice named operations vp, Philco's govt. & industrial group.

Justin L. Albers named distributor operation services vp, RCA Sales Corp. He assumes the duties previously performed by **Robert M. Ryan** who has retired as regional finance vp . . . **Robert F. Davis** named sales mgr., GE TV receiver dept., succeeding **Joseph F. Effinger**, who has been placed on special assignments. **John S. Chamberlin** appointed product planning & mkt. research mgr., a new post in the receiver dept. . . . **William R. Weir** promoted from semiconductors Pacific regional sales mgr. to new post of national sales mgr., Sylvania semiconductor div.

Rear Adm. Rawson Bennett (U.S.N. ret.) named senior vp & engineering dir., Sangamo Electric Co. . . . **Glenn E. Ronk** named to new post of mktg. dir., Cornell-Dubilier . . . **Louis H. Aricson** named chief exec. officer of Daystrom's Weston Instruments div., continuing as a Daystrom vp.

Robert A. Elliot resigns as gen. mgr., Erie Distributor div. of Erie Resistor . . . **Charles H. Coombe** named Eastern sales mgr., Packard Bell home products div. . . . **Robert B. Fisk** named controller, Raytheon distributor products div. . . . **Col. Robert C. Walton** (USMC ret.) named to head West Coast office of Radio Engineering Labs . . . **John T. Mallen** named to new post of entertainment products equipment sales mgr., Sylvania electronic tube div.

H. T. Herick, Westinghouse attorney specializing in collective bargaining, appointed special aide to Asst. Labor Secy. James J. Reynolds . . . **John A. Miguel Jr.** Zenith Sales Corp. export vp, elected pres., International Trade Club of Chicago . . . **Herbert Kabat**, Delmonico International exec. vp., leaves May 20 for combination business & pleasure trip around the world.

RCA PREVIEWS 'SETS OF THE 70s': In what amounted to a 1-year progress report on the work of its Advanced Design Center, RCA in N.Y. last week unveiled 8 electronic devices which "are distinct possibilities for the consumer" in the next decade. Tomorrow's sets will be "smaller, thinner, more functional and in complete compatibility with the conception of the homes of the future," said RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. Predicting that the consumer electronics industry alone will "double its current volume ($10.2 billion) in the next 10 years," he previewed these design concepts of products to come:

(1) Pocket-size, battery-operated color TV receiver-stereo radio set. "Every kid on the block will have one in 10 years . . . we hope," said Tucker P. Madawick, industrial design mgr. & Center director.

(2) Book-size color TV-stereo radio unit with a clock timer, housed in a hinged travel case and nicknamed "The Clamshell."

(3) Color TV set in an attache case with a video-audio tape player to show pre-selected TV shows and sales presentations.

(4) A sort of "Big-Brother-is-watching-you" home communications system which would also receive regular color TV broadcasts.

(5) "24-hour secretary" which the busy executive can use at home to record dictation & instructions and have the taped messages transmitted to his office by radio at a pre-set time. It uses the RCA tape cartridge system.

(6) 5-inch deep, large-screen color TV console with the screen covered by a tambour door that is raised or lowered by remote control.

(7) Console combining color TV, stereo radio and a video-audio tape recorder-player that permits the automatic pre-selection of "hear-see" TV tape cartridges.

(8) The "globe trotter"—a flip-over console with large color TV screen "capable of producing signals bounced from satellites" on one side of a 3-inch panel and an international stereo radio on the other.

"It now costs $10,000, conservatively, to produce one of these sets," said Madawick. "Our greatest challenge is to mass produce them and take them to market at popular prices. But," he added, "after Alan Shepard's break-through the other day, anything is possible."

The futuristic sets are based on the anticipated development of thin TV picture tubes having a maximum depth of 4-5 inches (vs. about 18 in. in current tubes). An RCA spokesman reported the lab-development of a b&w kinescope only 2-in. deep. However, he said it produces a picture of rather poor quality and is "very expensive."

Obituary

Joseph K. Godfrey, 61, retired Western Electric Co. executive, died May 10 in Englewood, N.J. after a long illness. He had been in charge of various Western Electric mfg. & engineering programs. Surviving are his wife, a daughter and 2 sons.

Allen R. Eckman, 78, onetime (1940s) PR staffer of RCA Victor div. of RCA, died May 7 in Camden County Hospital, Lakeland, N.J. At his death, he was PR counsel for the city of Camden. Surviving are 3 daughters.

Merle N. Thompson Sr., 56, mgr. of value analysis for Philco, died May 6 in Abington Memorial Hospital, near his home in suburban Philadelphia. He is survived by his wife, a son, his mother, 4 sisters and a brother.

Mergers & Acquisitions: General Instrument has virtually acquired Pyramid Electric (Vol. 12:12 p15), Darlington, S.C. capacitor manufacturer, for approximately 55,000 common shares (GI closed at 51⅞ May 11). Stockholders of both concerns voted their approval last week, but completion of the amalgamation has been stalled by a minority group of Pyramid's preferred stockholders. They object to the terms and have obtained a temporary injunction against Pyramid. More than two-thirds of the outstanding shares of both companies approved the terms: one GI common share for each 17½ shares of Pyramid common, one GI common share for each 6½ shares of Pyramid preferred.

Other merger news last week: Lionel Corp. and Textron Electronics have shelved, "at least for the present," their plans to merge (Vol. 17:18 p15). Lionel Pres. John B. Medaris said it is no longer in Lionel's best interest to merge, following failure of negotiations to resolve several key issues.

Avnet Electronics Pres. Lester Avnet is a principal in the purchasing group, headed by NYSE member J. R. Williston & Beane, which last week acquired control of Bogue Electric Mfg., Paterson, N.J. maker of industrial electronic devices and ground support equipment for aircraft. Avnet was elected chairman of Bogue. The investment group reports it can vote 600,000 of Bogue's 1,177,000 outstanding common shares. Bogue's sales: $8.9 million in the 11 months to Jan. 31, producing unaudited earnings of $520,873 (44¢ a share).

Fairchild Camera & Instrument seeks to acquire for cash Curtis Labs and Circle Weld Mfg., both of Los Angeles. Curtis makes precision optical & phonographic equipment. Circle Weld produces a line of bellows elements.

Fairbanks Morse Buys Herold: Assets of the defunct Herold Radio & Electronics Corp., including a lease on a recently constructed 120,000-sq.-ft. plant in Yonkers, N.Y., have been acquired by Fairbanks, Morse & Co., which will consolidate headquarters of its electronics and scale divisions in Yonkers. Former Herold Pres. Roland J. Kalb has been named vp & group executive in charge of the 2 divisions. Much of the Herold personnel will be retained in the new operation. Fairbanks Morse recently entered the closed-circuit TV manufacturing field on the basis of a research & development tie-up with EMI Ltd. (England). FM won't resume Herold's consumer-electronics business.

FAA Bans FM Radios on Planes: One-year edict against use of portables aboard U.S. civil aircraft becomes effective May 25. The Federal Aviation Agency explained last week that the ban resulted from an investigation of the effects of portable electronic devices—radios, dictating machines, tape recorders—used on planes. Tests to date, FAA said, show that only radios having oscillators operating in or near the vhf band—108 to 118 megacycles—affected instruments in various aircraft examined. The oscillator signals in FM sets are within or very near the radio band used in aircraft navigation. The FAA tests show that FM signals were picked up by the plane's internal wiring or by its outside antenna and transmitted to the plane's navigation receivers. The latter are tuned to fixed ground stations. More detailed tests are planned for later this year. (May 11 *N.Y. Times*, reporting on the FAA ban, noted that "2 FM radios of the popular transistor type were found in the rubble of a UAL jet that crashed in Brooklyn last Dec. 16 after colliding with a TWA Constellation.")

Finance

Non-TV Hoffman Eyes Sales Record: Hoffman Electronics, which recently dropped TV & stereo (Vol. 17:14 p18), anticipates record sales this year, Pres. H. Leslie Hoffman told the annual meeting last week. "We cannot be as definitive in our forecast of profits because it is not possible to predict some of the marketing conditions we will encounter," he said. "Our objective is to establish a general profit ratio similar to 1958 & 1959 [about 4% of sales].'

There wasn't a single stockholder protest when Hoffman repeated that the firm had withdrawn from TV & stereo—to stop "a source of dilution of the over-all corporate profit." He said the withdrawal was handled smoothly, without "distress advertising," and accounts receivable with dealers are down to "under $100,000."

Dr. Bruce Birchard, international trade dir., said that Hoffman has been importing from Hayakawa Electric, Osaka, Japan, a line of 7- & 8-in. transistor radios, which will be augmented with solar-powered transistor radios and other consumer products (such as tape recorders). He also reported a licensing & technical assistance agreement with I.P.E.E. in Argentina under which TVs & radios are being manufactured there. Similar pacts are planned with firms in Uruguay and Brazil.

Admiral's First-Quarter Drop: Admiral sailed back into the black in 1961's first quarter after last year's loss operation (Vol. 17:14 p23)—but the results were less than cheery. Compared with 1960's first quarter, profit plunged 73% on a 12% sales decline (see financial table).

"Our company's prospects for 1961 are tied closely to the national economy which is sensitive to many domestic issues as well as to the rapidly changing international situation," noted Pres. Ross D. Siragusa. "Most of the nation's key economic indicators have been edging upward in recent weeks. The improved state of the economy, combined with our low inventory position, rigid cost reduction program, and newly integrated consumer electronics production should result in continued progress for Admiral during the months ahead."

Tele-Broadcasters Gets 10-Year Loan: It obtained $630,000 from Narragansett Capital Corp. of Providence, R.I., which also invested $170,000 in the capital stock of Tele-Broadcasters (radios WPOP Hartford; KUDL Kansas City, Mo.; KALI Pasadena; KOFY San Francisco; Tele-Communications Inc., San Francisco electronics firm).

Reports & Comments Available: General Instrument, review, Hirsch & Co., 25 Broad St., N.Y. 4 • Standard Kollsman, study, D. H. Blair & Co., 42 Broadway, N.Y. 4 • International Resistance, review, Robinson & Co., 42 S. 15th St., Philadelphia 2 • Maxson Electronics, report, H. Hentz & Co., 72 Wall St., N.Y. 5 • Columbia Pictures, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Electronic Assistance Corp., prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Cohu Electronics, memo, Purcell & Co., 50 Broadway, N.Y. 4 • Technicolor, review, Winslow, Cohu & Stetson, 26 Broadway, N.Y. 4 • Burroughs, analysis, Harris, Upham & Co., 120 Broadway, N.Y. 5 • G B Components, offering circular, Warner, Jennings, Mandel & Longstreth, 111 Broadway, N.Y. 6 • Harvey-Wells Corp., offering circular, Schirmer, Atherton & Co., 50 Congress St., Boston 9.

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

Allied Artists. George N. Blatchford sold 200, held none. George D. Burrows sold 12,100, held 29,686. Sherrill C. Corwin sold 5,400, held 12,000. Roger W. Hurlock bought 400, held 22,100. Edward Morey sold 1,800, held 12,550. Sam Wolf sold 12,000, held 10,000.

American Electronics. Charles L. Jones sold 500, held none.

Ampex. Phillip L. Gundy bought 3,750, held 8,427.

Amphenol-Borg. Lester M. Grether sold 1,100, held none. J. Frank Leach exercised option to buy 500, held 1,350. Fred G. Pace exercised option to buy 400, held 750. William H. Rous exercised option to buy 575, held 1,500. Rodolfo M. Soria exercised option to buy 900, held 1,250.

Arvin Industries. Edward J. Killion bought 125, held 125. Eldo H. Stonecipher exercised option to buy 125, held 2,550. Glenn W. Thompson sold 400, held 5,500.

Avco. M. A. McLaughlin bought 4,000, held 9,900. W. A. Mogensen sold 1,000, held 5,000. James D. Shouse sold 10,000, held 6,980. Curry W. Stoup sold 1,500, held 5,720.

Avnet Electronics. Leonard Carduner sold 400 as custodian for sons, held 414 as custodian for sons, 13,233 personally. Arnold M. Weinstein bought 222, held 1,557.

Beckman Instruments. Robert Erickson exercised option to buy 7,500, held 8,300.

Belock Instrument. Jack J. Fischer sold 3,000, held 27,770. Donald C. Walton sold 1,500, held 15,871 personally, 1,743 for wife.

Capital Cities Bcstg. James Floyd Fletcher sold 500, held 37,901 personally, 20,195 for wife.

Cinerama. R. G. Kranze bought 500, held 800.

Clarostat. Arthur Richenthal sold 2,760 personally, 219 for wife, 107 for Charles J. Goldstein, held 1,000 personally, none for wife, none for Charles J. Goldstein.

Collins Radio. W. W. Roadhouse sold 234, held none. L. M. Schoon sold 100, held 441. John B. Tuthill sold 100, held 216.

Columbia Pictures. L. J. Barbano sold 10,000 through Fico Corp., in which other officers & directors hold interests, held 104,189 in Fico Corp., none personally. P. N. Lazarus Jr. exercised option to buy 3,773, held 3,773. S. H. Malamed bought 344 through stock purchase plan, held 334. A. Montague sold 600, held 4,366. B. E. Zeeman bought 562 through stock purchase plan and exercised option to buy 1,105 more, held 1,681.

Corning Glass. John F. G. Hicks exercised option to buy 500, held 3,500. Amory Houghton sold 700 from trusts, held 1,034,687 in trusts, 52,350 personally. Charles D. LaFollette exercised option to buy 500, held 12,936.

Daystrom. Richard F. Wehrin bought 100, held 100.

Electronic Research Associates. Max Shapiro sold 2,463, held none.

Electronic Specialty. William H. Burgess sold 10,000, held 135,000. Richard H. DeLano sold 500, held 7,067. C. Raymond Harmon bought 10,000, held 16,500.

Emerson. Harold Goldberg sold 100, held 2,581.

Filmways. Rodney Erickson received 27,500 in exchange for all Rodney Erickson Enterprises Inc. stock, held 27,500.

GE. Cramer W. LaPierre exercised option to buy 8,202, held 15,277. Robert Paxton bought 4,723, held 28,450. Robert T. Stevens bought 200, held 700. Clarence L. Walker sold 1,450, held 6,813.

General Instrument. Alois Konecny Jr. sold 1,000, held 5,000.

General Precision Equipment. Joel Dean sold 100, held 400.

General Telephone & Electronics. Theodore E. Brophy exercised option to buy 250, held 250.

Globe-Union. R. W. Conway exercised option to buy 100, held 2,500.

Hazeltine. Alan Hazeltine sold 1,701, held 90. Wilfred M. McFarland sold 300, held 244.

IBM. Walker G. Buckner sold 100 from Foundation, held 469 in foundation, 1,631 in trusts, 2,077 personally. Albert L. Williams exercised option to buy 556, held 3,827.

ITT. George R. Brown bought 1,000 in partnership and 1,000 more for Brown Foundation, held 12,000 in partnership, 9,000 in Brown Foundation, 9,200 in Victoria Gravel Co., 2,000 in Brown Engineering Corp., none personally. Harold S. Geneen received 108 as bonus, held 2,236. M. Richard Mitchell receivd 22 as bonus, sold 400, held 2,770. Paul F. Swantee sold 200, held 3,194.

Ling Temco Electronics. D. H. Byrd bought 1,000, held 74,953. V. A. Davidson bought 1,000, held 4,931 personally, 145 for wife.

Litton Industries. Roy L. Ash sold 1,000 personally and 500 more as custodian, exchanged 5,000 for mutual fund shares, held 107,794 personally, 1,285 as custodian, 14,178 in partnership. Franklin B. Lincoln bought 5,000 in private transaction, held 5,000. Norman H. Moore exchanged 3,500 for mutual fund shares, held 21,322. Charles B. Thornton sold 500, exchanged 7,000 for mutual fund shares, held 269,126 personally, 31,191 in partnership.

Loew's. Joseph A. Macchia bought 100, held 300.

Loew's Theatres. Lewis Gruber bought 100, held 600. Herbert A. Hofmann bought 200 and 100 more for trust, held 1,200 personally, 1,200 in trust. Arthur M. Tolchin bought 1,000, held 6,500.

Loral Electronics. O. Arthur Koteen sold 200, held 145. Frederick L. Moore sold 468, held 1,452. Sidney Rydell sold 6,000, held 8,295.

MPO Videtronics. Charles L. Hewitt bought 250, held 750.

Magnavox. Richard A. O'Connor sold 3,500, held 83,697.

MGM. Nathan Cummings sold 4,000, held 54,300. Joseph A. Macchia sold 100, held 200. William A. Parker bought 500 in partnership, held 500 in partnership, 1,000 personally. Sol S. Siegel exercised option to buy 6,000, held 6,500. Benjamin Thau sold 4,101, held none. Joseph R. Vogel sold 14,800, held 578.

Microwave Associates. Vessarios Chigas sold 3,400, held 7,215. James S. Galbraith sold 500, held 500. Herman H. Kahn bought 692, sold 14,600 through Lehman Bros., held 892 personally, none in Lehman Bros. George S. Kariotis sold 1,950, held none. Richard M. Walker sold 2,000, held 33,252.

Minn. Mining & Mfg. Herbert P. Buetow exercised option to buy 8,000, held 86,274. Archibald G. Bush sold 5,000, held 1,803,195 personally, 25,000 in General Guarantee Insurance. Robert L. Westbee exercised option to buy 6,000, held 20,411. Louis F. Weyand sold 100, held 221,975.

National Telefilm Associates. M. N. Leeds bought 100, held 100.

National Theatres & TV. E. V. Klein bought 19,602, held 42,225.

National Video. Harold Cole sold 100, held 600. Arthur E. Dreher sold 100, held 100.

Oak Mfg. William Bessey sold 3,000, held 12,000.

Packard-Bell. Neil H. Jacoby sold 300, held 314.

Paramount Pictures. Y. Frank Freeman sold 200, held 300. Louis A. Novins sold 190, held 491.

Pentron Electronics. Richard F. Dooley sold 1,000, held 363. Marshall Peiros sold 1,000, held 8,400. Kenneth C. Prince sold 1,500, held 4,500. Theodore Rossman sold 3,000 personally and 1,800 more from trusts for children, held 118,000 personally, 9,000 in trusts for children.

Philco. Henry F. Argento sold 3,000, held 876. William Fulton Kurtz bought 100, held 631 personally, 500 in trust.

RCA. John Q. Cannon exercised option to buy 416, held 1,083. Charles M. Odorizzi exercised option to buy 3,000, held 12,305. Douglas Y. Smith exercised option to buy 2,100, held 3,664. Theodore A. Smith bought 1,000, held 3,848.

Raytheon. David D. Coffin exercised option to buy 992, held 2,887. Dean S. Edmonds sold 152, held 39,400. Fritz A. Gross exercised option to buy 233, held 331. Percy L. Spencer sold 1,000, held 1,251.

Reeves Bcstg. & Development. J. D. Hastie sold 12,000, held 76,100.

Rollins Bcstg. John W. Rollins bought 175 as guardian, held 2,425 as guardian, none personally.

Siegler. Merrill L. Bengtson sold 525, held 7,255.

Telectro Industries. Stanley Rosenberg sold 5,800 from July 1960 to March 1961, held 173,450. Harry Sussman sold 4,200 from July 1960 to February 1961, held 175,550.

TelePrompTer. Fred Marton sold 2,000, held 41,643. T. F. McMains bought 300, held 500.

Television Industries. Martin J. Robinson sold 500, held none.

Texas Instruments. Cecil H. Green exchanged 3,000 for mutual fund shares, held 276,410. C. J. Thomsen exchanged 750 for mutual fund shares, held 10,432.

Thompson Ramo Wooldridge. E. C. Brelsford exercised option to buy 300, held 1,300. Benjamin W. Chidlaw exercised option to buy 100 and sold 500, held 100. C. L. Kahlert exercised option to buy 200, held 200. M. E. Price exercised option to buy 550, held 1,344.

Trans Lux. Harry Brandt amended January report to state he bought 19,400, held 190,264 personally, 17,850 for wife, 5,250 in Brapic Inc., 210 in Marathon Pictures, 38,989 in foundations.

Transitron Electronic. Hylan Freed sold 100, held none.

20th Century-Fox. C. Elwood McCartney sold 600, held 650. Joseph H. Moskowitz sold 2,000, held 1,200.

Varian Associates. William H. Chandler sold 435, held 750. Francis P. Farquhar sold 1,800, held 10,587 personally, 1,640 as trustee. Clifford V. Heimbucher sold 1,000, held 27,955. Ralph W. Kane sold 200 from joint tenancy, held 1,350 in joint tenancy, 3,095 personally. Richard M. Leonard sold 289, held 26,982. H. Myrl Stearns sold 200, held 27,234 personally, 10 in joint tenancy, 3,800 as trustee.

Victoreen Instrument. David H. Cogan sold 1,000, held 18,561 personally, 601 as custodian for minor son.

Warner Bros. Serge Semenenko sold 200 from trust, held none in trust, 1,800 personally.

Webcor. Titus Haffa disposed of 61,540 to sisters, held 62,554.

Westinghouse. L. B. McCully exercised option to buy 2,250, held 7,350. P. N. Ross sold 121, held none. W. C. Rowland sold 2,000, held 516.

Zenith. Hugh Robertson exercised option to buy 1,500, held 8,083. Joseph S. Wright sold 500, held 4,660.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday May 11, 1961

Stock	Bid	Asked
Acoustica Associates	26¼	28½
Adler Electronics	19¼	21¼
Aerovox	13	14⅜
Allied Radio	28½	30⅞
Astron Corp.	2½	3
Babcock Electronics	33½	36¼
Baird Atomic	20½	22½
Cannon Electric	38	40⅞
Capehart	9½	10½
Chicago Aerial Ind.	26¼	28½
Control Data Corp.	102	109
Cook Electric	14½	15¾
Craig Systems	17½	19⅛
Crosby Telectronics	6¾	7¾
Dictaphone	31½	34⅛
Digitronics	32	35
Eastern Ind.	20⅜	21⅞
Eitel-McCullough	19	20⅝
Elco Corp.	14	15¾
Electro Instruments	24	27
Electro Voice	14½	16¼
Electronic Associates	34¼	37
Electr. Capital Corp.	56	60
Erie Resistor	14⅞	16⅛
Executone	23¾	25⅝
Farrington Mfg.	17	18⅜
Foto Video	10½	11¾
Four Star TV	23	25⅛
FXR	20½	22½
General Devices	15½	17
G-L Electronics	9	10¼
Granco Products	3⅝	4¼
Gross Telecasting	22	24⅛
Hallicrafters	47	50⅞
Hathaway Instr.	27½	29⅞
High Voltage Eng.	182	196
Infrared Industries	18½	20⅜
Interstate Engineering	27	29⅛
Ionics Inc.	35½	39⅜
Itek	56½	61
Jerrold	8¾	9⅝
Lab for Electronics	62	65½
Leeds & Northrup	39	42
Lel Inc.	10¾	11¾

Stock	Bid	Asked
Magna Theater	4⅛	4⅝
Magnetics Inc.	1	1¾
Maxson	30	32¼
Meredith Pub.	41	45⅛
MetroMedia	21	22½
Microdot	30	32½
Milgo Electronics	26	29¼
Narda Microwave	8¼	9½
Newark Electronics	17⅝	19
Nuclear of Chicago	43	46⅝
Official Films	3⅜	4⅛
Pacific Automation	5	5¾
Pacific Mercury	7½	8⅝
Philips Lamp	157¾	163½
Pyramid Electric	2½	3
Radiation Inc.	30¼	32¾
Rek-O-Kut	1¾	2¼
Research Inc.	6¾	7⅞
Howard W. Sams	50½	54
Sanders Associates	50	54½
Silicon Transistor	13¾	15⅜
Herman Smith	14¼	15¾
Soroban Engineering	72½	76¾
Soundscriber	15½	17
Speer Carbon	24	25⅞
Sprague Electric	75	78¾
Sterling TV	4⅜	4⅞
Systron-Donner	46½	49⅞
Taft Bcstg.	24¾	26¾
Taylor Instrument	52½	56½
Technology Inst.	6¼	7⅜
Tele-Broadcasters	3	3¾
Telechrome	16⅛	17⅜
Telecomputing	9⅛	10
Time Inc.	91	95
Tracerlab	16¾	18⅜
United Artists	7¾	8⅝
Universal Trans.	1¼	1⅞
Vitro	30¾	33¼
Vocaline	2¾	3¼
Wells-Gardner	29¾	32¼
Wilcox Electric	11¼	12¼
Wometco	24¾	27

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
Admiral Story on p. 22	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	$ 42,432,930 48,413,663	$ 302,910 1,599,535	$ 204,113 763,375	$0.08 .32	2,408,836 2,405,971
Amphenol-Borg Electronics	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	13,767,900 15,562,129	258,735 1,647,182	123,735 789,182	.11 .67	1,174,144 1,175,774
American Electronics	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	— —	— —	30,622 204,139	.03 .23	1,177,708 876,880
Canadian Admiral	1960—year to Dec. 31 1959—year to Dec. 31	16,020,669 19,366,628	162,753 537,472	(111,430) 178,165	— .62	287,776 287,776
CBS Inc.	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	126,008,092[1] 121,077,728	— —	6,025,978 6,829,367	.70 .79[5]	8,633,706 8,637,683[4]
Electronics Associates	1960—year to Dec. 31 1959—year to Dec. 31	15,170,722 14,481,955	1,794,150 1,602,190	918,420 803,126	1.27 1.11	723,470 722,721
Four Star Television	1961—9 mo. to Mar. 31 1960—9 mo. to Mar. 31	18,413,564[1] 12,233,818	— —	449,234[1] 281,537	.83 .47	600,000 600,000
General Dynamics	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	507,524,954 473,368,568	8,233,076 11,614,175	4,194,076 6,164,175	.42 .62	9,997,076 9,945,588
ITT	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	193,559,000 177,760,000	— —	6,640,000[6] 5,871,000	.42[6] .38	15,698,524 15,534,307
Maxson Electronics	1961—6 mo. to Mar. 31 1960—6 mo. to Mar. 31	6,461,448 9,376,610	— —	203,696 206,239	.27 .28	— —
MetroMedia[7]	1961—13 wks. to Apr. 2 1960—13 wks. to Apr. 3	11,059,589 6,936,936	— —	(12,666) 150,689	— .09	1,699,387 1,699,012
Minnesota Mining & Mfg.	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	139,680,358 128,669,218	32,389,082 32,317,911	16,489,082 16,217,911	.32 .32[3]	51,345,909 51,021,819[3]
Narda Microwave	1961—9 mo. to Mar. 31 1960—9 mo. to Mar. 31	— —	— —	76,615 31,905	.13 .05	— —
National Union Electric	1961—qtr. to Mar. 31 1960[4]	8,435,293 —	— —	151,028 —	.03 —	5,747,579 —
Sonotone	1961—qtr. to Mar. 31 1960—qtr. to Mar. 31	4,523,472 5,363,135	— —	(89,741) 175,780	— .15[2]	— —
Taft Bcstg.	1961—year to Mar. 31 1960—year to Mar. 31	11,100,000 10,426,310	— —	1,600,000 1,413,708	1.05 .93	1,488,186 1,488,186

Notes: [1]Record. [2]After preferred dividends. [3]Adjusted to reflect May-1960 3-for-1 split. [4]Comparison unavailable because of merger & acquisitions. [5]Adjusted to reflect stock dividend in 1960's first quarter. [6]Before special credits totaling $12.6 million (80¢ a share), representing first-quarter net from sale of a portion of ITT's investment in Nippon Electric and settlement of Japanese war claims. [7]Formerly Metropolitan Bcstg. Corp. (Vol. 17:14 p24).

Erie Resistor Gains in First Quarter: Earns $128,000 (13¢ a share) on $5.8-million sales in the 13 weeks to April 2. Although comparison year-ago figures are unavailable because of a change this year to reporting in 13-week intervals, the first-quarter performance represents a gain in profit despite a slight decline in sales. Pres.-treas. G. Richard Fryling forecast "favorable" sales & earnings for the balance of the year.

Clarostat Posts 4-Month Gains: Sales & earnings in 1961's first third were "slightly ahead" of Jan.-Apr. 1960, Pres. Victor Mucher told stockholders last week. He predicted that total 1961 performance would top 1960's profit of $222,932 (49¢ a share) on $8,487,850 sales (Vol. 17:16).

TelePrompTer Expects Record 1961: After a "promising" first quarter, the outlook is for the "biggest gross & net income of our career," Chmn.-Pres. Irving B. Kahn told the annual meeting recently. Previous records: 1956's $206,841 profit; 1960's revenues of $4,841,043. Stockholders approved an increase in authorized capital shares to 1.5 million from one million.

ITT's New World Hq: 320 Park Avenue, N.Y. 22 (Plaza 2-6000). After 33 years at 67 Broad St., ITT has begun the transfer to its new 33-story offices.

DCA Sees Record 1961 Sales: Dynamics Corp. of America's orders in 1961's first third were more than triple the volume of Jan.-Apr. 1960, Chmn.-Pres. R. F. Kelley reported to stockholders. In the 4 months to April 30, orders received totaled $21,789,000, vs. $6,470,000 a year earlier. He expects 1961's total sales to top 1960's record $48.6 million, foresees earnings higher than last year's 50¢ a share. To accommodate the expanding volume, Kelley said, DCA "expects to increase employment [now 4,000] by as much as 25% by year-end." Backlog on April 30 approximated $31.9 million, he said.

Eitel-McCullough Forecasts 1961 Profit: "Modest" earnings on sales "about the same level" as 1960's $28.3-million volume are anticipated if present trend continues, Chmn. Jack A. McCullough told the annual meeting last week. The company had a net loss of $662,961 in 1960 (Vol. 17:18 p18).

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
CBS Inc.	—	$0.35	Jun. 9	May 26
GPE	Q	.30	Jun. 15	May 26
Minnesota Mining	Q	.15	Jun. 12	May 19
Wurlitzer	Q	.20	Jun. 1	May 12

WEEKLY **Television Digest**

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

Full Texts of

Addresses by Newton N. Minow
Chairman, Federal Communications Commission
and LeRoy Collins
President, National Association of Broadcasters

To the 39th Annual Convention of the National Association of Broadcasters
Washington, D.C., May 9 & 8, 1961

CHAIRMAN MINOW'S SPEECH:

Governor Collins, Distinguished Guests, Ladies and Gentlemen:

Thank you for this opportunity to meet with you today. This is my first public address since I took over my new job. When the New Frontiersmen rode into town, I locked myself in my office to do my homework and get my feet wet. But apparently I haven't managed to stay out of hot water. I seem to have detected a certain nervous apprehension about what I might say or do when I emerged from that locked office for this, my maiden station break.

First, let me begin by dispelling a rumor. I was not picked for this job because I regard myself as the fastest draw on the New Frontier.

Second, let me start a rumor. Like you, I have carefully read President Kennedy's messages about the regulatory agencies, conflict of interest, and the dangers of *ex parte* contacts. And of course, we at the Federal Communications Commission will do our part. Indeed, I may even suggest that we change the name of the FCC to The Seven Untouchables!

It may also come as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place.

I can think of easier ways to make a living.

But I cannot think of more satisfying ways.

Broadcasters Must Function as Trustees

I admire your courage—but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as Trustees for 180,000,000 Americans. The public is your beneficiary. If you want to stay on as Trustees, you must deliver a decent return to the public—not only to your stockholders. So, as a representative of the public, your health and your product are among my chief concerns.

As to your health: Let's talk only of television today. 1960 gross broadcast revenues of the television industry were over $1,268,000,000; profit before taxes was $243,900,000, an average return on revenue of 19.2%. Compared with 1959, when gross broadcast revenues were $1,163,900,000, and profit before taxes was $222,300,000, an average return on revenue of 19.1%. So, the percentage increase of total revenues from 1959 to 1960 was 9%, and the percentage increase of profit was 9.7%. This, despite a recession. For your investors, the price has indeed been right.

I have confidence in your health.

But not in your product.

It is with this and much more in mind that I come before you today.

One editorialist in the trade press wrote that "the FCC of the New Frontier is going to be one of the toughest FCC's in the history of broadcast regulation." If he meant that we intend to enforce the law in the public interest, let me make it perfectly clear that he is right—we do.

If he meant that we intend to muzzle or censor broadcasting, he is dead wrong.

It would not surprise me if some of you had expected me to come here today and say in effect, "Clean up your own house or the government will do it for you."

Well, in a limited sense, you would be right—I've just said it.

But I want to say to you earnestly that it is not in that spirit that I come before you today, nor is it in that spirit that I intend to serve the FCC.

I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it.

Above all, I am here to uphold and protect the public interest.

Minow Defines "Public Interest"

What do we mean by "the public interest?" Some say the public interest is merely what interests the public.

I disagree.

So does your distinguished president, Governor Collins. In a recent speech he said, "Broadcasting to serve the public interest, must have a soul and a conscience, a burning desire to excel, as well as to sell; the urge to build the character, citizenship and intellectual stature of people, as well as to expand the gross national product . . . By no means do I imply that broadcasters disregard the public interest . . . But a much better job can be done, and should be done."

I could not agree more.

And I would add that in today's world, with chaos in Laos and the Congo aflame, with Communist tyranny on our Caribbean doorstep and relentless pressure on our Atlantic alliance, with social and economic problems at home of the gravest nature, yes, and with technological knowledge that makes it possible, as our President has said, not only to destroy our world but to destroy poverty around the world—in a time of peril and opportunity, the old complacent, unbalanced fare of Action-Adventure and Situation Comedies is simply not good enough.

Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership. In a few years, this exciting industry has grown from a novelty to an instrument of overwhelming impact on the American people. It should be making ready for the kind of leadership that newspapers and magazines assumed years ago, to make our people aware of their world.

Ours has been called the jet age, the atomic age, the space age. It is also, I submit, the television age. And just as history will decide whether the leaders of today's world employed the atom to destroy the world or rebuild it for mankind's benefit, so will history decide whether today's broadcasters employed their powerful voice to enrich the people or debase them.

If I seem today to address myself chiefly to the problems of television, I don't want any of you radio broadcasters to think we've gone to sleep at your switch—we haven't. We still listen. But in recent years most of the controversies and cross-currents in broadcast programming have swirled around television. And so my subject today is the television industry and the public interest.

Like everybody, I wear more than one hat. I am the Chairman of the FCC. I am also a television viewer and the husband and father of other television viewers. I have seen a great many television programs that seemed to me eminently worthwhile, and I am not talking about the much bemoaned good old days of *Playhouse 90* and *Studio One*.

Notes Some Praiseworthy Programming

I am talking about this past season. Some were wonderfully entertaining, such as *The Fabulous Fifties*, the Fred Astaire Show, and the Bing Crosby Special; some were dramatic and moving, such as Conrad's Victory and *Twilight Zone*; some were marvelously informative, such as *The Nation's Future*, *CBS Reports*, and *The Valiant Years*. I could list many more—programs that I am sure everyone here felt enriched his own life and that of his family. When television is good, nothing—not the theater, not the magazines or newspapers—nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, Western badmen, Western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Is there one person in this room who claims that broadcasting can't do better?

Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action adventure", situation comedy, variety, quiz, and movies.

Is there one network president in this room who claims he can't do better?

Well, is there at least one network president who believes that the other networks can't do better?

Gentlemen, your trust accounting with your beneficiaries is overdue.

Never have so few owed so much to so many.

Why is so much of television bad? I have heard many answers: Demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestioningly, these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them.

Minow's Views on Ratings

I do not accept the idea that the present over-all programming is aimed accurately at the public taste. The ratings tell us only that some people have their television sets turned on and of that number, so many are tuned to one channel and so many to another. They don't tell us what the public might watch if they were offered half a dozen additional choices. A rating, at best, is an indication of how many people saw what you gave them. Unfortunately, it does not reveal the depth of the penetration, or the intensity of reaction, and it never reveals what the acceptance would have been if what you gave them had been better—if all the forces of art and creativity and daring and imagination had been unleashed. I believe in the people's good sense and good taste, and I am not convinced that the people's taste is as low as some of you assume.

My concern with the rating services is not with their accuracy. Perhaps they are accurate. I really don't know. What, then, is wrong with the ratings? It's not been their accuracy—it's been their use.

Certainly, I hope you will agree that ratings should have little influence where children are concerned. The best estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. I repeat—let that sink in—most young children today spend as much time watching television as they do in the schoolroom. It used to be said that there were three great influences on a child: home, school, and church. Today, there is a fourth great influence, and you ladies and gentlemen control it.

If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday school. What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? Is there no room for programs deepening their understanding of children in other lands? Is there no room for a children's news show explaining something about the world to them at their level of understanding? Is there no room for reading the great literature of the past, teaching them the great traditions of freedom? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence, and more violence. Must these be your trademarks? Search your consciences and see if you cannot offer more to your young beneficiaries whose future you guide so many hours each and every day.

What about adult programming and ratings? You know, newspaper publishers take popularity ratings too. The answers are pretty clear: It is almost always the comics, followed by the advice to the lovelorn columns. But, ladies and gentlemen, the news is still on the front page of all newspapers, the editorials are not replaced by more comics, the newspapers have not become one long collection of advice to the lovelorn. Yet newspapers do not need a license from the government to be in business—they do not use public property. But in television—where your responsibilities as public trustees are so plain, the moment that the ratings indicate that Westerns are popular there are new imitations of Westerns on the air faster than the old coaxial cable could take us from Hollywood to New York. Broadcasting cannot continue to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

Calls For Programming Balance

Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. There are many people in this great country and you must serve all of us. You will get no argument from me if you say that, given a choice between a Western and a symphony, more people will watch the Western. I like Westerns and private eyes too—but a steady diet for the whole country is obviously not in the public interest. We all know that people would more often prefer to be entertained than stimulated or informed. But your obligations are not satisfied if you look only to popularity as a test of what to broadcast. You are not only in show business; you are free to communicate ideas as well as relaxation. You must provide a wider range of choices, more diversity, more alternatives. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

And I would add this—that if some of you persist in a relentless search for the highest rating and the lowest common denominator, you may very well lose your audience. Because, to paraphrase a great American who was recently my law partner, the people are wise, wiser than some of the broadcasters—and politicians—think.

As you may have gathered, I would like to see television improved. But how is this to be brought about? By voluntary action by the broadcasters themselves? By direct government intervention? Or how?

Lists His Fundamental Principals

Let me address myself now to my role not as a viewer but as Chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

First: The people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce. But there is no chip on my shoulder. We live together in perilous, uncertain times; we face together staggering problems; and we must not waste much time now by rehashing the cliches of past controversy. To quarrel over the past is to lose the future.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. I am proud to champion your cause. It is not rare for American businessmen to serve a public trust. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. There are still not enough educational stations, and major centers of the country still lack usable educational channels. If there were a limited number of printing presses in this country, you may be sure that a fair proportion of them would be put to educational use. Educational television has an enormous contribution to make to the future, and I intend to give it a hand along the way. If there is not a nation-wide educational television system in this country, it will not be the fault of the FCC.

Fifth: I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes. Censorship strikes at the tap root of our free society.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. The squandering of our airwaves is no less important than the lavish waste of any precious natural resource. I intend to take the job of Chairman of the FCC very seriously. I believe in the gravity of my own particular sector of the New Frontier. There will be times perhaps when you will consider that I take myself or my job *too seriously.* Frankly, I don't care if you do. For I am convinced that either one takes this job seriously—or one can be seriously taken.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed *pro forma.* I say to you now: Renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that television enters to tell you and the FCC what's been going on. I want the people—if they are truly interested in the service you give them—to make notes, document cases, tell us the facts. For those few of you who really believe that the public interest is merely what interests the public—I hope that these hearings will arouse no little interest.

The FCC has a fine reserve of monitors—almost 180 million Americans gathered around 56 million sets. If you want those monitors to be your friends at court—it's up to you.

Some of you may say—"Yes, but I still do not know where the line is between a grant of a renewal and the hearing you just spoke of." My answer is: Why should you want to know how close you can come to the edge of the cliff? What the Commission asks of you is to make a conscientious, good faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public service programming. Every one of you serves an area which has local needs—as to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest.

What I've been saying applies to broadcast stations. Now a station break for the networks:

You know your importance in this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than ¾ of the available hours.

Will Speed Network Study

You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies. We want the individual stations to be free to meet their legal responsibilities to serve their communities.

I join Governor Collins in his views so well expressed to the advertisers who use the public air. I urge the networks to join him and undertake a very special mission on behalf of this industry: You can tell your advertisers, "This is the high quality we are going to serve—take it or other people will. If you think you can find a better place to move automobiles, cigarets and soap—go ahead and try."

Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

The networks can start this industry on the road to freedom from the dictatorship of numbers.

But there is more to the problem than network influences on stations or advertiser influences on networks. I know the problems networks face in trying to clear some of their best programs—the informational programs that exemplify public service. They are your finest hours—whether sustaining or commercial, whether regularly scheduled or special—these are the signs that broadcasting knows the way to leadership. They make the public's trust in you a wise choice.

They should be seen. As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But, if it is simply to carry some old movie, that is an entirely different matter. The Commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming.

We intend to move—and as you know, indeed the FCC was rapidly moving in other new areas before the new administration arrived in Washington. And I want to pay my public respects to my very able predecessor, Fred Ford, and my colleagues on the Commission who have welcomed me to the FCC with warmth and cooperation.

Pledges Full Test of Pay TV

We have approved an experiment with pay TV, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television. Only a foolish prophet would venture to guess the direction they will take, and their effect. But we intend that they shall be explored fully—for they are part of broadcasting's New Frontier.

The questions surrounding pay TV are largely economic. The questions surrounding uhf are largely technological. We are going to give the infant pay TV a chance to prove whether it can offer a useful service; we are going to protect it from those who would strangle it in its crib.

As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf. We will put this sleeping giant to use and in the years ahead we may have twice as many channels operating in cities where now there are only two or three. We may have a half dozen networks instead of three.

I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: With more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public. Programs with a mass market appeal required by mass product advertisers certainly will still be available. But other stations will recognize the need to appeal to more limited markets and to special tastes. In this way, we can all have a much wider range of programs.

Television should thrive on this competition—and the country should benefit from alternative sources of service to the public. And—Governor Collins—I hope the NAB will benefit from many new members.

Another and perhaps the most important frontier: Television will rapidly join the parade into space. International television will be with us soon. No one knows how long it will be until a broadcast from a studio in New York will be viewed in India as well as in Indiana, will be seen in the Congo as it is seen in Chicago. But as surely as we are meeting here today, that day will come—and once again our world will shrink.

What will the people of other countries think of us when they see our Western badmen and good men punching each other in the jaw in between the shooting? What will the Latin American or African child learn of America from our great communications industry? We cannot permit television in its present form to be our voice overseas.

There is your challenge to leadership. You must reexamine some fundamentals of your industry. You must open your minds and open your hearts to the limitless horizons of tomorrow.

Urges Adherences to TV Code

I can suggest some words that should serve to guide you:

> "Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television."
>
> "Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society."

These words are not mine. They are yours. They are taken literally from your own Television Code. They reflect the leadership and aspirations of your own great industry. I urge you to respect them as I do. And I urge you to respect the intelligent and farsighted leadership of Governor LeRoy Collins, and to make this meeting a creative act. I urge you at this meeting and, after you leave, back home, at your stations and your networks, to strive ceaselessly to improve your product and to better serve your viewers, the American people.

I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view. Now more than ever before in broadcasting's history the times demand the best of all of us.

Calls For Revitalized Programming

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

Television in its young life has had many hours of greatness—its *Victory at Sea*, its Army-McCarthy hearings, its "Peter Pan," its *Kraft Theaters*, its *See it Now*, its *Project 20*, the World Series, its political conventions and campaigns, The Great Debates—and it has had its endless hours of mediocrity and its moments of public disgrace. There are estimates that today the average viewer spends about 200 minutes daily with television, while the average reader spends 38 minutes with magazines and 40 minutes with newspapers. Television has grown faster than a teen-ager, and now it is time to grow up.

What you gentlemen broadcast through the people's air affects the people's taste, their knowledge, their opinions, their understanding of themselves and of their world. And their future.

The power of instantaneous sight and sound is without precedent in mankind's history. This is an awesome power. It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities, responsibilities which you and I cannot escape.

In his stirring Inaugural Address our President said, "And so, my fellow Americans: Ask not what your country can do for you—ask what you can do for your country."

Ladies and gentlemen:

Ask not what broadcasting can do for you. Ask what you can do for broadcasting.

I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

Do this, and I pledge you our help.

PRESIDENT COLLINS' SPEECH:

Mr. Chairman, members of the Board of the National Association of Broadcasters, delegates and guests—my follow broadcasters:

May I express first my deep appreciation to all of you for the opportunity to serve as your president.

I am grateful for the confidence of your selection committee, and of your boards. I am grateful also for the magnificent cooperation I have received from our boards and committees, from our headquarters staff and from the rank-and-file members of NAB throughout the land.

You have been understanding of my limitations of inexperience. And you have given me warm encouragement in my determinaton to help develop a spirit of more positive progress for broadcasting.

It is a pleasure to welcome all of you to our 39th annual national convention. We are especially pleased to have you here in Washington, the site of our NAB headquarters.

I am happy to report to you that our Association membership is considerably larger in every category of active members than ever before in history.

Six weeks ago, I wrote a letter to most of our broadcaster friends who were not members of NAB and asked for their help. The quality and quantity of the replies—as well as the number of stations which have subsequently joined—was a heartening sign that our future strength will be much greater.

Since accepting your presidency, the most frequent question I have been asked, by those within broadcasting and without, has been: "Do you think you are going to like your new job?"

This, my first report to you, may serve as an answer to that.

Yes, I am going to like this job—if:

—if I can talk straight to broadcasters, whether some of them like what I say or not,

—if broadcasters genuinely feel that their interests must always be consistent with the public interest,

—if broadcasters agree that they should not allow themselves to be improperly imposed upon by anyone—by the government, by film producers, by labor unions, by rating services, by advertisers, yes, by anyone,

—if broadcasters genuinely want to be professional, and not just tradesmen striving to make every possible dollar.

Now, if on any of these criteria a majority of you and I do not stand together, then it would save us both much pain and discomfort to realize it now. We cannot close ranks if we are following different paths, seeking divergent goals.

But on these things I am confident most of us see eye to eye. Too many of you have told me so. Let us, therefore, talk about where we go from here together.

We are engaged in a business having such overriding effect upon the social and economic progress of our nation's people that we cannot in good conscience make our decisions only on the basis of the bottom line of the balance sheet.

Today, broadcasting in America is one of the major factors in the nation's life. Beyond dispute, it is the most powerful and extensive medium of mass communication ever devised.

Yet, the ironic truth is that, within broadcasting and without, it still does not command the recognition and prestige it should deserve.

I propose that we remedy this.

As a first step, we should come to terms with ourselves.

Do we have a professional status?

We know, of course, that to say we are professional people will not make it so.

It has been aptly said that a profession reveals maturity when *it* becomes *responsible* for the adequate preparation, the competent performance and the ethical behavior of its members.

Beyond this, I feel that if we recognize our unique position—a private enterprise entrusted with the stewardship of perhaps the nation's richest natural resource—and set out to serve the public interest with enthusiasm and dedication, we'll be regarded as the profession we are.

Asks Stations to Editorialize

And what is more, in my judgment, it is this path—and this path only—that in the range of time is going to assure broadcasters of the maximum return on their considerable investments—and even their survival as a free enterprise.

I do not indict broadcasting now as wholly failing to serve the public interest. In many important ways broadcasters now respond magnificently to this challenge.

But, when measured against the full range of our potential, there is still much more we can and should do.

To achieve that full potential, what we broadcast must reflect our maximum strength.

Entertainment is basic, of course. So is informational reporting.

But these are not enough. To combine the ability to entertain with a good conveyor belt for information still falls short.

Let's face it. The reason—the only reason—the print media are regarded with the esteem they enjoy is that the best of them do more than transmit information and entertainment; *they take sides*. They editorialize.

They aggressively seek to participate in shaping the society in which they exist. They are not content to be passive observers and mere sterile messengers.

The prime reason publishers and editors are sought out by the molders and movers of American life is that they, too, are among the molders and movers, and as such they are regarded as much-to-be-desired allies.

I suggest that the indefensible tendency to deny the same access to information for radio and television as is accorded to other news media has a direct relationship with this too-often missing link in our whole chain of influence.

I know from my own experience as Governor of Florida that whenever I wanted to reach the people with a message, I sought out the radio and television microphones and cameras. But when I also wanted *help* in carrying out my program, when it was *influence* I needed to help lead the thinking of people, it was the editorial writers to whom I turned most often for counsel and assistance.

To earn greater respect—to develop adequately your full potential—more of you broadcasters *must take sides.* You must help Americans and others to understand better this complex, rapidly-changing world and show them how they can become more significant parts of its movement.

This, of course, requires the development of greater skill and that high sense of objectivity and public dedication which is the hallmark of statesmanship. Your voice must be great as well as strong—so great that beyond soothing people it will stir them; beyond entertaining people it will challenge them; beyond praising right it will damn the wrong.

Around Washington these days, as international tension has mounted, one hears disturbing talk born on the winds of expediency and anxiety.

It goes something like this: We are in a life-or-death struggle with communism, and before it is too late we must realize that we must fight fire with fire. It is being said over the bourbon-on-the-rocks that even if it means the abandonment of some of our ideals and concepts of freedom, the ends will justify the means.

Indeed, we are in peril. But that kind of approach will put America on the rocks.

We cannot defeat communism by trying to act as the communists act. We must be true to ourselves as Americans above all else. We must sacrifice, but let us not start by sacrificing the values that makes us strong.

The times demand not that we be un-American, but more American; not that we hide our ideals, but that we hold them out for more to see and understand; not that we be less free, but more free.

Of course, one should not question that our exercise of the freedom to report news and comment upon it must be responsible.

We Can't Afford Not to Editorialize

But we will do a dreadful disservice—not only to broadcasting but to the American people and our government—if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100-per-cent right in its motives.

The necessity for a free press—and now free broadcasting—in democracy is that it serves as a completely independent means for supplying the people, from whom all power springs, with the information upon which they base their decisions.

A democracy can remain no freer than its communications media.

I hope we never see that day when the lamp of liberty burns so low that American journalism lowers its own stature by lending itself to the exigencies of the moment, becoming the unquestioning handmaiden of any governmental policy, worthy or unworthy.

If radio and television broadcasters are to achieve full stature, stations must begin editorializing on a widespread basis. Those stations that have delayed editorializing because their management felt inadequately prepared are to be complimented for not taking this serious step without proper preparation. However, these stations should not delay further this preparation.

Some stations feel they cannot afford to editorialize. In the present climate, I contend they cannot afford *not* to editorialize.

A few stations oppose editorializing on the grounds that their business might be damaged, that they would lose advertising revenue. Those who have tried it say this is not the case, that advertising revenue actually increases because of the station's greater prestige.

At the winter board meeting of NAB I laid out a course which I recommended that we follow in order to earn greater prominence and influence for broadcasting, and set three primary goals—improvement of broadcasting's relations with government, improvement of broadcasting's relations with the American people and, finally, but most important of all, the improvement of broadcasting, itself.

As you know, I have been undertaking an analysis of current NAB functions and staff structure, with the very valuable consultation of Mr. Robert K. Richards, who is known to most, if not all, of you.

After further consultation with the members of the advisory committee which the board authorized for this purpose, I will recommend to the summer board meeting, just a month from now, a proposal for a major reorganization of the NAB boards, committee and staff structures to carry out more effectively this role for the Association.

I have not hesitated in this interim period to move out in the directions I outlined at Palm Springs and which I feel you have overwhelmingly indicated you approved.

On the governmental front, while proposals for additional regulation were more numerous than ever before when this session of Congress convened, I confidently believe that broadcasting's relations with both the legislative and executive branches of our federal government are very high.

I do not mean to imply that we face no dangers in the regulatory field. But I do feel assured that we enjoy a high degree of respect and confidence from Congress and the executive agencies.

There is an air of confident expectancy on the part of government that broadcasting is keenly aware of its public responsibilities and fully intends to correct any of its ills through the exercise of its own powers of self-discipline, rather than abandon that activity to government.

And I want to emphasize that we have, through the NAB Codes, the means—the proper and the sound means—for correcting and preventing abuses within our medium. If, however, we should fail to make our Codes a stronger and more vital force, we will have only ourselves to blame if the governmental controls we want to avoid are imposed upon us.

More Stations Should Support Code

While we have made much progress with our Codes, I think it imperative that we make additional and substantial increases in station support for both Codes.

I call upon all members of NAB not only to subscribe to the Codes but to become active participants in their development and enforcement.

In our relations with the public generally, we still have our critics, of course. Some of this criticism is not only unfair but also in bad faith. Some is well-intended but badly informed.

Against such criticism we are making healthy headway. The intelligent and patient efforts of the Television Information Office, for example, have proved of great help with highly intellectual opinion-makers.

But among the broad rank-and-file of Americans—that vast, impossible-to-classify, often-inarticulate bulk of our broadcast audience—we are all aware of the greatest potential source of dissatisfaction. These are the people who, in the last analysis, are our greatest allies; without them we simply cannot succeed.

And among these people I know you will agree there is also a certain air of expectancy. They, too, are waiting—and listening and watching—for broadcasting to measure up to the full stature of its mighty potential.

We dare not let these people down.

They want quality—more quality and diversity in our programming.

To equate them, and their potentials, with mediocrity is not only to make a grievous tactical error, it is also to commit a canard upon our nation.

We simply cannot adjust a thinking broadcaster's future with a mediocre program taste.

This is no mediocre nation; it is the best.

And Americans are entitled to expect the best—the best that broadcasters are capable of producing.

On the horizon now in plain view are other businessmen trying to supply a market for higher-quality programming. I refer to those experimenting with pay TV.

I am completely convinced that if pay TV seriously takes hold in this country, it can mean the elimination of free television as we know it.

This, of course, will be disastrous for broadcasters, but the real losers will be the American people—for the inevitable result, should pay TV triumph, will be a television fare which will be no improvement over what it is now, and the American people will have to pay for it.

So, in opposing the use of broadcast channels for pay TV we see no conflict between *our* best interests and the public's best interests.

And NAB will oppose this perversion of broadcast channels at every turn and with every resource.

But to talk a good case is not enough. Is not our surest defense to eliminate or sufficiently reduce the market potential of our competitor? And this, simply, means providing more and more of the higher-quality programming which pay TV holds out that it will supply.

In this free-enterprise system of ours, the way to beat the competition is not to rant and rave at it but to win the loyalties of the customers.

And we can do this most effectively by improving our product, broadcast programming.

Toward that end—the improvement of broadcasting, itself—I have proposed that the broadcasting profession make a concerted effort in its most conspicuous aspect, television, to produce an increased amount of what I call "blue-ribbon" programming in prime time.

Under such a plan, the three television networks, through a cooperative effort, would divide the increased hours among themselves in an equitable fashion so that none would benefit or suffer more than the others.

I have urged advertisers and their agencies to accept their fair share of the responsibility for improving the medium, through which they so greatly profit, by devoting a larger portion of their budgets to sponsorship of such programming. Their response has been encouraging.

Clear Time for Blue Ribbon Shows

And today I should like to urge you who operate television network-affiliated stations to do your fair share by clearing the necessary time and making it possible for the networks and advertisers to get such blue-ribbon programming in increased amounts to the American public.

I fully believe an effort of this kind entered into with enthusiasm and conviction would broaden tremendously public recognition of our overall efforts toward meeting fully our responsibilities.

We must be on top of every situation that presents a peril or opportunity. We must maintain the initiative, be the prime mover in our environment, and to do this we must be in full charge of our own house.

In my first report to your boards in Palm Springs, I said I was amazed at how broadcasting had come to allow an outsider—the rating services—to become master in its own house. I continue to feel very strongly about this.

Too much of broadcasting is too dependent upon ratings in the determination of programming policies and, for that matter, pricing policies.

We get all hot under the collar about the thought of government stepping in and telling us how to run our business—and I am with you every step of the way on that—and yet we turn right around and permit outside agencies to encumber our decisions by a maze of statistics built from scanty facts, the accuracy of which has never been adequately established.

We talk about keeping broadcasting a free enterprise, but I am wondering how free and how enterprising can an industry be that permits this to happen.

Now, I am not charging the rating services with corruption or bad motives. But what I have trouble digesting is that we have no way of knowing up to this time how near what they report approximates the truth about actual broadcast audiences.

Like most of you, I awaited the report of the group of statisticians which had been engaged by the House Committee on Foreign and Interstate Commerce to study the rating services.

There has been considerable apparent acceptance of the report as giving broadcast ratings a vote of confidence.

Careful reading of the report simply does not support such a conclusion, in my opinion.

Rather than laying to rest the question of broadcast ratings, I think the report raises more questions than it answers. And rather than closing the door on further concern over ratings, it should open wide the door for further and more searching inquiry.

The fact that the report is written in statistical semantics and does not engage in plain spoken criticism should not be taken as a clean bill-of-health for broadcast ratings.

There are two salient features of the report which, despite the circumlocution of the language, are inescapable:

First of all, the report does not attempt to assess the truthfulness of ratings. And secondly, most of the conclusions upon which recommendations are based point up shortcomings of ratings and are actually critical.

Now, if the ratings cannot be related meaningfully to the truth of the audiences they seek to measure, what does that leave?

The report of the statisticians to the Harris Committee does not give assurance of accuracy. In fact, their efforts call to mind the old nursery rhyme:

Mother, may I go out to swim?
Yes, my darling daughter,
You can hang your clothes on a hickory limb
But don't go near the water.

They just went as far as the hickory limb. To do the job right somebody is going to have to get into the water all the way.

Set Up an NAB Research Center

It is time that broadcasting undertook the responsibility for getting at the bottom of all of its own most-vexing problems. This profession needs to undertake much basic research.

We have applied millions and upon millions in research and development in the technical aspects of broadcasting. We must recognize that competent research is needed urgently also in the many non-technical aspects.

Therefore, I propose that one of our primary activities should be the establishment and operation of an NAB Research Center. It should be located in close proximity to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses.

It would be a place to which we could refer the most-pressing problems of the industry for assignment to the finest research specialists in the nation.

Such a center would not have to carry a large overhead—just a modest staff capable of assigning and overseeing the research at the most appropriate laboratories. It may well be that under skillful management, it could even be made self-supporting.

I can think of no better first research project than the validity of broadcast ratings.

Other areas of pertinent inquiry include such topics as the influence of editorializing, the broadcasting of judicial proceedings, how to maintain both freedom and responsibility in broadcasting, new techniques of public-service programming, the relationship of the broadcaster to the community, the public impact of broadcast programming, the broadcast spectrum and its uses, public impact of broadcast advertising—the list is as wide and as deep as the day-to-day problems affecting broadcasters.

And right at the top of the list of subjects for needed research is the question: Where Do We Go From Here in Radio?

Radio has held the loyalty of the nation's audiences, despite the expansion of broadcast facilities and stepped-up competition from the print media. The proof is evident in the record sale of sets in recent years, in total advertising revenues and in the growing reliance placed upon the medium for news and information.

The importance of the smallest among our membership entities must never be overlooked. More than 31 percent of our radio members, for example, are small market stations—in many cases representing the prime source of news and information for countless thousands of our citizens. The swift maturing of radio as a news medium beginning at the time of World War II gives promise of its bright future in the changing times ahead.

There has been an awful lot of trial-and-error in radio since the advent of television, and a costly road it has been for most radio stations.

I do not believe anyone now has the answers, but I know just as surely as I am standing here that with better research we can find a much brighter future for radio in this country.

Perhaps we should start by seeking to develop some plan for effective "birth control" in this business.

We are living in times of the greatest change ever known to man. As General Sarnoff once put it, we must reckon not only with great change but with the tremendous acceleration of change.

Not long ago I read a little story about the last trip made by a streetcar in one of our major cities which was abandoning its traction system.

The special guest on the final trip of the last streetcar was an elderly woman, who as a young girl, appropriately titled Miss Trolley Car, had taken the first ride in ceremonies marking the inauguration of the system.

Here was an important industry that had been born, grew, flourished, waned, withered and died—and all in the lifetime of one person.

A 3-Point Program

Today, we are living in an era in which change is even faster—and great industries can survive or fail in the space of not a lifetime but even a decade.

In the next 10 years, it well may be that broadcasting will be unrecognizable from what it is today.

I would hope that these changes will be for the better. I firmly believe they can be provided we make the effort, as a profession, to take control of the forces of change.

To often, this industry in the past has reacted to outside stimuli, has allowed external forces to impose changes on it.

We are now big enough, mature enough, and, I would hope, far-sighted enough to reverse that trend.

Yes, change there is going to be, and we must put our best brains to work on analyzing the ingredients of and channeling new courses for that change. We must become its master, if we are to avoid becoming its servant —or even worse, its victim.

We can, if we apply ourselves as a profession, shape our own destiny. And this is the catalytic role I propose for NAB.

This is the rationale underlying the three-point program I have proposed:

—We will in Washington and eventually in every state capital become the initiator, rather than the defender, of major legislative proposals relating to broadcasting.

—We will perform an imaginative and energetic public relations program as a great symphonic orchestra is conducted, bringing every possible instrument to play at the proper time and with the proper emphasis.

—And we will turn our attention to the most acute problems afflicting our industry, bringing to bear the ablest research available so that we can begin to mold the future of broadcasting as we want it to become and as it can best serve the people of our nation and the free world.

To do this kind of job for you, we are going to need your understanding, your confidence and your active help.

I have no obligation, no commitment to any individual broadcaster or segment of the broadcasting industry. I am as free as any man could possibly be.

I shall endeavor to serve what I see as the "composite broadcaster," and by that I mean the broadcasting profession as an entity—not any one of its component parts.

It is the duty of NAB to serve all of broadcasting, but we should never forget that the foundation—by law, the very essence—of broadcasting is the holder of the broadcast license.

You, the licensee, have been given the stewardship for this medium. And you should say to those who seek to utilize that medium—for whatever purposes—that *you* are responsible for its standards.

My prime responsibility is to you.

I am here to fight your battles, to defend your interests, and to advance your cause.

No station is too small, no licensee's problem too big, for NAB to ignore.

I make you three promises:

One, that you probably never will agree with me on all counts—for my job is to represent that "composite broadcaster," who by definition is not any single one of you, but rather all of you rolled into one; and

Two, that I will strive to the utmost to cause you to feel prouder with each passing day that you are a broadcaster.

Three, that you will always know where I stand.

We are going to have some active and, necessarily, some stormy times ahead. If you do not approve of the course I have outlined for NAB, I want you to say so. And now is the proper time.

If you do approve, I want your support—your active support, not just your acquiescence.

If you want someone gently to paddle NAB's boat into the stagnant pockets of still water, then you do not want me—nor I, you.

But if you want NAB to get out in the mainstream of American life and shoot some of those rapids in order to get this industry really on the move, then I say, "Climb aboard. Let's weigh anchor and get underway!"

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

WITH THIS ISSUE: Financial Data on Electronics & Broadcasting Companies (Supplement)

SUMMARY-INDEX OF WEEK'S NEWS

FCC REORGANIZATION NEAR DEATH: President Kennedy's FCC reorganization plan (Vol. 17:20 p12) appears to be as good as dead, suffering from (1) failure of White House regulatory-agency advisor James M. Landis to do his political homework, (2) FCC Chmn. Minow's NAB convention speech, (3) broadcasters' political influences, and (4) rickety draftsmanship.

Virtual death sentence on controversial plan was delivered May 19 by House Commerce Committee Chmn. Harris (D-Ark.), who told Govt. Operations Committee (see p. 6) that it was "objectionable," should be killed. On FCC matters, no member of Congress carries more weight in Congress than Harris—yet he wasn't consulted before President sent proposals to Capitol Hill April 27.

Harris testimony seemed enough to seal fate of controversial proposals to streamline FCC procedures, which may be called up this week for House vote on resolutions to disapprove. But the plan already was tottering under blows from other directions.

Republicans aimed crossfire of criticism at President's plan, seizing on Minow's NAB speech (Vol. 17:20 p1) as ammunition for charges that FCC reorganization would permit Minow to become Commission's dictator—and that he would then apply "program control" on broadcasters. And other witnesses—including Federal Communications Bar Assn. spokesmen—ripped into legal language of plan as confusing if not sinister.

Commission's own 4-3 stand against President's plan probably fitted Congressional nails into coffin. But Chmn. Dawson (D-Ill.) and other Operations Committee members—Democrats & Republicans—already had heard enough objections to weigh down lid.

Agency advisor Landis himself was dejected. Almost unnoticed, he sat through FCC-plan hearing at one end of room, listening silently as attack after attack was leveled at his White House handiwork. Dawson gave him no chance to take stand in defense. ("Why should I?" Dawson said when we asked him if he'd call Landis. "So far as I'm concerned, it's the President's plan.")

"They have too much misinformation already to need more from me," Landis told us ruefully during break in hearing. He said some witnesses "didn't know what they were talking about," but conceded that Harris probably had reason to raise questions about some legal language in plan.

Landis voiced little hope that FCC plan would survive House vote, but said he didn't think there was any chance that it could be withdrawn by White House for revision to satisfy complaints against it. He told us his best hope was that Congress would now do its own legislating to accomplish plan's objectives of more efficiency & flexibility in FCC operations.

Where does this leave Minow? And FCC? Our guess is that the situation is roughly as before the plan was submitted. FCC majority is still there but it won't be able to move as fast as plan would have permitted. On the plan, Minow had Democratic Comrs. Craven & Cross with him. Comr. Bartley was the only Democrat opposed, joining the 3 Republicans. One observer stated: "If Kennedy couldn't get this through, it cuts Minow off at the knees." Another disagreed: "It got Craven & Cross on his side—even though they frequently oppose Minow's thinking—so maybe it shows that the party lines work."

In any event, all Commissioners agree that changes in the law are needed to give FCC more flexibility in delegating its work—and they're bound to come sooner or later.

THE PUBLIC LIKES MINOW, BUT—: We've been reading FCC Chmn. Minow's mail. He certainly has popular support—but whether that means anything in light of Congressional opposition (see p. 1) remains to be seen.

Reaction to Minow's NAB convention speech is unprecedented in FCC history. His staff has lost track of number of letters, wires & cards, let alone phone calls—but it's something over 2,000. Most are in response to news reports & editorials on the speech, but some were prompted by his "Washington Conversation" interview on CBS May 14, some to columnists' analyses, some to his letter to TV Guide.

Letters are from everywhere, from all kinds of people, even a few broadcasters—and Minow's staff says that not more than 35 of the 2,000-plus are even slightly critical. Intensity of feeling expressed is remarkable. Letters are peppered with "Bravo," "Hurray," etc. Most are from parents, but there's also heavy response from physicians, ministers, educators, judges, ad agencies, publishers, TV writers & producers—even a few network employes, some with substantial jobs.

There are many specific complaints about local station practices, and some of them were forwarded to FCC's Complaints & Compliance Div. for investigation. Quite a few asked to be informed when local station license renewals expire and when local hearings will be conducted.

Letters are unusually literate, about half of them typewritten, many on letterheads, and include an unusually large proportion from men. Many include clippings of editorials, news stories & columns. There are a few from Congressmen. Minow's staff reports that many congratulatory calls came from Capitol Hill.

Staff is now analyzing mail, will evaluate response in terms of 30-some factors. For excerpts, see p. 3.

FINANCIAL BOXSCORE ON ELECTRONICS: At-a-glance fiscal history of leading electronics & broadcasting firms is enclosed with this issue as 1961 Supplement No. 6. This year's updating of our financial-data tables included the addition of 28 companies, for a total of 180 firms in 34 pages.

Whatever your interest in electronics & broadcasting, we believe you'll find Supplement No. 6 a valuable year-long reference. For each company, the following data is listed: Capitalization, debt, sales, pretax earnings, net profit, net per share, dividends, total assets, stock price range. Material is listed for every year from 1950 through 1960 or first quarter 1961.

All top publicly-owned companies in broadcasting, consumer electronics, components, military & industrial electronics are included in the tables, which are prepared for us annually by Greenebaum & Associates, the Chicago financial firm specializing in electronics, headed by Edgar N. Greenebaum Jr.

Extra copies of the 34-page financial supplement are available at $1 each, 10 for $7.50 and 25 for $12.50, and may be ordered from our publication office at Radnor, Pa.

NIELSEN'S STATE-OF-THE-TV-UNION: Latest annual review of TV & radio by A. C. Nielsen Co. was off the press last week, and ready for distribution to that company's subscribers, admen and others. It came in the form of 2 booklets, "Television '61" and "Radio '61." Highlights of the former:

TV home & station growth: 1950's total of 4.2 million TV homes nationally had leaped to 45.2 million in 1960 and by January of this year was 46.9 million. Viewing in these TV households was divided among some 600 U.S. & foreign stations—as against only 98 in 1950.

Viewing levels: The average U.S. TV household watched TV for 6 hours, 4 minutes daily during January-February of this year. By regions, daily viewing was lowest per-household in the South (5 hrs., 47 mins.), highest in the East-central states (6 hrs., 56 mins.). Peak period of viewing was in mid-evening (8-9 p.m.), when 31.6 million TV families—slightly more than two-thirds of the total—had their TV set (or sets) on.

Audience composition: More women than men watch TV, and it's only during the late afternoon (5-6 p.m.) that children outnumber women to some extent. In the 7-8 p.m. evening period—a "family" viewing hour—11% of the audience in the average TV home consists of teen-agers, 24% are children, 29% are men and 36% are women.

Viewing by program type: Women outnumber men in the audience of the fast-draw Westerns (39% vs. 32%) and suspense-mystery shows (45% vs. 34%). More women than men can also be found in the TV audiences for general drama, variety, quiz, situation comedy, adult serials—and informational shows.

Copies of the booklet can be obtained upon request from A. C. Nielsen Co., Bcst. Div., 2101 Howard St., Chicago 45, Ill.

More about

Minow

MONITORING MINOW'S MAIL: Herewith are excerpts from letters received by FCC Chmn. Minow after his speech at the NAB convention (see p. 2):

An Alabama judge of a juvenile domestic relations court: TV is "debasing the level of our culture."

A Congressman: One problem is the rates charged for occasional use of cable facilities—"5-6 times the amount of the rate enjoyed by the networks as large users." He urged Minow to investigate.

An ad-agency vp: "Mr. Minow is to be congratulated for laying the blame for poor TV standards at the feet of the chief perpetrators—the broadcasters. And his remarks could well have been broadened to include radio broadcasters—the Deans of the Rating-Book-School of Sales Philosophy."

An Illinois official of a juvenile officers assn.: "We heartily approve."

A divinity-school professor: "Yours is a superb, specific, constructive indictment of contemporary TV."

A former member of FCC's network-study staff: "I deeply regret that the FCC was not at that time [during network study] under your forward-looking leadership because, had this been the case, I believe that highly meritorious recommendations by the staff would have received more fruitful consideration."

A book publisher: "I couldn't agree with you more."

An anonymous network employe: The networks' attitude is "the public be damned."

A former NBC announcer: Broadcasters are "porcine feeders at the public trough."

A magazine editor: "Aside from its eloquence, your speech is the most encouraging thing that's happened in TV in 15 years. 'Freedom of the press' will be cited against you, but it's a false issue."

A TV film-series producer: Suggested that networks put their public-service programs on at the same time so that they aren't beaten in ratings by entertainment programs.

A woman from Plainfield, N.J.: "If you think you are going to decide what programs are going to be shown on TV, you can go to hell . . . Kennedy is trying to be a dictator and that goes for you too."

First Minow Editorial: WDSU-TV & WDSU New Orleans have sent us a copy of their editorial put on the air May 12 in answer to FCC Chmn. Newton Minow's NAB speech of May 9. While agreeing with Minow's request for improved service to the public, more informational programs, diversification of programs and upgrading of quality, the station set forth its reservation about the new policy: "It seems to us this represents, if not censorship in the usual sense, at least a step toward censorship." Continued the editorial: "There is no assurance [that a 7-man government board intruding on programming] would make for better programs. For instance, if the government insists on a station carrying a greater quantity of informational programs, that doesn't insure they will be of high quality."

Butler Attacks Minow: FCC under new Chmn. Minow is being guided toward "revolutionary decisions" in such TV fields as programming, network option-time and education, Sen Butler (R-Md.) warned his constituents in a newsletter. A member of the Commerce Committee, he said good TV program balance should be left to broadcasters themselves, not to "dictatorial pronouncements by any one man" such as Minow.

NAEB to Hear Minow: FCC Chmn. Minow will keynote the convention of the NAB-affiliated National Assn. of Educational Bcstrs. in Washington Oct. 23.

'BETTER' TV AT LEAST A YEAR AWAY: The upgraded TV demanded by FCC Chmn. Minow (Vol. 17:20 p1) is at least a year off, in the opinion of most Hollywood TV-film executives (see also p. 5). Taking a steady look at the hard facts of TV life, they base their estimates on (1) economics, (2) network & ad-agency involvement, and (3) the calendar time needed for the preparation of improved series.

The Hollywood estimates are conditioned on the assumption that networks and ad agencies would take the drastic measures necessary to improve quality—greenlighting projects hitherto forbidden as non-commercial, and putting out the additional money needed to hire better writing, direction and producer talent. More than one executive told us that TV is in no position to compete with the movies for such talent, since by Hollywood budgetary standards the TV show is a B picture.

TV can be improved, they said, but to meet the standards apparently sought by Minow would require revolutionary steps. Sponsors are already paying a maximum for shows, for example, so where, they ask, would additional money come from to upgrade series?

While we encountered a few optimists who said better quality might be forthcoming in 6 months, the majority could envision no improvement for at least a year, and then only if there were to be a concerted 3-pronged attack on the problem by networks, agencies and producers. The producers alone cannot do it, they contended.

The sharp interest in Minow's talk pinpoints the fact that the Hollywood TV-film industry is undergoing a real, soul-searching self-appraisal. Once aloof from or ignorant of the FCC and its doings, the industry was forcibly reminded of its obligations by the FCC investigation held in Los Angeles last fall. Now comes Minow's criticism to take Hollywood still further away from its one-time isolation. Today there is an acute awareness on the part of important industry executives of their responsibility.

Our Los Angeles poll to determine how long it would take to get better shows on the air drew these replies:

Dick Powell, pres., Four Star Television: "It would take a minimum of 6 months preparation just on scripts. The problem is mostly one of economics . . . Our difficulty is that we are competing with the movies for talent, and our budgets don't allow such competition. For example, Wendell Mayes was a good TV writer. Today he gets $100,000 a screenplay working in movies. Nobody in TV can touch that. Still I think TV can be improved . . . Minow said quality is bad because authority is vested in the hands of 3 or 4 men. Producers have nothing to do with it, because we must make it for those 3 or 4 men. A lot of good stories come across my desk that nobody will try because they are not considered commercial in TV. In movies a producer can gamble on such stories; not in TV. Perhaps pay TV in some form will help. Here the producer would be allowed to gamble."

Robert Weitman, production vp, MGM-TV: "If the networks & agencies gave us direction and told us what kind of quality they wanted . . . you would see an improvement in the early part of 1962, and on some shows, this fall. We have already been meeting with the networks and discussed shows sans excessive violence. I think that the networks & agencies, keeping Minow's remarks in mind, will think in terms of fresher kinds of programming. If you have good shows intelligently, not insultingly, written, they will be fresh in content. This is preferable to doing formula pieces and shrapnelling them to meet a deadline. Producers are bending every effort to get quality. One of the answers might be for the sponsor to take the rubber-band off his wallet and let us get better talent. TV is limited by economics. We know what Minow is talking about. But you can't do it with mirrors—you do it with people. Planning as far ahead as a year is also helpful."

Hubbell Robinson, pres., Hubbell Robinson Productions: "There couldn't be an improvement before the fall of 1962. This kind of thing requires long & careful planning. You should have a year to prepare. Minow's statement is a pointed challenge to every phase of the industry to re-invigorate TV entertainment with imagination, daring and the willingness to adventure that originally made it a national habit. Anyone who urges invention rather than imitation as the industry's standard of excellence is pointing in the right direction . . . There is a very direct relationship between the amount of time you have to prepare a series & the quality of that series."

Jerry Thorpe, programming vp, Desilu Productions: "It would take the better part of a year to improve programming. It takes that long to get shows off the planning boards and on to film. If there were a change in the present thesis, programs might have to go live to accommodate it. Minow is an energetic, sincere young man. He's right in that there is room for improvement. We could stand more diversity in our programming. There is difficulty in this because TV is an advertising medium. The sponsors' reliance on ratings is conducive to trends, so that there is a sameness & repetitive quality in the programs which makes TV so vulnerable to criticism. Minow's remarks can't help but make us try harder . . . [But] the economics make it prohibitive in trying for quality. I don't see any relief. From the advertisers' standpoint, they are spending the maximum amount of money now. Some version of pay TV may be the answer."

Ben Brady, producer: "If Minow wanted to expostulate, he might also have said 'the situation between Russia and the U.S. is a deplorable wasteland.' He has got to sit down & find out *why* it's this way. Any improvement will not be immediate. Next season's shows were sold months ago. The situation in a large measure is the result of the public wanting certain kinds of shows. Regardless of what we may think of ratings, we know a large part of the audience likes shows such as *Gunsmoke* and *The Untouchables*. You can't turn the system upside down to satisfy a few. You can't eliminate the fact that the public wants certain shows others may not like. The situation among buyers, sellers and creative minds is one in which everybody is afraid to take an original step. There will have to be some guts displayed by networks & producers, to come up with something other than cops-'n'-robbers, Westerns and comedies. This can be done only when the people in charge show more courage. Minow was probably simply reflecting a vast area of dissidents . . . The FCC is out to improve TV and this looks very good in the papers. It's political to a large extent. The hue & cry has been so broad that something may be done. The administration, while getting good publicity from this, should remember that many of the TV companies are publicly-owned and are in business to make money for their stockholders."

CBS to Rerun Playhouse 90: Viewers who've mourned the death of live TV drama have a rerun treat in store this summer when CBS-TV will repeat 13 *Playhouse 90* shows. Hosted by Richard Boone, the series has been slotted opposite NBC's Purex reruns Tue., 9:30-11 p.m.

New York Not Talking Much: Although AB-PT Pres. Leonard H. Goldenson was fast off the mark with a reaction to FCC Chmn. Newton N. Minow's recent blast at TV (Vol. 17:20 p1), the other 2 networks last week continued to play whatever reactions they had close to the vest.

Said CBS-TV, officially: "Still no comment."

Said NBC-TV, officially: "No comment—and there isn't likely to be any."

At management level, some executives said they thought Minow had softened his approach considerably during a pre-taped *Washington Conversation* visit televised by CBS May 14.

Network sources did tell us that Minow's views of network TV "aren't likely to cause any major changes in the present fall program lineups." And at the AB-PT stockholders meeting last week (see p. 23), Goldenson said: "We are re-organizing our format to conform to Minow's menu . . . ABC-TV is the New Guard in TV, ready to accept suggestions. It may take a year or 2 before they are brought to fruition, but we are taking Minow quite seriously. Our platform has always been greater competition at the market place. We thrive on it."

With "we cannot do things overnight," he pointed out that program plans are made one to 3 years in advance and that ABC's schedule for the coming season would remain substantially unchanged.

Goldenson also said that the best way to improve television is without government control or dictation of program content, adding: "This objective can best be achieved within the context of our present democratic & free enterprise system."

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The FCC Blues: They sang of Newton Minow at New York's annual Ad Man's Jazz Bash held by RTES at Hotel Roosevelt May 17. Balladeer Steve De Pass wrote & sang the lyrics & music. The chorus (think Calypso): *Newton N. Minow is a brand new chairman, Watching the air man, Better beware man, Newton N. Minow is a brand new chairman, Chairman of the FCC.* Words of one verse ran: *We're not gonna have a TV wasteland, Newton's gonna set the course, Many old ideas have been displaced man, Television is a basic natural resource.* Another verse: *Stations who would renew your federal license have no guarantee, you must justify publicly your existence, interest, convenience and necessity.*

Editorializing on Minow: Radio WWDC Washington took FCC Chmn. Minow at his word, going all the way in accepting his recommendation that stations editorialize, by broadcasting: "Who has not viewed with alarm the fist fights & the gunplay on TV screens? But when the chairman of a govt. bureau asserts that his agency is in a position to decide exactly what the needs of the nation are, this station believes that something more dangerous than trivial TV programming is advocated. Mr. Minow professes to oppose govt. censorship. Yet in the same speech, broadcasters are told their licenses may not be renewed. The audience got the message. We hope it is not swallowed without a protest. The broadcasters of a free country can never serve the nation's need when they become merely the vehicle for official govt. views. Indeed, the very right this station is asserting now by stating an opinion critical of a govt. official could not exist in a broadcasting climate controlled by official edicts & whims."

Why 'Better' Programming is Uphill Fight: A new survey of viewers in the Milwaukee area by WTMJ-TV indicates that the category they would most like to see increased is sports—44.3% said they wanted more sports.

Close to that figure—44.2%—said they wanted more "discussion of serious subjects," but only 4.2% of viewers rated this same category as best serving their needs. "Symphony, opera, ballet" category was requested by 19.2% more viewers, but only 2.2% labeled these as best serving their needs. More religious programming was requested by 22.2%, but only 2.9% listed these programs as best serving their needs.

Of the top 50 favorite shows named by Milwaukee viewers, only one was primarily an informational program —in 47th place.

Hill Reacts to Minow: May 15 *Congressional Record* contained both pro & con reactions to FCC Chmn. Minow's NAB speech—Rep. Derounian (R-N.Y.) inserting David Lawrence's May 11 "anti" column, Sen. Neuberger (D-Ore.) inserting John Crosby's May 15 favorable comments.

FCC Awards: The annual FCC program to recognize achievement & tenure will be conducted May 26. Comr. Hyde will receive a 35-year pin—meaning he was working on radio regulation just at the time Chmn. Minow was born. Comr. Ford will get a 20-year pin.

Auxiliary Services

New Underwater TV Amplifier: Dynair Electronics Inc. of San Diego announced a completely transistorized video line driving amplifier, for use in an underwater TV application. The amplifier is capable of sending a high-resolution, 600-line TV picture signal through 3,000 feet of coaxial cable. It's for closed-circuit & industrial TV in underwater & other applications where it is difficult to use conventional tube-type amplifiers because of power needs.

Add CATV-Station Love Feasts: KLIX-TV Twin Falls, Ida. has withdrawn its protest against the grant of microwaves to Idaho Microwave Inc. to feed a CATV system in Twin Falls with the 3 Salt Lake City station signals.

Vhf Translator Starts: K4AA & K12AC Lovell, Wyo. began April 25 & May 6 repeating KGHL-TV & KOOK-TV Billings, Mont. • K7AA Center, Neb. began April 28 with KTIV Sioux City, Ia.

Booster Boosters Permitted: FCC has finalized its rule making to permit the use of one-watt uhf on-channel boosters to fill in shadows of areas served by regular uhf translators.

Vhf Translator CPs: Ch. 11 & 13, Inkom, Ida., to Inkom TV Assn. • Ch. 13, Boyes, Mont., to Boyes TV Club • Ch. 4, Imlay, Nev., to Imlay T.V.

Congress

More about

FCC PLAN FOUNDERS: President Kennedy's reorganization plans for SEC, CAB and FTC sailed through some minor squalls into relatively clear water at House hearings last week—but a storm broke over his FCC plan and sent it listing, in imminent danger of sinking (see p. 1).

It took Chmn. Dawson (D-Ill.) and his Govt. Operations Committee one day to hear pro-&-con testimony on resolutions disapproving streamlining proposals for the first 3 agencies—and another full day for the FCC plan alone. When the 2-day proceedings were over, SEC, CAB and FTC plans seemed safe, but there were no bets in the committee room that the President would win on FCC.

As expected, Republican members of Dawson's Committee challenged—and Democrats defended—the White House charts to revamp SEC, CAB and FTC. But with the exception of Republican FTC member Sigurd Anderson, who said he thought the plan for his agency was unnecessary, Democratic & Republican members of the 3 commissions alike testified that they approved—or could live with—the new administrative setups.

Attacks on the FCC plan were bipartisan & frequently vehement. Few voices at the hearing—beyond those of FCC Chmn. Minow and Comrs. Craven & Cross—were raised in defense. Opposition swept over all of the terms of the President's proposals as drafted by White House advisor James M. Landis, but centered on language which the critics said: (1) Put too much power in Minow's hands. (2) Went beyond the scope of revisions permissible under the Reorganization Act. (3) Denied due-process to litigants in cases.

Harris Argues Against FCC Plan

The sharpest & most significant attack of all came from Commerce Committee Chmn. Harris (D-Ark.), who had called in Minow & FCC members for 2 private hearings earlier in the week before his Regulatory Agencies Subcommittee. After listening to their pro-&-con views, the Subcommittee voted without reported dissent to send Harris before the Govt. Operations Committee to urge rejection of the FCC plan.

"I'm for no one-man commissions," Harris told Dawson. He said the FCC proposals were "objectionable," would raise "uncertainty & certainly confusion" and deprive parties in cases of their traditional rights of petition—and exceed limits prescribed by Congress in the Reorganization Act.

Harris said the FCC plan should be voted down by the House—and that then his Committee should go to work on hearings & new legislation to take care of the President's objectives of increased efficiency & flexibility at FCC. He was particularly critical of terms of the FCC plan which would eliminate the Commission's review staff and abolish oral arguments on appeals from decisions reached at delegated staff levels.

In a House speech and in later testimony before the Dawson Committee, Rep. Avery (R-Kan.) also moved to the attack. Sitting next to Minow at a long table in the Committee's tiny hearing room, he said Minow's now-celebrated NAB speech demonstrated "a philosophy & ideology" that threatened broadcasters with govt. programming control if not censorship. The President's plan would give Minow power to make his own ideas for program improvement effective, Avery protested.

Avery's testimony was seconded on the floor & at the hearing by Rep. Springer (R-Ill.). He said the FCC plan: (1) "Threatens to impair the status of the agency of an individual body of 7 co-equal members." (2) "Is not likely to achieve the objective of more economical & expeditious administration." (3) "Attempts to alter radically the procedure rights of litigants." Congress—not the White House—should legislate any needed reforms, he said.

Minow insisted that the integrity & common sense of commissioners could be relied upon. "All delegations of duties would be done by all commissioners," he said. "If the delegations were abused, I'm sure they'd rescind the delegations." He pleaded for authority to cut red tape, through regular legislative procedures if not through the reorganization plan. He noted that FCC's work on "vital satellite communications" gets interrupted by a whole day of oral argument on minor radio cases, for example. As for the plan's legality, he said that Justice Dept. experts had passed on it and: "It's the President's plan, not FCC's or mine."

Minow also noted that some people were disturbed by his NAB speech and his views on programming, but said that his ideas were precisely the same as those expressed previously by FCC in its July 1960 program policy statement (for full text, see Special Supplement No. 7, 1960).

4 Commissioners Oppose Reorganization

Minow presented a point-by-point analysis of the plan, all of which was designed to stress that the full Commission retains complete control over the Chairman's actions.

But 4 of Minow's colleagues are afraid of the plan—largely on the basis that it would give too much power to the Chairman, would allow him to give them chores, would give him the potential of "rigging" FCC's work, would give the President control over FCC because the Commission Chairman serves "at the pleasure of the President."

Comr. Hyde said that the plan would shift the power of the FCC "to a single administrator under the aegis of an executive-overseer, although still maintaining the form of an independent commission. If I could assign personnel, I could control policy."

Comr. Bartley said: "I have no fear under present makeup of the FCC, but I don't know what the future will bring"—asserting that the President could exert great control through his choice of a Chairman. He plumped again for election of chairmen by commissioners.

Comr. Craven, supporting the plan, said: "I have no fear about FCC's independence under the plan."

Comr. Ford offered a meticulously documented brief, impressing the Subcommittee with his knowledge of the law, concluding: "My own view is that [the plan] should be rejected because it threatens to impair the status of the agency as an independent body of 7 co-equal members; because it is unlikely to achieve its objective of 'more economical & expeditious administration'; and because it attempts in the name of reorganization to alter radically the procedural rights of litigants before the Commission, an undertaking far more appropriate for legislative consideration by the Congress than for executive action pursuant to the Reorganization Act."

Comr. Cross said he couldn't find "the grave bugaboos under the bed" discerned by the plan's opponents. "Unless the Commission were willing to abdicate its responsibilities to the Chairman," he said, "I see no way for the Chairman to usurp such responsibilities under the proposed reorganization plan." He said he had great respect for lawyers practicing before FCC, but "asking them to assist the Commission in cutting out some of the red tape that goes under the name of due process is like asking the butcher to cut out the red meat department and sell only poultry & fish."

Comr. Lee wasn't present, but he submitted a statement opposing the plan.

Washington staffers of NAB and the networks crowded into the SRO hearing room to listen to the testimony, but none testified. For the record, NAB Pres. LeRoy Collins filed a statement with Dawson, however. He said the "ultimate goal & purpose" of the President's FCC plan were "laudable," but argued that it "should be rejected & not allowed to become operative."

Pres. Robert M. Booth Jr. of the Federal Communications Bar Assn. summed up its objections his way:

(1) "The right to a full & complete hearing would be abolished." (2) "Elimination of procedural rights [would] materially increase the workload [of the Court of Appeals]." (3) "Authority to delegate any of the Commission's functions is so broad & sweeping that procedures which might or would be followed cannot be determined." (4) "The concept of a bi-partisan Commission would be destroyed." (5) "Most of the desired & worthwhile objectives can be achieved [under the Communications Act & Administrative Procedure Act]."

Privileged resolutions of disapproval of all of the President's plans by Reps. Hoffman (R-Ill.) & Monagan (D-Conn.) can be called up on the House floor this week for votes, which probably would go against the FCC plan. Majority House action against the FCC proposals would be enough to kill them, without any Senate action.

Senate Govt. Operations Committee Chmn. McClellan (D-Ark.) nevertheless scheduled June 6 hearings on all of the plans. McClellan expects to get reports on them from other Senate committees before that time. First up, for a preliminary hearing May 23 by the Commerce Communications Subcommittee under Sen. Pastore (D-R.I.): the FCC plan.

Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee meanwhile ran through hearings last week on a bill related to the FCC reorganization plan. This was Carroll's measure (S-1734) to give agency hearing examiners increased authority in settling cases. The hearings created little excitement, however.

Honors for Hope: Of 100 U.S. Senators, 96 lined up as co-sponsors of a resolution (S. J. Res. 88) authorizing President Kennedy to present Bob Hope with a special gold medal citing the comedian as "America's most prized Ambassador of Good Will throughout the world." Introducing the nearly-unanimous resolution, Sen. Symington (D-Mo.) said Hope not only has spread "good works" & entertained the armed forces around the world, but has "brought laughter & humor to many millions" in TV, radio, movie and stage shows.

Add Station-Break Beefs: Rep. Sibal (R-Conn.), a freshman member of the Commerce Committee, has added his voice to protests against any network extension of station-break commercial time. "An increase every half hour can only dilute the effectiveness of the ads & annoy the viewer," he wrote FCC Chmn. Minow, urging the Commission to do something. "I cannot believe it would benefit the TV industry."

Asks Citizens Board for TV: Coincident with the Emmy awards (see p. 15), Rep. Ashley (D-O.) came up with some program citations of his own—none of them "a compliment to the national intelligence"—and proposed creation of a Presidential commission for improvement of broadcasting.

Ashley said he doesn't want govt. censorship of TV & radio shows. But he introduced a bill (HR-7082) setting up a National Citizens Advistory Board on Radio & TV, composed of "11 outstanding private citizens prominent in the fields of education & communications, or in the civic, cultural or religious life of our country."

Appointed by President Kennedy, Board members would "make a continuous study of programming trends & make annual recommendations, including suggested legislation, to both the Congress & FCC." The Board would also "study the nature & composition of groups which exercise effective control over programming."

The national need for such a supervistory group is apparent, Ashley told the House.

AT&T Criticizes NASA: The National Aeronautics & Space Administration seems to be dragging its feet on proposals that a rocket be supplied to get an experimental communications satellite off the ground, AT&T vp-chief engineer James E. Dingman told House space investigators. "All we ask is the opportunity to go forward without delay," Dingman said under questioning by members of the Science & Astronautics Committee at a hearing on space communications prospects. Dingman said AT&T filed its rocket request with NASA last Dec. 14, but that no decision on it was expected before June. If the rocket is provided in time, AT&T plans to place an experimental satellite in orbit early next year—with AT&T reimbursing NASA for the cost of the launcher—Dingman said. Representatives of GE, RCA, ITT and other major companies involved in FCC proceedings on ownership & operation of space communications (Vol. 17:19 p16) told the Committee that satellites should be launched & controlled by an industrial team. But Dingman disagreed. "We prefer our own proposal," he said. "It's more in the public interest." Sen. Bridges (R-N.H.) later took the Senate floor to praise AT&T for its satellite plans. He called on NASA to "give careful study & consideration" to the AT&T proposals—particularly its "magnanimous" reimbursement offer.

Tower Controls Voted: The Senate has passed & sent to the House an FCC-requested bill (S-684) requiring painting & illuminating of unused TV & radio transmission towers (Vol. 17:19 p17). As finally approved without debate, the measure gives FCC the authority to order such towers dismantled if the Commission finds "there is a reasonable possibility" they may be a menace to air navigation even if lighted.

FCC Shuns Police Role: Anti-gambling laws shouldn't be written so broadly that FCC will find itself policing broadcast stations to make sure they aren't aiding & abetting race-track bettors in any way, gen. counsel Max D. Paglin told the House Judiciary Committee. Testifying on 3 bills designed to prevent interstate transmission of gambling information, he said: "Neither the Commission nor the communications common carriers should be put in the position where they would be required to perform law enforcement functions." Paglin also pointed out that the Commission already has the power to prevent stations from using their facilities in an improper manner.

Educational Television

JFK'S ETV PLAN UNVEILED: Speaking for the Kennedy administration, HEW Secy. Abraham Ribicoff last week proposed a 4-year cut-price $25-million federal-aid-to-ETV program in place of the $51-million govt.-grant plan, advocated by Sen. Magnuson (D-Wash.), which was approved by the Senate in March.

In a long-delayed appearance before the House Commerce Communications Subcommittee, Ribicoff called on Congress to junk the Senate's bill (S-205), rewrite 2 pending House bills and go along with the administration in a long-range federal-state matching-fund project aimed at "a nationwide system of educational TV."

The Cabinet officer, who had sketched his ETV ideas at the NAB convention a week earlier (Vol. 17:20 p8), coupled his pleas for the administration's plan with denunciations of commercial TV for what he said was its failure to do its educational duty.

Commercial stations, said Ribicoff, "have been derelict in what they've given to the public." He professed disappointment at the number of public-service programs scheduled by the networks. "There's been a lot of talk, but they've never really delivered," he observed at one point in the House hearing.

No member of the Communications Subcommittee headed by Rep. Moulder (D-Mo.) disputed Ribicoff's opinions of commercial TV. Nor did he run into trouble with his $25-million ETV prospectus, which he said could be fitted into matching-grant measures (HR-132 & 5099) by Reps. Roberts (D-Ala.) & Rogers (D-Colo.).

Commerce Committee Chmn. Harris (D-Ark.), who sat in on the Subcommittee session, made no pitch for his own ETV bill (HR-965) which—like Magnuson's—would authorize outright $1-million grants to the states & D.C. The Subcommittee took no immediate action on any of the varied ETV proposals. But, with White House backing, it seemed likely that the compromise Ribicoff plan would become the best bet for ETV advocates at this session of Congress.

Details of Administration Program

The administration's proposals (including a separate 4-year authorization of $520,000 for ETV surveying & planning) envisaged a $25-million federal kitty from which the states could draw funds—up to the $500,000 each—equal to amounts they themselves earmark for ETV.

The federal money would be used to buy ETV broadcasting equipment—not ground or buildings for stations—and couldn't be applied to set up single-school closed-circuit systems, although Ribicoff said city-wide closed-circuit set-ups probably would be eligible for govt. aid.

Rep. Moss (D-Cal.) was dubious about closed-circuit applications of the federal-state matching-fund plan, however. He said that the Commerce Committee's jurisdiction was limited to legislation aimed at encouraging utilization of unused ETV allocations. "I would have reservations about any program that takes this Committee into the field of audio-visual aids," he told Ribicoff.

Ribicoff also recommended: (1) "That provisions be included whereby state plans may be developed co-operatively into interstate or regional plans." (2) "That construction grants be made on a project-by-project and not a state-by-state basis." (3) That states be encouraged to get together to pool available federal money and mesh their ETV plans along network lines.

Supplementing Ribicoff's testimony was a bulky report by the Joint Council on Educational Bcstg. which itemized ETV operations & hopes in a state-by-state survey.

Ribicoff also summarized returns from questionnaires sent by Harris to each governor, asking about the states' readiness to participate in a matching-grant ETV program. Half the governors said they were ready, 8 made "indefinite" replies, others hadn't been heard from yet—but Ribicoff said when all the state returns are in, there'd be a "high ratio of affirmative responses."

The administration program would be administrated by the U.S. Office of Education, but Ribicoff said it would have no role—financial or managerial—in operating any ETV station or programming it. There'd be no federal control of ETV, he stressed: "We don't want to interfere, we shouldn't interfere and we can't interfere."

In a prepared statement, Ribicoff told the Subcommittee: "This administration strongly favors a nationwide system of educational TV. No domestic challenge which faces us is more crucial than education. Educational TV could help us catch up on our school work—in which, I regret to say, we are behind."

Under questioning by Subcommittee members, he added that ETV can't substitute for direct teacher-student relationships. "One of the troubles of this world," Ribicoff said, "is we're trying to do everything mechanically. I'd hate to see the day when every one is spoon-fed his education by some electronic device."

The Subcommittee wound up its ETV proceedings with a classroom-like "teletest" demonstration by Dr. Robert E. Corrigan & C. Robert Love of Corrigan Associates Inc., Garden Grove, Cal. The electronic device permits question-&-answer exchanges between teachers & students via closed or open-circuit ETV.

MPATI Gets Off Ground: After many technical delays & postponements, the Midwest Program of Airborne TV Instruction (Vol. 17:19 p9) finally took to the air May 15 for 2½ weeks of test programming—and first reports from participating schools spelled success for the 6-state project.

"A little better than expected." That was the report at last week's end from MPATI's center at Lafayette, Ind. There were few hitches in Ch. 72 & 76 transmissions of sample taped courses from a DC6AB plane circling daily 23,000 feet over Montpelier, Ind. Some reception difficulties were encountered, particularly in hilly areas, but MPATI technicians said antenna adjustments and tinkering with uhf-set knobs would take care of most of the trouble.

Excellent reception was reported from Waukegan, Ill., Decater, Ill. and Berea, Ky.—on or beyond the 200-mile MPATI fringe—and there were few complaints about reception from such cities as Detroit, Chicago, Indianapolis, Louisville, Lexington, Lansing and Urbana.

Returns weren't all in at the MPATI center, and there was no estimate last week on how many schools or students may have shared in the ETV adventure. The potentials were 13,000 schools & 5 million students, but MPATI officials will be satisfied if the airborne ETV covers 2 million pupils at the end of its first full year of operation in 1962.

Sample transmissions of lessons in science, biology, Spanish, music, French, arithmetic, algebra, history and geography will end June 1. Special summer ETV teacher-training courses will be transmitted June 19-July 8 to 40-50 workshops in the 6 states. Regular MPATI operations are scheduled to start in September.

The FCC

Network Hearing to Resume: June 20 has been set as the date for the resumption in N.Y. of FCC's network hearing which has been suspended since MCA's refusal to produce the testimony & documents wanted by the Commission (Vol. 17:13 p4). MCA has since challenged in the courts FCC's ruling that it produce or else.

The hearing will be conducted at the U.S. District Courthouse, Foley Square, "for the purpose of receiving further testimony & documentary evidence regarding the production, distribution, sale and exhibition of TV programs." After the turmoil generated by FCC Chmn. Minow's speech at the NAB convention, it can be assumed that greater attention will be drawn to the hearings than they've received to date. The Commission will issue its witness list later.

The House Appropriations Subcommittee, under Rep. Thomas (D-Tex.), released FCC's March 23 closed-door testimony last week, and it indicated that Comr. Ford, for one, is quite hipped on the subject. Consider this exchange:

Thomas: Your Office of Network Study, what do those people do?

Ford: At the present time we have a hearing in process in which we are trying to develop who controls & who owns programming.

Thomas: Well, you know who controls it. We have been studying that for 10 years. We gave the $100,000 for that study 4 or 5 years ago.

Bartley: They took us to court.

Thomas: Who took you to court?

Ford: We are finding out that different people control it than we thought control it.

* * *

MCA Appeal Opposed: Dismissal of an MCA-Taft B. Schreiber appeal to the D.C. Court of Appeals against FCC's network-investigation authority (Vol. 17:13 p4) has been asked in a joint move by the Commission and Justice Dept. FCC gen. counsel Max D. Paglin & Asst. Attorney General Lee Loevinger joined in a formal motion challenging the Court's jurisdiction. The pointed out that the case arose in Los Angeles, where Schreiber refused to testify about MCA's TV activities.

N.J. Wants in on WNTA-TV: Representatives of N.J. Gov. Robert B. Meyner and the N.Y. ETV group which is buying WNTA-TV (Ch. 13) N.Y. (Vol. 17:19 p15) are continuing to discuss Meyner's campaign to get N.J. a vhf ETV voice. FCC sources say there's nothing to the reports that consideration is being given to letting the N.Y. ETV group buy WNTA-TV and then shifting one of the remaining 3 non-network vhfs to New Jersey. Rather, they say, possibilities are that Ch. 13 would remain assigned to N.J., requiring that a studio be maintained in that state, in addition to N.Y. studios, or that Meyner might make a deal with the N.Y. educators which would give a specific percentage of time for N.J. originations. Another possibility is that Ch. 13 might be operated on the same basis as the Port of N.Y. Authority, the public body which runs tunnels, bridges, etc. and has representation from N.Y., N.J. & Conn.

KJEO Sale Approved: The $3 million transfer of uhf KJEO (Ch. 47) Fresno, from the estate of the late J. E. O'Neill to Shasta Telecasting Corp. (Vol. 17:10 p13), has been granted by FCC.

FCC Considers License Fees: FCC Chmn. Minow is hot about getting licensees to pay the govt. a fee for their licenses, reflecting the views of the Budget Bureau which has for years tried unsuccessfully to persuade Congress to authorize the charging of fees by FCC and similar regulatory Agencies. In testimony before the House Appropriations Subcommittee March 23, released last week, Minow said: "I personally am very much for it. I think not just broadcasting. We have these hundreds of thousands of amateur broadcasters. It is like applying for a driver's license." The rest of the Commissioners generally favor the concept but they believe that all agencies should begin the practice, that FCC shouldn't be singled out now. In 1954, FCC proposed a system of fees but the Senate Commerce Committee asked it to hold everything pending a "study." The industry unanimously opposed fees at that time. Nothing has happened since. In 1954, FCC proposed to collect $3 million annually to apply toward its $7-million operating budget (Vol. 10:5 p16).

Space Treaty Drafted: "Draft preliminary views of the United States" on international frequency-allocation agreements for space programs have been prepared by FCC. In a "notice of inquiry" inviting comments by June 23, the Commission said the U.S. proposals cover such subjects as satellite communications, space research, "aeronautical mobile route service." The draft was written for the State Dept. in consultation with OCDM and the Interdepartment Radio Advisory Committee.

Vhf Translator Restrictions: FCC is considering how to keep stations from extending their service areas via the use of vhf translators, and it's understood to have 2 ideas on tap: (1) Prohibit the ownership of translators by stations except for filling in shadows within their Grade A contours. (2) Prohibit support of translators, direct or indirect, by stations, except for fill-in purposes.

Option Time Maneuvering: Networks & affiliates have decided not to fight FCC's request that the Court of Appeals send the option-time case back to FCC for further rule making (Vol. 17:19 p2). Apparently, they concluded that they could best get their licks in before the Commission in its new go-round.

WSAZ-TV Winning Against AT&T: The 2-year-old fight of WSAZ-TV Huntington-Charleston, W. Va. against AT&T, in which the station seeks a refund for networking payments during the April 29-Sept. 28, 1959 period (Vol. 15:41 p7), reached near-final stages last week when FCC examiner Herbert Sharfman held that AT&T should give $14,541 to the station.

FCC Allocations Actions: (1) Finalized the reservation of Ch. 24 for ETV in Ogden, Utah, Comrs. Lee & Craven dissenting. (2) Proposed the substitution of Ch. 20 for Ch. 62 in Detroit, at the request of Ch. 62 CP-holder WJMY (formerly WRMP-TV). (3) Proposed the addition of Ch. 19 & 25 to Huntsville, Ala.

Propagation Report: *Vhf-Uhf Field Strength Measurements*, summarizing results of many recording projects by FCC monitoring stations, is now available from the Commission's Technical Research Div.

Dual-City Tag Rejected: FCC has denied the request of KOCO-TV Enid, Okla. for permission to identify itself also with Okla. City, Hyde, Craven & Cross dissenting.

Allocations Shift Sought: WTVK (Ch. 26) Knoxville has petitioned FCC for the drop-in of Ch. 8 to which it wants to shift.

Networks

Those Unsold CBS Segments: CBS found a real sales problem on its hands last week. So far, that network—alone among the 3—has been trying to maintain a policy against selling its prime-time hours after 8 p.m. on a participation basis (which, in the case of ABC-TV, can mean as many as a dozen different sponsors alternating on a 60-min. film show). Several full-sponsorship & alternate-sponsorship deals have been locked up in these hours for fall, but CBS has now found itself stuck with more than a half-dozen 30-min. openings each week—and is quietly thinking of switching sales tactics.

Here's a quick rundown on week-night availabilities as-yet-unsold at CBS: Mondays—alternate weeks of *Pete & Gladys*, 8-8:30 p.m.; all of *I've Got a Secret*, 10:30-11 p.m. Tuesdays—alternate weeks of *Dobie Gillis*, 8:30-9 p.m., and *Ichabod*, 9-9:30 p.m. Wednesdays—an alternate-week 30-min. portion of *Checkmate*, 8:30-9:30 p.m. Thursdays—virtually all portions of *Frontier Circus*, 7:30-8:30 p.m.; all of *The Investigators*, 9-10 p.m.; all of *CBS Reports* (and other public-affairs shows like *Face the Nation* which alternates with *CBS Reports* on 4th week), 10-11 p.m. Fridays—*Eyewitness to History*, 10:30-11 p.m.

CBS's next move would appear to be fairly obvious. By admitting to its sales problems in lining up full-sponsorship deals, the network was also, in effect, indicating to major-sponsorship advertisers already signed that they may soon find themselves sharing shows with participation sponsors. The policy concerning prime-time participations hasn't been officially scrapped—but it certainly seems to be under heavy pressure.

First to emerge as CBS nighttime participation carriers will probably be *The Investigators*, *Checkmate*, and *Frontier Circus*—all 60-min. film shows. Because of the "image" factors involved, *CBS Reports* and *Face the Nation* will probably be sold on a participation basis only as a last resort. Unsold comedy half-hours present only a moderate sales problem (since there's been strong demand for them this season), and CBS will probably step up sales pressure rather than convert them to participation vehicles.

Some CBS Affiliation-Deal Details: That new compensation plan first announced at the recent CBS affiliate meeting in N.Y. (Vol. 17:19 p5) is still being kept under official wraps by the network, but some of its key details are: (1) To ease station pangs about parting with local-option time periods for network shows, the usual straight compensation formula (about 30% of the network gross dollar) is being abandoned in favor of a sliding-scale arrangement which can rise to 50-60% (at the end of the scale) when a station carries the full roster of CBS network shows. (2) In effect, the arrangement is aimed at capturing for the network a number of marginal slots which stations have preferred to keep for their own use in programming local or syndicator-distributed shows. As we reported earlier, the new formula is designed (as stated by CBS affiliate relations vp William B. Lodge) to reverse the "built-in incentive" toward station use of syndicated shows, which up to this point invariably net a station more ad dollars than do network-fed national shows.

NBC Cameraman Captured in Laos: A helicopter carrying NBC cameraman Grant Wolfkill and 3 other cameramen, unidentified, was shot down over rebel territory last week. Pathet Loa rebels reported Wolfkill was safe.

NETWORK SALES ACTIVITY

ABC-TV

Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. July.
Purina Mills (Gardner)

SurfSide 6, Mon. 9-10 p.m.; Naked City, Wed. 10-11 p.m., part. eff. Oct.
Speidel (M-E Productions)

The Roaring 20's, Sat. 7:30-8:30 p.m., part. eff. Oct.
General Cigar (Young & Rubicam)

Daytime programming, Mon.-Fri., part. eff. Oct.
Thomas Leeming (William Esty)

The Steve Allen Show, Wed. 7:30-8:30 p.m., co-sponsorship eff. Oct. 4.
Pepsi-Cola (BBDO)

CBS-TV

National Football Game of the Week, Sat. 4:30-5 p.m.; Bowl Games, part. eff. Sept. 23 & Dec. 16.
General Motors (Campbell-Ewald)

Daytime programming, Mon.-Fri., part. eff. May.
Scott Paper (J. Walter Thompson)
Curtis Publishing (BBDO)

The Defenders, Sat. 8:30-9:30 p.m., part. eff. Sept. 16.
Brown & Williamson Tobacco (Ted Bates)
Lever Bros. (Ogilvy, Benson & Mather)
Kimberly-Clark (Foote, Cone & Belding)

NBC-TV

The Bullwinkle Show, Sun. 6:30-7 p.m., full-spon. Sept. 24.
General Mills (Dancer-Fitzgerald-Sample)

The Dinah Shore Show, alt. Fri. 9:30-10:30 p.m., co-sponsorship eff. Oct. 6.
American Dairy Assn. (Campbell-Mithun)

The Sunday Mystery Theater, Sun. 9-10 p.m., part. eff. Aug.
Mennen (Grey)

The Americans, Mon. 7:30-8:30 p.m.; The Outlaws, Thu. 7:30-8:30 p.m.; The Shirley Temple Show, Sun. 7-8 p.m., part. eff. June 4
Walt Disney Productions (no agency)

Bonanza, Sun. 9-10 p.m., full-sponsorship eff. Sept. 24.
Chevrolet Div. of GM (Campbell-Ewald)

Daytime programming, Mon.-Fri., part. eff. May 9.
Procter & Gamble (D-F-S)

CBC Previews Its Financing: The Canadian network expects its ad revenues to contribute some $40 million to its fiscal 1960-61 operating budget of $102 million, Pres. Alphonse Ouimet said last week. The balance will be made up by the government. For the 1961-62 fiscal, he forecast a $5-million drop in ad revenue, because of competition from Canada's new independent TV stations & network, and a rise in operating costs to about $110 million.

NBC Nielsen Needles CBS: CBS's Arbitron rating victory for the May 5 coverage of Project Mercury (Vol. 17:20 p14) may be short-lived, and NBC's traditional battle cry—"wait for the national Nielsens"—may pay off again, or so indicated the 24-market Nielsen figures tabulated last week. "The first authoritative measurement of the May 5 TV audience," (according to NBC), gave NBC a 2-to-1 lead in both rating & share. Average figures for the 10:15-11:30 a.m. period of the actual Mercury shot and the 12:45-1:30 p.m. follow-up coverage: NBC scored a 14.2 rating and 49% share, CBS a 7.6 rating and 26 share, ABC a 4.1 and 14 share.

Advertising

MORE ACTION ON LONGER STATION BREAKS: Two unexpected moves last week freshened the controversy over the network trend to longer station breaks.

Young & Rubicam, the first agency to register a loud protest against stretched-out station breaks (Vol. 17:16 p7), became the first agency to take a positive step toward putting a firm curb on them. In a new contract with NBC-TV on behalf of Gulf Oil Corp., Y&R inserted an unusual clause. Its gist: If any NBC o&o or affiliate is found to be triple-spotting before or after a Gulf-sponsored network show on NBC, the station will be canceled promptly from the Gulf network lineup. Y&R Pres. George H. Gribbin said that he planned to recommend to other Y&R clients that they follow a similar policy in network contracts. NBC accepted the clause (possibly because Gulf will sponsor a hard-to-sell public-affairs show, *Here & Now*, this fall) without serious protest, but declined to comment on the precedent-setting contract.

Said Y&R's Gribbin: "We feel that there is already adequate time for commercial messages on TV. Any further extension of commercial time will only lead to still further extension. The time to stop this expansion is now, not later." Apparently, Y&R feels that it's too late to stop the stretch-out of station breaks from the present 30-sec. length to 42 secs.—but it's not too late to prevent triple-spotting during the local breakaways.

Support for the longer station breaks, meanwhile, came from a relatively unexpected source. Station representatives are often in the position of opposing new network commercial policies, on the theory that many of them (participating shows, programs telecast in marginal hours, etc.) are actually devices to siphon off the cream of spot-TV revenue. This time things were different, and the reps officially voiced their support of network station-break plans last week through the Station Representatives Assn.

Said SRA dir. Lawrence Webb, in a letter to major advertisers & agencies: "Member firms of SRA applaud the plan . . . The increase to 42 seconds will greatly enhance the ability of stations who are allowed this extra 10 seconds between network programs to increase the efficiency & flexibility of their operations, thereby providing better service to the viewing public & the advertiser."

L&M Switches Agencies: Ending a 5-year association with McCann Erickson, Liggett & Myers switched some $11 million in billings ($5.5 million in TV) for Chesterfield, Oasis and Duke to JWT. L&M offered no official explanation for the switch, but it would seem the firm was less ecstatic than M-E over recent sales figures for its 3 cigaret brands. (Said M-E Chmn. Robert E. Healy: "It is with pride that I report that Chesterfield sales losses have been steadily decreasing in each of the last four years.") Industry sources speculated that the switch was traceable to M-E's poor TV track record this season for Liggett & Myers. Several ABC shows in which M-E recommended participation were dropped in mid-season because of poor ratings. The agency's one high-rated program choice, *The Untouchables*, did little to boost L&M's popularity with Italian-Americans (Vol. 17:12 p7), and even less to boost M-E's with L&M. The L&M switch is M-E's 3rd major account loss since April 9 (Bulova and Colgate's Ajax, each estimated at $4 million) and it boosts the total of new JWT business in roughly the same period to $16 million ($2.5 million of new Lever business, the $1.5 million Congoleum-Nairn account and Chunky candy, $750,000).

McGannon Memo to Admen: Keep your hands off programming, TV sponsors have been told in effect by Westinghouse Bcstg. Co. Pres. Donald H. McGannon, writing in the AFA's *Repros* on broadcasting management's responsibilities for what goes on the air.

"The public interest can be served & the licensee's responsibility under the law satisfied when the advertiser is held to a proper area of influence—the effect of the programming on the company name, reputation and products," said McGannon.

"The advertiser must be limited from influencing the artistic or cultural content of a program, or from rejecting a program that seeks to achieve an audience reaction that is higher in the informational or cultural scheme of things.

"The area of advertiser's censure is properly limited to subjective differences of opinion & possible program content, that if aired, would be derogatory to the company, its product and its reputation."

The former chairman of NAB's TV Code Review Board, who introduced a repeat performance of Westinghouse's public-service presentation ("The Changing Community") at the NAB convention in Washington May 8, also called on sponsors to pay close heed to Code rules.

"It is incumbent upon the broadcasters to resist demands from any third party, advertisers included, when demands are unreasonable or the net effect of applied pressure is to distort the resulting creative effort or reduce it to a level of public appeal that is improper," McGannon said.

Why TV Pre-Selling Is a Must: The average supermarket has well over 5,000 individual items on display. Result: "When a woman goes into a store today, she doesn't have much time to browse or study a label [and she] spends only two-fifths of a second per item." So stated Melvin A. Goldberg, Westinghouse Bcstg. Co. research dir., to the Annual Conference on Advertising sponsored by the Babson Institute in Boston May 17. Since personal selling is impractical or impossible under such circumstances, Goldberg added, advertising—"particularly TV"—is needed to pre-sell supermarket products. "Manufacturers apparently have recognized this need for pre-sell [for] in the 10 years from 1949 through 1958, total advertising almost doubled and TV advertising grew more than 2,000%," Goldberg said.

Don't Oversell, FTC Warns: A product can be good but TV commercials for it can be so bad that they're illegal, FTC's Daniel J. Murphy pointed out at the same Babson advertising conference (see story above). The Bureau of Litigation expert cited several FTC cases in point: "Even though the quality of the product is not directly in issue, purchasers may be induced to buy a certain product because they have been led to believe that it has undergone a valid test or demonstration."

TV Blamed for Bad Ad Image: TV commercials which "invade the household with audio-visual short courses from *Gray's Anatomy* to sell proprietary drugs" are one of the chief reasons for advertising's "image problem," So stated Burton E. Hotvedt, vp & mgr. of the Milwaukee office of Brady Co. and senior vp of the Advertising Federation of America, to a U. of Wisconsin advertising seminar recently. While much print advertising is "excellent, exciting, informative and inviting," Hotvedt said, TV is "loosely policed." More industry self-policing was needed, he added, to prevent "having to add an enlarged volume of government restrictions to the creative man's reference library."

Brewers Boost TV Dollars 4.2%: Gross time expenditures by brewers in spot & network TV rose from $49 million in 1959 to $51 million in 1960, giving TV 53.9% of the beer industry's ad dollars, TvB reported last week. The top 10 brewers accounted for more than 50% of all the industry's ad expenditures in TV, magazines, newspapers and outdoor, with gross time & space expenditures of $54.7 million in 1960 vs. $49.7 million in 1959. Of this total, TV accounted for 49.2% last year, magazines 11.5%, newspapers 9.9% and outdoor 29.4%. Five of the top 10 brewers spent more than 50% of their 4-media 1960 ad budget in TV, the bureau added. "TV's share for all brewers was higher than its share for the top 10 since smaller regional breweries make greater use of spot TV and use magazines far less," said TvB.

TV as a Recession-Buster: TV ad pressure helped leading advertisers to fare better during the recent recession than did the non-TV-using company, Norman E. (Pete) Cash told the National Sales Executives convention in San Francisco last week. What differential was caused by TV use? Said Cash: "Among [3,400 businesses surveyed by a major bank], those spending more than 50% of their advertising budgets in TV had a profit increase of 8.9%. Those who put 25-50% of their budgets in TV had a profit increase of 5.2%, while those who placed from zero to 25% in TV had a profit decline of 2.2%."

Census of 1958 Ad Business: The Commerce Dept. has published a 6-page statistical analysis of ad agencies in selected metropolitan areas of over 1 million population. The data has been culled from the 1958 Census of Business. Indicative of the information presented, the analysis notes a total of 4,240 U.S. ad agencies in 1958, with a combined revenue of $4,346,909,000. They employed 61,327 persons, paid them $462,345,000. Agency proprietors (distinct from incorporated firms) numbered 2,343.

JFK Gets Good Rating "Predominately Republican" advertising & marketing executives think that President Kennedy—on the whole—turned out a good performance in his first 4 months in office, according to *Printers' Ink*. The magazine polled 451 members of its executive panel, reported 51% rated the President's performance as "good," 13% as "excellent," 31% as "fair." Only 5% thought it "poor." And a majority of the executives approved of the appointment of FCC Chmn. Minow.

Few Advertiser-Controlled Hours Left: Advertisers will control only 6½ of the 78½ total network hours per week this fall, points out a tabulation in *Sponsor*. The figures: Of ABC-TV's 26½ hours, only half an hour is controlled by advertisers; of CBS-TV's 26, only 4; and of NBC-TV's 26, only 2 is advertiser-controlled. Concludes *Sponsor*: American network TV is "but 6½ hours away from the British commercial system."

Mennen Bows to FTC: Mennen has agreed to an FTC consent order forbidding it to use "deceptive" TV demonstrations to sell its Mennen Sof' Stroke Aerosol shaving cream. In a complaint last Oct., FTC cited "false & misleading artifices" in Mennen commercials in which a skin diver with a heavy beard was shown shaving under water. Terms of the order were worked out by Mennen & FTC's Bureau of Litigation, then approved by the full Commission.

Ad People: Mitchell J. Epstein named vp, Benton & Bowles . . . Jack Cantwell, Douglas Coyle, Herbert Vitriol, Barrett Welch named Sullivan, Colwell & Bayles senior vps.

Technology

ELECTRONIC STANDARDS CONVERTER: Important technical breakthrough in the field of international TV exchange was announced at week's end by ABC engineering vp Frank Marx at the World's First International Festival of TV Arts & Sciences at Montreux, Switzerland. ABC, he reported, has a new all-electronic key to the maze of incompatible TV-picture standards now in use in different parts of the world.

The long-sought electronic standards converter has been developed by ABC engineers, Marx said. A TV picture from any broadcast standard may be fed into the machine and converted to the standard of any other country —without using optical, or kinescope, methods. The converter can change a video signal using any of the world's TV standards—405-, 525-, 625- or 819-line—to any other of the standards. The converter is valuable for making video tapes for rebroadcast in other countries, and for future international exchanges of live TV.

Marx said the ABC converter translates pictures from one standard to another instantaneously "with no loss of quality."

Converters presently in use employ an optical principal —in effect, a TV camera adjusted to one set of standards photographs from the face of a picture tube a TV picture using another set of standards. This type of converter is used for international telecasts on the Eurovision network. The ABC converter will be demonstrated and technical details released next November at the first international assembly of the Academy of TV Arts & Sciences.

Meanwhile, CBS announced in N.Y. that it is now operating the only commercially available standards-conversion facilities in the Western Hemisphere. CBS's optical conversion equipment, of West German manufacture, was used by CBS last summer during the Olympic Games to convert 625-line Italian signals to the U.S. 525-line standard for recording on tape. Now installed in N.Y., the converter is being used to facilitate international TV-tape exchange, can convert video-tape recordings to or from any of the 3 foreign transmission standards & the U.S. standard.

RCA To Build TV Space Relay: The National Aeronautics & Space Administration last week selected RCA's proposal from 7 submitted to build the government's Relay experimental communications satellite. Relay, slated to be launched in mid-1962, will test the feasibility of using satellites for transoceanic telephone, telegraph and TV communications. The contract, which will total some $3,250,000, will go to RCA's Astro-Electronics Div. in Princeton, N.J.

Six other proposals were submitted by 9 companies: Bell Telephone Labs and Western Electric; ITT and GE; Collins Radio and Ford's Aeronutronics Div.; Hughes Aircraft; Bendix; Philco.

The possibility of an even earlier TV-communications satellite is raised by AT&T, which has its privately developed project under construction. AT&T said last week that "if a rocket is made available," it can launch its experimental satellite by year's end. "Our principal interest still is to get our experimental satellite into orbit as an essential step toward a commercial communications system," AT&T noted. AT&T appeared before Congress last week to urge NASA to launch its satellite (see p. 7).

Film & Tape

Syndicators Salvage Civil War: The conspicuous dearth of network-level programs geared to the Civil War centennial was climaxed recently with NBC's decision to discontinue *The Americans* and ABC's about-face on the proposed alternating series *The Rebel & The Yank.* But in syndication, Trans-Lux and CBS Films are still waving their battle flags.

Trans-Lux, marketing outlet for the Westinghouse Bcstg.-produced *The American Civil War*, reports 72 sales to date for the 13-episode documentary series, with 2 recent renewals (WMAL-TV Washington and WJAC-TV Johnstown). The South accounts for 27 of the 72 sales (37.5%), with the Midwest the next biggest bidder (23 markets). Banks & insurance companies are the most active sponsors.

CBS Films' *The Grey Ghost*, a fictionalized account of the adventures of Confederate Col. John Mosby, originally released in 1957, has played in 164 markets and is currently running in 15. Southern interest has been strong throughout the show's 4-year history, and, of the 3 sales made since January of this year, 2 are Southern markets (WTVR Richmond and WJTV Jackson). CBS Films told us it anticipates "a sales upsurge" in the fall. Also in this firm's Civil War vault is the 71-episode, off-network package *You Are There*, narrated by Walter Cronkite. Some 15 of the episodes deal with Civil War incidents (the death of Stonewall Jackson; Grant & Lee at Appomattox, etc.), and there are plans to promote the package with a Civil War angle.

Unger Out as NTA Head: Oliver A. Unger has resigned as NTA pres., chmn. and director. This is an aftermath of criticism leveled at NTA operations during the recent proxy fight by stockholders of NT&T, which owns 38% of NTA (Vol. 17:17 p15). Dissident stockholder Leonard Davis, who precipitated the successful fight for seats on the NT&T board for himself & Phillip L. Handsman, had termed NT&T involvement in NTA a "debacle" and had hit hard at the management of NTA.

An NTA source told us Unger was leaving because "it was felt it was in the best interests of management to have a new operating head." He said Unger would continue to work with the new NTA president during the transitional period. A special NTA board meeting was held Sat. (May 20) to name new officers and we were informed that Charles Glett, ex-NT&T executive, was scheduled to be elected NTA president. Unger had been president of NTA since Oct. 1, 1957. He became its chief executive Feb. 16, 1961.

The internal shakeup at NTA, we also learned, has had a slowdown effect on the negotiations between a N.Y. ETV group and NTA concerning the purchase of WNTA-TV N.Y. (Vol. 17:13 p14). Station broker Howard Stark, who represents the ETV group in the negotiations, told us he plans to meet with the new top-management NTA team sometime this week to confirm present dealings. "NTA," said Stark, "has had many internal problems . . . but the deal's still on."

CBS-TV has no present plans to convert its Television City into a site for filming its own series, despite the fact that it has overcome IBEW resistance to such action (Vol. 17:20 p14). We are so informed by Guy della Cioppa, CBS-TV West Coast program vp. But the network "is looking into the situation carefully," he added.

NEW YORK ROUNDUP

No Loss on 20th-Fox Pilots: Network deals to finance pilots by outside producers or major studios may cut down on the number of network sales possibilities for the fledgeling show—but at least network money cushions the production firm's financial rap. This fact was made clear at the May 16 annual meeting of shareholders in 20th Century-Fox (see p. 24), when a stockholder charged that 20th had spent $120,000 apiece for 5 pilots, and then sold them for $80,000 each. Not so, reported management. Yes, there had been 5 pilots, but all except one were financed by various networks, and all 5 sold for $100-145,000 each. On another 20th-Fox front, a legal dept. executive virtually yawned when we asked about a suit being filed by Marx Music Co. attempting to restrain the TV distribution of a feature film containing the publishing house's music. "It's one of some 2,000 suits pending against 20th-Fox, none of which amounts to much," we were told.

Videocraft Productions has become the first American telefilm producer to make a successful TV production deal in Japan. The N.Y.-based firm has signed an agreement with Dentsu (Japan's biggest ad agency & world's 5th largest) under which Videocraft will provide the scripts, production control and dubbing, and Dentsu the facilities for stop-motion filming of a 130-episode *Pinocchio* series. Dentsu is not, strictly speaking, a financial partner, and is essentially providing physical production. The technique is similar to that used in a feature-length production of "Hansel & Gretel" and in the Brylcreem commercials seen in the U.S. The series is being syndicated internationally.

NBC is about to do syndicators a major favor. In the latest show shuffle of its fall schedule, NBC now plans to return affiliates for "local programming" a choice piece of evening time—the 7:30-8 p.m. slot on Mondays. The period is being opened by the demise of *The Americans* (7:30-8:30 p.m., Mondays) this fall, and the decision by NBC to schedule MGM-produced *National Velvet* in the latter half of the vacated hour. Said one syndication source in N.Y. last week of the move: "It's the first nice thing a network has done for us in a long time."

ABC Films Pres. Henry G. Plitt left last week on a one-month European trip to "establish distribution centers for the company's overseas branch." R.I. Films Ltd. of London currently handles the European market for ABC Films but, said Plitt, "the market has grown to such an extent that it has become necessary for us to operate our own sales force in the principal TV centers abroad."

ITC released 2 new shows last week. *Whiplash*, shot on location in Australia, stars Peter Graves as Christopher Cobb, the American who established & ran the first stageline in that country. *Supercar*, a space age series, "introduces a new technique to TV—the use of electronics to give model miniature characters a dimension of reality with absolute synchronization."

People: Arthur L. Manheimer and M. E. "Bud" Ormond have been named Trans-Lux Western div. mgr. and Midwest div. mgr. respectively . . . Alan May and Jack M. Ostrow have been elected to the NTA board, replacing David J. Melamed and Samuel P. Norton who resigned . . . S. Herbert Kaufman named national merchandising mgr., Romper Room Inc.

HOLLYWOOD ROUNDUP

Screen Extras Guild will hold its annual membership meeting June 9 in Hollywood. There will be a discussion of its new health & welfare plan, led by Martin E. Segal, Guild consultant on the program. Resolutions include one which would establish a special committee to study the feasibility of SEG proposing to the trustees of the industry pension plan revisions in its eligibility requirements.

Official Films-David L. Wolper co-production deal was announced last week for a 30-min., 39-episode biographical series based on the Paramount Newsreel library which Official owns (Vol. 17:20 p17). Mike Wallace will narrate the series, now being shot in Hollywood and appropriately tagged—*Biography*.

"Dobie Gillis" producer Rod Amateau, describing the series story line for next season: "We're going to have Dobie & Maynard out of the Army. They will have served their 6 months. They can't make it to college because they're not too bright. In fact, they're both incompetents. So they will go to a trade college."

Screen Gems puts *Panhandle*, a 1962-63 pilot, into production this summer. Format of the 60-min. series is action-adventure with comedy overtones. Based on W. R. Burnett's story *Reckless*, it's set against the background of the Texas-Oklahoma oil fields of the 1920s.

Warner Bros. is preparing *Black Gold* for possible showing on ABC-TV beginning in January. It's about boom days of the oil fields in the 1920s.

Juggernaut. Inc. has been formed by Dale Robertson to produce the 60-min. version of *Wells Fargo*, in which he stars. Robertson is president of the company which will also produce pilots & movies.

CBS-TV is preparing as pilots for the 1962-63 season 2 half-hour comedies, *Darryl & His Friends* and *Me, Myself and I*, and two 60-min. shows, *The Dragon & St. George* and a sea saga, *Yankee Clipper*.

QM Productions has assigned 12 writers to prepare scripts for *The New Breed*, which goes into production in June for ABC-TV. Allen Miner and Walter Grauman are producer-directors for exec. producer Quinn Martin.

Warner Bros.' *77 Sunset Strip* star Richard Long, recovering from a heart attack, may not return for next season's series. If he doesn't, there will be no replacement, says producer Howie Horwitz.

The writing team of Jackie Elinson and Chuck Stewart has been signed to do 15 scripts for *The Danny Thomas Show* and 15 for *The Andy Griffith Show* for next season.

Burrud Productions' Bill Burrud and Gene McCabe leave May 31 for Egypt, France and Spain, to film for a documentary and for episodes of *Wanderlust*.

People: Sam Manners named executive in charge of production on *Naked City* and *Route 66* ... Producer Samuel A. Peeples has left Revue Studios . . . Dr. George Andros is named technical adviser on MGM-TV's *Dr. Kildare*, which goes into production June 12 . . . William Bendix may star in a pilot for George Burns' McCadden Productions . . . Robert Chandler leaves *Variety* to join MGM-TV as PR dir. this summer.

WGAW Upholds Fine & Expulsion of Tors: Writers Guild of America West membership last week upheld its $21,500 fine & expulsion of producer-writer Ivan Tors for actions during last year's writers strike against TV-film producers. The Guild's disciplinary committee had found Tors guilty of hiring writers and writing scripts.

The producer (*Sea Hunt, Malibu Run*) had charged that WGAW had no jurisdiction in the situation; he said he had resigned last May 10 from the Guild, and that he had not hired writers, that Ziv-UA was in control of the shows at the time. But Sam Newman, who headed the Guild's disciplinary committee during the Tors hearing, said Tors had admitted to his group last May that he had hired writers & written some of the scripts himself.

At the same meeting Charles Schnee was elected WGAW president, succeeding Curtis Kenyon. James Webb was elected pres. of the screen branch & first vp of WGAW; Allen Rivkin, vp screen branch & WGAW treas., Devery Freeman, secy.-treas. of screen branch; Christopher Knopf, vp TV branch and secy. of WGAW; Louis Pelletier, secy.-treas. TV branch. Barry Trivers and Nate Monaster tied for presidency of the TV branch. The Council will meet this week to resolve the deadlock.

Four Star Rejects Desilu Merger: Four Star Television has turned down a proposal by Desilu representatives to merge with Desilu Productions. "Very serious" discussions were held, but Four Star Pres. Dick Powell and exec. vp Tom McDermott terminated them after investigation. Reason: It wasn't interested after it became apparent it might lose control. Desilu Pres. Desi Arnaz had pressed for a deal in which he would have headed the merged companies, we're informed by insiders. Powell, who founded Four Star 10 years ago with Charles Boyer & David Niven, has made it clear he'll not give up control of his company.

Desilu recently held merger talks with Westinghouse Bcstg., but that deal is considered virtually dead (Vol. 17:13 p10).

The Case of the Reluctant Barrister: Raymond Burr, perennial victor over the district attorney in the *Perry Mason* series, won't be back next season. He's tired. At least that's what the actor stated publicly, and his agent backed it up by telling CBS-TV he considered Burr's work on the series "wrapped up" with this season. However, Burr is under contract to do another year in the series, and behind-the-scenes plans are proceeding on next season's production, with scripts being prepared. Most-accepted theory in Hollywood: The statement is a maneuver designed to persuade Burr's employers to give him a better financial deal. At week's end it looked as though *Perry Mason* might be headed for his first defeat.

Motion Picture Export Assn. Pres. Eric Johnston and Brazilian President Quadros met last week to discuss Brazil's telefilm quota regulations which limit the amount of evening time available on Brazilian TV stations for imported motion picture films (Vol. 17:20 p17). The session was "cordial & constructive," said Johnston, "opening the door to the development of a solution to the problems which have been plaguing the industry." The new ruling is set to take effect Jan. 1, 1962. William H. Fineshriber Jr., MPEA vp for TV, will hold "follow-up meetings with other Brazilian officials," Johnston added, before proceeding to Argentina to protest a recently passed bill calling for all Spanish dubbing on films shown on Argentine TV to be done in that country.

Programming

Film Shows Move in on Emmy: Film shows bagged 16 of the 25 Emmy awards of 1961 on May 16 as compared with 7 out of a possible 21 last year. Network creativity suffered a prestige setback as ATAS awarded 19 of the 25 prizes to producers, performers and technicians represented by independently produced packages. Among networks there was a split between CBS and NBC (11 each) and 2 went to ABC.

Hallmark Hall of Fame's production of "Macbeth" led the winners, bringing Emmys to Maurice Evans (single performance by an actor), Judith Anderson (single performance by an actress), and George Schaefer (directorial achievement in drama). Macbeth was doubly awarded for "program achievement in drama" & "program of the year." Some other winners: Raymond Burr for *Perry Mason* (actor in a series), Barbara Stanwyck for *Barbara Stanwyck Show* (actress in a series), Fred Astaire in "Astaire Time" (performance in a variety, musical or series), *The 20th Century* (public affairs), *Huntley-Brinkley Report* (news), RCA and Marconi's Wireless Telegraph Co., for development of the 4½-in. TV camera & tube.

This year's trustees award went to Joyce C. Hall, pres., Hallmark Cards, for "uplifting TV standards through complete 10-year sponsorship of *Hallmark Hall of Fame* and for establishing the Hallmark teleplay-writing competition." Sidestepping the differing opinions regarding who gave birth to & nurtured The Great Debates, ATAS presented a special trustees' citation to "all those who contributed to TV coverage of the Presidential debates" with special praise for President Kennedy and Richard Nixon. Advertised NBC-TV in the Friday newspapers: "We're happy the Emmy people saw fit to issue a trustees' citation to all those who contributed to The Great Debate, especially since so much of the spadework was done by NBC Chairman Robert Sarnoff. It was his invitation to John F. Kennedy and Richard M. Nixon that won their participation . . ."

* * *

Emmy herself took honors in the ratings, edging out competition on ABC-TV and CBS-TV by a considerable Arbitron margin. In the 10-10:30 p.m. period, the Emmycast drew a 31.3 on NBC (and a 45.9% share) vs. a 12.4 rating for *Garry Moore* on CBS and a 9.4 for *Alcoa Presents* on ABC. In the 10:30-11 p.m. segment, NBC's rating & share bounced even higher—to 36.8 (with a 51.5% share) against 10.9 for CBS and a 9.1 for local ABC outlet programs. The sets-in-use figure during the 10:30-11 p.m. period was, according to Arbitron, at "the unusually high level" of 71.4.

Wometco Enunciates "Security" Policy: Pres. Mitchell Wolfson recently stated his concurrence with President Kennedy's request that news broadcasts be guided by national security. In a statement of policy to Wometco stations (WTVJ Miami, WLOS-TV & WLOS Asheville, N.C., 47½% of WFGA-TV Jacksonville), Wolfson declared in part: "It will be [our] policy, regardless of our competitors' actions, to use our very best judgment in not broadcasting any news that would serve the purposes of the enemy. . . . No one in America, including the President, has any desire for censorship. However, there should certainly be some prudent restraint, in my opinion, in some news disclosures. No broadcast should be made if it gives aid & comfort to the enemy to a degree that exceeds its usefulness as information to the American public."

Seven Evening Cartoons Next Season: The 1961-62 total of animated cartoon series rose to 7 last week when NBC-TV announced its newest entry—*The Bullwinkle Show*. Done by Producers Associates of TV Inc., the color series is set for Sun. 7-7:30 p.m. as a lead-in for Walt Disney's *Wonderful World of Color*. The show is a spin-off from the same production firm's *Rocky & His Friends*, a Sat. 9:30-10 a.m. show on ABC-TV. The 3-network total of 7 evening cartoon shows for next season (compared with the current 2) lines up as follows: ABC-TV—*Bugs Bunny* (Tue. 7:30-8 p.m.), *Calvin & the Colonel* (Tue. 8:30-9 p.m.), *Top Cat* (Wed. 8:30-9 p.m.), and *The Flintstones* (Fri. 8:30-9 p.m.). CBS-TV—*Alvin & the Chipmunks* (Wed. 7:30-8 p.m.). NBC-TV—the 2 above-mentioned shows. In daytime hours, animated series for the small-fry will also favor new faces this fall, but on ABC-TV only.

Never-Underestimate-the-Power Dept.: Fair-sex viewers found this season's NBC-TV daytime Purex specials so worthwhile that they think their office-trapped husbands should see them too. In fact, what prompted Purex to rerun its specials (*i.e.* "The Trapped Housewife," "The Cold Woman," "Change of Life") in prime evening time this summer (Tue. 10-11 p.m.) was, according to one NBC sales exec., "a flood of mail from frustrated females" requesting a later time. The rerun package, which includes 6 of the "women" specials, will be rounded out with 2 Purex-sponsored *Project 20* shows ("Those Ragtime Years" and "The Will Rogers Story") and "The Margaret Bourke-White Story," a *Sunday Showcase* repeat.

President Kennedy Overexposed?: "One of the most remarkable things about the Kennedy administration in these first few months has been the vast amount of publicity it has been given. Jim Hagerty, who was considered the past master of the Madison Avenue approach to politics, has been made to look a piker. Mr. Kennedy is far more in the magazines, on the air and on the front pages than Mr. Eisenhower ever was . . . What he is doing is trying to build personal popularity . . . and indeed he has, if we can trust the Gallup poll, . . . but more, to transform that popularity into public influence—influence, for instance, on Congress. People are already beginning to ask themselves around Washington: Is the President getting too much publicity? Will he, can he become the victim of overexposure?"—Ray Scherer on NBC's *Emphasis*.

They Went Thataway (in Color): As part of a record volume of color hours, two more NBC-TV horse operas are being shot in color this season: *Laramie* and *Tales of Wells Fargo*. Both are 60-min. film shows. The move is being made, NBC said last week, because of "the success we've had with *Bonanza*, a Western, in color." NBC's fall color schedule calls for 10½ hrs. of color a week in prime time—a 60% increase over last year's level, according to sales vp Don Durgin. He also told an RCA dealer-distributor meeting in Las Vegas that the network's total color hours for 1961 will top 1,600, of which 815 will be daytime.

Kukla Rides Again: NBC confirmed to us last week a rumor that one of TV's pioneer-era shows is likely to be back on network TV this fall. This time, it'll be titled *The Kuklapolitans*, and is expected to be scheduled in station-option time at 5 p.m. on a Monday-Friday basis, packaged as a 5 min. show. There has been "sponsor interest," NBC said, but nothing definite. To help persuade stations to clear time for the newest version of the original *Kukla, Fran & Ollie*, NBC is relinquishing to stations the 7:30-8 p.m. period on Mondays (see p. 13).

Television Digest

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Personals: Fred M. Thrower, vp-gen. mgr., WPIX N.Y. elected exec. vp . . . Leslie H. Norins named gen. mgr. of KEY-T Santa Barbara . . . David F. Strubbe named sales mgr., WLW-T Cincinnati.

Samuel P. Norton resigns July 1 as pres. of Williamsport Cable Co., Southern CATV Systems Inc., National CATV Systems Inc. and Cinemiracle Pictures Corp., all NT&T subsidiaries . . . **Hal Phillips** promoted from program dir. to station operations dir., KHJ-TV Los Angeles, succeeded by **Wally Sherwin** . . . **Dr. Frank Stanton**, CBS Inc. pres., will be commencement speaker at MIT June 9 . . . **George A. Heinemann**, NBC public affairs mgr., spoke on "The Creative Instinct" at Wayne State U., Detroit, May 19.

Theodore F. (Ted) Koop, veteran CBS newsman in Washington, promoted from Washington office dir. to CBS Inc. vp there, succeeding **Edmund C. Bunker**, who resigned to join Basic Products Corp.'s Froedtert Malt Div. in Milwaukee as exec. vp . . . **Burt Toppan** promoted from PR & promotion dir., Wometco's WTVJ Miami, to Wometco Enterprises promotion & stockholder-relations dir.

Sherlee Barish, ex-Official Films, will head Broadcast Personnel, an all-industry broadcast-placement service div. of Jerry Fields Associates, advertising-exec. placement service.

Meetings next week: Advertising Federation of America 57th annual convention (May 27-31). Speakers include Paul Rand Dixon, FTC chmn.; Earl W. Kintner, former FTC chmn.; Leslie Bruce, Purex Corp. ad dir.; John P. Cunningham, Cunningham & Walsh chmn.; Emerson Foote, McCann-Erickson pres.; Ed Zern, Geyer, Morey, Madden & Ballard vp; others. Sheraton-Park Hotel, Washington • **Industry Film Producers Assn.** second annual convention & trade show (June 2-3). Hotel Miramar, Santa Monica, Cal.

New TV Publication: *TV International*, which calls itself "the magazine for TV executives throughout the world," is published monthly by World Wide Publications, 11 Clifford St., London, W.1. Subscription rate in U.S. by airmail is $10.51.

Gertrude Berg's memoirs, *Molly and Me*, have been published by McGraw-Hill (278 pp.; $4.95).

Whiteside Kills Himself: Thurman A. Whiteside, 50, acquitted last October in his 2nd trial on conspiracy charges in the Miami Ch. 10 "influence" case (Vol. 16:42 p3), shot himself to death May 19 in his downtown Miami office. The first trial of Whiteside & ex-FCC Comr. Richard A. Mack, accused of trying to rig the Miami award for National Airlines' WPST-TV, ended in a hung jury. Whiteside was then tried alone because his co-defendant was too ill to appear in court. Miami police said Whiteside put a .22 caliber automatic pistol bullet through his head in his heavily-carpeted, nearly-soundproof law library. The attorney's body was found by his secretary, who had heard no shot. No note was left by Whiteside, but his physician told police he had been in poor health.

John F. Cushman, ex-Justice Dept., has been appointed FCC asst. general counsel in charge of the Administrative Law & Treaties Div. His most recent position was attorney advisor to the Bureau of Prisons. He obtained his law degree from Cornell in 1949, and served as law clerk to D.C. Court of Appeals Judge Henry W. Edgerton and Supreme Court Justice Robert H. Jackson before joining Justice in 1951.

Stations

Payola Revisited: While most broadcasters—following FCC Chmn. Newton Minow's chastisement—were spotlighting the industry's positive achievements last week, disc jockey Peter C. Tripp provided an unwelcome reminder of the 1959-60 payola scandals (Vol. 15:35 p12 *et seq.*). The ex-WMGM radio N.Y. record spinner was found guilty on 35 commercial bribery counts in N.Y. Special Sessions Court May 15 of having accepted $36,050 from 8 recording companies in 1958. Tripp, who won some public acclaim in 1959 when he stayed awake for 200 hours in the Armed Services recruiting booth in Times Square, lost his job on WMGM's *Your Hits of the Week* after his arrest last May 19. He is scheduled for sentencing June 30.

WSIX Inc., Nashville, Consolidates TV-Radio: A 3-acre tract has been purchased on which a 35,000 square ft. building will go up this year to house all operations facilities of WSIX-TV, WSIX & WSIX-FM, following FCC approval of the change. The site is 2½ miles from downtown Nashville, on US 41 to the city's municipal airport. The TV plant at present is on Old Hickory Blvd.; AM & FM are in the Nashville Bank & Trust Bldg.

WPAT Brings $5 Million: Capital Cities Bcstg. Corp. has bought WPAT & WPAT-FM Paterson, N.J. for $5 million cash. Dickens J. Wright will continue as manager. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Raleigh-Durham, WCDC (Ch. 19) Adams, Mass.

New RCA TV Recorder: Deliveries of RCA's new all-transistorized broadcast video-tape recorder (shown at the NAB convention—Vol. 17:20 p11) will begin before the end of the year, to govt.-priority customers, we're informed. And RCA says production models of the super-deluxe $59,500 recorder will be going to broadcasters early next year (not in 2 years, as we reported).

Rapid Film Processor: New Kodak Viscomat 16-mm processor, which was demonstrated recently at the SMPTE convention in Toronto, "develops motion pictures as fast as they're taken," according to Eastman Kodak. The speed of processing is 36 feet per minute. Eastman is recommending it for kinescope and other TV-film use.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

FIRST SIGNS OF TV UPSWING: Harbingers of better business, apparent in some other consumer fields, are now beginning to show up in TV & phono markets. Radio, which never did feel the recession very strongly, continues to hold up well.

Most manufacturers say May got off to good start in TV, and that stereo is meeting advance-planning predictions (see March figures, p. 22). And there are early indications that May 1961 could top May 1960 in TV distributor sales—which many in the industry consider to be the most important business barometer (since EIA's distributor statistics are based on an actual poll, while its retail figures are sampling projections).

Preliminary data for April indicate that TV retail sales will top the year-ago figure (by EIA's yardstick) for 2nd month in row. In March, EIA figures showed 5.6 % advance (Vol. 17:20 p21), while April statistics are expected to show rise of more than 7% to about 377,000 sets, compared with 351,214 in April 1960. TV distributor sales for April, however, continued below 1960 levels, totaling 348,000 (vs. 376,000).

Any further swelling of retail sales will have to show up in distributor sales increases. At end of April, retail TV inventories were down 45% from the figure of the year before—624,000 vs. 902,000. Inventories at factory & distributor levels were also down—total TV inventories being 1,648,000, a drop from 2,177,000 in a year. Radio inventories, too, have declined at all levels. Thus industry will be in excellent trim for orderly changeover to new models.

There's fingers-crossed feeling that trade winds will be good for rest of year throughout the industry —with TV sales finally on the rise, radio sales continuing good, and the coming multiplex market due to spice FM & stereo-phono sales. Thus 2 important meetings in Chicago this week will convene on upbeat note—the convention of electronics manufacturers in EIA at the Pick-Congress, and the Parts Show at the Conrad Hilton.

LABOR DAY IS TARGET FOR FM STEREO: There'll be a few FM stereo receivers & adapters on market next month, but it will be Labor Day before most major manufacturers have first sets in hands of dealers. Timetable on FM stereo is expected to run something like this: (1) Adapters for component hi-fi rigs, available to public early this summer. (2) Stereo-FM-AM-phono combinations, completely multiplex-equipped, around Labor Day. (3) Table-model stereo FM, possibly in time for Christmas trade.

Not more than half of major consumer-electronics manufacturers will be showing stereo-FM-equipped combination consoles to distributors and/or dealers at new-line debuts this month & next. Here's a rundown on some activities & plans by manufacturers:

Admiral—1962 line, shown last week at Las Vegas (see p. 18) was "adaptable" to stereo FM, but not equipped with multiplex receiving circuits.

RCA and Sylvania—Due to show stereo phonos next week; best guess is that these sets also will be equipped for later addition of adapters.

GE—To be shown distributors next week (but not made public for 2 more weeks), the phono console line will be completely equipped for immediate stereo-FM reception.

Motorola—The new line, to be shown June 29 in Chicago, will have some multiplex consoles for immediate delivery.

Zenith—Pledges stereo console deliveries about Labor Day, presumably will show at least some equipped sets to distributors at its June 5-8 convention in Miami.

Magnavox—Will supply dealers with multiplex adapters for phono combinations by late this summer, and will have completely equipped consoles later. Stereo will add $25-30 to retail price of Magnavox sets, whether by adapter or pre-adapted circuitry.

Granco—Entire line of stereo table models has been designed, with production to start next month, and the completely new line of FM stereo & convertible models will be available by fall. It will include 2-piece & one-piece stereo table models.

Sears Roebuck (Silvertone)—Will begin shipping adapters to stores by September.

Component hi-fi multiplex adapters will be available to public soon from Fisher, H. H. Scott and Sherwood—and other component makers are expected to show their wares and announce availability dates this week at the Electronic Parts Show in Chicago.

Symposium on FM stereo for licensees of Crosby Teletronics in N.Y. May 12 was attended by representatives of most of the firm's 20 licensees—and by week's end, Crosby had picked up 3 more. Biggest volume producers among Crosby licensees are Admiral & Granco (complete list on p. 20). GE also held symposium last week, but refused to state how many companies were represented.

On the FM-stereo broadcast front, there was no significant news by week's end. It's now doubtful whether any stations will be stereocasting by the June 1 deadline. FCC has yet to approve any transmitting equipment—a necessary step before stations may go on air. Best guess is that no equipment will be approved before June 1, and that pioneer stereocasting stations will have to wait until at least mid-June to start.

More details on FM stereo plans & comments will be found on p. 20.

NEW LINES—LOWER PRICES, BONDED COLOR TUBE: First of the 1962 black-&-white TV lines, unveiled to distributors & dealers last week by Admiral, evidences a $10-to-20 dip in list prices (on those models for which prices were available) along with more powerful & feature-laden chassis.

Two 1962 color-TV lines were displayed last week—by RCA & Admiral—with prices largely unchanged. Each line, however, was split into a standard & deluxe series, the latter due in late summer or fall and featuring for first time the Pittsburgh Plate Glass bonded implosion plate, etched for glare reduction.

Stereo phonos in Admiral's new line have been upgraded, and first announced prices were firm-to-higher compared with 1961-line prices. Admiral announced no FM-multiplex tuners in its stereo phono-radio combinations, but all have provisions for later conversion. Both Admiral & RCA radio lines featured new low-priced models in clock-radio field (Admiral $17.95, RCA $19.95) and included additional AM-FM sets (again without stereo).

Admiral's 23-in. b&w TV line, shown in Las Vegas, starts with table models at $189.95 & $199.95 with removable safety glass ($10 below last year) and companion console at $229.95 (down $20). New 23,000-volt chassis with automatic contrast restoration and bonded-shield tube is used in remainder of line. The 23-in. TV-stereo-AM-FM combos still start at $399, but with a new 19-in. combo dropped in (price unavailable).

Color-TV lines of Admiral & RCA, both shown at Las Vegas meetings last week, had no price surprises, RCA's ranging from $495 to $1,500 (combo), Admiral's from $595 to $845 (2 high-end models priced lower than last year). Not included in Admiral's list of color sets is the forthcoming (late summer) Masterpiece series, of 3 deluxe models using the RCA bonded color tube with PPG etched safety plate—in addition to the 6 basic external safety-glass sets. Admiral's top Masterpiece set will feature 7-function wireless remote control. Low-end ($595) color set has been upgraded from table model to consolette. Admiral reported its 1960 color sales 40% higher than 1959, with the "pace maintained during the past 4 months."

RCA has broadened its color line to 22 sets, including the Mark series (deliveries in fall) with the bonded tube. Wide variety of models—including combinations & remote-control sets—will be offered.

This week will see debut of 3 new lines: GE (including its new color line) at Louisville; RCA (black-&-white TV, stereo), & Sylvania, Miami Beach. (For details of last week's new lines, see p. 21.)

TV-RADIO PRODUCTION: EIA statistics for week ended May 12 (19th week of 1961):

	May 6-12	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	113,937	110,397	103,861	1,944,500	2,206,830
Total radio	291,062	278,212	315,619	5,272,543	6,327,789
auto radio	96,811	100,944	115,443	1,650,536	2,491,160

HOWARD SAMS EXPANDS IN & OUT OF ELECTRONICS: Diversification—both inside & outside the electronics industry—is key word for the future of a unique & fast-growing venture whose principal business is inside information on consumer electronics. For our impressions of the mushrooming Howard W. Sams organization, based on observations during visit to company's Indianapolis hq, see story below.

More about

SAMS & DIVERSIFICATION: Bursting at the seams in several Indianapolis plant locations, and with its own modern offset printing plant, Howard W. Sams Co. is about to begin construction of a 196,000-sq.-ft. hq in suburban Indianapolis. It's expected to be completed next March, at a cost of more than $2 million.

TV-radio-phono service materials are its stock-in-trade, but Sams knows it must expand beyond consumer electronics to maintain the growth pace of its first 15 years. Its sales have increased each year since 1946 from $431,953 to $6,842,317 (excluding $3.3 million chipped in by subsidiary Bobbs-Merrill) in its 1960 fiscal year, ended June 30. Total net assets have risen in the same period from $68,550 to $3.2 million, while current assets increased from $123,559 to well over $5 million. Sams stock is traded over the counter.

Funds for the new plant came in part from the private placement of a 5¼% promissory note, due 1981, in an aggregate principal amount of $1.5 million. In recent weeks, too, the company also placed privately 75,000 shares of common which raised $3 million for additional working capital. Further evidence of upbeat activities at Sams is implicit in the company's statement for the 9 months to March 31 (Vol. 17:18 p18) which shows a 12.6% profit gain on a 3.9% sales rise compared with the same 9 months of fiscal 1960.

20 Million Manuals in the Field

To the TV-radio technician, Howard W. Sams & Co. is synonymous with service manuals & schematics. In the 15 years it has been in existence, Sams has published an estimated 20 million individual Photofact manuals, diagramming more than 50,000 different home instruments. Nearly 30,000 new Photofact folders pour into the industry each month. And Photofact service folder No. 1, published in 1946, is still in demand—and is still being printed & sold.

Sams' diversification program however, encompassed all sorts of related—& unrelated—fields. Biggest move was the acquisition in 1959 of ailing old-time book publisher Bobbs-Merrill, which it is now nursing to health with modern methods. Sams is moving tentatively into the auto & optical equipment fields, and even experimenting with an up-to-date air-navigation map service.

Within the electronics industry, Sams now is publishing a technical magazine, how-to-do-it & service books, instruction manuals for armed forces & manufacturers. It is even moving into advertising services. For example, it is now designing & printing all consumer operating-manuals for RCA Victor equipment.

Mainspring of the business, of course, is Sams' original service, one of the branches of the Sams div., under divisional Pres. James Alexander (Shine) Milling, whose background includes important sales posts with RCA and high defense-production jobs during the Korean War, when he was "drafted" from private industry as an expediter & red-tape-cutter. He's vice chairman of EIA's parts committee and head of its distributor relations committee.

In preparing Photofact folders & schematics, Sams Co. takes nothing for granted. It does its own production-line analysis of all equipment—from the biggest TV-radio-phono home-theater console to the tiniest shirt-pocket transistor radio. Its technicians & draftsmen prepare schematic diagrams, determine characteristics of each part and prepare lists of available replacement parts. Sets come pouring in for analysis from 126 manufacturers. Milling told us it takes about 90 days to get a Photofact into the field. Accordingly, Sams often works with models under wraps to have a manual ready for the set's debut. During our visit, Milling discussed with Zenith the pre-announcement availability of its new color TVs for Photofacting.

Sams' relatively new industrial div., organized about 18 months ago, now accounts for some 10% of total HWS business. It's also one of the firm's most promising growth areas. It produces service & training material on a custom basis for the military and for manufacturers outside & in the electronics field. Div. vp William D. Renner showed us, for example, detailed service & operation manuals being prepared for manufacturers of vending-machine coin-changers, and step-by-step instruction books for construction of do-it-yourself electronics kits.

Exciting task of exploring new fields for HWS expansion belongs to operations vp William W. Hensler. Among projects in varying degrees of exploration, he described: *Frame-Fax*, a loose-leaf guide for the optical industry (similar to its *Electronics Counter Facts*) which will provide optical suppliers & optometrists complete data on the availability & characteristics of eyeglass frames; *Flight Facts*, now being flight-tested in the Midwest, which provides civil aviation pilots with constantly updated flight-chart information. The company is also working with Chek-Chart, publisher of automotive lube charts, on a tune-up manual which may prove to be the forerunner of a series of Sams Photofacts of common parts for the automotive industry.

As Chmn.-Pres. Howard W. Sams put it, in the annual report: "We are on the threshold of unlimited & challenging opportunities. We have stepped out of the confines of a single industry into markets affecting virtually every area of our national economy & life . . All are part of a vastly enlarged concept of our market—a market founded on the concept of information & education, and limited only by our own imagination."

Pay Floor Proposed: A minimum wage of $1.23 per hour—23¢ more than EIA is willing to accept—has been proposed by Labor Secy. Arthur J. Goldberg for govt.-contract workers in the electronic component-parts industry. He gave the industry 30 days from May 12 to file exceptions to the Walsh-Healey Act pay rate—and EIA will either meet the deadline or ask for an extension. At a Labor Dept. hearing last June it argued for a $1 minimum. Goldberg's figure to cover 65,000 production workers in 450 component-parts plants was developed in protracted proceedings started in 1958 in the Eisenhower administration. As one of his last acts in office, Goldberg's Republican predecessor James P. Mitchell fixed $1.42 as the hourly minimum wage for 55,000 production workers in the electron tubes & related products industry—a determination also opposed by EIA (Vol. 16:50 p18).

More about

FM STEREO PLANS & COMMENTS: "We're convinced that for the electronics industry it's the greatest thing since TV," said Zenith Pres. Joseph Wright. He was speaking of FM stereo. "We estimate that stereo FM will add $50-75 million to industry receiver volume in 1962, completely over & above the normal FM & hi-fi market. And the full impact won't be felt for about 2 years."

One month after the FCC's choice of the Zenith-GE stereo multiplex system (see p. 17), there was still considerable hesitancy & doubt by many manufacturers as to how to approach this vast new market. Here are some of this week's plans & comments on FM stereo:

Granco Products will be the first large manufacturer to market a complete line of FM stereo table radios. A new line of monophonic & stereo FM sets has been designed and is going into production, Pres. Henry Fogel told us last week. The Granco line units will be designed to be sold as one-piece monophonic sets or 2-piece stereo sets (with the "Stereo Companion" unit). Fogel estimated that monophonic units will outsell stereo by about 3-to-1 at first, stereo sales gradually increasing. The new Granco units can be converted by plugging in a Stereo Companion, containing multiplex adapter, 2nd amplifier & speaker.

Granco's FM line will start with an FM table model at $29.95 (AM-FM version $39.95), designed to accommodate a companion adapter unit at $19.95. Step-up sets will be priced at $39.95 ($49.95 with AM) and $60 ($70 with AM). Each will have its own matching Stereo Companion (at step-up prices). Top of the line will be a single-piece FM stereo wood-cabinet table model, 30-in. wide, with speakers projecting sound from each end. An optional separate speaker will be available for greater separation.

Granco's adapter circuit will use 3 triodes and 2 semiconductor diodes.

* * *

Motorola hopes to be delivering some console phono-FM-stereo combination models late in June, according to national radio & phono sales mgr. W. E. Laswell. He said Motorola will switch to 100% stereo for combination sets as quickly as possible. "The difference in cost between a good monaural tuner and a stereo tuner is relatively slight in a console," he told us.

Table models will present a greater tooling problem, he believes, but he said Motorola hopes to have them by the end of this year. "They just about have to be 2-piece sets," said Laswell. "Therein lies the real romance of the thing. The guy who comes up with a really good design is going to have it made."

* * *

Crosby Teletronics is planning to make a $69.50 adapter which will work with most sets, is also making a special run of adapters for Grundig (German) sets. Pres. Murray Crosby doesn't believe that a high-quality adapter or FM stereo tuner can be made without adding 2 controls: A phasing control and a "dimension" control. The former adjusts the phase of the subcarrier with relation to the sideband to eliminate distortion; the latter adjusts the matrixing circuit to bring the A+B and A−B components into juxtaposition for maximum separation. These controls probably will be found only on gilt-edge component-hi-fi tuners. We know of no mass-market manufacturers planning to use them.

Crosby now has 23 FM stereo patent licensees and says he is negotiating with several large manufacturers. His present licensees: Admiral, Altec-Lansing, Bell Sound (Thompson Ramo Wooldridge), British Industries (Avnet), Capehart, Continental Merchandise, Electronic Instrument Co., Fisher, Granco, Harkins Lab, Harman-Kardon (Jerrold Electronics), Heath Co. (Daystrom), Karg, Lafayette Radio, McIntosh, Majestic (Grundig), Pilot, Precision Electronics, Radio Frequency Labs, Radio Shack, Saba Electronics, Sargent-Rayment, Sherwood.

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EIA PONDERS FM STEREO: Anticipating public confusion over FM stereo, EIA's Consumer Products Div. & radio section will study proposals to issue a multiplex "fact book" for consumers & the trade. Discussion of this newest branch of consumer electronics is expected to be one of the highlights of the manufacturer group's 37th annual convention this week (May 24-26) at Chicago's Pick-Congress Hotel. In other matters pending before EIA and its divisions:

(1) Association Pres. L. Berkley Davis, GE, is expected to be re-elected for a 2nd term.

(2) The Consumer Products Div. will resume discussions of a TV-radio-phono advertising code of ethics patterned after that of the American Home Laundry Assn. (Vol. 17:12 p13).

(3) Plans for reorganization of EIA for more flexibility in keeping abreast of the rapidly changing & expanding electronics industry will be discussed, but it's not anticipated that the reorganization proposal will be adopted in its present form. The proposed plan entails drastic changes in EIA's framework, providing for a board of directors for each product division, with a board of governors for the entire organization.

(4) Problem of imports again will be in the spotlight. Consideration will be given to a grass-roots PR campaign on the subject and a legislative program seeking extensive changes in the method of applying for hardship relief from the Tariff Commission.

(5) The Tax Committee is expected to oppose President Kennedy's proposed tax changes and come up with some recommendations of its own, particularly in the field of depreciation.

(6) Dr. Jerome B. Wiesner, President Kennedy's special asst. for science & technology, will receive the EIA Medal of Honor at the annual award dinner May 25.

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Canadian TV Sales to Dealers: March sales of TVs totaled 25,310 units. This was down markedly from both the preceding month's 28,004 (Vol. 17:17 p21) and March 1960's 26,420. The total for this year's first 3 months stood at 77,877 TVs but lagged behind the 79,801 sets sold in 1960's first quarter. As reported by the EIA of Canada, here is the first-quarter breakdown (1960 figures in parentheses): Portables, 14,895 (13,361); table models, 13,978 (15,994); consoles, 44,106 (46,652); combinations, 4,898 (3,794). For March (vs. March 1960): Portables, 4,524 (5,680); table models, 4,322 (5,306); consoles, 14,755 (14,481); combinations, 1,709 (953).

3M Readies Tape-Cartridge Production: "The first successful factory prototype" of Minnesota Mining's tape-cartridge player has been assembled and "we can now start making dies for special parts and ordering standard items," 3M Pres. Herbert P. Buetow reported last week. Thee company announced last month that the target date for marketing the tiny cartridge & player is "early next year" (Vol. 17:18 p17).

More about

NEW-LINE INNOVATIONS: Admiral's new black-&-white 23-in TV line (see p. 18) is topped by a Masterpiece series in genuine hardwood veneers & solids, extending still further the fine-furniture trend of recent years. The 23-in. TV-stereo combination line comprises 6 models, one available without radio.

The Admiral radio line features an increase in FM & FM-AM sets, beginning with an FM-only table model at $29.95 & FM-AM at $39.95. Lowest-priced AM set is a 4-tube set at $9.95, same price as last year's price-leader; a 5-tube set has been added at $14.95. Clock radios begin at $17.95. Admiral told its dealers that its TV-radio-stereo lines will be promoted "with the heaviest concentration of national advertising undertaken in the past 5 years," with a separate ad campaign for color sets.

RCA's new radio line is sparked by a 6-transistor set using "hypersensitive transistors," which is claimed to have twice the sensitivity of former sets in this category. It carries a retail guide price of $24.95. Also new in the RCA line is a $19.95 clock radio, the lowest price ever listed by RCA for a clock set, and RCA's first AM-FM clock radio. Product-line mgr. Richard W. Hanselman, commenting on the new stress on AM-FM sets, predicted that the 1961 AM-FM radio market "will approach one million units."

Antitrust Look at Tubes? During Westinghouse Pres. Mark W. Cresap's appearance before the Senate Antitrust Subcommittee last week, Sen. Kefauver (D-Tenn.) suggested that past pricing practices on motors & TV-radio tubes might warrant a management inquiry. Responded Cresap: "Our policy is not to rake over the past but to try to prevent a recurrence of violations." Cresap termed Westinghouse's involvement in the electrical price-fixing conspiracy "a sorry episode," outlined steps the company has taken to prevent future violations.

Mergers & Acquisitions: **General Instrument** has completed its acquisition of **Pyramid Electric** (Vol. 17:20 p22), following the dismissal May 12 of a suit filed by a minority group of Pyramid stockholders to block the merger. Pyramid's operations have been combined with those of GI's Micamold Div. into a new Capacitor Div., which will have production facilities at Nework, N.J., Darlington, S.C., Tazewell, Va., Gastonia, N.C. • **Fairchild Camera & Instrument** has completed its amalgamation of **Curtis Labs** and **Circle Weld Mfg.**, both of Los Angeles (Vol. 17:20 p22) • **American Electronics** has sold its Data Systems Div. in Brooklyn to **American Datamatic**, a company formed to manufacture & distribute the division's products. Sale price: $100,000 cash, $400,000 in notes, stock representing a "substantial minority interest" in American Datamatic. The latter's Pres. Irving Brand said his company plans a public issue of its stock in about 4 months • **Wometco Enterprises** has acquired **Brite Vending**, Jacksonville.

Philco's Washington Exhibit: "The Many Worlds of Philco" are depicted in a permanent public exhibit newly established at 308 Seventeenth St. N.W., Washington. The 4,000-sq.-ft. exhibit features displays & products to illustrate Philco activities in the TV-radio-phonograph, home-appliance and scientific & space-technology fields.

ITT Will Market Citizen's Radio-Telephone: Fully-transistorized transceiver, which approximates the size of a cigar box, will be sold through ITT reps & distributors.

War of the Warranties: Magnavox may have stolen a promotion march with its one-year labor & parts guarantee for higher-priced TVs ($250 & up) & stereo-phonos ($200), but indications are that the warranty-harassed industry is in no hurry at all to catch up. Most major TV manufacturers have been debating these past few months what to do about the 90-day labor-parts protection introduced by Philco & Westinghouse on a limited basis last December (Vol. 17:1 p17).

A sounding of the major TV manufacturers produced this consensus: Magnavox will have no competition & no company in its 12-month protection policy—unless, of course, the unlikely develops and it proves to be a real sales closer. However, most manufacturers are studying a move to the 90-day labor warranty. With the rash of new-line showings for distributors & dealers this month & next undoubtedly will come some announcements of stretched warranties. A likely prospect for this week: Sylvania, which meets with its distributors in Miami, and which already has rippled the warranty waters—with a 5-year parts & labor guarantee on transistor radios and one year on tube radios (Vol. 17:18 p16).

"Snowball" Boosts Sales: Corning Glass' recent "Operation Snowball" TV promotion at Northshore Shopping Center, Peabody, Mass., broke all attendance & TV sales records at the center, promoter Ralf Shockey & Associates announced last week. TV sales at the center (principally at the Jordan Marsh dept. store branch there) were 60% higher than during the same 10-day period last year. The center's attendance during the period—which featured free entertainment, parachute jumps, etc.—totaled an estimated 325,000. Some 100,000 door-prize tickets were entered for a drawing of 22 portable TV sets. Snowball's next stop is scheduled to be Kansas City, for a city-wide promotion late this summer.

Woolworth Plans Discount Stores: The "five & dime" giant told stockholders last week that it plans to initiate "by the end of the year" a chain of discount department stores. Pres. Robert C. Kirkwood said the new venture would operate under a different name, would not conflict with or overlap the operations of Woolworth's 2,075 U.S. outlets. Woolworth's goal, he said, is "to build the biggest discount house this country will ever see." Some of the discount stores' departments, such as appliances, Kirkwood noted, would not be operated by the company, but would be leased to concessionaires. (Woolworth has been testing the retailability of Japanese TV sets, as we reported last month, Vol. 17:16 p16.) Lester F. Davis, asst. to Woolworth's sales vp, has been appointed gen. mgr. of the discount chain.

CCTV "for Home & Business": New Tel-Eye system "at total cost near that of home-movie equipment" was announced last week by the Du Mont Div. of Fairchild Camera & Instrument. The miniature camera, which uses a standard TV receiver as a monitor, is priced at $550 (3-lens kit $75). The self-contained transistorized unit weighs 7½ lb., and is capable of 300-line resolution. A deluxe version, for use with a video monitor, has 400-line resolution.

New Publication: *Electronic Packaging & Production*, aimed at mechanical engineers, is scheduled to begin as a bi-monthly in July. It is published by Milton S. Kiver, ex-editor of *Electrical Design News*. Address: 222 W. Adams St., Chicago.

PHONO SALES IMPROVE: As in the TV market (see p. 17), things seem to be looking up in the phono market, judging from EIA's projection of March retail sales. March unit sales this year were below those of March 1960, but by only about 3%—as contrasted to February sales (down 36% from Feb. 1960) and January (down 28% from a year earlier).

March's retail sales showed an increase from February—running counter to the normal seasonal trend. On the other hand, a greater number of retail sales than last year were in the monaural category in March 1961, indicating a larger proportion of sales in lower price brackets. For the first quarter of 1961, retail phono sales were about one-third lower than last year. Continued control over inventories is indicated by the declines in factory sales compared with last year—down 5.5% for March and 41% for the first quarter.

The EIA monthly figures for 1961 vs. comparable 1960 months:

PHONO FACTORY SALES

Month	1961 Mono	1961 Stereo	1961 Total	1960 Mono	1960 Stereo	1960 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
TOTAL	193,472	643,490	836,962	274,313	908,518	1,182,827

PHONO RETAIL SALES

Month	1961 Mono	1961 Stereo	1961 Total	1960 Mono	1960 Stereo	1960 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
TOTAL	231,537	734,383	965,920	315,125	965,196	1,280,321

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Picture & Receiving Tube Sales: March factory sales of picture tubes topped the year-ago volume both in units & dollars, EIA reported last week. Receiving tubes gained in unit sales, declined in dollar volume. March picture-tube sales totaled 941,215 units valued at $18,771,363—compared with 794,375 units at $15,654,281 a year earlier. For 1961's first quarter, sales in dollars & units ran ahead of Jan.-Mar. 1960: 2,378,039 units vs. 2,330,858; $47,598,099 vs. $45,981,191. March receiving-tube sales inched up to 36,635,000 units from 36,382,000 in March 1960. However, the dollar value declined to $30,719,000 from $31,751,000. For the quarter, units & dollars trailed 1960's first-quarter volume: 88,781,000 units vs. 100,417,000; $74,811,000 vs. $86,013,000. EIA's tabulations:

	Picture Tubes Units	Picture Tubes Dollars	Receiving Tubes Units	Receiving Tubes Dollars
January	707,835	$14,430,755	26,343,000	$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	941,215	18,771,363	36,635,000	30,719,000
Jan.-Mar. 1961	2,378,039	$47,598,099	88,781,000	$74,811,000
Jan.-Mar. 1960	2,330,858	45,981,191	100,417,000	86,013,000

* * *

March Factory Sales of Transistors: 15,129,273 units valued at $29,815,291. This was up sharply from March 1960's 12,021,506 units at $28,700,129. The March 1961 sales also increased significantly over the preceding month's volume by 1.9-million units and $4.1 million. Here are EIA's tabulations:

	1961 Units	1961 Dollars	1960 Units	1960 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
TOTAL	40,583,632	$78,470,083	31,155,798	$78,246,279

Trade Personals: Thomas J. Watson Jr., IBM pres., promoted to chmn. He continues as chief exec. officer. Albert L. Williams promoted from exec. vp to pres. . . . Warren W. Frebel appointed purchasing vp, Magnavox . . . Mal Parks Jr., named mktg. dir., Howard W. Sams.

George J. Janoff promoted from receiving-tubes mkt.-planning mgr., RCA's entertainment-tube products dept., to mkt.-planning mgr. for the dept., in a realignment of the mktg. staff. He is succeeded by **Joseph A. Haimes,** promoted from administration & controls mgr., distributor-products dept. **William H. Myers** promoted from special projects mkt.-planning mgr. to kinescopes mkt.-planning mgr. **Howard M. Dean** promoted from tube-industry mktg. mgr. to electroluminescence & devices merchandising mgr. **Frank P. Aitelli** named to new post of govt. co-ordination & new-products planning administrator. **Morris S. Lewis** promoted from picture-tubes merchandising mgr. to distributor entertainment receiving-tubes merchandising administrator. **Robert S. Davis** promoted from kinescopes merchandising administrator to kinescopes distributor-merchandising administrator.

EP&EM Committee Chairmen: Assn. of Electronic Parts & Equipment Mfrs. appointed its treasurer **Kenneth A. Hathaway** finance committee chmn.; **Irving Rossman**, Pentron Electronics, nominating committee; **Wilfred Larson**, Switchcraft, import study group; **J. E. Templeton,** P. R. Mallory, industrial distribution group; **Harold Cotta,** Grayhill, credit committee; **E. G. Van DeVeer,** Jensen Mfg., ad committee; **J. Wayne Cargile,** United Catalog Publishers, orientation committee; **Fred Meinicke,** Amphenol-Borg, educational committee; **Travis Marshall,** Hallicrafters, social committee; **Walter Clements,** Littelfuse, program and attendance committee; **Robert Svoboda,** Amphenol-Borg, industry relations committee; **Gene Hill,** Grayhill, catalog committee; **Frank Lintern,** Jensen Mfg., publicity committee; **Tom Dowell,** Switchcraft, membership committee.

FTC Asks Broad Power: The Supreme Court has agreed to review a Court of Appeals decision that FTC assumed "unduly broad" authority in an illegal-brokerage case under the Robinson-Patman Act. The question in the case, which may have implications for other federal regulatory agencies, is: How far can FTC go in barring repetition of practices by a company whose conduct has been challenged in a single case? At issue is a sweeping FTC order against independent food broker Henry Broch & Co., which was accused of sharing a commission with J. M. Smucker Co., which bought products from Canada Foods Ltd. Arguing that it must have wide authority to forbid future infractions, FTC appealed the lower court's ruling that the order should be confined to the transaction on which evidence was heard.

Obituary

George DeSousa, 77, retired RCA vp-treas., died May 11 of a cerebral hemorrhage at a Beverly Hills hospital. DeSousa gave Gen. Sarnoff his first job in 1906 as office boy for Marconi Wireless Telegraph Co. When RCA and Marconi merged, DeSousa became treasurer and Sarnoff commercial manager.

Sam Briskin, 71, founder and chmn. of Revere Camera Co. until its sale last year to Minnesota Mining & Mfg., died May 16 in Chicago. He is survived by his widow, a daughter and 3 sons, one of whom, Theodore, is Revere gen. mgr.

Finance

Philco's Lost Quarter: Pres. James M. Skinner Jr. forewarned stockholders at the annual meeting last month that Philco would wind up 1961's first quarter in the red (Vol. 17:15 p18). Last week he painted in the grim details: A loss of $1.6 million (vs. a year-ago profit of $1.6 million) on a moderate sales decline (see financial table).

"Continuing softness in consumer durables, together with continuing heavy expenditures in computers and a number of other projects now in the development stage, have resulted in an unsatisfactory first quarter," Skinner explained. The outlook for the immediate future is more promising, he noted: "We believe the business climate is improving and we are looking forward to a better second-half sales & profit picture."

Disney-Disneyland Merger OK'd: Walt Disney Productions stockholders last week approved the merger into WDP of subsidiary Disneyland Inc., effective May 29. New officers of WDP: Joseph Fowler, vp for Disneyland operations & construction; Robert Foster, asst. secy.; Richard Johnson, asst. treasurer. Directors designated these officers of the Disneyland div. of WDP to take office on completion of the merger: Roy O. Disney, pres.; Fowler, operations & construction vp; Donn B. Tatum, administration vp; Lawrence E. Tryon, treas.; Foster, secy.; O. V. Melton, asst. treas.; Johnson, asst. secy. & asst. treas.; George Klimmer, asst. secretary.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 18, 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	Bid	Asked
Acoustica Associates	20½	23
Adler Electronics	18¾	20⅝
Aerovox	11½	12⅞
Allied Radio	28	30⅞
Astron Corp.	2⅞	3-7/16
Babcock Electronics	36	38⅝
Baird Atomic	21½	23⅝
Cannon Electric	40	44
Capehart	7¾	9
Chicago Aerial Ind.	26½	28⅞
Control Data Corp.	90	97
Cook Electric	14¼	15⅜
Craig Systems	16½	18
Crosby Teletronics	6½	7⅜
Dictaphone	34½	37¼
Digitronics	26	30⅜
Eastern Ind.	19⅜	21⅛
Eitel-McCullough	18⅝	20
Elco Corp.	14¾	16½
Electro Instruments	21	24⅛
Electro Voice	13½	15⅛
Electronic Associates	34	36¾
Elec. Capital Corp.	46	50⅜
Erie Resistor	14½	15¾
Executone	21¾	23⅞
Farrington Mfg.	14¼	15¾
Foto Video	9½	11½
Four Star TV	21¾	23⅝
FXR	20	22½
General Devices	14½	16
G-L Electronics	9	10¼
Granco Products	4¼	5
Gross Telecasting	22	24⅛
Hallicrafters	52	56
Hathaway Instr.	29	31½
High Voltage Eng.	183	199
Infrared Industries	17¼	19⅛
Interstate Engineering	26¾	28⅞
Ionics Inc.	34	37¾
Itek	50	54½
Jerrold	8⅝	9⅝
Lab for Electronics	59½	63
Leeds & Northrup	39¼	42
Lel Inc.	9¼	10¾
Magna Theater	4½	5⅛

Stock	Bid	Asked
Magnetics Inc.	12¾	14⅛
Maxson	27½	31¾
Meredith Pub.	44	48¼
MetroMedia	19¾	21¼
Microdot	27	29⅜
Milgo Electronics	25	27¾
Narda Microwave	9¾	11
Newark Electronics	27½	18⅞
Nuclear of Chicago	46	49⅞
Official Films	3¾	4¼
Pacific Automation	6⅞	8
Pacific Mercury	7	8⅛
Philips Lamp	151½	157
Pyramid Electric	2⅝	3-3/16
Radiation Inc.	29½	32
Rek-O-Kut	2⅛	2½
Research Inc.	6⅛	7
Howard W. Sams	44½	48½
Sanders Associates	52½	56½
Silicon Transistor	12¾	14⅜
Herman Smith	13¾	15¼
Soroban Engineering	68	74¾
Soundscriber	14¾	16¼
Speer Carbon	25	27¼
Sprague Electric	75¼	78¾
Sterling Television	4	4¾
Systron-Donner	41	44⅝
Taft Bcstg.	20¾	22½
Taylor Instrument	52½	56½
Technology Inst.	6¾	7⅝
Tele-Broadcasters	2	2⅝
Telechrome	15½	16¾
Telecomputing	7⅞	8½
Time Inc.	90	94½
Tracerlab	15	16½
United Artists	7¾	8⅝
United Control	17½	19⅜
Universal Trans.	1⅜	1⅞
Vitro	33½	35⅞
Vocaline	2⅞	3-7/16
Wells-Gardner	33¼	35⅞
Wilcox Electric	11⅞	13
WJR Goodwill Station	11½	13⅛
Wometco	26½	28⅞

AB-PT Looks Forward: Buoyed by record first-quarter profits (Vol. 17:18 p18), AB-PT Pres. Leonard H. Goldenson told stockholders last week that the company is in a "strong financial position" and predicted further growth. A large portion of Goldenson's presentation was devoted to the increased news & public-affairs schedule on ABC-TV. In other highlights: (1) He said AB-PT would further expand its foreign TV activities in preparation for live worldwide networking via satellite. (2) He said the company's theater business was running ahead of last year. (3) He announced AB-PT's acquisition of controlling interest in Westminster Records. (4) He called attention to the company's sale of about 120,000 shares of Microwave Associates stock, which originally cost AB-PT $83,000 and now has a market value of about $6 million. AB-PT retains 120,000 shares. (5) Stockholders approved an increase in common shares from 5 million to 10 million, and a key employes' incentive compensation plan. (6) Stockholders elected Jack Hausman to the board, succeeding Robert Wilby. (See also p. 5.)

Four Star Sees Record Year: Pres. Dick Powell & exec. vp Tom McDermott forecast peak gross & net income for the fiscal year ending June 30, 1961, at the company's annual meeting in North Hollywood, Cal. last week. They estimated net income would approximate $630,000 or $1.05 a share, vs. $317,506 (52¢) in fiscal 1960.

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
Avnet Electronics	1961—9 mo. to Mar. 31	$ 14,091,455	$ 2,208,119	$ 1,117,582	$0.54	2,064,534[1]
	1960—9 mo. to Mar. 31[2]	12,158,441	2,276,145	1,143,201	.55	2,064,534[1]
	1961—qtr. to Mar. 31	5,215,048	872,231	424,831	.21	2,064,534[1]
	1960—qtr. to Mar. 31[2]	3,945,888	790,945	384,145	.19	2,064,534[1]
Bendix	1961—6 mo. to Mar. 31	372,692,489	24,010,092	12,499,619[3]	2.32[3]	5,379,529
	1960—6 mo. to Mar. 31	399,036,702	24,292,585	11,676,693	2.18	5,366,624
	1961—qtr. to Mar. 31	191,031,149	—	4,867,081	.90	5,379,529
	1960—qtr. to Mar. 31	201,545,865	—	5,923,110	1.10	5,366,624
Components Corp. of America	1961—6 mo. to Apr. 30	1,574,240	—	107,903	.07	—
	1960—6 mo. to Apr. 30	2,019,258	—	88,988	.06	—
Decca Records[4]	1961—qtr. to Mar. 31	—	—	963,815	.75	1,285,701
	1960—qtr. to Mar. 31	—	—	1,989,775	1.54	1,285,701
Erie Resistor	1961—qtr. to Apr. 2	5,800,000	—	128,000	.13	798,806
	1960[5]	—	—	—	—	—
Federal Pacific Electric	1961—9 mo. to Mar. 31[8]	66,875,395	—	(1,502,647)[9]	—	—
	1960—9 mo. to Mar. 31	74,296,500	—	2,905,416	—	—
Ling-Temco Electronics	1961—qtr. to Mar. 31	34,837,500	—	609,783	.24	2,569,208
	1960—qtr. to Mar. 31	33,639,469	—	312,704	.13	2,432,776
NT&T	1961—6 mo. to Mar. 31[10]	21,900,000	—	620,000	.22	—
	1960—6 mo. to Mar. 31	34,200,000	—	(835,981)	—	—
Oak Mfg.	1961—qtr. to Mar. 31	5,182,930	—	66,912	.10	647,794
	1960—qtr. to Mar. 31	4,709,996	—	151,677	.23	655,894
Philco Story on p. 23	1961—qtr. to Mar. 31	99,225,000	(3,187,000)[6]	(1,605,000)	—	4,096,571
	1960—qtr. to Mar. 31	101,781,000	3,414,000	1,615,000	.37[7]	4,075,466
Television Industries	1960—year to Dec. 31	5,871,288	856,909	(2,424)	—	815,879
	1959—year to Dec. 31	6,819,152	640,854	111,362	.14	815,965
Textron Electronics	1961—qtr. to Mar. 31	5,532,000	—	(276,000)	—	3,001,406
	1960—qtr. to Mar. 31	7,214,000	—	322,000	.11	2,969,493
Trans-Lux	1961—qtr. to Mar. 31	—	—	186,524	.32	582,182
	1960—qtr. to Mar. 31	—	—	136,505	.24	559,900
20th Century-Fox Story on p. 13	1961—13 wks. to Apr. 1	34,894,728	—	1,669,244	.68	2,446,986
	1960—13 wks. to Apr. 1	28,653,252	—	1,602,282	.69	2,338,536

Notes: [1]Outstanding Mar. 31, 1961. [2]Includes British Industries, merged into Avnet December 1960 (Vol. 17:1 p20). [3]Includes non-recurring profit of $3,215,287 (60¢ a share) on sale of Elliott-Automation Ltd. [4]Includes operations of Universal Pictures. [5]Unavailable because of change in 1961 to reporting in 13-week intervals. [6]Before $1,582,000 tax credit. [7]After preferred dividends. [8]Includes Pioneer Electric Ltd., acquired in 1960. [9]After tax credit of $1,450,000 and non-recurring losses of $475,000. [10]Estimate.

Stock Offerings: AB-PT and Western Union placed a total of 240,000 shares of Microwave Associates common ($50.625 a share) on the market last week via an underwriting group headed by Lehman Brothers, Kuhn, Loeb & Co., and Clark, Dodge & Co. The secondary offering represents approximately 50% of each company's holdings of Microwave common. After the sale, each company will own 121,872 shares or approximately 12% of Microwave's outstanding common • AT&T has registered with SEC a planned public offering of $250 million of debentures, due 1998. They will be offered for sale at competitive bidding.

Reports & Comments Available: Packard Bell Electronics, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Resistance, report, Robinson & Co., 15th & Chestnut Sts., Philadelphia 2 • Indiana General, analysis, Emanuel, Deetjen & Co., 120 Broadway, N.Y. 5 • Victoreen Instruments, comments, J. W. Sparks & Co., 120 Broadway, N.Y. 5 • Varian Associates, comments in *Research Review*, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Airpax Electronics, review, Johnson, Lane, Space & Co., Florida Title Bldg., Jacksonville 2 • Transistor Applications Inc., offering circular, First Weber Securities Corp., 79 Wall St., N.Y. 5.

Foto-Video Electronics Doubles Sales: Volume jumped to $300,791 in the 6 months to March 31, compared with $144,964 a year earlier. The Cedar Grove, N.J. manufacturer of commercial, industrial and military TV equipment & systems reported a March 31 back order of $750,000, vs. $225,000 at the end of fiscal 1960's first half. Pres. Albert J. Baracket said that "on the basis of these favorable operations and on predicted net sales of $800,000 in the year ending Sept. 30, compared with $348,000 in fiscal 1960, Foto-Video should earn a greater profit this year."

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AT&T	Q	$0.90	Jul. 10	Jun. 9
Arvin Industries	Q	.25	Jun. 30	Jun. 5
Bartell Bcstg.	Stk.	100%	—	May 15
Walt Disney Prod.	Q	.10	Jul. 1	Jun. 16
Famous Players Can.	Q	.27½	Jun. 9	May 24
Federal Pacific Elec.	Q	.05	Jun. 15	Jun. 1
Hazeltine	Q	.20	Jun. 15	Jun. 1
Newark Electronics	Q	.06¼	Jun. 30	Jun. 15
Storer Bcstg.	Q	.45	Jun. 10	May 26
Storer Bcstg. "B"	Q	.12½	Jun. 10	May 26
Taft Bcstg.	Q	.10	Jun. 14	May 15
Time Inc.	Q	.75	Jun. 9	May 25
20th Century-Fox	Q	.40	Jun. 30	Jun. 16

WEEKLY **Television Digest**

MAY 22, 1961 1961 SUPPLEMENT No. 6

Financial Data on Electronics & Broadcasting Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies Including Major Component Parts Makers and Broadcasters

Adjusted for stock split and major stock dividends wherever possible.

Compiled for TELEVISION DIGEST by

Greenebaum & Associates, Financial Consultants in Electronics, 30 West Monroe St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange ASE—American Stock Exchange Pacific—Pacific Coast Stock Exchange Midwest—Midwest Stock Exchange

ACOUSTICA ASSOCIATES, INCORPORATED (Unlisted)

Year ending February 28

Capitalization—Common: 10 cents par, 449,825 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958	$ 34,038	---------	$ 12,802(d)	--	none	------	----------
1957	347,105	---------	23,602(d)	$ .11(d)	none	$ 144,825	----------
1958	1,098,760	---------	20,636	.08	none	353,384	19¾ - 3¾
1959	6,135,517	---------	147,180	.44	none	1,960,119	40½ - 19
1960	8,108,788	429,879	240,879	.63	none	3,707,327	36½ - 17
1961 (6 mo.)	4,187,314	---------	121,655	.27	none	---------	25½ - 17½

(d) Deficit.

ADMIRAL CORPORATION (NYSE)

Capitalization—Debt: $5,270,000. Common: $1 par, 2,407,136 shares.

1950	$230,397,662	$37,775,281	$18,767,554	$7.95	$1.00	$ 67,960,885	31⅝ - 13¼
1951	185,925,058	18,725,621	9,588,833	4.08	.88	88,756,734	23½ - 18¼
1952	190,724,326	18,942,133	8,711,133	3.69	.88	87,530,549	26⅜ - 19¾
1953	250,931,605	21,340,965	8,213,165	3.48	1.00+20% stk.	107,842,418	32¾ - 18⅝
1954	219,585,089	15,581,974	6,547,974	2.77	1.00	109,126,786	29⅛ - 18¼
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼ - 20¼
1956 (a)	185,880,606	2,740,024	1,504,024	.64	1.00	105,404,038	22⅛ - 12⅝
1957	172,663,187	1,176,067	965,067	.41	none	102,115,752	14⅞ - 6½
1958	170,777,126	2,956,317	1,375,017	.57	none	101,999,284	19⅞ - 7
1959	199,605,609	8,198,450	4,108,450	1.71	none	111,115,159	29½ - 17
1960	187,865,196	3,775,371(d)	2,493,371(d)	1.04(d)	none	104,395,679	23⅞ - 10
1961	---------	---------	---------	---	none	---------	15⅛ - 10⅝

(a) Restated to include domestic real estate subsidiary and all foreign operations in Italy, Mexico. (d) Deficit.

AEROVOX CORPORATION (Unlisted)

Capitalization—Debt: $2,285,000 notes. Common: $1 par, 859,706 shares.

1950	$ 23,751,172	$ 3,428,572	$ 1,749,418	$2.51	$ .30	$11,882,140	12¼ - 4⅛
1951	22,574,370	1,610,182	779,353	1.11	.60	12,840,381	10½ - 6½
1952	22,460,917	1,987,215	940,440	1.35	.80	12,633,317	10⅝ - 6½
1953	27,084,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾ - 9
1954	28,018,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8⅞
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13⅞ - 8
1956	25,095,856	1,833,693(d)	909,893(d)	1.05(d)	none	15,379,924	8¾ - 4
1957	20,892,597	409,778	278,272	.32	none	12,835,934	6¼ - 2⅞
1958	17,488,082	416,360	216,690	.25	none	12,698,087	6⅜ - 3¼
1959	22,212,531	1,341,858	668,394	.78	none	13,175,239	18 - 6⅛
1960	20,521,815	374,181	121,672	.14	.15	12,870,005	15 - 6¾
1961	---------	--------	--------	---	none	---------	13 - 7¼

(d) Deficit.

ALLIED CONTROL COMPANY INC. (ASE)

Capitalization—Debt: $140,000, loan. Common: $1 par, 472,142 shares.

1950	$ 1,890,156	$ 181,926	$ 121,926	$ .21	none	$ 1,254,251	----------
1951	3,580,128	592,288	329,235	.67	none	2,011,048	----------
1952	7,148,810	798,532	257,910	.51	none	2,680,725	4 - 2¾ (a)
1953	7,105,272	584,304	184,304	.35	none	2,755,572	3½ - 3 (a)
1954	8,907,705	710,177	322,177	.64	$ .10	2,526,405	9¼ - 7⅛
1955	7,362,112	651,124	384,721	.78	.40	3,233,731	9½ - 8¼
1956	10,887,047	1,733,163	793,163	1.69	.40	3,603,247	10¾ - 8⅜
1957	13,199,549	1,957,291	1,015,447	2.02	.57½	4,183,479	26¼ - 9¾
1958	9,755,173	1,028,500	531,207	1.08	.80+2½% stk.	4,352,942	23¼ - 16¾
1959	11,083,664	905,066	441,721	.94	.50	4,670,128	32⅞ - 18
1960	10,723,745	477,816	245,841	.52	.37	4,557,913	18¾ - 7¾
1961	---------	--------	--------	---	.12	--------	16½ - 9⅝

(a) Preferred stock.

ALLIED RADIO CORPORATION (Unlisted)

Year ending July 31

Capitalization—Common: $1 par, 1,065,633 shares.

1952	$ 11,180,000	--------	$ 305,000	$ .31	---	--------	----------
1953	12,991,000	--------	322,000	.32	---	--------	----------
1954	14,348,000	--------	389,000	.39	---	--------	----------
1955	16,102,000	--------	533,000	.53	---	--------	----------
1956	20,198,000	--------	638,000	.64	---	--------	----------
1957	23,509,300	$ 1,775,883	886,883	.89	---	--------	----------
1958	27,070,464	1,676,947	833,947	.83	---	--------	----------
1959	29,682,110	2,349,741	1,151,741	1.13	$ .08+2% stk.	$ 9,544,058	18¼ - 14
1960	34,821,953	2,617,204	1,284,204	1.25	.32+2% stk.	11,085,095	24¾ - 15
1961 (6 mo.)	20,594,645	1,164,145	570,145	.54	.08	--------	28½ - 20½

AMERICAN BOSCH ARMA CORPORATION (NYSE)

Capitalization
Debentures: $735,000
Debt: $525,000, Note
Preferred: 5% cumulative serial preferred Series A & B, $100 par, 14,575 shares
Common: $2 par, 1,902,041 shares
Funded Debt: $735,000

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 35,643,481	$ 5,200,242	$ 2,545,242	$1.88	$1.05	$ 22,135,487	20 - 10¼
1951	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17½- 12¾
1952	90,539,243	846,048(d)	509,708(d)	.54(d)	.90+ 2% stk.	48,983,258	15⅝- 10⅝
1953	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12¾- 6¼
1954	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15¼- 9
1955	73,805,025	6,533,568	3,383,568	1.86	1.00+ 2% stk.	44,290,499	22¼- 14¼
1956	122,237,735	9,666,357	4,626,357	2.43	1.00+ 5% stk.	54,593,088	23⅞- 16½
1957	134,339,863	10,510,387	5,080,387	2.67	1.05	66,114,872	27 - 16⅛
1958	115,877,176	8,244,723	4,100,723	2.14	1.20	64,360,840	37⅜- 19⅜
1959	119,957,956	7,360,594	3,532,530	1.83	1.20	60,979,936	39⅜- 23¾
1960	125,480,543	2,111,305	1,038,305	.51	.60 + 1% stk.	64,497,902	30 - 13¼
1961 (3 mo.)	34,556,429	---------	612,946	.31	none	---------	24⅛- 15¼

(d) Deficit.

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Capitalization
Debt: $53,423,074
Preferred: 5% cumulative preferred, $20 par, 69,931 shares
Common: $1 par, 4,232,731 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	$ 45,879,660	$ 132,605	$ 84,605	$ .05	none	$ 26,491,261	14¼- 7⅞
1951*	58,983,129	741,943	368,943	.22	none	31,025,927	14⅛- 10⅛
1952	167,136,730	13,578,802	6,961,113	1.34	$1.25	141,124,092	21¼- 11⅝
1953†	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15⅞- 12⅝
1954	188,795,705	9,826,142(a)	4,721,787(a)	1.11(a)	1.00	138,376,649	25¼- 14⅛
1955	198,350,068	16,011,623(a)	8,218,017(a)	1.89(a)	1.20	138,593,905	33½- 22⅛
1956	206,915,705	15,724,544(a)	7,734,545(a)	1.78(a)	1.30	146,192,447	32⅛- 21⅞
1957	215,877,026	9,779,524	4,894,524	1.10	1.00	154,125,813	24⅞- 11⅝
1958	244,821,241	12,016,010	6,116,060	1.40	1.00	155,880,143	22 - 13
1959	287,957,411	19,012,143	8,154,163	1.92	1.00	175,271,178	33⅝- 20½
1960	334,436,856	24,212,813	11,817,384	2.82	1.00 + 2% stk.	182,244,417	46½- 25¾
1961 (3 mo.)	---------	11,239,000	7,339,000	1.73	.25	---------	61⅞- 43⅛

*1950 and 1951 figures for ABC only.
†Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953.
(a) Excluding capital gains.

AMERICAN ELECTRONICS INCORPORATED (ASE)

Capitalization
Debentures: $3,457,000, convertible subordinated 5¼s, due 1973
Debt: $47,925 notes
Common: $1 par, 1,177,708 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 340,000	---------	---------	---	none	---------	---------
1951	1,510,000	---------	---------	---	none	---------	---------
1952	2,518,964	$ 245,118	$ 62,774	$ .12	none	---------	---------
1953	3,900,300	452,489	180,879	.36	none	---------	---------
1954	6,109,380	583,957	297,783	.59	$ .22½	$ 3,204,561	15¼- 4
1955	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10½
1956	10,379,641	758,109	376,128	.73	.50	7,879,677	13¾- 11
1957	17,908,135	1,180,042	603,650	.78	.50	14,484,448	21½- 11
1958	17,396,064	3,333,447(d)	2,285,826(d)	2.63(d)	.25	13,917,622	15⅛- 9¾
1959	25,019,132	617,505	617,505	.70	none	17,433,837	19¾- 11⅛
1960	22,609,422	4,721,653(d)	4,721,653(d)	2.65(d)	none	13,938,659	19¼- 8⅞
1961 (3 mo.)	5,441,695	30,622	30,622	.03	none	---------	12⅜- 8⅝

(d) Deficit.

AMERICAN MACHINE & FOUNDRY COMPANY (NYSE)

Capitalization
Debt: $ 5,450,000 notes; $70,725,000 subsidiary debt
$11,500,000, debenture 4s, due 1969; $39,911,100, conv. sub. debenture 4¼s, due 1981
Preferred: 3.90% cumulative, $100 par, 60,000 shares
5% cumulative, $100 par, 16,456 shares
Common: $3.50 par, 7,985,516 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 27,577,242	$ 3,405,846	$ 2,015,846	$ .38	$ .20	$ 30,306,000(a)	4⅜- 3¼
1951(a)	71,969,000	8,751,000	4,171,000	.58	.20 +stk.	53,691,000(a)	5⅛- 3½
1952(a)	130,262,000	10,375,000	4,849,000	.51	.20 +stk.	78,709,000(a)	6⅛- 4¼
1953(a)	171,894,000	11,961,000	6,099,000	.60	.25 +stk.	89,377,000(a)	6¼- 4¾
1954(a)	154,468,000	9,598,000	4,823,000	.43	.25 +stk	105,662,000(a)	7⅛- 5⅜
1955(b)	175,651,000	11,884,000	5,777,000	.45	.25 +stk.	132,625,000(a)	9 - 5⅞
1956(b)	237,460,000	23,015,000	11,008,000	.83	.26½ +stk.	182,385,380	10¼- 6⅛
1957(b)	271,433,000	25,960,000	12,921,000	.94	.32½	222,779,000(a)	10⅞- 7¼
1958(b)	239,745,000	24,490,000	11,950,000	.84	42½	228,979,425	14⅞- 8⅛
1959(b)	294,713,345	42,186,172	19,888,172	1.28	.53¾	270,477,901	26¼- 13⅜
1960	361,984,818	49,504,097	24,104,097	1.53	.68¾	332,207,495	45⅞- 24¾
1961 (3 mo.)	114,659,439	15,760,899	7,526,899	.93	.42½	369,252,563	63⅝- 42½

(a) Adjusted by company (b) Pro-forma including Cuno engineering
(Note:) Adjusted for 2-for-1 stock split to be voted April 18, 1961

AMERICAN TELEPHONE AND TELEGRAPH COMPANY (NYSE)

Capitalization
Debt: $7,232,239,000
Subsidiary preferred: $17,904,300
Common: $33⅓ par, 230,458,530 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$3,261,528,032	$ 587,720,864	$346,962,051	$4.04	$3.00	$11,575,966,607	53⅞- 48⅜
1951	3,639,462,365	704,221,388	364,874,176	3.67	3.00	12,774,216,000	53¾- 50
1952	4,039,644,218	798,087,900	406,661,306	3.48	3.00	13,997,345,000	53¾- 50¼
1953	4,416,729,614	937,599,573	478,512,265	3.77	3.00	15,434,549,000	53¾- 50¾
1954	4,784,500,427	1,058,836,919	549,931,223	3.81	3.00	16,515,526,000	59¾- 52
1955	5,297,043,174	1,291,183,107	664,243,416	4.37	3.00	14,479,641,983	62½- 57⅝
1956	5,825,297,685	1,451,160,747	755,933,854	4.39	3.00	16,206,571,233	63⅜- 55
1957	6,313,833,200	2,098,371,577	829,779,296	4.33	3.00	17,677,875,672	60 - 53⅜
1958	6,771,403,000	2,435,455,000	952,305,000	4.67	3.00	19,493,951,000	75¾- 56
1959	7,392,997,000	2,803,441,000	1,113,152,000	5.22	3.15	20,807,001,000	89 - 74⅞
1960	7,920,454,000	3,060,668,000	1,212,966,000	5.53	3.30	22,558,283,000	108½- 79⅞
1961 (3 mo.)	2,028,852,000	773,816,000	304,018,000	1.36	1.65	------------	130 -103½

AMP INCORPORATED (NYSE)

Capitalization
Notes: $900,000, 4½ Promissory Note due 1969. Common: .331/3 cents par, 6,052,488 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 5,480,538	$ 1,342,201	$ 590,201	$ .10	none	---------	---------
1951	10,188,612	1,776,868	458,868	.08	none	---------	---------
1952	11,545,957	1,509,646	342,646	.06	none	---------	---------
1953	15,312,235	1,644,021	409,561	.07	none	---------	---------
1954	16,040,373	2,102,032	902,032	.15	none	---------	---------
1955	21,647,301	3,709,128	1,605,588	.28	none	$12,108,805	---------
1956	32,299,301	6,587,742	3,227,742	.55	none	15,411,029	6½ - 5⅝
1957	36,097,574	6,542,779	3,350,779	.55	.17 + stk.	16,637,337	10 - 4⅞
1958	31,377,891	4,802,933	2,596,933	.43	.17	17,838,358	8⅛ - 6⅝
1959	46,965,516	9,375,031	4,940,031	.83	.20	22,762,638	21 - 7⅜
1960	53,904,779	10,347,346	5,618,346	.93	.27	30,502,158	24⅜ - 15
1961 (3 mo.)	14,400,915	2,645,737	1,373,737	.23	.15	---------	34¼ - 21⅛

(Note: Adjusted for 3-for-1 stock split to be voted April 27, 1961)

AMPEX CORPORATION (NYSE)

Year ending April 30
Capitalization
Debt: $327,000; $5,125,000 debenture 5's, due 1972. Common: $1 par, 7,718,257 shares.

1950	$ 387,514	---------	$ 60,601(d)	$ .03(d)	none	---------	---------
1951	968,472	$ 129,931	114,931	.06	none	---------	---------
1952	2,301,707	167,823	76,823	.04	none	---------	---------
1953	3,548,593	202,020	88,520	.05	none	$ 2,156,234	---------
1954	5,418,373	70,191	25,691	.01	none	3,769,231	---------
1955	8,163,663	762,622	365,736	.09	none	4,749,525	2⅝ - 1⅞
1956	10,196,967	607,275	311,275	.08	none	6,301,532	5¾ - 2¼
1957 (a)	20,568,000	N.A.	993,000	.16	none	15,017,000	8 - 4
1958 (a)	33,915,000	N.A.	1,655,000	.26	none	21,635,000	6⅝ - 5⅞
1959 (a)	49,167,000	N.A.	2,914,000	.39	none	42,630,000	45⅝ - 20⅜
1960 (a)	72,767,000	N.A.	4,083,000	.53	none	57,581,000(c)	42¼ - 19½
1961 (9 mo.) (a)	53,073,000	3,571,000(d)	1,303,000(d)	.17(d)	none	---------	32¾ - 20¼

(a) Pro-forma including Telemeter Magnetics, Inc., merged Dec. 30, 1960. (c) Pro-forma bal. sheet July 31. (d) Deficit. (N.A.) Not available.

AMPHENOL-BORG ELECTRONICS CORPORATION (NYSE)

Capitalization
Debt: $720,000, notes; $2,000,000, 5½% Conv. sub. debentures, due 1970.
Common: $1 par, 1,383,827 (c)

1950 (a)	$ 12,944,833	$ 2,020,833	$ 920,833	$2.30	$ .70	$ 7,757,607	10⅜ - 6⅛
1951 (b)	37,238,930	5,753,223	1,969,755	2.29	.80	23,882,484	12¼ - 9
1952 (b)	52,068,363	7,753,413	2,593,736	3.01	.90	27,684,279	17⅜ - 10¾
1953 (b)	55,204,123	6,159,929	2,067,070	2.40	1.00	30,386,346	19 - 13
1954 (b)	43,309,241	4,205,722	1,985,531	2.31	.75	27,181,515	15⅛ - 9
1955 (b)	43,405,371	5,640,266	2,750,759	3.20	.57½	27,448,441	19 - 12⅜
1956 (c)	50,791,794	5,828,787	2,782,869	2.47	.95	30,034,581(b)	19½ - 15¼
1957 (c)	58,424,142	7,947,624	3,700,264	2.79	1.15	38,132,317(b)	33⅞ - 19½
1958 (c)	50,582,961	4,822,356	2,472,439	1.86	1.20	38,864,438(e)	37½ - 22⅜
1959 (c)	62,201,244	6,492,716	3,246,048	2.34	1.40	42,480,630(e)	46⅞ - 30⅛
1960 (c)	67,804,593	5,062,530	2,535,530	1.83	1.40	51,006,381	55¾ - 33¾
1961 (3 mo.)	---------	---------	123,735	.11	.35	---------	58⅝ - 41¼

(a) Amphenol Electronics only. (b) Adjusted by Company. (c) Pro-Forma including FXR, Inc. (e) Amphenol-Borg only.

ANDREA RADIO CORPORATION (ASE)

Capitalization
Common: $1 par, 250,700 shares.

1955	$ 3,455,608	N.A.	$ 172,543	$ .69	none	(b)	(b)
1956	4,255,156	N.A.	126,207	.50	none	(b)	(b)
1957	7,465,125	N.A.	313,395	1.25	none	(b)	(b)
1958	5,798,571	N.A.	263,919	1.05	none	$ 2,549,234	(b)
1959	6,526,827	$ 541,402	279,675	1.12	none	2,920,077	(b)
1960	7,423,316	614,103	307,663	1.23	$ .25	3,019,712	22¼ - 11
1961	-------	-------	-------	---	.25	---------	32½ - 12½

N.A. Not available. (b) Privately owned.

ARVIN INDUSTRIES INCORPORATED (NYSE)

Capitalization
Debt: $4,500,000 notes. Common: $2.50 par, 1,137,609 shares.

1950	$ 53,684,138	$ 6,940,396	$ 3,605,126	$3.24	$1.34	$ 23,565,630	24⅝ - 14½
1951	63,997,212	6,841,405	2,691,063	2.42	1.60	26,578,148	32¾ - 18¼
1952	64,289,781	4,459,536	2,209,733	1.78	1.60	27,364,995	26¼ - 20⅛
1953	73,395,197	4,692,147	2,255,001	2.02	1.60	27,135,716	26¼ - 20⅜
1954	53,372,759	4,630,593	2,231,198	2.00	1.28	27,978,690	21⅝ - 16¾
1955	67,421,583	8,445,322	4,052,091	3.64	1.36	32,033,832	21¼ - 19¼
1956	64,612,775	7,875,165	3,784,839	3.22	1.60	32,122,082	25¼ - 21½
1957	69,705,700	7,676,370	3,689,976	3.28	1.60	31,346,329	29¼ - 22⅜
1958	54,015,225	3,085,970	1,487,878	1.32	1.00	32,090,290	23⅞ - 18⅞
1959	66,174,567	4,186,889	2,031,058	1.80	.95	36,171,011	29½ - 22⅝
1960	66,843,470	2,830,811	1,366,000	1.21	1.00	35,633,510	27½ - 16¾
1961 (3 mo.)	12,980,058	165,901(d)	79,632(d)	.07(d)	.25	---------	37⅞ - 20

(d) Deficit.

ASTRON CORPORATION (Unlisted)

Capitalization
Debt: $358,375
Preferred: 4% cumulative preferred, $10 par, 3,900 shares
Common: 10 cents par, 645,000 shares

1951	$ 1,461,687	N.A.	$ 33,331	$ .05	(b)	(b)	(b)
1952	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953	3,164,983	N.A.	118,252	.18	(b)	$ 836,579	(b)
1954	3,421,760	$ 569,231	287,431	.45	(b)	1,206,212	(b)
1955	4,101,170	607,639	296,339	.46	$ .20	2,174,924	5 - 3½
1956	5,128,525	460,519	227,519	.35	.40	2,281,279	4⅝ - 3
1957	4,841,129	352,708	185,708	.29	.20	2,202,612	3½ - 1⅝
1958	4,147,744	83,079(d)	24,079(d)	.04(d)	.07½	2,064,232	3½ - 1⅜
1959	5,066,126	61,964(d)	24,264(d)	.04(d)	none	2,307,901	4 - 2
1960	4,175,300	435,019(d)	300,919(d)	.47(d)	none	1,940,811	4½ - 1¼
1961	-------	-------	-------	---	none	-------	2⅝ - 1⅜

N.A. Not available. (b) Privately owned. (d) Deficit.

AUDIO DEVICES, INCORPORATED (ASE)

Capitalization
Debt: $450,000. Common: 10 cents par, 831,652 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,992,176	$ 307,216	$ 172,216	$ .34	$ .15½	$ 840,732	--------
1951	2,159,595	173,441	92,441	.18	.15	879,164	--------
1952	2,338,602	207,713	131,713	.26	.12	910,749	2¼ - 1¾
1953	2,612,719	174,398	101,898	.20	.09	1,184,444	3⅜ - 2⅞
1954	2,453,750	89,906	58,906	.11	.08+10% stk.	1,141,416	3⅞ - 2
1955	3,472,871	426,955	219,955	.36	.05+10% stk.	1,296,624	3⅞ - 2½
1956	3,707,576	417,457	212,457	.33	.05+5% stk.	1,645,225	6¾ - 2½
1957	4,774,523	283,241	151,241	.19	.05+5% stk.	2,646,083	12⅜ - 4⅞
1958 (a)	5,575,971	--------	371,299	.47	.05	3,358,357	17⅝ - 7¼
1959 (a)	6,166,344	420,445(d)	195,445(d)	.35(d)	none	3,377,629	26½ - 15
1960	6,562,992	280,308	142,308	.17	none	3,606,102	28½ - 12⅛
1961	--------	--------	--------	---	none	--------	36⅜ - 25¼

(a) Pro-forma giving effect to sale of Silicon Rectifier Division. (d) Deficit.

AUTOMATIC RADIO MFG. CO., INC., (ASE)

Year ending September 30

Capitalization
Debt: $74,551.
Preferred: 5% cumulative, conv., $100 par, 10,559 shares.
Common: $1 par, 2,166,750 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 4,110,944	$ 336,290	$ 185,341	$ .09	none	(b)	(b)
1956	6,053,333	485,553	262,044	.13	none	(b)	(b)
1957	9,780,453	1,221,134	622,769	.32	none	(b)	(b)
1958	11,720,966	2,457,226	1,216,889	.65	none	(b)	(b)
1959	13,871,695	3,796,395	1,849,561	.99	none	(b)	(b)
1960	15,075,687	3,536,152	1,766,152	.95	none	$ 9,346,689	13 - 10
1961 (3 mo.)	3,096,954	816,824	408,411	.20	none	11,132,186	20 - 12

(b) Privately owned.

AVCO CORPORATION (NYSE)

Year ending November 30

Capitalization
Debentures: $15,000,000 convertible sub. debenture 5s, due 1979.
Debt: $19,385,000, promissory notes
Common: $3 par, 10,349,959 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$258,966,971	$28,735,633	$12,635,633	$1.47	$ .50	$222,980,159	9⅛ - 5¾
1951	286,598,113	22,089,214	10,089,214	1.10	.80	186,877,718	8⅝ - 6⅞
1952	328,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¼ - 6⅞
1953	414,783,527	5,888,598	3,368,598	.34	.30	143,787,065	8¾ - 4½
1954	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4⅝
1955	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¼ - 5½
1956	320,556,285	18,112,847(d)	16,387,847(d)	1.84(d)	none	181,728,051	7⅝ - 5
1957	314,882,677	10,552,601	12,832,794	1.38	.10	159,752,919	7¾ - 4⅞
1958 (a)	275,696,640	13,526,090	11,596,608	1.23	.40	183,029,175	13⅞ - 5⅝
1959	306,048,377	18,488,416	9,588,416	.95	.40	187,553,073	17⅝ - 10½
1960	322,744,957	19,300,001	10,021,501	.97	.50	176,460,432	17¼ - 11¾
1961 (3 mo.)	73,693,944	4,876,375	2,451,375	.24	.27½	--------	21⅝ - 13½

(a) Excludes $7,233,011 sales of discontinued operations.
(d) Deficit.

AVIEN, INCORPORATED (ASE)

Year ending June 30

Capitalization
Debt: $970,000, notes, due July 1969.
Common: Class A, 10 cents par, 678,412 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	$ 6,887,000	$ 332,000	$ 314,000	$ .47	---	$ 1,269,000	--------
1955	5,823,000	485,000	458,000	.69	$ .07½	1,990,000	--------
1956	5,135,000	143,000(d)	148,000(d)	.22(d)	none	2,305,000	--------
1957	6,115,000	203,000	183,000	.24	none	3,541,000	3 - 1⅝
1958	7,398,000	498,000	230,000	.34	none	3,668,000	5¾ - 1⅛
1959	7,748,865	671,437	301,437	.50	none	2,211,229	16¼ - 7
1960	5,040,910	148,352	189,040	.31	none	3,074,677	14 - 7¾
1961 (6 mo.)	3,393,000	225,000(d)	160,000(d)	.24(d)	none	--------	29¾ - 9⅛

(d) Deficit

AVNET ELECTRONICS CORPORATION ((NYSE)

Year ending June 30

Capitalization
Debt: $217,887, notes
Common: $.05 cents par, 2,442,221 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955 (Incorporated July 22)	--------	--------	--------	---	none	--------	--------
1956 (a)	$ 1,003,484	--------	$ 17,228(d)	$ .02(d)	none	--------	--------
1957	2,037,897	--------	66,737	.06	none	--------	--------
1958 (b)	11,094,384	--------	725,992	.43	3½% stk.	$ 1,701,057(c)	--------
1959 (b)	14,321,790	--------	1,287,479	.67	3½% stk.	3,397,450(c)	19⅝ - 8½
1960 (b)	15,836,575	--------	1,428,139	.74	none	8,390,889	23⅛ - 12⅝
1961 (b) (6 mo.)	8,876,406	--------	696,132	.36	none	--------	68½ - 17⅛

(a) 11 months to June 30. (b) Pro-forma, including British Industries Corp., merged Dec. 29, 1960. (c) Avnet only.
(d) Deficit.

BABCOCK ELECTRONICS CORP. (Unlisted) (Formerly Babcock Radio Engineering, Inc.—name changed Sept. 13, 1960)

Year ending May 31

Capitalization
Common: $1 par, 651,036 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$1,169,096	N.A.	$ 72,452	$ .22	none	(b)	(b)
1956	1,481,806	N.A.	91,400	.28	$ .03	(b)	(b)
1957	1,952,460	N.A.	79,441	.24	.02	(b)	(b)
1958	1,582,702	N.A.	93,754	.29	.02	(b)	(b)
1959	2,954,742	N.A.	178,595	.42	.07½	$2,201,992	(b)
1960	6,539,945	N.A.	399,870	.55	none	2,876,695	30 - 11⅞
1961 (e)	7,500,000	--------	--------	.66	none	--------	27¾ - 21½

(N.A.) Not available. (b) Privately owned. (e) Estimate.

BAIRD-ATOMIC, INCORPORATED (Unlisted)

Year ending September 30

Capitalization
Debt: $615,000
Common: $1 par, 798,656 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.							
1951 N.A.							
1952 N.A.							
1953 N.A.							
1954	$ 2,993,324	$ 36,339(d)	$ 38,007(d)	$ .09(d)	none	--------	6¼ 5½
1955	3,082,137	301,642(d)	279,689(d)	.65(d)	none	$ 1,994,546(a)	6½- 3¾
1956	4,871,214	187,375	185,927	.40	none	2,641,919	6⅞- 4⅜
1957	6,701,936	141,900	93,600	.19	none	3,379,497	8¼- 3¾
1958	7,035,934	208,811	121,591	.24	none	3,395,500	12 - 3½
1959	8,339,280	76,914	36,511	.05	none	5,510,132	18¾- 7½
1960	13,193,059	899,091	414,091	.52	none	7,003,084	44 - 9
1961	--------	-------	-------	---	none	--------	26¾- 19¾

(N.A.) Not available.
(a) As of Dec. 31. (d) Deficit.

BARNES ENGINEERING COMPANY (ASE)

Year ending June 30

Capitalization
Common: $1 par, 358,820

1954 Incorporated Nov. 4

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	--------	----------	-------	---	---	--------	----------
1956	$ 696,500	----------	$ 99,529(d)	$ .33(d)	none	--------	----------
1957	1,252,255	----------	142,270	.47	none	--------	----------
1958	1,816,614	----------	175,842	.59	none	$ 1,314,270	11 - 3⅜
1959	2,754,522	----------	227,961	.70	none	1,602,372	32⅝- 8
1960	3,853,889	$ 432,942	219,942	.62	none	2,505,278	57⅝- 21⅜
1961 (6 mo.)	2,188,135	----------	30,924	.09	none	--------	49¾- 31

BECKMAN INSTRUMENTS INCORPORATED (NYSE)

Year ending June 30

Capitalization
Debt: $9,889,286
Common: $1 par, 1,468,585 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	$ 5,207,858	$ 1,431,353	$ 694,853	$ .69	$ .13	----------	(b)
1951*	8,215,712	1,918,190	628,090	.58	none	$ 5,990,000	(b)
1952(a)	5,785,740	1,328,848	326,848	.30	none	7,148,028	17¾- 10½
1953	16,447,382	1,991,089	758,089	.70	none	10,247,769	17 - 11⅝
1954	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½- 13¾
1955	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29⅜- 19⅜
1956	29,362,131	3,344,858	1,744,856	1.36	3% stk.	21,859,411	43⅛- 25⅛
1957	38,088,730	349,432	209,432	.16	3% stk.	36,256,196	47¾- 21
1958	39,823,317	1,792,923(d)	946,923(d)	.70(d)	none	35,792,392	40⅛- 18⅛
1959	44,872,788	3,488,889	1,771,689	1.30	none	31,279,198	74¾- 36¼
1960	54,257,282	8,282,915	3,092,915	2.24	none	35,857,974	103¾- 62½
1961 (9 mo.)	48,489,254	5,050,012	2,515,012	1.82	none	39,029,810	145¾- 87

*12 months ending Dec. 31.
(a) 6 months to June 30. (b) Privately owned. (d) Deficit.

BELL & HOWELL COMPANY (NYSE)*

Capitalization
Debt: $15,069,092
Preferred: 4¼% cumulative, $100 par, 13,313 shares
4¾% cumulative, $100 par, 13,600 shares
Common: no par, 3,739,596 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 2,808,571	$ 654,801	$ 364,604	$ .72	$ .30+15% stk.	----------	13¼- 9⅛
1951 (a)	5,614,550	1,062,591	437,591	.67	.40	$ 5,081,798	14⅝- 13⅛
1952 (a)	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17½- 10⅜
1953 (a)	14,074,084	919,906	510,406	.57	.40	11,796,346	15¼- 10⅝
1954 (a)	15,844,520	1,633,363	842,863	.94	.40	13,096,930	31½- 13½
1955 (a)	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31¼- 20
1956 (a)	25,038,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957 (a)	30,541,382	1,178,729	771,729	.73	.40	31,413,654	54¾- 25⅛
1958 (a)	32,079,116	2,470,196(d)	1,178,496 (d)	.11(d)	.40	31,048,119	47½- 27⅞
1959*	105,145,072	9,930,834	4,904,834	1.34	.31	87,624,679	44¼- 21¾
1960	114,115,559	8,856,312	5,104,591	1.37	.40	89,055,592	57½- 37⅝
1961 (3 mo.)	22,835,000	2,000	105,000	.02	.20	----------	68⅞- 48¾

(d) Deficit.
* Merger with Consolidated Electrodynamics Corp. approved by stockholders of both companies January 12, 1960, effective January 15. Consolidated figures shown above are on a Pro-forma basis for 1959. (a) Consolidated Electrodynamics Corp. only. (d) Deficit.

BELOCK INSTRUMENT CORPORATION (ASE)

Year ending October 31

Capitalization
Debt: $1,485,194; $261,000; convertible sub. debenture 5¾s, due Dec. 1, 1973.
Preferred: 8% cumulative, $100 par, 1,870 shares. Common: 50 cents par, 975,086 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	Incorporated Nov. 14, 1950						
1951(a)	$ 907,308	----------	$ 196,062(d)	$ .27(d)	none	----------	(e)
1952	3,542,365	----------	78,319	.09	none	----------	(e)
1953	8,154,821	$ 289,371	155,251	.19	none	----------	(e)
1954	10,259,380	745,810	348,375	.45	none	$ 4,748,583	(e)
1955	14,896,878	1,428,310	679,443	.89	none	7,423,344	27⅞- 11⅛
1956	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19⅛- 12½
1957	13,255,083	280,950(d)	132,330(d)	.18(d)	3% stk.	9,244,144	14 - 6¼
1958	12,731,300	483,743	202,743	.24	1½% stk.	10,438,904	13 - 7⅜
1959	15,794,325	711,988	349,988	.38	2% stk.	12,099,735	22⅞- 10⅜
1960	14,148,473	848,352(d)	424,352 (d)	.44(d)	2½% stk.	13,250,068	25⅜- 13⅛
1961	---------	--------	--------	---	none	---------	19⅝- 14⅝

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

THE BENDIX CORP. (NYSE)

Year ending September 30

Capitalization—Debt: $1,075,000. Common: $5 par, 5,373,401 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$219,419,794	$30,599,434	$16,954,116	$4.00	$2.37½	$143,366,391	26¾ - 17¼
1951	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22⅝
1953	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34⅛ - 25
1954	607,711,607	61,796,575	25,537,771	5.35	1.50+7% stk.	285,430,724	52¾ - 30
1955	567,249,923	58,717,287	25,888,599	5.39	2.37½	278,064,860	59½ - 45
1956	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64⅜ - 48½
1957	711,237,146	59,366,546	27,499,034	5.44	2.40	370,089,085	66¾ - 42
1958	623,731,537	42,734,746	21,171,902	4.18	2.40	325,561,339	74½ - 44½
1959	689,692,312	59,737,082	27,404,274	5.37	2.40	384,669,181	89 - 61
1960	792,266,614	54,028,270	26,188,471	4.88	2.40+5% stk.	407,174,156	74½ - 56¼
1961 (3 mo.)	181,661,340	13,986,405	7,632,537	1.42	.60	402,143,781	72 - 61¼

BURROUGHS CORPORATION (NYSE)

Capitalization—Debt: $5,707,884

Debentures: $75,406,800. Common: $5 par, 6,642,570 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 86,931,628	$12,865,289	$ 8,019,916	$1.60	$ .90	$ 73,137,809	15¾ - 12⅜
1951	127,368,125	25,170,378	10,615,378	2.12	.90	103,157,757	18¾ - 13⅞
1952	150,817,423	19,097,484	9,001,984	1.80	.90	129,201,094	18½ - 16
1953	162,035,781	17,766,148	7,826,148	1.58	.80	134,688,043	17⅝ - 13½
1954	168,651,347	17,836,514	9,146,514	1.83	.85	138,083,933	25⅞ - 15¼
1955	220,402,452	25,177,753	11,831,504	1.97	1.00	181,807,279	34¼ - 22⅞
1956	272,879,246	27,064,021	14,197,021	2.35	1.00	233,787,716	46⅞ - 28½
1957	282,773,950	17,834,594	10,074,594	1.67	1.00	271,537,006	52⅜ - 27⅞
1958	294,085,078	10,959,934	6,407,934	1.02	1.00	299,648,367	43⅜ - 27⅝
1959	359,778,068	15,806,369	7,109,567	1.07	1.00	325,772,360	45¾ - 28¾
1960	389,210,550	17,539,867	9,235,867	1.39	1.00	334,215,632	40⅜ - 26¼
1961 (3 mo.)	90,478,000	2,704,000	1,405,000	.21	.50	----------	38¼ - 27½

CTS CORP. (Unlisted) (Formerly Chicago Telephone Supply Corp. To be publicly underwritten in Spring 1961)

Capitalization

Debt: $1,080,000, notes

Common: no par, 1,447,003 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	$ 12,058,936	$ 2,368,583	$ 1,155,873	$ .66	$ .27	(b)	(b)
1955	14,066,516	2,469,625	1,207,506	.69	.27	(b)	(b)
1956	14,038,981	1,924,516	931,920	.53	.36	(b)	(b)
1957	14,106,309	1,708,358	877,472	.50	.36	(b)	(b)
1958	13,801,257	1,697,909	852,863	.64	.22	(b)	(b)
1959	19,559,246	3,796,657	1,837,578	1.34	.40	(b)	(b)
1960	20,047,758	3,249,381	1,649,881	1.20	.40	$ 13,043,025	(b)
1961	----------	--------	--------	---	---	----------	(b)

(b) Privately owned.

CANNON ELECTRIC COMPANY (Unlisted)

Capitalization

Debt: $3,836,000 5½% notes.

Common: $1 par, 1,500,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 19,295,536	$ 1,949,494	$ 939,202	$ .63	$ .02	(b)	(b)
1956	24,853,112	2,559,741	1,248,059	.83	.03	(b)	(b)
1957	34,857,114	3,922,090	1,908,002	1.27	.07	(b)	(b)
1958	33,072,602	3,262,221	1,595,673	1.06	.07	(b)	(b)
1959	41,938,841	1,245,134	599,592	.40	.07	$ 20,083,606	(b)
1960	45,161,191	4,404,722	2,033,115	1.35	.03	23,506,357	18⅞ - 15½
1961 (3 mo.)	11,434,206	1,081,207	473,211	.31	---	---------	38½ - 19½

(b) Privately owned.

CAPITAL CITIES BROADCASTING CORP. (ASE)

Capitalization

Debt: $7,510,806, notes; $1,500,000 sub. debentures 6s, due 1964.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	N.A.	N.A.	$ 406,969(d)	$ .35(d)	none	(b)	(b)
1956	$ 2,979,324	N.A.	139,244(d)	.12(d)	none	(b)	(b)
1957	3,350,611	N.A.	56,581(d)	.05(d)	none	(b)	(b)
1958	2,880,003	N.A.	314,050	.27	none	$ 4,061,109	(b)
1959	6,067,424	N.A.	380,545	.33	none	11,703,308	(b)
1960	8,421,601	--------	817,263	.71	none	---------	11¾ - 8
1961	---------	--------	--------	---	none	---------	23⅛ - 9¾

N.A.—Not available. (b) Privately owned. (d) Deficit.

CHICAGO AERIAL INDUSTRIES, INC. (Unlisted)

Capitalization—Debt: $1,397,912, notes. Common: $2 par, 559,600 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,170,000	$ 248,000	$ 100,000	$ .25	$ .02	(a)	(a)
1951	2,001,000	232,000	109,000	.27	.02	(a)	(a)
1952	3,906,000	550,000	215,000	.49	.02	(a)	(a)
1953	6,035,000	803,000	211,000	.49	.02	(a)	(a)
1954	6,617,000	1,158,000	568,000	1.28	.04	(a)	(a)
1955	7,149,000	893,000	426,000	.96	.10	(a)	(a)
1956	8,839,000	1,123,000	538,000	1.21	.13	(a)	(a)
1957	8,629,000	1,168,000	556,000	1.25	.19	(a)	(a)
1958	8,721,393	1,095,536	534,536	1.22	.19	$ 6,156,276	(a)
1959	12,368,062	1,489,354	724,354	1.37	.20	6,463,024	32½ - 15
1960	6,196,460	1,439,761(d)	717,861(d)	1.28(d)	.15	8,890,797	56 - 21¾
1961 (3 mo.)	2,309,055	--------	43,879	.08	none	--------	30¾ - 24½

(a) Privately owned. (d) Deficit.

CLAROSTAT MANUFACTURING COMPANY, INC. (ASE)

Capitalization—Debt: $106,509. Common: $1 par, 451,753 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 5,985,241	$ 772,999	$ 406,780	$ .99	$ .16	$ 2,199,374	6⅛ - 2¼
1951	5,914,310	968,763	316,265	.76	.30	2,338,293	6⅝ - 4⅛
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6¼ - 4½
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4⅜
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7½ - 5⅜
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4⅛
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3⅛
1957	7,207,102	276,543	132,710	.32	.15	2,472,742	5 - 2½
1958	6,808,779	51,588	20,861	.05	none	2,984,557	5½ - 2⅞
1959	8,998,940	503,262	265,512	.60	none	3,396,181	17½ - 4
1960	8,487,851	466,747	222,932	.49	3% stk.	3,686,223	16⅜ - 9⅞
1961	---------	---------	---------	---	3% stk.	--------	20 - 12

CLEVITE CORPORATION (NYSE)

Capitalization

Debt: $8,770,122, 3⅛% notes, due serially until 1971.
Preferred: 4½% cumulative, $100 par, 37,676 shares.
Common: $1 par, 1,883,713 shares.

1950	$ 42,187,243	$ 7,914,228	$ 3,914,228	$2.88	$1.30	$ 25,283,265	15⅞ - 11⅞
1951 (a)	50,052,000	7,687,826	2,887,826	2.03	1.15	39,212,523	19 - 15⅝
1952 (a)	54,103,000	8,144,240	3,444,240	1.97	1.15	53,748,600	27½ - 17⅝
1953 (a)	71,305,000	7,978,611	3,478,611	1.77	1.15	59,439,142	25⅝ - 18
1954 (a)	60,149,000	5,618,648	2,668,648	1.33	1.15	58,536,954	24⅜ - 18
1955 (a)	73,089,000	10,004,753	4,854,753	2.54	1.25	61,832,282	25⅜ - 20½
1956 (a)	75,112,000	7,671,593	3,971,593	2.06	1.15	61,465,000	24¼ - 18
1957 (a)	72,672,000	7,408,539	3,988,539	2.08	1.15	59,342,564	25½ - 15⅛
1958 (a)	64,721,000	5,899,246	3,109,246	1.60	1.15	57,828,463	25⅜ - 15¾
1959 (a)	86,182,586	13,893,961	6,493,961	3.36	1.15	68,235,415	59¼ - 24¾
1960	95,525,348	13,605,635	6,825,635	3.53	1.20	72,733,614	72½ - 42
1961 (3 mo.)	22,697,974	2,375,550	1,169,550	.60	.30	---------	69¾ - 47¾

(a) Changes by company.

COHU ELECTRONICS, INC. (ASE)

Capitalization—Debt: $600,000. Common: $1 par, 1,417,321 shares.

1950 (a)	$ 37,149	--------	$ 3,538	---	none	--------	----------
1951 (a)	118,594	$ 25,750	21,691	---	none	--------	----------
1952 (a)	148,385	27,653(d)	23,594 (d)	---	none	--------	----------
1953 (a)	275,345	7,149(d)	7,149 (d)	---	none	--------	----------
1954	864,249	238,588(d)	239,022 (d)	$1.48(d)	none	--------	----------
1955	1,611,278	12,635	6,891	.01	none	--------	----------
1956	3,422,613	264,035	252,035	.31	none	--------	----------
1957	5,428,093	345,177	190,177	.20	none	$ 3,545,248	----------
1958	5,628,698	1,767,183(d)	1,623,987(d)	1.57(d)	none	4,589,078	9⅜ - 6⅜
1959	8,112,655	853,791	853,791	.60	none	4,972,663	12 - 5¾
1960	7,135,022	459,020	459,020	.32	none	5,735,999	13⅞ - 6¾
1961 (3 mo.)	2,101,507	--------	209,155	.15	none	--------	16½ - 7⅜

(a) Kay Lab only. (d) Deficit.

COLLINS RADIO COMPANY (NYSE)

Year ending July 31

Capitalization

Debt: $1,991,994 notes, $3,263,000, 5½%, 1st mortgage bonds.
$1,174,000, 6% 1st mortgage sinking fund bonds, $12,000,000, convertible subordinated debentures 4¾s, due 1980.
Common: $1 par, 2,205,170 shares

1950	$ 12,534,018	$ 1,075,177	$ 415,765	$ .26	none	$ 8,523,681	3⅞ - 1
1951	19,325,837	1,093,704	753,732	.44	$ .10	19,125,921	4⅜ - 3
1952	64,130,371	5,913,432	1,836,139	1.13	.10	31,116,050	6¾ - 3⅞
1953	80,028,767	6,870,809	1,580,307	.97	.13	34,398,396	7⅝ - 5¼
1954	90,300,464	7,398,976	2,599,369	1.81	.14	42,794,136	23 - 6⅜
1955	108,164,689	7,194,145	3,347,059	2.07	.34	47,558,771	28½ - 17¾
1956	125,141,055	8,506,001	3,195,930	1.81	.34	59,127,378	32¼ - 21¾
1957	127,490,768	4,825,012	2,192,946	1.20	.34	72,485,543	28½ - 9½
1958	107,569,379	179,846(d)	1,081,975 *	.51	none	71,297,869	23 - 11⅛
1959	117,864,139	7,662,958	3,718,817	1.87	4% stk.	93,373,840	72⅛ - 22
1960	190,837,480	13,731,881	6,560,596	3.04	4% stk.	132,290,075	76 - 41¾
1961 (6 mo.)	112,428,074	5,865,822	2,602,222	1.18	none	142,005,999	50⅝ - 41¼

* After tax refund. (d) Deficit.

COLUMBIA BROADCASTING SYSTEM INCORPORATED (NYSE)

Capitalization

Debt: $38,380,000, notes; $3,024,834, mortgage; $4,980,494 other deferred liabilities. Common: $2.50 par, 8,641,104 shares.

1950	$124,105,408	$ 9,555,329	$ 4,105,329	$ .80	$ .53	$ 53,833,265	13⅜ - 8⅜
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11¾ - 5⅝
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13⅜ - 11
1953	313,908,771	22,687,288	8,894,642	1.27	.82	136,040,997	16⅞ - 12¾
1954	373,380,139	23,214,845	11,414,645	1.62	.63	169,298,915	29½ - 13⅞
1955	316,572,766	29,897,427	13,397,427	1.79	.77+2% stk.	180,089,502	32 - 22½
1956	354,779,843	35,083,462	16,283,462	2.13	.90+2% stk.	196,097,774	34½ - 22⅝
1957	385,409,018	48,593,367	22,193,367	2.82	1.00+3% stk.	222,870,272	36⅛ - 23½
1958	411,800,203	53,528,813	24,428,812	3.10	1.00	231,422,335	38½ - 37½
1959	441,311,357	52,967,187	25,267,187	3.11	1.25+3% stk.	247,903,633	48¾ - 35
1960	464,598,318	51,335,074	23,235,074	2.69	1.40	265,261,266	45¼ - 34
1961 (3 mo.)	121,078,000	---------	6,025,978	.70	.70	----------	42⅝ - 35⅝

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30

Capitalization—Debt: $1,725,488, notes. Common: $1 par, 2,840,025 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 14,759,568	--------	$ 716,365	$2.45	$ .50	--------	13½- 8¾
1951	12,432,733	$ 517,208	222,208	.78	.90	$ 4,460,578	11½- 7⅞
1952	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10½- 6⅛
1953	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9⅞- 4⅝
1954	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26⅞- 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44⅛- 23⅞
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36½- 26½
1957	28,537,288	4,186,931	1,971,931	2.50	none	18,493,641	35½- 18
1958	27,518,665	2,876,814	1,452,814	1.84	none	18,786,076	44¾- 19½
1959	86,897,656	9,549,206	5,030,864	1.80	none	77,738,091	58⅞- 37¼
1960	92,939,802	7,530,381	3,573,246	1.26	1.00	79,135,055	60¾- 42¼
1961	---------	--------	--------	---	.50	---------	46½- 36⅛

(d) Deficit.

CONTINENTAL CONNECTOR CORPORATION (ASE)

Capitalization

Debt: $500,000 note due 1971.

Common—Class A, 50 cents par 409,651 shares.

Class B, 50 cents par 270,000 shares.

1952 (Incorporated Jan. 23)	--------	--------	------	----	----	----	----
1953	$ 1,605,793	$ 278,191	$ 89,952	$ .14	none	(b)	(b)
1954	2,136,274	468,375	228,375	.34	none	(b)	(b)
1955	2,268,209	351,300	172,300	.26	none	(b)	(b)
1956	3,649,298	572,279	276,679	.41	none	(b)	(b)
1957	4,333,339	620,937	293,937	.44	none	$ 1,679,972	(b)
1958	4,451,017	739,317	362,117	.54	none	1,992,808	(b)
1959	6,964,112	1,323,828	631,828	.94	$ .40	3,380,113	18⅝- 6
1960	7,227,119	1,122,662	542,662	.80	.50	3,521,650	26 - 13⅛
1961	--------	--------	-------	----	.25+1¼% stk.	--------	27¾- 14⅝

(b) Privately owned.

CONTROL DATA CORPORATION (Unlisted)

Year ending June 30

Capitalization

Debt: $33,200.

Preferred: 6% cumulative, $25 par, 14,000 shares.

Common: 50 cents par, 1,108,363 shares.

1955 (a)	$ 1,631,757	$ 230,022	$ 112,190	----	none	N.A.	----------
1956 (a)	1,355,012	21,961	14,229	----	none	N.A.	----------
1957 (a)	1,714,676	207,411	101,627	----	none	N.A.	----------
1958 (a)	3,093,610	80,836	27,437	$ .04	none	N.A.	10 - 1
1959 (a)	6,792,470	659,332	313,762	.35	none	N.A.	34 - 9¼
1960	9,665,290	1,306,686	551,686	.55	none	$ 7,877,803	68½- 25¼
1961 (6 mo.)	8,543,126	1,158,722	403,722	.35	none	--------	135 - 53¾

(a) Combined earnings—including Control Corp., merged April 1, 1960.
N.A. Not available.

COOK ELECTRIC COMPANY (Unlisted)

Year ending June 30

Capitalization

Debt: $1,200,000, 5¾% notes, due 1967.

Preferred: 6% prior cumulative, $100 par, 20,000 shares.

Common: $2.50 par, 1,662,896 shares.

1950	$ 4,496,000	$ 334,000	$ 204,000	$ .14	$ .13	----------	----------
1951	6,390,000	879,000	334,000	.24	.08	----------	----------
1952	11,396,052	1,647,839	447,839	.32	.10	$ 5,419,995	6⅞- 3
1953	12,459,152	1,389,558	427,058	.30	.07+stk.	6,593,552	3 - 2¾
1954	14,103,369	1,216,664	511,664	.36	.12+stk.	7,292,342	6¾- 6
1955	15,253,052	506,386	251,386	.18	.06+stk.	7,492,651	6¾- 4¼
1956	15,218,090	208,101	103,101	.07	.04	7,819,576	5¾- 3⅝
1957	24,583,521	1,753,099	858,099	.58	.08+stk.	11,246,916	7½- 4¾
1958	30,106,685	455,062	250,062	.16	.06	12,008,240	14½- 6⅛
1959	40,324,392	3,207,324	1,545,016	.89	.17+stk.	17,128,840	22½- 13⅛
1960	42,917,357	117,499	62,499	.04	none	18,723,527	23 - 11¾
1961 (6 mo.)	20,099,504	179,657(d)	80,757(d)	.08(d)	none	20,183,543	16 - 11⅝

(d) Deficit

CORNING GLASS WORKS (NYSE)

Capitalization

Debentures: $9,100,000, income 3¾s, due 2002

Preferred: 3½% cumulative, $100 par, 57,010 shares

Common: $5 par, 6,770,003 shares

1950	$116,473,981	$35,670,787	$17,612,355	$2.51	$ .80	$ 81,362,634	18⅛- 11½
1951	115,750,172	23,862,664	10,141,164	1.48	.80	84,691,192	31¼- 15¼
1952	126,455,784	28,516,156	10,323,156	1.51	.80	105,635,436	35 - 26⅝
1953	149,294,036	34,039,395	12,681,395	1.86	.80	113,463,467	36¼- 28
1954	147,938,842	35,991,191	17,490,191	2.57	1.20	122,407,348	62¾- 35
1955	157,663,837	38,966,671	18,626,671	2.76	1.50	130,872,665	73¾- 54
1956	163,053,554	37,732,753	18,432,753	2.72	1.50	137,263,623	87½- 60¼
1957	159,069,721	31,033,404	16,533,404	2.43	1.50	142,696,906	106¼- 57¼
1958	159,137,729	32,763,543	17,163,543	2.52	1.50	164,650,215	102½- 74⅝
1959	201,370,386	44,635,899	24,335,899	3.57	1.62½	168,076,376	154¾- 89¾
1960	214,871,286	40,080,741	22,054,741	3.23	2.00	174,378,326	186 -124
1961 (3 mo.) (a)	48,364,944	8,993,056	4,847,056	.71	.71	----------	194¾-167

(a) 12 weeks to March 26.

CRAIG SYSTEMS INCORPORATED (Unlisted)

Year ending July 31

Capitalization—Debt: $750,000, 5⅞% notes due 1975. Common: $1 par, 791,172 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 802,207	$ 91,835	$ 56,573	$ .11	none	(c)	(c)
1951 (a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952 (a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953 (a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954 (a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955 (b)	11,506,053	1,431,113	696,913	.95	none	$ 5,835,985	(c)
1956 (d)	9,570,015	975,173	463,673	.64	$ .40+2% stk.	6,511,853	9 - 7
1957	12,840,360	1,058,841	502,841	.68	.30+2% stk.	6,678,837	9⅛ - 4⅛
1958	12,975,620	770,547	361,047	.48	.25	6,057,648	7 - 3⅞
1959	12,081,619	813,887	380,887	.50	.30	6,905,470	12⅛ - 6⅜
1960	14,253,755	1,245,798	591,298	.77	.30+2% stk.	7,703,567	24¼ - 9⅛
1961 (6 mo.)	6,433,000	--------	203,000	.26	none	--------	19 - 13¼

(a) Craig Machine Co. only.
(b) Pro-forma, Year ending Nov. 30.
(c) Privately owned until Feb. 7, 1956.
(d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

DAYSTROM INCORPORATED (NYSE)

Year ending March 31

Capitalization—Debt: $387,475 notes. Debentures: $7,781,000, convertible, subordinated 4¾s, 1977; $10,000,000 debenture 5¼s due 1980. Common: $10 par, 1,255,307 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 32,763,201	$ 1,829,136	$ 1,174,136	$1.88	$1.25	$21,800,160	16½ - 10¾
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20¼ - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16⅝ - 13½
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16⅛ - 11½
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23¼ - 11½
1955 (a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32½ - 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30⅝ - 22
1957	74,402,239	5,183,811	2,458,811	2.77	1.20	47,607,250	47 - 27½
1958	81,713,986	4,785,493	2,333,493	2.57	1.20	52,685,322	39¾ - 30
1959	76,639,523	2,106,846	1,206,846	1.32	1.20	50,500,504	49¾ - 34
1960	90,609,129	4,271,278	2,271,278	2.48	1.20	55,096,314	49⅝ - 27½
1961 (9 mo.)	68,756,000	2,111,000	1,121,000	.89	.30	---------	34¾ - 25⅜

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955.

DESILU PRODUCTIONS, INCORPORATED (ASE)

Year Ending April 30

Capitalization—Debt: $3,601,998, notes, etc. Common: $1 par, Class A and B, 1,155,940 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 Incorporated in Cal.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1952	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1953	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1954	$ 4,668,660	$ 315,679	$ 143,933	$ .16	none	N.A.	(b)
1955	6,388,641	592,978	261,511	.29	none	N.A.	(b)
1956	9,361,130	1,416,695	674,728	.75	none	N.A.	(b)
1957	12,166,741	4,499,865	3,183,367	.54	none	N.A.	(b)
1958	15,094,806	208,213	92,336	.10	none	$ 13,050,350	14½ - 10
1959	20,470,361	496,266	249,566	.22	$ .60	14,134,803	29⅞ - 13¾
1960	23,406,100	1,596,559	811,559	.70	.60	15,356,035	14¾ - 9¼
1961 (c)	14,432,798	541,949	264,949	.23	.15	---------	16⅞ - 10½

N.A. Not available. (b) Privately owned. (c) 39 weeks ending Jan. 31.

DYNAMICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: $6,600,000, V loan notes, due Sept. 29, 1961; $350,000, 2% installment notes, 1961-1968
Preferred: $1 cumulative convertible, $2 par, 447,533 shares
Common: $1 par, 2,817,027 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 14,780,757	$ 1,287,895	$ 1,287,895	$ .51	none	$13,751,583	7⅛ - 1⅞
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5¾ - 3¾
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4¼
1953	40,719,686	4,402,468	1,402,468	.54	$ .20+5% stk.	27,089,811	5¾ - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8⅜ - 4
1955 (a)	41,894,958	4,038,398	2,012,071	.61	.40	29,418,501	9⅞ - 6½
1956	44,177,220	3,474,054	1,848,054	.54	.40	29,827,494	8⅜ - 5⅝
1957	38,914,418	710,356	539,647	.02	.20	28,634,607	7⅝ - 2½
1958	32,386,037	1,176,006	921,145	.16	none	22,226,253	5½ - 2⅞
1959	37,606,308	2,576,745	1,447,128	.36	none	29,391,808	12¾ - 4⅝
1960	48,676,897	3,833,144	1,853,512	.50	none	29,495,343	13¾ - 6⅝
1961 (3 mo.)	12,285,942	976,553	528,792	.15	none	---------	20¼ - 7⅝

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

EITEL-McCULLOUGH INC. (Unlisted)

Capitalization—Debt: $1,584,000, 5¾% note; $4,987,000, 5¼% convertible subordinated debentures, due Nov. 1974. Common: $1 par, 1,834,656 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 7,944,472	$ 2,408,717	$ 1,170,925	$ .78	none	---------	----------
1951	7,099,430	748,021	378,680	.25	none	---------	----------
1952	10,137,692	1,531,646	613,094	.40	none	$ 5,597,669	----------
1953	11,576,674	1,132,166	596,871	.36	none	5,511,877	----------
1954	9,452,689	1,263,099	622,761	.38	$ .09	5,562,560	----------
1955	8,950,179	1,351,810	645,844	.39	none	6,455,077	----------
1956	13,879,779	2,644,722	1,254,488	.76	12½ + 2½% stk.	8,677,895	17½ - 7¾
1957	15,786,229	1,624,859	736,376	.45	2½% stk.	9,599,480	18¼ - 10
1958	17,982,739	929,483	428,242	.23	none	12,825,219	14⅝ - 11⅜
1959	29,227,734	3,074,887	1,509,667	.83	none	21,333,121	32½ - 13½
1960	28,308,038	1,318,535 (d)	662,961 (d)	.36 (d)	none	21,310,931	35 - 14
1961	--------	--------	--------	---	none	---------	20¾ - 16¾

(d) Deficit.

ELCO CORPORATION (Unlisted)

Year ending June 30

Capitalization:
Debt: $1,000,000, 6% conv. sub. debentures, due May 1975
$18,500, 6% debentures
$20,500, 6% debentures, due 1962
Common: 25 cents par, 536,102 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 1,629,533	$ 40,201	$ 23,137	$ .06	none	N.A.	----------
1956	2,200,123	108,432	52,747	.13	$ .05	N.A.	----------
1957	2,580,066	226,299	107,278	.27	none	N.A.	----------
1958	2,541,614	55,411	24,278	.06	none	$ 1,464,031	----------
1959	3,677,502	398,836	189,262	.44	7% stk.	1,873,084	14 - 6¾
1960	5,124,510	538,465	266,601	.58	none	3,299,690	25 - 12
1961	---------	--------	--------	---	none	--------	17¾ - 13¼

N.A. Not available.

ELECTRIC & MUSICAL INDUSTRIES, LTD. (NYSE)

Year ending June 30

Capitalization:
Debt: $4,071,200, Loans
Common: 18,114,000 units of 10 shares each.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,565,466	$ 1,524,308	$ 959,865	N.A.	$ .06	---------	3¾ - 1⅜
1951	6,085,873	4,541,600	1,856,400	N.A.	.12	$ 40,389,574	2¾ - 1⅞
1952	4,945,335	3,267,222	1,126,622	N.A.	.07	47,422,178	2¼ - 1¾
1953	2,279,309	1,283,752	783,952	N.A.	.08	42,601,138	2¼ - 1½
1954	5,765,200	1,484,000	64,400	N.A.	.07	62,784,400	4⅛ - 1½
1955	116,480,000	5,423,600	2,329,600	N.A.	.07	84,084,000	5⅜ - 3⅜
1956	148,400,000	6,641,600	2,441,600	$ .19	none	90,479,200	4⅞ - 2¾
1957	170,976,400	10,256,400	3,119,200	.23	.12	104,983,200	4¾ - 3⅛
1958	184,534,000	13,241,200	6,036,800	.43	.21	108,612,000	11⅜ - 3¾
1959	189,089,600	13,344,800	6,249,600	.47	.16	118,924,400	8¼ - 7¾
1960	192,360,000	14,355,600	6,756,400	.45	.12	140,179,200	8½ - 5⅝
1961	----------	----------	--------	---	.11	----------	7⅝ - 5¾

N.A. Not available.

ELECTRO INSTRUMENTS, INCORPORATED (Unlisted)

Year ending May 31

Capitalization
Debt: $99,017 notes.
Common: $1 par, 606,550 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 244,829	--------	$ 37,954	$ .07	none	--------	----------
1956	942,928	--------	80,609	.15	none	--------	----------
1957	3,356,277	--------	569,374	1.04	none	$ 1,663,643	12½ - 9⅞
1958	3,623,886	$ 814,793	384,793	.74	none	2,532,027	25¼ - 9
1959	6,006,010	1,219,728	609,728	1.11	5% stk.	3,395,636	68 - 22½
1960	9,430,035	1,463,175	706,708	1.17	none	5,837,665	64 - 18
1961 (9 mo.)	6,374,266	418,899(d)	195,800 (d)	.32(d)	none	--------	37 - 24½

(d) Deficit.

ELECTRONIC ASSISTANCE CORP. (ASE)

Year ending Jan. 31

Capitalization
Common: 10 cents par, 711,954 shares
Preferred: 5% cumulative, $100 par, 300 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958 (Incorporated June 6)	------	----	-------	---	---	--------	----------
1959 (a)	$ 286,075	N.A.	$ 44,949	$ .08	2½% stk.	N.A.	6⅝ - 3⅜
1960	911,466	N.A.	67,116	.13	2% stk.	$ 950,350	34⅜ - 6
1961	3,745,258	N.A.	211,005	.36	none	1,892,339	48¾ - 24

N.A.—Not available. (a) From June 6, 1958 to Jan. 31, 1959.

ELECTRONIC ASSOCIATES INC. (Unlisted)

Capitalization
Debt: $538,179 mortgage and notes
Common: $1 par, 798,087 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	$ 989,461	N.A.	$ 75,668	$ .34	none	N.A.	N.A.
1952	1,069,849	$ 175,115	96,758	.23	$ .04	$ 2,684,882	2⅜ - 1¼
1953	4,273,726	260,804	130,686	.28	.05	2,728,241	3¾ - 2½
1954	4,059,927	498,037	244,558	.48	.06	3,676,912	7¼ - 2⅞
1955	5,484,287	1,012,548	491,523	.86	.12	4,480,672	18½ - 12½
1956	8,816,953	2,018,529	929,811	1.61	.12+2½% stk.	8,447,474	33 - 15¾
1957	12,298,274	2,134,344	1,001,998	1.64	5% stk.	10,491,739	59 - 27¼
1958	10,216,003	641,225	313,880	.49	2% stk.	10,830,091	52 - 32½
1959	14,481,955	1,602,190	803,126	1.11	3% stk.	16,618,372	55½ - 29
1960	15,170,722	--------	918,420	1.27	none	---------	39½ - 22
1961	---------	--------	-------	---	5% stk.	---------	38½ - 27

ELECTRONIC COMMUNICATIONS, INCORPORATED (ASE)

(Formerly Air Associates, Inc.)

Year ending September 30

Capitalization
Debt: $973,955 notes, etc.
Preferred: 6% cumulative convertible, $10 par, 42,248 shares
Common: $1 par, 597,209 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 6,113,201	$ 32,734	$ 18,014	$ .03	$ .07	$ 3,558,563	4⅝ - 2⅝
1951	11,494,502	86,363	83,971	.15	.20+stk.	7,884,861	6⅜ - 2⅛
1952	16,244,452	112,695	46,695	.08	.27	12,227,422	6⅝ - 3⅝
1953	19,034,877	141,659	141,659	.25	none	9,555,147	5⅝ - 4⅛
1954	18,233,740	688,311	344,311	.60	none	8,219,234	9⅛ - 5
1955	12,587,052	84,051	54,051	.09	none	7,898,622	8½ - 5⅛
1956	14,238,111	219,986	95,986	.17	none	9,131,950	9 - 6
1957	16,980,451	515,311	245,311	.43	none	11,607,726	8⅞ - 5⅜
1958	21,191,882	475,418	250,418	.72	none	12,961,164	21⅝ - 6⅝
1959	32,771,830	1,761,605	855,139	1.40	none	16,007,471	37¾ - 17
1960	24,130,561	1,062,511(d)	607,511(d)	1.06(d)	none	14,180,064	35½ - 16
1961 (3 mo.)	4,361,000	--------	25,000 (d)	.05(d)	none	----------	28⅝ - 16⅞

(d) Deficit.

ELECTRONIC SPECIALTY CO. (ASE)

Year ending March 31 prior to 1961

Capitalization
Debt: $2,871,329
Common: 50 cents par, 868,009 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 173,000	———	$ 10,000	—	none	$ 31,000	———
1951 (a)	236,000	———	8,000	—	none	41,000	———
1952 (a)	359,000	———	16,000	—	none	130,000	———
1953 (a)	1,147,000	———	53,000	—	none	322,000	———
1954 (a)	1,565,000	———	119,000	$ .75	none	571,000	———
1955 (b)	1,625,000	———	71,000	.19	none	808,000	———
1956	2,115,000	———	13,000(d)	.08(d)	none	887,000	———
1957 (c)	10,174,375	———	———	.98	none	1,543,705	13½- 4¾
1958 (c)	14,671,819	———	———	1.08	none	1,864,837	13¼- 8½
1959 (c)	20,304,239	———	———	.09	none	3,058,980	30⅞- 10
1960 (c)	22,136,594	———	———	.40	none	4,096,994	26⅜- 11½
1961 (c) (e) (3 mo.)	6,188,074	———	185,000	.21	none	13,018,716	28½- 12¾

(a) Years ending August 31. (b) Annualized. (c) Pro-forma, including D. S. Kennedy & Co., merged March 31, 1961.
(d) Deficit. (e) 7 mo. to Oct. 31, 1960. Fiscal year changed to end Dec. 31 as of 1961.

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: $1,300,000 5% notes; $1,855,000 5½% sub. conv. notes
Preferred: $100 par 6% non-cumulative 4,586 shares
Common: $1 par, 744,863 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,536,217	$ 41,379	$ 36,520	$ .50	none	———	(b)
1951	1,836,768	85,283	36,207	.05	none	———	(b)
1952	3,627,215	191,342	76,884	.11	none	———	(b)
1953	4,636,565	349,031	190,906	.27	none	$ 2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼- 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24¼- 9⅝
1957	8,037,553	367,487	182,653	.22	none	8,398,768	12⅞- 5½
1958	6,639,121	241,644	208,001	.25	none	8,496,581	16¼- 6⅜
1959	6,391,343	416,941	175,767	.21	none	8,299,923	16⅞- 7½
1960	6,549,547	458,649	217,499	.25	none	7,916,224	19½- 8⅛
1961	———	———	———	—	none	———	14½- 9

(b) Privately owned. (d) Deficit.

ELECTRO-VOICE INCORPORATED (Unlisted)

Year ending February 28

Capitalization—Debt: $325,000, 4¾% Promissory note, due 1967. Common: $2 par, 473,650 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,201,100	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1951	2,228,178	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1952	2,830,740	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1953	2,755,631	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1954	4,201,822	$ 164,049	$ 63,540	$ .21	$ .04	N.A.	(a)
1955	4,339,782	275,156	135,455	.39	.04	N.A.	(a)
1956	5,765,059	465,484	230,532	.61	.04	N.A.	(a)
1957	7,863,814	777,656	381,210	.98	.04	N.A.	(a)
1958	9,379,132	710,618	353,188	.89	.04	$ 3,737,095	(a)
1959	11,764,676	1,275,578	620,519	1.31	none	5,378,040	22¾- 11¼
1960	10,521,165	461,887	255,901	.54	5% stk.	5,302,285	14¾- 7⅞
1961 (9 mo.)	7,415,992	———	8,061	.02	none	———	14¾- 7¾

N.A. Not available. (a) Privately owned.

EMERSON ELECTRIC MANUFACTURING COMPANY (NYSE)

Year ending September 30

Capitalization
Debt: $848,800, convertible subordinated debenture 5½s, due 1977. $7,049,000 notes.
Common: $2 par, 2,225,057 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 40,651,495	$ 4,456,348	$ 2,073,767	$1.74	$ .53	$ 20,526,096	9⅛- 5⅝
1951	44,008,692	4,087,532	1,497,507	1.24	.56	24,419,403	8⅞- 6⅜
1952	55,368,442	1,974,006	1,467,506	1.22	.56	23,392,004	6⅞- 5½
1953	55,844,449	3,310,652	1,448,152	1.11	.56	27,029,553	7⅜- 5⅜
1954	44,718,095	2,213,495	1,013,495	.76	.56	23,219,061	8⅛- 5¾
1955	40,347,929	2,528,263	1,228,263	.93	.56	28,014,736	11⅞- 7⅝
1956	56,498,889	4,562,926	2,247,926	1.74	.60	31,809,083	16¼- 10⅞
1957	65,341,252	4,409,191	2,369,716	1.70	.78	39,143,070	17 - 11
1958	72,040,054	5,314,395	2,527,395	1.75	.80+1½% stk.	42,807,609	28¼- 14½
1959	91,332,950	8,238,717	3,938,717	2.26	.85+2% stk.	51,496,009	38¾- 24
1960	125,468,111	12,570,310	6,000,310	2.80	1.00+3% stk.	72,760,752	53½- 32¾
1961 (6 mo.)	70,066,836	6,961,610	3,307,328	1.50	.25	———	85 - 50

EMERSON RADIO & PHONOGRAPH CORPORATION (NYSE)

Year ending October 31

Capitalization
Debt: $4,945,342
Common: $5 par, 2,191,872 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 74,188,297	$11,969,778	$ 6,514,716	$3.70	$1.10	$27,320,398	18⅜- 7⅜
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16⅛- 12¾
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15¾- 11½
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15⅛- 9½
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16⅜- 11¾
1956	73,882,029	331,748	84,852	.04	.30+1% stk.	44,280,455	13¼- 5¾
1957	54,803,069	222,586	138,431	.07	none	41,326,467	6⅞- 3¾
1958 (a)	58,401,179	2,828,707	1,410,009	.72	3% stk.	38,557,594	16⅛- 4⅛
1959	67,442,399	5,551,214	2,668,682	1.30	3% stk.	44,767,162	26⅝- 12⅛
1960	63,776,658	3,250,196	1,686,568	.80	3% stk.	46,507,648	22½- 10½
1961 (b)	———	262,460	126,524	.06	none	———	16¼- 11⅛

(a) Includes Consumer Products Div. of Allen B. DuMont Labs, Inc., from July 2, 1958, date of acquisition. (b) 13 weeks to Jan. 28.

EPSCO, INC. (Unlisted)

Capitalization—Debt: $2,063,000 notes, due Dec. 1965. Common: No par, 622,027 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954 (a)	$ 95,522	$ 28,887(d)	$ 28,887(d)	$ .12(d)	none	--------	----------
1955	306,674	142,794(d)	142,794(d)	.58(d)	none	--------	----------
1956	1,495,670	154,992	154,992	.92	none	$ 1,605,007	----------
1957	3,022,918	66,800	41,800	.13	none	3,126,444	
1958	3,965,771	230,335(d)	195,430(d)	.52(d)	none	5,559,245	44¾ - 15½
1959	8,739,243	811,134(d)	811,134(d)	1.62(d)	none	8,179,173	44½ - 28
1960	10,741,604	227,985(d)	227,985(d)	.37(d)	none	9,809,082	30 - 15
1961	---------	-------	-------	---	none	-------	26 - 18¾

(a) 11 Months to Dec. 31. (d) Deficit.

ERIE RESISTOR CORPORATION (Unlisted)

Capitalization

Debt: $1,155,000, 4⅝% notes, due 1973, $184,500; 5% mortgage note; other $34,550.

Preferred: 90 cents cumulative convertible, $12.50 par 100,000 shares. Common: $2.50 par, 798,805 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 13,671,728	$ 2,264,051	$ 1,075,234	$1.40	$ .03	$ 5,303,827	(b)
1951	14,171,426	1,713,828	881,465	1.15	.22	4,989,653	6⅝ - 5½
1952	14,486,281	1,540,262	571,684	.74	.29	5,356,564	7 - 5⅝
1953	17,073,856	1,819,021	827,616	1.08	.33	6,531,130	7¾ - 6¾
1954	14,866,836	700,418	317,767	.41	.39	9,951,069	8½ - 6½
1955	22,358,644	1,771,490	959,433	1.25	.24	11,609,028	8⅞ - 5¼
1956	23,300,749	1,793,147	956,452	1.25	.39	13,261,328	11⅛ - 7¾
1957	24,737,643	1,009,998	542,811	.65	.37 + 3% stk.	13,497,514	13⅛ - 6⅜
1958	21,202,186	1,109,438	510,441	.55	.14 + 4% stk.	14,064,053	9⅝ - 5¾
1959	24,506,569	679,002	359,340	.35	.10 + 4% stk.	14,648,311	11¼ - 7
1960	25,902,646	1,160,187	616,517	.66	4% stk.	14,546,571	10½ - 7¼
1961 (3 mo.)	5,800,000	--------	128,000	.13	none	---------	18 - 9¼

(b) Privately owned.

ESPEY MANUFACTURING & ELECTRONICS CORP. (ASE)

Year ending June 30

Capitalization

Debt: $87,500, notes

Common: $1 par, 235,721 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,965,785	$ 299,051	$ 176,335	$1.75	none	$ 1,473,001	----------
1951	5,426,662	419,027	164,569	1.06	none	4,539,468	----------
1952	8,729,552	119,919	38,919	.25	none	5,166,675	----------
1953	9,020,468	181,589	84,559	.54	none	3,447,934	----------
1954	10,392,937	291,376	131,190	.84	none	3,875,913	----------
1955	4,489,912	577,905(d)	348,587(d)	2.24(d)	none	2,316,699	----------
1956	2,804,620	15,120	15,120	.10	none	1,634,542	----------
1957	2,635,817	17,668	17,668	.11	none	1,384,307	----------
1958	3,186,370	11,937	11,937	.08	none	1,088,530	----------
1959	3,014,914	264,825	162,834	1.05	none	1,537,490	7 - 3
1960	3,696,853	340,171	167,680	1.07	none	2,143,100	18¼ - 6½
1961 (6 mo.)	2,464,977	-------	96,689	.41	none	--------	28½ - 16⅝

(d) Deficit.

FAIRCHILD CAMERA & INSTRUMENT CORPORATION (ASE)

Capitalization—Debt: $4,437,146, notes, etc. Common: $1 par, 1,233,696 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 10,163,582	$ 979,718	$ 482,320	$ .70	$ .37½	$ 8,855,012	15¼ - 10
1951	16,843,359	558,210	317,736	.38	.12½	18,446,929	19½ - 11¼
1952	25,549,096	1,490,097	759,610	.91	.12½	21,074,222	14⅝ - 11
1953	25,694,982	1,697,741	883,549	.97	.12½ + 5% stk.	21,311,213	14¼ - 8½
1954	42,439,864	3,251,790	1,606,790	1.76	.25	17,791,152	19¾ - 10⅛
1955	33,069,647	850,743	791,743	.83	.50	19,160,746	18⅝ - 10½
1956	42,969,036	2,176,324	910,324	.96	.37½	24,238,825	13 - 9¾
1957	36,989,284	1,799,093	799,093	.84	.25	20,746,336	13⅝ - 8
1958	31,674,356	1,553,395	544,395	.57	.25	23,214,797	32⅝ - 9¾
1959	43,442,600	4,360,225	2,071,225	2.00	.50	45,505,649(b)	157 - 25⅜
1960 (a)	47,940,374	7,335,472	3,755,472	3.07	.50	52,563,518	201¾ - 110¼
1961 (3 mo.)	20,655,000	--------	877,000	.71	none	---------	195½ - 130

(a) Includes Allen B. DuMont Laboratories, Inc., merged July 5, 1960. (b) Pro-forma balance sheet Dec. 31, 1959.

FARRINGTON MANUFACTURING COMPANY (Unlisted)

Capitalization

Debt: $649,184, notes; $6,000,000 subordinated, convertible debentures, 1970.

Preferred: $1.375 cumulative, no par, 41,235 shares.

5½% non-cumulative 2nd preferred, $5 par, 24,984 shares.

Common: No par, 1,572,340 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 7,008,507	$ 683,334	$ 406,765	$ .85	$ .19	$ 4,874,813	N.A.
1951	7,881,423	211,098	212,134	.38	.15 + 1¼% stk.	5,433,940	N.A.
1952	11,865,451	636,592	273,508	.50	.15	5,914,304	N.A.
1953	14,177,159	708,308	348,108	.56	.17	6,348,875	N.A.
1954	9,944,842	433,619	248,619	.38	.20	6,519,520	N.A.
1955	9,868,439	259,649(d)	130,014(d)	.71(d)	.05 + 1½% stk.	7,247,520	N.A.
1956	11,565,634	522,246	498,446(d)	.71(d)	2% stk.	7,592,432	N.A.
1957	11,762,840	315,866	104,686	.32	none	7,362,383	N.A.
1958	8,459,432	230,070(d)	250,765(d)	.39(d)	none	7,509,765	N.A.
1959	10,912,633	1,276,214(d)	1,282,314(d)	.87(d)	none	10,420,942	20 - 12⅝
1960	---------	--------	1,893,351(d)	---	none	---------	57½ - 16¼
1961	---------	--------	--------	---	none	---------	29½ - 17¾

N.A. Not available. (d) Deficit.

FOUR STAR TELEVISION (Unlisted)

Year ending June 30

Capitalization

Common: No par, 600,000 shares

Incorporated 1955

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956	$ 2 101,371	N.A.	$ 28,583	$ .06	none	(b)	(b)
1957	4,060,844	N.A.	253(d)	---	none	(b)	(b)
1958	5,381,680	N.A.	162,694	.34	none	(b)	(b)
1959	8,774,878	675,956	302,698	.63	none	$ 5,529,793	(b)
1960	15,141,419	637,463	317,506	.66	none	5,145,066	16¾ - 14¼
1961 (9 mo.)	18,413,564	-------	499,234	.83	none	--------	23 - 13½

N.A. Not available. (b) Privately owned. (d) Deficit.

FOXBORO COMPANY (THE) (NYSE)

Capitalization
Debt: $7,500,000, 5⅜% promissory note, due 1975
Common: $1 par, 2,429,000 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	$19,557,183	--------	$ 974,090	$ .44	$ .16	(b)	(b)
1954	20,876,812	--------	1,183,882	.53	.16	(b)	(b)
1955	22,046,979	$ 2,797,272	1,373,486	.62	.18	(b)	(b)
1956	30,266,552	5,751,444	2,788,450	1.25	.20	(b)	(b)
1957	39,239,300	8,361,632	3,947,209	1.76	.28	$25,319,110	----------
1958	33,481,421	4,602,259	2,262,259	1.01	.45	26,840,405	24¾ - 12¾
1959	41,152,198	5,603,188	2,862,859	1.25	.50	34,341,663	37½ - 21¼
1960	54,551,790	8,798,919	4,251,462	1.75	.57½	48,599,434	51½ - 36¼
1961 (3 mo.)	---------	--------	1,085,156	.45	.35	---------	87 - 49

(b) Privately owned.

FRIDEN, INCORPORATED (Pacific)

Capitalization—Debt: $6,034,824 notes. Common: 33⅓ cents par, 3,751,210 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 16,467,239	N.A.	$ 1,582,152	$ .69	$ .15	N.A.	----------
1951	25,241,464	$ 5,880,695	1,846,608	.80	.17	14,234,704	----------
1952	21,923,873	4,294,249	1,775,916	.77	.17	14,113,067	----------
1953	23,004,213	3,223,112	1,540,000	.67	.17	14,744,864	----------
1954	25,616,663	3,773,208	1,850,144	.81	.17	16,714,680	----------
1955	31,437,755	4,828,659	2,376,982	1.04	.22 + stk.	19,387,179	11⅝ - 7⅝
1956	50,624,940	7,641,694	3,591,625	1.20	.32	30,481,834	16⅞ - 11½
1957	56,655,526	8,165,377	4,013,966	1.28	.33 + stk.	37,468,030	23⅞ - 12⅝
1958	60,388,844	7,035,572	3,445,844	1.06	.33 + stk.	40,626,148	22⅜ - 13¼
1959	74,207,798	8,161,885	3,891,603	1.11	.33 + stk.	46,358,711	25⅝ - 18⅜
1960	89,244,715	11,430,869	5,800,622	1.61	.35 + stk.	54,589,130	46½ - 17⅝
1961 (3 mo.)	6,723,237	216,602	140,953	.20	.10	---------	65 - 40⅝

N.A. Not available.

GABRIEL COMPANY (NYSE)

Capitalization
Debt: $140,000 notes, $2,500,000, subordinate debenture 5¾s, due 1974
Preferred: $5 cumulative pfd. $10 par, 21,722 shares
Common: $1 par, 678,238 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 12,670,521	$ 1,591,672	$ 824,272	$2.20	$ .55 + 10% stk.	$ 6,331,749	8⅝ - 7⅜
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,922	9⅛ - 7⅜
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	22,668,000	N.A.	163,000	.20	none	9,974,912	7⅛ - 4½
1954 (a)	19,190,000	N.A.	10,000(d)	.06(d)	.30	8,486,682	7⅝ - 4¾
1955 (a)	16,215,000	N.A.	274,000	.38	.15	8,808,983	9⅝ - 5⅝
1956 (a)	20,641,000	N.A.	434,000	.62	.60	10,186,071	9⅛ - 6⅝
1957 (a)	24,665,000	N.A.	783,000	1.15	.60	8,890,317	10¾ - 6¼
1958 (a)	22,825,684	1,030,066	545,066	.80	.55	12,825,581	14⅜ - 7
1959	28,836,253	1,104,906	536,906	.77	.60	17,779,716	33 - 12⅝
1960	31,237,141	861,556(d)	436,556(d)	.66(d)	none	16,438,067	21⅞ - 12
1961	---------	--------	-------	---	none	---------	16⅝ - 12¼

(a) Pro-forma, including Talco Engineering Corp., acquired Dec. 3, 1958. (d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)

(Merger with Stromberg-Carlson effective in July, 1955)
Capitalization—Debt: $147,567,385.
Preferred: No par. conv. pfd., 2,064,516 shares
Common: $1 par, 9,997,076 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share (b)	Dividends (c)	Total Assets	Price Range
1950 (c)	$411,155,000	$ 24,102,000	$ 13,817,000	$1.39	$ .40	$ 51,963,237	10⅝ - 8
1951 (c)	527,355,000	32,135,000	15,315,000	1.54	.32	62,917,034	13⅞ - 8⅞
1952 (c)	664,513,000	41,460,000	20,256,000	2.04	.75	94,715,067	22⅞ - 12¼
1953 (c)	749,278,000	44,051,000	20,845,000	2.10	1.00	110,690,126	23⅛ - 15½
1954 (c)	822,031,000	62,079,000	30,347,000	3.05	1.17	234,446,340	41⅛ - 18
1955 (c)	814,851,000	62,629,000	29,505,000	2.94	1.47	294,816,011	53⅜ - 24⅞
1956 (a)	1,183,961,000	89,311,000	48,074,000	4.93	1.73	487,577,843	59⅜ - 45⅛
1957 (a)	1,666,652,000	109,358,000	55,689,000	5.60	2.00	570,604,595	68⅝ - 46¾
1958 (a)	1,626,015,489	90,738,876	48,395,158	4.97	2.00	714,118,591	67⅜ - 55
1959 (a)	1,811,871,384	54,156,069	31,056,069	3.12	2.00	861,294,249	66½ - 42⅞
1960	1,987,748,715	61,770,851(d)	27,055,851(d)	2.71(d)	1.75	842,387,748	53⅜ - 33½
1961 (3 mo.)	507,524,954	8,233,076	4,194,076	.42	.50	----------	45½ - 36⅝

(a) Pro-forma; includes operations of Material Service Corp., merged on Dec. 31, 1959. (b) Based on shares now outstanding. (c) Adjusted.

GENERAL ELECTRIC COMPANY (NYSE)

Capitalization
Debt: $245,369,000 3½% debentures, due 1976; other liabilities, $38,285,387
Common: No par, 88,860,183 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$2,233,800,000	$397,100,000	$179,700,000	---	$1.27	$1,335,415,000	16¾ - 13⅜
1951	2,619,600,000	434,100,000	143,700,000	---	.95	1,588,070,000	21½ - 16½
1952	2,993,400,000	447,000,000	164,900,000	---	1.00	1,579,523,878	24¼ - 18⅛
1953	3,510,600,000	497,500,000	173,800,000	---	1.33	1,696,588,736	30¾ - 22⅛
1954	3,334,708,206	407,164,027	204,371,317	$2.47	1.47	1,691,979,938	48½ - 37⅞
1955	3,463,734,419	385,203,709	208,908,054	2.42	1.60	1,727,553,319	57¾ - 46¼
1956	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65½ - 52¾
1957	4,335,664,061	507,851,871	247,851,871	2.84	2.00	2,361,318,604	72⅝ - 52⅜
1958	4,120,796,801	487,678,333	242,942,533	2.78	2.00	2,420,939,218	79⅝ - 57
1959	4,349,508,529	555,290,438	280,242,123	3.19	2.00	2,561,492,596	99⅞ - 74
1960	4,197,535,440	392,802,397	200,071,710	2.26	2.00	2,551,257,629	99⅞ - 70¼
1961 (3 mo.)	992,622,000	84,689,000	42,476,000	.48	1.00	----------	74 - 61⅛

GENERAL INSTRUMENT CORPORATION (NYSE)

Year ending February 28

Capitalization
Debt: $1,320,781, 4% promissory notes; $344,841 subsidiary mortgages
Common: $1 par, 2,415,523 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 13,634,582	$ 107,184(d)	$ 107,184(d)	$ .22(d)	$ .40	$ 8,749,655	13½- 8¼
1951	25,850,231	2,639,099	1,229,099	2.02	.20	9,093,442	11⅝- 7¼
1952	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.25	8,349,061	11⅞- 6¾
1953	30,407,530	1,986,332	1,275,864	2.10	.75	10,185,345	14½- 9¾
1954	32,502,305	1,695,559	926,903	1.13	.75	11,278,619	12¼- 8⅛
1955	22,795,029	830,393(d)	399,448(d)	.49(d)	.62½	8,749,655	13 - 7⅝
1956 (b)	38,680,670	———	273,033	.16	.37½	12,386,859	10⅛- 6⅝
1957 (b)	44,806,867	———	538,154	.29	.25	15,747,899	8⅛- 4
1958 (b)	51,218,099	———	1,308,069	.70	.15	20,591,980	22⅜- 4⅝
1959 (b)	59,982,884	———	1,790,854	.89	.15	22,711,355	38⅜- 16½
1960 (b)	73,844,176	———	2,462,372	1.12	.15	39,652,883(c)	50⅜- 22½
1961 (a) (9 mo.)	52,213,971	———	2,431,558	1.01	none	———	55½- 37⅝

(a) Includes General Transistor Corp., merged Aug. 31, 1960.
(b) Pro-forma, included General Transistor Corp., merger Aug. 31, 1960 and Pyramid Electric Co., to be merged.
(c) Balance sheet Nov. 30, 1960.
(d) Deficit.
Note: Shareholders to vote May 10 on merger with Pyramid Electric Co., on basis of issuance of one General Instrument common share for each 17½ Pyramid common shares, and one General Instrument common share for each 6½ Pyramid preferred shares.

GENERAL PRECISION EQUIPMENT CORPORATION (NYSE)

Capitalization
Debt: $3,458,930, notes & mtges. $10,300,000, 4⅜% notes due, 1969
$4,860,000, 4¼% notes due, 1970
$8,666,000 5½% notes due, 1974
Preferred: $4.75 cumulative, no par, 88,252 shares
$1.60 cumulative convertible, no par, 59,212 shares
$3.00 cumulative convertible, no par, 193,888 shares
$2.98 convertible, no par, 105,755 shares
Common: $1 par, 1,279,494 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 27,072,360	$ 1,591,899	$ 1,141,098	$1.45	$1.00	$ 26,371,314	21⅜- 12⅛
1951	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27⅜- 17½
1952	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24½- 16⅞
1953	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27⅜- 21⅛
1954	123,332,634	11,725,090	5,488,090	5.54	1.90	91,357,754	52¼- 25
1955	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71½- 36⅛
1956	153,261,864	5,194,729	2,394,729	1.64	2.40	119,117,579	53½- 34½
1957	185,093,842	8,904,949	4,263,949	3.03	2.40	132,373,853	47¾- 30¾
1958	168,333,316	484,267	304,267	.74(d)	.85	132,010,677	41 - 27
1959	215,588,430	8,968,200	4,198,200	2.63	.25	146,355,442	60 - 31⅛
1960	244,427,566	11,512,692	5,312,692	3.46	1.00	163,975,681	66⅝- 43½
1961 (3 mo.)	62,897,000	———	1,334,000	.87	.30	———	75⅝- 54½

(d) Deficit.

GENERAL TELEPHONE & ELECTRONICS CORPORATION (NYSE)

Capitalization
Debentures (general): 4% convertible, due 1971, $11,860,000
4½% convertible, due 1977, $13,920,000
4½% sinking fund, due 1975, $7,940,000
Debentures (mfg. subsidiaries): 3¾% sinking fund, due 1971, $17,133,000
4% sinking fund, due 1978, $14,000,000
4⅝% sinking fund, due 1975, $5,280,000
4¾% sinking fund, due 1980, $18,500,000
4⅜% sinking fund, due 1978, $18,000,000
5½% sinking fund, due 1984, $24,250,000
Debt (general): 3⅜% notes, due 1960-64, $5,785,000
Debt (mfg. subsidiaries): $5,506,000
Funded Debt: $661,797,000
Preferred: 4.25% convertible, $50 par, 6,613 shares
4.36% convertible, $50 par, 159,700 shares
4.40% not convertible, $50 par, 3,255 shares
4.75% convertible, $50 par, 3,864 shares
5.28% convertible,$50 par, 90,502 shares
Subsidiary preferred: $222,100,000
Common: $3.33⅓ par, 70,935,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 70,080,262(a)	$12,961,343	$ 4,135,727	$ .39	$ .30	$306,606,171	4½- 3⅝
1951	84,796,003(a)	18,478,234	5,528,812	.39	.30	373,751,529	4¾- 4
1952	102,004,210(a)	26,168,493	8,763,425	.48	.30	369,288,812	5¼- 4⅜
1953	127,946,088(a)	38,753,190	13,952,116	.59	.33	419,646,338	6¾- 5⅛
1954	625,680,000(b)	———	36,096,000(b)	.76(b)	———	———	8 - 6⅝
1955 (c)	702,475,000	———	50,094,000	.88	.44	———	15 - 7¾
1956 (c)	794,218,000	———	59,872,000	1.09	.55	———	15⅜- 12⅝
1957 (c)	859,677,000	———	60,014,500	1.02	.62	———	15⅛- 12⅛
1958	895,161,000	158,871,000	59,453,000	1.09	.67	1,559,578,000	21 - 13½
1959	1,081,056,000	193,622,000	72,253,000	1.13	.70	1,820,826,000	28⅝- 20
1960	1,178,475,000	204,674,000	72,430,000	1.04	.75	2,204,859,000	34⅛- 23½
1961 (3 mo.)	287,672,000	15,513,000	15,481,000	.22	.38	———	32½- 26½

(a) Telephone subsidiaries only.
(b) Pro-forma, including Sylvania Electric Products Inc., merged March 5, 1959.
(c) Changes by company.

GENERAL TIME CORPORATION (NYSE)

Capitalization
Debt: $2,125,000, notes. $6,197,800, 4¾% converitble subordinated debentures, due 1979. Common: $2.50 par, 2,017,184 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 37,020,517	$ 7,596,472	$ 3,806,472	$1.96	$ .82½	$ 26,036,498	10⅝- 6½
1951	38,587,406	6,350,986	2,540,986	1.31	.82½	27,305,480	10 - 8¼
1952	38,067,854	3,116,498	1,906,498	.98	.62½	31,138,584	9 - 6¾
1953	50,817,969	4,735,540	2,076,540	1.07	.50	32,285,711	7¾- 6⅝
1954	46,563,346	4,750,182	2,260,182	1.12	.50	33,143,720	10⅞- 6⅝
1955	49,163,497	4,757,412	2,110,412	1.04	.50	33,151,126	9⅞- 7¾
1956	50,046,672	4,032,148	1,972,148	.99	.50	36,385,309	8⅝- 7⅜
1957	49,463,436	1,821,060	834,060	.42	.37½	33,991,339	7⅝- 3⅞
1958	47,619,165	1,137,647	571,647	.29	.25	34,362,303	8⅝- 4⅛
1959	59,191,987	3,434,729	1,819,729	.66	.25	45,817,082	29⅞- 8¾
1960	60,508,356	1,594,238(d)	721,238(d)	.36(d)	.31¼	43,456,280	33⅛- 12½
1961 (e) (3 mo.)	12,800,291	644,025(d)	328,025(d)	.16(d)	none	———	20⅝- 14¼

(d) Deficit. (e) Estimate.

GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30

Capitalization
Debentures: $39,283,200; subsidiary debentures, $850,000.
Debt: $42,432,000, notes, etc.
Preferred: 5½% cumulative, $100 par, 95,789 shares; 4½% cumulative, convertible, $100 par, 1,645 shares; $5.00 cumulative, $100 par, 97,177 shares; 4¼% cumulative, $100 par, 3,793 shares; 3¾% cumulative, $100 par, 1,029 shares.
Common: $2.50 par, 5,336,791 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$125,375,837	$15,718,416	$ 8,557,616	$2.10	$ .45	$ 75,027,859	5¼- 2⅞
1951	170,771,522	19,992,236	7,016,641	1.69	.53	98,452,324	9¼- 5⅛
1952	185,914,247	12,378,477	6,147,918	1.46	.60	113,206,476	10 - 7½
1953	205,371,098	10,010,134	6,275,158	1.48	.60	120,241,084	10½- 6⅞
1954	216,986,110	7,542,980	4,502,645	.96	.60	150,811,696	14¾- 8¾
1955	295,731,096	19,738,731	9,704,731	2.09	.67+3⅓% stk.	183,243,797	21⅝- 13⅞
1956	390,471,772	21,823,129	10,860,129	2.30	.67	237,908,652	22¼- 15¾
1957	421,165,147	19,300,355	11,300,355	2.12(a)	.67½+4% stk.	261,349,571	30⅝- 22⅛
1958	469,782,099	23,879,117	11,279,117	2.06	.70+2% stk.	276,834,832	50¼- 22¼
1959	676,942,133	49,124,080	26,624,080	4.84	.77½+2% stk.	326,719,314	86¾- 44⅛
1960	753,947,649	43,150,082	22,785,082	4.07	1.00	386,333,207	81¾- 41⅝
1961 (3 mo.)	171,902,958	9,629,453	5,304,453	.94	.25	—	75 - 53¾

(a) Includes RKO Teleradio Pictures Inc.

GIANNINI CONTROLS CORPORATION (ASE)

Capitalization—Debt: $382,165 note.
Common: $1 par, 407,190 shares.
(Shareholders approved acquisition of Cramer Controls Corp. in April 1961.)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 952,418	—	$ 83,990(d)	$ .89(d)	none	—	—
1951	2,571,379	—	194,619	1.46	none	—	—
1952	4,704,034	$ 827,909	263,726	1.91	none	$ 2,191,793	—
1953	4,334,195	328,247	103,247	.39	none	1,873,305	—
1954	4,308,467	222,617(d)	52,617(d)	.27(d)	none	2,138,192	—
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9⅝- 4⅝
1956	9,510,091	715,521	339,521	1.05	.08	4,253,037	13¾- 9½
1957	10,553,918	604,736	310,736	.84	none	4,183,512	21½- 11
1958	10,675,410	791,096	390,096	1.09	none	4,352,776	26½- 12
1959	13,070,501	1,051,423	482,423	1.25	none	5,777,625	46½- 21
1960	15,848,007	1,292,401	599,401	1.52	none	6,598,522	68⅝- 32¾
1961	—	—	—	—	none	—	82½- 52

(d) Deficit.

GLOBE-UNION INCORPORATED (ASE)

Capitalization—Debt: $5,476,009. Common: $5 par, 851,914 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 41,348,440	$ 5,399,747	$ 2,699,747	$4.22	$1.90	$22,531,771	25⅝- 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼- 20⅛
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10+2½% stk.	23,359,305	27¾- 22
1954	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955 (a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24⅜- 20
1956 (a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16⅝
1957	65,036,285	2,879,282	1,339,282	1.62	1.20	27,570,612	20¾- 16⅝
1958	59,246,085	3,091,621	1,466,621	1.78	.80	26,739,170	21½- 14⅝
1959	65,170,127	4,904,746	2,269,746	2.72	1.20	28,130,500	29¼- 20¼
1960	60,677,064	3,749,593	1,774,593	2.08	1.20	31,709,028	34¾- 20⅝
1961 (3 mo.)	12,864,000	—	356,870	.42	.25	—	35½- 23½

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

(The) GOODWILL STATIONS, INC. (Unlisted)

Capitalization—Common: $1.25 par, 631,903 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 3,519,151	$ 810,746	$ 474,746	$ .92	$ .70	$ 3,070,287	8½- 6
1951	3,422,626	987,630	477,630	.92	.70	3,307,127	12 - 7⅞
1952	3,383,293	928,714	441,714	.86	.70	3,364,715	11 - 9
1953	3,369,943	992,096	457,096	.88	.70	3,491,433	10⅝- 8¾
1954	3,009,884	758,846	373,746	.72	.60	3,390,554	12⅞- 9½
1955	2,759,803	569,736	274,739	.53	.45	3,308,551	15¼- 10¼
1956	3,516,765	1,063,112	478,112	.88	.50+5% stk.	3,814,796	13¼- 10¼
1957	3,570,773	1,038,681	495,681	.86	.50+5% stk.	4,077,273	13 - 10⅛
1958	3,275,315	536,984	271,984	.45	.50+5% stk.	3,811,852	13¼- 11⅞
1959	3,966,259	483,498	256,098	.41	.40+5% stk.	3,791,350	12½- 10
1960	4,420,727	665,033	341,033	.54	.45	4,031,316	12 - 9
1961 (3 mo.)	927,389	—	44,676	.07	.10	—	13½- 11

GROSS TELECASTING, INCORPORATED (Unlisted)

Capitalization—Common: $1 par, 200,000 shares; Class B, $1 par, 200,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 515,317	N.A.	$ 107,149	$ .27	none	N.A.	—
1951	906,524	N.A.	196,508	.49	none	N.A.	—
1952	1,452,531	$ 749,599	357,077	.89	none	N.A.	—
1953	1,857,326	927,933	419,891	1.05	none	N.A.	—
1954	2,241,589	1,320,464	639,464	1.60	none	$ 2,992,157	—
1955	2,607,530	1,499,947	724,947	1.81	$ .90	3,268,490	—
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	2,733,846	1,399,239	674,239	1.68	1.60	3,865,137	21¾- 14½
1958	2,769,918	1,581,373	766,373	1.91	1.60	4,399,563	18½- 14¾
1959	2,562,605	1,307,392	672,418	1.68	1.60	4,533,350	24½- 18¼
1960	2,454,103	1,284,715	639,715	1.60	1.60	4,774,609	23¾- 17
1961	—	—	—	—	.40	—	31¼- 20

N.A. Not available.

GULTON INDUSTRIES, INC. (ASE)
Year ending Feb. 28

Capitalization
Debt: $111,445
Common: $1 par, 1,024,642 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 2,039,394	--------	$ 123,052	$ .14	none	(b)	(b)
1956	2,421,184	$ 50,404	31,304	.04	none	(b)	(b)
1957	5,164,325	1,365,908	669,908	.88	none	(b)	(b)
1958	6,183,791	546,553	281,553	.34	none	(b)	(b)
1959	7,476,789	1,059,983 (d)	529,983 (d)	.62 (d)	none	$ 4,855,560	33¼-18
1960	10,604,611	979,482	489,482	.53	none	6,035,282	60½-27¼
1961 (6 mo.)	6,071,000	--------	412,000	.45	none	6,299,402 (a)	73 -46⅛

(a) Balance sheet June 30.
(b) Privately owned. (d) Deficit.

HALLICRAFTERS CO. (THE) (Unlisted)
Year ending Aug. 31

Capitalization
Debt: $161,517, notes
Common: 50 cents par, 2,216,800

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 28,513,540	$ 1,877,905	$ 1,152,905	$ .87	$ .15	$ 8,942,155	6¼- 2⅞
1951	35,382,718	1,243,946	678,946	.41	.15	17,876,643	4½- 3
1952	42,001,023	793,460	378,460	.23	none	15,330,361	4½- 2⅝
1953	43,744,074	1,674,855	794,855	.48	none	19,115,680	4⅝- 1¾
1954	31,054,363	1,647,946 (d)	940,946 (d)	.57 (d)	none	16,037,532	3⅛- 1⅞
1955	24,826,000	262,000	125,000	.06	none	N.A.	N.A.
1956 (a)	18,295,359	573,916	274,916	.14	none	N.A.	N.A.
1957 (b)	24,174,000	280,222 (d)	135,336 (d)	.07 (d)	none	N.A.	N.A.
1958 (b)	22,653,000	1,157,344	555,344	.28	none	N.A.	N.A.
1959 (c)	16,502,512	994,332	476,332	.24	none	11,197,412	N.A.
1960	29,374,490	1,892,777	907,777	.45	none	14,054,927	17½- 8¾
1961 (6 mo.)	27,203,600	1,554,000	751,400	.34	none	16,160,930	28¼-16¾

N.A. Not available. (a) March 20 to Dec. 31. (b) Year ended Dec. 31. (c) 8 months to Aug. 31. (d) Deficit.
(Adjusted for 100% stock dividend to be voted May 15.)

HATHAWAY INSTRUMENTS, INC. (Unlisted)

Capitalization
Debt: $499,776; $2,000,000, 5½% conv. sub. debentures, due 1975
Common: $1 par, 1,000,410 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958 (a)	$ 1,373,597	436,275 (d)	$ 436,275 (d)	$ .85 (d)	none	N.A.	(c)
1959 (a)	4,701,910	381,483	371,483	.73	none	N.A.	(c)
1959 (b)	4,497,001	165,572	157,392	.31	none	N.A.	(c)
1960	15,875,658	1,395,992	805,392	.81	none	$ 11,104,612	52 - 10
1961 (3 mo.)	4,845,279	--------	114,843	.11	none	--------	41 - 26½

N.A. Not available.
(a) Year ending Jan. 31. (b) 11 months to Dec. 31, annualized. (c) Privately owned. (d) Deficit.

HAZELTINE CORPORATION (ASE)

Capitalization
Common: No par, 1,568,029 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 4,078,000	$ 2,783,741	$ 1,428,431	$1.02	$ .44	--------	6⅛- 4
1951	6,957,344	4,938,790	1,459,490	1.05	.44	$ 25,090,342	11⅞- 6
1952	9,237,190	6,578,732	2,006,790	1.44	.75	25,862,549	13¼- 8¾
1953	10,057,032	7,256,906	2,085,706	1.49	.75	26,266,608	15 - 9½
1954	8,525,768	5,733,264	2,666,264	1.91	1.00	25,560,204	29¾- 13
1955	5,947,166	3,531,824	1,604,824	1.12	1.00	22,798,931	29⅞- 18¼
1956	6,918,475	4,240,162	2,007,162	1.40	.70 + 1¼% stk.	27,535,758	24 - 16
1957 (a)	55,700,484	4,296,612	2,030,612	1.39	.70 + 1¼% stk.	32,199,611	22¼- 14⅞
1958	58,869,907	4,722,227	2,246,227	1.50	.70 + 1¼% stk.	27,432,313	30½- 15¼
1959	54,408,191	5,344,773	2,724,773	1.77	.75 + 2% stk.	30,913,531	37½- 27¼
1960	67,177,934	5,221,466	2,586,466	1.65	.80 + 2% stk.	30,097,599	31½- 20
1961	--------	--------	--------	---	.20	--------	46⅞- 25½

(a) 1957 figures reflect gross sales, prior years are reported on a net basis.

HEWLETT-PACKARD COMPANY (NYSE)
Year ending October 31

Capitalization
Debt: $407,000.
Common: $1 par, 9,859,971 shares

Stockholders to vote on acquisition of Sanborn Co. on basis of 1.4 shares of Hewlett-Packard common and one share of a new cumulative convertible preferred stock for one share of Sanborn.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,301,744	--------	--------	---	---	--------	(a)
1951	5,538,889	--------	--------	---	---	--------	(a)
1952	10,952,980	$ 2,337,955	$ 705,839	$ .08	none	--------	(a)
1953	12,839,406	2,579,544	765,866	.08	none	--------	(a)
1954	12,599,096	1,491,784	640,770	.07	none	--------	(a)
1955	15,338,179	2,874,057	1,316,236	.14	none	--------	(a)
1956	20,161,621	3,738,990	1,083,266	.20	none	$ 14,190,515	(a)
1957	27,948,790	4,998,448	2,402,557	.27	none	14,661,504	5⅝- 5⅛
1958	35,653,353	--------	2,571,952	.26	none	15,795,237	13⅝- 9⅝
1959	47,745,073	8,148,315	3,899,941	.40	none	26,326,394	16⅞- 12½
1960	60,206,918	8,472,110	4,226,645	.43	none	34,439,154	30¼- 13⅞
1961	--------	--------	--------	---	none	--------	53 - 28

(a) Privately owned.

HIGH VOLTAGE ENGINEERING CORP. (Unlisted)

Capitalization
Debt: $1,141,152
Common: $1 par, 449,813 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,094,516	$ 97,311	$ 54,213	$ .15	$ .10	--------	--------
1951	1,155,250	115,837	62,631	.17	.10	--------	--------
1952	1,113,336	120,268	59,520	.16	.10	--------	--------
1953	1,452,557	126,193	66,651	.21	.10	$ 1,450,595	--------
1954	1,681,004	171,446	86,998	.28	.10	1,479,327	--------
1955	2,007,101	205,453	106,452	.29	.10	2,749,132	--------
1956	2,812,885	322,852	167,852	.45	.10	4,642,995	31 - 20½
1957	4,894,075	664,986	330,436	.89	.10	5,539,492	27 - 17½
1958	5,768,509	884,139	434,139	1.12	.10	5,913,120	50 - 23
1959 (a)	8,631,157	1,115,585	475,185	1.10	.10	8,813,496	77½- 47
1960	12,332,849	1,894,650	1,016,650	2.26	3% stk.	10,895,026	162 - 56½
1961	--------	--------	--------	---	3% stk.	--------	224 -156

(a) Includes Applied Radiation Corp., acquired in June 1960.

HOFFMAN ELECTRONICS CORPORATION (NYSE)

Capitalization
Debt: $5,100,000
Common: 50 cents par, 1,530,254 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 29,544,473	$ 3,768,567	$ 1,980,994	$1.34	$ .12½	$10,720,620	10⅞ - 3½
1951	20,355,999	202,839	281,619	.19	.12½	11,936,215	7 - 3¾
1952	36,566,955	3,662,318	1,765,272	1.19	.12½	16,543,902	7¾ - 5¼
1953	50,415,146	3,036,380	1,167,380	.79	.50	15,657,392	8¼ - 6⅛
1954	42,647,008	3,202,513	1,485,513	1.00	.50	16,272,669	12 - 6⅝
1955	44,416,673	3,241,596	1,560,596	1.06	.50	22,472,037	15⅝ - 10¼
1956	46,580,279	3,330,883	1,601,974	1.08	.50	18,446,923	12⅝ - 9¼
1957	40,968,617	3,517,372	1,655,372	1.12	.50	18,669,699	12⅞ - 8⅝
1958	39,544,064	3,632,509	1,712,509	1.16	.50	19,709,241	22¾ - 10½
1959	46,359,832	4,130,165	1,990,165	1.31	.57½	32,040,222	43 - 18¼
1960	54,271,837	1,963,400 (d)	968,400 (d)	.63 (d)	.45	27,841,647	30¼ - 14⅝
1961 (3 mo.)	16,098,315	533,668	256,668	.16	none	---------	29⅝ - 16¼

(d) Deficit.

HYCON MANUFACTURING COMPANY (ASE)

Year Ending January 31

Capitalization
Debt: $310,073, notes
Preferred: 5½% Cum. conv. pfd., $10 par, 38,872 shares
Common: 10 cents par 3,546,690 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	$ 1,880,906	$ 30,768	----------	$ .10	none	----------	----------
1952	4,154,039	203,196	----------	.02	none	----------	----------
1953	3,953,000	192,282	$ 82,282	.07	none	$ 2,115,124	2 - ⅞
1954	12,115,300	124,433	67,733	.03	none	4,829,717	7⅜ - 1⅝
1955	11,943,793	982,592	442,592	.21	none	6,806,110	10¾ - 6⅝
1956	8,946,386	190,217	80,217	.01	none	6,622,694	7⅛ - 3
1957	7,899,262	3,488,433 (d)	2,822,337 (d)	1.07 (d)	none	6,782,079	4⅜ - 2⅜
1958	10,564,907	1,163,588 (d)	1,163,599 (d)	.39 (d)	none	4,613,745	3⅛ - 1⅞
1959	6,163,230	610,057	610,057	.16	none	4,238,492	4⅜ - 17⅞
1960	5,872,857	23,550	23,550	.001	none	3,899,501	4¼ - 2⅛
1961	---------	--------	-------	---	$ .13¾	--------	7½ - 2½

(d) Deficit.

INDIANA GENERAL CORPORATION (NYSE)

Capitalization
Common: $1 par, 1,139,522 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 6,071,293	$ 1,075,740	$ 500,7'0	$ .38	$ .20	$ 3,115,307	2½ - 1¾
1951	7,840,671	1,836,326	586,326	1.03	.31¼	3,365,448	4⅝ - 4½
1952	6,385,912	888,565	306,565	.54	.27½	3,666,359	4⅛ - 3
1953	8,092,637	1,463,866	335,925	.59	.34⅜	3,806,534	6⅛ - 3⅝
1954 (a)	11,027,000	1,090,000	467,000	.89	.37½	4,129,037	9¾ - 4½
1955 (a)	13,552,000	1,764,000	801,000	1.39	.47½	4,744,532	11½ - 9¼
1956 (a)	16,578,000	2,273,256	1,065,507	1.06	.60	6,729,812	12⅝ - 9¾
1957 (a)	17,943,000	2,359,250	1,152,261	1.15	.62½	6,677,868	12 - 9
1958 (a)	15,283,018	1,876,045	838,245	.89	.60	6,603,996	17½ - 8⅝
1959 (a)	19,865,219	3,012,879	1,552,449	1.38	.60	12,682,219	47 - 15⅞
1960	19,631,041	2,922,631	1,429,811	1.26	.60	12,446,458	70 - 31¾
1961 (3 mo.)	4,813,462	725,883	356,243	.31	.30	---------	48½ - 32¾

(a) Pro-forma, including General Ceramics Corp., merged Nov. 1959.

INTERNATIONAL BUSINESS MACHINES CORPORATION (NYSE)

Capitalization
Debentures: 2⅝%, due 1965, $20,000,000
Debt: 3½% note, due 1971, $50,000,000
3% note, due 1968, $35,000,000
3⅞% notes, due 1974, $30,000,000
3⅞% notes, due 1977, $50,000,000
3¾% note, due 2055, $100,000,000
3⅞% note, due 1983, $25,000,000
3½% note, due 1985, $115,000,000
Common: No par, 27,478,377 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 214,916,717	$ 61,101,309	$33,301,309	$1.41	$ .47	$ 299,952,591	42⅝ - 32⅞
1951	266,798,483	77,292,090	27,892,090	1.17	.49	394,119,472	41⅛ - 35½
1952	333,728,245	78,474,541	29,874,541	1.58	.54	520,438,451	43⅞ - 33⅛
1953	409,989,104	92,319,210	34,119,210	1.26	.51	428,228,982	45¼ - 41⅝
1954	461,350,278	98,336,625	46,536,625	1.97	.66	565,475,154	66⅝ - 34⅞
1955	563,548,792	117,672,633	55,872,633	2.25	.69	629,510,998	80 - 62⅛
1956	734,339,780	143,784,510	68,784,510	2.77	.85	_769,049,451	100 - 66¼
1957	1,000,431,597	186,291,589	89,291,589	3.27	.93	1,086,969,222	167⅜ - 110⅝
1958	1,171,788,199	256,191,858	126,191,858	4.62	.62	1,261,146,905	245⅜ - 133⅜
1959	1,309,788,037	300,133,212	145,633,212	5.31	1.35	1,390,637,247	318⅝ - 219⅜
1960	1,436,053,085	3'5,880,880	168,180,880	6.12	2.00	1,535,365,247	400 - 271½
1961 (3 mo)	389,062,378	99,176,669	48,826,069	1.73	1.10	------------	488⅝ - 386⅝

Note: Adjusted for 50% stock dividend to be voted April 25, 1961.

INTERNATIONAL RECTIFIER CORPORATION (NYSE)

Year ending June 30

Capitalization
Common: $1 par, 2,405,994 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	---------	--------	-------	---	---	--------	----------
1951 (a)	---------	--------	-------	---	---	--------	----------
1952 (a)	---------	--------	-------	---	---	--------	----------
1953 (a)	---------	--------	-------	---	---	--------	----------
1954	$ 4,538,889	--------	$ 199,723	$ .10	none	(a)	(a)
1955	5,180,103	$ 687,857	341,162	.17	none	(a)	(a)
1956	7,857,009	1,260,793	616,161	.30	none	(a)	(a)
1957	8,001,962	1,246,763	609,489	.29	none	(a)	(a)
1958	8,766,173	1,515,383	735,783	.35	none	$ 3,790,167	11⅛ - 7
1959	10,870,038	1,809,146	877,371	.40	2½% stk.	5,943,896	17½ - 10
1960	13,124,586	2,521,497	1,206,007	.52	none	9,628,866	29 - 13¼
1961 (9 mo.)	10,733,278	1,924,201	928,201	.39	none	---------	35⅞ - 21⅜

(a) Privately owned.

INTERNATIONAL RESISTANCE COMPANY (NYSE)

Capitalization
Common: 10 cents par, 1,386,998, shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 11,085,109	$ 2,209,584	$ 1,056,638	$1.01	$ .30	$ 7,550,975	6 - 2⅛
1951	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6⅝ - 4⅝
1952	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5¾ - 4
1953	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5⅛ - 3⅜
1954	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5⅛ - 3¾
1955	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12⅜ - 5
1956	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8¼ - 4½
1957	15,374,721	1,160,818	469,870	.35	.20	8,149,869	6⅛ - 3⅝
1958	13,743,865	1,189,268	504,268	.37	.20	7,964,981	9½ - 3¾
1959	19,810,403	3,763,859	1,783,859	1.29	.35	10,391,298	23½ - 7
1960	20,824,173	4,313,450	1,943,450	1.40	.40	11,944,067	41⅝ - 18¼
1961 (a)	6,495,550	--------	567,000	.41	.15	---------	42⅛ - 26

(a) 15 weeks to April 6.

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization
Debt: $8,546,300, 4⅞% convertible subordinated debentures due 1983. $4,140,000, 5½% loans, due 1968
1968
Subsidiary Debt: $135,791,663. Subsidiary preferred: $4,830,055.
Common: No par, 15,698,524 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$253,136,029	$ 33,800,000	$ 13,259,000	$1.02	$ .07½ + stk.	$451,731,000	8 - 4⅝
1951 (a)	288,585,000	42,401,000	17,992,000	1.30	.32½	512,580,000	9½ - 6½
1952 (a)	388,620,000	54,171,000	22,147,753	1.55	.40½	579,705,657	10⅜ - 7½
1953 (a)	397,297,000	55,338,000	22,377,611	1.56	.50	602,761,430	10⅛ - 6¾
1954 (a)	412,619,000	51,863,576	20,068,525	1.40	.50	636,969,623	13⅜ - 8⅞
1955 (a)	489,746,000	62,851,571	23,070,327	1.61	.65	687,451,677	15½ - 11⅞
1956 (a)	544,834,000	73,347,000	28,109,946	1.96	.90	760,837,677	18¾ - 14⅝
1957 (a)	638,669,000	63,870,680	22,412,814	1.56	.90	799,873,050	18⅞ - 12⅞
1958 (a)	687,451,000	69,009,755	26,600,168	1.85	.90	869,005,965	32¾ - 14⅝
1959 (a)	741,759,681	74,649,000	27,529,574	1.80	1.00	849,919,687	45½ - 28
1960	811,448,707	80,836,315	30,569,938	1.96	1.00	923,943,743	48⅛ - 32
1961 (3 mo.)	193,559,000	---------	6,640,000	.42	.50	----------	60⅞ - 44¾

(a) Sales restated to exclude Cuban operations.

INTERSTATE ENGINEERING CORPORATION (Unlisted)

Year ending April 30
Capitalization
Debt: $447,000 Common: $1 par, 1,400,116 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,864,000	$ 209,000	$ 209,000	$ .15	none	$ 1.303,034	2⅜ - 1
1951	3,809,000	314,000	180,000	.14	none	2.181,778	1¾ - 1⅜
1952	6,692,000	372,000	168,000	.12	$ .03	3,388,716	1⅞ - 1¼
1953	9,336,000	614,000	210,000	.15	.07	3.839.242	2½ - 1¾
1954	8,774,000	875,000	369,000	.26	.09	3 558,025	4⅛ - 2¼
1955	7,027,000	666,000	328,000	.23	.20	3,143,210	5⅛ - 4
1956	7,077,000	617,000	313,000	.22	.21	3,191.137	4⅝ - 2¾
1957	11,859,000	777,000	431,000	.31	.06	5,062.684	2½ - 1¾
1958	13,880,081	940,936	520,367	.38	.11	5.651,617	8¼ - 1¾
1959	16,216,237	1,481,000(a)	814,000	.78	.29	7.625.466	20¾ - 7¾
1960	21,083,400	1,879,362	1,367,992	1.03	.38 + 4% stk.	9.333.762	24¼ - 13⅝
1961 (9 mo.)	14,107,741	1,483,701	1,021.073	.59	.10	9,058,000	22¾ - 14¼

(a) Capital gains excluded.
Note: Adjusted for 25% stock dividend to be paid July 15.

IONICS INCORPORATED (Unlisted)

Capitalization
Common: $1 par, 560,589 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 319,484	$ 173,170(d)	$ 173,170(d)	$ .38(d)	none	N.A.	----------
1956	585,890	197,466(d)	197,466(d)	.44(d)	none	N.A.	11⅛ - 5½
1957	674,261	67,438(d)	67,438(d)	.15(d)	none	N.A.	9 - 3¼
1958	936.736	16,128(d)	16,128(d)	.04(d)	none	N.A.	13⅛ - 3¼
1959	1,236,639	83.187	83,187	.18	none	$ 986.143	24½ - 10½
1960	1,735,717	49,806	49,806	.09	none	2.724,121	48½ - 14
1961	--------	------	------	---	none	--------	44 - 29

N.A. Not available; (d) Deficit.

ITEK CORPORATION (Unlisted)

Year ending Sept. 30
Capitalization
Debt: $3,635,506; $2,500,000 bonds, due 1980 Common: $1 par, 1,100,186 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 11,924,944	$ 1,396.630	$ 774,438	N.A.	N.A.	N.A.	N.A.
1951 (a)	13,729,661	1,626,628	688,704	N.A.	N.A.	N.A.	N.A.
1952 (a)	13,563,909	1,277,399	633,552	N.A.	N.A.	N.A.	N.A.
1953 (a)	14,197,814	1,099,730	550,225	N.A.	N.A.	N.A.	N.A.
1954 (a)	14,246,273	672,684	353,457	N.A.	N.A.	N.A.	N.A.
1955 (a)	15,964,429	969,663	488,301	N.A.	N.A.	N.A.	N.A.
1956 (a)	17,478,890	819.231	408,812	N.A.	N.A.	N.A.	N.A.
1957 (a)	18,409,758	14,310(d)	49,010(d)	N.A.	N.A.	N.A.	N.A.
1958 (b)	25,429,203	84,663(d)	95,337	$ .18	none	$ 15,489,450	15 - 2½
1959 (c)	28,886,836	--------	679,174	.65	none	13,299,702	63 - 31
1960	35,053,837	1,396,686	866.337	.79	none	20,248,241	82 - 41
1961	---------	--------	-------	---	none	---------	60½ - 48½

(a) Photostat Corp. only. (b) Pro-forma, including Photostat Corp. (c) Includes Hermes Electronics Co., merged July 26, 1960. (d) Deficit.
N.A. Not available.

JEFFERSON ELECTRIC COMPANY (Midwest)

Capitalization
Debt: $1,690,000, 3⅞% promissory note, due Aug. 1, 1968
Common: $5 par, 500,643 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 12,444,850	$ 1,468,730	$ 718,730	$4.44	$1.50	$ 7.016.500	17⅞ - 12⅜
1951	13,947,432	1,426,516	459,516	2.90	1.88	7.198,125	21⅛ - 15½
1952	11,438,103	551,475	370,475	.70	1.13	8,052,106	8¼ - 7½
1953	14,666,906	120,736	71.222	.14	.48	9,533,434	7¾ - 4¼
1954	14,298,178	155,878	93,878	.18	.48	8,487,076	6¼ - 3⅞
1955	15,761,194	698,750	348,750	.66	.15	9,079.994	5⅜ - 3¾
1956	18,206,349	1,604,901	774,901	1.46	.23	9,584,121	9 - 5¼
1957	18,075,748	1,564.532	754.532	1.43	.48	9.849.593	9 - 6
1958	18,266,430	1,174,010	529,010	1.00	.48	10,352.651	9 - 5⅞
1959	21,279,353	1,274,006	674,006	1.36	.48	10.565,225	14¼ - 9¾
1960	21,420,291	659,894	347,894	.70	.60	10,842.553	15⅜ - 9⅝
1961 (3 mo.)	5,203,151	61,714	35,123	.07	.15	---- ----	13 - 9⅞

JERROLD ELECTRONICS CORP. **(Unlisted)**

Year ending February 28

Capitalization—Debenture: $569,000, convertible subordinated 6½s, due 1975. Common: 10 cents par, 1,959,320 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	$ 840,808	N.A.	$ 18,609	$ .02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	$ .10	$ 4,645,300	4 - 2⅝
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾ - 1¾
1957 (a)	7,300,961	595,727	282,652	.14	none	4,805,297(b)	3½ - 1⅝
1958 (a)	8,036,488	300,573	148,061	.08	none	4,802.609(b)	5¼ - 1⅜
1959 (a)	9,719,361	825,956	387,636	.20	none	5,812,391(b)	9¼ - 3⅞
1960 (a)	10,268,000	366,647	178,191	.09	none	—	12⅝ - 5¾
1961 (a) (6 mo.)	4,578,000	30,193	16,232	.01	none	12,148,481	8½ - 6½

(a) Pro-forma, including Harman-Kardon, Inc., to be acquired. (b) Jerrold only.

LABORATORY FOR ELECTRONICS INCORPORATED **(Unlisted)**

Year ending April 30

Capitalization
Debt: $1,033,000
Common: $1 par, 1,133,736 shares

1950	$ 905,395	$ 43,633	$ 23,983	$ .09	none	N.A.	—
1951	2,001,072	93,961	52,561	.20	none	N.A.	—
1952	2,759,187	260,637	124,137(d)	.83(d)	none	N.A.	—
1953	5,129,772	89,549	49,549	.19	none	N.A.	—
1954	5,641,386	5,338	11,783	.05	none	$ 3,725,994	—
1955	6,402,708	77,304(d)	160,174(d)	.61(d)	none	4,285,627	14 - 9
1956 (a)	16,207,000	680,000	333,000	.48	none	4,154,837(c)	7¼ - 2
1957 (a)	20,743,000	2,832,000	1,291,000	1.57	none	4,355,528(c)	8 - 2⅜
1958 (a)	21,114,000	2,164,000	1,005,000	1.02	none	5.200.822(c)	26 - 3¾
1959 (a)	28,470,000	1,778,000	879,000	.92	none	9,412,921(c)	44½ - 23
1960 (a)	48,114,000	3,631,000	1,667,000	1.70	none	12,979.558(c)	56½ - 30¼
1961 (6 mo.) (c)	20,725,000	1,938,000	911,000	1.30	none	24,647,974(b)	70 - 31

(a) Pro-forma including Eastern Industries, Inc., merged
(b) Balance sheet Oct. 28, 1960. (c) L.F.E. only. (d) Deficit.

LEAR INCORPORATED **(NYSE)**

Capitalization—Debt: $1,479,236. Common: 50 cents par, 2,756,235 shares.

1950	$ 7,952,668	$ 81,132(d)	$ 81,132(d)	$ .04(d)	none	$ 7,617,298	4⅝ - 1 13/16
1951	21,227,093	1,595,631	798,631	.40	none	10,978,105	6⅜ - 3¼
1952	44,065,980	3,873,543	1,097,543	.53	.10	16,755,709	4⅛ - 2½
1953	50,693,691	6,023,154	1,665,154	.78	.15	28,179,410	5¼ - 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	$ .30	24,395,795	9¾ - 3⅞
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13⅜ - 7¼
1956	63,900,786	3,406,018	1,506,018	.65	.30	33,526,685	10¼ - 7⅜
1957	64,692,576	2,108,921	858,921	.36	.15	32,418,665	8¾ - 4
1958	63,627,475	3,257,751	1,607,751	.68	.10	37,923,376	10¼ - 4¼
1959	87,002,497	4,542,022	2,407,022	.91	.40	51,513,529	23¼ - 9⅛
1960	90,979,043	5,832,022	2,822,022	1.03	.40	59,992,662	23½ - 13⅝
1961 (3 mo.)	24,154,639	1,959,766	1,289,766	.47	.20	—	29⅜ - 16

(d) Deficit.

LEEDS & NORTHRUP COMPANY **(Unlisted)**

Year ending May 31

Capitalization
Debt: $4,950,000
Preferred: 5% cumulative convertible, series A, $25 par, 125,060 shares.
5% cumulative convertible, series B, $25 par, 18,915 shares
Common: 50 cents par, 755,807 shares

1950	$ 14,750,000	$ 954,000	$ 570,000	$ .65	$ .50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,483,550	2,654,539	875,186	1.02	.44	$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,516,523	2,267,816	1,163,816	1.92	.45	22,443,345	27½ - 13½
1957	37,156,180	3,612,552	1,649,152	2.23	.60 + 2% stk.	26,483,273	35 - 20¼
1958	35,261,501	2,610,527	1,112,127	1.35	.60	25,349,961	28 - 19⅝
1959	35,961,718	2,976,576	1,353,176	1.67	.60 + 1% stk.	27,470,858	41¼ - 27¾
1960	39,856,452	3,662,998	1,714,598	2.12	.60	29,715,333	44½ - 28
1961 (9 mo.)	26,722,981	1,639,481	740,881	.80	.30	—	39¾ - 32½

LING-TEMCO ELECTRONICS INC. **(NYSE)**

Capitalization
Debt: $5,910,132, notes; $3,280,000 mortgage bonds; $5,449,000, subordinated debentures.
Preferred: 4½% Series A, $30 par, 189,806 shares.
Common: 50 cents par, 2,569,208 shares.

Note: Company merging with Chance Vought Corporation in June on basis of exchange of Chance Vought stock for the combined companies' debentures and warrants, each Chance Vought share to be exchanged for one $43.50 par, 5½% convertible debenture plus 5-year warrant to purchse 1/5 share of Ling-Temco at 30 and a 5-year warrant to purchase 1/5 share of Ling-Temco at 40.

1953	Incorporated Nov. 4, 1953						
1954 (c)	$ 22,151	$ 25,888(d)	$ 25,888 (d)	$ .04(d)	none	—	—
1955 (c)	237,776	66,334(d)	66,334(d)	.11(d)	none	—	—
1956 (e)	389,717	27,163(d)	27,163(d)	.03(d)	none	$ 429,267	8 - 7
1957 (a)	130,083,129	6,280,005	3,160,061	1.59	none	—	8 - 7
1958 (a)	132,926,277	6,406,860	2,963,362	1.30	none	13,154,872	18¾ - 5
1959 (b)	148,723,916	6,030,068	3,029,550	1.22	none	67,033,945	44½ - 16½
1960	148,447,484	5,737,132	3,051,172	1.25	none	93,459,633	42 - 20
1961 (3 mo.)	34,837,500	—	609,783	.24	none	—	36⅛ - 24¾

(a) Pro-forma giving effect to merger with Temco Aircraft, years ended July 31. (b) Changed to calendar year in 1959. (c) Year ended October 31, Ling Electronics only. (d) Deficit. (e) 9 months ended July 31.

LITTON INDUSTRIES INC. **(NYSE)**

Year ending July 31

Capitalization
Long-term debt: $33,946,000
Preferred: 5%, $100 par, 25,050 shares
Common: $1.00 par, 4,267,171

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 4, 1953						
1954 (a)	$ 2,980,051	$ 347,420	$ 154,420	$ .22	none	$ 4,200,176	----------
1955	8,898,797	679,413	436,413	.22	none	8,647,918	7½ - 4¾
1956	14,920,050	1,995,703	1,019,703	.48	none	10,826,182	16¼ - 7⅜
1957	28,130,603	3,232,493	1,806,492	.74	none	16,823,383	28⅝ - 14¾
1958 (b)	83,155,473	7,044,439	3,702,203	1.04	none	57,750,861	45⅝ - 18½
1959	125,525,561	11,826,756	5,975,031	1.62	1¼% stk.	83,254,170	75⅝ - 36⅜
1960	187,761,242	15,365,182	7,454,854	1.79	2½% stk.	119,004,373	96⅝ - 57⅝
1961 (6 mo.)	108,202,000	8,559,000	4,448,000	1.03	none	139,542,000	143 - 87⅛

(a) 9 months to July 31 (b) All figures in 1958 reflect acquisition of Monroe Calculating Machine Co. in January, 1958.

LORAL ELECTRONICS CORP. **(ASE)**

Year ending March 31

Capitalization
Debt: $89,167, mtge.; $285,000, notes; $5,000,000 4½% conv. debentures, due 1980
Common: 25 cents par, 1,740,444 shares

1954	$10,288,434	N.A.	$ 279,186	$ .31	none	(b)	(b)
1955	6,720,476	N.A.	421,396	.47	none	(b)	(b)
1956	2,495,486	N.A.	154,789	.17	none	(b)	(b)
1957	7,056,936	N.A.	325,818	.36	none	(b)	(b)
1958	6,706,606	N.A.	172,427	.19	none	(b)	(b)
1959	7,996,657	$ 276,028	134,348	.15	none	$ 4,353,407	13¼ - 4
1960	17,439,871	1,180,798	579,216	.35	none	10,523,379	36½ - 11¼
1961 (9 mo.)	27,095,540	1,980,689	952,023	.55	none	---------	46¼ - 31⅝

N.A. Not available. (b) Privately owned.

MPO VIDEOTRONICS, INC. **(ASE)**

Year ending Oct. 31

Capitalization
Debt: $146,292
Common: Class A, $1 par, 150,000 shares; Class B, $1 par, 260,000 shares.

				(a)			
1955	$ 1,066,169	N.A.	$ 38,535	$ .09	none	(b)	(b)
1956	2,074,548	N.A.	114,109	.28	none	(b)	(b)
1957	3,440,619	N.A.	84,430	.21	none	(b)	(b)
1958	4,957,956	N.A.	92,702	.22	none	(b)	(b)
1959	6,047,570	$ 534,014	270,414	.60	none	2,062,488	(b)
1960	7,865,971	677,499	349,499	.85	.30	3,172,205	11 - 6½
1961	--------	------	------	---	.20	--------	25¾ - 8¼

(a) Based on 410,000 shares. (b) Privately owned. (N.A.) Not available.

MAGNAVOX COMPANY **(NYSE)**

Capitalization
Debt: $7,391,363, notes. Common: $1 par, 2,371,382 shares.

1950 (a)	$ 31,716,630	$ 3,207,982	$ 2,007,982	$1.10	$ .20	$ 12,625,236	9⅝ - 4¼
1951 (a)	44,177,645	5,558,237	2,233,237	1.18	.49	17,256,171	7⅛ - 4¾
1952 (a)	36,837,503	2,462,760	1,343,760	.71	.59	18,854,075	8⅞ - 6⅛
1953 (a)	57,959,669	4,548,337	2,238,337	1.15	.59	29,824,144	8¾ - 6⅛
1954 (a)	62,974,430	5,332,530	2,102,530	1.09	.59	28,543,292	9½ - 6⅝
1955 (a)	55,071,765	4,571,087	2,426,087	1.25	.62	31,728,825	17¼ - 9½
1956 (a)	70,529,646	6,220,442	3,100,442	1.53	.65 + 2½% stk.	41,567,963	17¾ - 13⅝
1957 (a)	87,467,864	7,109,226	3,759,226	1.77	.68 + 2½% stk.	48,491,855	20¾ - 12¾
1958 (a) (b)	80,063,908	4,889,061	2,437,061	1.11	.71 + 2½% stk.	48,359,910	28¾ - 14⅜
1959 (a) (b)	107,758,670	9,419,458	4,679,458	1.99	.75 + 2½% stk.	58,054,607	40⅜ - 24⅛
1960	124,879,052	13,117,052	6,533,052	2.76	1.00	64,728,408	55 - 31¾
1961 (3 mo.)	32,207,000	2,930,000	1,430,000	.60	.50	---------	95¾ - 46

(a) Prior to 1960 company was on fiscal year ending June 30.
(b) Changes by company.

P. R. MALLORY & CO., INC. **(NYSE)**

Capitalization
Debt: $7,880,000 notes. Preferred: 5% cumulative convertible, series A, par $50, 74,709 shares. Common: $1 par, 1,469,743 shares.

1950	$ 39,158,150	$ 5,403,758	$ 2,553,758	$2.82	$ .63	$19,079,931	15⅞ - 8⅝
1951	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20⅛ - 13⅞
1952	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½ - 17⅜
1953	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32⅜ - 25⅛
1955	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28⅜
1956	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42½ - 31¼
1957 (a)	77,579,878	7,228,357	3,138,357	2.08	1.40 + 2% stk.	57,972,949	50¾ - 23½
1958	68,286,563	5,952,526	2,872,526	1.89	1.40	55,448,341	39⅞ - 23⅝
1959	86,504,443	8,909,042	4,339,042	2.87	1.40 + 2% stk.	57,605,873	50⅞ - 35¾
1960	83,586,283	8,917,403	4,367,403	2.84	1.40 + 2% stk.	57,414,472	50¼ - 33
1961 (3 mo.)	19,745,337	1,640,406	781,797	.50	.70	---------	60 - 36⅝

(a) Includes Radio Materials Corp. merged in Sept., 1957, for entire year.

MAXSON ELECTRONICS CORPORATION **(Unlisted)**

Year ending Sept. 30

Capitalization
Common: $3 par, 741,440 shares

1950	$ 3,229,917	--------	$ 211,364	$ .41	$ .20	--------	4¼ - 1¾
1951	7,453,985	$ 770,496	614,012	.96	.125 + 5% stk.	$ 5,742,010	5⅞ - 3⅜
1952	15,923,380	1,351,494	526,494	.91	6% stk.	11,163,817	7 - 4
1953	34,377,128	2,160,502	1,085,502	1.78	.10 + 6% stk.	13,755,8[illegible]7	9⅜ - 6⅛
1954	37,143,3[illegible]3	3,246,353	1,496,353	2.27	.40 + 8% stk.	16,161,773	17½ - 9⅜
1955	24,625,231	2,068,120	930,120	2.09	.375 + 2% stk.	12,670,5[illegible]5	22¼ - 11
1956	16,643,454	1,725,109(d)	720,109(d)	.97(d)	.10 + 2% stk.	13,155,169	16¼ - 5⅝
1957	21,086,258	462,122	485,122	.66	.05	10,465,976	9¼ - 4
1958	15,185,233	701,877(d)	631,877(d)	.86(d)	.05	7,913,816	12⅜ - 4¼
1959	18,542,360	1,271,476	601,476	.81	.20	9,275,2[illegible]5	15¾ - 9½
1960	18,355,900	670,876	350,873	.45	.20	8,741,051	14⅛ - 7
1961 (3 mo.)	3,372,200	252,745	120,745	.16	.05	--------	31¾ - 9¾

(d) Deficit.

McGRAW-EDISON COMPANY (NYSE)

Capitalization
Debt: $5,132,000 notes. Common: $1 par, 6,421,892 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 80,337,202	$15,260,064	$ 7,795,063	$2.31	$ .88	$ 44,198,971	13⅛ - 9⅞
1951	86,702,917	15,370,585	6,245,589	1.82	.88	50,014,249	15⅛ - 11⅝
1952	104,895,000	15,388,000	7,121,000	1.76	.88	61,425,000	17¾ - 13⅞
1953	121,248,000	15,795,000	6,987,000	1.73	.88	68,552,000	18¼ - 14¼
1954	132,804,000	18,420,000	9,417,000	2.30	1.00	77,861,000	28¾ - 17
1955 (a)	228,425,000	27,678,000	13,672,000	2.38	1.00	85,566,000	29 - 22½
1956 (a)	281,720,000	36,188,000	17,473,000	3.02	1.00	112,522,000	40⅜ - 38½
1957 (a)	293,158,000	34,213,000	17,264,000	2.89	1.40	147,704,000	47 - 29⅞
1958 (a)	282,233,000	27,030,000	13,057,000	2.04	1.40	157,407,000	41⅞ - 31⅞
1959 (a)	338,050,000	39,890,000	18,888,000	2.94	1.40	177,778,000	48¾ - 37¼
1960	311,706,000	28,786,000	13,837,000	2.15	1.40	214,640,000	45¾ - 28
1961 (3 mo.)	75,884,000	4,661,000	2,352,000	.37	.35	----------	40⅝ - 30¾

(a) Pro-forma, including American Laundry Machine Co., merged Sept. 1, 1960

MEREDITH PUBLISHING CO. (Unlisted)

Year ending June 30

Capitalization
Notes Payable: $600,000. Common: $5 par, 1,332,186 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 24,469,838	$ 5,041,376	$ 3,117,560	$2.42	$1.75	$16,151,715	15¾ - 12¾
1951	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼ - 14
1953	39,009,361	8,022,751	3,349,453	2.60	1.07½	32,717,314	20¼ - 15⅛
1954	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼ - 19¼
1955	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957	53,071,711	9,542,200	4,644,417	3.59	1.90	41,536,847	34½ - 26½
1958	49,720,636	7,819,135	3,850,307	2.97	1.80	46,121,858	37 - 25
1959	51,817,401	8,573,827	4,255,770	3.28	1.80	53,270,067	41½ - 35
1960	59,407,814	8,661,031	4,421,030	3.34	1.80	55,418,586	44½ - 34¾
1961 (9 mo.)	43,961,618	2,624,603	1,347,503	1.02	.35	----------	47 - 33½

METROMEDIA, INC. (Unlisted)

(Formerly Metropolitan Broadcasting Corporation)
Name changed March 28, 1961

Capitalization
Debt: $13,595,425, $6,000,000, 6% convertible subordinated debentures, due 1975
Common: $1 par, 1,699,307 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	----------	----------	----------	----	----	----------	----------
1951	----------	----------	----------	----	----	----------	----------
1952	$ 2,830,742	$ 834,525(d)	$ 834,525(d)	$ .88(d)	none	----------	----------
1953	4,534,401	84,433(d)	84,433(d)	.09(d)	none	----------	----------
1954	5,384,053	161,386(d)	161,386(d)	.17(d)	none	$ 2,732,416	----------
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none	----------	7⅜ - 5⅞
1956 (b)	5,355,149	--------	899,593(d)	.95(d)	none	----------	7⅝ - 5
1957(c)	8,914,114	243,460	243,460	.16	none	13,217,301	10⅜ - 6
1958(e)	14,427,752	302,035	302,035	.20	none	12,710,988	13¾ - 6¾
1959 (f)	16,543,422	2,105,108	1,416,108	.91	$ .15	13,702,023	18⅝ - 13¾
1960	42,598,179	3,313,255	1,603,255	.94	.15	39,249,039	19½ - 12⅞
1961 (3 mo.)	11,059,589	--------	12,666(d)	.01(d)	none	----------	24⅛ - 19

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) 52 weeks to December 28. (d) Deficit. (e) 52 weeks to January 3, 1959.
(f) 52 weeks to Jan. 2, 1960.

MICRODOT, INC. (Unlisted)

Year ending Sept. 30

Capitalization
Debt: $263,962, notes
Common: no par, 337,695 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	$ 401,063	$ 54,126	$ 30,126	$ .15	none	(b)	(b)
1956	748,474	95,008	46,008	.23	none	(b)	(b)
1957	1,364,640	287,568	145,568	.72	$ .10	(b)	(b)
1958	1,733,529	235,983	125,983	.57	.09	(b)	(b)
1959	2,272,530	273,974	137,974	.57	.16	$ 1,256,935	(b)
1960	2,979,264	306,786	153,786	.54	.04	2,192,371	25¾ - 13½
1961 (3 mo.)	1,039,060	148,710	72,755	.21	2% stk.	3,216,773	33 - 22½

(b) Privately owned.

MICROWAVE ASSOCIATES INCORPORATED (ASE)

Year ending September 30

Capitalization
Debt: $716,400 mortgage loans
Common: $1 par, 999,200 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (Incorporated Aug. 7)							
1951 (a)	$ 81,800	----------	$ 7,000	$ .01	none	----------	----------
1952 (a)	259,000	----------	18,400(d)	.02(d)	none	----------	----------
1953 (a)	913,500	----------	50,800	.06	none	----------	----------
1954 (a)	1,436,049	----------	78,929	.09	none	----------	----------
1955 (b)	1,292,764	----------	86,667	.10	none	----------	----------
1956	2,321,108	----------	156,456	.18	none	$ 1,803,557	----------
1957	2,635,468	----------	51,796	.06	none	2,491,108	----------
1958	4,326,681	$ 463,107	228,107	.27	none	2,997,815	11½ - 5¼
1959 (c)	6,670,487	864,492	384,492	.39	none	5,996,937	32⅝ - 10½
1960	8,691,486	1,273,815	633,800	.64	none	7,471,551	43½ - 22
1961 (6 mo.)	4,806,000	----------	366,500	.37	none	7,653,000	60⅜ - 34⅛

(a) Year ending Dec. 31. (b) 9 months ending Sept. 30. (c) Includes Waveco Corp. from Jan. 29, 1959. (d) Deficit.

MINNEAPOLIS HONEYWELL REGULATOR COMPANY (NYSE)

Capitalization
Debentures: $5,300,000, 2¾s, due 1965; $13,700,000, 3.10% due 1972; $23,800,000, 3⅜s, due 1976; $25,000,000; 4½% sinking fund debentures due 1986.
Preferred: conv. $100 par, 250,000 shares.
Common: $1.50 par 7,015,898 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$109,281,673	$25,866,656	$12,500,656	$2.39	$1.25	$ 82,696,070	21¼ - 15⅛
1951	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28⅜ - 20⅝
1952	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼ - 26¾
1953	214,018,825	28,687,825	10,329,825	1.66	1.12½	133,127,715	34¼ - 26¾
1954	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾ - 33½
1955	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 50⅛
1956	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½ - 58
1957	324,886,719	45,678,135	21,367,135	3.07	1.75	246,626,987	131 - 73½
1958	328,480,122	48,150,243	22,562,243	3.23	1.75	263,816,450	126 - 76
1959	381,408,597	62,713,399	29,399,399	4.20	1.85	292,038,807	150 - 111½
1960	426,183,310	56,286,148	26,228,148	3.74	2.00	330,228,231	178¾ - 123⅝
1961 (3 mo.)	103,152,981	9,172,719	4,303,719	.61	1.00	336,292,505	170¾ - 140

MOTOROLA, INCORPORATED (NYSE)

Capitalization
Debt: $26,809,817; $30,000,000, debentures, due 1986.
Common: $3 par, 4,028,652 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$177,104,669	$ 27,368,061	$ 13,130,246	$3.39	$1.02½	$ 55,008,726	13 - 5⅜
1951 (a)	135,844,520	14,020,739	7,240,452	2.06	.49	61,818,769	28⅞ - 20⅛
1952 (a)	169,191,047	15,576,165	7,012,700	1.81	.75	81,162,847	22⅜ - 18
1953 (a)	219,089,238	15,512,489	7,076,335	1.83	.75	86,871,213	21⅝ - 14⅝
1954 (a)	206,821,801	16,523,889	7,572,024	1.96	.75	94,531,084	26¾ - 15⅛
1955 (a)	228,428,063	18,740,426	8,490,539	2.19	.75	104,431,218	30⅜ - 22⅛
1956 (a)	228,982,853	16,887,834	7,966,817	2.06	.75	113,721,148	25⅞ - 18¾
1957 (a)	227,687,391	15,597,031	7,824,431	2.02	.75	121,879,297	25⅞ - 17⅞
1958 (a)	217,863,339	14,931,213	7,356,213	1.90	.75	127,901,786	30¼ - 17½
1959 (a)	291,543,290	27,406,237	14,171,237	3.59	.75	149,763,560	87⅝ - 28¾
1960	299,065,992	26,176,813	12,633,813	3.14	1.12½	162,935,391	98 - 60½
1961 (3 mo.)	59,758,600	1,545,921	802,977	.20	.75	----------	100 - 75⅛

(a) Changes by company.

MUNTZ TV, INCORPORATED (ASE)

Year ending August 31

Capitalization
Debt: $2,373,368, notes
Preferred: $1 par, 3% preferred, 784,352 shares
Common: $1 par, 1,175,876 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (Incorporated April 5)	----------	----------	----------	---	$ .15	----------	4⅝ - 2¼
1951 (a)	$ 27,147,846	$ 1,781,353	$ 749,853	$ .74	.15 + 10% stk.	$ 5,946,468	2¾ - 1 15/16
1952 (a)	32,923,661	2,197,004	898,004	.81	none	7,027,960	5⅛ - 2½
1953 (a)	49,981,467	1,331,318	691,658	.62	none	9,194,911	4⅝ - 1½
1954 (a)	17,986,971	8,247,126(d)	8,301,472(d)	7.44(d)	none	2,968,251	1⅞ - 7/16
1955	8,339,145	266,540	266,540	.24	none	3,166,583	2¾ - 1⅛
1956	10,496,028	17,944	17,944	.02	none	2,739,323	2⅝ - 1
1957	6,025,944	561,237(d)	561,237(d)	.50(d)	none	1,650,087	1⅝ - ⅝
1958	4,057,891	23,468	23,468	.02	none	1,014,293	2 - ⅝
1959	6,728,906	420,894	420,894	.36	none	1,577,403	7 - 1⅝
1960	9,840,115	860,451	860,451	.72	none	2,127,851	6½ - 3½
1961 (6 mo.)	5,198,401	----------	404,936	.34	none	--------	7 - 4

(a) Year ending March 31. (d) Deficit.

THE MUTER COMPANY (ASE)

Capitalization—Debt: $480,000. Common: 50 cents par 880,461 shares.
Note: Shareholders to vote on acquisition of General Magnetic Corp.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 14,389,725	$ 2,034,200	$ 1,034,200	$1.59	$ .45	$ 5,234,673	10½ - 4¾
1951	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½ - 7⅛
1952	12,653,060	778,018	345,573	.52	.60	5,371,762	9½ - 7½
1953	15,190,004	912,255	447,463	.66	.45 + 3% stk.	5,254,404	8⅞ - 5½
1954	12,175,971	468,595	280,436	.39	.15 + 2% stk.	5,144,773	7⅝ - 4¾
1955	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4⅛
1956	12,126,563	38,531	31,646	.04	none	5,200,529	4⅞ - 2½
1957	14,301,067	790,191	377,819	.50	none	5,880,020	3⅞ - 2⅛
1958	11,636,381	730,444	356,105	.44	5% stk.	5,864,103	7¼ - 2½
1959	13,796,022	869,002	410,960	.49	5% stk.	6,342,769	12 - 5½
1960	11,853,827	246,683	131,633	.15	5% stk.	6,029,226	8⅝ - 5
1961 (3 mo.)	2,656,735	---------	13,894(d)	.02(d)	5% stk.	---------	11⅝ - 6

(d) Deficit.

NATIONAL CASH REGISTER COMPANY (NYSE)

Capitalization
Debt: $79,568,000, notes: $40,000,000, 4¾% sinking fund debentures, due June 1985.
Common: $5 par, 7,956,515 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share (a)	Dividends (a)	Total Assets	Price Range
1950	$170,454,660	$25,578,449	$12,143,449	$1.78	$ .71 + stk.	$134,710,725	15½ - 10⅜
1951	211,927,501	34,248,000	11,456,000	1.60	.86	153,390,606	19⅞ - 14¼
1952	226,554,764	29,921,165	10,133,165	1.42	.83	167,999,182	20⅜ - 16½
1953	260,912,851	26,987,738	11,087,738	1.55	.85	174,941,792	20⅛ - 17⅛
1954	259,133,242	28,229,002	12,729,002	1.76	.90	183,423,935	34⅝ - 19¼
1955	301,180,342	37,187,861	15,387,861	2.11	1.00	210,724,358	47 - 33¾
1956	340,934,415	44,719,936	18,419,936	2.49	1.04	257,661,736	59 - 34⅛
1957	382,512,387	43,290,065	18,190,065	2.45	1.14	267,537,464	70⅝ - 46¼
1958	393,745,615	38,412,399	15,512,399	2.09	1.14	271,119,816	86¼ - 50½
1959	419,063,676	42,075,972	19,075,972	2.40	1.14	289,075,443	80 - 55⅛
1960	457,821,910	47,424,067	20,024,067	2.52	1.20 + 5% stk.	340,280,333	70⅞ - 49⅞
1961 (3 mo.)	112,055,533	9,874,070	3,720,897	.47	.30	----------	104½ - 61⅞

(a) Years 1951-1959 adjusted for stock dividends.

NATIONAL COMPANY INC. (ASE)

Capitalization
Debt: $2,080,000 notes
Preferred: $3.60 cumulative preferred; no par, 3,180 shares
Common: $1 par, 785,806 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 4,175,229	$ 17,476	$ 17,354	$ .01	$ .02½	$ 2,823,320	3 - ⅞
1951	4,525,219	46,859(d)	42,957(d)	.11(d)	none	4,228,097	2⅜ - 1⅝
1952	9,261,000	232,578	172,578	.33	.05	4,861,352	2⅝ - 1⅝
1953	7,095,593	486,718	228,218	.44	.05	4,850,767	3½ - 2½
1954	7,298,055	518,834	230,334	.42	.10+2% stk.	3,819,795	6½ - 2½
1955	5,125,607	780,965(d)	380,965(d)	.72(d)	.10+2% stk.	5,414,524	9¼ - 4⅞
1956	6,856,734	66,296(d)	36,296(d)	.09(d)	2% stk.	4,364,889	5¾ - 4⅛
1957	5,566,627	148,104	72,104	.11	2% stk.	4,397,035	5⅜ - 4¼
1958	7,433,813	336,063	109,063	.16	2% stk.	5,111,667	8⅛ - 5
1959	12,942,987	581,704	293,504	.39	4% stk.	6,106,534	16½ - 7¾
1960	10,999,491	656,888	327,288	.40	4% stk.	7,539,408	31½ - 14
1961	----------	---------	---------	---	none	---------	31⅜ - 19⅝

(d) Deficit.

NATIONAL TELEFILM ASSOCIATES, INC. (ASE)

Year ending September 30

Capitalization
Debt: $8,018,261
Common: 10 cents par, 1,277,572 shares

1952	Incorporated Aug. 21, 1952						
1953 N.A.							
1954 (b)	$ 355,594	$ 139,831(d)	$ 139,831(d)	$ .22(d)	none	N.A.	N.A.
1955 (b)	1,417,515	291,932(d)	293,008(d)	.45(d)	none	$ 3,282,073	4⅞ - 2½
1956 (b)	3,818,627	653,877	441,877	.68	none	13,092,934	9½ - 3
1957 (b)	10,976,479	2,148,031	1,094,031	1.07	none	32,143,270	9⅞ - 5⅝
1958 (b)	15,497,595	1,614,048	687,048	.63	none	45,763,748	10¼ - 7½
1959 (a)	25,492,542	8,388,314(d)	5,867,874(d)	4.59(d)	none	59,745,733	10¼ - 7½
1960	19,018,000	--------	7,001,891(d)	5.48(d)	none	51,697,991	8⅞ - 2¼
1961 (3 mo.)	5,166,943	--------	104,700(d)	.06(d)	none	---------	5¾ - 3½

(a) 14 months to Sept. 30 (Fiscal year changed in Feb. 1960.) (b) Years ending July 31. (d) Deficit. N.A. Not available.

NATIONAL THEATRES & TELEVISION, INC. (NYSE)

Year ending September 30

Capitalization
Debt: $25,016,150
Common: $1 par, 2,816,247 shares.

1952 (Incorporated May 1)	$ 64,452,552	$ 4,352,391	$ 1,877,391	$ .68	none	$59,244,736	5⅝ - 3⅜
1953	64,015,854	5,439,909	2,514,909	.91	$ .30	60,967,777	7¾ - 4⅛
1954	64,497,254	6,056,850	2,856,850	1.03	.35	60,425,828	10¼ - 6⅞
1955	61,692,043	5,736,008	2,886,008	1.04	.50	60,749,848	12¼ - 8½
1956	59,707,251	6,698,057	4,648,057	1.72	.50	57,003,852	9¼ - 7
1957	58,927,856	4,466,096	2,266,096	.84	.50	54,982,420	9½ - 7
1958	53,667,765	2,001,749	1,301,749	.48	.50	55,152,500	11½ - 7⅜
1959 (a)	52,850,048	1,917,117	1,497,117	.55	.50	64,665,833	14⅜ - 9⅞
1960	46,543,910	3,088,693(d)	3,088,693(d)	1.10(d)	4% stk.	49,367,422	13 - 4¾
1961 (b)	9,845,535	114,574(d)	114,574 (d)	.04(d)	none	---------	9⅛ - 5⅛

(a) Restated to exclude National Telefilm Associates Inc. (b) 13 Weeks to Dec. 27.

NATIONAL VIDEO CORPORATION (ASE)

Year ending May 31

Capitalization
Debt: $498,328
Common: $1 par, Class A 283,307 shares
$1 par, Class B 333,360 shares

1955	$ 11,224,324	--------	$ 28,365(d)	$ .05(d)	none	--------	(a)
1956	9,518,691	--------	6,714(d)	.01(d)	none	--------	(a)
1957	10,398,924	$ 336,886	192,886	.31	none	--------	(a)
1958	11,697,930	567,021	350,021	.57	none	--------	(a)
1959	14,853,531	1,468,996	1,018,996	1.65	none	$ 5,283,673	15⅞ - 14¾
1960	17,047,104	1,425,169	1,131,869	1.84	$ .90	5,867,098	24¾ - 12
1961 (6 mo.)	10,343,903	1,050,100	768,300	1.25	.45	--------	46½ - 19⅜

(a) Privately owned. (d) Deficit.

NEWARK ELECTRONICS CORPORATION (Unlisted)

Year ending August 31

Capitalization
Debt: $295,821, 5½% loan, due 1965; $1,000,000, note due 1976.
Common: Class A, $2 par } 650,000 combined shares
Class B, $2 par }

1955 (a)	$ 3,714,951	$ 22,229	$ 13,342	$ .03	none	(c)	(c)
1956 (a)	5,331,181	139,511	74,341	.19	none	(c)	(c)
1957 (a)	6,159,736	128,316	67,256	.17	none	(c)	(c)
1958 (a)	6,995,108	212,540	106,965	.27	none	(c)	(c)
1959 (a)	9,770,586	330,692	161,092	.40	none	$ 3,180,420	(c)
1960 (8 mo.) (b)	7,849,292	325,082	166,082	.28	$ .18¾	4,049,614	9¾ - 5
1961 (6 mo.)	6,691,521	---------	133,211	.20	.06¼	--------	17⅞ - 7⅝

(a) Years ending Dec. 31. (b) Changed to fiscal year ending Aug. 31. (c) Privately owned.

NUCLEAR-CHICAGO CORPORATION (Unlisted)

Year ending August 31

Capitalization
Debt: $550,000 note
Common: $1 par, 783,151 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 642,134	———	$ 27,575	$ .06	none	———	———
1951	765,082	———	18,042	.04	none	———	3 - 1⅝
1952	1,178,129	———	49,719	.10	none	———	2½ - 1⅞
1953	1,015,010	———	21,899 (d)	.05 (d)	none	———	2¾ - 1⅝
1954	1,179,572	———	19,773	.04	none	———	3⅛ - 1⅞
1955	1,845,643	$ 218,820	108,820	.22	none	$ 921,510	4¾ - 3
1956	2,197,874	358,722	177,222	.35	5% stk.	1,073,391	3⅝ - 3
1957	2,587,193	515,746	252,946	.44	2½% stk.	1,478,028	7¾ - 3⅜
1958	3,851,078	908,252	442,252	.71	2½% stk.	2,264,272	32 - 7½
1959	5,147,238	1,098,986	532,986	.81	5% stk.	3,535,591	43½ - 26¾
1960	6,398,516	1,072,891	523,891	.74	5% stk.	4,590,340	38¾ - 23½
1961 (6 mo.)	———	456,185	224,485	.30	none	———	48 - 39

(d) Deficit.

OAK MANUFACTURING COMPANY (Midwest)

Capitalization
Common: $1 par, 655,794 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 13,145,807	$ 2,713,088	$ 1,188,037	$1.81	$1.12	$ 7,102,958	14¾ - 8⅜
1951 (c)	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12⅞ - 10⅞
1952	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953	20,680,957	3,529,017	1,229,017	1.89	1.12	8,666,478	14½ - 12½
1954	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19¼ - 13¼
1955	22,783,785	3,588,483	1,688,483	2.57	1.26 + 25% stk.	10,140,303	24¾ - 16⅛
1956	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24¼ - 19
1957	20,875,613	2,224,131	1,084,131	1.65	1.40	10,695,216	20¾ - 13¾
1958	15,537,850	1,179,426	624,426	.95	1.10	11,074,655	22½ - 12
1959	18,442,747	2,051,685	991,685	1.51	1.00	12,036,362	21⅜ - 16¾
1960	17,642,295	1,111,310	351,310	.54	1.00	11,400,340	20½ - 14⅛
1961	———	———	———	—	none	———	25½ - 15¾

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

OXFORD ELECTRIC CORPORATION (ASE)

Capitalization
Common: $1 par, 393,299 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 4,554,998	$ 179,044	$ 95,450	$ .29	$ .06	$ 1,499,230	———
1951	3,955,141	180,312	91,201	.28	.10	1,344,610	2½ - 1⅛
1952	4,403,686	150,312	78,712	.24	.10	1,273,660	2⅛ - 1⅜
1953	5,712,801	130,338	99,886	.31	.09	1,277,240	2⅛ - 1¾
1954	5,418,269	114,043	93,983	.29	.07	1,196,027	2⅝ - 1¾
1955	6,714,304	188,961	130,037	.40	.09	1,485,392	3⅝ - 2⅛
1956	7,696,402	263,604	214,904	.66	.10	1,756,332	3½ - 2⅛
1957	8,615,903	217,480	118,480	.31	.06 + stk.	1,877,175	3¼ - 2
1958	8,704,876	158,131	119,597	.29	.07 + stk.	2,254,259	4⅝ - 2⅛
1959	10,304,931	245,923	174,280	.49	.08 + stk.	2,521,274	9⅛ - 4¾
1960	8,709,005	24,967 (d)	21,567 (d)	.06 (d)	.09 + stk.	2,235,407	7½ - 3⅞
1961 (3 mo.)	1,614,681	18,642 (d)	———	—	5% stk.	———	6 - 3⅞

(d) Deficit

PACIFIC AUTOMATION PRODUCTS, INC. (Unlisted)

Year ending August 31

Capitalization
Common: $1 par, 533,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955 Incorporated Sept. 15.							
1956	$ 1,116,341	———	$ 14,641	$ .04	none	———	———
1957	6,174,275	———	231,678	.59	none	———	———
1958	9,764,900	$ 893,316	403,423	.99	none	$ 2,712,549	24¾ - 11
1959	11,816,342	454,781 (d)	212,744 (d)	.40 (d)	none	5,012,219	29½ - 9¾
1960	6,014,130	1,380,849 (d)	866,440 (d)	1.61 (d)	none	3,560,667	13¼ - 4
1961 (6 mo.)	2,855,345	———	660,057	1.24	none	———	6½ - 4⅜

(d) Deficit

PACIFIC MERCURY ELECTRONICS (Unlisted)

Year ending June 30

Capitalization
Debt: $310,000
Common: Class A&B, 50 cents par, 700,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 4,713,620	———	———	—	$ .05	———	3 4/5 - 2
1951 (a)	5,947,096	$ 115,635	$ 72,135	$ .14	none	$ 2,414,365	3⅛ - 1½
1952 (a)	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1⅝
1953 (a)	16,983,669	1,108,297	426,297	.61	none	6,637,000	5¾ - 2½
1954 (a)	15,065,490	366,515	196,015	.28	none	5,032,151	4⅞ - 2⅜
1955 (a)	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956 (b)	17,332,982	921,752	482,752	.69	none	7,726,750	7⅞ - 4¼
1957	20,001,656	1,184,754	557,754	.80	none	9,853,011	10⅝ - 4½
1958	18,477,918	755,235	329,235	.47	none	9,889,038	8 - 4½
1959	20,154,604	824,198	352,198	.50	none	10,312,440	14¼ - 8
1960	21,512,931	378,855	196,855	.28	none	10,499,219	10½ - 5
1961 (6 mo.)	10,976,609	218,685	130,808	.19	none	———	9 - 5

(a) Year ending March 31. (b) 15 months to June 30.

PACKARD-BELL ELECTRONICS CORPORATION (NYSE)

Year ending September 30

Capitalization
Debt: $1,577,547 notes
Common: 50 cents par, 815,983 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 13,894,713	$ 2,168,510	$ 1,308,510	$2.61	$1.50	$ 4,378,079	8¾ - 4
1951	18,772,528	2,805,246	1,014,751	1.73	1.00	5,492,521	10¾ - 7⅛
1952	22,724,273	3,054,511	968,051	1.65	1.00	9,394,702	15¼ - 10½
1953	32,152,750	3,478,335	1,139,642	1.66	1.00	14,028,133	13¼ - 11
1954	17,744,136	464,025(a)	164,296	.24	.80	9,358,050	12 - 7
1955	21,641,690	1,241,242	638,933	.93	.32½	10,525,383	13 - 8½
1956	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10½ - 8½
1957	32,262,878	1,394,447	704,447	1.02	.50	13,197,105	11 - 8½
1958	37,371,081	2,092,594	1,002,594	1.46	.50	15,703,863	31½ - 10¼
1959	46,608,062	2,865,346	1,375,346	1.73	.50	21,203,288	46½ - 28¼
1960	44,029,822	357,704	207,704	.26	.50 + 2% stk.	24,018,533	39 - 19¼
1961 (6 mo.)	16,400,000	2,555,361(d)	1,530,000(d)	1.88(d)	none	19,525,364	25 - 19¾

(a) Operating loss. (d) Deficit.

PARAMOUNT PICTURES CORPORATION (NYSE)

Capitalization—Debt: $16,822,000. Common: $1 par, 1,673,231 shares.

1950	$ 81,825,286	$10,311,275	$ 6,565,041	$2.67	$2.00	$117,929,986	22⅛ - 17½
1951	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33½ - 21
1952	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30⅞ - 21¼
1953	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30⅜ - 24½
1954	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40⅜ - 26
1955	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44⅝ - 36
1956	96,579,079	10,101,568	8,731,568	4.43	2.00	133,672,234	36½ - 27⅝
1957	111,213,462	7,610,201	4,783,201	2.47	2.00	138,279,348	36⅞ - 28
1958	104,682,090	13,705,266	12,554,266	7.15	2.00	141,671,830	47¾ - 30⅝
1959	115,296,000	8,925,000	7,519,000	4.47	2.00	171,776,000	50⅞ - 42
1960	131,325,000	10,379,000	----------	---	---	174,035,000	----------
1961 (3 mo.)	----------	----------	2,450,000	1.46	1.00	----------	85¾ - 53⅜

PERKIN-ELMER CORPORATION (NYSE)

Year ending July 31

Capitalization
Debt: $3,000,000, notes due 1974
Common: $1 par, 1,248,860 shares

1950 (a)	$ 1,612,000	N.A.	$ 164,000	$ .30	(b)	(b)	(b)
1951	2,877,000	N.A.	238,000	.44	(b)	(b)	(b)
1952	4,475,000	N.A.	229,000	.42	(b)	(b)	(b)
1953	6,018,301	$ 569,504	249,504	.46	$ .05	$ 3,816,161	(b)
1954	6,810,055	1,107,289	473,289	.87	none	4,358,078	(b)
1955	6,742,633	1,103,344	528,344	.72	none	5,220,365	13½ - 10¾
1956	8,260,150	646,114	148,114	.17	none	5,426,452	14 - 10½
1957	12,753,563	1,079,985	509,985	.58	none	7,968,720	14⅝ - 9½
1958	15,062,055	1,531,158	751,158	.72	none	10,279,107	29 - 10⅝
1959	17,514,097	1,820,779	900,779	.80	none	13,339,315	30¾ - 21½
1960	22,124,935	2,524,085	1,208,085	1.05	none	16,493,660	52⅞ - 26¼
1961 (6 mo.)	11,909,095	919,461	435,861	.35	none	----------	83½ - 43⅝

(a) 8 months to July 31. (b) Privately owned. N.A. Not available.

PHILCO CORPORATION (NYSE)

Capitalization
Debt: $21,467,000
$200,000, subordinate debenture 4s, due 1980. $675,000, subordinate debenture 4⅜s, due 1978; $22,000,000, subordinate debenture 4¼s, due 1984.
Preferred: Series A $3.75 cumulative, $100 par, 100,000 shares
Common: $3 par, 4,090,207 shares

1950	$335,318,054	$33,703,616	$15,483,616	$4.50	$2.55	$121,294,609	23¼ - 20
1951 (a)	305,820,000	22,008,000	11,648,000	2.80	1.42	119,476,461	27⅝ - 20⅞
1952 (a)	368,418,000	25,627,000	11,843,000	2.89	1.42	144,400,293	36⅜ - 26⅝
1953 (a)	431,538,000	35,316,077	18,214,000	4.50	1.49 + 5% stk.	168,468,430	36½ - 26⅝
1954 (a)	350,471,000	10,618,000	5,198,000	1.19	1.49	164,587,570	39⅝ - 28
1955 (a)	375,157,000	17,286,329	8,188,000	1.93	1.49	178,146,894	43⅜ - 30
1956 (a)	356,933,000	811,000	252,000	.03(d)	.75 + 1% stk.	203,768,503	36½ - 16
1957 (b)	372,628,558	6,939,000	4,081,000	.91	4% stk.	195,166,979	18⅜ - 11
1958	351,093,000	5,800,000	2,874,000	.61	2% stk.	182,427,000	26⅜ - 12⅜
1959	397,792,000	15,534,000	7,176,000	1.67	.25	204,759,000	36¾ - 21
1960	400,587,000	2,273,000	2,287,000	.47	none	231,927,000	38¼ - 15⅞
1961	----------	----------	----------	---	none	----------	25⅛ - 17¾

(a) Changes by company. (b) Includes Canadian subsidiaries. (d) Deficit.

PHILIPS ELECTRONIC AND PHARMACEUTICAL INDUSTRIES CORP. (ASE)

Capitalization
Debt: $1,059,914
Preferred: Class A, $5 par, 120,000 shares
Common: $5 par, 1,994,474

1950	$ 6,812,118	----------	$ 134,672(d)	$ .54(d)	none	----------	----------
1951	6,324,065	----------	207,299(d)	.89(d)	none	----------	----------
1952	6,298,427	----------	459,454(d)	1.96(d)	none	----------	----------
1953	4,403,027	----------	371,422(d)	1.59(d)	none	----------	7⅝ - 4¾
1954	3,743,074	----------	530,151(d)	2.27(d)	none	----------	8½ - 5
1955	3,444,976	----------	312,678(d)	1.34(d)	none	----------	8½ - 5¼
1956	2,671,377	$ 948,273(d)	954,941(d)	3.71(d)	none	$ 5,587,700	12¾ - 6¼
1957	8,072,512	426,314	376,819	.42	none	12,886,630	20⅝ - 10½
1958	15,048,450	1,207,403	1,175,893	1.31	none	16,101,246	26⅞ - 11
1959	26,989,461	2,884,562	1,839,588	.92	none	36,326,661	50¼ - 23½
1960	33,269,155	2,112,903	1,042,493	.52	none	38,351,386	47⅜ - 31½
1961	---------	--------	--------	---	none	----------	39½ - 31¼

(d) Deficit.

POLARAD ELECTRONICS CORPORATION **(ASE)**

Year ending June 30

Capitalization
Debt: $328,866
Preferred: 5½% cumulative, $100 par, 850 shares
Common: $.50 par, 1,325,692 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (11 mo.)	$ 144,340	$ 57,254	$ 39,651	$ .08	none	N.A.	(a)
1951	549,014	58,108	39,332	.07	none	$ 611,715	(a)
1952	1,251,333	99,886	51,632	.08	none	915,405	(a)
1953	2,959,571	118,337	52,593	.07	none	1,244,049	(a)
1954	3,830,175	191,744	82,488	.10	none	1,325,703	(a)
1955	4,929,157	293,107	136,128	.17	none	2,467,741	(a)
1956	6,233,369	321,951	157,487	.19	none	2,545,650	(a)
1957	7,261,080	506,572	238,486	.29	none	4,714,047	(a)
1958	9,563,938	754,785	367,085	.39	none	5,529,263	(a)
1959	11,900,206	1,033,111	475,186	.45	none	8,506,191	17¾ - 9½
1960	15,072,833	1,526,040	731,640	.55	none	10,819,260	36⅝ - 15¼
1961 (6 mo.)	6,204,676	--------	26,773	.02	none	---------	28⅜ - 18¾

(a) Privately owned. N.A. Not available.

RADIATION INCORPORATED **(Unlisted)**

Year ending August 31

Capitalization
Debt: $913,992
Common: Class A, 25 cents par, 958,365 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950—Incorporated August 8							
1951—N.A.							
1952	$ 214,557	--------	$ 20,678	$ .04	none	--------	----------
1953	295,950	--------	17,117	.03	none	--------	----------
1954	493,338	--------	23,069	.04	none	--------	----------
1955	1,804,589	--------	186,799	.34	none	--------	----------
1956	3,473,763	--------	218,620	.39	$ .22½	$ 1,978,754	----------
1957	7,919,034	$ 698,224	343,017	.46	.15+3% stk.	5,222,722	18⅛ - 6½
1958	10,079,882	994,405	488,738	.62	3% stk.	5,946,039	19 - 11
1959	14,005,734	1,204,480	588,993	.66	3% stk.	7,674,007	26½ - 15¾
1960	23,155,845	373,887	184,787	.20	3% stk.	10,708,880	27½ - 17
1961 (a)	15,502,300	820,490	403,490	.42	none	11,903,500	30¾ - 24

(a) 28 weeks March 10. N.A. Not available.

RADIO CORPORATION OF AMERICA **(NYSE)**

Capitalization
Debt: $100,000,000—3% notes due 1970-74; $50,000,000—3¾% notes due 1973-77; $1,996,000 mortgage notes. $100,000,000—5⅝% promissory notes, due 1986
Preferred: $3.50 cumulative, no par, 900,824 shares
Common: No par, 16,553,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 586,393,000	$ 96,992,865	$46,249,865	$3.10	$1.50	$311,846,886	24¼ - 12¼
1951	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25¼ - 16⅜
1952	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29⅜ - 23¼
1953	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29⅜ - 21
1954	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼ - 22½
1955	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55⅜ - 36¾
1956	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50⅝ - 33⅞
1957	1,176,277,371	77,048,794	38,548,794	2.55	1.50	720,772,768	40 - 27
1958	1,176,094,398	60,441,749	30,941,749	2.01	1.50	734,285,722	48¼ - 30¼
1959	1,395,620,000	78,542,000	40,142,000	2.64	1.50	811,208,000	73¼ - 43⅛
1960	1,494,896,000	66,917,000	35,117,000	1.97	1.00 + 2% stk.	815,503,000	78⅝ - 46½
1961 (3 mo.)	361,700,000	22,600,000	12,000,000	.68	.75 + 2% stk.	----------	65⅝ - 49½

RAYTHEON COMPANY **(NYSE)**

Capitalization
Debt: $10,350,317
Preferred: 5½% series cumulative, $50 par, 114,769 shares.
Common: $5 par, 3,855,045 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 59,533,260	$ 1,610,413	$ 935,413	$ .49	----	$ 32,331,492	13½ - 6⅛
1951 (a)	89,845,000 (c)	6,029,063	2,179,063	1.12	----	52,120,396	12⅜ - 8¼
1952 (a)	111,431,000 (c)	5,947,898	2,047,898	.84	----	75,196,765	12¾ - 9⅛
1953 (a)	179,313,000 (c)	13,009,672	3,859,672	1.68	----	91,238,649	14⅝ - 8
1954 (b)	185,101,000	10,444,000	3,688,000	1.07	----	93,640,690	14½ - 7¾
1955 (b)	190,700,000	9,953,000	4,992,000	1.48	----	82,836,163	25¾ - 18
1956 (b)	183,522,000	4,950,000	1,548,000	.39	----	108,451,571	19½ - 13
1957 (b)	270,135,000	10,814,000	7,255,000	2.13	----	127,219,842	23¾ - 16⅜
1958 (b)	375,156,000	19,083,000	9,403,000	3.08	5% stk.	145,894,405 (b)	69 - 21½
1959 (b)	494,278,281	24,801,188	13,481,188	3.89	5% stk	206,237,185	73⅞ - 43½
1960	539,974,777	19,276,752	11,536,752	3.01	5% stk.	225,793,977	53⅝ - 30¼
1961 (3 mo.)	138,158,045	---------	1,365,000	.33	3% stk.	----------	42⅞ - 35¼

(a) Raytheon Co. only year ending May 31. (b) Pro-forma, including Machlett Laboratories, merged May 25, 1959. (c) Adjusted by company.

REEVES BROADCASTING & DEVELOPMENT CORP. **(ASE)**

Capitalization
Debt: $1,024,075
Common: $1 par, 1,408,893 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share (a)	Dividends	Total Assets	Price Range
1955	$ 1,478,234	N.A.	$ 99,684	$ .07	none	(b)	(b)
1956	1,472,168	N.A.	96,834	.07	none	(b)	(b)
1957	1,656,648	N.A.	177,057	.13	none	(b)	(b)
1958	1,678,100	N.A.	111,254	.08	none	(b)	(b)
1959	1,929,321	N.A.	208,702	.15	none	$ 2,614,650	(b)
1960	2,393,865	N.A.	338,284	.23	none	5,846,426	5 - 3½
1961	---------	---------	---------	---	none	---------	10⅛ - 3¾

(a) Based on 1,408,893 shares. (b) Privately owned. N.A. Not available.

REEVES SOUNDCRAFT CORPORATION (ASE)

Capitalization
Debt: $401,916
Common: .05 par, 3,079,815 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,513,470	------	$ 118,458	$ .05	none	--------	----------
1951	2,054,401	$ 89,070(d)	77,570	.03(d)	none	$ 1,840,378	----------
1952	3,364,921	130,187	90,187	.03	none	1,777,029	3¼ - 1½
1953	3,566,055	396,301	284,301	.11	none	1,757,929	2 - ½
1954	3,747,810	185,385	89,385	.03	none	2,076,758	1⅞ - ⅞
1955	3,348,148	216,741	143,741	.06	none	2,047,136	2 - 1
1956	3,304,356	6,677	877	nil	none	2,496,717	1¾ - ⅞
1957	4,878,802	404,224	232,224	.08	5% stk.	2,295,435	3⅛ - ⅞
1958	4,786,228	205,829	105,829	.04	none	3,161,332	7½ - 2⅜
1959	5,369,408	271,625(d)	136,625(d)	.05(d)	none	3,889,012	13½ - 6½
1960	5,869,485	1,035,853	980,853	.32	none	5,272,542	11⅝ - 5½
1961	---------	---------	---------	---	none	---------	8⅞ - 6

(d) Deficit.

REPUBLIC CORPORATION (NYSE)

Year ending October 31

Capitalization
Debt: $5,008,100, cumulative income debenture 4s, due 1965
Preferred: $1 cumulative preferred, $10 par, 400,000 shares
Common: 50 cents par, 2,453,423 shares

1950	$ 30,310,748	$ 1,264,574	$ 760,574	$ .20	none	$ 21,302,273	5⅜ - 3
1951	33,409,613	1,306,404	646,404	.15	none	21,340,553	6¼ - 3⅜
1952	33,085,511	1,582,604	759,604	.20	none	23,629,080	5⅛ - 3¼
1953	37,265,035	1,479,217	679,217	.15	none	24,629,890	4¼ - 2⅞
1954	37,962,359	1,749,202	804,202	.22	none	24,908,125	7 - 3
1955	39,621,099	2,784,034	919,034	.27	5% stk.	29,361,174	11⅝ - 5⅞
1956	42,236,306	1,023,401	758,401	.18	5% stk.	25,468,189	8⅞ - 5
1957	37,899,826	1,862,420(d)	1,362,420(d)	.88(d)	none	23,767,532	8¼ - 4¾
1958	33,468,483	3,210,338	1,482,338	.54	none	24,094,577	9⅞ - 5
1959	29,834,070	1,484,883	884,883	.24	$ .15	22,074,356	11⅞ - 7⅛
1960 (a)	51,204,962	4,284,743	2,084,743	.69	.45	33,949,118	11¾ - 7½
1961 (b)	7,094,067	1,119,677	559,677	.23	.30	---------	18¾ - 10¾

(a) Pro-forma, including Utility Appliance Corp., to be merged in May. (b) 13 weeks to Jan. 28. (d) Deficit.

RESEARCH INCORPORATED (Unlisted)

Year ending September 30

Capitalization
Debt: $226,610 mortgages
Common: 10 cents par, 1,429,045 shares

1953 (a)	$ 59,793	$ 237	$ 138	---	none	(b)	(b)
1954	475,467	7,961	5,265	$ .01	none	(b)	(b)
1955	487,632	28,829	18,587	.02	none	(b)	(b)
1956	545,717	23,042	14,542	.01	none	(b)	(b)
1957	1,194,575	139,670	65,370	.06	$ .01	(b)	(b)
1958	987,597	142,897	68,897	.06	.01	(b)	(b)
1959	1,905,499	304,629	141,629	.11	.02	$ 923,074	(b)
1960	3,585,900	459,286	208,286	.14	.02	2,316,255	8¼ - 4⅛
1961	---------	--------	--------	---	none	---------	8½ - 6½

(a) March 4 through Sept. 30. (b) Privately owned.

ROLLINS BROADCASTING, INC. (ASE)

Year ending April 30

Capitalization
Debt: $1,797,723
Common: $1 par, 110,000 shares
Class B: $1 par, 890,245 shares

1956	$ 1,097,040	N.A.	$ 130,026	$ .15	none	(b)	(b)
1957	1,661,611	N.A.	83,459	.10	none	(b)	(b)
1958	2,338,878	N.A.	226,115	.27	none	(b)	(b)
1959	2,673,223	N.A.	268,610	.34	none	(b)	(b)
1960	3,761,011	N.A.	780,649	.96	none	$ 4,367,895	8 - 5¾
1961 (9 mo.)	3,141,479	N.A.	309,400	.35	.08	---------	18¼ - 11

N.A. Not available. (b) Privately owned.

SAMS (HOWARD W.) & COMPANY, INC. (Unlisted)

Year ending June 30

Capitalization
Debt: $1,063,167
Peferred: 5% cumulative, $50 par, 2,877 shares
Common: $1 par 425,450 shares

1950(a)(c)	$ 1,052,102	$ 43,701	$ 30,097	$ .23	$ .05+10% stk.	$ 257,343	N.A.
1951(a)(c)	1,378,036	112,831	36,831	.29	.10	367,695	N.A.
1952(a)(c)	1,951,803	113,952	36,546	.28	.05	521,342	N.A.
1953(b)(c)	1,293,225	83,745	27,523	.22	none	636,835	N.A.
1954 (c)	2,798,979	218,179	87,219	.66	.10	820,125	N.A.
1955	3,410,731	430,071	217,727	.56	.11	1,048,892	N.A.
1956	3,884,785	598,262	296,012	.77	.25	1,447,680	N.A.
1957	4,301,304	575,597	288,038	.75	.23	1,509,831	N.A.
1958	4,973,058	618,637	304,666	.79	.26	4,059,032	N.A.
1959	5,957,400	775,672	371,301	.97	.27	5,253,296	31 - 25
1960	6,842,317	1,107,039	509,487	1.18	.60	6,560,661	48½ - 31
1961 (9 mo.)	7,487,519	682,403	467,404	1.09	.30	6,659,469	56 - 37¾

(a) Calendar year. (b) Six months, Jan. 1-June 30, 1953. (c) Does not include Waldemar Press Inc., nor Howard Co. Inc. N.A. Not available.

SANDERS ASSOCIATES, INCORPORATED (Unlisted)

Year ending July 31

Capitalization
Debt: $126,659, Mortgage notes.
Common: Class A and Class B $1 par, 1,000,063 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951 Incorporated July 4							
1952	$ 495,309	$ 7,319(d)	$ 7,319 (d)	$ .07(d)	none	--------	(a)
1953	1,508,231	43,535	27,035	.13	none	--------	(a)
1954	1,913,571	140,506	44,506	.15	none	--------	(a)
1955	2,759,776	187,915	89,715	.22	$ .02½	--------	(a)
1956	4,220,552	263,595	135,595	.30	.04	$ 1,838,018	(a)
1957	5,603,343	------	252,060	.50	.04	3,198,937	7½ - 6
1958	8,969,770	459,487	233,487	.33	.04 + 1½% stk.	3,602,737	17¼ - 7⅜
1959	10,562,817	651,754	326,754	.43	.04 + 1% stk.	5,361,199	27½ - 12⅛
1960	17,230,363	983,186	458,186	.55	.04	7,236,136	34¾ - 21
1961 (6 mo.)	10,605,407	-------	333,682	.37	.04	--------	58½ - 33½

(a) Privately owned. (d) Deficit.

SANGAMO ELECTRIC COMPANY (NYSE)

Capitalization
Debt: $3,570,000 note.
Common: $5 par, 1,622,636 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 24,496,846	$ 3,970,403	$ 2,105,403	$1.79	$ .87½	$ 17,953,512	9¼ - 6⅝
1951	32,426,908	4,827,886	1,827,886	1.31	.75	26,380,144	11¾ - 10
1952	39,753,567	4,454,162	2,014,162	1.44	.75	28,235,498	12 - 9
1953	37,037,072	3,972,623	1,967,623	1.41	.75	27,386,920	13½ - 10½
1954	35,560,615	3,425,944	1,600,944	1.00	.75	28,446,821	14⅞ - 11⅞
1955	37,910,588	5,611,978	2,731,978	1.71	.75	31,985,465	16 - 12¾
1956	44,277,105	5,616,731	2,751,731	1.72	.79	38,467,849	18¾ - 14¾
1957	47,076,671	5,774,432	2,789,432	1.75	.90	37,910,881	19⅞ - 14⅝
1958	43,107,000	3,293,225	1,668,000	1.04	.72	40,202,365	18⅝ - 12½
1959	52,857,459	5,892,415	3,027,415	1.88	.79	45,574,712	25¾ - 17½
1960	49,809,721	1,153,823	688,823	.42	.67½	42,441,521	22⅛ - 13⅛
1961 (3 mo.)	11,948,000	746,000	390,000	.24	.37½	----------	16⅝ - 14⅝

SCREEN GEMS, INC. (Unlisted)

Year ending June 25

Capitalization
Debt: $8,716,004
Common: $1 par, 2,250,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956	$ 16,164,768	$ 1,861,852	$ 907,850	$ .40	none	(b)	(b)
1957	20,504,312	1,710,084	889,469	.40	none	(b)	(b)
1958	25,585,690	1,147,380	654,714	.29	none	(b)	(b)
1959	38,378,139	1,937,757	1,097,907	.49	none	(b)	(b)
1960	35,315,764	3,142,417	1,620,017	.72	none	$ 30,554,827	(b)
1961 (a)	----------	2,067,000	970,000	.43	none	----------	20½ - 9

(a) 27 weeks to Dec. 31. (b) Privately owned.

SEEBURG CORPORATION (ASE)

Year ending October 31

Capitalization
Debt: $4,103,500, 5¼% conv. sub. debentures, due Aug. 1979; $661,168 notes.
Common: $1 par, 1,305,276 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 24,551,000	$ 1,551,607	$ 884,528	$1.49	$ .80	$ 9,525,108	18 - 10½
1951(a)	21,746,000	962,651	470,028	.80	.60	9,608,632	13¾ - 8¼
1952(a)	13,698,900	249,936(d)	249,936 (d)	.43(d)	.30	8,966,120	9½ - 6
1953(a)	15,347,900	67,373(d)	67,373 (d)	.12(d)	none	8,805,348	7½ - 3¾
1954(a)	12,695,764	445,953(d)	445,953 (d)	.77(d)	none	7,712,473	4⅝ - 3½
1955(a)	11,603,523	924,537(d)	924,537 (d)	1.59(d)	none	6,601,456	4⅞ - 2⅞
1956(a) (c)	7,682,717	185,343	185,343	.19	none	9,502,782	8⅞ - 3
1957	26,626,625	516,763	516,763	.46	none	15,169,615	7⅞ - 3¾
1958(b)	22,936,886	562,683	562,683	.50	none	10,745,967	14¾ - 3⅞
1959	22,632,567	1,929,770	1,929,770	1.64	none	14,664,785	25¾ - 13
1960	27,175,865	915,262	915,262	.70	none	20,050,396	28½ - 16¼
1961 (3 mo.)	6,420,528	---------	77,235	.06	none	----------	48½ - 20

(a) Fort Pitt Brewing Co. to Oct. 23, 1956 then name changed to Fort Pitt Industries, Inc.
(b) Present name adopted April 30, 1958.
(c) Includes Jacob Siegel Co. and Windsor Co. from April 24, date of acquisition.
(d) Deficit.

SERVO CORPORATION OF AMERICA (ASE)

Capitalization
Debt: $1,000,000, notes; $993,000, convertible subordinated debenture 6s, due 1974.
Common: $1 par, 717,174 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 860,275	-------	$ 47,084	$ .10	---	--------	(a)
1951	780,460	-------	25,784	.05	---	--------	(a)
1952	1,098,747	-------	58,786	.12	---	--------	(a)
1953	1,290,514	-------	50,393	.10	---	--------	(a)
1954	3,501,528	$ 298,913	150,533	.30	---	--------	(a)
1955	4,134,478	553,106	269,783	.55	$ .05	$ 2,870,091	5¾ - 5
1956	3,550,445	454,437	210,995	.41	.20	3,539,305	7¾ - 5
1957	3,729,136	608,880(d)	618,069 (d)	1.11(d)	.15	3,082,676	8 - 3¾
1958	4,003,133	541,741	244,741	.41	none	3,490,943	21 - 3¾
1959	5,607,410	328,496	166,496	.25	none	4,803,962	43½ - 14⅝
1960	6,917,384	629,665(d)	390,165 (d)	.54(d)	none	4,750,287	24½ - 9¼
1961 (3 mo.)	1,600,000	-------	-------	---	none	--------	19 - 11¼

(a) Privately owned. (d) Deficit.

SERVOMECHANISMS INC. (ASE)

Capitalization
Debentures: $1,689,500, 5% convertible, due 1966
Debt: $1,689,500
Common: 20 cents par, 813,601 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,364,818	$ 418,764	$ 199,397	$ .40	$ .75	$ 4,552,164	N.A.
1951	8,374,043	1,295,207	412,207	.82	1.50	6,120,378	N.A.
1952	10,151,587	798,313	278,025	.36	.30	5,654,568	5¼ - 3⅜
1953	13,332,746	846,441	305,089	.40	.40	6,530,721	7¾ - 5
1954	12,509,024	1,338,926	503,296	.66	.40	6,521,102	14⅝ - 5¾
1955	12,412,756	921,716	441,367	.58	.40	7,478,124	13⅜ - 8¼
1956	18,138,280	1,324,268	615,606	.81	.40	11,215,454	13½ - 8¼
1957	23,591,781	593,278	308,776	.41	.40	13,519,473	12⅝ - 6⅛
1958	17,314,483	90,649(d)	43,094 (d)	.05(d)	5% stk.	10,008,027	11¾ - 6⅝
1959	15,137,629	387,394(d)	194,968(d)	.24(d)	none	9,217,332	18¼ - 9
1960	13,691,400	1,334,761(d)	969,761 (d)	1.20(d)	none	---------	16 - 7½
1961 (3 mo.)	3,159,954	55,343	55,343	.07	none	7,461,693	12⅝ - 7¾

(d) Deficit. N.A. Not available.

SIEGLER CORP. (NYSE)

Year ending June 30

Capitalization
Debt: $4,306,594, debentures and notes
Common: $1 par, 2,277,633 shares
Preferred: No par, cumulative convertible, 105,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 2,540,018	$ 343,932	$ 204,286	$ .39	(b)	(b)	(b)
1951(a)	3,532,584	754,312	379,568	.73	(b)	(b)	(b)
1952	3,898,466	282,530	140,530	.27	(b)	(b)	(b)
1953	22,997,505(e)	820,663(e)	411,598 (e)	.89(e)	-----	---------	---------
1954	24,510,584(e)	1,467,091(e)	737,531 (e)	1.60(e)	-----	---------	---------
1955	29,287,827(e)	2,429,932(e)	1,111,569 (e)	1.80(e)	$ .15(f)	$ 5,881,884(f)	14 - 10½ (f)
1956	47,119,300(e)	3,318,099(e)	1,704,880 (e)	1.61(e)	.80(f)	15,436,832(f)	21¼ - 12¾ (f)
1957	68,164,267(e)	3,142,827(e)	1,560,026 (e)	1.34(e)	.80(f)	37,123,247(e)	21⅛ - 12⅜
1958	72,955,449	2,442,950	1,215,930	.80	.60	39,899,636	32½ - 12¾
1959	77,074,442	3,929,222	2,203,022	1.36	.40+3% stk.	40,955,652	45⅛ - 23⅛
1960 (g)	107,055,901	9,044,777	4,516,058	1.98	.40	58,386,037	43 - 23⅝
1961 (9 mo.)	73,646,826	--------	2,330,228	1.05	.20+3% stk.	---------	34 - 27

(a) Year ending Dec. 31.
(b) Privately owned until July 12, 1955.
(e) Pro-forma combining Siegler, Unitronics and Hufford Corp., these companies having merged Sept. 13, 1957.
(f) Siegler only.
(g) Pro-forma, including Jack & Heintz, Inc., merged Feb. 2, 1961.

SONOTONE CORPORATION (ASE)

Capitalization
Debt: $682,000
Preferred: $1.25 cumulative convertible, Series A, $20 par, 10,516 shares
$1.55 cumulative convertible, $20 par, 6,119 shares
Common: $1 par, 1,158,745 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 10,664,241	$ 879,833	$ 534,833	$ .58	$ .32	$ 5,254,318	5¾ - 2⅞
1951	12,143,834	593,313	427,613	.43	.32	7,347,883	8⅛ - 4⅛
1952	14,736,777	1,005,456	464,056	.42	.32	9,121,481	4⅞ - 4
1953	17,847,184	943,439	483,439	.44	.32	10,605,648	5⅞ - 4
1954	18,003,488	684,112	371,112	.32	.23	9,760,266	5¾ - 4⅛
1955	18,765,558	1,708,952	763,432	.74	.20	9,878,117	6⅜ - 4½
1956	18,428,563	1,777,515	847,515	.82	.28	10,256,197	6½ - 4¾
1957	22,289,198	1,780,535	1,005,535	.93	.28	11,842,803	8⅛ - 4⅝
1958	21,513,064	1,720,473	800,473	.71	.28	10,708,344	12¼ - 5⅛
1959	24,758,708	2,432,302	1,132,302	.96	.28	12,467,484	17¾ - 9⅜
1960	20,776,364	890,610	490,610	.40	.28	12,601,971	15⅝ - 8⅝
1961 (3 mo.)	4,523,472	--------	89,741 (d)	.08(d)	.14	-------	14⅛ - 9

(d) Deficit.

SPEER CARBON COMPANY (Unlisted)

Capitalization—Debt: $2,700,000. Preferred: $7 cumulative pfd. $100 par, 4,565 shares. Common: $1.25 par, 881,700 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 13,818,518	$ 3,685,784	$ 1,780,759	$3.31	$ .60	$ 12,938,802	13⅝ - 6⅝
1951	13,951,563	2,691,023	1,078,023	1.19	.60	22,963,723	16½ - 10⅛
1952	13,642,634	1,409,311	718,311	.78	.50	22,060,894	12⅛ - 9⅝
1953	15,609,779	1,385,217	811,217	.66	.50	22,136,798	10¾ - 6½
1954	13,064,675	1,223,474	508,474	.54	.30	22,254,568	7⅝ - 5⅞
1955	17,734,512	3,019,694	1,461,894	1.63	.50	24,331,167	9⅞ - 7¾
1956	20,045,530	4,171,346	1,925,346	2.15	.75	25,972,553	16½ - 9⅞
1957	21,101,500	3,609,185	1,682,185	1.88	.75	27,352,257	16⅞ - 10⅝
1958	18,338,899	2,568,034	1,178,304	1.30	.50	27,249,066	15⅞ - 10¼
1959	23,525,268	4,293,817	1,970,817	2.20	.60	28,461,572	27 - 14¼
1960	24,710,885	1,768,353	1,715,853	1.91	.70	28,375,832	27¼ - 17½
1961 (3 mo.)	6,009,421	572,380	264,380	.29	.17½	28,199,362	25 - 17½

SPERRY RAND CORPORATION (NYSE)

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)

Year ending March 31

Capitalization
Debentures: $13,085,000 sinking fund 3⅛s, due 1969
$53,000,000 sinking fund 3⅝s, due 1972
$110,000,000, sinking fund 5½s, due 1982
Debt: $35,000,000 notes, $3,693,750, mtge, etc.
Preferred: $4.50 cumulative; $25 par, 102,287 shares
Common: 50 cents par, 28,295,991 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$349,942,000	$49,600,000	$23,628,000	$ .92	--	---------	---------
1951 (a)	468,359,000	88,000,000	26,023,000	1.02	--	---------	---------
1952 (a)	631,720,000	75,500,000	28,081,000	1.10	--	---------	---------
1953 (a)	689,565,000	73,900,000	28,012,000	1.09	--	---------	---------
1954 (a)	696,206,000	85,500,000	44,851,000	1.75	--	$483,922,636	---------
1955 (c)	353,943,880	45,519,563	23,585,563	.92	$ .38	---------	29⅝ - 21
1956	710,696,087	83,598,878	48,348,878	1.80	.80	557,492,758	29⅛ - 21¾
1957	871,047,239	85,382,352	49,612,352	1.83	.80	708,536,343	26⅛ - 17⅝
1958	864,330,491	44,381,239	27,481,239	.96	.80	743,153,067	25⅜ - 17¼
1959	989,601,559	47,544,092	27,644,092	.96	.80	778,475,241	28¼ - 21⅛
1960	1,173,050,913	63,435,823	37,235,823	1.30	.80	849,214,945	26¼ - 18⅜
1961 (9 mo.)	850,839,427	32,841,929	19,641,929	.88	2% stk.	---------	34⅜ - 20½

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

SPRAGUE ELECTRIC COMPANY (Unlisted)

Capitalization--Debt: $798,000, 3⅝% promissory notes, due Nov. 1, 1964. Common: $2.50 par, 1,433,449 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 28,614,860	$ 6,725,904	$ 3,345,404	$2.69	$ .60	$15,350,554	15¼- 6⅝
1951	38,317,277	8,326,596	2,664,674	2.19	.89	21,096,487	18¼- 13⅝
1952	43,388,101	9,107,563	2,855,449	2.53	.93	21,866,421	37⅞- 17⅜
1953	46,778,633	9,604,981	2,888,281	2.33	1.07	24,424,669	38⅜- 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½- 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
1957	46,187,841	4,199,201	2,220,101	1.78	1.20	29,447,694	38 - 21½
1958	43,193,717	3,168,119	1,761,179	1.41	1.20	29,415,918	42¾- 23
1959	56,351,571	6,848,528	3,502,328	2.61	1.20+2% stk.	36,679,631	64½- 39
1960	64,863,741	8,915,217	4,882,042	3.40(a)	1.20	47,535,846	69½- 43
1961	--------	--------	--------	---	.30	--------	75 - 53½

(a) Includes 55 cents per share of non-recurring profit from sale of patents.

STANDARD KOLLSMAN INDUSTRIES, INC. (NYSE)

Capitalization--Debt: $4,888,818, notes, etc. Common: $1 par, 2,080,556 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 35,632,396	$10,464,265	$ 5,266,442	$3.58	$ .25	$10,133,662	11¾- 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14¾- 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18⅞- 12⅝
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼- 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17⅞- 12⅝
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20¼- 10¼
1956	59,168,450	2,881,871(d)(a)	1,363,815 (d)(a)	.66(d)(a)	none	29,739,718	12¾- 6¼
1957	61,330,530	823,062	802,862	.15(a)	none	37,394,605	9⅝- 5¾
1958	69,489,636	1,343,887	558,887	.27(a)	none	35,075,931	17⅝- 6
1959	73,765,428	3,211,379	1,523,379	.73(a)	3% stk.	31,556,016	23¾- 13¾
1960	95,568,805	7,760,992	3,459,992	1.66	3% stk.	44,767,931	30½- 12⅝
1961 (3 mo.)	24,670,723	1,576,573	770,149	.37	none	--------	47⅞- 25⅛

(d) Deficit. (a) Adjusted by company. New-name adopted June 16, 1960.

STATHAM INSTRUMENTS, INC. (ASE)

Year ending May 31

Capitalization—Common: $1 par, 968,721 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	$ 1,803,471	--------	$ 81,190	$ .10	---	--------	(a)
1954	2,134,180	--------	152,836	.18	---	--------	(a)
1955	2,418,960	--------	127,481	.15	---	--------	(a)
1956	59,168,450	2,881,871(d) (a)	1,363,815	.32	---	--------	(a)
1957	4,470,264	--------	462,225	.59	---	$ 2,128,211	12½- 9¼
1958	5,088,659	$ 838,209	527,874	.56	none	3,774,207	28¾- 12¼
1959	6,145,833	486,181	296,911	.32	none	4,541,392	43 - 23
1960	8,787,968	1,541,962	963,962	1.03	3% stk.	5,559,556	40¼- 25⅜
1961 (9 mo.)	4,944,610	92,190	286,650	.30	none	--------	35⅜- 26

(a) Privately owned until Sept. 1957.

STORER BROADCASTING COMPANY (NYSE)

Capitalization

Common: $1 par, 977,960 shares. Class B $1 par, 1,496,790 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 6,657,114	$ 1,895,085	$ 926,475	$ .39	$ .06	--------	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	--------	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7⅝- 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19⅜- 7⅜
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29⅛- 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½- 22⅛
1957	26,214,828	11,287,076	6,396,164	2.58	1.80	31,504,942	29¼- 18¾
1958	25,176,710	5,926,076	1,676,754	.68	1.80	30,783,015	26⅜- 20
1959	28,114,937	9,949,520	5,336,682	2.16	1.80	31,107,318	33½- 24½
1960 (a)	32,290,032	10,362,139	5,123,118	2.07	1.80	42,648,861	30⅞- 26¼
1961 (3 mo.)	--------	--------	1,055,417	.43	.45	--------	34¼- 27¾

(a) Pro-forma including WINS and excluding WWVA. (b) Privately owned.

SYSTRON-DONNER CORPORATION (Unlisted)

Year ending July 31

Capitalization

Debt: $866,531 notes

Common: No par, 574,371 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954 (a)	$ 120,811	N.A.	$ 12,862 (d)	$ .02(d)	none	(c)	(c)
1955 (a)	231,397	N.A.	22,992 (d)	.04(d)	none	(c)	(c)
1956 (a)	569,932	N.A.	38,202 (d)	.07(d)	none	(c)	(c)
1957 (b)	735,814	N.A.	73,740	.12	none	(c)	(c)
1958	2,088,109	N.A.	93,000	.17	none	(c)	(c)
1959	3,690,408	N.A.	340,073	.59	none	$ 3,203,138	(c)
1960	5,396,290	N.A.	477,000	.83	none	3,353,269	27¾- 13¼
1961 (6 mo.)	3,494,049	N.A.	319,580	.55	none	--------	51½- 25¾

(a) Years to Dec. 31. (b) 7 months to July 31. (c) Privately owned. (d) Deficit. N.A. Not available.

TAFT BROADCASTING COMPANY (Unlisted)

Year ending March 31

Capitalization

Debt: $4,600,000, notes due 1965

Common: $1 par, 1,488,126 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,064,509	N.A.	$ 67,253(d)	$ .05(d)	none	(b)	(b)
1951	1,311,145	N.A.	4,448(d)	---	none	(b)	(b)
1952	1,808,523	N.A.	145,476	.10	none	(b)	(b)
1953	2,140,004	N.A.	204,615	.14	none	(b)	(b)
1954	3,079,677	N.A.	283,629	.20	none	(b)	(b)
1955	3,761,421	N.A.	351,375	.24	none	(b)	(b)
1956	4,695,760	N.A.	603,771	.42	none	(b)	(b)
1957	5,166,226	$ 1,533,482	745,582	.51	none	(b)	(b)
1958	7,873,000	2,163,244	1,038,644	.72	none	(b)	(b)
1959	8,972,501	2,411,509	1,134,109	.78	$ .20	$ 15,403,022	15 - 11⅞
1960	10,426,310	1,971,808	1,413,708	.95	.40+2½% stk.	15,662,050	15½- 11
1961 (9 mo.)	8,432,809	--------	1,080,628	.73	.10+2½% stk.	--------	24¾- 12

(b) Privately owned. (d) Deficit. N.A. Not available.

Note: 1961 estimate—net earnings of $1.5 million, equal to approximately $1.00 per share.

SYLVANIA ELECTRIC PRODUCTS INC. **(See General Telephone & Electronics Corp.)**

TAYLOR INSTRUMENT COMPANIES **(Unlisted)**
Year ending July 31
Capitalization
Common: $5 par, 817,336 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 11,264,251	$ 190,936	$ 115,936	$ .16	$ .27½	$ 9,086,923	6½ - 4⅞
1951	16,503,591	3,503,070	1,203,070	1.67	.40	13,079,114	8⅝ - 6
1952	21,623,406	3,800,020	1,050,020	1.46	.40	14,986,674	9⅞ - 7¾
1953	18,037,008	1,328,241	653,241	.92	.40	14,357,531	9⅝ - 6¾
1954	23,959,275	2,820,901	1,265,901	1.76	.40+2½% stk.	16,884,938	20 - 7¾
1955	23,298,872	2,862,690	1,190,690	1.58	.50	16,214,313	20 - 12
1956	21,710,396	1,943,801	1,028,801	1.37	.50	16,577,741	15¼ - 6⅞
1957	28,956,166	2,750,360	1,624,918	1.99	.15+2½% stk.	19,521,066	18½ - 13¾
1958	24,997,954	914,328	501,328	.63	.60	17,840,822	17¼ - 13
1959	27,895,641	1,747,886	824,088	1.04	.60	19,656,371	25 - 15½
1960	32,032,098	3,975,901	1,923,935	2.35	.45+1½% stk.	23,177,318	44½ - 20¾
1961 (6 mo.)	---------	--------	996,385	1.22	.18	---------	52½ - 37

THE TECHNICAL MATERIEL CORPORATION **(ASE)**
Year ending September 30
Capitalization
Debt: $150,495 mortgage notes. Common: 25 cents par, 1,206,400 shares

1954	$ 1,407,915	$ 39,068	$ 27,992	$ .03	none	(b)	(b)
1955	1,419,141	79,650	47,943	.05	none	(b)	(b)
1956	2,043,776	150,641	84,014	.09	none	(b)	(b)
1957	2,754,201	218,103	119,127	.13	none	(b)	(b)
1958	3,212,468	377,632	197,293	.21	none	(b)	(b)
1959	5,028,453	652,425	324,168	.30	none	$ 2,918,873	11 - 5¾
1960	6,648,926	997,333	449,512	.45	none	4,311,770	19⅛ - 10½
1961 (6 mo.) (e)	5,023,000	-------	-------	.30	none	--------	34 - 15⅝

(b) Privately owned. (e) Estimate.

TECHNOLOGY INSTRUMENTS CORP. **(Unlisted)**
Year ending June 30
Capitalization
Debt: $1,000,000, 6% conv. subordinate notes, due 1975; $376,789, other. Common: $2.50 par, 626,398 shares.

1953 (a)	$ 3,467,693	-------	$ 132,495	$ .22	---	--------	(c)
1954 (a)	4,419,392	-------	403,353	.67	---	--------	(c)
1955 (a)	4,938,945	-------	357,622	.60	---	--------	(c)
1956 (a)	6,965,915	-------	531,932	.89	---	--------	(c)
1957 (a)	6,867,541	-------	542,908	.91	---	--------	(c)
1958 (b) (6 mo.)	2,812,288	-------	80,188	.14	$ .12½	$ 2,944,612	14 - 9½
1959	6,415,498	$ 434,225	251,925	.41	3¼% stk.	3,715,957	18 - 11
1960	8,078,933	338,180	188,680	.31	1½% stk.	5,142,120	11 - 7
1961 (6 mo.)	3,698,000	-------	157,619 (d)	.25 (d)	none	--------	8¼ - 5½

(a) Pro-forma. (b) Fiscal year changed to end June 30. (c) Privately owned. (d) Deficit.

TELECHROME MANUFACTURING CORPORATION **(Unlisted)**
Year ending June 30
Capitalization
Debt: $917,972 mortgage.
Common: Class A 10 cents par, 361,822 shares
Class B 10 cents par, 41,690 shares

1953	$ 221,370	--------	$ 16,106	$ .12	---	--------	(a)
1954	1,116,338	--------	126,607	.95	---	--------	(a)
1955	356,461	--------	34,381	.26	---	--------	(a)
1956	504,514	--------	47,661	.36	$ .18¾	$ 548,846	6½ - 3
1957	1,096,415	--------	113,540	.86	.28¾	868,333	9 - 5¾
1958	1,352,316	$ 360,242	175,660	1.06	.30	1,010,293	13 - 5½
1959	1,641,194	76,807	54,768	.25	4% stk.	1,658,355	29 - 9¼
1960	5,195,181	332,475 (d)	98,935 (d)	.27 (d)	2% stk.	4,398,278	14½ - 9¼
1961 (6 mo.)	2,350,944	99,922 (d)	------	.28 (d)	none	--------	16½ - 11½

(a) Privately owned. (d) Deficit.

TELECOMPUTING CORPORATION **(Unlisted)**
Year ending October 31
Capitalization
Debt: $653,179. Common: $1 par, 3,428,887 shares.

1950 (a)	$ 441,620	$ 66,915	$ 37,243	$ .31	none	---------	(c)
1951 (a)	780,779	44,451	31,451	.12	none	$ 817,605	2¾ - 1⅞
1952 (a)	1,664,840	126,844	56,844	.20	none	828,522	11½ - 2½
1953	27,790,471	2,127,596	1,110,756	.48	none	1,006,510	17¼ - 7
1954	28,990,592	1,417,459	428,562	.17	none	1,368,689	14 - 9½
1955 (e)	31,264,832	--------	311,917	.11	none	4,089,716 (b)	11½ - 6⅛
1956 (e)	39,655,947	--------	761,052	.25	none	5,114,300 (f)	8¾ - 6½
1957 (e)	29,865,975	--------	628,702	.21	none	13,776,888	5¼ - 2½
1958 (e)	42,474,743	--------	465,354	.15	none	15,186,445	8 - 3¼
1959 (e)	47,481,237	--------	1,746,516	.54	none	24,705,286	14½ - 7⅝
1960	48,843,383	266,728	273,272 (d)	.08 (d)	none	20,086,290	14⅞ - 6¼
1961 (3 mo.)	9,673,829	81,069	71,069	.02	none	21,109,932	9⅛ - 6¾

(a) Prior to merger with Whittaker Gyro Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit. (e) Pro-forma, including Narmco Industries Inc. (f) From balance sheet, Dec. 31, 1956.

TELEPROMPTER CORPORATION **(ASE)**
Capitalization
Debt: $316,467. Common: $1 par, 685,811 shares.

1950 N.A.							
1951	$ 96,221	$ 16,093 (d)	$ 17,243 (d)	$ .07 (d)	none	N.A.	N.A.
1952	233,968	42,999	35,681	.14	none	N.A.	N.A.
1953	308,361	17,281	8,129	.03	none	N.A.	N.A.
1954	622,883	11,826 (d)	32,174 (d)	.13 (d)	none	N.A.	N.A.
1955	1,215,559	140,232	96,743	.32	none	$ 1,006,863	N.A.
1956	1,784,607	270,141	206,841	.58	none	1,533,747	11 - 8
1957	2,264,345	265,694 (d)	212,694 (d)	.59 (d)	none	1,913,638	10½ - 5
1958	3,414,499	37,324	41,956	.12	none	1,801,469	12⅞ - 4
1959	3,761,721	121,744 (d)	121,744 (d)	.29 (d)	none	3,526,366	22½ - 9
1960	4,841,083	51,969	51,969	.09	none	5,364,206	14½ - 8⅛
1961	--------	-------	-------	---	none	--------	26½ - 9¾

N.A. Not available. (d) Deficit.

TELEX, INC. (Unlisted)
Year ending March 31

Capitalization
Common: $1 par, 793,025 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956 (a)	$ 6,427,001	$ 211,375	$ 189,660	$ .31	none	(f)	(f)
1957 (a)	8,011,060	890,374	87,761	.14	none	(f)	(f)
1958 (a)	9,936,553	321,043	143,576	.24	none	(f)	(f)
1959 (a)	14,530,967	987,826	458,043	.75	none	$ 2,293,927	(f)
1960 (b)	14,880,377	600,580	263,380	.40	none	6,553,620(c)	40½ - 12½
1961	20,000,000(e)	-------	-------	---	none	10,000,000(e)	47 - 31½

(a) Pro-forma, including Waters Conley Co. only. (b) Pro-forma, including Waters Conley and Aemco. (c) Balance sheet June 30, including Waters Conley. (e) Estimated. (f) Privately owned.

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization—Debt: $10,987,500.
Preferred: 4% Series 1959, $25 par, 129,954 shares.
Common: $1 par, 3,929,226 shares

1950 (a)	$ 7,583,000	$ 609,000	$ 348,000	$ .12	none	---------	----------
1951 (a)	15,400,000	1,307,000	564,000	.19	none	---------	----------
1952 (a)	20,431,452	2,289,738	909,975	.30	none	$13,396,944	----------
1953 (a)	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5¾ - 5⅛
1954 (b)	51,415,881	--------	2,818,904	.40	none	15,123,336	14 - 5¼
1955 (b)	61,636,805	--------	3,898,528	.49	none	19,591,604	16⅞ - 10⅛
1956 (b)	79,506,902	--------	4,618,652	.72	none	27,288,083	18⅜ - 11⅝
1957 (b)	103,542,055	--------	5,339,684	1.11	none	37,716,284	31½ - 15⅞
1958 (b)	136,348,773	12,935,585	6,000,928	1.84	none	79,099,581	86 - 26¾
1959	193,212,809	28,855,384	14,142,788	3.59	none	105,993,506	193½ - 61¼
1960	232,713,153	29,435,169	15,488,209	3.91	none	118,665,407	256¼ -154
1961 (3 mo.)	58,977,000	7,737,000	3,773,000	.95	none	----------	204 -165¾

(a) Texas Instruments, Inc., only. (b) Pro-forma, combined sales and earnings, including Metals & Controls Corp., merged April 17, 1959.

TEXTRON ELECTRONICS, INC. (ASE)

Capitalization
Common: 50 cents par, 2,961,093 shares.

1954 (a)	$ 8,849,000	$ 705,000	$ 344,000	$ .17	none	---------	(c)
1955 (a)	6,128,000	202,000(d)	97,000(d)	.05(d)	none	---------	(c)
1956 (a)	8,917,000	602,000	294,000	.15	none	---------	(c)
1957 (a)	13,267,000	1,088,000	528,000	.26	none	---------	(c)
1958 (a)	12,100,000	1,022,000	496,000	.25	none	---------	(c)
1959 (b)	22,609,084	1,632,410	891,910	.31	none	$ 15,052,676	17 - 5
1960	25,271,213	815,142(d)	1,022,453 (d)	.35(d)	none	16,167,675	18¾ - 8⅝
1961	---------	-------	--------	---	none	---------	14⅜ - 9⅜

(a) Pro-forma, Textron Electronics and MB Mfg. Co. divisions of Textron, Inc., incorporated May 1959. (b) Pro-forma including GC Electronics Inc., for 12 months ended Jan. 2, 1960. (c) Privately owned. (d) Deficit.

THOMPSON RAMO WOOLDRIDGE, INC. (NYSE)

Capitalization
Debt: $10,965,000, debenture 3¼s, due 1971; $19,729,500 4⅞% subordinated debentures, due 1982; $198,000, other debt.
Preferred: 4% cumulative, $100 par, 78,708 shares
Common: $5 par, 3,522,160 shares

1950 (a)	$123,312,550	$16,630,266	$ 8,252,459	$3.41	$ .66	$ 73,276,414	21¼ - 16
1951 (a)	194,899,449	20,698,050	7,687,246	2.82	.91	120,331,473	23⅞ - 16¼
1952 (a)	274,080,027	28,852,579	9,252,579	3.41	.91	167,225,800	29¾ - 21⅛
1953	326,466,000	27,661,791	9,651,791	3.24	.93	151,834,249	30⅞ - 20⅝
1954	270,830,000	24,646,198	11,535,198	3.82	1.10	136,512,119	53 - 42½
1955	295,906,915	22,601,764	10,771,764	3.49	1.40	146,159,287	60½ - 43⅝
1956	335,519,761	27,237,373	13,352,373	4.32	1.40	204,928,315	80 - 48⅜
1957	412,608,506	25,441,723	12,137,723	3.90	1.40	210,838,165	89¾ - 46
1958	340,621,767	18,815,232	8,979,232	2.86	1.40	203,524,451	73 - 41⅜
1959	417,748,953	19,813,918	9,743,918	3.02	1.40	237,800,001	70¼ - 52
1960	420,421,158	20,946,555	10,176,555	3.13	1.40	239,534,133	70½ - 46⅞
1961 (3 mo.)	96,735,704	3,089,987	1,490,037	.45	.70	242,908,152	82⅜ - 67¾

(a) Thompson Products, Inc., only.

TIME INCORPORATED (Unlisted)

Capitalization
Debt: $13,500,000, Subordinated 1st 4½s, due 1970
Notes Payable: $31,441,000
Common: $1 par, 1,957,029 shares.

1950	$134,719,833	$15,812,416	$ 8,500,693	$4.36	$2.75	$ 82,393,453	36¾ - 25
1951	149,571,479	13,990,219	7,287,400	3.73	2.37½	86,086,824	35½ - 27½
1952	156,785,799	15,796,597	7,750,475	3.97	2.37½	93,824,010	35¼ - 29⅞
1953	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30⅝
1954	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35½
1955	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58½ - 46¼
1956	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80½ - 54
1957	254,095,798	23,145,301	12,023,547	6.15	3.75	208,060,343	70½ - 52
1958	245,107,397	16,737,172	8,737,313	4.47	3.25	212,071,802	68¾ - 52
1959	271,373,088	15,838,115	9,003,890	4.60	3.25	216,480,399	75 - 63
1960	287,121,000	16,903,000	9,303,000	4.75	3.25	230,585,000	86 - 55½
1961	----------	---------	---------	---	.75	----------	104½ - 77

TRANSITRON ELECTRONIC CORPORATION (NYSE)
Year ending June 30

Capitalization
Debt: $310,500, mortgage notes
Common: $1 par, 7,502,500 shares

1952 Incorporated July 8							
1953 N.A.							
1954 N.A.							
1955	$ 3,889,138	$ 1,521,139	$ 735,817	$ .10	none	N.A.	(c)
1956	7,480,205	2,546,195	1,233,179	.16	none	N.A.	(c)
1957	16,116,232	5,106,618	2,304,284	.31	none	N.A.	(c)
1958	17,055,952	4,024,395	1,883,071	.25	none	N.A.	(c)
1959	30,913,376	13,901,138	6,456,138	.86	none	$ 22,780,864(a)	47⅝ - 36
1960	47,753,064	17,095,641	8,110,641	1.08	none	31,152,832	60 - 31½
1961 (b)	23,526,301	---------	3,667,645	.49	none	---------	42⅜ - 31⅝

(a) Balance sheet Sept. 26. (b) 26 weeks to Dec. 24. (c) Privately owned. N.A. Not available.

TRAV-LER RADIO CORPORATION (ASE)

Year ending April 30

Capitalization—Debt: $741,500 debenture 6s, due May 15, 1967. Common: $1 par, 865,765 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 13,892,485	$ 2,309,275	$ 1,156,851	$1.52	$ .30+20% stk.	$ 6,484,714	5⅛ - 3¾
1951 (a)	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4½ - 2¾
1952 (a)	11,860,387	388,565	291,565	.38	none	4,224,853	3⅛ - 2½
1953 (a)	14,470,145	735,847	318,641	.42	.10	4,602,709	3⅛ - 2⅛
1954 (a)	16,347,813	459,857	241,349	.32	.22½	5,339,934	3 - 2
1955 (a)	17,497,351	264,275	222,982	.29	.07½	6,380,841	4¼ - 1⅞
1956 (4 mo.) (b)	4,900,868	929,878(d)	204,876(d)	.27(d)	none	7,103,739	2½ - 1
1957	13,045,460	358,986(d)	370,737(d)	.49(d)	none	5,838,663	1⅝ - 1
1958	15,126,697	14,667	10,617	.01	none	6,003,072	5 - 1
1959	14,806,013	312,669	304,419	.40	5% stk.	7,279,465	12½ - 4⅜
1960	21,447,472	1,417,227	706,227	.82	5% stk.	8,384,360	11⅛ 5⅛
1961 (6 mo.)	10,996,000	--------	230,000	.27	none	--------	7½ - 4⅝

(a) Year ending Dec. 31. (b) In 1956 changed from a calendar year to fiscal year ending April 30. (d) Deficit.

TUNG-SOL ELECTRIC INCORPORATED (NYSE)

Capitalization—Debt: $7,670,000, notes. Preferred: 5% convertible, series 1957, $50 par, 82,689 shares. Common: $1 par, 925,783 shares.

1950	$ 29,425,022	$ 6,280,786	$ 3,058,151	$6.61	$2.00	$14,881,402	20½ - 8⅝
1951	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24¼ - 16¼
1952	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21⅞ - 16¼
1953	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24⅞ - 16½
1954	39,052,458	4,302,062	2,077,062	3.15	1.25	26,228,555	30¼ - 16¼
1955	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33½ - 25
1956	53,838,822	5,819,397	2,909,397	3.83	1.25+5% stk.	33,493,366	36⅞ - 27
1957	64,106,913	6,754,916	3,129,916	3.31	1.40+3% stk.	43,262,704	37½ - 21¾
1958	59,809,168	5,523,842	2,643,842	2.67	1.40	47,095,938	36½ - 23¼
1959	72,345,248	5,470,552	2,712,552	2.70	1.40	48,268,552	54¼ - 34⅛
1960	66,471,971	3,061,259	1,476,259	1.37	1.40	45,505,336	40½ - 28
1961 (a)	15,282,327	570,011	274,011	.24	.35	---------	31⅝ - 25⅝

(a) 13 weeks to April 1.

VARIAN ASSOCIATES (NYSE)

Year ending September 30

Capitalization—Debt: $439,000, 4½% convertible subordinated debentures, due 1974. Common: $1 par, 3,461,744 shares.

1950	$ 961,177	$ 245,313	$ 131,538	$ .16	none	$ 682,814	----------
1951	4,659,496	1,103,966	240,862	.24	10% stk.	2,937,816	----------
1952	8,383,923	1,764,607	404,170	.30	none	6,877,803	----------
1953	9,807,894	1,397,774	363,865	.22	none	6,984,160	----------
1954	10,319,006	1,354,732	569,365	.34	none	7,234,535	----------
1955	11,855,540	1,615,639	701,490	.29	none	9,002,034	----------
1956	16,677,841	1,609,962	710,885	.26	none	13,634,849	9 - 6
1957	25,154,510	2,417,630	1,084,360	.35	none	20,077,390	10 - 7¼
1958	28,985,714	3,263,318	1,503,727	.48	none	20,198,482	21⅞ - 7⅜
1959 (a)	38,483,543	--------	2,580,340	.82	none	30,184,340	53 - 20¼
1960 (a)	46,482,031	5,921,886	2,861,886	.85	none	42,943,606	67½ - 38⅛
1961 (b) (6 mo.)	27,322,793	3,445,501	1,716,501	.50	none	44,826,380	75¼ - 46⅝

Note: All years reflect operations of Bomac Labs, Inc., acquired March 24, 1959. (a) Includes Semicon Associates, Inc., acquired June 6, 1960. (b) 13 weeks to Dec. 31.

WEBCOR, INCORPORATED (Midwest)

Year ending June 30

Capitalization
Debt: $450,000, 5% notes
Common: $1 par, 940,737 shares

1950	$ 19,086,151	$ 2,324,494	$ 1,212,050	$2.69	$1.50+20% stk.	$ 8,713,877	20¼ - 10¾
1951	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16⅝ - 11¼
1952	19,580,636	707,800(d)	408,951(d)	.90(d)	.50	10,406,339	13½ - 7½
1953	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9⅛ - 7
1954	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11½ - 7⅞
1955	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15⅜ - 8½
1956	34,305,837	1,894,753(d)	994,753(d)	1.53(d)	.50+ 5% stk.	15,935,212	15 - 8½
1957	40,374,042	4,011,297	1,961,297	3.01	.25	18,517,242	12⅝ - 8¼
1958 (6 mo.) (a)	12,630,731	62,917	7,917	.01	.60	15,504,226	14¼ - 9½
1959	33,498,227	15,741	11,741	.02	.45	15,038,042	19¼ - 10½
1960	29,813,282	426,069	217,069	.33	none	16,821,171	13⅞ - 8⅞
1961 (6 mo.)	16,697,000	--------	91,000	.10	5% stk.	---------	12¾ - 9¼

(a) Changed to June 30 fiscal year from calendar year. (d) Deficit.

WELLS-GARDNER ELECTRONICS CORP. (Unlisted)

Capitalization—Common: $1 par, 422,400 shares.

1950	$ 17,825,098	$ 1,674,235	$ 954,235	$2.33	$ .75	$ 5,643,428	12⅛ - 5⅛
1951	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾ - 6¼
1952	16,301,043	989,976	459,976	1.12	.60	6,385,335	8¼ - 6⅛
1953	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼ - 6⅝
1954	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾ - 9⅞
1956	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14⅛ - 10¼
1957	15,687,999	201,573	76,573	.18	.40	7,372,406	14⅛ - 5⅞
1958	19,947,123	1,208,515	608,515	1.47	.30	8,399,825	12¼ - 5⅞
1959	24,259,901	1,557,728	747,728	1.77	1.20	9,174,295	21 - 11¾
1960	25,342,358	1,877,141	877,141	2.08	1.20	9,848,002	22½ - 14⅝
1961 (3 mo.)	4,084,707	59,572	34,572	.08	.30	--------	32 - 20½

WESTERN UNION TELEGRAPH COMPANY (NYSE)

Capitalization
Debt: $6,181,205; $33,000,000, Series I, 4⅛% debentures, due 1980
Common: $2.50 par, 6,399,235 shares

1950	$186,509,206	$ 13,420,705	$ 7,319,776	$1.49	$ .50	$265,871,000	----------
1951	201,903,053	14,018,265	5,404,793	1.10	.50	262,517,000	----------
1952	194,889,037	4,781,990	1,103,211	.22	.75	256,225,000	----------
1953	220,408,768	19,179,788	8,334,736	1.69	.75	266,584,000	----------
1954	222,288,218	20,799,054	9,384,986	1.85	.75	269,547,996	----------
1955	242,097,359	28,415,886	13,040,690	2.10	.93¾	304,574,505	----------
1956	252,502,758	25,854,754	13,771,156	2.21	1.00	309,684,447	----------
1957	259,967,783	23,548,013	12,629,300	2.03	1.10	313,424,097	----------
1958	255,138,709	22,743,651	11,926,596	1.89	1.20	320,425,470	34¾ - 15
1959	278,188,799	33,844,032	16,499,988	2.59	1.20	333,476,689	53¾ - 29¾
1960	276,072,958	16,701,410	11,501,410	1.80	1.40	335,419,561	57 - 38¼
1961 (3 mo.)	68,964,742	2,583,282	2,326,282	.30	.70	----------	55 - 39¾

WESTINGHOUSE ELECTRIC CORPORATION (NYSE)

Capitalization
Debentures: $20,995,000, 2⅝s, due Sept. 1, 1971
$300,000,000, 3½s, due Dec. 15, 1981
Preferred: $3.80 Class B, $100 par, 419,800 shares
Common: $6.25 par, 34,813,842 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$1,019,923,051	$159,664,532	$77,922,944	$2.68	$1.00	$ 800,461,178	18 - 14⅝
1951	1,240,801,296	174,578,362	64,578,202	2.02	1.00	1,004,378,037	21¼ - 17⅜
1952	1,454,272,698	173,014,835	68,581,603	2.12	1.00	1,195,292,040	24¼ - 17⅝
1953	1,582,047,141	152,893,486	74,322,925	2.27	1.00	1,265,353,717	26¼ - 19¾
1954	1,631,045,480	168,241,939	84,594,367	2.53	1.25	1,329,120,140	39½ - 25
1955	1,440,976,985	84,102,747	42,802,747	1.23	1.00	1,287,685,975	41⅝ - 26⅝
1956	1,525,375,771	5,292,061	3,492,061	.05	1.00	1,264,469,283	33 - 25½
1957	2,009,043,776	140,461,736	72,652,980	2.09	1.00	1,400,682,932	34⅜ - 26¼
1958	1,895,699,358	128,972,541	74,772,541	2.12	1.00	1,411,507,606	37¾ - 27¾
1959	1,910,730,252	159,547,359	85,947,359	2.43	1.05	1,498,128,496	55⅜ - 35¼
1960	1,955,731,183	144,957,562	79,057,562	2.22	1.20	1,521,138,112	65 - 45
1961 (3 mo.)	436,103,000	14,967,000	9,067,000	.25	.60	----------	50 - 40⅛

WILCOX ELECTRIC COMPANY, INC. (Unlisted)

Year ending June 30

Capitalization
Debt: $1,050,525
Preferred: 5% cumulative, $50 par, 2831 shares.
Common: $3 par, 500,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 1,326,419	$ 69,199	$ 41,775	$ .08	none	$ 1,183,144	2½ - 1⅓
1951	1,834,244	225,691	100,691	.24	none	2,309,171	3 - 1
1952	4,534,279	853,891	273,891	.73	none	3,573,730	3½ - 2¾
1953	5,630,363	329,857	129,857	.33	none	4,659,050	3 - 3
1954	5,516,505	247,764	137,273	.36	none	3,909,817	3¼ - 2½
1955	3,880,957	369,364	154,364	.40	none	2,923,476	5½ - 3
1956	5,179,830	402,784	205,777	.47	none	2,979,314	2⅞ - 2¾
1957	5,229,142	497,818	250,570	.68	none	3,949,344	3 - 2¾
1958	5,761,173	-------	266,694	.72	none	4,485,967	4 - 2¾
1959	4,622,426	403,823	202,523	.54	none	5,616,515	16¾ - 4⅛
1960	10,232,490	853,405	435,032	.85	none	6,574,242	12 - 7½
1961 (6 mo.)	2,879,724	49,057 (d)	17,845 (d)	.04 (d)	$ .25	6,355,880	12¼ - 9½

(d) Deficit.

WOMETCO ENTERPRISES, INC. (Unlisted)

Capitalization
Debt: $4,881,403 unsecured notes and mortgage; $2,500,000 notes, due 1975
Common: $1 par, Class A and B, 1,007,757 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 5,367,817	$ 614,756	$ 452,666	$ .50	none	N.A.	(b)
1951 (a)	6,163,880	726,997	413,218	.46	none	N.A.	(b)
1952 (a)	6,595,926	885,112	495,167	.55	none	N.A.	(b)
1953 (a)	7,517,287	1,028,911	508,820	.56	none	N.A.	(b)
1954 (a)	8,778,373	1,932,817	1,014,819	1.12	none	N.A.	(b)
1955 (a)	9,284,291	2,125,756	1,170,425	1.30	none	N.A.	(b)
1956 (a)	9,058,022	1,765,971	899,841	1.00	none	N.A.	(b)
1957 (a)	9,273,084	1,651,467	833,344	.92	none	N.A.	(b)
1958 (a)	9,366,098	1,150,745	588,737	.65	$ .25	$ 9,643,000	(b)
1959	10,396,241	1,446,299	707,550	.79	.52½	10,453,424	13 - 9⅞
1960	12,673,650	1,805,429	1,013,429	1.01	.70	14,732,264	14 - 11⅝
1961 (3 mo.)	3,434,453	583,293	301,293	.30	.35	---------	22½ - 12⅞

(a) Pro-forma. (b) Privately owned. N.A. Not available.

ZENITH RADIO CORPORATION (NYSE)

Capitalization—Common: $1 par, 2,981,449 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 87,704,071	$11,527,903	$ 5,627,003	$1.91	$ .25	$51,971,284	11¾ - 5¼
1951	110,022,780	11,771,940	5,370,740	1.82	.50	50,275,866	11⅞ - 7⅞
1952	137,637,697	13,222,133	5,845,933	1.98	.50	54,416,548	13⅜ - 11⅜
1953	166,733,276	13,157,701	5,631,701	1.91	.50	52,042,451	14 - 10½
1954	138,608,360	12,056,264	5,676,264	1.92	.50	62,604,970	16 - 10⅝
1955	152,905,005	17,104,491	8,034,491	2.72	.83	67,604,887	23¾ - 14⅜
1956	141,529,855	13,298,717	6,178,717	2.09	.83	69,193,175	23½ - 16⅞
1957	160,018,978	17,340,577	8,165,577	2.76	.83	84,338,732	23⅜ - 15¼
1958	195,041,624	25,741,165	12,116,165	4.10	1.67	98,505,958	69½ - 20¼
1959	260,033,866	35,430,144	16,630,144	5.63	2.72	115,146,148	136¾ - 59⅜
1960	254,111,740	32,475,819	15,225,819	5.11	2.75	117,258,988	129⅜ - 89⅛
1961 (3 mo.)	63,965,865	---------	3,446,030	1.16	1.30	----------	145⅝ - 97¼

(a) Year ending March 31

WEEKLY Television Digest

MAY 29, 1961 VOL. 17: No. 22

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

SUMMARY-INDEX OF WEEK'S NEWS

MINOW & LANDIS GIVE UP ON FCC PLAN: Except for funeral formalities in Congress, it was all over last week for President Kennedy's widely unpopular FCC reorganization plan (Vol. 17:21 p1). Even its champions—FCC Chmn. Minow & White House advisor James M. Landis—virtually wrote it off as lost.

Any hope that plan might survive in House was abandoned by its few supporters when Govt. Operations Reorganization Subcommittee led by Chmn. Dawson (D-Ill.) followed up its May 18-19 hearings by voting May 23 to turn it down. Simultaneously, Senate Commerce Communications Subcommittee conducted what amounted to a wake, with Minow & Landis as mourners.

Resolution disapproving plan was sped along by full Govt. Operations Committee May 25 for vote on House floor—possibly this week. And Commerce Committee Chmn. Harris (D-Ark.) promptly introduced watered-down legislative substitute (HR-7333) for President's much-disputed FCC proposals. Rejection of them will be backed by Speaker Rayburn (D-Tex.), whose word on agency questions usually is law in House. That will end President's FCC venture, since vote in House alone will be enough to kill plan. (At same time last week, Dawson's House unit gave green light to similar—but relatively non-controversial—reorganization of FTC, SEC and CAB, so President's defeat on agency front wasn't complete.)

Harris meanwhile planned early hearings—but set no dates—for his bill "facilitating the prompt & orderly conduct of the business" of FCC. His measure—like President's plan—would (1) Authorize Commission majority to delegate work to Commission panels & staffers. (2) Empower Minow to "assign Commission personnel" to delegated functions. (3) Remove mandatory requirements for review of cases on petitions of parties. (4) Abolish review staff. But unlike President, Harris would permit minority of Commission to rescind delegated authority. And specifically excluded from Harris bill is language in White House plan permitting Minow to hand out assignments to other FCC members. Added kicker in Harris bill: Elimination of Communications Act's Sec. 409 (c) (2) sharply restricting advisory functions of key staffers in adjudicatory cases. Most FCC members have disliked this provision.

Last-ditch (but half-hearted) fight for all of President's reorganization chart was nevertheless started in Senate by Minow & Landis. In face of House developments, they went before Communications Subcommittee to defend it. But before long they were agreeing with Chmn. Pastore (D-R.I.) that White House proposals to revamp FCC (written by Landis & previewed by Minow) could do with some revamping themselves.

Describing Commission as "6 untouchables & one unmentionable," Minow told Pastore he'd have "no objection" if key sections of plan increasing his authority were rewritten—along lines proposed by Harris. Objections by a 4-3 FCC majority and other critics had centered on these provisions, which Republicans charged would give Minow dictatorial power. Landis didn't take up Pastore's hint that White House withdraw FCC plan for revision. He maintained objectives & language were sound. But like Minow, Landis said he'd concur in modifications and in substitution of legislation for White House ukase.

All 7 FCC members were lined up before Pastore for Senate hearing. As in House proceedings week earlier, all agreed that Commission needed procedural streamlining. But only 2—Comrs. Craven & Cross—agreed with Minow that President's plan was way to do it. Also as in House hearings, critical testimony (buttressed by 19-page brief) by ex-Chmn. Ford weighed heavily against White House proposals.

Pastore conceded that House probably would kill reorganization before Senate had chance to get around to it on floor. His Subcommittee's report will go to Senate's Govt. Operations Committee, which won't hold reorganization hearings until June 6. But there's some good legislative salvage to be had from plan, Pastore said, calling on Commission itself to get busy drafting reform suggestions for Congress.

Ford & other FCC objectors to plan were cautioned by Pastore not to conclude they had defeated President. "I don't want you fellows walking out saying 'we've killed the reorganization plan,' " Pastore told them. "Please, let us do something. I mean, let's get things done. Somewhere along the line you gentlemen ought to come up with one answer—not 7 different answers." He promised early hearings, paralleling those in House, on any legislation proposed by Commission.

At FCC, general reaction to Harris bill is that majority of Commissioners will support it, that industry will oppose it, that Congress will pass it.

HOW COLLINS & MINOW ARE REACTING TO THEIR CRITICS: "Hard-nosed" is a currently popular expression used to describe tough-minded men—and it seems to apply to both soft-spoken NAB Pres. Collins and FCC Chmn. Minow.

We took a reading on both last week, found temperature, pulse & respiration apparently normal, following criticisms of their NAB speeches.

Said Collins: "The industry has been jolted, and naturally there will be criticisms. I'm not dismayed, discouraged or disturbed by potshots. I never expected to please everyone. But I believe that the great majority of broadcasters supports me.

"I believe that the broadcasters are involved with the public interest. I can't seem to convince a few people of this. I didn't come here to present a facade, an image, a cloak, to give the impression of industry improvement—without the improvement. I don't believe I was brought here to become a prostitute for commercial interests. I don't expect to continue making speeches of criticism. I intend to point to improvements which are being made."

Minow, since his NAB speech, has several times said that some people have "misinterpreted" the speech to conclude that he believes in "censorship" or "program control." Some observers have taken this to mean he's backtracking. For example, after his May 14 interview on CBS's "Washington Conversation," May 15 N.Y. Herald Tribune headlined a story: "Minow Changes Tune on TV 'Wasteland.' " We asked him whether he had indeed changed his views. "Hell, no," was the response. During recent closed hearings of Harris Subcommittee, on FCC Reorganization Plan, Rep. Springer (R-Ill.) waved magazine at Minow, said it reported his objective as "program control." Said Minow: "I do not regard my function is to please the trade press."

THE 'EXPORT IMAGE' PROBLEM: Does U.S. prestige suffer because of telefilm shows sold in some 50 overseas markets by U.S. networks & syndicators? Definitely not, said John G. McCarthy, pres. of the TV Program Export Assn., in N.Y. last week. He termed such shows "one of the greatest assets of this country in the ideological warfare that we have been waging for these many years."

McCarthy noted "considerable criticism" of export telefilms from various American sources, which he said was "mainly based on misinformation and worn-out cliches." Furthermore, said he, such criticism is made "with little or no consideration given to the repercussions & consequences that such utterances might have abroad."

Viewer reaction overseas to U.S. shows, in McCarthy's opinion, is that "the image of America, conveyed by the vast majority of these programs, is a highly attractive & desirable one." He had experienced good reaction to export shows, he said, in "modest homes in Australia, Manila, Japan, Argentina, Brazil, Mexico, England, Germany, Italy and many other countries." The picture of U.S. personal freedom, prosperity and well-being, he added, was "magnetic & inspiring."

There's an important financial consideration in export telefilms, McCarthy warned critics. "The export earnings of this industry are an important factor in improving the critical U.S. balance-of-payments position . . . We should all be aware how serious this situation is." The trend toward overseas telefilm quotas, designed to protect national pride & home-grown film industries, would only be furthered, McCarthy said, by "scathing indictments of the quality of our programs coming from U.S. sources."

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Coincidentally, Brazil last week clapped severe restrictions on the showing of both foreign & domestic films on TV. Effective immediately, Brazilian TV stations have been ordered to: (1) Limit film showings to 30 min. daily between 7 & 10 p.m. and 20% of the remaining transmitting time. (2) Limit non-live commercial time between programs to 3 minutes, live commercial time to 5 minutes. Effective Jan. 1, 1962, each station must show one Brazilian film of comparable length for every 2 foreign films shown. Reruns of Brazilian films may only be offset against reruns for foreign films. Penalties are suspension or cancellation of station licenses.

STANTON URGES LOCAL LIFTING OF 315: To make possible TV-radio debates by key candidates for Congressional, state and local offices, local broadcasters should be permitted the same kind of equal-time freedom that was granted to the networks for the Presidential election by the suspension of Sec. 315. So said CBS Inc. Pres. Dr. Frank Stanton last week in a speech to a Chicago gathering of members of the honorary journalism fraternity, Sigma Delta Chi. The talk was later broadcast on CBS radio.

Stanton urged Congress to "seize the opportunity now" to find out how the Kennedy-Nixon debate experiment during the Presidential campaign would work when extended to state & local elections.

CBS flagships WCBS-TV & WCBS have offered free time to candidates for such offices in N.Y. & N.J.—but have made it clear that the offer is good only if Sec. 315 is lifted to assure against demands for airtime by fringe candidates. (Ex-Labor Secy. James P. Mitchell, Republican candidate for N.J. governor, last week spurned an invitation from WCBS-TV & WCBS N.Y. to debate issues with his Democratic opponent Richard J. Hughes, who had accepted the stations' free-time offer.)

NBC, reissuing its own equal-time releases, was quick to point out last week that CBS was not alone in carrying the banner for local-level suspension of Sec. 315. Last October, NBC Chmn. Robert W. Sarnoff urged in San Francisco that Congress make the lifting of equal-time restrictions permanent, and extend it to the state & local level. Later that same month, flagship WNBC-TV televised a debate between 2 N.Y. 17th district Congressional rivals. In January of this year, NBC Pres. Robert E. Kintner appeared before the Senate Communications Subcommittee, stated that TV had earned the right to hold unshackled debates "in any political contest at any level in our govt."

Programming

Murrow Learns the Ropes: Veteran CBS commentator Edward R. Murrow, who got off to a ragged start in his new job as USIA dir. (Vol. 17:12 p2 *et seq.*), says he's now finding his way around bureaucratic Washington. He wound up a National Press Club luncheon speech with this report: "I have learned since coming to Washington at least 2 things—the first is that it is easier to ask questions than to answer them; and the second, that questions are never indiscreet, but answers sometimes are." Murrow also said: (1) He has no thought of resigning his govt. job. (2) He doesn't think he's being bypassed by the White House or State Dept. on policy-making matters. (3) His USIA work provides him with more "frantic fascination" than he's experienced since World War II days when he covered the London blitz. Murrow's agency would get more money—$121 million instead of $110 million asked in January (Vol. 17:4 p10)—under beefed-up national-security programs proposed to Congress by President Kennedy May 25. The President said in his speech that additional funds are needed for VOA TV & radio programming in Latin America & Southeast Asia and for more Spanish & Portuguese broadcasts in South America. Communist-bloc countries continue to outspend the U.S. on propaganda, the President pointed out.

Puzzle—**Find the Whipping Boy**: "In the same edition of the *N.Y. Herald Tribune* the blame for the medium's programming woes was attributed by John Crosby to sponsor control and by Marie Torre to network control." —*Sponsor*.

FCB's Simpson Terms Minow Remarks 'Immature': FCC Chmn. Minow's scathing indictment of TV (Vol. 17:20 p1) continues to draw strong reaction, the latest coming from Foote, Cone & Belding dir. of broadcasting Jack Simpson. In Hollywood for conferences on next season's shows, the executive took time out to comment that Minow's remarks anent TV contained a "certain immaturity of knowledge of the industry." Added Simpson: "Subsequent comments & almost-retractions perhaps indicate he realizes this, too." However, Simpson did go on to say that it was time for producers to step up the quality of their product.

Expressing the opinion that Minow deliberately intended to make his first pronouncement "startling," Simpson said the speech to NAB did some good in causing the industry to engage in soul-searching.

TV is too often not looked at in its entirety and not in the context of its comparatively brief history, he said. In the span of only 11 years, Simpson explained, the industry had gone through many phases, had had to solve its technical & financial problems, and had had little time to concentrate on programming ("if you had Uncle Miltie and wrestling, you had it made").

FCB clients sponsor *Hallmark Hall of Fame, Bachelor Father, Adventures in Paradise, SurfSide 6, The Roaring 20s, Robert Taylor's Detectives, Red Skelton, The Untouchables, The Defenders, Twilight Zone, The Danny Thomas Show, The Andy Griffith Show* and Tidewater and Purex specials. Some, such as Hallmark, are full sponsors of series, while others are in on a participation basis.

Simpson said TV had shown considerable progress in public-service programs (which he preferred to identify as "socially significant" shows). This is a form which is TV's exclusively, he said. The ad man predicted that eventually 60% of nighttime programming would be mass entertainment; 30% public service, and 10% cultural. "You must maintain mass appeal, but at the same time must have enough to satisfy the splinter groups," he remarked, adding: "If you carried Minow's speech to the ultimate you would abolish free enterprise in broadcasting, and I don't think that's what's going to happen."

The time has come for producers to put more effort & time into coming pilots, said Simpson. "If there is an earnest desire for quality, you will see the networks & advertisers go along," he added. The executive said that if the producers became creative in their thinking, "there would be a significant breakthrough in the future." He conceded that networks & agencies as well as producers must share the blame for the lack of quality programs, and said "the time has come for the producer to stop trying to make just what he is asked to make. If they come to us with ideas they will find the people to listen."

Next year's schedule is not as good as it might be, Simpson admitted, but pointed out it was created about 18 months ago. However, he predicted that there would be less violence.

Public Wants Broadcast Editorials: According to a Pulse survey of 500 New Yorkers, 64% of the public favors the broadcasting of editorials by TV & radio stations. Only 18% are against the idea and the remaining 18% have no opinion. The survey, conducted for *Television Age*, also found that 71.2% considered TV to be the medium through which they "learned the most regarding the candidates & the issues" of last year's national election. Other media scores: Newspapers, 41.2%; radio, 11.4%; magazines, 5.4% (total percentage was 129.2% because of multiple responses).

The Children's Hour: FCC Chmn. Newton Minow's request for more informational programming seems to have accelerated plans to develop newscasts for the moppet-&-up set. But networks & independent stations alike, now busily preparing such programs, assert that the forthcoming crop of children's news shows is not a direct result of Minow's May 9 NAB speech (Vol. 17:20 p1), that the shows have been in the works for months.

ABC-TV plans a fall news show at the junior level which the network says has been in preparation for 2 months (Vol. 17:20 p2). Directed to the 13-17-year group, it will probably be a panel discussion. The show, not yet titled, is tentatively slotted for a late afternoon strip. ABC plans to use the news show as a training ground, with students aiding production & camera crews.

NBC-TV plans a 30-min. children's newscast, also untitled, for a fall debut on Sat. 12-12:30 p.m. Producer George Heinemann reports that trial pilots were made as far back as last December. The show's format combines hard news, student reporting, and commentary by NBC foreign correspondents. Although the program is aimed at a 10-15-year audience, news will be presented with no "talking down" to the young viewers. The newscast will differ from its grown-up counterparts by supplying to the audience detailed background material leading up to whatever incident the show is highlighting.

CBS-TV has no immediate plans for youth-angled newscasts or public-affairs shows. Said a CBS News spokesman: "We have nothing blueprinted for fall, but the idea's been under consideration for years."

N.Y. independent station WNEW-TV, one of the few local stations to have programmed in this area prior to Minow's proclamation, began children's newscasting early last April with special segments in a local film show called *Wonderama*. Conducted by Sonny Fox, the 3-hour Sunday morning program "appoints" juvenile reporters to cover N.Y.-area events and report on the air. *Wonderama's* premier telecast in 1960 featured a mock primary election with recorded messages from then-Sen. John F. Kennedy and Sen. Hubert Humphrey. In a later telecast a mock summit meeting was held.

WCAU-TV Philadelphia has included a 5-minute children's news segment in its morning *Gene London Show* since last fall.

And in the Midwest, the 5-station Taft Bcstg. Co. has scheduled a 5-minute children's news show titled *Young People's World* (Vol. 17:20 p2). The program, slanted toward 5-10-year olds, will be an in-depth newscast which will expand beyond its 5-minute limit when the topic under discussion so requires. First telecast of *Young People's World* is scheduled for June 6. Taft Bcstg. exec. vp Lawrence Rogers summed up his firm's attitude to us: "Feeding the kids a steady diet of cartoon fare is not taste building. The presentation of children's news shows enables us to stimulate the child's interest in the world around him. We want to become educators instead of just baby-sitters."

Stay Off TV, Judges Told: It's improper for judges to appear in commercially-sponsored TV shows which simulate court trials or other judicial proceedings, the American Bar Assn.'s committee on professional ethics has decided. But it's okay for them to participate in panel-discussion programs so long as these are produced in consultation with bar groups, the committee said. Lawyers were given permission by the ABA committee to appear as actors on any show—sponsored or unsponsored—if they are billed in the TV credits as actors, not attorneys.

Business-News Show Planned: As network public-affairs shows steadily become more specialized in their approach—*i.e.*, to women, teen-agers, students, etc.—another example has turned up—*American Business Briefing.* This is a 60-min. Sunday show produced by a trio of ex-admen and scheduled to debut on ABC-TV Oct. 22 in a 12:30-1:30 p.m. weekly slot. A preview version of the show was fed by closed-circuit last week for showing to business leaders in N.Y., Chicago and Cleveland. Acting somewhat in the role of "patron" for the show has been Fuller & Smith & Ross, whose clients have first call on the show's availabilities (cost: $15,000 per 60-sec. participation, if an advertiser purchases 6 min. or more). The program is designed to reach, according to F&S&R, "3 million decision-makers in business, govt. etc.," and will employ a quartet of specialized TV reports (aided by films, tapes, interviews, etc.) and a "chief editor." Principals in the show package are Hendrik Booraem Jr., ex-bcst. vp for Ogilvy, Benson & Mather; Sidney W. Dean Jr., former McCann-Erickson vp and a trustee of Metropolitan ETV Assn.; Adrian Samish, former ABC vp & program dir. and former vp for bcstg. at Dancer-Fitzgerald-Sample.

Sponsor Snubs TV Satire: General Motors of Canada left CBC unfazed last week when it refused to sponsor "Conquest of Cobbletown," an original TV drama satirizing Canadian nationalism, and scheduled for the CBC-produced series *General Motors Presents* (Sun. 9-10 p.m.). Said the sponsor: "We consider it would be ill-mannered for us to associate our name with a TV program that pokes fun at Canadian nationalism . . . It would place GM in the position of seeming to plead a case for U.S. ownership of Canadian companies." GM requested that the play be omitted from its series because of "audience identification with the company." Replied CBC with cool independence: "The play is not inappropriate for that time period and is a proper show for *General Motors Presents.* It will be presented as scheduled, but without benefit of sponsorship." Praised TV playwright Leslie McFarlane: "If this happened in the U.S., where networks are commercial, I wouldn't be backed up." Last week's was the 2nd GM-CBC falling-out, the first being "Shadow of a Pale Horse," which dealt with the lynching of an innocent man.

Old Reruns Never Die: CBS-TV may lose money (as CBS News Pres. Richard Salant recently admitted) on some of its worthy public-affairs shows, but the network can also be as slick as a Baghdad rug merchant when it comes to making a buck from an old rerun package. Due to bow out in July on CBS in the Fri. 9:30-10 p.m. spot is *Way Out.* As a late-summer fill-in (until MGM-TV's *Father of the Bride* series occupies the time period in the fall), CBS has scheduled a series called *Adventure Theater.* Actually, these will be episodes selected from a *Schlitz Playhouse* package of 150 half-hours which the network acquired some time ago and has used ever since as a sort of "instant TV" replacement. CBS purchase price for each negative in the package: less than $10,000 apiece.

'Emmy' Due for Face-lifting: Committees were formed in N.Y. last week to examine & remedy any "notable Emmy Award failings." Betty Furness will head an entry-qualifications committee to study the eligibility of locally produced & syndicated programs for the national Emmy awards. Because of their staggered distribution, and their availability to relatively few markets, many such programs have not previously been eligible. Max Liebman will be chairman of a committee to recommend a code of ethics governing voting structure, advertising and use of the Emmy.

Stations

What Stations Can Do to Get 'Better' Shows: TV's 3 Rs—"repeats, reruns, and residuals"—are producing "more money for a few people & more boredom for millions than any other scheme ever perpetrated on America." This latest blast at broadcasters came May 25 from Henry M. Schachte, Lever Bros. exec. vp, in a talk to the Bcstg. Executives Club in Boston. But Schachte—who recently revealed that a Lever-Nielsen study showed an annual evening-viewing decline since 1957 (Vol. 17:17 p7)—paired his criticism with a constructive idea. He attributed TV's programming plight to "a paucity of creative talent," and urged local-station management to carry the ball. "Today we are trying to build major league TV talent without any minor league," he said.

"Swell the roster of rookies," challenged Schachte, and "in a few years the world series will be something to behold." The networks can't do it alone, he declared, adding, "costs are too high, the audiences are too large whenever the network throws the program switch, to risk them on unproven talents. Performers in the network league must have seasoning in the minors."

Schachte, on local shows, charged that "with a few notable exceptions, locally originated programming in too many markets consists almost entirely of 2 staples—local news & weather—one man—or one woman—in front of one camera. This is hardly the kind of daring, hardly the kind of challenge or opportunity that will allow local stations to make much contribution to the advancement of television programming." He suggested that TV drama competitions in high schools or college drama clubs might "spark the flame that ignites the next Fred Coe, or Paddy Chayefsky." Station contributions of equipment or money to a college that offers broadcast courses or "the guarantee of a job to at least one graduate every year—or a summer fill-in assignment, or 100 other ideas, perhaps seemingly remote, will prove the solution to the complex, national problem that we face with some urgency today," Schachte said.

FCC Awaits Stereo Applications: Though the FCC has received many queries from stations & their attorneys, no complete stereo FM application has been filed yet, we learn from the Commission's stereo specialist, engineer Harold Kassens. The main problem, he said, is that none can specify type-accepted equipment—because no manufacturer has yet been given a go-ahead by the Commission. Only 2 type-acceptance applications have been filed—by GE and Zenith, the latter only for its WEFM Chicago. Presumably, FCC will give the applications quick consideration and approval if satisfactory.

WKBW-TV & WKBW Buffalo Sold: They went, for $14 million, to Capital Cities Bcstg. Corp. which had just bought radio WPAT Paterson, N.J. for $5 million (Vol. 17:21 p16). Taft Bcstg. Co. had offered $12.5 million for the Buffalo facilities earlier this year (Vol. 17:1 p9), but Taft officials said that negotiations fell through after word of the offer was leaked to the press. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Durham-Raleigh and WCDC (Ch. 19) Adams, Mass.

Group Name Change: The Washington Post Broadcast Div. of the Washington Post Co., operator of WTOP-TV & WTOP Washington and WJXT Jacksonville, has changed its name to "Post-Newsweek Stations, a Division of the Washington Post Co."

ARB Merges with C-E-I-R: ARB, the 12-year-old TV audience research firm, and C-E-I-R, 7-year-old electronic data-processing & business-services company, merged May 26, with C-E-I-R acquiring all ARB stock. At present, ARB monitors U.S. stations by means of selected random samples, field interviewers and Arbitron, an instantaneous electronic system operating in 7 markets. "The merger was a logical step economically for both companies," said C-E-I-R Pres. Dr. Herbert W. Robinson. "We will jointly possess unrivaled talents to provide new standards of reliability, excellence and timeliness in TV audience measurement."

Adding his amen, ARB Pres. James W. Seiler said the merger will "make available to ARB clients tremendously increased facilities for more sophisticated analyses of existing basic data on audience behavior."

The firms announced that ARB stockholders would receive between 52,500 & 77,000 shares of C-E-I-R, recently selling at $50-70 per share. The exact number of shares will be determined "according to a formula," details of which weren't disclosed.

Triangle Buys into ITA: A one-third interest in ITA Electronics Corp. has been purchased by the Triangle stations, it was announced last week by Roger W. Clipp, vp of the TV-radio div. of Triangle Publications, Inc., and Bernard Wise, ITA's president. The electronics firm, located in Lansdowne, Pa., is a major designer & builder of communication & broadcast equipment. It recently entered the field of AM transmission & automation. Founded only 4 years ago, it was the organization which supplied the high-frequency equipment to record President Eisenhower's Christmas message from the Atlas missile in 1959. Although the Triangle stations have pioneered in color transmission, FM, facsimile, videotape and automation, this is their first step into the actual manufacturing of broadcast equipment.

Cuba to Puerto Rico: Gasper Pumarejo, exiled Cuban station owner (CMBJ-TV [Ch. 12] Havana) and program producer, has successfully transferred his TV activity from Cuba to Puerto Rico (Vol. 16:9 p6) and is conducting his own participating shows on a hook-up keyed from San Juan's WAPA-TV—repeating the commercial successes that made him known as "the Spanish Arthur Godfrey." WAPA-TV & WOLE-TV Mayaguez are controlled by the John G. Johnson TV-radio interests of Winston-Salem, N.C., with William M. Carpenter as vp-gen. mgr. Goar & Abel Mestre, exiled owners of the Cuban CMQ-TV & CMQ networks, hold 20% interest in WAPA-TV, which they helped found in 1954.

Camera Tube Prices Cut: GE has reduced prices and extended warranties on 2 low-light image orthicons, suitable for color or b&w cameras. The standard GL-7629 has been cut from $2,525 to $1,800 and the warranty extended from 500 to 750 hours. A developmental low-light tube (ZL-7802), is priced at $1,975 (750-hour warranty).

Longest Relay Hop: RCA claims a record of the longest point-to-point TV microwave hop in a relay from Salt Lake City to Idaho Falls for KID-TV Idaho Falls. The single hop is 136 miles from a 9,000-ft. peak near Salt Lake City to Albion Peak, Idaho. The new KID-TV relay, now in operation, spans 225 miles in 2 hops.

WTVI Ft. Pierce Sold: Gene Dyer has sold, for $175,-795, his WTVI (Ch. 19) Ft. Pierce, Fla. to Atlantic Bcstg. Co. (KFEQ-TV St. Joseph, Mo.). The station went off the air Feb. 16, is expected to resume within 45-50 days.

Film & Tape

HOW TO BUY FEATURES: The first major sales call of a TV film distributor armed with a strong new feature package is almost always the home office of the CBS-TV Stations Div. in N.Y. There's a sound financial reason. Located in blue-chip major markets (N.Y., Los Angeles, Philadelphia, Chicago, St. Louis), the 5 CBS o&o's occupy a position in the TV-film business not unlike that of the Radio City Music Hall in the theatrical film business. So far, the CBS-owned outlets have invested over $50 million in feature packages, represent a "prestige sale," and generally set the station-level feature pace for the whole TV industry in terms of what they buy, or don't buy.

The man who presides over the station group's feature-buying activities is Hal Hough, program-services dir. for CBS-TV stations and formerly program dir. of WCBS-TV N.Y. Hough recently gave us a condensation of his buying philosophy & its operation. Here are highlights:

He & his staff maintain an up-to-date analysis of every feature package on the market, and of individual movies within the packages. Additionally—and this may be a surprise to more than one Hollywood producer or distributor—the CBS o&o's have also TV-evaluated all of the pre-1948 and post-1948 films not yet on the market, and periodically revise the list. For example:

"In the early 1950s, [said Hough] Warner Bros. distributed a feature, 'Sincerely Yours,' starring Liberace. At the time, we graded it as a hot feature, but we have been downgrading it steadily since. On the other hand, Laurence Harvey was just another English actor until he struck it big in 'Room at the Top.' Although that film will probably never play TV, because of its subject matter, it has helped to upgrade, in our opinion, a number of British films in which Harvey appears."

Factors Considered in the Rating of Features

Feature ratings, audience mail, sponsor reaction and other factors are carefully sifted by Hough and his film staff (each CBS o&o has its own film buyer, but Hough is the key figure). Hough has therefore formed strong opinions about what will go, and what won't, in TV features.

"The Hollywood male stars of the late 1930s, 1940s and 1950s are still the strong drawing cards," said Hough. "Incidentally, the strongest names of the lot—Gable, Bogart, Cooper—are alive today only in their pictures. On the other hand, a number of female stars have slipped considerably as TV attractions. These include Sonja Henie, Luise Rainer, Irene Dunne, and Norma Shearer. Garbo and Jean Harlow are fairly good draws, but it's often just a case of audience curiosity."

TV success, or a major movie comeback, helps to boost the TV allure of many a feature personality. "Fred MacMurray is enjoying a new vogue," Hough told us, "because of his successful TV comedy series and because of 2 hit films for Walt Disney. Recent picture successes have also boosted our ratings for features starring Debbie Reynolds and Jack Lemmon." Warned Hough, however: "TV movie success moves much more slowly than theatrical movie success, since we're dealing with a truly mass audience. Films that are hot in the 'art houses' often just die on TV. Even an actor like Alec Guinness, who has moved up from art-house British comedies to major Hollywood features, is still not as good a draw on TV as Clark Gable and Lana Turner in an MGM oldie like 'Honky Tonk.'"

Hough doesn't like to see stations "cheat" by plugging star personalities who have actually minor roles in features. As an example, he cited Marilyn Monroe's brief (but highly visual) walk-on in one of the late comedies of the Marx Brothers, "Love Happy." Said Hough: "We have no objection to telling the audience during a commercial break to watch for so-&-so in the next reel, but we don't feel that a station, or a distributor, should merchandise major stars who are playing only bit parts."

Feature tastes in TV run in cycles, and the CBS outlets are well aware of this. "Right after World War II, nobody wanted to look at 'war pictures.' Now, we're reaching the point in the cycle where war veterans are getting nostalgic about wartime service. The biggest & best war films, like '30 Seconds over Tokyo,' are now strong at almost any time. This isn't true of all action-adventure films. We've found that cloak-&-sword pictures like 'Captain Blood' are not always dependable. Neither are wartime musicals. Musicals which don't have a gimmick that's dated and which feature still-current stars—such as 'The Harvey Girls' with Judy Garland—do well on Friday & Saturday nights—partly because there are no big network musical variety shows on these nights."

TV Potential of Post-1948s

Post-1948 films are no recent novelty to feature audiences of the CBS-owned stations. "About 20% of all features we've televised in the past 3 years on all our stations have been post-1948s," Hough estimated. "We've had post-1948s on the air ever since 1948. Actually, there's no built-in magic in the date. It's mostly a sales term in the trade. There are great pre-1948s and lousy post-1948s."

By Hough's calculation, there are about 2,500 post-1948 movies with TV potential, and of these "at least 72" are not likely to get on free TV at any time because of code & censorship problems. ("Possibly they'll play on pay TV, but I doubt it.") For the past year, a member of Hough's staff has been carefully screening post-1948s purchased by the CBS outlets. Of 125 thus examined, 8 have been rejected entirely. Chief reasons for the toss-out, according to Hough: "Cheap sex . . . sadistic violence . . . taboo subject matter."

The sales trend in post-1948 packages, Hough told us, is "definitely" toward small packages & high prices. "At least one post-1948 package is being offered today to stations at a price actually higher than the station's 'break-even' point in terms of advertising revenue from participations in the films. The distributor is talking it up as 'prestige.' Fortunately, we are well-stocked on features, and can afford to wait it out."

Several feature packages which have been offered to —& bought by—the CBS outlets have contained a few good films & a large padding of mediocre properties. Hough is well aware of this sales tactic, but points to a balancing factor: "The CBS o&o's play about 20 features per week per station in all kinds of time periods. We save our best films for our best slots, and run the 'program pictures' in our less-valuable time. You actually need minor pictures in this business."

The post-1948 trend to wide-screen processes also presents no problems to Hough. "We insist that such pictures be re-processed before we'll buy them from a distributor. It will cost a distributor about $1,000 per negative to have them done properly in a 5-position printer with a panning head. But distributors are beginning to realize that you can't cheat here; it has to be done right."

Hough also has a buying policy concerning color features. He insists on black-&-white prints ("you get a very limited contrast range when you run color movies through black-&-white equipment"), but manages to retain color rights on almost all color features as against the day "when color TV is really widespread."

Stations which have well-stocked feature libraries, said Hough, can bolster their audience appeal occasionally by programming their features in special week-long film festivals. A few such, as suggested by Hough: "Broadway Week" (adaptations of plays or musicals), "Oscar Week" (movies which won an Oscar or had Oscar winners in the cast, or both), "Best Sellers Week" (adaptations of famous novels—Vol. 17:17 p13), "Critics' Choice Week" (local editors choose their favorite films) and "Tribute To . . . Week" (to salute a film personality like Clark Gable, Bob Hope, Bette Davis). "In such cases," says Hough, "you need special copy for your host or announcer, lots of local promotion, and a nice sense of sequence to the films."

What is Hough's own favorite feature film? We asked him. Replied Hough: "'The Philadelphia Story' starring Katharine Hepburn." It is available for TV.

That Syndication Slump: Hollywood's TV-film executives give varied interpretations of the current syndication slump for off-network reruns (Vol. 17:19 p3).

Some take a gloomy view, and tell us "there is no longer any money to be made in the accumulation of some films. There is no market—foreign or domestic—unless you have a successful series." One producer, who has a series still on a network after 4 years, told us: "If a producer owns 39 films, he has a flop, as far as the prospective buyer is concerned. In fact, it's not too easy to sell a show which has been on for only 2 years. This is true in the foreign market too. As a result, there has been a drastic change in the rerun business, which is now good only for the distributors & packagers. The market is glutted with stuff which can't sell."

The other side of the coin was best displayed by Tom McDermott, Four Star Television exec. vp, who said that since it is no longer economically feasible to make TV film for syndication, this can't help but increase the demand for off-network series.

And Then There Were 2: Dick Powell and Ozzie Nelson (and family) are the only TV-film personalities heading for their 10th year in an industry in which personalities have been the most perishable of commodities.

Powell starred for 4 years as one of the headliners of *Four Star Playhouse*; for 5 years as host & sometimes star of his Dick Powell's *Zane Grey Theater*; and next season begins his *Dick Powell Show* on NBC-TV.

Nelson's *The Adventures of Ozzie & Harriet*, starring his real-life family, has been on ABC-TV for 9 years, and begins its 10th year next fall.

A number of personalities have had several series, but have not been on continuously for the past 9 years, as have Powell and Nelson. Multiple-series stars include Bob Cummings, whose 3rd begins next fall; David Niven, 3; Ray Milland, Eve Arden, Richard Boone, Jackie Cooper, Ida Lupino, Darren McGavin, John Russell, Lloyd Nolan, Roger Moore, Robert Young, Broderick Crawford and Ann Sothern, 2 each.

Screen Gems' new animated Hanna-Barbera show *Top Cat* set for ABC-TV next fall will star Arnold Stang as the leader of the N.Y. cat pack. Originally Michael O'Shea had been tapped for the title-role voice, but because of an "imminent live-action series" he was forced to bow out.

HOLLYWOOD ROUNDUP

Warner Bros. begins production on 26 TV shows between now and June 12—6 for *77 Sunset Strip*, 5 each for *Lawman* and *Hawaiian Eye*, 4 for *The Cheyenne Show* and 3 each for *The Roaring 20s* and *SurfSide 6* . . . MGM-TV goes into production June 12 on *Dr. Kildare*, June 19 on *National Velvet* . . . *Robert Taylor's Detectives* goes into production as a 60-min. series June 10 at Four Star Television, under the aegis of the Levy-Gardner-Laven production combination.

Revue Studios has lined up as guest stars for its new *Frontier Circus* series Sammy Davis Jr., Thelma Ritter, Vera Miles, Mickey Rooney, Barbara Rush, Brian Keith, Aldo Ray, Eddie Albert, Rip Torn and Gilbert Roland. Richard Irving produces the series which stars John Derek, Chill Wills and Richard Jaeckel.

MGM-TV is planning as pilots for the 1962-63 season the *Russell Nype Show* and *The Angry Ones*, both half-hour series . . . **Filmaster Productions** will pilot *Man at the Cape*, about the missile base at Cape Canaveral. Nat Perrin will produce it.

Brennan-Westgate Productions begins filming next season's *The Real McCoys* at Desilu Culver studios in July . . . **MGM-TV** has signed Claire Kennedy and Anne Howard Bailey as writers for *National Velvet*.

CBS-TV is considering expanding *Have Gun, Will Travel* to 60-min. in 1962. Its decision may depend on the fate of another CBS series, *Gunsmoke*, being stretched to the hour length next season.

MGM-TV's *Father of the Bride* goes into production in mid-June, with 2 writing teams, Katherine & Dale Eunson and Ted & Mathilda Ferro signed to write the series.

Warner Bros. will finish 13 *Lawman* films by June 30, plans a 2-week hiatus before resumption.

Valentine Davies elected president of the Academy of Motion Picture Arts & Sciences, a post he has held since moving up from vp following the death of B. B. Kahane.

Henry Jaffee Enterprises has made a deal with the Skelton studios to tape in color a 60-min. special, "Highways in Melody," on NBC-TV next fall.

MGM-TV begins production June 5 on *Cain's Hundred*, being produced by Paul Monash.

WGAW to Debate Minow Talk: A panel discussion centered on FCC Chmn. Minow's criticism of TV (Vol. 17:20 p1) is scheduled by Writers Guild of America for its TV awards meeting June 8. FCC counsel Ashbrook Bryant will be the Commission spokesman on the panel, and others will represent writers, sponsors and ad agencies. The event will take place at the Beverly Hilton Hotel.

People: Berle Adams, in charge of MCA's international TV div., has left on a South American business junket . . . Producer **Irving Pincus** *(The Real McCoys)* left last week for Europe on a month's business-vacation trip . . .**William Dozier**, vp in charge of West Coast activities for Screen Gems, leaves June 19 on a 5-week European vacation . . . **Jack Chertok**, producer, has left Revue Studios and is preparing several projects as an independent . . . **Gene Banks** has been named dir. of live & tape programming for Selmur Productions, AB-PT subsidiary.

NEW YORK ROUNDUP

Wolper-Sterling Productions grossed $750,000 in 1960, its first year of operation, Sterling TV Pres. Saul J. Turell revealed last week. The 6 specials on the 1960-61 production roster: "Hollywood—the Golden Years" (set for NBC-TV this fall); "Biography of a Rookie;" "Project: Man in Space," currently being syndicated by Tidewater Oil (Vol. 17:17 p12); "The Rafer Johnson Story;" "The Legend of Rudolph Valentino," spot-sponsored by Peter Pan foundations and telecast in N.Y. on WPIX last week; and Wolper's much-debated "Race for Space" which recently achieved high ratings again in its 3rd N.Y. run on WPIX (Vol. 17:17 p12). Turell and Wolper met last week to "work out details of next season's production schedule" which, according to Turell, includes "12 new TV spectaculars." First item on the agenda will be a follow-up Hollywood documentary which traces the growth of the movie industry after the introduction of sound. The other 11 will be divided among sports, the motion picture field, and "what might be called the public-affairs field—like man's adventures in space," Turell said.

CBS-TV Stations Div. is completing an international program exchange with England, Canada, Australia and Italy. Terms of the 5-way, quasi-syndication deal: The 5 CBS o&o's, starting in mid-June and running through the summer, will carry *The International Hour*, utilizing 13 hours of programming contributed by 4 foreign TV networks (BBC, CBC, ABC, RAI). The programs are currently being selected. In exchange, CBS will offer the *American Musical Theater*, produced by WCBS-TV N.Y. as a taped half-hour series.

CNP Slashes Sales Staff: Confirming our report that the syndication offshoots of all 3 networks are cutting back heavily in a slack season (Vol. 17:19 p4), NBC's Cal. National is now making plans to cut its 20-man sales force in half. The trimmed-down staff will concentrate on what is virtually a holding operation in the sale of reruns & off-network properties. CNP has invested some $250,000 in 5 unsold pilots, but it's doubtful that any will be launched as first-run syndication properties.

NBC TeleSales is the latest network tape offshoot to land a major production order for a show that will actually be seen on another network. The NBC unit begins shooting "The Power & the Glory" for Talent Associates-Paramount this week. Scheduled for telecasting on CBS-TV this fall, the 90-min. special will be simultaneously filmed & taped. Because of the show's "size & scope," both of NBC's Brooklyn studios will be used.

Add syndication sales: 7 Arts has sold the first group of post-1950 Warner Bros. features in 85 markets to date. Sales for Volume 2 now total 12.

Screen Gems begins production July 10 on next season's *Route 66*, starring Martin Milner & George Maharis.

People: Fred Raphael has been appointed Filmways vp-gen. mgr. . . . **Marilyn Gold** has been named PR dir. for T.F.P. (Transfilm-Caravel, Flamingo and Pyramid Productions), the entertainment div. of the Buckeye Corp.

Obituary

Robert W. Friedheim, Ziv-United Artists administrative vp, died May 21 of a heart ailment while in Fort Lauderdale, Fla. He is survived by his wife, a son, a daughter, and 3 grandchildren.

Religious Objection Kills an Episode: NBC-TV Pres. Robert E. Kintner has ordered withdrawn what was to have been the first of a 5-parter on *The Lawless Years*, a drama entitled "Louy K." Instead, the project will begin with the 2nd episode and a brief narration explaining what happened in the dropped segment. Producer Jack Chertok was irate about the action, which was taken on religious grounds. He told us that he & Robert Wood, NBC-TV West Coast broadcast-standards mgr., had 5 rabbis check the script beforehand, and that changes suggested by the rabbis had been made. In addition, Chertok said, "I had a rabbi on the set every day we shot the picture and he made no objection." But after the print had been approved by the network, some N.Y. rabbis read a publicity release about it and asked to see it. They objected to the episode and Kintner immediately withdrew it. The story concerns a rabbinical student, who, with his sister, is attacked on N.Y.'s East Side. The girl loses her sanity from the shock of the assault and the brother renounces the faith and desecrates holy documents. Chertok said he could not understand Kintner's order, since rabbis and NBC-TV in Hollywood had not found the episode offensive.

What a Series Can Do For An Actor: A striking example of what a TV series can do for an actor's career is Robert Horton, co-star of Revue Studios' *Wagon Train.* Just before he became one of the stars of this successful series in 1957, Horton was getting $400 apiece for freelancing in 30-min. films—when he could get the work. Today his price as a guest on a 30-min. film is $5,000. His fee for working in *Wagon Train* is $2,250 a week. Recently he rejected a $15,000-a-week movie offer because he didn't think the picture would help his career. Despite his TV success, Horton plans to leave the series when his contract expires after next season. He is reported interested in starring in a Broadway musical, and has received such offers. At Revue, the report that Horton would leave the series was met calmly by producer Howard Christie. He told us the studio had introduced a new young actor, Scott Miller, as a regular on the wagon train.

Inter-American Show Business Union Formed: Representatives of all U.S. entertainment field unions and more than 40 delegates from 17 other countries formed the Inter-American Entertainment Workers Federation at a meeting in San Jose, Costa Rica, last week. The organization's constitution seeks to expedite reciprocity of talent working in various countries through exchange plans; to end discrimination of race, religious and other grounds; to assist efforts of the unions to remain free; and to study the effects of automation on show-business workers.

Add Syndication Sales: Ziv-UA has sold its first-run *King of Diamonds* in 145 markets to date. *Ripcord*, Ziv-UA's latest syndication release, has been sold in 32 markets, including KABC-TV Los Angeles and WTVJ Miami.

Advertising

FTC Okays 'Reasonable' Props: TV commercials for Palmolive Rapid Shave which use sandpaper demonstrations are "harmless exaggeration or puffing"—not deceptions—according to FTC examiner William L. Pack. In an initial decision calling on FTC to drop a Jan. 1960 complaint against Colgate-Palmolive (Vol. 16:3 p8), Pack said that neither the company nor Ted Bates should be censured for not using real sandpaper in TV shaving sequences prepared by the agency. "In view of the technical problems peculiar to TV," Pack said, "reasonable latitude in the use of mock-ups or props should be permitted—provided, of course, such use is not misleading in a material respect as to the actual properties or qualities of the product advertised."

The FTC had complained that substitution of plexiglass for sandpaper in the commercials misled Rapid Shave customers. But Pack contended: "Obviously the sandpaper sequences were employed simply for the purpose of emphasizing & dramatizing the recognized moistening or wetting properties of the cream. It is difficult to believe that anyone could have been misled as to the properties or qualities of the product."

BAR Plans Speed-up: The CIA of the spot-TV ad world—Broadcast Advertisers Reports Inc.—has expanded its operation to include electronic data-processing equipment. BAR monitors on-the-air commercial performance and competitive data for some 3 million national, regional and local commercials in the top 75 TV markets, using tape recordings that are later replayed at a central listening facility. Electronic data-processing will not replace this intelligence-gathering method but "will accelerate the publication of reports substantially," said BAR Pres. Robert Morris. It makes possible "a number of specialized tabulations of current data for all the specific interests of our subscribers," he added. "Each announcement, as broadcast, can be detailed to show time of occurrence, station, market, length, type and product information." The new equipment has been installed in BAR's Darby, Pa. production center.

Webb Addresses AFA: The opening Monday luncheon of the 4-day Advertising Federation of America convention in Washington's Sheraton-Park Hotel this week will be addressed by NASA Administrator James E. Webb. Other luncheon speakers: May 30, FTC Chmn. Paul Rand Dixon; May 31, Cunningham & Walsh Chmn. John P. Cunningham. Dixon's talk will be followed by a panel discussion of "creativity in advertising with relation to govt. regulation." Participants will include ex-FTC Chmn. Earl W. Kintner, Ed Zern of Geyer, Morey, Madden & Ballard, Burton E. Hotvedt of Brady Co., and Leslie Bruce of Purex Corp.

Cold "Cure" Cited: Radio commercials for Vicks Double-buffered Cold Tablets that claim they will cure or shorten the duration of the common cold are false, FTC charged in a complaint against Richardson-Merrell Inc., the manufacturer. Newspaper & magazine advertising for the preparation also was cited by FTC.

Ad People: William Brennan, ex-CBS, named vp & TV programming mgr., Compton Los Angeles office . . . **John Cole**, Sullivan, Stauffer, Colwell & Bayles TV producer, and **Donald Moone**, account supervisor, named vps . . . **Richard M. Fishel Jr.** and **H. T. Eckhardt** elected vps, Erwin Wasey, Ruthrauff & Ryan . . . **Havis Medwick** named asst. dir., TV-radio dept., Erwin Wasey, Ruthrauff & Ryan. He is business mgr. of the department.

Shell Returns to TV Fold: Shell Oil Co., which startled the TV industry last fall with the most-publicized pull-out of the season (Vol. 16:47 p9), seemed last week to be doing a quiet about-face on its present all-print media policy. Through Ogilvy, Benson & Mather (which had helped persuade Shell to put its $15-million budget in non-broadcast media), Shell signed with CBS-TV for a participation schedule in telecasts of the pro football N.Y. Giants this fall. And there was evidence that there was more TV to come. An OBM spokesman denied in N.Y. that the agency was currently scouting available network properties for Shell sponsorship in 1962, but network sources said Shell was considering a European-taped series of golf matches & a concert series with Leonard Bernstein.

Both Shell and OBM have been under heavy TV sales & promotional fire from a number of quarters since last fall, including TvB, network sales executives, station reps —and even Shell dealers.

Tobacco & Furniture TV Dollars Up: While the tobacco industry reduced ad expenditures in other consumer media last year, TV's share "rose substantially," TvB reported last week. Total 1960 ad budget for the industry—$176 million—declined 1.7% from 1959's $179 million, while national spot & network TV billings rose from $106.7 million in 1959 to $112.6 million. Brown & Williamson led in TV with total gross time billings of $20.3 million, followed closely by R. J. Reynods ($20 million) and by P. Lorillard ($16.2 million).

On another TvB front, a survey of 620 National Retail Furniture Assn. members showed that this industry's use of TV has virtually tripled since 1955. Other findings: (1) The average furniture store using TV puts 21% of its ad budget into the medium. (2) Sunday is the preferred day for TV advertising. (3) 77% use spot-announcement campaigns and of those, 48% buy prime evening time, 39% early evening and 31% afternoon hours. (4) Newscasts are the most popular program buy—40%, followed by 30-minute films—30%, and feature-length movies—28%.

Spot-TV Estimator Distributed: A new edition—the 29th—of "Spot TV Advertising Cost Summary" is being distributed to agencies by rep firm The Katz Agency Inc. Designed to aid timebuyers in making quick estimates of basic spot TV purchases in as many as 228 U.S. markets, the summaries have been issued by Katz since 1949 and have been revised semi-annually since 1953. Grouped in terms of market size (top 10 markets, top 20, top 30, etc.) basic spot rates are given (highest base rate in market) for nighttime half-hours & 20-sec. announcements; daytime minutes and 20-sec. announcements on a 1-time, 6-plan and 12-plan basis; and late-night announcements. Rate data is based on the March 15, 1961 issue of SRDS Spot-TV Rates & Data. Copies of the summaries are available from The Katz Agency Inc., 666 Fifth Ave., N.Y. 19, N.Y.

New Rep Firm: Advertising Time Sales Inc. has been chosen as the name for the firm which takes over Branham Co.'s broadcast div. (Vol. 17:20 p15). It plans to begin operation by July 1.

U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WFIL-TV Philadelphia	$4000 to $4200	$875 to $1200[1]	April 1
WWJ-TV Detroit	2700 to 3000	760 (no change)	April 1
WBAL-TV Baltimore	1500 to 1600	400 to 450	[2]
KTRK-TV Houston	1300 (no change)	350 to 400[3]	April 15
WCBI-TV Columbus, Miss.	180 to 220	35 to 50	May 1

[1]20 Sec. [2]Not Reported. [3]Applies to Min. or 30 Sec.

Want a $6-Million Account? There's one of this size up for grabs—but more than one agency is simply not interested. The account is that of American Airlines, which budgets a modest amount (less than $1 million) for spot TV & radio in major cities touched by its flight routes, spends the rest in newspapers, magazines and other media. Currently, AA is in the process of leaving Young & Rubicam, and has been talking to a half-dozen other agencies. But last week Ted Bates and Ogilvy, Benson & Mather indicated they were withdrawing from the race. One reason for the shyness may lie in a comment we once had from the vp of a medium-sized N.Y. ad agency which had just lost the Air France account. "Airlines," said the adman, "are the gypsies of Madison Ave. Their advertising accounts are always on the move. You may be doing a great job for them, but whenever there's a slump in revenues the first thing they look for is a new agency."

Advertising Age: "Advertisers who now blame all the ills of broadcasting on the networks & stations are conveniently forgetting their unwillingness—by & large—to buy anything but rating numbers, without regard to quality. Broadcasting is a mass medium and must cater to mass tastes, and it has done a far better job than Mr. Minow gave it credit for, but it would be a brave soul indeed who would argue that it cannot improve its level a mite without alienating all its listeners. The tongue-lashing the FCC chairman delivered could help greatly in reversing the downward cycle which has been increasingly noticeable."

Educational Television

Survey Grant for NET: Types of audiences won by 6 selected educational TV stations will be studied by the National Educational TV & Radio Center under a $59,000 contract with the U.S. Office of Education. Scheduled for completion by next Jan. 1, the survey will cover 2 widely separated stations, as well as one operated by a school district, one in a state network, one licensed to a university and one uhf station. Telephone & personal interviews will be used in the study, which Education Comr. Sterling M. McMurrin said would help determine whether ETV viewers are better educated, more cultured and more active in their communities than those who watch commercial shows only. The grant was authorized under Title VII of the National Defense Education Act. The House meanwhile approved a $4.7-million appropriation—the same as for fiscal 1961—for Title VII audio-visual research projects in fiscal '62.

Faith Moves An ETV Mountain: The Philippine Islands' first ETV venture is patterned after NBC-TV's *Continental Classroom.* Credit for the series goes to Josephina D. Constantino, technical asst. on training & scholarship with the National Science Development Board in Manila, who bought time on the country's 4-station commercial network for a course in atomic age physics, signed a teacher, and persuaded 41 Philippine colleges to give academic credit for the course. She then got The Philippine TV Mfg. Co. to lend 100 TV sets to participating schools, and Litton Textiles, Ysmael Steel and U.S. Tobacco to assume all costs of the TV network.

ETV as Antidote: The trouble with commercial TV programming "is not that it contains so much violence & mayhem, but rather that it is so painfully boring," according to David C. Stewart, Washington dir. of the National Educational TV & Radio Center. That's why "American citizens most certainly want an attractive, alternative TV-programming service" from an expanded ETV system, he told the Milwaukee County Radio & TV Council.

Auxiliary Services

Telemeter Developments: Telemeter's latest venture into live, on-location pay-TV entertainment will be "The 2nd City Revue," the current cabaret showcase produced in Chicago by a group which counts such social satirists among its alumni as Mike Nichols & Elaine May and Shelley Berman. The show will be fed to Telemeter's 5,800 Toronto pay-TV families "early in July," but is scheduled to be taped May 29.

As with previous Telemeter taped pay-TV specials—"The Counsul," Carol Channing's "Show Girl," and the one-man Bob Newhart show—the tape will go into Telemeter's growing stockpile of tapes for re-use when other Telemeter systems are opened in the U.S. & Canada (Vol. 17:15 p4).

A current target city for Telemeter in the U.S. is Little Rock, Ark., where Midwest Video, a Telemeter franchise holder, is seeking a go-ahead on a pay-TV installation from the Ark. Public Service Commission. The Commission has been approached by Southwestern Bell Telephone Co., which has stated it's "ready, willing and able" to install a system to distribute pay-TV shows for Midwest, but wants official approval from the state for such use of a public utility. The hearings have been adjourned to June 1.

We also learned from Telemeter that:

(1) Telemeter will probably expand throughout Metropolitan Toronto and the Port Arthur-Fort William area of Ontario. Toronto will probably be carved into 6 Telemeter areas (including Etobicoke), with the present Telemeter studios feeding all 6. Program fare will follow the present patterns of movies & sports, augmented by tape specials.

(2) The cost of the Telemeter meter attachment for TV sets is being steadily reduced. Originally, they cost about $85 (including Canadian duties) when made in the U.S. Now, a new-type attachment has been developed for Canadian manufacture, and will cost only about $45-50. The annual break-even point, formerly well over $100 per home, has been reduced so that a profit can be made on an annual take of about $75.

Examiner Favors CATV Microwave: FCC examiner Walther W. Guenther last week recommended the rejection of a protest by KWRB-TV Riverton, Wyo. against microwave grants to Carter Mountain Transmission Corp., that proposed to feed CATV systems in Riverton, Landis and Thermopolis. Guenther held that the microwave is a *bona fide* common carrier in the public interest and that possible economic impact of CATV systems on KWRB-TV is "of no legal significance." If the impact were to be considered, he said, the record in the hearing "precludes any reliable approach to an accurate estimate of that 'impact.' If there is any impact on KWRB-TV's operation, such impact is not caused by Carter, but its CATV customers."

Vhf Translator Starts Operation: K7AA Center, Neb. started April 28 repeating KTIV Sioux City, Ia. It's the second town to get this kind of service—K3AA & K13AA having started last Feb. 16 in Mexican Hat, Utah.

Medico's D.C. Office: The Institute for Advancement of Medical Communication, a leader in closed-circuit TV, has opened a Washington branch at 1028 Connecticut Ave., NW, Washington, under Isaac D. Welt, associate dir.

NTA's Pay-TV Demonstration: "Revolutionary new system for pay TV" will be demonstrated by NTA's Home Entertainment Co. June 20, at the Jack Tar Hotel, San Francisco, coinciding with NCTA's annual convention.

Congress

Minow Promoted to 'Pike': New FCC Chmn. Minow already has demonstrated that "he is going to be a pike in a carp pond," Senate Commerce Committee Chmn. Magnuson (D-Wash.) said approvingly on CBS Radio's *Capitol Cloakroom.*

Commenting on Minow's "dramatic" NAB convention speech (Vol. 17:20 p1), Magnuson said the Commission's chief "stated a lot of things I had been thinking about—or maybe I had talked about here & there—and put them together." Magnuson followed up the broadcast by inserting the text of Minow's speech in the *Congressional Record.*

On the CBS show, Magnuson said that in the past FCC has "failed to face up to decisions," that Commission members betrayed tendencies to "sweep them under the rug, just let them go." It's "good" to have somebody like Minow "once in a while," he added.

At the same time, Magnuson reported he didn't go all the way with Minow's description of TV as "a vast wasteland." In the past 2 years, broadcasters "have done an excellent job"—better than the industry did in the 10 preceding years—"but they had no place to go but up."

TV Import Check Urged: House Judiciary Committee Chmn. Celler (D-N.Y.) has introduced a bill (HR-7170) requiring alien producers of "foreign-made & controlled programs" to place themselves under U.S. court jurisdiction before the films are shown on TV here. Celler said his measure is intended to make the foreign producers subject to copyright & contract suits by U.S. citizens. The Nevada state legislature meanwhile called on Congress to enact legislation to "correct the abuses" resulting from importation of foreign-made music recordings for TV films produced here. American musicians need protection from such "cut-rate competition," the legislature said.

Sen. Bridges Fears FCC "Threat": "The clutching hands of federal bureaucracy," in the shape of FCC Chmn. Minow, were cited by Sen. Bridges (R-N.H.) as he inserted in the May 25 *Congressional Record* the May 18 column of David Lawrence which was devoted to a concern with "government dictation" by FCC. In the same issue of the *Record*, Sen. Monroney (D-Okla.) reprinted columns & editorials praising the "courageous & thoughtful" Minow speech—from John Crosby, *Life* magazine, *St. Louis Post-Dispatch* and Jack Gould.

Broad ETV Aid Urged: The Kennedy administration's $25-million federal-state matching-grant plan to aid educational TV (Vol. 17:21 p8) doesn't go far enough, Rep. Rivers (D-Alaska) told the House. He urged that the plan be broadened by Congress to permit expenditures for purchase of station sites & buildings, operation & maintenance and financing of ETV programming. Proposed restrictions on use of the grants for equipment purchases would "seriously circumscribe" ETV development in such sparsely-populated states as Alaska, Rivers said.

New NBC-TV Series Denounced: NBC-TV's new *Whispering Smith* series is a "mental aberration" which is "nothing short of frightening," according to Rep. Monagan (D-Conn.). He told the House that violence portrayed on the show is "subversive of the values which we should be trying to inculcate in our youth." Congress shouldn't permit "any calculated cry of censorship to divert us from our efforts to improve the standards of our radio & TV programs and to eliminate the active danger" represented by such shows, Monagan said.

The FCC

Among Minow's Supporters: Clarence C. Dill, former chmn. of Senate Commerce Committee (D-Wash.) who was a major architect of both the Federal Radio Act of 1927 and the Communications Act of 1934, has written the FCC Chairman: "This comes like a wave of fresh air across a hot & burning desert and I write to congratulate you on taking this position . . . So many abuses of the intent of Congress in passing that Act have grown up that I had about given up hope of seeing any reform. The programs of the great TV chains & of the many local stations have become so loaded down with violence & murder & shooting that most people find it preferable to turn off their TV sets to avoid being deluged with this kind of pictures. I don't know whether it will be possible for you & the other members of the Commission to remedy the situation or not, but I wish you well."

Movie Rules Protested: As expected, Hollywood feature-movie producers aren't happy about FCC's proposed new anti-payola rules as applied to them (Vol. 17:18 p3). The first outcries against the rules—from Eric Johnston's Motion Picture Assn. of America—have been relayed to FCC Chmn. Minow by freshman Rep. Corman (D-Cal.), part of whose district lies in Hollywood. Corman wrote Minow that it would be unfair—and maybe illegal—for the Commission to require theatrical-film makers to disclose any payola received in producing movies which are subsequently shown on TV.

Agency Session Set: The first plenary sessions of the Administrative Conference of the U.S., set up by President Kennedy to devise improvements in regulatory-agency procedures (Vol. 17:20 p13), will be held in Washington June 27. Court of Appeals Judge E. Barrett Prettyman, designated by the White House to lead the conference, said the 85-member group will include 21 practicing attorneys and representatives of the agencies, Senate & House, law school faculties and state regulatory commissions. All of the June 27 sessions will be public.

Ex-Comr. Durr's Car Burned: The automobile of Clifford J. Durr, Montgomery, Ala. attorney long active in civil liberties cases, was burned by a mob during the riots last week. He had loaned the car to British writer Jessica Mitford, wife of Winston Churchill's nephew, who is writing for a magazine. She had parked the car and was attending a meeting of Negroes in the First Baptist Church.

Cox Slated for Speech: FCC's Broadcast Bureau chief Kenneth Cox and FTC's TV-radio monitoring chief Charles A. Sweeny will address the annual Md.-D.C. Bcstrs. Assn. convention in Ocean City, Md. June 23-24. FCC Chmn. Minow, FTC Chmn. Paul Rand Dixon and NAB Pres. LeRoy Collins also have been invited to attend the convention.

FCC Uhf Receiver Bids: For its N.Y. uhf project, FCC is seeking bids on combination vhf-uhf receivers by June 7. The Commission wants 100 b&w table models, 15 portables, 10 table color units. For details, contact Chief, Administrative Services Div., FCC.

CPs Granted: Ch. 27, Tulare, Cal., to KCOK Inc. • Ch. 18, Midland Tex., to Midland Telecasting Co. • Ch. 25, Richland, Wash., to Columbia Empire Bcstg. Corp., Yakima.

Medford CP Final: FCC has announced that the initial decision granting Ch. 10 to Radio Medford Inc., Medford, Ore., is now final.

Boston Ch. 5 Procedure: With the Boston Ch. 5 case finally fully out of the courts and back in FCC's hands, the Commission has ordered the 3 applicants to file within 60 days briefs supporting their cases. Reply briefs are due 10 days later, after which oral argument before the Commissioners will be held. The FCC had decided that WHDH-TV's CP for Ch. 5 should be set aside, and that WHDH-TV and Massachusetts Bay Telecasters be given demerits for *ex parte* conduct in another comparative consideration with Greater Boston TV Corp. A 4th applicant, Du Mont Labs, dropped out of the case.

OCDM "Reconstituted": The Office of Civil & Defense Mobilization, which works with FCC on Conelrad problems & military allocations, will be transferred to the Defense Dept. and "reconstituted as a small-staff agency," President Kennedy told Congress May 25. He said OCDM (probably renamed the Office of Emergency Planning) properly belongs in the jurisdiction of the Defense Dept.—"the top civilian authority already responsible for continental defense." The President will make the shift under 1958 Reorganization Plan No. 1. The Kennedy move sparked speculation as to what will happen about the division of authority between FCC and the Executive Department in the allocation of spectrum—but there was no definite information immediately available.

Paul Revere Cowgill: Former FCC Broadcast Bureau chief Harold Cowgill, now in private Washington law practice, continued his circuit-riding warnings to broadcasters last week by repeating to the Pennsylvania Assn. of Bcstrs., at State College, the same admonitions he gave the Illinois Bcstrs. Assn. (Vol. 17:16 p4). He's scheduled to address the Florida Assn. of Bcstrs. in Miami Beach during it June 15-17 convention. Cowgill has been urging that broadcasters adhere meticulously to the law and FCC rules.

Network Hearing Schedule: FCC's network hearing, which resumes in New York June 20 (Vol. 17:21 p9), will probably take testimony from Eastern producers initially, running about 2 weeks. Later sessions are expected to wind up the whole study with appearances by advertisers & network executives. Witnesses for the June 20 hearing are to be announced within a week or so.

FCC Picnics: First affair of its kind since World War II, a picnic for FCC employes & their families will be held May 30 at Linton Hall Military School, Bristow, Va. This is also the rendezvous point for the Commission in the event of emergency evacuation from Washington.

KCOP's ETV Plan: The way to give ETV a channel in Los Angeles & N.Y., according to KCOP Los Angeles, is not to divert a commercial vhf channel to ETV. Rather, it told FCC last week, the Commission should require each commercial station to give ETV 1½ hours daily.

Violence Again: Among letters of complaint recently received by FCC regarding violence on TV was one from a lady in Wauseon, Ohio. She reported that when she informed her 3-year-old son about the death of his uncle, the boy asked: "Who shot him?"

Technology

FCC Space Parley: Concluding that a joint venture by common carriers is the best way to handle space communications, FCC has called all international carriers and pertinent govt. agencies to a June 5 conference "for the purpose of exploring plans & procedures looking toward the early establishment of an operable commercial communications satellite system." Session will be closed to the public.

Networks

Off to the Summit: President Kennedy's Paris meetings with President De Gaulle (May 31-June 2) and Vienna talks with Premier Khrushchev (June 3 & 4) will get day-to-day coverage on network newscasts, costing some $300,000. And an ambitious schedule of specials will also spiral the TV budget. ABC-TV has shipped 2 mobile trucks carrying 25 tons of TV cameras & video-tape recorders to Paris & Vienna. Ten correspondents, 2 producers, an engineering co-ordinator, and interpreter Nicholas W. Orloff will be on the scene for ABC. Heading the network's delegation will be news vp James C. Hagerty, who will personally report on ABC's 5 special programs in addition to supervising the over-all network coverage. CBS-TV, which is also sending a large news staff (9 correspondents, 3 producers) will use its own European-based truck and the facilities of Intercontinental TV, Radio Diffusion, the Austrian Bcstg. Co. and BBC. Beginning May 31, CBS will have six 30-min. specials on the summit. NBC-TV will field a 30-man news team, including 7 correspondents, and will use the NBC-BBC Trans-Atlantic cable film system, Eurovision, and Intercontinental TV facilities. Four 30-min. specials (JFK—Reports No. 3, 4, 5 & 6) will be televised from June 2-5.

Skepticism About ABC-TV Trend to Live TV: ABC-TV, long known as the film network, will reverse this reputation and veer to live TV shows next season and in 1962-63—said *Daily Variety* last week. The trade paper quoted ABC-TV program vp Thomas Moore as its authority. According to the publication, Moore said that an ABC study recently showed live TV was up 24% in ratings this season, while film shows were down 2%. There was considerable skepticism of this entire account in the trade, particularly when Moore coupled this with grumbling about the soaring costs of TV film. Asked for specifics, Moore declined to reveal the identity of any new live shows next season other than *The Steve Allen Hour*, nor did he identify 6-7 shows he was quoted as saying he had scheduled for 1962-63. The announced 1961-62 schedule is preponderantly film.

Unprecedented Move in Canada: CHCH-TV (Ch. 11) Hamilton last week asked BBG to revoke the clause in its license binding it as an affiliate of CBC. Niagara Television Ltd. gave no reason for the request in its application which is expected to be fought hotly by CBC at the Ottawa hearings. Said CHCH-TV Pres. Ken Soble: "We don't want to belong to any network. We just want to offer viewers some variety and get away from this program duplication in our viewing area."

ABC Gets Fat on Metrecal: So successful has the network-level campaign by Edward Dalton div. of Mead Johnson been for Metrecal that the drug firm recently decided to expand its TV budget for the latter half of 1961. Top sales executives of all 3 networks were invited to Dalton's Midwest offices to make a pitch—and all 3 complied. ABC-TV, which has had the Metrecal business so far ($2.5 million in *Winston Churchill—The Valiant Years*, plus some participations), got the nod—and the billings. Starting in July, Dalton will spend about $3 million more on ABC for a total of 300 commercial minutes for the remainder of the year. During the summer, Dalton will use *Asphalt Jungle*, *Walt Disney*, and *The Law & Mr. Jones*. In the fall, the lineup will be *The Corrupters*, *The New Breed*, *Roaring 20s*, and *Cheyenne*. Total Dalton business on ABC during 1961 will therefore be $5.5 million.

Network Television Billings

March 1961 and January-March 1961

For Feb. report, see TELEVISION DIGEST, Vol. 17:19 p6

First Quarter Billings Up 6.2%: Network TV's January-March 1961 gross time billings rose 6.2% to $182.5 million from $171.9 in the like quarter a year ago, reported TvB.

ABC set the pace for percentage gains with a 20.3% jump to $47.4 million. NBC also posted a large percentage gain (10%), with first quarter billings of $68.2 million. But CBS, trailing NBC in monthly billings since the first of the year, registered a 5.1% decline for the first quarter, down from $70.5 million to $66.9 million.

NETWORK TELEVISION

	March 1961	March 1960	% Change	Jan.-March 1961	Jan.-March 1960	% Change
ABC	$16,577,140	$13,487,460	+22.9	$47,414,630	$39,424,580	+20.3
CBS	23,085,353	24,043,799	— 4.0	66,909,058	70,498,328	— 5.1
NBC	23,920,311	21,072,164	+13.5	68,154,484	61,976,770	+10.0
Total	$63,582,804	$58,603,423	+ 8.5	$182,478,172	$171,899,681	+ 6.2

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Januray	$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	23,920,311	63,582,804

NETWORK SALES ACTIVITY

ABC-TV

Daytime programming, Mon.-Fri., part. eff. Sept.
Bon Ami (Charles W. Hoyt)

CBS-TV

Dobie Gillis, Tue. 8:30-9 p.m., co-sponsorship eff. Oct. 10.
Colgate-Palmolive (Ted Bates)

CBS Reports, Thu. 10-11 p.m., co-spon. & part. eff. June 8.
Thomas J. Lipton (SSC&B)
Bristol-Myers (Young & Rubicam)
Block Drug (Grey)
Fedders (Hicks & Greist)

Face the Nation, Thu. 10-11 p.m., part. eff. June.
Fedders (Hicks & Greist)

Daytime programming, Mon.-Fri., part. eff. May, June, Aug. & Sept.
Pillsbury (Leo Burnett) & (Campbell-Mithun)
Colgate-Palmolive (Ted Bates)
Food Manufacturers (Ted Bates)
A. J. Siris (Sackheim-Bruck)

NBC-TV

It Could Be You, Wed. 10-10:30 p.m., full-spon. eff. June 7.
Procter & Gamble (Benton & Bowles)

Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-sponsorship eff. Sept. 29.
Gulf Oil (Young & Rubicam)

Captain of Detectives, Fri. 8:30-9:30 p.m. part. eff. Oct.
Union Carbide (William Esty)

Saturday Night Feature, Sat. 9:30 p.m.-end, part. eff. fall.
Mabelline (Post & Morr)

Daytime programming, Mon.-Fri., part. eff. June & fall.
Norwich Pharmaceutical (Benton & Bowles)
Miles Laboratories (Wade)

National Velvet, Mon. 8-8:30 p.m.; Bullwinkle, Sun. 7-7:30 p.m.; part. eff. fall.
General Mills (BBDO; D-F-S)

Daytime programming, Mon.-Fri., part. eff. fall.
General Mills (D-F-S; Knox, Reeves)

Television Digest

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Personals: Ward L. Quaal, vp-gen. mgr., WGN Inc. Chicago, promoted to exec. vp-gen. mgr. Carl J. Meyers, engineering mgr., WGN-TV & WGN, named a vp.

Sherman Adler named asst. daytime sales mgr., ABC-TV, succeeding Peter Reinheimer, appointed an account exec. on the Eastern sales staff . . . George M. Rogers Jr., ex-NBC-TV mgr. of the Jack Paar and Dave Garroway shows, appointed vp-gen. mgr., Product Services Advertising Agency . . . Jim Early named news editor, WLOS-TV Asheville, N.C., succeeding Leo Willette, who has joined WWL-TV New Orleans.

J. Robert Gulick, asst. gen. mgr., WGAL-TV Lancaster, Pa., named pres., Pa. Assn. of Bcstrs. . . . Jerome R. Reeves, KDKA-TV (Pittsburgh) gen. mgr., elected pres., Pittsburgh Radio & TV Club . . . Richard S. Salant, CBS News pres., named an honorary life member of RTES on his retirement as pres. of the organization.

Johnston F. Northrop resigns as admin. vp & treas., Corinthian Bcstg. Corp., to join Electric Bond & Share Development Corp. as vp . . . Arthur C. Elliot named a vp, Harrington, Righter & Parsons . . . Thomas (Tom) B. J. Atkins, ex-supervisor of national selective sales for CBC, named sales mgr. for Canada's new CTV Network.

Edward F. Kenehan named exec. secy. of National Assn. of FM Bcstrs., continuing as member of Spearman & Roberson, Washington legal counsel for NAFMB . . . Tim A. Cross, Rediffusion pres., elected pres., National Community Antenna TV Assn. of Canada; Jean Beauchemin appointed vp . . . Norman Boggs elected chmn., Southern Cal. Bcstrs. Assn.; Robert Light, pres.; Charles Hamilton, vice chmn.; Robert Sutton, secy.; Ernest Spencer, treas. . . . Allan F. Conwill, ex-Willkie, Farr, Gallaher, Walton & Fitzgibbon, N.Y. law firm, named SEC general counsel, succeeding Walter P. North who becomes asst. gen. counsel.

FCC Chmn. Minow was joined by his wife and 3 young daughters last week; they came from Chicago suburban home, moved into Washington house . . . William L. Putnam, pres.-gen. mgr., WWLP Springfield, Mass., recently aided in the rescue of 2 mountain climbers stranded for several hours on a cliff on Cannon Mountain, N.H. . . . Frank Stanton, CBS Inc. pres., named a trustee of RAND Corp., replacing H. Rowan Gaither Jr., who died recently . . . Walter Cronkite awarded American Democracy Award of Roosevelt U., Chicago.

Meetings Next Week: International Communications Workshop (June 5-16). Sponsored by religious groups including World Commission for Christian Bcstg. and American Jewish Committee. U. of Southern Cal., Los Angeles • N.C. Assn. of Bcstrs. convention (8-9). Speakers include Clair McCollough, NAB Joint Boards chmn.; J. Leonard Reinsch, President Kennedy's TV-radio advisor. Durham • Western Assn. of Bcstrs. annual meeting (8-10). Don Jamieson, Canadian Assn. of Bcstrs. pres., will speak. Banff Springs Hotel.

TV-Radio Scholarship: The Jefferson Standard Bcstg. Co. (WBTV & WBT Charlotte, N.C.; WBTW Florence, S.C.) has awarded its annual Jefferson Standard Foundation Scholarship for TV-radio study at the U. of N.C. to Harrell H. Stevens Jr., a senior at Williams High School, Burlington, N.C. The scholarship, valued at $2,500, covers the undergraduate course & 2 years of specialized study in the creative aspects of TV & radio.

Law Firm Merger: The Washington TV-radio law firms of Scharfeld & Baron and Paul M. Segal have joined forces, headquartering at 816 Connecticut Ave. NW. Partners are Arthur W. Scharfeld, Segal, Theodore Baron and Arthur Stambler. Bernhard Bachhoefer is counsel, Robert Jacobi associate.

Storer Donates "Fun Day" Trophy: A $3,000, 4-ft. sterling silver cup is being donated by Storer Bcstg. Co. to RTES as a permanent golf trophy for the society's annual "Fun Day." The Storer Cup, a colonial Georgian-period urn, with black ebony base, was hand made in New England over 80 years ago.

Mel Wright, mgr., elected pres., Skyline Network (KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho; KXLF-TV Butte, KOOK-TV Billings, KFBB-TV Great Falls, all Mont.; Joseph S. Sample, KOOK-TV, elected secy.; W. C. Blanchette, KFBB-TV, elected secy.; A. W. Schweider, KID-TV, treas.

Bob Hope Medal Voted: Legislation authorizing President Kennedy to give comedian Bob Hope a gold medal as "America's most-prized Ambassador of Good Will" (Vol. 17:21 p7) has been passed by the Senate, which set a $2,500 cost limit on the award.

Wisdom for Our Time: The 2nd book based on NBC-TV's *Wisdom* series, is edited by James Nelson and contains conversations with 22 of the distinguished men & women interviewed. (W. W. Norton & Co., 266 pp., $4.50.)

Blackburn & Co., media broker, has moved to RCA Bldg., 1725 K St. NW, Washington (Federal 3-9270).

Obituary

Joan Davis, 53, TV-radio comedienne and star of the TV syndicated series *I Married Joan*, died of a heart attack May 23 in Palm Springs, Cal. After playing in vaudeville & the movies, she entered radio in 1941 as a guest on Rudy Vallee's show, took over the show when he entered the Coast Guard in 1943, and for a 4-year period, had a $1 million-a-year contract with NBC for playing the proprietress of *The Sealtest Village Store*. Surviving are her mother and daughter Beverly, who appeared as her sister in the TV series.

E. B. Jeffress, 75, pres. of the Greensboro (N.C.) News Co. (WFMY-TV Greensboro and newspaper properties), died May 23 in Chapel Hill. He was mayor of Greensboro from 1925 to 1929 and represented Guilford County in the N.C. general assembly. Surviving are 2 sons, 3 daughters and 10 grandchildren.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TV HEADED FOR RECORD MAY SALES: There's been a definite pickup in TV sales this month, and there's a good chance that distributor sales to dealers—the figures scanned most anxiously by the trade—will set a new unit record for the month of May. Just about every manufacturer is sharing in the sales rise, although some are feeling it far more than others.

That's the word from Chicago, where we talked with TV set makers at the EIA convention last week, and from Miami where RCA & Sylvania were showing their new lines.

But nobody in trade is swooning with delight at the business improvement. And for these reasons: (1) Inventories at all levels are so low (Vol. 17:21 p17) that any movement at retail is bound to be reflected more strongly than usual throughout distribution channels as depleted pipelines are partially refilled. (2) Sales are heavily concentrated among lower-priced sets, reversing trend of recent years to higher-end merchandise. (3) Industry seems to have gone hog-wild on 19-in. sets, and despite tight inventory situation, trade is full of liquidations, dumps and cut-price deals.

Almost everybody expects pickup to continue, with much better business in fall. There's some hope for firming of prices—for an end to what Zenith's Leonard Truesdell calls "manufacturing discount houses"—with this uptrend.

TV inventory control has been good, on industry-wide basis. But imbalances do exist (such as the top-heavy emphasis on 19-in. sets) and the trade is still making efforts to correct this. For example, Sylvania outlined to its distributors last week a new marketing policy foreswearing deals and price-for-price's sake, stressing upgraded quality.

List prices of both RCA & Sylvania lines shown last week were comparable with last year's—slightly on the higher side, if anything. Although Admiral's line, shown the week before (Vol. 17:21 p18), begins at lower levels than last year, most model-for-model comparisons show little price change.

Position & success of color in market next fall & winter is still a question-mark. Only one thing is certain now: Every major manufacturer will be in color by year's end—and that includes Motorola, Philco and Westinghouse—despite protestations to the contrary. There's been a parade of manufacturers to RCA's Indianapolis hq in the last few weeks, and the entry of all the majors is now so likely—in the view of several independent industry sources in a position to know—that you can consider it a reality.

Sylvania probably will be next rider on color bandwagon. Sylvania Home Electronics Pres. Peter J. Grant put a spark into the company's distributor convention at Miami's Eden Roc hotel last week by holding an unscheduled closed-door session on color, presumably to sound out distributor sentiment. Sylvania's announcement will come around June 15.

While Sylvania pondered, RCA was beating its own color drum just a few doors down the street at the Fontainebleau, for its Eastern distributors & their best-selling color dealers. The occasion was part 2 of RCA's 2-step introduction of its 1962 TV line, encoring the premiere showing in Las Vegas the preceding week (Vol. 17:21 p18). A surprise speaker was RCA Pres. John L. Burns, who was in Florida for the May 25 dedication of the corporation's new Palm Beach data-processing facility. He took a delay enroute at the Fontainebleau for a few words & some startling predictions.

"Color TV sales at retail will approach $25 billion over the next 10 years," he forecast. "During this period, the total TV industry's annual dollar volume will achieve a rate of practically 3 times its current $1.2-billion volume. Color TV is the greatest 'New Frontier' facing American business. Its potential is greater than any consumer product on the American scene."

Burns' audience accepted the $25-billion forecast quietly. His prediction requires average annual sales of $2.5 billion, beginning this year. Best estimate for 1961 color sales: 250,000 units. At RCA's estimated average selling price of $750, the 1961 volume should be under $200 million. Burns later suggested that the industry may well sell an average of 5 million color sets annually at average price of $500 each.

For details of new RCA & Sylvania black-&-white lines, see p. 18.

EIA PLANS FM STEREO CAMPAIGN: All-industry action to explain FM stereo multiplexing to dealers, FM stations—and eventually the public—was approved by EIA last week. It's a hurry-up job, and the Consumer Products Div., headed by Motorola's Edward R. Taylor, hopes to have a "fact book" ready for distribution by the opening of the Music Show July 16 in Chicago.

Purpose of drive will be to head off consumer confusion before it has chance to start—by giving dealers & stations information on how best to represent FM stereo to public. Book will be distributed by EIA member firms to all FM stations and radio retailers & distributors, who will be given opportunity to order copies at cost if they wish to circulate them directly to listeners or customers. Plan was proposed by Division's Radio Committee, headed by Orphie Bridges, Arvin.

Warning to radio manufacturers was issued by Consumer Products Div. in its annual report, when it cautioned set makers against "rushing on the market with unsatisfactory & untested products which could seriously damage this market before it fairly opens." FM stereo, which promises to open a "substantial market," puts consumer-electronics industry in an "optimistic frame of mind," report said, and Taylor predicted 1961 TV-radio-phono sales "will equal, and may slightly exceed 1960 levels."

Other significant EIA convention actions:

Elimination of retail sales statistics was voted by Consumer Products Division. Covering TV, radios & phonos, this data had been collected on sampling basis at cost of more than $100,000 annually. Many in industry had considered these figures less useful—& less accurate—than distributor-to-dealer sales statistics, which will be continued. Retail sales figures will be discontinued in June.

That consumer-electronics advertising code—in preparation since last September (Vol. 16:38 p16)—was stymied by a disagreement between EIA's Consumer Products Div. and its Law Committee, presumably fearing possible antitrust implications of the code, which is designed to present abuses in advertising of TV, radios & phonos. Taylor pointed out that code is "practically a carbon copy" of the code now in use by American Home Laundry Mfrs. Assn., and took his Division's fight to EIA's Board of Directors, which took no action.

Continued alarm over rising tide of imports was expressed at convention, the Association's Small Business Committee warning that small manufacturers are "in the most vulnerable position." The Import Committee, under Robert C. Sprague, approved an ad campaign to be administered by Henry J. Kaufman agency of Washington, including pamphlets, filmstrips, direct mail, posters & billboards to inform employes, customers, stockholders and general public of impact of imports. EIA Pres. L. Berkeley Davis, re-elected for another year, cautioned in his annual report that imports now threaten new segments of electronics industry, and "the consequent threat to employment, to our economy, and to the industry's capability for meeting defense requirements is more serious today than ever before." The Board took no action on the Import Committee's ad campaign plan, will take it up at September meeting.

Proposal to reorganize EIA to meet inroads of independent "splinter" organizations was tabled for more discussion. The plan discussed at convention provided for a dozen semi-autonomous divisions oriented to specific products—almost separate trade organizations in themselves. Board of Governors would be sharply reduced in size and its jurisdiction would be limited to "matters of broad interest" which couldn't be handled by divisions because they cross product lines. Proposal envisioned increase in PR activities to develop strong industry image—including possibility of building "a showplace for the industry." There was considerable disagreement over proposal for product-oriented divisions to replace the present market-oriented groups.

Electronics industry will set new production record of $10 billion or more for 1961 (vs. $9.75 billion in 1960), Pres. Davis said in his annual report. He warned that future advances in industry will be made with "some dislocations & perhaps some casualties," and stressed the need for the industry to "proceed cautiously but with daring & imagination in the years ahead."

For other EIA convention actions, see p. 20.

PARTS SHOW LAUNCHES FM STEREO ADAPTERS: The nation's component hi-fi manufacturers showed they were ready—well, almost ready—for FM stereo multiplexing last week. At the Electronic Parts Distributors Show in Chicago, adapters to convert monaural tuners to stereo were displayed by 12 manufacturers at prices from $29.95 to $89.50. And there were as many different opinions on FM stereo sales, timing, adapter quality and construction as there were manufacturers.

There was agreement, however, that stereo FM eventually will revitalize the hi-fi business. Part distributors attending show expressed varied degrees of interest, and most manufacturers reported good batch of advance orders for stereo adapters & stereo tuners—even though nobody knows for sure how soon which stations will be broadcasting stereo. Generally, big-city parts jobbers expressed greatest interest, and several told us they had already had inquiries from consumers about FM stereo multiplex equipment.

GE began pilot production last week on its first multiplex adapter—a self-powered unit at $39.95 list —and had engineering & sales personnel present to answer questions of manufacturers & distributors about FM stereo. GE said it is supplying adapters to other manufacturers; and it presumably is looking for more original-equipment manufacturer business. The adapter it displayed was designed specifically for GE stereo consoles, and the company's literature described it as a "unit used to deliver a stereo radio signal from a tuner having suitable characteristics." In trade ads at the Parts Show, GE raised the question of "the feasibility of a single, low-cost 'universal' adapter"—but didn't answer it. Some other manufacturers showed "universal" adapters, but most specified that their adapters were designed specifically for their own sets.

Manufacturers were divided into 2 schools of thought about adapters & multiplex tuners—and each lost no opportunity to propagate its own faith: (1) There is the multiplex-in-a-hurry school which can deliver in 3 weeks or less, has equipment design already frozen, has tested it with own prototype transmitter and is out to have receivers in field by time first stereocasts start. (2) The take-it-easy school wants to wait until broadcasts are in progress, for thorough field-testing; some have encountered difficulty obtaining certain specialized parts—such as coils—which are now in heavy demand.

GE seems to be on both sides of fence, at least to casual observer. Although already producing adapters, it's taking ads to warn the trade: "GE believes that this is a time to make haste slowly. The healthy development of FM multiplex—and particularly the marketing of adapters—demands the resolution of several problems." Among them: Coordination of marketing with local FM-station activity; feasibility of "universal" adapter; functional controls; self-powered or set-powered; how low a satisfactory adapter can be priced.

There's disagreement on all of these points—and that is bound to cause consumer confusion. EIA's consumer-education campaign on FM stereo (see p. 16)—if it's effective—may come in nick of time. For different approaches to FM stereo taken by 12 manufacturers, see p. 19. For a report on the expected boom in antennas, tape recorders & multi-set couplers as result of new FM stereo market, see p. 20.

TV-RADIO PRODUCTION: EIA statistics for week ended May 19 (20th week of 1961):

	May 13-19	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	120,541	113,937	113,976	2,060,494	2,320,729
Total radio	302,706	291,062	324,021	5,586,058	6,652,283
auto radio	100,841	96,811	112,129	1,753,502	2,604,536

Zenith Quits EIA: Although Zenith quietly pulled out of the electronics manufacturers' group last February, the big Chicago manufacturer remains in EIA's statistical pool —continuing to supply information on production & factory sales and continuing to receive industry-wide figures. Although EIA has lost Zenith—for reasons not disclosed—there's a chance it will gain Admiral. The latter company, which had been the largest non-member consumer-electronics manufacturer, has been discussing membership with EIA, it's understood, and conceivably could become a member at next September's fall meeting. Admiral recently joined EIA's statistical pool, supplying its own figures and receiving EIA marketing data in return. Previously, Admiral's production & sales figures had been estimated by EIA's Marketing Data Dept., along with those of smaller non-member firms which don't supply EIA with figures.

Wiesner Pleads for Scientists: The nation needs 12-15,000 additional scientists yearly instead of the 6,000 it's getting, Dr. Jerome B. Wiesner asserted last week as he accepted EIA's 1961 medal of honor in Chicago last week. President Kennedy's chief scientific advisor also termed electronics "the backbone of the technology which supports our nation" and a "mainstay" of its civilian economy. He's on leave as dir. of MIT's research lab of electronics.

New Plants & Expansions: GE has opened a $3-million distribution center for TV & appliance parts in New Concord, Ohio. The center employs a computer to speed order handling and to control inventory • Motorola has opened a 307,000-sq.-ft. addition to its Phoenix semiconductor-manufacturing plant • Sylvania's Parts Div. has formally begun operations at its new 20,000-sq.-ft. production plant for welded components in Warren, Pa.

More about

RCA'S & SYLVANIA'S NEW TVs: Nothing startlingly new or excitingly different in TV styling or design was unveiled by RCA or Sylvania in their 1962-line showings in Miami Beach last week (see p. 15). This appears to be an in-between retooling year—a year for dressing up models, adapting competitors' most salable 1961-62 features, catching up with public preferences & demand.

At the Eden Roc, Sylvania introduced its distributors to its first home-entertainment center in 5 years—a $699 unit complete with TV, stereo, AM-FM and multiplex jack. Sylvania also caught up with the industry swing bonded tubes, automatic brightness & contrast control.

Highspots of RCA's new b&w line, shown to Eastern distributors at the Fontainebleau: Corning "Velvetone" bonded tube, automatic brightness & contrast control.

Neither company showed FM multiplexing equipment or adaptors; both held to their standard warranty program of 90-day protection on parts, none for labor.

RCA Introduces 31 New Models

RCA's 1962 b&w TV line embraces 31 new models: A 17-in. portable, a 19-in. portable, four 23-in. tables; four 23-in. consolettes; seventeen 23-in. consoles; four 23-in. TV-AM/FM-stereo combos. Suggested prices range from $149 for the 17-in. portable (RCA's lowest-ever 17-in.) to $660 for the Haviland, a Danish modern combination.

Each of the new models uses RCA's "New Vista" tuner; 12 of the high-end sets have the "Magic Eye" automatic brightness & contrast control (*á la* Magnavox, Vol. 17:3 p22); and fourteen 23-in. TVs above the $300 bracket employ Corning's Velvetone glare-proof bonded picture tube. RCA also showed a refined "Wireless Wizard" remote control with a "master off." RCA Sales Corp. marketing vp Raymond W. Saxon said the new remote "introduces for the first time volume adjustment, either louder or softer, through the complete range of sound levels."

RCA's 1962 line also carries over three 19-in. portables and two 23-in. Henredon consoles.

Also introduced at the Fontainebleau was RCA's 1962 stereo line, highlighted by 2 "Hutch"-styled consoles priced at $595 and a low-priced stereo console (Mark XVIII) which at $159.95 is $20 under the previous starting price for consoles.

Product planning & development vp Bryce S. (Buzz) Durant said that a multiplex adapter will be available before Labor Day, told us the maximum price should be $30. He also told us that RCA is continuing its reverb kits for the new line, but forecast that "reverb will be forgotten a year from now."

On the question of an RCA 33-rpm-only phono, Durant said the company had no plans, noted that "cost of adding additional speeds is only about 50¢ each at factory."

Announced (but not shown or demonstrated) for fall availability was a new line of tape cartridge recorders—"the lowest priced instruments ever offered by RCA," according to Saxon. No prices were quoted, but Saxon told us "we're shooting for a starting price [for mono units] of under $100." The line will have mono & stereo versions, will feature an adapter to permit reel-to-reel operation. The new recorders will have both 1-7/8 & 3-3/4 inch-per-second speeds.

The RCA distributors, and their selected color dealers, also saw the East Coast showing of RCA's new color TV line (Vol. 17:21 p18). The demonstration included a $1,000 self-contained closed-circuit "broadcaster" for in-store demonstrations of color. The device transmits from 6 color slides, feeds a picture to the screen that can be tuned for color, tint, etc. Durant said RCA is testing dealer & distributor interest in the demonstrator; if they give it the green light, RCA will build units, on a share basis with distributors, for bicycling among color dealers.

Sylvania Introduces 17 New TVs

Sylvania showed its distributors 17 new TV models ranging in price from $179.95 (for a 19-in. portable) to $699.95 for its new home-entertainment center. The new line also carries over, on open list, Sylvania's $159.95 17-in. Dualette. With one exception, the new TVs feature bonded shield "Velvetone" picture tubes. The loner: A 19-in. portable (Model 19T12) carried on open list.

Most of the new TVs use Sylvania's "Flexi-core" transformer-powered chassis. Home Electronics Corp. Pres. Peter J. Grant said Sylvania's portables & 19-in. table models will continue to use silicon power rectifiers; the complete 23-in. line is expected to be transformer-powered within 6 months.

The new line embraces one 19-in. portable; three 19-in. tables, one 23-in. table; ten 23-in. consoles; 2 home-entertainment centers. The new multi-function remote tuner is available on 4 deluxe models. Among the features emphasized by Sylvania: A new-type picture tube & improved electron gun which increase contrast & brightness by 20%; a "super-distance" tuner for improved fringe-area reception.

Sylvania also introduced 4 portable stereo phonos ranging in price from $79.95 to $149.95. "Unlike most manufacturers, we can say these phonos are made in our own plant," Grant told us.

Distributors at the Eden Roc sessions also heard that Sylvania plans to close all of its existing branch operations in favor of independent distribution. By the end of this year, the company expects that all of its home-entertainment products will be marketed exclusively through independent distributors.

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New Models: Westinghouse, two 19-in. portables with "Attaché styling," one with open list, the other at $189.95, both carrying 90-day parts & labor guarantee ● **Emerson,** 5-tube radio, finished front & back, at $14.88, clock radio at $19.88, with step-ups at $17.88 & $22.88.

RCA Dedicates Florida "Brain" Plant: Pres. John L. Burns last week officially dedicated RCA's $4-million data-processing center at Palm Beach by turning over to Chase Manhattan Bank Chmn. George Champion the first 301 system produced there. The computer system was turned out 2 months ahead of schedule. Commented Burns: "Only 2 years ago RCA delivered the nation's first business solid-state electronic data-processing system. Last year, we moved into 3rd place among the major computer manufacturers, in terms of the dollar sales value of commercial systems shipped in 1960."

Color TV An Eye Saver? A joint 16-month study by N.Y.'s Optometric Center and the Pa. State College of Optometry has produced new support for color TV. Hued TV is easier on the eyes than the b&w type, says Vision Conservation Institute in a preliminary report based on the study. Furthermore, the report continues, color TV may prove helpful in detecting vision deficiencies, because viewing TV or movies in color reveals unsuspected farsightedness or myopia.

More about

FM STEREO AT PARTS SHOW: Component hi-fi manufacturers at the Parts Show expressed all shades of opinion about FM stereo adapters & tuners (see p. 17). Some featured them prominently, operating from prototype transmitters, and actively solicited orders. A few kept them under the counter, showing them only on request, then urging prospective customers to wait.

Designs varied widely, as did controls. A few adapters featured "dimension" control, which varies the apparent channel separation; others had gain or "level" control. It's unlikely, however, that extra controls will be used in adapters for console stereo-phono units; this seems to be a special for the knob-happy super-critical component-hi-fi bug. All of the adapters shown were designed for stereo-phono rigs which already have 2-channel amplifiers & 2 speaker systems.

Here's a rundown on the FM stereo adapters & tuners shown at the Parts Show, with brief comments:

GE—Two-tube self-powered adapter designed to plug into GE consoles, with 4 cord connections, no controls. This one (list $39.95) is in pilot production at the Audio Products Section plant in Decatur, Ill. Also shown: Developmental adapter, in own cabinet, at $59.95.

Bogen—Self-powered adapter for Bogen tuners, at $69.95, with 2 controls: Power on-off and audio level; shipment in July. Also showed complete AM-FM-multiplex receivers (less speakers) at $399.95 & $299.95; FM-AM-multiplex tuners at $269.95 & $199.95.

Harman-Kardon—Plug-in adapters for Harman-Kardon tuners at $39.95 (June delivery) & $49.95 (late June), self-powered adapter at $59.95 (July). All adapters have dimension control.

Bell Sound Systems (Thompson Ramo Wooldridge)—Plug-in one-tube adapter for Bell line will sell for $39.95, self-powered one "for any Bell units and most others" at $59.95. Will produce "as quickly as we can get parts"—but there's a jam-up in certain critical components. No dimension control.

Sherwood—2-tube plug-in adapter for Sherwood tuners, $49.50, shipments beginning in 3 weeks; 4-tube self-powered adapter "designed to work with a variety of FM tuners," including tuner modification parts, $69.50. FM-multiplex 64-watt receiver (less speakers), $299.50; FM-multiplex tuner, $160.50; FM-AM multiplex tuner, $179.50—all available in July. No dimension control.

Dynaco—This kit-maker will offer a 2-tube plug-in adapter for its own sets at about $29.95, but a spokesman told us: "We will delay as long as possible; we want to wait until stations are on the air and we can improve the design; we won't deliver before October." The company distributed a mimeographed warning against haste, expressing doubt that a "universal" adapter can be developed and venturing the opinion that "a very high percentage" of existing FM tuners can't satisfactorily be adapted.

EICO—This kit-maker showed a developmental sample adapter with "stereo beacon" which indicates whether stereo broadcast is on the air. The company will not announce plans & prices until stations are stereocasting.

DeWald—"Stereo-Plex" self-powered adapter at $59.95 has controls for off-on, mode (stereo & mono) and level, with 2 multi-function tubes. The company is taking orders for delivery in 8 weeks.

Eric Electronics (Santa Monica, Cal.)—Adapter using one GE Compactron multi-function tube is due for marketing June 1 at $39.95 (slightly higher in the East).

Fisher—Reports "tremendous demand" for its $89.95 self-powered adapter with dimension control & Stereo Beacon (already described in Vol. 17:20); deliveries in June.

Shell Electronics (Westbury, N.Y.)—Adapter for own tuners, $39.95; self-powered, $49.95; production to start by end of June.

Majestic International—Demonstrated adapter made by Crosby Teletronics for Grundig sets, with "target date" of June 15. With 2 controls, the unit has 3 tubes plus rectifier. No price was given, but Crosby's own adapter is scheduled to sell for $69.50 (Vol. 17:21 p20).

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Zenith Shares Stereo Data: FM stereo multiplex transmitting equipment installed by Zenith's WEFM Chicago was described & diagrammed in a mailing sent last week to all FM stations by Zenith Sales Corp. In a covering letter, PR dir. Ted Leitzell promised to co-operate with the broadcasting industry "to help all of us get stereo FM off to the best possible start." Zenith has applied to FCC for approval of WEFM's stereo multiplex equipment. GE has a similar application pending for a prototype of the FM station stereo gear it plans to produce."

Admiral's Orders are Heavy: Orders from dealers at Admiral Sales Corp's sales meetings in Las Vegas are exceeding last year's rate and Pres. Carl E. Lantz predicted last week that the volume will easily top last year's $20 million in orders placed at similar meetings in Miami & Las Vegas. The first 3 of 4 meetings this year resulted in orders of $16 million. "In talks with scores of dealers from all sections of the country," Lantz said, "it is apparent that business is picking up in encouraging fashion in all product categories." Admiral's target for radio production this year is a million units, he added.

General Mills Forms Electronics Group: All electronics & allied operations within the General Mills organization will be combined with 2 wholly owned subsidiaries into a General Mills Electronics Group, directed by corporate vp Richard A. Wilson. The 2 subsidiaries are Chicago-based Magnaflux Corp. and Daven Co., Livingston, N.J. Pres. C. H. Bell said the new operation reflects the company's policy of diversification, will have major facilities in Minneapolis, Los Angeles, Chicago, Livingston, N.J. and Manchester, N.H.

Philco Gets $35.8-Million Contract: Air Force award is for the continued development of command & control subsystems for space & satellite programs. The contract establishes Philco as an associate prime contractor on work it originated in 1957 as a Lockheed subcontractor.

Texas Instruments' Stereo Amplifier: Built "to prove the feasibility" of fully transistorized stereo systems, the TI circuit design is now being demonstrated to audio manufacturers throughout the industry. TI says it will provide 20 watts of sine wave power per channel from a distortionless amplifier circuit.

Collins' ETV Microwave: Engineered for operation in the radio frequencies recently authorized by FCC for educational institutions, the microwave system is intended for closed-circuit transmission of ETV programs. Multiple-channel systems also are available. Descriptive brochure is available from Collins' Texas Div., 1930 Hi-Line Drive, Dallas.

Symphonic Shows New Line: The TV-phono company holds the first of a series of regional meetings May 29-31 at the Riviera Motel, Atlanta, for Southeastern distributors.

More about

EIA CONVENTION ACTIONS: Concern over imports again was a dominant theme among EIA members as they met in Chicago's Pick-Congress Hotel last week for their annual convention (see p. 16). Imports Committee Chmn. Robert C. Sprague predicted that imports of Japanese radios & radio parts in 1961 would exceed those of 1960 despite a slow start. "Increases are also expected in other categories of Japanese electronic shipments," he added, "particularly in TV receivers" (4,600 were imported in the first 2 months of 1961 vs. 10,000 for all of 1960).

The EIA Board approved the legislative objectives of the Trade Relations Council, a private organization, including safeguards on an industry-by-industry basis against "destructive" imports.

Among other EIA convention highlights:

(1) L. Berkeley Davis, GE, was re-elected president. Leslie F. Muter, the Muter Co., was named to his 26th term as treasurer. Other officers & directors were re-elected, except for these replacements: L. M. Sandwick, Pilot Radio, was named a director, succeeding Leonard Truesdell, of Zenith, which no longer is an EIA member; also elected to the board was G. B. Mallory, pres. of P. R. Mallory & Co., succeeding the late Ray F. Sparrow, also of P. R. Mallory. George W. Keown, Tung-Sol, became chmn. of the Tube & Semiconductor Div., succeeding William J. Peltz, Philco; Gerald Tuttle, American Bosch Arma, became dir. of the Industrial Relations Dept., succeeding Theodore Hoffman, Hoffman Electronics; Thomas P. Collier, Motorola, heads International Dept., succeeding Harvey Williams, Philco.

(2) The Board of Directors approved a 12-point tax program, including repeal of excise taxes on TV-radio equipment, opposition to state taxation of out-of-state business, and legislative stands on depreciation, foreign income, prepaid income, withholding of tax on dividends & interest.

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Electronics Conference Set: The Commerce Dept.'s Business & Defense Services Administration will bring in 45 electronic industry executives to Washington for National Defense Executive Reserve conferences May 30-31. BDSA said the "shirt-sleeve" sessions will outline government responsibilities members of the group will be expected to undertake in the event of a national emergency.

Turin Show Opens: More than 70 U.S. companies are represented in the U.S. exhibition at the Turin Centenary Exposition. Its "Italia '61" theme is "Technological Progress in Industry—Man & Communications." One U.S. display features TV & radio in lighted panels demonstrating networks linking air routes, cables, railroads, seaways, highways; another demonstrates satellite communications. The Turin show will continue through Oct. 31.

Transistor Research Reported: A new Commerce Dept. booklet—*Semiconductors: U.S. Production & Trade*—details data gathered by the Business & Defense Services Administration from 60 manufacturers of transistors, crystal diodes and related devices. BDSA estimates that in 1959—latest year for which figures are available—research & development in the fields cost $70 million, with private industry underwriting $54 million of the total. Copies at 15¢ are available from any Commerce Dept. field office or from the U.S. Govt. Printing Office, Washington 25.

More about

New Markets, New Products: The advent of FM stereocasting (see p. 17) will be responsible for a boom in accessories and hi-fi equipment, in the opinion of manufacturers exhibiting at the Parts Show in Chicago last week.

Take antennas, for example. In recent years there's been increasing demand for outdoor FM antennas—and these were displayed prominently at the show. But antenna makers now believe that multiplexing will vastly increase their market potential. Stereo broadcasting carries only about two-thirds as far as monaural FM broadcasting—bringing the fringe area as close as 20 miles from the station in some cases.

Other accessories—such as multi-set couplers, to permit the hookup of FM sets to TV antennas—were also being plugged hard. Jerrold, Winegard and Blonder-Tongue all were pushing antenna-mounted preamplifiers, not only for TV but for FM. And Jerrold introduced a low-priced "FM Range Extender" preamplifier designed to recoup the loss in FM range due to stereo multiplexing.

Tape recorder manufacturers were looking to FM stereo to push sales. Ampex Audio mgr. Herbert G. Brown predicted "an unmatched boom" in recording equipment during the next 1½-2 years, since it will soon be possible for "the home recordist to tape professional stereo directly from the air."

With the coming boom in mind, Bell Sound introduced an extremely compact cartridge-tape stereo recorder (using the RCA-type tape cartridge), completely equipped with 2 microphones & dual amplifiers & speakers, at $199.95 list. A monaural version is priced at $139.95.

Automobile FM radio seems to be enjoying a minor boom, with several new models shown, a complete FM-AM-SW combination auto-portable set by Grundig-Majestic, and car FM tuners by Eric Engineering ($69.95) and Kinematix ($89.95). Ward Products displayed "the first true FM auto antenna."

The biggest other major new-product trends at the Parts Show were in the fields of citizens band radio equipment and intercom systems, with an unusually large amount of new equipment being shown. In the field of industrial & institutional TV, 2 foreign-made closed-circuit vidicon camera systems were shown—the German-made Grundig (by Majestic International) and the Dutch-made Philips (Norelco).

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Emerson's Uruguay & Peru Licensees: Casa Praos S.A. will produce & market Emerson-labeled TVs, radios and phonos in Uruguay. Cinematographica Glucksmann S.A. has a similar licensing arrangement for the Du Mont "Collector Series" of home instruments. Emerson Pres. Benjamin Abrams reports that the 2 Uruguay companies, both located in Montevideo, are already in production. Licensed for Peru is Alpha Union S.A. of Lima, which will make & sell the Emerson line. Alpha Union is scheduled to begin production in July. The licensing arrangements were made by Emerson Radio Export Corp., which recently established an Argentine licensee (Vol. 17:12 p17).

Raytheon in India: The first Indian semiconductor plant, Semiconductors Private Ltd., will be jointly owned by Raytheon (one-third) and private Indian business interests. The company is building a 10,000-sq.-ft. plant in Poona, 120 miles south of Bombay, and hopes to begin production by late fall. Raytheon holds an option to increase its investment in the company, subject to Indian govt. approval.

Trade Personals: **Robert L. Jablonski**, ex-product mgr., appointed to new post of gen. mgr., consumer products dept., Hoffman Electronics . . . **Jerome Noel**, ex-vp, Advisors Fund Management Corp., joins Howard W. Sams & Co. as vp of Sams companies . . . **Mauro E. Schifino**, Rochester, NEDA pres., re-elected for another one-year term along with entire slate of past officers . . . **Roy Raymond**, ex-Stromberg-Carlson component sales mgr. named dir. of product development, Scott Radio Labs, Annapolis, Md.; **Fred Moore**, ex-Stromberg-Carlson, named dir. of mfg.; **John Middlebrook**, ex-Fisher Radio, named Scott key accounts mgr.

Larry Epstein, ex-Bogan-Presto, named mgr., Harman-Kardon's new commercial sound-products div. . . . **Robert F. Burns** appointed a senior sales rep, Philco's govt. & industrial group . . . **Dr. E. Eastwood**, research dir., Marconi research & development labs, Great Baddow, England, awarded the Wakefield Gold Medal by the Royal Aeronautical Society for development of air-traffic control and navigational aids.

K. L. (Ken) Bishop, Bell Sound pres.-gen. mgr., elected pres., Magnetic Recording Industry Assn. . . . **Hart Perry** named pres., ITT Credit Corp., a newly formed finance subsidiary which will service ITT's manufacturing subsidiaries. Perry had been deputy managing dir. of Development Loan Fund, a govt. institution.

TV Service Case Settled: FTC and Washington's Mars Electronics Inc. have agreed on terms of a consent order forbidding the company to misrepresent charges for home servicing of TV sets, guarantees, and technical qualifications of its employes. In a complaint filed last November, FTC charged that Mars used "$1-only" bait to induce customers to contract for repair work.

English Electric's U.S. Subsidiary: Delaware-incorporated English Electric Corp. will function as a wholly-owned subsidiary of the giant British company to consolidate U.S. sales of all subsidiaries. Among them: Marconi Instruments, English Electric Valve, English Electric Export & Trading.

Rauland Producing Transistors: Zenith's tube-making subsidiary is now making & marketing hermetically sealed miniature & microminiature transistors. Rauland vp-gen. mgr. W. E. Phillips said the new devices, PNP types, can be used both in simple & sophisticated circuits as either audio or IF amplifiers.

Admiral's Hotel Automation: Admiral will market electronic hotel room-condition & message-relaying equipment under an exclusive 10-year sales license from Metropolitan Telecommunications. The agreement calls for Admiral to sell a minimum of $3-million worth of the hotel equipment at an annual rate of $300,000.

Sylvania to Close Plant: Tube sub-assembly production at the Electronic Tube Div.'s Houtzdale, Pa. facility will be discontinued over the next 4 or 5 months. The plant employs 360.

Obituary

Ray F. Sparrow, 63, exec. vp of P.R. Mallory & Co., died May 22 in Pembroke, Ont., where he had been recuperating after an illness of several months. A leader in the electronic-component business, he joined Mallory in 1929 as vp, was elected exec. vp in 1952. He held important EIA posts and was a board member at the time of his death. He is survived by his wife and his mother.

Finance

Daystrom's "Poor" 4th Quarter: Performance in the final 3 months of fiscal 1961 (ended March 31), plus special year-end adjustments, cut into the $1.1 million (89¢ a share) earned in the first 9 months (Vol. 17:5 p20). In fiscal 1960, Daystrom earned $2.3 million ($2.48) on record sales of $90.6 million. Finance vp Bradford T. Blauvelt reported that Daystrom does not anticipate a marked improvement in earnings until the second half (starting Oct. 1) of its 1962 fiscal. "Although fiscal 1961 was a poor year," he pointed out, "we probably have the strongest balance sheet we've ever had." Cash on hand increased by more than $1 million; $8 million in outstanding debentures was converted to common stock; $10 million of additional working capital was added through issuance of sinking fund debentures.

TV-Electronics Fund at Peak: The Chicago-based mutual fund reported record net assets of $431 million at the close of fiscal 1961's first half, April 30. In the 6-month period, net assets rose 27%; net asset value per share climbed 23.3% to $8.82 from $7.41, after adjustment for a 32¢ capital gain payment in November. Outstanding shares also rose to a record level—48,850,240, compared with 45,813,404 shares at the close of fiscal 1960, October 31. For the quarter to April 30, here are the principal portfolio changes in electronics common stock: Added—Loral Electronics. Eliminated—Conrac, Eitel-McCullough. Additions—GE, RCA, Fairchild Camera & Instrument, Westinghouse, Varian Associates, IBM. Reductions—Ampex, Clevite, Magnavox, Motorola, Perkin-Elmer, Zenith.

CATV Offering Listed: CATV operator International Cablevision Corp., headquartered in N.Y., plans public sale of 164,850 Class A common stock shares at $10 per share to finance expanded operations. An SEC registration statement (File 2-18161) said underwriters headed by James Anthony & Co. Inc. will have rights to buy 13,200 additional Class A shares at 10¢ per share following completion of the public offering. Organized in January by Ralph M. La Porte & Henry M. Diambra, International Cablevision operates community-antenna systems in Vero Beach & Fort Pierce, Fla. and San Angelo, Tex., and plans to extend them and build new systems in Tallahassee, Panama City and Eau Gallie, Fla. It holds an option to buy Virgin Isle TV Cable Corp. Diambra is also pres. of Entron Inc., Bladensburg, Md. CATV equipment manufacturer.

Transcontinent Plans Offering: Holders of 400,000 outstanding class B common stock shares of Transcontinent TV Corp. will offer them for public sale—price unreported—through Carl M. Loeb, Rhoades & Co. and Bear, Stearns & Co. An SEC registration statement (File 2-18183) listed the sellers as General Railway Signal Co. (200,000), J. D. Wrather Jr. (124,000) and Devon Corp. (76,000). Other class B holders include Transcontinent Chmn. Paul A. Schoellkopf Jr. (309,232) & Edward Petry & Co. (221,860).

Electronic Capital Corp., San Diego management investment company headed by Charles E. Salik, plans a subscription offering of 612,403 common stock shares to present holders at the rate of one new share for each 3 held. An initial SEC registration statement (File 2-18184) listed Bear, Stearns & Co. as the underwriters, price & terms to be supplied in an amended filing. Net proceeds from the sale would be used to add to Electronic Capital's portfolio. The company said it also may use some of the funds to construct an office building.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists Pictures	1961—39 wks. to Apr. 1	$10,498,489	—	$ 414,105	$0.42[1]	899,723
	1960—39 wks. to Apr. 1	12,915,723	—	1,005,955	1.08[1]	895,346
Andrea Radio	1961—qtr. to Mar. 31	1,419,017	—	62,473	.25	250,700
	1960—qtr. to Mar. 31	1,802,085	—	80,259	.32	250,700
Electronic Communications	1961—6 mo. to Mar. 31	8,455,721	—	(138,783)	—	597,209
	1960—6 mo. to Mar. 31	11,451,000	—	89,282	.13[1]	590,076
Emerson Radio & Phonograph	1961—26 wks. to Apr. 29	—	—	667,646	.30[3]	2,209,619
	1960—26 wks. to Apr. 29	—	—	1,118,768	.51[3]	2,117,462
General Instrument	1961—year to Feb. 28	70,644,123[2]	$ 6,720,688	3,424,891[2]	1.41	2,427,512
	1960—year to Feb. 28	66,895,542	5,545,842	2,655,652	1.23	2,153,678
Hewlett-Packard	1961—6 mo. to Apr. 30	33,322,000	—	2,587,000	.26	9,869,733
	1960—6 mo. to Apr. 30	28,758,000	—	2,378,000	.24	9,816,561
Lafayette Radio Electronics	1961—9 mo. to Mar. 31	17,572,778	1,158,179	594,750	.58	1,025,000
	1960—9 mo. to Mar. 31	13,526,182	753,539	365,593	.36	1,025,000
Telectro Industries Story on p. 23	1960—year to Dec. 31	5,490,674	(1,149,929)	(936,547)[4]	—	709,704
	1959—year to Dec. 31	5,160,434	356,977	177,320	.30	600,000
	1961—qtr. to Mar. 31	993,502	—	(99,571)	—	709,704
	1960—qtr. to Mar. 31	1,199,744	—	41,351	.07	600,000
Times-Mirror	1961—12 wks. to Mar. 26	25,717,507	—	739,427	.18	4,195,024
	1960—12 wks. to Mar. 20	21,345,814	—	951,515	.25[5]	3,761,622[5]
Transitron Electronic	1961—39 wks. to Mar. 25	31,038,990	—	2,970,840	.40	7,502,500
	1960—39 wks. to Mar. 25	35,113,222	—	5,961,478	.80	7,502,500
	1961—13 wks. to Mar. 25	7,512,689	—	(698,804)	—	7,502,500
	1960—13 wks. to Mar. 25	13,128,611	—	2,154,216	.29	7,502,500

Notes: [1]After preferred dividends. [2]Record. [3]Based on 2,209,619 shares. [4]After $213,382 tax credit. [5]Adjusted for January 1961 4% stock dividend.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 25, 1961

Stock	Bid	Asked
Acoustica Associates	17	19⅞
Adler Electronics	17	18⅝
Aerovox	11¼	12⅝
Allied Radio	29	31½
Astron Corp.	3	3-9/16
Baird Atomic	22	24⅛
Cannon Electric	36¾	39⅝
Capehart	8	9¼
Chicago Aerial Ind.	23½	25⅝
Control Data Corp.	90	97
Cook Electric	13	14⅜
Craig Systems	14½	16¼
Crosby Telectronics	7	7⅞
Dictaphone	34½	37¼
Digitronics	26½	29⅞
Eastern Ind.	18⅜	19¾
Eitel-McCullough	16¼	17⅞
Elco Corp.	12¾	14⅜
Electro Instruments	20	23
Electro Voice	13¼	14⅝
Electronic Associates	32¾	35⅜
Elec. Capital Corp.	43½	47¾
Erie Resistor	13¾	14⅞
Executone	21½	23⅝
Farrington Mfg.	16½	18
Foto Video	7½	9
Four Star TV	21	23
FXR	21½	—
General Devices	15	16½
G-L Electronics	8½	9¾
Granco Products	4	4¾
Gross Telecasting	22	24⅛
Hallicrafters	24½	26½
Hathaway Instruments	27½	29⅞
High Voltage Eng.	180	196
Infrared Industries	17	18⅞
Interstate Engineering	20¾	22½
Ionics Inc.	33	36¾
Itek	49	53¼
Jerrold	8⅜	9⅛
Lab for Electronics	56	59½
Leeds & Northrup	37	39⅞
Lel Inc.	9½	11
Magna Theater	3¾	4⅜
Magnetics Inc.	11½	12⅞
Maxson	25¼	27½
Meredith Pub.	43½	47¾
MetroMedia	21½	23
Microdot	28	30⅜
Milgo Electronics	23	25⅝
Narda Microwave	8¾	9¾
Newark Electronics	16¼	17⅞
Nuclear of Chicago	45½	49¼
Official Films	3¾	4⅜
Pacific Automation	6½	7⅜
Pacific Mercury	7⅛	7⅞
Philips Lamp	148	152¾
Pyramid Electric	2½	3-1/16
Radiation Inc.	26½	28⅞
Rek-O-Kut	2½	3-3/16
Research Inc.	5⅝	6½
Howard W. Sams	44	48
Sanders Associates	49½	53
Silicon Transistor	14½	16¼
Herman Smith	13	14½
Soroban Engineering	70	75¾
Soundscriber	14½	15¾
Speer Carbon	24¾	27
Sprague Electric	75	78¾
Sterling TV	3⅝	4⅜
Systron-Donner	40½	43½
Taft Bcstg.	22	23⅞
Taylor Instrument	7	8⅛
Tele-Broadcasters	2½	3-3/16
Telechrome	13¼	14⅜
Telecomputing	7⅜	8¼
Time Inc.	85	89¼
Tracerlab	13¾	15⅛
United Artists	7¾	8⅝
Universal Trans.	1¼	1⅞
Vitro	28½	30⅝
Vocaline	2¾	3-3/16
Wells-Gardner	33½	36⅛
Wilcox Electric	11¼	12¼
Wometco	26	28¼

No Desilu Dividend: Desilu Productions' board has omitted declaration of the 15¢ cash dividend for the fourth quarter of the fiscal year ended April 29. The move was in the "interests of conserving cash for expanded TV-program development," explained Pres. Desi Arnaz. An annual dividend of 60¢ a share has been paid on common stock since Desilu became publicly owned in December, 1958. No dividends have been paid on class B common held by Arnaz & his ex-wife, Lucille Ball.

Hallicrafters Doubles Authorized Common: Stockholders approve increase to 3 million shares. Hallicrafters' directors recently also voted a 100% stock dividend on the 1,109,300 shares outstanding. Pres. Robert F. Halligan told stockholders that earnings in the 8 months to April 30 jumped to 94¢ a share on $37,851,000 sales—from 62¢ on $19,654,000 in the year-earlier period.

Reports & Comments Available: Zenith, analysis, Bacon, Whipple & Co., 135 S. La Salle St., Chicago 3 • Standard Kollsman, analysis, John H. Lewis & Co., 63 Wall St., N.Y. 5 • ITT, review, Shearson, Hammill & Co., 14 Wall St., N.Y. 5.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Acme Electric	Q	$0.07	Jun. 20	Jun. 8
Acme Electric	Ex.	.02	Jun. 20	Jun. 8
American Bosch Arma	Q	(Omitted)		
Amphenol-Borg Elec.	Q	.35	Jun. 30	Jun. 16
Desilu Productions	Q	(Omitted)		
Globe-Union	Q	.25	Jun. 10	Jun. 2
Sprague Electric	Q	.30	Jun. 14	May 29
Wells-Gardner	Q	.30	Jun. 15	Jun. 9

Lynch Corp. Stock Increase: The corporate parent of Symphonic Electronic Corp., received stockholder approval of a proposal to increase its capitalization from 1 million to 2 million shares at its annual meeting last week. The additional stock will be used for "general corporate purposes including possible stock dividends, long-term financing transactions and merger & acquisition transactions." Pres. Bernard H. Lippin said the company's order backlog indicates profitable operations for the current year.

Telectro Ban Ends: Effective May 31, SEC lifted an order suspending American Stock Exchange & over-the-counter trading in Telectro Industries Corp. common stock (Vol. 17:12 p20). SEC said independent accountants had completed an audit of the company's books and that stockholders had been supplied with information which had been missing from earlier Telectro reports. In its original suspension order SEC had cited "inadequate" information on the condition of Telectro, being taken over by Emerson.

Amphenol-Borg Electronics Acquires FXR: Stockholders of both concerns last week approved the merger (Vol. 17:14 p21) which will convert microwave-producer FXR into an Amphenol-Borg division. The latter is acquiring FXR for 212,328 common shares, valued at some $9.2 million under recent NYSE quotations.

Roulette Suspension Sustained: A temporary suspension of a stock-issue registration exemption for N.Y.'s Roulette Records Inc., ordered by SEC in March for alleged "false & misleading" circular statements, has been made permanent. SEC said the record company had withdrawn its request for a hearing on SEC complaints.

Foreign

GUIDE TO BBC-TV: To many U.S. admen & broadcasters, "BBC" conjures up visions of dust-dry lectures on bird-watching or recollections of Khyber service by retired *pukka sahib* colonels. To others, BBC means wartime memories of imperturbable announcers calmly reading newscasts as bombs rained down on London. To still more Americans, BBC exists as a modernized program service—but one that is a sort of electronic extension of the British govt. and its official mouthpiece for public statements.

Such U.S. images of BBC are now a matter of considerable concern to that organization. BBC is a major TV power in Britain, and nearly all British viewers are aware of its general policies and how it works. But BBC is also increasingly active on the U.S. scene as both a program source (*An Age of Kings;* co-productions such as *The Third Man;* newsfilm sales, etc.) and a program purchaser (whose recent buys have ranged from *The Perry Como Show* to Warner Bros.' *Sugarfoot*).

To gain perspective on BBC, 1961 model, we interviewed Derek Russell, BBC's chief U.S. representative, at his N.Y. office (630 Fifth Ave., not far from NBC). We posed questions most likely to be asked by U.S. TV-radio executives. This was the result:

Q. How do you define the BBC?

A. It's the world's largest non-commercial broadcasting organization, and it's primarily public service in nature.

Q. Who runs BBC?

A. BBC runs itself. It operates under a Royal Charter, with a 9-man Board of Governors appointed by the Queen. The Governors work through a permanent executive staff headed by the Director-General, who is something like the president of a major TV network.

Q. What supports BBC financially?

A. BBC, in a way, is a sort of pay TV. It is financed directly by British viewers and radio listeners who pay an annual license fee at their local Post Office. The radio-only license is $2.80 per year. A combined TV-radio license costs $8.40 a year, and there's an extra $2.80 which the govt. takes as excise duty.

Q. What do these revenues amount to?

A. In the 1959-1960 fiscal year, the gross license revenue of BBC was over £36 million [$100 million]. From this was deducted nearly £5 million [$14 million] by the Post Office, for expenses, and by the Treasury, for excise. There is a new financial agreement under which the Treasury will make no deduction for the year ending March 31, 1962. Total revenue in 1959-60 from the Postmaster General and sales of BBC's *Radio Times*, etc. was about $91 million.

Q. That's a pretty healthy revenue for any broadcasting organization. Is there any profit in it for anyone?

A. Not for any individual. Under its charter, BBC must apply all of its income, including profits from sales of programs and the *Radio Times*, to BBC projects. Salaries of Governors are laid down in the Charter. No funds of BBC are divided among them as profit.

Q. Suppose there's money left over at the end of the year. What happens to it?

A. It goes for program development, studio construction, various expansion projects. One notable example is the TV Centre at Shepherds Bush, opened in June 1960, built at a cost of more than $30 million.

Q. Suppose BBC runs in the red financially. Who or what makes up the difference?

A. BBC, under its Charter, can borrow or raise money upon the security of its property or rights. It can make temporary banking accommodations. However, BBC sets aside from its revenue various sums to meet depreciation and to act as reserve funds, and generally tries to plan to live nicely within its income.

Q. Does the British govt. officially "own" BBC?

A. No, it does not. BBC does not work against the national welfare, any more than an American network would, but the govt. in Britain cannot dictate what BBC will, or will not, do. The BBC is completely responsible for all its programs. Of course in the news field, we air not only Government viewpoints but equally those of the opposition—and a rich variety of independent views.

Q. Let's talk about BBC operations. How big is BBC and what does it do?

A. BBC has a staff of 16,900, representing some 100 trades & professions. It operates a national TV network, 3 national radio networks, and broadcasts radio all over the world in 39 languages. It also publishes a copyrighted weekly program journal with 7½ million circulation, maintains 13 full-time orchestras, operates a training school, and has 17 correspondents & staffs in world news centers.

Q. You say you are a "public service" organization. Why then do you have entertainment programs that have no immediate instructional value?

A. The bulk of our output is entertainment in the broadest sense. We have created some of the most popular British TV comedy series. We feel that most viewers & listeners, whatever their background, have a general curiosity about the world in which they live and a potential enjoyment of the arts. We try, therefore, to provide a very wide range of programs, from operas to Westerns, and from comedy to current events.

Q. American network TV is tending to become primarily a filmed program medium. Is this true of BBC?

A. No. BBC feels that TV should develop its own electronic entertainment. About 80% of BBC's TV fare is live studio production or remotes, and a very large proportion of radio output is also live studio production. This doesn't mean that BBC is not in the film medium. BBC Film units produce the equivalent of 140 full-length features a year.

Q. Do you have educational TV shows?

A. Yes, but we feel that BBC-TV can do more good with "the enrichment of education" than in direct teaching for examination purposes. Many programs conceived primarily as entertainment serve educational purposes. By our reckoning, 50% of BBC-TV's schedule during prime evening time is of educational value in the sense that it makes a demand upon the intelligence of the viewer.

Policy on Violence: "Brutality" vs. "Combat"

Q. It's said that you have a tough policy on "violence" in TV shows, particularly American imports. True?

A. It all depends. We do not try to emasculate adult shows, and we do not attempt to lay down laws too precisely. We differentiate between shows for children and shows for adults; for example, family insecurities and marital infidelities may be commonplace to adults, but to children they can be deeply disturbing. Brutality is also a difficult situation, because brutality is not the same thing as combat. Combat, which is healthy, and brutality, which is not, both contain violence and tend to become identified. A sequence involving violence should arise naturally from the story, and be therefore dramatically necessary and defensible. If it is inserted purely for a depraved effect, it should be rejected.

Q. Since the Post Office—a government organization—collects BBC's revenue, does this mean that the govt. then calls the shots at BBC in terms of program policy?

A. Indeed not, although that may sound unusual. You see, ever since BBC's first Royal Charter in 1927, BBC's freedom has been a matter of national policy. BBC has complete choice in arranging its programs. This fact is always made plain in Parliament. BBC is independent of govt.—or commercial— interference. Govt. officials do not dictate how the BBC revenues will be spent in TV or radio. Also, the Board of Governors are not political appointees, and a new set is not named if there is a change in govt.

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Missionary TV: Ecuador has granted its first TV permit to a group of American Protestant missionaries for a station in Quito. The group has been operating "The Voice of the Andes" radio station there for 26 years.