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# WEEKLY Television Digest

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

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**STEREOCASTING BEGINS** on GE & Zenith FM stations in Schenectady and Chicago, opening new era in sound broadcasting. Manufacturers cautious about receiver problems (pp. 1 & 17).

**DIRECTORY OF NAB PUBLICATIONS**, prepared at our request, shows impressive list available to members (pp. 3 & 13).

### **FCC**

**AFTERMATH OF FCC REORGANIZATION BATTLE** finds Commission happy that Congress is moving toward legislation to streamline procedure. "No defeat," says Minow camp (p. 2).

**FCC's CLOSER LOOK AT MULTIPLE OWNERSHIP** produces a staff letter questioning MetroMedia's purchase of KMBC-TV & KMEC Kansas City on "concentration of control" issue (p. 3).

**KINGSTREE OBSCENITY CASE** goes to hearing, owner Robinson asserting he knew nothing of dj's material. FCC puts tapes on record, produces witnesses contradicting Robinson (p. 5).

### **Film & Tape**

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### **Programming**

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### **Consumer Electronics**

**AVERAGE TV PRICE** moved up to \$145 at factory last year, highest since 1953; combinations totaled 4% of unit retail sales for first time; radio prices dipped (p. 16).

**NEW FACES OF 1962:** TV lines show no radical changes in design or pricing. GE's color line has 3 basic models, 8 sets from \$595 to \$775 (p. 17).

**PHILCO & CBS DROP RECEIVING-TUBE** operations as competition increases from transistors and other domestic & foreign tube makers (p. 18).

**ARE DEALERS JUNKET WEARY?** Wall St. Journal finds growing disenchantment with sales-incentive trips to posh resorts & foreign countries (p. 18).

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**STEREOPHONIC FM BROADCASTING BEGINS:** New era in sound broadcasting—and a new chapter in the never-say-die history of FM—began last Thursday, June 1, when first regular broadcasts in the new stereo multiplex medium began in Schenectady, N.Y., and Chicago.

First stations broadcasting with newly approved Zenith-GE standards (Vol. 17:17 p1) are, quite appropriately, owned by Zenith & GE. Both began at the earliest moment permitted by FCC rules—12:01 a.m. June 1—but because GE's WGFm Schenectady is in Eastern time zone and Zenith's WEFm Chicago in Central zone (both are on daylight time), GE was able to claim a "first."

The 2 stations were the only ones able to get on air simultaneously with FCC's June 1 starting gun, because no other stereo broadcast equipment had been type-accepted by FCC. FCC okayed the Zenith & GE equipment earlier in the week. Both companies used prototype equipment they had developed for FM stereo experimentation & testing.

The Schenectady station announced it would program 20 hours of stereo weekly at the outset. Zenith's commercial-less Chicago FM hasn't yet announced specific stereocasting schedule. Both reported debuts were successful and stereo reception good.

Stereocasts went on air before receiving equipment was generally available. Most manufacturers aren't ready with receivers and/or adapters yet. It will be some time before receiving gear is plentiful. Most manufacturers haven't yet reached production stage; many are proceeding cautiously, want to wait until there are a number of stations on air so receivers can be tested with a variety of signals. FM stereo standards are highly critical, and some manufacturers privately express fear that broadcasters might not stick to every jot & tittle of the Commission's technical specifications. These manufacturers warn that receiving equipment won't work unless they do.

Claiming "first actual shipment of commercially produced multiplex adapters," Crosby Electronics Inc. sent a token batch May 26 to Allied Radio Stores, Chicago. The \$69.50 units are designed for adapting component hi-fi FM tuners to stereo standards. By press time, Crosby had shipped about 150 units—to N.Y., California, Texas & Baltimore, in addition to Chicago.

It's hard to say who'll be next on air with stereo multiplex. At week's end, no new type-acceptances of transmitting equipment had been handed out by FCC. The Zenith & GE acceptances were for single stations only, since neither firm now plans to market commercial-station stereo conversion gear. Zenith modified a Collins transmitter, GE a Gates.

Only one request for type-acceptance was on file at FCC at press time. WKFM Chicago, which has been testing FM stereo transmission during non-programming hours, has asked Commission to approve its equipment, manufactured by Chicago hi-fi manufacturer Sherwood Electronic Labs. It's understood WKFM wants to get on air this week. Gates asked FCC whether all its stereo equipment could be assumed to be type-accepted because GE used Gates transmitter. Commission said acceptance didn't cover future Gates stereo units, since GE's gear was "composite." FCC's promptness in type-accepting the GE & Zenith gear indicates it will give quick service to other manufacturers submitting measurements of their equipment.

Possibly a dozen FM stations are now champing at the bit to be next on the air, as soon as equipment has been type-accepted & installed. All FM stereo starters will be reported, as they go on air—with stereo programming hours wherever possible—in our weekly AM-FM Addenda (yellow sheets), which go to all Full TV-AM-FM and Full AM-FM Service subscribers to Television Digest. If you don't currently receive the AM-FM Addenda and are interested in being informed of all FM stereo starts, you can get further information from our business office at Radnor.

For latest developments in FM stereo receivers & adapters, see p. 17.

**AFTERMATH OF FCC REORGANIZATION BATTLE:** Although administration's FCC reorganization plan is expected to be killed by House this week—FCC is confident that streamlining legislation will be enacted. Reasons:

(1) Harris bill (Vol. 17:22 p1) is virtually same as White House (Landis) plan. Only important difference is that it would not let Commissioners delegate to the Chairman the authority to assign them to jobs.

(2) FCC's own proposed reorganization bill, requested by Sen. Pastore (D-R.I.) and discussed by Commission June 1 & 2, would accomplish what majority of Commissioners, including Chmn. Minow, really want—namely, that Commissioners be empowered to delegate hearings & appeals to staff members or to less than the full Commission. As law stands now, only an examiner or full Commission can hear cases and only full Commission can hear appeals.

The big noise about Landis plan, and what probably defeated it, was the provision allowing Commissioners to give the Chairman power to give them assignments. However, Minow never wanted this, and insiders report that he urged its deletion from the plan. What really pleases the Commission, including Minow, is that the furor over Landis plan has stimulated Congress into moving on procedure-streamlining legislation long sought by FCC.

Now, FCC is debating the "Ford plan," and is almost certain to recommend it to Congress. This plan would provide that:

(1) Hearings could be conducted by an examiner or by one or more Commissioners.

(2) Parties would have right of appeal and oral argument.

(3) FCC could designate a board of staff members, a panel of Commissioners or the full Commission to hear oral argument and render final decision.

(4) Parties could petition the full Commission for reconsideration of final decisions, but Commission could grant or deny reconsideration at its own discretion.

Proposal was drafted by Comr. Ford, whose scholarly analysis was a strong factor in Landis plan defeat, and his views command respect of colleagues & Congress.

From practical standpoint, it's expected that Commission would delegate review of minor cases to staff board. More important cases would go to a panel of Commissioners or full Commission. If a panel of 3 Commissioners voted unanimously in a case, chances are remote that full Commission would reverse it.



Attorneys & broadcasters generally don't like to appeal to anyone except the full Commission—for simple reason that they constitute 7 fairly well known quantities and they are politically appointed. (For status of Landis plan in House, see p. 4.)

**FCC'S CLOSER LOOK AT MULTIPLE OWNERSHIP:** In a precedental move, FCC's staff is questioning MetroMedia's purchase of KMBC-TV (Ch. 9) & KMBC Kansas City on the "concentration of control" issue. For many years, such acquisitions have been automatic. Now, however, Commission staff has sent a letter to MetroMedia, citing hitherto dormant Sec. 3.636 & Sec. 3.35 of FCC rules.

The letter notes that purchase would give MetroMedia 3 vhf's in top 25 markets (WNEW-TV N.Y. & WTTG Washington are the other 2) and 4 AMs in top 25 (other 3 are WNEW N.Y., WHK Cleveland and WIP Philadelphia).

FCC rules state that owner of one station won't be allowed another "if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity."

Staff's letter writing doesn't mean Commissioners will necessarily agree with implication that the purchase may produce too much concentration. At very least, however, delays & uncertainties are thrown into the purchase picture.

Asked about the move, a top staff member put it this way: "We're just feeling our way."

MetroMedia is paying \$10,250,000 for the stations plus KMOS-TV (Ch. 6) Sedalia, Mo., which it plans to sell for \$200,000, and radio KFRM Concordia, Kan. which it would sell for \$201,000 (Vol. 17:6 p12).

**HOLLYWOOD PREVIEW OF 1962 TV:** West Coast TV-film executives, now enmeshed in plans for the 1962-63 season, foresee excursions into fields comparatively new for them, such as public affairs and space. They also predict more emphasis on science fiction and the supernatural.

They disagree on the fate of the action-adventure series so prevalent in today's programming. Some say the trend will have worn itself out by the end of next season; others differ. One of those we talked to was N.Y.-to-Hollywood commuter Oscar Katz, CBS-TV program vp, who said: "I'm not sure the 60-minute action-adventure will hold up. We may be nearing the saturation point." Katz pointed out that CBS-TV's fall schedule has only 3 new series he would so categorize—"The Defenders," "Frontier Circus" and "The Investigators."

"I have a feeling there may be some new program forms [in 1962]," went on Katz. "The tendency will be to go for something new. It depends on Hollywood's creators. We encourage this type of thinking."

Producers split sharply on the 60-minute series trend, some theorizing that by the end of next season programming would revert to the 30-min. form, others insisting that the 60-min. length is here to stay. (For individual opinions, see p. 8.)

**DIRECTORY OF NAB PUBLICATIONS:** Once you put them all together, NAB's list of brochures, reports, leaflets, etc. published over the years makes impressive reading. Your copies of some may have disappeared, and we thought you might like to see a rundown of what's available—to NAB members only, of course. The Association's Public Relations Service Office, under John Couric, has given us a short summary of each—see p. 13.

## Congress

**Sabotage Bill Revived:** Bombings of 3 telephone microwave & cable relay stations in Utah & Nevada May 28 brought a new move in Congress for a law to provide criminal penalties for malicious damage done to commercial communications systems which may be used by the govt. Sens. Dodd (D-Conn.) & Eastland (D-Miss.) resubmitted a bill (S-1990) making such sabotage a federal offense. Similar legislation was approved by the Senate Judiciary Committee (headed by Eastland) last year (Vol. 16:33 p10), but died before it reached a floor vote. The U.S. Code now provides sabotage penalties only for acts affecting communications facilities owned or operated by the govt.

**New TV Probe Starts:** Crime & violence on TV and their relationship—"if any"—to juvenile delinquency will be explored this week in Senate hearings. Announcing that the long-planned investigation (Vol. 17:11 p13) will open June 8-9 in the big Caucus Room of the old Senate Office Bldg., Chmn. Dodd (D-Conn.) of the Judiciary Juvenile Delinquency Subcommittee said he planned a "thorough but careful weighing" of the influence of TV shows on viewers' behavior. He noted there had been a 177% increase in juvenile delinquency since 1948, said he wanted to find out if any of it could be linked with TV's rise in the same period. Names of scheduled witnesses weren't available at last week's end, but they'll include network spokesmen, behavioral scientists, TV producers & writers, penologists.

**Celler Summons Minow:** The House Judiciary Antitrust Subcommittee headed by Rep. Celler (D-N.Y.) plans to put FCC Chmn. Minow & Asst. Attorney General Lee Loevinger on the spot June 14-15. Among other things, they will be asked to tell the Subcommittee that "consultative" hearings just what has been done toward carrying out recommendations in the Celler unit's massive 1957 report on the TV industry (Vol. 13:23 p3). The report swept over a wide range: Option time, "must buy" practices, ASCAP vs. BMI, FCC "ethics," allocations, NBC-Westinghouse antitrust proceedings.

Also to be covered at the hearings will be issues in other communications areas, such as the AT&T antitrust decree and telephone earnings. A Subcommittee source told us that no witnesses except Minow & antitrust chief Loevinger—both newcomers in their jobs—will be called to the stand to give Celler reports on progress, or lack of it. Both will be accompanied to Capitol Hill by Commission & Justice Dept. specialists, however.

**TV Fight Curbs Urged:** Small boxing clubs which once bred fight champions have been closed out by TV, former heavyweight champion Jack Dempsey testified at a Senate Judiciary Antitrust & Monopoly Subcommittee hearing. One in a string of witnesses supporting a bill (S-1474) by Chmn. Kefauver (D-Tenn.) calling for a federal boxing "czar" (Vol. 17:14 p16), Dempsey said telecasts of fights should be restricted to big title bouts. That would give smaller clubs a better chance to survive, he said. Dempsey also said part of the TV receipts from big fights should be reserved by the promoters for a fighters' retirement fund. As it is, he told the Subcommittee, too many outworn fighters end up on skid row because they have no pensions. Under Kefauver's anti-racketeering measure, TV fight promoters & others connected with managing & staging fights would have to be licensed by the govt. Federal controls of the boxing business should have been set up when broadcasting brought it clearly into interstate commerce, another ex-champion—Gene Tunney—testified. He protested "the monopoly" on recent championship fights created by closed-circuit TV. Millions of fight fans who are unable to pay their way into closed-circuit theaters to watch the bouts have been given a raw deal by the promoters, Tunney said. Tunney added that the 3rd Johansson-Patterson fight apparently was staged for the benefit of TV viewers—not paying ringside customers. "I paid \$100 and there were 300 people in front of me," he said. "I didn't see the knockdown. I had to see it later on TV."

**How to Kill a Bill:** The surest way to kill ethics-in-govt. legislation is to include members of Congress in its provisions, according to Rep. Bennett (D-Fla.). Himself the author of a bill (HR-302) to restrict private employment of former federal employes (Vol. 17:5 p8), Bennett told the House Judiciary Committee that conflict-of-interest measures which embrace Senate & House members would be defeated. "Let's leave something for our children to do," he said in testimony on a half-dozen such bills including HR-3411 by Chmn. Celler. "I'd rather have a little bill pass than a big one fail." Similar legislative ground will be covered this week in 4-day hearings by the House Commerce Committee on a bill (HR-14) by Chmn. Harris to tighten rules governing back-door approaches to regulatory agencies (Vol. 17:20 p12). FCC Chmn. Minow is scheduled for the stand on the final day of the June 6-9 sessions. Other agencies to be heard from are FTC, SEC, ICC, CAB, FPC.

## More about

**FCC Plan Vote Put Off:** The House failed to reach a vote last week on President Kennedy's doomed FCC reorganization plan (Vol. 17:22 p1), which was kept alive by the press of other floor business in the short holiday workweek. Majority leader McCormack (D-Mass.) is expected to call up a resolution of disapproval this week, however—and there's almost no chance that it will fail to get a majority vote necessary to kill the White House proposals (see p. 2).

Meanwhile, the President's FTC reorganization plan, which easily survived House hearings, was given a once-over at Senate Commerce Committee hearings preparatory to a Govt. Operations Committee hearing June 6 on all of the agency plans. As in House hearings on the plans, only one FTC member—Republican Sigurd Anderson—voiced objections to the proposed FTC reorganization. He said it might "create a one-man agency out of our multi-member agency." Unlike the FCC plan, which ran into protests by a majority of FCC members and by Republican & Democratic members of Congress, the FTC plan otherwise escaped Senate attack. Criticism of the FCC plan in the Senate was carried by Sen. Beall (R-Md.) to 16 home-state radio stations. In a recorded speech, Beall said it "would mean endless trouble for the broadcasting industry."

**USIA Budget Cut:** President Kennedy's plea for extra-budget money for USIA (Vol. 17:22 p3) has been spurned by the House. It followed recommendations by the Appropriations Committee, which said some of the agency's broadcasting operations should be curtailed instead of expanded. The Committee didn't recommend cuts in Voice of America TV & radio plans which include expenditure of \$1.85 million for a portable radio relay station, but sliced away such items as \$950,000 for theatrical productions and \$172,711 for psychiatric checks on USIA job applicants. The over-all USIA allowance for the next fiscal year was trimmed by the Committee to \$134.8 million—about \$3 million more than Congress authorized for the current year. The House voted 256-71 to approve the USIA figures in a \$751-million bill covering State & Justice Depts. and related agencies.

**FCC Budget Vote Due:** An \$8.4-billion money bill to run 23 independent agencies—including \$12.4 million of \$12.5 million requested by FCC—for the fiscal year starting July 1 was sent along to the House June 2 by the Appropriations Committee. The House is expected to take up the measure June 7 for a vote. Included in FCC budget items approved by the Committee was provision for 50 more staffers. At budget hearings in March, the Commission had made a strong pitch for the need for more personnel—particularly in the Complaints & Compliance div. and for handling license renewal hearings in the field. The Committee also allowed increases for an augmented FTC staff.

**Westerns Tire Morton:** Sen Morton (R-Ky.), GOP chairman and Commerce Committee member, says he's "getting a little tired of Westerns." But that's no reason to look to the govt. for TV programming reforms, he added on Ted Granik's *Youth Wants to Know*. "We must be sure that we do not get a censorship of this industry," Morton warned, arguing that self-regulation by broadcasters & sponsors will bring TV improvements. (*Saturday Review*—June 3 issue—is authority for the statement that what Chief Justice Warren likes best in TV is Westerns.)



## The FCC

**KINGSTREE OBSCENITY CASE:** Probably unique in FCC history, the hearing on the renewal of radio WDKD Kingstree, S.C.—mostly on charges of indecent & suggestive programming—began in Kingstree last week, is expected to conclude this week.

FCC counsel Pat Valicenti & Donald Rushford placed in the record—though they didn't play them—tapes of material broadcast by WDKD's disc jockey "Uncle Charlie Walker."

The station put on its case first, and main defenses of owner E. G. Robinson were these: (1) He had no knowledge of the nature of Walker's material. (2) No one ever complained about it. (3) He fired Walker immediately when FCC cited the station. (4) The station has a long record of public service.

"Maybe I should have known" about Walker's output, Robinson said, but insisted that he didn't. The mayor of Kingstree, E. B. Bower, mayors of surrounding communities, and other citizens testified at length about WDKD's service to the area.

The Commission counsel, before examiner Thomas Donahue and against defense counsel Harry Daly & Lenore Ehrig, presented 2 local ministers, Rev. James Lawton & Rev. Bernard Drennan, who testified that Walker's material was indecent & suggestive, that they had received many complaints about it—and that they had asked Robinson personally to do something, but that nothing happened. Walker was on the station 8 years.

### Over-Commercialism Is Alleged

Another witness for FCC, former WDKD announcer Ashby Ward, now with WBTW (Ch. 8) Florence, testified that Robinson was familiar with Walker's programming. In addition, Ward said that Robinson had no policy on commercialization and that he, Ward, had given as many as 15 spots in a 14½-minute period, with no programming in the period.

T. Douglas Youngblood, exec.-secy. & treas. of the South Carolina State Bcstrs. Assn., testified for the Commission that he had heard indecent material on the station, that the area's broadcasters had often discussed it and "wondered how they got away with it." And, he said, "it's easy to peddle smut."

FCC also put on the stand 2 Kingstree bankers, Donald Taylor & Louie Law, who had gone to talk to John Rivers, pres. of WCSC-TV Charleston, about WCSC-TV employe Carroll Godwin. Godwin, a former WDKD employe, was to be an FCC witness. Taylor & Law said that the purpose of their visit was to determine whether Godwin "was going to tell the truth."

Mr. Drennan also testified that Taylor & Law told him that if he testified against Walker he'd hurt himself and his church.

One of the milder samples of Walker's humor:

"You farmers better get off of it and get out there and get at them tobacco fields. We don't want no crop failures this year. It is that we don't want any farmers that have crop failures. I know about 8 farmers' daughters that I hope like the devil they have a crop failure. All I've got to say—they'd better have one. If they don't have a crop failure, I'm going to have a heart failure."

Walker also had a practice of playing on the names of neighboring towns. Andrews was "Ann's Drawers." Bloomingville—"Bloomersville." St. Stephens—"Stepins."

**FCC Gears for N.Y. Network Hearing:** Emphasizing the importance FCC attaches to its network hearing, which resumes in N.Y. June 20, Broadcast Bureau chief Kenneth Cox will participate—probably giving an opening statement and asking occasional questions. Live-show producers & writers will be the witnesses in this phase—names not yet released. Advertisers will be called during this or later sessions, and network officials will wind it up with testimony on the whole program-acquisition system. As in earlier hearings in N.Y., municipal WNYC will broadcast the proceedings.

**Bartley Commends Staff:** The 200 FCC members & staff and their families, including Chmn. Minow and his family, who attended the Commission's Memorial Day picnic at Linton Hall Military School, Bristow, Va., were commended by Defense Comr. Bartley for co-operating in the Commission's program to familiarize its personnel with the location—which is the agency's meeting place in the event of emergency evacuation of Washington. He said that the school "is undoubtedly one of the very few such facilities, of which I am aware, provided by U.S. govt. agencies." The "rendezvous point" will have food, shelter, communications equipment, emergency power, etc.

**Program Form Suggestion:** Dr. Harold Niven, asst. prof., School of Communications, U. of Washington, filing comments in FCC's program-form rule-making, urged that specialized programming be given favorable consideration. "In many metropolitan areas," he wrote, "the saturation by radio broadcasting stations is so extensive that a complete balance of programming met by carrying all the program types described in item 7 [of FCC's proposal] would be overly repetitious and the quality of broadcasting would tend to suffer."

**Scrambled Medical TV:** Educational WJCT Jacksonville has been given permission by FCC to transmit scrambled telecasts of medical procedures, produced with co-operation of the city's hospitals, to be received in hospitals & doctors' homes on special receivers. Comrs. Bartley & Craven dissented.

**Fresno Uhf Fill-in:** A Ch. 71 uhf translator has been granted to KFRE-TV Fresno, which switched recently from Ch. 12 to Ch. 30, to fill shadowed areas of Woodlake & Lemoncove. A similar translator grant, on Ch. 76, has been made to KHSL-TV (Ch. 12) Chico, Cal., for Chester, Westwood and Greenville, Cal.

**Allocations Petitions:** (1) Add Ch. 24 to Binghamton, shifting it from Elmira, by CP-holder WBJA-TV which seeks a change from Ch. 56. (2) Add Ch. 24 to Erie, Pa., shifting it from St. Thomas, Ont., requested by grantee WEPA-TV which wants to move from Ch. 66. (3) Add Ch. 11 to Staunton-Waynesboro, Va., by radio WINA.

**Uhf Application:** For Hampton-Norfolk, Va., Ch. 15, has been filed by Hampton Roads Educational TV Assn. (W. E. Campbell, fiscal agent) which seeks to use the commercial channel for non-profit ETV.

**FCC Vacation Period:** Will be the month of August, as usual. The Commission will schedule only one meeting during the month, because the law requires at least one.

**Columbia Uhf CP:** Ch. 25 has been granted to First Carolina Corp., Columbia, S.C., FCC finalizing an April 12 initial decision.

**KXYZ Houston Sale Approved:** By FCC, for \$1 million, to Radio Station KXYZ Inc. (L.M.&M. Kamin).



## Networks

**'WINNER & STILL CHAMP . . .':** As the 1960-61 season drew to its close last week, CBS-TV issued one of its periodic research bulletins to its own executives & to agencies. The network pointed out that ABC may have made progress, but CBS was still the rating champ. Summarizing figures from the first of A. C. Nielsen's national reports for May (2 weeks ending May 7), CBS stated:

"With this report, [CBS] has maintained first place in the nighttime averages for the 139th time in the last 141 reports. The 17% lead over the 2nd network [ABC] is the largest lead . . . that [CBS] has registered since the first October report, in which we also led the 2nd network [then NBC] by 17%."

CBS used a favorite yardstick to claim its victory—nighttime average-audience levels in the national Nielsen report on a 6-11 p.m. basis. The figures: CBS, 18.9 AA; ABC, 16.2 AA; NBC, 15.9 AA. This amounted to a CBS lead of 17% over ABC and 19% ahead of NBC. In terms of the season to date (the first of Nielsen's October 1960 reports through the first May report), CBS had an average nighttime rating advantage of 11% over ABC and 13% over NBC. And in the May report, CBS emerged with "24 of the top 40" shows.

### CBS Also Claims Daytime Lead

Using a similar average-audience national yardstick for daytime viewing, CBS also claimed top honors in the daylight hours. In the May report (said the CBS research bulletin) CBS had a 10 a.m.-6 p.m. average-audience level of 7.6 as compared with a 6.1 for NBC and 3.7 for ABC. Thus, CBS led NBC by 26% and had a commanding lead over ABC of 104%, the report indicated.

Although no comment was available from ABC on the CBS research report, NBC generally conceded the CBS victory—but pointed out a few qualifiers. In the nighttime measurements (said NBC), the NBC schedule really begins at 7:30 p.m., and the 6-11 p.m. yardstick "favors CBS slightly, since they have programming going as early as 6 p.m." In the daytime measurements (added NBC), CBS counts 6½ hours of programming whereas NBC has only 6. Included in the general levels of CBS daytime ratings is *As the World Turns* (Mon.-Fri. 1:30-2 p.m.), which faces no network competition on NBC. This also (according to NBC) weights the daytime scales somewhat in CBS's favor.

Out-gunned by CBS in the big-numbers barrage, NBC & ABC managed to lob back a few qualitative-analysis shots which proved once more that an expert slide-rule researcher may be down but is never really out.

NBC pounced on a new research gimmick added to the ARB national reports this spring: A measurement of "the percentage of audience to each reported network program which are automatic dishwasher homes." Aiming squarely for such detergent manufacturers as P&G, Lever Bros. and Colgate-Palmolive, NBC stated:

"Each of the 12 NBC daytime programs reaches significantly more automatic-dishwasher homes than the CBS network competition (more than twice as many on the average, and as high as 10 times as many). Only 6 competing ABC programs are reported, due to deficiencies in rating and/or coverage."

And ABC had its own research horn to blow concerning daytime TV. As did NBC, ABC drew on ARB for sales-

angled data, and boldly headlined a network TV research report with: "ARB audience composition reveals 50% more women per 100 homes for ABC daytime than CBS's new morning programs." The revamped (in March) CBS morning-program block, said ABC "is averaging only 57 women per 100 homes." ABC, on the other hand, was doing much better in the ARB local reports. "In these same markets from 11 a.m. to 4 p.m., [ABC] is averaging 86 women per 100 homes . . . Thus, an advertiser purchasing the average ABC daytime schedule will be reaching 50% more women . . . than the CBS morning plan."

**TV Turns Advertising's Loss into Gain:** Network TV's big 18% billings gain in March 1961 over March 1960 was "largely responsible" (reports *Printers' Ink*) for the fact that the national ad budget, instead of showing a loss for 1961's first quarter, ended up with a 1% gain.

Magazine advertising showed no change from 1960's first quarter, and newspapers, network radio, business papers and outdoor advertising were all down.

**NBC Opens New Bureaus:** A "full-time" news bureau co-ordinating network coverage of the African continent has been established in Leopoldville by NBC. Headed by correspondent Bernard Frizell, the bureau "can be moved on short notice to any other African area that may assume importance in the news," according to exec. vp William R. McAndrew. This is the 4th additional NBC news bureau to be set up in the past 2 months, McAndrew added, pointing to NBC's increase in Latin American coverage (Vol. 17:12 p6) and the new bureau in Ottawa, Canada. And borrowing the technique used to "inonitor" Iron Curtain countries in Europe with listening posts in West Berlin, Vienna, etc., NBC recently opened a bureau in Miami, headed by one-time Havana correspondent Richard Valeriani. The bureau will use the TV-radio facilities of NBC affiliate WCKT.

**Exit California National:** NBC's syndication offshoot completed a full circle last week. There'll be no more California National Productions; once more it will be called NBC Films, a name it had in the early 1950s. As we've reported before (Vol. 17:22 p8), the move is part of an NBC economy drive. The sales staff has been slashed from a 20-man force to 7, with Bill Breen, who headed CNP's N.Y. sales office, named sales mgr. Breen's staff will concentrate on what NBC calls "quality-proven series" (i.e., reruns on which NBC controls residual distribution). NBC Films will now be part of NBC Domestic Enterprises, which in turn is one of 2 major units in NBC Enterprises Divisions headed by vp Alfred R. Stern. Carl Lindemann, at one time NBC-TV daytime programming vp and more recently program vp for CNP, has shifted to a special-projects vp post with NBC News.

**DGA Settles Contract Dispute:** The lengthy hassle between the Directors Guild of America and the networks was reportedly ending last week, with a new TV-radio directors contract due for a membership vote in about 2 weeks. Negotiations, which began back in March, reached a stalemate at the end of April when the networks refused to permit a status change for the directors from salaried employes to semi-freelance agents (Vol. 17:16 p8). Although details of the new contract were not disclosed, it's understood that a wage increase, in lieu of a status change, was agreed upon.



## NETWORK SALES ACTIVITY

### ABC-TV

- Naked City*, Wed. 10-11 p.m., part. eff. Sept.  
*Beecham* (Kenyon & Eckhardt)
- Presidential Mission*, June 1-5, 11:15-11:45 p.m.; June 2  
7:30-8 p.m.; June 3, 7-7:30 p.m. Full spon-  
sorship.  
*Gillette* (Maxon)

### NBC-TV

- Huntley-Brinkley Report*, Mon.-Fri. 6:45-7:00 p.m., co-  
sponsorship eff. July 3.  
*R. J. Reynolds* (William Esty)  
*Texaco* (Cunningham & Walsh)
- Daytime programming, Mon.-Fri. part. eff. immediately.  
*Colgate-Palmolive* (D'Arcy)  
*Lever* (BBDO)  
*American Marietta* (Turner)—eff. Sept. 4.
- World Series Preview*, 15-min. preceding World Series  
games, co-sponsorship.  
*American Tobacco* (SSC&B)  
*General Mills* (Knox Reeves)
- All Star Preview*, 15-min. preceding all star games, July  
11, July 31, full sponsorship.  
*General Mills*, (Knox Reeves)
- NBA pro basketball*, Sat. & Sun., part. eff. fall.  
*Sunbeam* (Foote, Cone & Belding)
- 87th Precinct*, Mon. 8:30-9:30 p.m.; *Cain's 100*, Tue. 9:30-  
10:30 p.m.; *Robert Taylor's Detectives*, Fri.  
8:30-9:30, part. eff. fall.  
*Sunbeam* (Foote, Cone & Belding)
- Dick Powell Show*, Tue. 8:30-9:30 p.m., part. eff. fall.  
*American Tobacco* (BBDO)
- The Americans*, Mon. 7:30-8:30 p.m.; *Whispering Smith*,  
Mon. 9-9:30 p.m.; *Michael Shayne*, Fri. 10-11  
p.m., part. eff. June & July.  
*Chesebrough-Pond's* (NC&K)
- Mystery Theater*, Sun. 9-10 p.m., part. eff. July.  
*Chesebrough-Pond's* (NC&K)  
*Procter & Gamble* (Benton & Bowles)
- JFK—Chet Huntley Report*, June 4, 5:30-6:30 p.m., full  
sponsorship.  
*Mutual Benefit Health & Accident Assn.*  
(Bozell & Jacobs)
- JFK No. 6*, June 5, 10:30-11 p.m., full-sponsorship.  
*Gulf Oil* (Young & Rubicam)

**GOP Resents JFK on TV:** President Kennedy & his administration are getting too much TV network exposure—and the GOP should get matching time—outgoing Chmn. Thruston B. Morton told the Republican National Committee in Washington. “We have protested & expressed a desire for at least equal time,” Sen. Morton (Ky.) reported in response to queries from Committee members on recent TV play given the president. Morton agreed with them that it’s time for the networks to make up for the “many TV shows” featuring the Democrats. In his final report before turning over the GOP chairmanship to Rep. Miller (N.Y.), Morton also said the party plans 3 full-hour TV shows—the first (“The Loyal Opposition”) scheduled on NBC for 5-6 p.m. June 11.

**“Help TV,” Congress Told:** A resolution adopted unanimously by California’s Senate calls on Congress & President Kennedy to do something to improve TV programming. In recent years, according to the resolution, network shows have sunk to low moral & taste levels.

**More CBS Participations:** CBS has begun to bow to advertiser pressure for participation deals rather than holding out for full or alternate-sponsorship purchases. The move is not unexpected, since the problem has been a prime headache for CBS in recent weeks (Vol. 17:21 p10).

In its nighttime schedule this fall, CBS will have an average of 5 hours, 15 minutes of participation programming. Some shows (such as *Perry Mason*) have been participating vehicles almost from the start, but newcomers to the list will be: Sundays—minute participations in alternate weeks of *Mr. Ed*, 6:30-7 p.m.; Mondays—all availabilities on *I’ve Got a Secret*, 10:30-11 p.m.; Thursdays—some availabilities in *Frontier Circus*, 7:30-8:30 p.m., and *The Investigators*, 9-10 p.m. (Vick Chemical last week snapped up the other participations in both shows.)

**NBC Eyes Mexican Market:** As a first step toward carrying out NBC Chmn. Robert W. Sarnoff’s recently proposed inter-American TV network (Vol. 17:19 p18) NBC, through its international branches, reportedly is making new offers of technical & financial aid to broadcasters planning new stations in Mexico. Similar offers are also said to be extended to existing stations in that country. NBC has been active of late in extending aid to TV stations in Japan, Argentina, other foreign markets.

**GE Protests Space Ruling:** FCC’s decision that only international common carriers should handle satellite communications (Vol. 17:22 p12) was protested vigorously by GE, which petitioned the Commission to reconsider. GE made particular point of the fact that Justice Dept. had informed the Commission that limitations on ownership & operation—such as to international common carriers only—raised dangers of anti-trust-law violations, but that the Commission ignored the warning in its decision.

## Educational Television

**Vhf ETV for L.A.:** Educational TV Inc., seeking a vhf channel in Los Angeles, suggested to FCC that in addition to the techniques proposed by the National Educational TV & Radio Center (Vol. 17:19 p15) 2 more factors be employed: (1) ETV groups should be permitted to participate in commercial license renewal hearings. (2) If a commercial station sells to ETV interests, it should be given favorable consideration by FCC if it applies in another city—though not at the expense of a “better qualified” applicant. FCC has extended the deadline for comments from June 1 to July 6 at the request of N.J. Gov. Meyner and WNEW-TV & WOR-TV N.Y.

### TELEVISION FACTBOOK NO. 32 OUT NEXT WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST during the week of June 12.

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. After publication, single copies \$12.50 each; or \$10 each for orders of 5 or more.



## Programming

### More about

**PRODUCER PROGRAMMING PREDICTIONS:** We present below a sampling of the views of some of the men who are currently planning what will be seen on TV in 1962-63 (see p. 3):

Tom McDermott, exec. vp, Four Star Television: "There won't be as many hour shows after next season. The same thing will happen to them as happened to the spectaculars—they will reach the saturation point. There will be a demand for greater quality, but that happens every year, and the quality of shows has improved. There will be a greater demand for half-hour shows, for action-adventure and comedy."

William Dozier, vp in charge of West Coast activities, Screen Gems: "We are planning several projects. We think the important areas in 1962 will be action-adventure, comedy and public service. (We have the Churchill series.) We intend to move strongly in the public-service area. We also feel there will be fewer one-hour shows, so we are not concentrating entirely on them. Our company is meeting in Phoenix June 1-10 to organize our thinking for 1962."

Jerry Thorpe, programming vp, Desilu Productions: "In 1962 there is going to be a trend away from violence, from police & adventure shows which have a lot of it . . . The Western cycle is dead, unless something extremely unlikely occurs . . . There is going to be a decided trend to the science fiction, metaphysical and supernatural areas, and there will be imitations of *Twilight Zone*. Because of the world situation (I don't mean political, I mean space & science), there will be an effort to keep abreast of world achievements in space & science. There will be more of a trend to mystery stories, because they do not have to rest on violence—they are more cerebral. They have an element of adventure and no need for violence. The action trend will have had it by the 1962-63 season . . . There will be a fairly equal balance between the hour & half-hour shows. In 1962 there will be a strong trend toward comedy."

Roy Huggins, production vp, 20th Century-Fox TV: "1962 will see the end of the action-adventure cycle. Our *Bus Stop* formula is going to be a pattern which will be widely imitated. It's a combination of the series and anthology ideas. It has a given background and a given set of characters, but each week we have guest stars whose stories will be told against this familiar background . . . In 1962 there will be more stress on character, wit and style, and this is where our emphasis is in *Follow the Sun* . . . Violence will be extremely de-emphasized. To me, excessive violence is a form of bad taste . . . The Western is in a temporary decline, but will return in 2 or 3 seasons . . . Since I've been in TV I've been a crusader for the hour form. The half-hour form, like a 2-reel feature, is a hold-over from the past, and is doomed. There will be a few—all comedies or public-service shows . . . Straight drama has had a shaky past in TV because it was not done well, but I think the anthology drama will take a firm position. In movies, series were B product and straight dramas were the important pictures. This has got to happen in TV."

Hubbell Robinson, pres., Hubbell Robinson Productions: "I'm trying to reach for things that will not only be attractive to the current audience, but also to that part of the audience going away from TV. I don't mean shows with violence. I am thinking of the dramatic & comedy fields, with some quality of uniqueness about them and thoughtfulness in their basic stories to attract that section

of the audience which has found the sameness & staleness of TV such that they don't watch it as they used to. I seek the kind of material which has more substance and bite to it. I want to get away from the bland. *Thriller* has style, excitement and uniqueness. Our *87th Precinct* next season will have these ingredients, too, because it's about people & characters that are going to be memorable."

No Festival for Us: No American TV show won a top award last week when, after viewing 25 hours of TV programming, a 7-man international judging panel made its decisions in the first annual TV festival at Montreux, Switzerland. The festival's Golden Rose Award (and \$25,000 in cash) went to a British TV musical, BBC's *Black & White Minstrel Show*. Second honors went to Radio Televisione Italien's *Giardino d'Inverno*, and 3rd prize was awarded the Czech state-owned TV network's production of *Mille Vues Derrier les Coullisses*. "Special mention" awards, for production quality, went to a trio of shows, one of which was NBC's Perry Como's *Kraft Music Hall*. The other 2 were produced by Japanese and Soviet networks. The festival itself was attended by representatives of a long list of TV-equipped countries, including the U.S., Japan, Russia, West Germany, France, Italy, and Britain. Show's highlight was the festival's technical symposium and electronics trade fair (Vol. 17:21 p12), which yielded sales of more than \$3 million.

KLTV Tyler, Tex. Editorial: "Mr. Minow's speech raked us from antenna to transmitter. During the rest of the convention, the more we thought about the speech, the madder we got. We were still burning when we got home, and we told our friends about the young egghead lawyer, who was planning to dictate the television program content for all the people of the U.S. The newspapers blew it up. The trade press roared & ranted. It pyramided into a storm of industry controversy. Well, that was 2 weeks ago. Now, after some sober reflection, the picture begins to come clear. Mr. Minow, you're a master psychologist. You stunned us. You burned us up. And the final result *will be* better programs in the days ahead. Pretty sharp, Mr. Minow, you staged it perfectly!"—Marshall Pengra, gen. mgr.

WKRC-TV Cincinnati Editorial (quoting *The Wall Street Journal*): "We beg to suggest that what an African child might or might not think about anything is a pitifully poor excuse for anything the U.S. does or does not do. But the real point is this: Who is going to 'permit' what kind of entertainment TV is to offer? If that is not an implied plug for governmental censorship, then it is hard to figure just what Mr. Minow is talking about. It all smacks of the old business of intellectual puritanism. Somebody doesn't like the books you're reading; public tastes are too low and need to be elevated. So the answer is to substitute official taste for public taste. When people permit officials to do that, they open up a real wasteland, not just a cultural one."

TV Cameras in Court: KHOU-TV Houston was allowed to film & record a recent Harris County District Criminal Court murder trial. Judge Myron Love and the district & defense attorneys granted permission, and space was allotted to the camera crew beside the judge's bench. Judge Love permitted increased lighting over the witness stand and a tie-in with the court amplification systems.

Add Public Service: WSOC-TV Charlotte, N.C., has produced a 20-min. film outlining the Charlotte Chamber of Commerce's plans for the coming year. The film will be shown to local clubs, schools and church groups.



**'PM East . . . PM West' Premiere Set:** Westinghouse Bestg. Co. has set June 12 as the premiere date for its back-to-back pair of tape-syndicated late-night shows, *PM East & PM West*. Together the 2 shows are available as a nightly 90-min. package. Among guests for the first week's production: Otto Preminger, Lucius Beebe, Admiral Chester Nimitz, Jonathan Winters, William L. Shirer, singer Sam Cooke, composer Arthur Schwartz. Mike Wallace, assisted by Joyce Davidson, will host the N.Y.-originated *East* segment; Terrence O'Flaherty the *West* portion. All 5 WBC-owned TV outlets will carry the same show on the same night.

WBC last week was busily confirming syndication orders from stations in some 20 major markets (N.Y., St. Louis, Detroit, Philadelphia, Miami, Denver, Los Angeles, etc.). Added to WBC's own outlets, WBC officials estimated that the coverage of U.S. TV homes represented by stations carrying the twin taped shows on June 12 "might be as high as 75%." WBC also did not deny in N.Y. a rumor that ABC-TV was "interested" in the taped series as a possible late-night network vehicle for the fall season.

**Day Hits Media:** Ex-CBS news vp John F. Day, who quit the network in February (Vol. 17:6 p10) and now runs radio WBAI (FM) N.Y., lashed out at TV in general & networks in particular at a "Conference on the American Character" in Washington. Among all the mass media, TV's impact is "more malignant than otherwise," Day told the Fund for the Republic-sponsored meeting. He said TV does much "to leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world." As for the networks, they ought to be brought under FCC licensing control, he said. Day also came out for establishment of a permanent citizens' committee to appraise broadcasters' performances with the objective of improving TV programming—which he said may have to be regulated directly by a federal agency eventually.

**ARB Surveys Merging:** Following the agreement whereby American Research Bureau merges into C-E-I-R Inc. (Vol. 17:22 p6), ARB Surveys Inc., an independent affiliate of ARB, has reached an "agreement in principle" to follow suit. ARB Surveys does non-broadcast market research of all kinds. Headed by Pres. Don Calahan, it's owned about 50-50 by 5 stockholders of ARB and by Calahan & 4 of his associates. Its billings have been running over \$250,000 annually. Financial details of the merger haven't been finalized yet. The ARB merger was negotiated by Blackburn & Co.; the ARB Surveys deal is being handled directly by the principals.

**Intertel in Debut:** The first hour-long documentary produced by the 4-country International TV Production Assn.—"The Quiet War" in South Viet-Nam—will be screened for an invited audience June 6 in the National Education Assn. Bldg. in Washington. Participating in the Intertel venture are Westinghouse Bestg. Co., National Educational TV & Radio Center, Associated Rediffusion, CBC and Australian Bestg. Commission.

**Top 10 Specials:** "Peter Pan" with a 33.4 drew the largest rating of all specials presented between Oct. 1, 1960 and June 1, 1961. The other 9 top-raters, according to *Sponsor*, were "Wizard of Oz" (32.7), Bob Hope-Buick (31.3), DuPont Show of Month-Feb. (30.5), Bob Hope (30.0), Bob Hope (29.8), Debbie Reynolds (29.7), Ingrid Bergman (29.2), Circus-U.S. Time-Shulton (28.6), Purex March special (28.0).

**FCC ANALYZES VOX POPULI:** In a crash program, FCC Chmn. Minow has had his staff evaluate the mail response to his NAB speech (Vol. 17:21 p2). The statistical breakdown documents the overwhelmingly favorable reaction previously reported. Of 2,745 letters, 2,542 were analyzed up to last week according to 33 categories. Among them were the following:

"Writer identification"—Men, 1,618; women, 824; children, 8; unknown, 92.

"Business or profession"—Of the 2,542, 1,845 were unknown. Of those known, the following had 10 or more each: housewives, 70; teachers, 56; lawyers, 51; doctors, 50; ministers, 47; professors, 42; executives, 23; students, 22; businessmen, 15; advertising, 13; realtors, 12; public relation, 11; retired, 10.

"Political party affiliation"—Democrat, 33; Republican, 19; unknown, 2,490.

"Expressed hope that speech can be implemented"—Yes, 1,730; No, 55; no comment, 757.

"Stated position of chairman long overdue"—Yes, 958; No, 55; no comment, 1,529.

"Medium by which writer became aware of speech"—TV & radio, 208; newspaper, 556; both, 122; unknown, 1,656.

"Expressed support of chairman's position"—In toto, 2,049; with reservations, 69; No, 55; no comment, 369.

"Stated TV programming generally has been"—Good, 50; bad, 1,507; no comment, 985.

"Stated radio programming generally has been"—Good, 16; bad, 253; no comment, 2,273.

"Complained of too much liquor, crime, violence and/or sex"—Yes, 581; No, 12; no comment, 1,949.

"Stated present TV generally adversely affects"—Children, 426; adults, 65; public morality, 345; country's image abroad, 44; no comment, 1,651.

"Listed 'good' programs"—195. 'Bad' programs—151."

"Stated network programs are"—Good, 13; bad, 196; could be improved, 189; no comment, 2,144.

"Suggested program types to improve TV"—287.

"Criticized program ratings as an improper standard"—Yes, 109; No, 16.

"Complained of number, length, and/or content of commercials"—Yes, 423; No, 20.

"Boycotts over-commercialized products & services"—Yes, 71; No, 7.

"Listed stations as 'good' operations"—Yes, 74.

"Listed stations as 'bad' operations"—Yes, 121.

"Asked date for renewal of local station license"—164.

"Desires"—Govt.-controlled TV, 42; pay TV, 39; educational TV, 164.

"Writer is parent"—Yes, 459; No, 42; unknown, 2,041.

**Bartell Cuffs Collins on Pay TV:** Gerald A. Bartell last week described pay TV as "the most feasible, the fairest way to serve . . . the one-third of our population whose critical judgment has been tuned to a finer point than the others." In a May 25 letter to NAB Pres. LeRoy Collins, taking exception to the latter's anti-pay-TV comments before the NAB convention (see 1961 Supplement No. 5 p7), Bartell said pay TV would not destroy commercial TV, but that pay-TV subscribers should be given the choice between the commercial product and "a program of no interest to sponsors because of a prohibitive cost-per-thousand." Bartell, who is pres. of Macfadden Publications and Bartell Bestg. Corp., which recently acquired an interest in Teleglobe Pay-TV System (Vol. 17:16 p9), urged Collins, in effect, to learn more about pay TV.



## Advertising

**FTC HITS 'TARGET NO. 1':** If delegates to last week's Advertising Federation of America convention in Washington expected to be "entertained or inspired" by FTC Chmn. Paul Rand Dixon, they picked the wrong guest speaker, he told them. What they got was a stern dressing-down.

"I can say with assurance that my fellow Commissioners & I place little stock in evangelism as a substitute for law enforcement," the govt.'s chief advertising policeman said in a luncheon speech titled "False Advertising Target No. 1—Brinkmanship."

Promising "the hardest-hitting program of law enforcement that the Federal Trade Commission can develop," Dixon said that "few indeed are the misrepresentations . . . that are made through ignorance or naivete."

"Both advertiser & advertising agency know perfectly well when they are engaging in illegal brinkmanship in exaggerating claims for a product or falsely disparaging competing products," the new FTC chairman went on.

"I would hazard the further guess that such advertisers welcome appeals for fair play & better business citizenship as an alternative to a formal complaint from the Federal Trade Commission. Their enthusiasm for self-policing is matched only by the skepticism of competitors who have lost business to the false advertising."

### Dixon Fears Increase in False Claims

Dixon said FTC "is going to stay in business with an overload of work in prosecuting false advertising cases, and unless we can reverse a trend, we'll have a heavier load of them next year at this time than we have now."

The cases will continue to flood FTC, he said, "because too many advertisers—with & without the connivance of their advertising agencies, and without or against the advice of their lawyers—will take a chance on trading truth for more sales."

"You would be doing your industry & the American people a very great service if routinely & automatically your first appraisal of an advertising idea would concern its fairness & honesty. Then, if the idea has even a suggestion of a bad smell, throw it away," Dixon concluded.

Ex-FTC Chmn. Earl W. Kintner, Dixon's Republican predecessor, gave the delegates a similarly pointed warning. "It is most alarming that there are still many ostriches within the industry who somehow believe that the threat of increased govt. regulation is illusory and that the storm will soon blow over," Kintner said in a panel discussion following Dixon's speech.

Presiding over the panel was vp Edward Zern of Geyer, Morey, Madden & Ballard, who professed "inability to get worked up at the specter of govt. regulation haunting Madison Ave."

John F. Cunningham of Cunningham & Walsh, who succeeded General Mills' James F. Fish as AFA chairman, didn't appear to be disturbed by the FTC warnings, either. In an inauguration speech, Cunningham said industry self-regulation against deception & misinformation is working effectively, that a big danger now is that advertisers may "bore the blazes out of 170 million Americans." Said he: "We must recognize that when we load the TV screen with arrows running around people's stomachs and hammers banging away inside their brainpans [and] when we plaster 5 different commercial messages right after one another at station break time, we are boring the public."

**Y&R Finds 9,514 Violations:** Young & Rubicam has been leading the charge of Madison Ave.'s Light Brigade against over-commercialization of TV-radio since ABC announced its proposed increase in station-break time (Vol. 17:16 p7). Last week Y&R took new ground when it became the first agency to sign for BAR's newly expanded service—TV Performance Audits. A proof-of-performance technique, the service compares agency TV schedules and commercial copy with actual broadcasts to certify that correct product & copy were aired and that length, date and time of commercial occurrences were according to agency specifications. Y&R vp William E. Matthews said the service is "a significant advance over the traditional station affidavit system."

Pointing to a 4th-quarter 1960 BAR report, based on one week of monitoring in 75 markets, Matthews said 9,514 local station violations were uncovered, including triple-spotting, excessive over-commercialization, product conflict and overtime station breaks. "The very nature of TV makes it less susceptible to detailed checking than the permanent forms of print media," said Matthews. "The agency felt it had a responsibility to encourage the development of more accurate checking."

**Toy Code Ratified:** TV "guidelines" for toy commercials, aimed at unethical or misleading appeals to children, have been formally approved by NAB's TV Code Review Board and endorsed by Pres. Edward P. Parker of Toy Mfrs. of the U.S.A. Inc. Drafted by the N.Y. Code Office following a hassle over toy commercials last Christmas (Vol. 17:10 p14), the guidelines caution advertisers against over-glamorizing of products, warn that prices described as "only" or "just" so much can leave over-simplified impressions with children. An NAB statement stressed that "these are general guides, not dogmas."

**Aspirin Complaints Denied:** Plough Inc. (St. Joseph Aspirin) and Sterling Drug Inc. (Bayer Aspirin) have called on FTC to dismiss charges that they made false fastest-relief-of-pain claims for their products in TV & other advertising (Vol. 17:12 p8). Both companies denied that their advertising contained any deception. Similar denials of FTC complaints against claims for analgesics were made earlier by American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin), which asked that cases involving them be dropped (Vol. 17:18 p11).

**Newspapers Bigger:** Newspapers carry 55% more pages today than 20 years ago, reports the American Assn. of Newspaper Representatives.

**New Reps:** WGAN-TV Portland, Me. to Blair Television Associates June 1 from Avery-Knodel • WBTW Florence, S.C. to Young July 1 from CBS Spot Sales.

**New Reps:** WBTW Florence, S.C. to Young July 1 from CBS TV Spot Sales • WMUR-TV Manchester, N.H. to Young June 1 from Weed.

**Ad People:** Melvin A. Singer elected a vp, Grey Advertising . . . Mrs. Mary Wells & Jon Gronfein named vps, Doyle Dane Bernbach . . . B. B. Randolph appointed mgr., radio & TV section, ALCOA ad dept.; Blair R. Gettig named mgr. of radio & TV production.

### Obituary

Walter M. Swertfager, 60, senior vp of Geyer, Morey, Madden & Ballard, died May 28 at his Scarsdale, N.Y. home.



**Soft Drink, Insurance TV Dollars Up:** Soft drink advertisers spent \$14.7 million in 1960 network & spot TV. This was up 10.3% from 1959's \$13.3 million. TvB reported last week. Gross time billings for the industry "are expected to rise some 20% in 1961," the Bureau added, based on (1) co-operative ad efforts in TV markets, with costs proportioned to the number of homes delivered in the bottler's franchise area and (2) increased industry competition, brought about by "the introduction of many new soft-drink brands & other competitive drinks." Network billings in 1961 "are expected nearly to double, with the recent re-entry of Pepsi-Cola into network TV spurring the upward trend," TvB said. Coca-Cola was the leading TV user in 1960, with gross billings of \$4.7 million, followed by Pepsi-Cola (\$3.1 million) & Canada Dry (\$1.6 million).

Insurance advertisers increased expenditures in major consumer media by \$19.2 million since 1956, (from \$39.6 million to \$58.8 million), with 47.4% of the increased dollars allocated to TV, the Bureau said. "Since 1956, only TV has increased its share of insurance advertising"—up from 16.9% to 26.9% in 1960. Magazines' share over the 5-year period dropped from 47.2% to 44.2%, newspapers' from 29.8% to 23.1%. TV gross time billings in 1960 were \$15.7 million, with Prudential Life Insurance the leading insurance advertiser (\$3.8 million).

**Radio Code Stiffened:** Commercials for hemorrhoid remedies and feminine-hygiene products have been ruled out by NAB's Radio Code Board, bringing radio's self-regulating commandments into line with the TV Code.

The Code Board headed by Cliff Gill (KEZY Anaheim, Cal.) approved a new rule recommended by a special subcommittee chaired by Cecil Woodland (WEJL, Scranton). Subject to expected ratification by NAB's Radio Board at Washington sessions June 14-16, the new section reads:

"Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids & for use in feminine hygiene."

NAB has very sketchy information on the extent of hemorrhoid & feminine-hygiene commercials on radio now, but Preparation H was being advertised on radio in about 80 markets several months back. At about the same time, a feminine-hygiene test campaign was being run on a couple of N.Y. radio stations.

Meeting in Washington June 1, the Code Board also approved plans outlined by NAB radio vp John F. Meagher for nationwide monitoring of programs aired by radio stations—Code subscribers & non-subscribers alike.

Meagher said tapes of programs which seem to be overlaid with commercials or which appear to be in questionable taste will be checked at NAB hq for possible Code rulings & action.

**Camel becomes David & Chet Co-sponsor:** Climbing costs for the nightly NBC *Huntley-Brinkley Report* (double what they were when Texaco began full sponsorship in 1959) have made it difficult for the oil firm to maintain full sponsorship of the award-winning program. NBC, however, lost no time last week in finding a customer. R. J. Reynolds will pick up half the Huntley-Brinkley tab starting July 3. (Reynolds sponsored network TV's first regularly scheduled news program—*Camel News Caravan*—on NBC from 1949 to 1956.)

**SUCCESS STORY—CHAPTER 5:** Continuing our coverage of local TV successes (Vol. 16:48, 17:8, 10 & 15), the capsuled case histories below demonstrate how TV can produce direct, traceable results for such diverse sponsors as real estate firms, household products, banks, theaters and toy retailers.

**XETV Tijuana-San Diego.** Can TV aid a real-estate promotion? Yes, says Harrison W. H. Eagles, XETV program promotion mgr. The Skylift Motor Hotel, placing its ad budget exclusively on the station, invested \$3,500 weekly (for 3 weeks last year) in a saturation spot campaign. "The public was invited to buy shares, and acceptance was overwhelming," reports Eagles. Another firm, Skyline Homes, put \$1,000 per week (for 3 months) into a campaign of 60-sec. announcements. Result: Although the homes were priced from a minimum of \$18,600, Skyline averaged 10 closed deals per week. "It took a great deal of salesmanship & encouragement to convince Skyline that TV could surpass anything done in newspapers," Eagles said, "but their decision proved a wise one." XETV also points to *Showhouse 60*, a Sunday-morning program dealing with real estate & allied home products. Eight tract developers comprise the sponsor pivot of the program. "The first weekend produced 80 sold units," reports Eagles.

**WVEC-TV Hampton, Va.** Levine Enterprises, operators of 11 theaters in the Norfolk-Hampton-Newport News area, has adopted the "if-you-can't-beat'em, join-'em" approach to TV. According to Byron Rose, gen. mgr. of the chain, "WVEC-TV has never failed to deliver outstanding results for any picture." Sample: Disney's "A Dog of Flanders," scheduled for 2 weeks, ran for 6 as a direct result of a spot-TV promotion. "Swiss Family Robinson," also scheduled for 2 weeks, ran for 9. Continued success on WVEC-TV has induced Rose to put more of his budget into TV, less into newspapers—unusual in the theater field.

**CJFB-TV Swift Current, Sask.** The Pacific Coast Borax Corp. not long ago used CJFB-TV, via sponsorship of its spot-placed film series, *Death Valley Days*, as a Canadian test market for Borax & Boraxo. "Although the 2 products were completely unknown in the area, with no distribution," CJFB-TV Pres. William D. Forst told us, "product acceptance was so successful and demand so high after commencement of telecasting, that even with properly geared distribution, retailers couldn't keep sufficient stock on hand. Within 2 months, sales in the area exceeded the highest expectations."

**WDSU-TV New Orleans.** A 5-hour spectacular sponsored by Family Real Estate is one of WDSU-TV's favorite success stories. "\$1,260,000 worth of lots were sold as a result of the TV show and we were fabulously happy about the over-all results," enthused Warren A. Griffith Jr., gen. mgr. of the realty firm to the station.

**WIBW-TV Topeka.** A consistent TV user for the past 5 years, the Capitol Federal Savings & Loan Assn. has seen "a tremendous growth in assets as the result of TV," reports WIBW-TV gen. mgr. Thad M. Sandstrom. The bank is currently sponsoring alternate weeks of *Whirlybirds* and *Manhunt*.

**KMTV Omaha.** "About 2 years ago, Cooper Foundation Theaters chain made our station their basic advertising buy," states this Midwest station. The chain ran 10-15 local spots weekly, most of them produced by KMTV. "Grosses for the theaters in Omaha have been consistently higher than the same films draw in comparable . . . or even larger markets," said the station. "The 2nd longest run in the world for 'South Pacific' was at the Cooper Theater in Omaha—well over a year."



## Stations

**NEW & UPCOMING STATIONS:** The only report received this week about a new station comes from Canada where satellite CHAT-TV-1 (Ch. 4) Pivot, Alta. began May 25 carrying the programs of its parent CHAT-TV (Ch. 6) Medicine Hat. The station has a 2-kw GE transmitter and a 500-ft. Wind Turbine tower at a site near Pivot. Sid Gaffney, from CHAT-TV, will be the resident engineer. CHAT-TV-1 will be sold as a bonus to CHAT-TV, which on July 1 raises its base hour to \$150. Reps are Weed and All-Canada Radio & TV.

\* \* \*

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

**KSLN-TV (Ch. 34) Salina, Kan.** has a mid-June target for beginning with ABC-TV, says Melville L. Gleason, pres. of grantee Prairie States Bcstg., operator of radio KAWL York, Neb. A 5-kw GE transmitter has been wired and is ready for use in a building at Iron & 7th Sts. and an Alford antenna has been installed on an existing 221-ft. tower there. Gleason will be gen. mgr. & chief engineer; Jac L. Bye, ex-radio KRVN, Lexington, Neb., sales mgr.; William Southerland, ex-radio KSAL Salina, news director. Base hour will be \$250.

**KBMT (Ch. 12) Beaumont, Tex.** expects to have all equipment installed by mid-June and to begin programming with ABC-TV shortly thereafter, reports John H. Fugate, gen. mgr. It will use a 50-kw GE transmitter and a 12-bay antenna on a 998-ft. Kimco tower. Base hour will be \$450. Rep will be Hollingbery.

**CFXU-TV (Ch. 9) Antigonish, N.S.** plans a June start as a CBC affiliate, according to mgr. Charles O'Brien. Work on its 12-kw RCA transmitter and 420-ft. Microtower has been completed and the studios are scheduled to be ready for use by June 3. Regis Kell, ex-St. Francis Xavier U electronics lab, is chief engineer and Wilfred S. Taylor, ex-Chrysler of Canada, is in charge of sales. The station will be sold in combination with CJCB-TV Sydney with a \$300 base hourly rate. Reps will be Weed and All-Canada.

### **CHOV-TV Plans Mid-summer Start**

**CHOV-TV (Ch. 5) Pembroke, Ont.,** with a 2-kw RCA transmitter due to arrive late in May, has changed programming target to June-August, writes E. G. Archibald, pres. of licensee Ottawa Valley Television Co. Ltd. The studio-transmitter building was roofed & closed April 15. It will use a wave-stack RCA antenna on a 568-ft. Cobra tower. Base hour will be \$150. Reps will be Young and Stovin-Byles.

**Hanford, Cal. Ch. 21 grantee Gann TV Enterprises** broke ground in mid-April for a studio-transmitter building near Lakeside Inn, Kingsburg, Cal., 12 miles from Hanford and 15 miles from Fresno. It hopes to begin programming as an independent outlet in July, according to owner Harold Gann, also owner of Harold Gann Radio Productions firm. Rep not chosen.

**KPOB-TV (Ch. 15) Poplar Bluff, Mo.** hasn't a specific target now, but expects to get going this summer as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., writes WSIL-TV gen. mgr. O. L. Turner. The studio-transmitter building has been completed and GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., has been installed. It will have a 500-ft. Utility tower with a 4-bay GE helical antenna. Richard Petermichael, from

WSIL-TV, will be resident mgr. & chief engineer. WSIL-TV rep is Meeker.

**WLTV (Ch. 13) Bowling Green, Ky.,** delayed by rainy weather, has set an August programming target, says owner George A. Brown Jr. The foundation, floor and plumbing are in for the studio-transmitter building. It will use a 40-kw Standard Electronics transmitter. Foundations have been poured for a 600-ft. Stainless tower and a 12-bay RCA antenna is scheduled to arrive in a month. Network affiliation hasn't been signed, but a tentative \$200 base hourly rate has been set. Rep not chosen.

**CHCA-TV-1 (Ch. 10) Coronation, Alta.,** with a 2-kw GE transmitter not due until July 21, has changed its target to Aug. 1, for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer. That's the report given us by G. A. Bartley, pres. of CHCA-TV. However, the 200-ft. Wind Turbine tower is ready for use. It will operate as an unattended automatic repeater and will be sold as a bonus to CHCA-TV, which has raised its base hour to \$240. Reps are Weed and All-Canada Radio & TV.

### **Midland Telecasting Plans Sept. 1 Start**

**Midland Telecasting Co.,** holding Ch. 18 CP for Midland, Tex. plans Sept. 1 programming, according to Chet Darwin, gen. mgr. Construction hasn't started yet, as leases are still being signed, but Electron Corp. will supply equipment. Will use a 445-ft. Alford antenna. No rep yet.

**WUTV (Ch. 36) Charlotte, N.C.** is finishing installation of 12-kw GE transmitter at No. 1 Television Place and plans return to the air on Sept. 1, according to Dwight L. Phillips, a new stockholder in grantee Century Advertising Co. Studio-transmitter construction has been completed as well as that of 500-ft. Stainless tower with a 5-bay GE antenna. Guy F. Titman has been named chief engineer. Network affiliation hasn't been signed, base hourly rate not set, rep not chosen.

**WSIU-TV (Ch. 8, educational) Carbondale, Ill.** has Sept. 1-10 programming target writes Buren C. Robbins, dir. of bcstg. service for grantee Southern Illinois U. It has a 35-kw transmitter and 10-kw GE driver due there Aug. 1. Studios, on the campus, are scheduled for completion in mid-June when construction of transmitter house near Tamaroa, Ill., 27 mi. away, is scheduled to begin. Work on 900-ft. Dresser-Ideco tower will begin July 1. It will have a helical GE antenna, also scheduled to arrive Aug. 1.

**KUSD-TV (Ch. 2) Vermillion, S.D.** has given up its spring target and now plans Sept. 15 start, says Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. It ran into difficulties in completing proof of performance tests. KUSD-TV has a 250-watt Sarkes Tarzian transmitter and a Jampro antenna on a 150-ft. tower purchased from Tower Construction Co.

**City Council Hearing Televised: KGW-TV Portland, Ore.** was recently permitted to cover live an entire 5½-hour city council hearing. The City of Portland issued a resolution praising the station for its efforts and Portland newspapers unanimously commended the coverage. A 2-hour repeat was later broadcast in Saturday prime time.

## Obituary

**Dr. B. J. Palmer, 79,** radio pioneer & chiropractic crusader who headed the Palmer School of Chiropractic founded in Davenport, Ia. by his father, died May 27 at his winter home in Sarasota, Fla. He bought WOC Davenport in 1922, added WHO Des Moines to his enterprises in 1939. Surviving: a son, Dr. D. D. Palmer, 3 grandchildren.



**More about**

**Directory of NAB Publications:** NAB has put out a number of useful reports, brochures, etc. for its members in recent times but we don't recall seeing them listed recently. At our request, NAB has prepared a bibliography, appending its own description of each document. Herewith is the list, available to NAB members from the Association's Public Relations Service, 1771 N St. NW, Washington:

*A Copyright Primer*—An explanation of the copyright laws and a general discussion of those problems of copyright which the broadcaster normally meets.

*Advertising Stopped At 10 O'Clock This Morning*—A booklet outlining the vital importance of advertising to the growth of the American economy.

*A Political Broadcast Catechism (4th edition)*—An explanation in question & answer form of FCC regulations & decisions on political broadcasts, with citations of specific sources of the decisions, an agreement form for political broadcasts, and excerpts from the Communications Act of 1934 and from the Rules of the Commission governing radio-broadcast services.

*Awards & Citations In Radio & Television*—A booklet providing a comprehensive list of awards available to persons engaged in the broadcasting industry . . . specifically, radio & TV stations—their management & personnel.

*Broadcasting & The Lottery Laws (3rd edition)*—Information of general assistance to broadcasters on questions of federal law & federal administrative regulations of broadcasting advertisements of lotteries.

*Broadcasting The News*—An operational guide on radio & TV news. This booklet includes a declaration of principles, history of broadcast news, and a chapter on the organization of a station news dept.

*Campaigning On TV*—TV edition of *Is Your Hat In Ring?*

*Code Of Conduct For Broadcasting Public Proceedings*—This Code was adopted by the NAB board of directors to assure the full preservation of dignity & decorum when microphones & cameras are used to cover court trials & other public proceedings.

*Editorializing On The Air*—A report on this growing practice in broadcasting which includes a definition of a broadcast editorial, a discussion of legal problems, and a guide to broadcasters who are planning to editorialize.

*Free Television—How It Serves America*—A booklet reviewing the growth of TV and setting forth the contributions made by a free system of TV broadcasting.

*Full Length Speech Texts For Radio Broadcasters*—8 individual speeches on various subjects for radio.

*Full Length Speech Texts For Television Broadcasters*—6 individual speeches on various subjects for TV.

*How Television Minds Its Manners*—A brief explanation of what the Television Code is and how it is administered.

*If You Want Air Time*—A handbook for organization publicity chairmen explaining how to go about getting their messages on TV & radio. Lists do's and don'ts that will help organizations do the job properly.

*Is Your Hat In The Ring?*—A booklet to help people in public life present their views by radio convincingly.

*Program Material Available From Government & Civic Agencies For Use By Radio Stations*—Lists of transcriptions, tapes, announcements and other program material

which are available from govt. & civic organizations for local broadcasting.

*Radio Code of Good Practices*—The Code observed by subscribing radio stations to assure good programming & acceptable advertising.

*Radio USA*—A booklet reviewing the growth of the American system of radio broadcasting—its purpose & function.

*So You're Going On TV*—A booklet for non-professionals explaining the do's & don'ts for TV appearances.

*Speaker's Guide For Radio Broadcasters*—A handy guide that provides concise & readily accessible statements on key questions affecting the broadcasting industry. Helpful in preparing speeches, in answering inquiries which the press & public may ask about broadcasting and in building a local public relations program.

*Speaker's Guide For Television Broadcasters*—See above.

*The Television Code*—The voluntary code of program & advertising guideposts subscribed to by TV broadcasters and administered by the TV Code Review Board of NAB.

**NAB Reorganization Up:** Item No. 1 on the agenda for NAB Board sessions in Washington next week will be restyling of hq & committee structures, on which Pres. LeRoy Collins has been working since February (Vol. 17:7 p1 *et seq.*). The 43 members of the TV & Radio Boards will meet jointly June 14 at the start of the 3-day sessions & again on June 16 to take up the Collins reorganization plan to help give the industry a "positive program." The TV Board under Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) has scheduled separate June 14-15 sessions. The Radio Board will meet June 15 to elect a successor to Chmn. Thomas C. Bostic (Cascade Bestg. Co.), whose term has expired. The sessions will be preceded June 13 by an orientation session at hq for newly-elected board members.

**Townsend Settles Case:** Townsend Corp. of America, holding company whose interests include radios WKDA Nashville, KNOK Fort Worth and KITE San Antonio, has agreed to a federal court decree against further violations of the Investment Company Act (Vol. 17:19 p14). As part of the settlement of the SEC case, U.S. District Court Judge William F. Smith in Newark replaced Townsend officers with an interim directorate.

**NABET Charge Dismissed by NLRB:** A charge filed by NABET against KXTV Sacramento for alleged violation of the National Labor Relations Act has been dismissed by the NLRB regional dir. on the ground of insufficient evidence. The union had charged that KXTV & its representatives "refused to bargain in good faith." Station attorneys are filing a \$105,000 suit against NABET and AFTRA.

**NABET Wins NLRB Rule:** John E. Fetzer's WWTW Cadillac has been ordered by the National Labor Relations Board to "cease & desist" from refusing to bargain collectively with NABET for technical & production employees.

**KOCO-TV Sold:** Sale of KOCO-TV Enid-Oklahoma City has been negotiated for about \$2.5 million—to Capital City Investment Co. The purchasers are headed by oilman John Kirkpatrick and include Dean McGee and P. R. & L. D. Banta. Major stockholder of the seller is the L. E. Caster estate. McGee also holds interests in stations controlled by Sen. Kerr (D-Okla.)—KVOO-TV Tulsa, WEEK-TV Peoria and WEEQ-TV La Salle, Ill. The Bantas are now stockholders in KOCO-TV.



## Film & Tape

**UPA Plans Public Stock Issue:** UPA Pictures Inc. plans to issue public stock over the counter as soon as necessary data can be compiled for SEC, according to Henry G. Saperstein, who with Peter de Met owns the controlling interest in the company.

Saperstein said UPA plans an expanded production program of TV series, animated cartoon programs, cartoon features and movies. Projects include 32 half-hour boxing shows for TV, 104 half-hour *Ding Dong Schools*, 2 movies, 6 theatrical animation cartoons starring *Dick Tracy*, 3 *Mr. Magoo* short subjects for theaters, and other product.

UPA has sold \$2,750,000 in TV product since July 1.

**Syndication's Problems (cont.):** Things looked a bit brighter last week in the troubled syndication market (Vol. 17:19 p3 *et seq.*)—for Screen Gems at least. The Columbia Pictures telefilm subsidiary launched a sales campaign for one of the few first-run syndication properties to reach the market this season: *Shannon*—30-min. action-adventure show about transportation-field insurance investigators, starring George Nader & Regis Toomey. Even Screen Gems was surprised at the quick results. Almost overnight, it scored 2 major regional deals, a 12-market Southern lineup (Atlanta, Charleston, Roanoke, etc.) for Bunker Hill foods, and a West Coast 6-market spread (Los Angeles, San Francisco, Seattle, etc.) for Miles Laboratories. Said SG's Robert Seidelman, syndication vp: "We may launch another first-run show very shortly if this sort of demand continues."

**TPG Rejects Producer Guilds Merger:** Television Producers Guild has turned down a projected merger with the Screen Producers Guild after a year's study of such a union. TPG prefers to concentrate on economic gains for its members via its own organization. At its annual meeting in Hollywood TPG reiterated its demands for residuals for producers; heard a proposal that the Guild establish a title concept & registration bureau to clear titles; considered an annual awards dinner. Re-elected without opposition were Pres. Ben Brady; first vp Everett Freeman; 2nd vp David Dortort. New directors: William Asher, Alvin Cooperman, William Froug, John Guedel, Herbert Hirschman, Buck Houghton, Hal Hudson and Stanley Rubin.

**SAG Endorses JFK Tax Plan:** Screen Actors Guild last week endorsed President Kennedy's April 20 recommendation to Congress for repeal of the "total tax exemption now accorded to the earned income of American citizens residing abroad." The Guild said this would bring back to the U.S. that movie production which has gone overseas because of the present income tax structure. SAG's board, in a statement filed with Chmn. Mills of the House Ways & Means Committee, said the number of movies produced in the U.S. had declined considerably and this had materially curtailed the earnings potential of the majority of its membership.

**Sealed Verdict for Perry Mason:** Raymond (*Perry Mason*) Burr and CBS-TV last week resolved their problems, which materialized when the actor said he was "tired" and wouldn't return next season (Vol. 17:21 p14). Although none of the participants would reveal details of the settlement, CBS-TV spokesman indicated that the new deal given to Burr puts him under contract for longer than the year he had to go. And a source close to Burr said the actor was satisfied because of an easing of his workload.

## NEW YORK ROUNDUP

Videotape Productions tripled its N.Y. studio space last week, leasing NBC's studio & office facility at West 67th St. & Columbus Ave., and thus making it "the world's largest & best equipped independent video-tape organization," according to vp & gen. mgr. John B. Lanigan. Future plans also include closed-circuit industrial and trade shows, education and "new-business areas to be described later." Videotape Productions recently increased its staff, drawing on personnel from the CBS-TV production sales unit and formed a sales-production liaison with Robert Lawrence Productions. The studio, now leased to Videotape Productions, has been used by NBC for its own tape commercial offshoot, Telesales. NBC, however, quickly pointed out last week that the deal "represents no cutback of any kind in Telesales production."

MGM & BBC have decided to go ahead, after all, on a co-production telefilm series, *Zero One*, which has been in the planning stage since last fall (Vol. 16:45 p9). Because of production delays, a pilot was not produced in time for the 1961 sales season, and MGM put the project on the shelf. Now a pilot is expected to be shot at MGM's British studios this summer. The series will deal with international airline police activities, and the title is derived from the telephone dial code for the Security Office at London Central Airport. BBC will have distribution rights for the Eastern Hemisphere; MGM will distribute, in network release or syndication, in the Western Hemisphere.

VHF Inc., a new video-tape production & distribution company, was formed last week by 4 executives of the now-defunct CBS-TV production sales unit. "Programs to suit all needs," is the VHF Inc. production promise, including "TV-program series, industrial presentations, religious programs, closed-circuit broadcasts, medical telecasts, and TV commercials." The new firm will lease Reeves Sound Studios facilities but will supply its own producers, directors, writers and technical personnel, studios, cameras, remote facilities and editing services.

TV Industries Inc. is opening an office in London, the first of several European branches. Norman B. Katz, former head of UAA overseas sales and now TV Industries vp & dir. of international operations, is currently abroad to set up the operation, which will market the RKO feature library to TV & theaters. Katz will also investigate foreign co-production deals and "the acquisition of product abroad for U.S.-Canadian distribution by TV Industries."

Warner Bros. has managed to pull off the same coup in Britain it recently managed neatly in this country with ABC-TV—namely, a renewal on all current WB telefilm shows for the fall season. Current lineup: *Bronco* and *Sugarfoot* (latter retitled *Tenderfoot*) on BBC-TV; *Hawaiian Eye*, *Lawman*, *Maverick* and *77 Sunset Strip* via British commercial contracting firms.

People: Joseph W. Bailey has resigned as Ziv-UA vp.

### Obituary

Jess Kimmel, 46, a production mgr. and dir. in TV and the theater, was found dead in his N.Y. apartment May 30. He had recently undergone an abdominal operation. He had worked for all 3 TV networks and on *Show of Shows*, *Red Buttons*, *Jan Murray*, *Naked City* and other shows. Surviving: Wife, 2 daughters, a son, his mother and sister.



## HOLLYWOOD ROUNDUP

**Cascade Initiates Expansion Program:** Cascade Pictures of California, West Coast TV film commercial producer, has begun a \$1-million expansion program. Pres. Bernard J. Carr and vp Roy W. Seawright last week through their affiliate, Seward Investment Corp., acquired from Litton Industries Inc. the Hollywood property and buildings housing the Westrex Corp. and Todd-AO. Occupation of the area begins next October. Cascade's acquisition & planned new construction will house the handling of all phases of live-action photography, animation and photographic optical effects. Six sound stages will be in operation when remodeling & new construction is completed.

Writers Guild of America West has rounded out the roster for its June 8 panel discussion on "Television on Trial" (Vol. 17:22 p8). Panelists include FCC's Ashbrook P. Bryant, chief of Office of Network Study, Tom McDermott, exec. vp of Four Star Television; Bud Stefan, BBDO; Leslie Bruce, representing the sponsor; and Gene Roddenberry, representing the writers. A network executive will also be on the panel. WGAW TV-radio branch's annual awards will be disclosed the same night.

Carl Pingitore, Warner Bros. TV film editor for 6 years, joins 20th Century-Fox TV as associate producer on *Follow the Sun* . . . Milton Orman is named TV-radio contract administrator of Writers Guild of America West, replacing John Schallert, who is leaving to join MCA Artists Ltd. . . . Leo Salkin, Format Films story editor, named vp . . . Danny Arnold named producer of *The Real McCoys*.

MGM-TV has 37 directors & writers preparing 4 series which go into production in the next 2 weeks, and the record figure is expected to reach 50 soon. Series are *Cain's Hundred*, *Dr. Kildare*, *Father of the Bride* and *National Velvet* . . . Warner Bros. has promoted Edward (Kookie) Byrnes from parking lot attendant to full-time private eye in *77 Sunset Strip*. Robert Logan is new car parker.

**People:** Writer Sam Newman has been signed to a 3-year contract by CBS-TV and is now writer-story consultant for *Perry Mason* . . . Producer Richard Goldstone (*Adventures in Paradise*) has left 20th Century-Fox TV after turning out 48 episodes of the series. He has formed his own movie company in partnership with John Monks Jr. . . . Michael Garrison has been named producer of Revue Studios' *The Investigator*, starring James Franciscus, James Philbrook, Mary Murphy and Al Austin. . . . 20th Century-Fox TV has signed Francis D. Lyon to direct six 60-min. shows during the next year. The same studio has signed Iris Chekenian as story editor of *Follow the Sun*, produced by Marion Hargrove. . . . Lawrence Eisenberg has joined the N.Y. staff of Cleary-Strauss-Irwin & Goodman to work on the PR company's TV-series clients.

**More People:** Hy Averback is signed to a producer-writer contract which also calls for him to create new series ideas for Four Star Television . . . MGM-TV sales vp John B. Burns returned to N.Y. following meetings with studio-production vp Robert Weitman on next season's production as well as plans for 1962-63 . . . MGM-TV producer Rudy E. Abel (*National Velvet* & *Father of the Bride*) has returned from a business-vacation trip to Europe and begun preparations for next season's production . . . Producer Don McGuire has left the *Hennessey* series.

## Television Digest

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**Personals:** Byron Goodell advanced by NBC Spot Sales to TV sales national dir. from Eastern division TV sales force mgr., succeeding Edwin T. Jameson, resigned.

Alan S. Englander named treas. of Corinthian Bestg.; will also continue as asst. treas., Whitney Communications.

Benjamin H. Berentson and Charles E. Gates appointed station mgrs. of WGN-TV & WGN Chicago respectively, effective June 5.

Joseph A. Waldschmitt promoted from exec. vp to pres. & chief exec. officer, Page Communications Engineers, succeeding Esterly C. Page, elected chmn.; Glenn G. Peebles, construction & installation dir., and Charles L. III, administration dir., named vps.

A. DuMont Wyckoff Jr., ex-Remington Rand, appointed Middle Atlantic district sales mgr., TelePrompTer govt. services dept., communications systems div. . . . Jack H. White promoted from Eastern sales mgr. to national TV sales mgr., H-R Reps; John T. Bradley promoted from Chicago TV sales mgr. to Midwest sales mgr. . . . Jack Meyer resigns as vp-sales dir., Mobile Video Tape Inc., to become dir. of video tape sales at KCOP Los Angeles.

Dr. Clinton H. Churchill remains as pres. of WKBW-TV & WKBW Buffalo, which was sold to Capital Cities Bestg. Corp. (Vol. 17:22 p5), and was named a dir. of Capital Cities. Clinton D. Churchill, vp-station mgr., WKBW-TV & WKBW will continue these responsibilities in Buffalo as vp-gen. mgr., Capital Cities.

Richard Lewine, recently resigned as special-programs dir., CBS-TV, named a consultant to N. W. Ayer . . . William H. Lawrence, veteran N.Y. Times reporter, joins ABC News as political editor in Washington.

Amory Houghton, chmn., Corning Glass Works exec. committee, and U.S. ambassador to France from 1957 to 1961, named a dir. of NET . . . Eugene S. Hallman, programming vp, CBC, elected a trustee of the Bestg. Foundation of America, the international division of NET.

**NAB's Tower to Corinthian:** Charles Tower, NAB TV vp since May 1960, joins Corinthian Bestg. Corp. July 1 as administrative vp. He said he has had a desire to join the operating end of TV, and NAB Pres. Collins praised Tower's work, expressing regret at his leaving. Gov. Collins said the position would remain open pending the Board's consideration of reorganization recommendations.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 PRICE TRENDS—TV UP, RADIO DOWN:** Retrospective look at TV's price history in the pages of our TV Factbook No. 32—in the mails next week—shows that last year saw the highest average factory price since 1953, despite price sag towards end of year.

Analysis of TV sales by type shows that TV-phono combinations set an all-time high last year in both unit sales & percentage of year's total retail sales (retail sales records extend back only through 1953). Consoles accounted for their greatest percentage of the retail market since 1954.

Newly enlarged statistical section of our Television Factbook features a wide variety of information on TV-radio-phono production & sales, from EIA and other sources. Data computed from the Factbook's tables show this pattern in average factory price of TV sets since 1947:

1947.....\$280	1951.....\$177	1954.....\$140	1957.....\$130
1948.....\$235	1952.....\$172	1955.....\$138	1958.....\$136
1949.....\$193	1953.....\$170	1956.....\$127	1959.....\$141
1950.....\$180			1960.....\$145

This increase has not been maintained so far in 1961, preliminary estimates show, and heavier-than-usual proportion of high-end sets will have to be sold rest of year to keep average on par with 1960.

Breakdown of retail TV sales by type since 1953, when EIA began to gather retail statistics, shows this percentage distribution of total TV purchases:

Year	Table-Portable	Console	TV-Phono Comb.
1953.....	46%	51%	3%
1954.....	55%	43%	2%
1955.....	57%	41%	2%
1956.....	64%	35%	1%
1957.....	60%	38%	2%
1958.....	56%	41%	3%
1959.....	58%	39%	3%
1960.....	54%	42%	4%

Radio prices have wandered all over map during past 10 years, declining during last 3 years, presumably due to competition from low-priced imports. The following table shows average factory price of all types of domestic radios (including auto) from 1951 through 1960:

1951.....\$25.10	1953.....\$22.73	1955.....\$20.23	1957.....\$24.25	1959.....\$21.21
1952.....\$22.92	1954.....\$22.06	1956.....\$21.37	1958.....\$26.90	1960.....\$20.13

Money spent for servicing of TVs, radios & phonos reached all-time high in 1960, another Factbook table shows. Based on estimates by Sylvania market research dir. Frank Mansfield, the figures show public spent \$2.52 billion to install sets and keep them in working order last year. Although some industrial & commercial servicing by repairmen may also be included in the figure, it's still indicated that nation's TV-radio-phono servicing bill last year exceeded industry's factory output of consumer electronic products (\$2.1 billion).

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 26 (21st week of 1961):

	May 20-26	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	121,294	120,541	123,492	2,181,788	2,444,174
Total radio .....	312,832	302,706	320,251	5,898,890	6,973,069
auto radio .....	100,508	100,841	120,339	1,854,010	2,726,222



**NEW FACES OF 1962:** This year's new-line debuts so far indicate that 1962 will be a year of refinement—rather than innovation—in TV design. Like the lines shown previously this year (Admiral, RCA, Sylvania), GE's new series and Magnavox's summer drop-ins show no radical departures from 1961 in pricing or design.

What is new in the new lines is color and FM stereo. GE's color series consists of 3 basic models (total of 8 sets), comprising consolettes at \$595-625, consoles at \$695 and lowboys at \$775. It's good bet that Philco, which holds its convention this week in Atlantic City, will be next manufacturer to announce color.

GE's top-of-the-line black-&-white TV-radio-stereo combo remains at \$629—but now includes FM stereo in the price, and music power output has been stepped up to 100 watts. (GE's stereo line will debut at Music Show next month in Chicago.) Magnavox's 7 TV drop-ins include new version of 24-in. stereo theater, with provision for multiplex adaptation.

Concentration this year is on improved circuit reliability in almost all TV lines. GE is stressing its power-transformer chassis and 4-transistor RF remote unit. GE's basic line of 16 black-&-white sets is priced from \$159.95 to \$699.

Philco's new line, to be shown this week, is also expected to emphasize engineering refinements. It's understood to feature new circuits which increase picture brightness & contrast without boost in voltage. Philco is expected to offer 2 stereo theater combinations, both equipped to accept multiplex adapter which is scheduled for availability this summer. Like other lines announced so far, best guess is that Philco's prices will adhere pretty closely to 1961 pattern. Also showing this week: Zenith, in Miami.

### **More about**

**FM STEREO BEGINS:** Start of FM stereo broadcasting June 1 (see p. 1) found many manufacturers still frantically making plans for adapters & sets. Some were frankly confused. One manufacturer, referring to a competitor's adapter, told us: "I can't see how that thing can possibly work." Another set maker said to us recently: "We got hold of 2 competitive adapters and tested them on an FM stereo signal from our own sub-carrier generator and they just didn't do the trick."

Most manufacturers are now stocking up on stereo signal generating equipment for testing stereo tuners & adapters, and are looking forward to the day when there'll be stereocasts on the air in their areas for proving their products. Without signals, they're working completely in the dark—and we know of no manufacturer who really intends to market unproved equipment. But this bottleneck in signals is going to hold up deliveries of receiving gear.

Several new sources of signal generating equipment are opening up. Crosby Teletronics, whose FM stereo system lost out in the FCC decision, nevertheless is exploiting its stereo experience and turning out subcarrier generators for manufacturers as well as adapters for equipment makers and for direct marketing through parts jobbers. Crosby's first production batch of adapters is designed for component hi-fi tuners which have multiplex jacks. Any installation on sets without jacks is a job for a technician, a Crosby spokesman told us.

Zenith explained FM stereo to its dealers last week in a 3-page trade-paper ad. It said its complete stereo line is now in production, and that its stereo-FM-AM-phono consoles will cost \$30-60 more than its current stereo combos. It warned against trying to convert monophonic FM radios to stereo. "The probability," said Zenith, "is that the cost of adapting a present FM set to stereo, plus the initial cost of the receiver, will exceed the cost of a new receiver expressly designed and built for FM." Zenith reiterated that it would build no adapters, but that it will supply drop-in stereo FM tuners for Zenith console

phonos which have compartments for them. Customers who buy Zenith phono consoles will get first priority "when the new tuners are available."

General Instrument Corp. announced its Automatic Mfg. Division is now ready to sample the radio manufacturing industry with an experimental kit of filters for FM stereo receivers.

Meanwhile, Automatic Radio Mfg. Co. (no relation to the General Instrument division) announced the establishment of subsidiary Multiplex Corp., 122 Brookline Ave., Boston, to manufacture FM stereo receivers. Multiplex is headed by John J. Grady.



**Japanese Embargo Refused:** The Treasury Dept. has given EIA a flat turndown on a petition to invoke anti-dumping provisions of the Internal Revenue Act against Japanese exports of receiving tubes to the U.S. As part of its campaign to protect American electronic-product manufacturers from Japanese inroads, EIA filed the embargo petition last September, alleging that the imported tubes were being sold here for "less than fair value." Following an 8-month investigation, acting Customs Comr. David B. Strubinger wrote EIA gen. counsel John B. Olverson that the govt. could find no valid reasons for any anti-dumping action. A study of domestic & export pricing of Japanese tubes showed that they "are not being sold or are likely to be sold" at less-than-fair rates here, Strubinger said.

**FCC Cautions Set Buyers:** In a consumer-conscious public notice, FCC has called on all buyers of TV & FM receivers to make sure the sets carry a label stating that they meet the Commission's anti-interference radiation limits. Most U.S. & foreign manufacturers give "excellent co-operation" in complying with the regulation, FCC said, but added: "However, the Commission notes that some sets are being sold which do not carry the required seal or label. Operation of a set manufactured after Dec. 31, 1957 which does not have such a label attached is prohibited by the rules."



**PHILCO & CBS DROP TUBE BUSINESS:** The steady attrition of transistors, coupled with fierce domestic & foreign competition, last week whittled 2 major companies from the ranks of receiving-tube producers: Philco's Lansdale Division and CBS Inc.'s CBS Electronics Division.

Philco vp William J. Peltz, Lansdale Division gen. mgr., noting that the use of receiving tubes by U.S. OEMs had declined 31% since 1955, reported that receiving-tube production would be discontinued over the balance of the year in favor of a buildup in transistor production. The plant currently is devoted approximately 80% to transistors, 10% to cathode-ray tubes, 10% to receiving tubes. A spokesman said that picture tubes are not affected by the move, that only a fraction of Lansdale's entertainment tubes are sold "outside the house," that the Division is only one of 4-5 tube suppliers for Philco TV-radio-phono products. He said the Division's tube-making equipment will go up for public sale "almost immediately."

Exactly 120 months after it acquired pioneer tube-maker Hytron Radio & Electronics (Vol. 7:15 p2), CBS Inc. announced that its CBS Electronics Division is going out of the receiving tube business.

Division Pres. Clarence H. Hopper indicated that tube operations will be terminated by the end of this month. Approximately 1,200 employes at 2 owned and one leased plants will be dismissed, and CBS will sell its tube-making factories at Danvers & Newburyport, Mass.

Hopper reported that Raytheon will purchase a "portion" of the entertainment-type receiving-tube inventory for an undisclosed price. Raytheon plans to offer sales & service of these products to present CBS distributors and their customers.

The CBS withdrawal writes finis to one of the oldest brand names in the business: Hytron, which dates back to 1921 and the beginning of the electronics industry. When it merged with CBS on June 15, 1951, Hytron rated with the major makers of TV-radio tubes, including kinescopes.

For CBS, the move marks the third major retreat in consumer electronics in 5 years: TV sets in 1956 (Vol. 12:28 p11), phonographs last month (Vol. 17:20 p20).

"We believe that the technological requirements of the space age clearly indicate that our particular talents & skills should be directed to products other than receiving tubes," Hopper explained. He said the Division will concentrate on semiconductors, micro-electronics, sophisticated electronic tubes and other electronic products. Division hq will now be centered at the Lowell, Mass., semiconductor plant, completed last year.

The CBS Electronics Division operated at a loss in 1960. Earlier this year, in the CBS annual report, Hopper blamed "intensive domestic & foreign competition, drastic industrywide price reductions and the tightening of customers' inventories" as prime factors in the Division's loss performance, causing it to fall "far short of the goals set for the year."

**British TV Concentration:** Thorn Electrical Industries has purchased the domestic TV-radio interests of Ultra Electric (Holdings) Ltd. The \$6.72-million deal covers Ultra Radio & TV Ltd. and Pilot Radio & TV Ltd. and subsidiaries.

**Symphonic TV-Stereo Shown:** Distributors from the Eastern Rocky Mountain Area will see Symphonic's new line June 5-8 at Kansas City's Hotel Muehlebach in the 2nd of a series of regional showings.

**Are Retailers Junket Weary?** With U.S. industry now spending more than \$100 million annually on incentive trips for dealers (up from only \$5 million in 1952), May 29 *Wall St. Journal* rounded up representative retailers to see if they would prefer to stay home & tend store.

"A growing number of retail merchants appear to share doubts about the value of the current flood of sales promotion schemes which dangle trips to foreign lands & posh resorts as incentives to push a manufacturer's products," commented the *Journal*, adding: "Retailers, particularly in the appliance field, where use of promotional travel has become especially heavy, say the practice has become so common that free trips have lost much of their effectiveness as a spur to sales . . . Many merchants say they would prefer to have the promotion money that now goes for travel, spent on advertising instead—or perhaps not spent at all, so factory prices could be lowered.

"There's also concern over the tendency of some small dealers to order too heavily from suppliers and build up excessive inventories as they seek to qualify for trips."

Because they require long-range planning & preparation, trips can come completely unglued because of changes in company policies and/or marketing practices, the *Journal* noted:

"Hoffman Electronics recently wound up an incentive travel venture in a highly anticlimactic fashion. The company originally had planned to take 1,500 TV & radio dealers & wives to Paris this month to promote a line of 19-in. & 23-in. TV sets newly introduced in 1960. Eligibility for the trip was based on orders for the new models placed by dealers from July through December of last year.

"As things worked out, however, dealers didn't order many of the new models because their customers were more interested in buying the old smaller-screen models at bargain prices. Only some 300 guests were aboard when Hoffman's chartered flights took off for Paris. Worse still, shortly before the trip, Hoffman was forced to announce the discontinuation of TV-set production altogether [Vol. 17:14]. Instead of using the Paris trip to push its TV line, Hoffman found itself with only radios to promote."

\* \* \*

**Why Retailers Fail:** Causes of TV-radio-appliance business failures in 1960, as classified by Dun & Bradstreet and reported in the May *NARDA News*: Incompetence was responsible for 34.7% of total failures, unbalanced experience (sales, finance, purchasing) 20.8%, lack of managerial experience 19%, lack of experience in the line 15.6%, neglect 3.2%, fraud 3.2%, disaster 0.9%, reason unknown 2.6%. The causes listed are based on opinions of informed creditors and information in Dun & Bradstreet's credit reports. Average age of retail businesses which failed last year was slightly higher in the TV-radio-appliance field than was the average of all retail businesses. D&B's analysis shows that 60.8% of TV-radio-appliance failures had been in business 5 years or less (as opposed to 65.6% of all retail failures), 21.6% were 6-10 years old (vs. 18.1%), 17.6% over 10 years (vs. 16.3%).

**Adler Units Displayed:** Three new transportable radio-teletype-facsimile centrals developed by Adler Electronics under military contract were displayed June 1 by the Army Signal Corps at Ft. Myer, Va. to show how it could meet communications problems in brushfire wars. The units (TSC-18-19-20) have ranges up to 7,500 miles, run from \$120,000 to \$403,000 in price. They can be air-lifted to any part of the world.



**Trade Personals:** Arthur N. Curtiss, ex-RCA Defense Electronics, named to new post of mgr., administration, RCA Labs . . . Dr. Walker K. Volkers, ex-Cohu Electronics, elected pres. of Lionel Electronics Labs (formerly Anton Electronics Labs), a subsidiary of Lionel Corp., succeeding Nicholas Anton, who remains as advisor . . . Bert Gedzelman, former sales rep, named national sales mgr., Audio Dynamics Corp. (stereo cartridges) . . . Bernard K. Rafkin, formerly on staff of Sylvania market research dir. Frank Mansfield, joins Hicks & Greist ad agency.

Robert G. Tabors named pres. & chief exec. officer, Textron Electronics. He has been vp of parent Textron Inc. and operations vp for the electronics company since Jan. 1. Royal Little resigns as chmn. & pres., Textron Electronics, but continues as a dir. of the electronics company and exec. committee chmn. of the parent firm. Rupert C. Thompson Jr., chmn. & chief exec., Textron Inc., elected chmn., Textron Electronics. Harold F. Linke promoted from asst. controller to controller, Textron Electronics.

Edward F. Canfield promoted from mktg. mgr., Philco research div., to new post of asst. to the mktg. vp, govt. & industrial group.

### **Obituary**

Edward C. Cahill, 60, former pres. of the RCA Service Co., died May 30 in Camden, N.J. He joined RCA in 1928, was sent to Chicago as a field engineer, and installed the first sound equipment in Midwest movie theaters. In 1943, he was named pres. of the newly formed Service Co. Surviving are his wife, a son, a daughter and 2 sisters.

**Phono Disc Sales in '60:** Last year was the record industry's 2nd best year in terms of manufacturers' sales—billings fell only slightly below the all-time high set in 1959. Record Industry Assn. of America estimated last week that last year's disc shipments totaled \$228,420,000 at manufacturers' billing prices vs. \$320,520,000 in 1959. Retail list-price value of these shipments totaled \$480 million in 1960 vs. \$484 million in 1959. Sales last year comprised 105 million LP (33 $\frac{1}{3}$ ) records at a list-price value of \$405 million, and 81 million other records (45-rpm singles, EPs & 78s) at a list value of \$75 million. The comparable 1959 figures were 106.5 million LPs at \$387.7 million and 88.5 others at \$96.8 million. RIAA estimates that 26% of total LP sales last year were stereo discs, up from slightly more than 20% in 1959.

**New Plants & Expansions:** GE has earmarked a \$5-million expansion program for its Auburn, N.Y. rectifier production plant. The company will break ground this summer for a \$1.7-million, 70,000-sq.-ft. addition which will nearly double the plant's size. Approximately \$3.3 million will be invested in additional production equipment & facilities • Electronics Corp. of America has established a Belgian subsidiary to manufacture a variety of ECA industrial electronic-control equipment. The wholly-owned subsidiary will set up a plant near Brussels.

**Sylvania's Inventory Protection:** One-year price protection on distributor inventory becomes effective with 1962 TV-stereo line introduced in Miami (Vol. 17:22 p18). The protection comprises credit on new merchandise rather than promotional allowances. A feature of Sylvania's new "Sound Operating Procedures," the inventory protection also can be applied to dealers. In line with Sylvania's announced plan to close all branch operations in favor of independent distribution, the company has appointed Igoe Brothers Inc. distributor for metropolitan N.Y. and N.J.

### **Finance**

**Electronics Investment Corp. at Peak:** The San Diego mutual fund reports record total net assets of \$43,593,353 at the close of its 1961 fiscal year on April 30. The record figure represents a 35% gain over the \$32,345,263 in assets a year earlier. Net asset value per share climbed to a peak of \$9.19, 14.6% ahead of the \$8.02 at the close of the 1960 fiscal. The \$9.19 is after adjustment for a net capital gains distribution of 55 $\frac{1}{2}$ ¢ per share paid in May, 1960. For the quarter to April 30, here are the principal portfolio changes in common stock: Added—Edwards High Vacuum, RCA, Sigma Instruments, Thompson-Houston Compagnie, Ultra Electronic Holdings Ltd. Eliminated—American Bosch Arma, Eastern Industries, P. R. Mallory, Minneapolis-Honeywell, Taft Bestg., Speer Carbon. Increased—Aerojet General, AT&T, Bendix, GE, Hathaway Instruments, Western Union. Reduced—Storer Bestg.

**RCA Sees 1961 Sales-Profit Gains:** "There's a good chance" that volume & earnings will top 1960's performance of \$35.1 million profit (\$2.10 a share) on \$1.494 million sales, Pres. John L. Burns said last week. (RCA turned in lower profits on slightly higher sales in 1961's first quarter, Vol. 17:19 p24). With the exception of the data-processing division, all RCA operations are in the black, he said, and the general economy seems to be taking a turn for the better. If the improvement continues, he noted, RCA's earnings for the balance of the year should more than offset the first-quarter profit decline. Burns said that RCA's investment in computers will peak this year, decline appreciably in 1962.

**Mergers & Acquisitions:** Hewlett-Packard and Sanborn Co. directors have approved the merger of the 2 electronics firms (Vol. 17:17 p21). The amalgamation would become effective August 31 if stockholders of the companies approve at July 19 meetings. Sanborn, Waltham, Mass., manufactures industrial & medical electronic equipment • Ling-Temco Electronics and Chance Vought have mailed to their stockholders proxy statements for special meetings to be held June 30 to vote on the proposed merger of the companies (Vol. 17:14 p21). If approved, the merger would become effective August 31 • Loral Electronics directors have approved the acquisition of American Beryllium and its subsidiaries, U.S. Beryllium and Visioneering, for 95,840 shares of Loral common. At recent market quotations, the Loral stock totals more than \$4.9 million. Loral Pres. Leon Alpert reports that the amalgamation does not require stockholder approval and should be completed "before the end of July" • Consolidated Electronics Industries has acquired for 225,000 shares of common stock the assets of Thompson-Hayward Chemical, manufacturer of industrial & agricultural chemicals.

Taft Bestg. Co. common stock totaling 376,369 of 1,527,960 outstanding shares will be offered for public sale—price unreported—by 20 present holders who together own 959,890. An SEC registration statement (File 2-18190) said the largest block (56,503 shares) will be put up by David S. Ingalls & Robert Taft Jr. as trustees under an agreement with Jane Taft Ingalls. Other sellers include the estate of Hulbert Taft (44,443), Pres. Hulbert Taft Jr. (46,288), David G. Taft (40,546), Charles Phelps Taft Memorial Fund trustees (42,377).

**Mallory Forecasts Improved 1961:** Sales & earnings should be "moderately better" than 1960's profit of \$4,367,403 (\$2.84 a share) on \$83.5 million sales, Pres. G. B. Mallory told the N.Y. Security Analysts meeting recently.



# 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
Litton Industries	1961—9 mo. to Apr. 30	\$165,698,000	—	\$ 6,821,000	\$1.58 <sup>1</sup>	4,296,508
	1960—9 mo. to Apr. 30	134,459,000	—	5,441,000	1.25 <sup>1-2</sup>	4,251,550 <sup>1</sup>
Perkin-Elmer	1961—9 mo. to Apr. 30	18,400,000	—	730,868	.58	1,252,460
	1960—9 mo. to Apr. 30	14,600,000	—	660,614	.58	1,146,350
Philips' Lamp Works	1961—qtr. to Mar. 31	297,609,600	—	21,436,800	—	—
	1960—qtr. to Mar. 31	289,814,000	—	24,220,800	—	—
	1961—12 mo. to Mar. 31	1,333,536,000	—	107,740,800	—	—
	1960—12 mo. to Mar. 31	1,325,740,000	—	110,524,800	—	—
Screen Gems	1961—9 mo. to Apr. 1	—	\$ 3,556,000	1,817,000	.72	2,538,400
	1960—9 mo. to Mar. 28	—	1,583,000	861,000	.34	2,538,400
Sterling TV	1961—year to Mar. 31	938,200	—	63,200	.14	—
	1960—year to Mar. 31	722,078	—	31,649	.07	—
Tele-Bcstrs.	1960—year to Dec. 31	1,281,839	—	24,267	.08	307,451
	1959—year to Dec. 31	1,051,123	—	139,730	.75	186,242
TV Shares Management	1961—6 mo. to Apr. 30	1,479,939	769,646	383,658	.38	1,018,500
	1960—6 mo. to Apr. 30	1,536,992	744,934	366,222	.35	1,060,000
Warner Bros. Pictures	1961—6 mo. to Feb. 25	47,000,000	—	3,564,000	3.18	1,120,013
	1960—6 mo. to Feb. 25	49,800,000	—	3,422,000	2.27	1,504,000

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>Adjusted for October-1960 2½% stock dividend.

Reports & Comments Available: RCA, comments, Joseph D. Goodman & Co., 1526 Chestnut St., Philadelphia 2 • Cetron Electronics, analysis, McRae Securities Corp., Denver • Standard Kollsman, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Globe-Union, review, Reynolds & Co., 120 Broadway, N.Y. 5 • Electronic Components, report, Hannaford & Talbot, 519 California St., San Francisco 4 • Republic Corp., analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Mid-Eastern Electronics, offering circular, Mid-Eastern Electronics, 32 Commerce St., Springfield, N.J. • Dynamic Measurements, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Empire Devices, prospectus, Hayden, Stone & Co., 25 Broad St. N.Y. 4 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • AB-PT, prospectus, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5.

TRW Debentures Offered: Thompson Ramo Wooldridge will offer \$25 million of 25-year debentures due 1986 for public sale through Smith, Barnay & Co. Inc. and McDonald & Co. The price & interest rate weren't listed in an initial SEC registration statement (File 2-18164).

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Bendix	Q	\$0.60	Jun. 30	Jun. 10
Canadian Westinghouse	Q	.15	Jul. 3	Jun. 26
Clevite	Q	.30	Jun. 27	Jun. 12
Collins Radio		(Omitted)		
Decca Records	Q	.30	Jun. 29	Jun. 15
GE	Q	.50	Jul. 25	Jun. 16
Meredith Publishing	—	.35	Jun. 12	May 31
MGM	Q	.40	Jul. 14	Jun. 16
National Co.	Stk.	2%	Jul. 7	Jun. 20
RCA	Q	.25	Jun. 24	Jun. 16
Republic	Q	.25	Jul. 3	Jun. 9
Rollins Bestg.	Q	.08	Jul. 25	Jun. 26
Rollins Bestg.	Stk.	3%	Jul. 25	Jun. 26
Rollins Bestg. "B"	Stk.	3%	Jul. 25	Jun. 26
Times-Mirror	Q	.10	Jun. 26	Jun. 7
Trans-Lux	Q	.10	Jun. 30	Jun. 15
Universal Pictures	Q	.25	Jun. 29	Jun. 15

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 1, 1961

Electronics TV-Radio-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	21	23	Magna Theater	4	4½
Adler Electronics	19	21	Magetics Inc.	11¼	13½
Aerovox	11¼	12½	Maxson	20½	28½
Allied Radio	28½	31½	Meredith Pub.	41	45½
Astron Corp.	3	3-9/16	MetroMedia	21½	22½
Babcock Electronics	32	34½	Microdot	27¼	29½
Baird Atomic	23	25½	Milgo Electronics	23½	26¾
Cannon Electric	34½	37¾	Narda Microwave	8¼	9½
Capehart	8½	9½	Newark Electronics	15¾	17
Chicago Aerial Ind.	23½	25¼	Nuclear of Chicago	45	48¾
Control Data Corp.	97	105	Official Films	3¾	4½
Cook Electric	12¼	14¼	Pacific Automation	6½	7¾
Craig Systems	14½	16	Pacific Mercury	7½	7¾
Crosby Electronics	6¼	7½	Phillips Lamp	149½	155½
Dictaphone	34¾	37½	Pyramid Electric	2½	3-1/16
Digtronics	26½	29¾	Radiation Inc.	28½	30¾
Eastern Ind.	18½	19¾	Rek-O-Kut	2½	3-3/16
Eitel-McCullough	17	18¾	Research Inc.	5¼	6¾
Elco Corp.	12¼	14¾	Howard W. Sams	44	47½
Electro Instruments	20½	23¾	Sanders Associates	48	51¾
Electro Voice	12¼	14½	Silicon Transistor	14¼	16
Electronic Associates	32¾	35¾	Herman Smith	13	14½
Elec. Capital Corp.	47	51¾	Soroban Engineering	69	73¾
Erie Resistor	13¼	14¾	Soundscribe	14	15½
Executone	23	24¾	Speer Carbon	26	28¼
Farrington Mfg.	16	17½	Sprague Electric	75½	79
Foto Video	9½	10½	Sterling TV	4	4¾
Four Star TV	22½	24¾	Systron-Donner	42	45½
General Devices	16¼	17¾	Taft Bestg.	19½	21¼
Goodwill Stations Inc.	11¼	12¾	Taylor Instrument	52½	56½
Granco Products	4	4¾	Technology Inst.	8	9½
Gross Telecasting	22	24¾	Tele-Broadcasters	2	2¾
Hallcrafters	26¾	28¾	Telechrome	12¾	14
Hathaway Instr.	28¾	30¾	Telecomputing	7½	8¼
High Voltage Eng.	182	188	Time Inc.	90	95
Infrared Industries	17	18¾	Tracerlab	13½	14¾
Interstate Engineering	20½	22¼	United Artists	7¾	8¾
Ionics Inc.	33	36¾	Universal Trans.	1¼	1¾
Itek	58	62	Vitro	28½	30¾
Jerrold	8¼	9	Vocaline	2¾	3-3/16
Lab for Electronics	56	59½	Wells-Gardner	34	36¾
Leeds & Northrup	36¾	39¾	Wilcox Electric	11¼	12¼
Lel Inc.	9¼	11¼	Wometco	26½	28¾

# WEEKLY **Television Digest**

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### **Networks**

**NBC & CBS ADOPT LONG (42-SEC.) STATION BREAKS**, effective with the start of fall schedules, following ABC's lead for "competitive" reasons (p. 1).

### **Congress**

**CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV**—featured in Senate juvenile-delinquency hearing. Sen. Dodd looks for network licensing (p. 2).

**PASTORE PUSHES FCC REORGANIZATION CONCEPTS**, introducing Commission recommendations, analyzing provisions to "expedite & improve" processes (p. 3). Dept. (p. 10).

### **FCC**

**OBSCENITY HEARING ENDS** in Kingstree, S. C., as FCC Broadcast Bureau puts 4 witnesses on to buttress charges of indecent programming & misrepresentation (p. 4).

**MINOW FOR POLITICAL FREE TIME**, believes broadcasters should get only out-of-pocket expenses for federal, state & local contests (p. 4).

**ALL-CHANNEL-SET BILL TO HILL** is expected shortly, after Budget Bureau tells FCC it has no objections. Prospects of passage believed slim (p. 5).

**FEATURE FILMS & PAYOLA PROPOSAL** by FCC disturbs Rep. Harris and Cal. senators who ask Commission for exemption (p. 5).

### **Stations**

**SPOT BILLINGS DOWN 2.1%** for first quarter vs. same period of 1960. Candy companies spent 34% more in '60 in TV (p. 6).

### **Consumer Electronics**

**NEW LINES & OPTIMISM** go together this year. Value-packed sets seen as further stimulus to business pickup. Philco officials see the year equaling 1959 (p. 15).

**LAWRENCE TUBE READY**, Paramount tells stockholders, demonstrating brighter, compact set. Philco enters color without enthusiasm, offering RCA-built set (p. 15).

**NEW LINES**: Philco revamps stereo line, dropping prices. New Zenith, Packard Bell & Philco TV lines feature greater value, with prices substantially unchanged (p. 17).

### **Advertising**

**TIMEBUYER SURVEY BY NBC SPOT SALES** shows that 70% of TV-radio spot buyers participate in campaign planning (p. 7).

### **Film & Tape**

**WGAW, SAG SUING NTA FOR RESIDUALS**. Guilds charge delinquency in payments on 20th-Fox series (p. 10).

**TV NOT AFFECTED IN 20th-FOX RETRENCHMENT**. Board, dissatisfied with movie operation, seeks to correct waste, but its "watchdogs" are interested in TV expansion (p. 11).

**DAVIS IN, GLETT OUT** in new NTA upheaval. Dissident NT&T stockholder is now pres. of the company whose management he attacked. Leeds quits board, taking pay-TV with him (p. 11).

### **Other Departments**

**AUXILIARY SERVICES** (p. 7). **PROGRAMMING** (p. 8). **FOREIGN** (p. 8). **ETV** (p. 13). **PERSONALS** (p. 13). **FINANCE** (p. 19).

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**42-SEC. BREAK—EVERYBODY'S DOIN' IT:** CBS & NBC have abandoned the long-established 32-second nighttime station break in favor of the longer 42-second break approved by ABC in April (Vol. 17:16 p7). The move is effective with the start of fall schedules.

Action was taken under protest by CBS & NBC. Letters sent June 6 & 7 by CBS-TV Pres. James T. Aubrey and sales vp William Hylan indicated that CBS was adopting a 42-sec. break only as a "competitive measure." On June 9, the NBC Affiliates Board of Delegates said that network would "reluctantly have to follow the lead of ABC and CBS."

There'll be no triple-spotting in the new long breaks, CBS & NBC assured advertisers. Said Aubrey to CBS affiliates: "You should be aware that advertisers & agencies alike view this move with disfavor . . . It is only prudent for us to warn you that the use of the expanded break for more than 2 commercials will result in punitive measures by network sponsors." Said NBC in its June 9 statement: "The Board will urge all affiliates to give NBC written assurance that they won't triple-spot . . . NBC expects cooperation on this point."

Permissible variations on the 42-sec. theme will be as follows: (1) A pair of 20-sec. commercials, back-to-back, plus the station call letters. (2) A full 30-sec. commercial plus a 10-sec. ID commercial. (3) A full 40-sec. commercial—none has yet been filmed, but some are planned by advertisers—plus the call letters.

Fight by agencies opposed to long breaks isn't over yet, although there would seem to be no chance for a reversal of network fall plans. Even so, Young & Rubicam, which has led the Madison Ave. fight against "over-commercialization," late last week invited N.Y.-area station reps to a June 14 meeting "to discuss informally what measures may be taken on the increase of extended station-break time."



**CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV:** Congress had investigated relationship between TV & juvenile delinquency before, and everyone quickly forgot about it. Sen. Dodd's (D-Conn.) current hearings, however, have a far more receptive govt. & public audience. New, drastic, censorship-type laws won't be enacted—but the supervisory hand of FCC certainly will be strengthened. Sen. Dodd's only mention of new laws is possible legislation giving the Commission power to license networks.

Basic premise of Juvenile Delinquency Subcommittee, presented through its staff & special consultants, is that there's excessive violence & brutality in TV and, though absolute scientific proof is lacking, such material is bound to encourage delinquency and harm children generally. The industry's answer—through network spokesmen & film producers—is that violence is part of life & drama, that the programs are good because the good guy wins, and—they don't hurt children.

Subcommittee showed excerpts from NBC-TV's "Whispering Smith" and ABC-TV's "Cheyenne." It plans to view CBS-TV's "Malibu Run" this week.

Producer of "Whispering Smith," Revue Studios' Richard Lewis, defended his product—"The Grudge" episode—on the basis that its bloody revenge theme is the same as that of Greek & Shakespearean classics, and children "would try to emulate the hero, who wins." Sen. Carroll (R-Colo.) snapped: "In this film, the father is no good, the sister is no good, the mother is a poisonous character. It is a strong play of violence, of brutality, whippings. Is there anything about this story that's artistic?"

NBC's Carl Watson, dir. of broadcast standards, put network's case simply: Every program is examined carefully in advance. "Whispering Smith" was found acceptable.

Of "Cheyenne" excerpts showing, Warner Bros. vp William T. Orr said: "The hero is always on the side of justice & law. The proponents of evil & chaos are the doers of violence. 'Cheyenne' is the symbol of law & order . . . I believe that a certain amount of violence, as it is portrayed on 'Cheyenne,' has a good moral effect. The winning of the West was a victory for law & order . . . The essence of all story-telling is conflict . . . There is hardly a book or a play that would be considered a classic—or even 'worthwhile reading'—that doesn't extend human emotion to the point of violence on the part of its important characters . . . In my opinion, some of the original material produced for TV may well, in time, become classic. TV drama is only what it pretends to be—dramatic entertainment . . . In the 6 years of network broadcasting that 'Cheyenne' has enjoyed, its success with audiences of all ages—without any censure, individually or collectively—has been proof that it must have had a wholesome basic appeal to a broad segment of the American public."

Thomas W. Moore, ABC-TV programming & talent vp, said that "certain educational values" are introduced into Westerns—such as a "Cheyenne" episode illustrating "that the word 'half-breed' has no place in the vocabulary of our society" and the practice of "Rifleman" Lucas in teaching his son "the necessity of tolerance & understanding, the wisdom behind justice, and the physical skills necessary for a youngster living in an untamed land, and appreciation of the wild & beautiful country that surrounds him."

Research to date, Moore said, "shows no convincing evidence that there exists any correlation between TV viewing & the commission of acts of juvenile delinquency."

Grace M. Johnsen, ABC continuity-acceptance dir., quoted several child-behavior specialists to the effect that they could find little if any correlation between TV viewing & juvenile delinquency. Among those mentioned was Dr. Wilbur Schramm. She quoted from his recent book, "Television in the Lives of Our Children": "If a child has security & love, interests, friendships & healthful activities in his non-television hours, there is little chance that anything very bad is going to happen to him as a result of television." She added: "There is not even satisfactory proof that the emotionally disturbed child is harmed by TV." She defended "Cheyenne" Bodie as "a force for good and never for evil."

Dr. Schramm was placed on stand by Subcommittee and he said that TV shouldn't be blamed for delinquency, but that telecast crime & brutality may well trigger some youths. "The amount of violence is just too dangerous to go on," he said. He said it was the job of schools & parents to direct children to better programs and to complain about programs they disapprove.

Sen. Dodd opened hearing with report that staff monitored 72 hours of prime-time shows May 9-15, compared them with similar 1954 period, found that programs featuring violence had increased from 16.6% of total to 50.6%. Ratings prove that people want crime & violence on TV, he said, but: "We don't need ratings to prove that millions of people want to gamble, that millions of people keep prostitution, the rackets, and other social evils . . . TV can no longer claim growing pains."

Staff Dir. Carl L. Perian offered more statistical data to show increase in crime-Western shows from 1954 to 1961 in selected cities across nation.

Dr. Ralph Garry, Boston U. prof. of educational psychology and consultant to Subcommittee, asserted that 1.5 million children under age of 6 watch "Cheyenne," 3-4 million under 17 watch "Malibu Run," "Laramie" and "Untouchables,"—including 250,000 under 6 for "Untouchables." He said that even if only 1% of children are affected adversely, "we are concerned." He and his staff analyzed 78 programs telecast in Washington May 9-15, found "319 episodes of violent assaultive behavior," compared with one-fourth as many showing "protective & affectionate behavior"—and the theme most often presented was "the desire for money, wealth and power."

"These data confirm other studies regarding the stereotyped view of life & character being presented. Goodness of character is not sufficient; one has to be tough to succeed. Life's problems are solved by violent means, and it is the results that count. Money & power are goals to strive for. Gentleness & consideration scarcely exist. On the positive side, TV entertains children, providing them excitement & suspense. It contributes to the vocabulary development in young children, and offers information about occupations, events, and persons with whom they would otherwise have no contact. It is a fascinating companion to children, and often a stimulating one."

James V. Bennett, U.S. Bureau of Prisons dir., resumed his attack and reported that 26% of young prisoners at the Ashland Youth Center and 23% at National Training School believed that crime-Western programs "had influenced them in the way they had gotten into conflict with the law."

CBS-TV witnesses are scheduled for June 13, all 3 TV network presidents later in the week, FCC Chmn. Minow and NAB Pres. Collins June 19.

**PASTORE PUSHES FCC REORGANIZATION CONCEPTS:** FCC's own reorganization ideas (Vol. 17:23 p2) are now in the Congressional mills, introduced by Commerce Subcommittee Chmn. Pastore (D-R.I.). He obviously thinks they're good, because he had the full text (S-2034) placed in the Congressional Record along with a point-by-point analysis. The bill is long & explicit. It differs from facts we reported in the last issue only in that the Commission changed its mind & decided to make oral argument discretionary rather than mandatory.

White House's reorganization plan for FCC continued to be bludgeoned in other Congressional forums. Commission staff members Henry Geller & Gerard Cahill told Senate Govt. Operations Committee that FCC was 4-3 against it, offered each Commissioner's view as expressed previously to House Govt. Operations Reorganization Subcommittee (Vol. 17:22 p1). Robert Booth, pres. of Federal Communications Bar Assn., also repeated his previous presentation.

Pastore said purpose of his bill is to "expedite & improve" FCC processes. Here's summary of his analysis of bill's provisions:

(1) Review staff is eliminated and staff is permitted to recommend decisions—producing "speedier action without depriving parties of any rights . . ."

(2) FCC may delegate duties, including hearings, to single Commissioners, panels of Commissioners, staff panels or single staff members. This will permit Commissioners "to concentrate on the important cases."

(3) Applicants who lose decisions may apply to FCC to review their cases, but Commission may deny such review applications "without assigning any reasons therefor."

(4) FCC, "in its discretion, may adopt hearing safeguards even more stringent than those specified in the Administrative Procedure Act."

(5) Applicants retain the right to file exceptions to initial decisions.

(6) Oral argument is made discretionary—as with "every other major federal regulatory agency."

(7) Everyone is prohibited from making off-the-record approaches in hearing cases—not only those "who have participated in the presentation or preparation of the case."

(8) Examiners may consult with each other on matters of law—as in other agencies.

(9) Any Commissioner who conducts a hearing may consult with his assistants and participate in Commission discussion of the case "without raising the claim [of] an 'indirect' ex parte presentation."



(10) FCC may consult with staff of its general counsel, chief engineer and chief accountant because "it is clearly wasteful to cut off the Commission in an adjudicatory case from the valuable assistance of its chief legal & engineering officers." There would still be no Commission consultation with staff members who had investigated or prosecuted a case.

Rep. Harris (D-Ark.) conducts hearings on his own reorganization bill (HR-7333) this week, Commission testifying June 13.

House plans to vote June 15 on resolution to reject White House's FCC plan. Last week, it turned down a request for immediate vote sought by Rep. Gross (R-Ia.).

## The FCC

**OBSCENITY HEARING ENDS:** FCC's Broadcast Bureau concluded its case against radio WDKD Kingstree, S.C. last week (Vol. 17:23 p5), presenting 4 final witnesses whose testimony was designed to show that indecent material had been broadcast and that the licensee had made misrepresentations to FCC.

The hearing involves material broadcast by "Uncle Charlie" Walker. More examples of his humor were placed in the record—which we've decided not to print.

Former WDKD announcer Carroll Godwin, now with WCSC-TV Charleston, testified that he had told station owner E. G. Robinson of complaints he had received about "indecent & vulgar" broadcasts by Walker and that the material was "pretty damn filthy." Once, he said, he was in a car with Robinson when objectionable stories were transmitted. Robinson had testified that he knew nothing of the nature of Walker's output and that no one had ever complained to him of it.

Marion Few, 50% owner of WDKD until 1956, testified that he was in his car one day and heard a particularly foul Walker offering. He drove to the station immediately and fired Walker on the spot, he said. Walker stayed on nonetheless, he said—and Few sold out to Robinson shortly thereafter. He said he had often told Robinson & Mrs. Robinson of the complaints he received.

A. C. Creamer, mgr. of Sears, Roebuck in Florence, testified that he canceled advertising on WDKD because of numerous complaints about Walker's show. Later, he said, he rescheduled sponsorship when he received assurance that the spots wouldn't be on Walker's program. Robinson had testified that no sponsor had ever canceled because of Walker.

Edward L. B. Osborne, pres.-gen. mgr. of WBCU Union, S.C., former pres. of the South Carolina State Bcstrs. Assn., testified that he had heard Walker and termed his performance "degrading to radio broadcasting."

It's assumed that examiner Thomas Donahue will produce his initial decision fairly soon because the hearing was short, issues & testimony clearcut.

Though townsmen were cold towards the FCC contingent initially, they became friendly after Commission witnesses testified.

It's understood that Walker is now driving a truck.

**First FCC Hearing Against Set Owners:** A shut-in's complaints that neighboring TV sets were interfering with her radio reception has resulted in formal proceedings by FCC for the first time against set owners. Miss Nellie Feaster, of Maysville, W.Va., has charged that receivers operated by Charles Funkhouser & her cousin, Emory Feaster, disrupt her radio reception. After ignoring FCC warning letters, the set owners face a hearing July 12.

**MINOW FOR POLITICAL FREE TIME:** "I'm probably alone at the FCC on this," FCC Chmn. Minow told the Women's National Democratic Club in Washington last week, "but I believe there ought to be mandatory free time for political campaigns." He said he believed that broadcasters should be compensated for out-of-pocket expenses, but "I don't see why broadcasters should make a profit for carrying political discussion, which is the lifeblood of our Democracy." He added that free time should be made available to state & local candidates as well as national. Other Minow comments:

(1) The subject of satellite communications has the highest priority at FCC today.

(2) His 3 young daughters are "typical" viewers. "They'll watch what's on the screen. They have no discrimination. That's why the industry has such great responsibility. We try to limit the hours they watch. Youngsters will absorb what you give them, whether it's crime or education, and education includes 'Peter Pan.'" He called TV coverage of President Kennedy's European trip "TV at its best." "Even my girls watched it with the greatest interest & benefit," he said.

(3) Newspaper ownership of TV & radio "in areas where there are only one or 2 stations and one or 2 newspapers is a matter of great concern." However, he said, "you can't generalize" on the subject, and FCC must consider each case on its own.

(4) "FCC will never censor." However, FCC must choose between applicants, he said "and we're going to hold broadcasters to their promises."

(5) "We pay no attention to whether an applicant is owned by members of Congress."

(6) "I support the Commission position on network regulation"—namely, FCC's recommendation that the law be amended to permit Commission regulation, but not licensing, of networks.

Master of ceremonies Sen. Gore (D-Ky.) concluded by stating: "One of the healthiest things that could happen would be for the FCC to refuse to extend a few licenses."

\* \* \*  
**Minow Uses the Medium:** FCC Chmn. Newton N. Minow plans to discuss the mail reaction to his NAB speech (Vol. 17:23 p9) on ABC-TV's *Issues & Answers* June 18. USIA Dir. Ed Murrow is scheduled on the program July 2.

\* \* \*  
**Life Visits Minow:** A *Life* magazine team, including noted photographer Alfred Eisenstaedt, has been at FCC, working up a feature showing Chmn. Minow at work—taking pictures of him in his office, presiding at oral argument, etc.

**FCC Vacation Meeting:** Aug. 1 has been selected for FCC's only meeting during its traditional vacation month, during which it schedules no hearings or oral arguments.



**ALL-CHANNEL-SET BILL TO HILL:** The Budget Bureau has finally cleared FCC's recommended legislation which would require all sets shipped in Interstate Commerce to be able to receive all vhf & uhf channels.

The bill had been in administration's hands for several months, and it was understood that White House advisors had conflicting views on it. However, word was passed to FCC last week saying that no objections would be raised—a customary expression.

Manufacturers are dead set against the measure, asserting that it would require the public to pay for something that few viewers could use. FCC's position is that uhf will never amount to anything unless an audience is built so that stations can have a reason for starting. Prospects for the bill's passage are considered poor.

**Feature Films & Payola:** FCC's proposed anti-payola rules, designed to implement the new law (S-1898), aren't what Congress intended for feature films, according to Rep. Harris (D-Ark.) and several other Congressmen.

Harris has filed a statement with the Commission, saying that the following FCC provision would conflict with Congress's intent: "Any films broadcast by any TV station which were photographed for commercial exhibition after the effective date of the subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for TV exhibition."

Movie producers were dismayed by the proposal, which would make them plugola police, and they've persuaded Cal. Senators Kuchel & Engle also to file objections with FCC.

The Commission has extended the deadline for comments to June 22, and for replies July 3. NAB had asked for an extension to July 10, urging that an informal meeting be held first to clarify "certain inconsistencies which are subject to multiple interpretive possibilities"—though it agrees with the purposes of the proposal.

**Lafayette Ch. 3 Initial Decision:** Acadian TV Corp. (radio KXKW) has been recommended as grantee for Ch. 3, Lafayette, La. in an initial decision by FCC examiner Millard F. French. Its competitors are Evangeline Bcstg. Co. (radio KVOL) and uhf KTAG-TV (Ch. 25) Lake Charles. French held that KTAG-TV is out of the running because it would not put a sufficiently strong signal into Lake Charles and that a Lafayette station would serve more people. As between KXKW & KVOL, French favored the former particularly because its principals controlled fewer broadcast & newspaper properties and because it had greater integration of ownership & management.

**Weston, W. Va. Protest Case:** FCC has instructed its staff to draft a decision denying the protest of WBOY-TV Clarksburg, W. Va. against the approval of stock transfers involving WJPB-TV Weston (Vol. 16:51 p10). WBOY-TV had charged that WJPB-TV had deliberately delayed informing FCC of stock acquisitions by Thomas P. Johnson and George W. Eby. In an initial decision, examiner Herbert Sharfman held that the protestant had proved part of its allegations but that he didn't believe "drastic" punishment should be given to WJPB-TV.

**Dayton Sale Approved:** The purchase of radio WONE, WIFE (FM) and CP for WONE-TV (Ch. 22) Dayton, O. by WONE (Brush-Moore Newspapers) for \$2.02 million has been approved by FCC.

## Stations

**Preparing for Renewal Day:** Reacting constructively to the major event of the recent NAB Convention (Vol. 17:20), Kansas Assn. of Radio Broadcasters has issued 6 suggestions to its members:

"FCC Chmn. Newton Minow made it pretty plain in his address at the NAB Convention. The New Frontier is going to look at all broadcasting with a close eye. We strongly suggest the following steps in your organization:

(1) Check your latest license renewal. Make sure today's operations conform to yesterday's renewal application. If you are deviating substantially, you should write the Commission and explain why.

(2) Make sure some educational & cultural programming is on your schedule.

(3) Editorialize. It is plain stations must carry out civic responsibilities, and this includes editorializing. You must be fair, but it is obvious the Commission believes editorials should be a part of your operations.

(4) Make sure your station broadcasts information about local issues—controversial & otherwise.

(5) Keep a file of letters to & from community leaders & organizations. Especially important at license-renewal time will be an up-to-date file of letters indicating what you have done to support community & area projects.

(6) Check your technical & logging procedures closely. Go over specific FCC rules with your entire staff."

**Triangle Increases ITA Holdings:** An additional block of stock, amount undisclosed, in ITA Electronics Corp. has been purchased by the Triangle stations, following their buy last month (Vol. 17:22 p6) of a one-third interest in the Lansdowne, Pa. designer & builder of broadcasting & communications equipment. ITA's new board also was announced last week: ITA Pres. Bernard Wise; Roger W. Clipp, vp of Triangle Publications, Inc.'s Radio-Television Division; ITA sales dir. Paul Comstock; Triangle Publications vp & gen. counsel Joseph First; Triangle Radio-Television Division engineering dir. Henry Rhea; ITA engineering dir. Joseph Roberts.

**Conn. General Assembly Cites WTIC-TV:** That state's legislators passed a joint resolution praising the Hartford station for cancelling 3 hours of scheduled programming to present discussions by political leaders of issues deadlocked in the Assembly. The resolution noted in part that Travelers Bcstg. Service Corp. "has once again demonstrated a keen interest in the public affairs which vitally affect the government & well-being of our state by graciously placing facilities at the disposal of both political parties for the information & benefit of the people of Connecticut."

**Kahn AM Stereo:** Claiming a high degree of compatibility for his system, Kahn Research Labs Pres. Leonard Kahn reports that his AM stereo techniques are now in use in Caracas, Mexico City and Montreal. The system employs single sideband. Now that FCC has adopted standards for FM stereo, it is expected to resume consideration of AM standards.

**Eight Satellites Sought:** CFCR-TV Kamloops, B.C. has applied to Canada's Board of Governors for a chain of satellites in the British Columbia interior—at Ashcroft, Chase, Lilloet and Merritt, with 2 each at Clinton and Mt. Timothy. BBG scheduled the applications for hearing June 20. On the same date BBG will hear a Ch. 11 application for Québec City by Jacques La Roche.



## Advertising

**Primer on Commercial Cost Control:** "The waste and inefficiency in the production of commercials is appalling and it's the fault of advertisers, agencies and film producers." So charged Filmex Pres. Robert Bergmann, dir. of the Film Producers Assn., before a N.Y. meeting of ANA last week. Bergmann reported that present expenditures for TV time & production by advertisers are "well over a billion and a half dollars" and thus create the need for cost control. Bergmann did not suggest that commercials could be less expensive, but that "more return for the dollar invested is possible through improving the system that begets the commercial."

He suggested these methods of cost-control improvement: (1) Permit the film producer & his staff to aid creativity before the storyboards are approved by clients. "The agency can then approach the advertiser confident that the board has been contributed to by one or more visual experts." (If the agency waits until the commercial has reached the "answer-print stage" and changes must be made, film shooting is comparatively more costly, because day rates for studio & crew remain standard.) (2) "If bidding occurs, all film producers should be given identical information at one sitting by the agency producer and with a representative of the TV business dept.," said Bergmann. He also suggested an alternative: The agency representative should be a "go-between with each film company, and deliver in addition to the storyboard & script, special information supplied by the writer, producer and art director." (3) Develop a "TV commercial cost controller" who will keep careful track of the commercial cost structure and will not "rely on the vague bid which makes him unable to understand discrepancies and puts him in difficulty [with] a client who is sure he got the same job cheaper last time."

Bergmann advocated the formation of a joint committee of ANA and 4A to "help each other in the matter of film practices," and to explain to FTC "the facts of 2-dimensional life of the film medium and to show them that substitute material for illusion under burning lights and the accommodation of the tones of a gray scale need not be fraud or deception."

**P&G's Print Activity:** "You ought to know, before the magazines start making a big production out of it, that P&G is switching some TV money to women's service books. It isn't that Cincinnati thinks that it has too many eggs in the TV basket—91% was the TV ratio for the past fiscal year—but rather that there are a couple of brands that it thinks would be more adaptable copy-wise to print. What it'll mean to TV: the equivalent of the cost annually of a quarter hour or 2 on network TV."—*Sponsor*.

**Steel's National & Regional Campaign:** U.S. Steel, which makes bed-spring wire, will launch a promotion campaign for "Better Sleep Month" (September) consisting, in part, of advertising on *U.S. Steel Hour* (CBS-TV).

**New Rep:** KJEO Fresno to George P. Hollingbery Co.

**Ad People:** Aaron Beckwith and Delbert O. Fuller Jr. elected BBDO vps . . . William E. Steers, Doherty, Clifford, Steers & Shenfield, appointed chmn., 4A media-relations committee. Other 4A committee chairmen: William S. Matthews, Y&R, broadcast media; David Miller, Y&R, TV & radio administration . . . Richard Martell, ex-Grey, named vp, Dancer-Fitzgerald-Sample.

**First Quarter Spot Billings Down 2.1%:** Spot TV's January-March 1961 gross time billings dropped to \$151.3 million—a 2.1% decline from the like quarter of 1960—according to a Rorabaugh-TvB report last week. Procter & Gamble was the leading spot TV advertiser in the quarter, with gross billings of \$12.2 million, followed by Lever Brothers (\$5.4 million), General Foods (\$4.8 million) and Colgate-Palmolive (\$4.2 million). Announcements represented \$115.2 million of 76.1% of the total, IDs were \$16.9 million (11.2%) and programs \$19.3 million (12.5%). Food & grocery products were the leading classification, with a spot expenditure of \$47.4 million, followed by drugs (\$14.2 million) and cosmetics & toiletries. (\$12.2 million).

Leading network-TV advertiser in the first quarter was also Procter & Gamble with gross billings of \$11.8 million, followed by American Home Products at \$9.2 million.

Product categories registering largest first quarter network TV gains were (1) publishing & media, with billings of \$645,343—up 8,723% from \$7,314 in the same quarter last year; (2) apparel & footwear, with \$2.6 million—up 97.4% from \$1.3 million; and (3) sporting goods & toys, with \$915,312—up 50% from \$610,275 last year.

\* \* \* Candy & confectionery companies are growing sweeter on TV, TvB reported. In 1960, 8 out of 10 national ad dollars (79.6%) spent by all confectionery companies in major measured media went into TV, compared with 67.1% of the total in 1959. Gross time billings in 1960 were \$29.3 million—up 34% over 1959's \$21.9 million. Leading the list was Wrigley, with 1960 gross time billings of \$10.7 million compared with \$7.3 million in 1959. Wrigley spent 78.4% of its budget in TV last year against only 37.7% in 1959.

**Bates Spot Formula:** The Ted Bates agency has set up a market rating chart for spot TV to indicate the number of impressions needed weekly in a given market for a packaged product. A Class AA market requires an excess of 125 rating points weekly; A markets require 100 to 124; B, 75 to 99; C, 50 to 75; and below the top 100 markets, less than 50 rating points.

**BBM's Books:** Canada's Bureau of Broadcast Measurement has issued *BBM Estimates, Spring 1961*, a 32-page listing of Canadian population, households and TV households. W. L. Hudson, dir. of research & development, cautions that the "figures are estimates, subject to sampling variations." The Bureau has also published *The BBM—Its Value to You*, a handy reference to the "availability, interpretation and use of the broadcast survey information collected, analyzed and distributed to members." BBM's address is 75 Eglinton Ave. East, Toronto 12.

**Y&R and Dentsu to "Co-operate":** Young & Rubicam Inc. and Dentsu Advertising Ltd. of Japan (5th largest agency in the world) are currently paving the way for an exchange of business not competitive to clients of either agency. "Many Y&R accounts are concerned with developing markets in the Far East," stated Y&R Chmn. Sigurd S. Larmon, "and we believe friendly co-operation will prove beneficial to us both." Dentsu is the leading ad agency in Japanese commercial TV, maintains a large production staff.

### Obituary

George S. Fowler, 76, senior vp of Cunningham & Walsh, died June 5 at his home in Glen Ridge, N.J., after a brief illness. He was a past pres. of ANA and exec. secy. of the American Red Cross during World War I. Surviving are his wife, a son, 2 daughters, 8 grandchildren and a sister.



**Are Timebuyers Hamstrung?:** Asking this question of 207 ad agency men, NBC Spot 'Sales' 8th Timebuyer Opinion Panel Report on "Creativity in Timebuying" disclosed the following 1961 attitudes & practices among the agency men (& women) "who will spend \$2 billion of advertiser moneys in 1961":

(1) 70% reported that the timebuyer "always" or "frequently" participated in planning the over-all campaign appropriation and selecting the generic media. But less than 40% said the buyer had any real voice in the creative copy approach.

(2) The small-agency (billings under \$5 million) buyer plays a more important role in these initial planning phases than his counterpart in a larger agency—presumably because he must be more versatile.

(3) 90% reported that the buyer participated in secondary planning phases—the setting of audience-reach levels & selection of test markets. 80% said he had a voice in fund allocation.

(4) The large-agency buyer plays a more important role in this second phase.

(5) There was "virtually unanimous" agreement that knowledge of over-all campaign strategy added to the buyer's efficiency.

(6) 90% said the buyer was justified in following his own dictates when his opinion was at odds with the usual collection of rating data.

(7) 93% said that there are circumstances when the timebuyer should consider another rating service which shows a striking difference from his own.

(8) 66% of the panelists preferred all-media buying to merely timebuying.

Asked what their primary problems were as timebuyers, most respondents to NBC's study said: "Too much detail work . . . Too little time to work out flexible buys . . . Inflexible budgeting & rating goals . . . Lack of background information which would help ascertain client objectives . . . Little authority to make decisions . . . Unfamiliarity with copy approach."

Are timebuyers hamstrung at ad agencies? The survey provided no firm answer, but seemed to indicate that not a few agencies were using their experienced timebuyers at something less than peak efficiency.

**Most Media Buyers Distrust Studies:** Asked if they believed that research studies conducted by media were usually completely honest, 79.3% of media buyers said no (71.4% of timebuyers, 66.7% of space buyers). The figures were based on opinions from 236 members of Standard Rate & Data Service's National Panel of Media Buyers. However, 71% of the media buyers were willing to admit that they found such studies "somewhat useful." The respondents pinpointed their gripes on slanted questions and omission of unfavorable findings. It was their general feeling that studies should be complete and made by independent research organizations rather than by media themselves.

**Salaries Up for Media Directors:** Median salary for ad-agency media directors had risen to \$12,500 in 1960 from \$9,400 in 1957—and is expected to double between 1955 & 1965, reports *Media/scope*.

**Rise of the Spot Carriers:** More than 50% of prime night hours on the networks are expected to be spot carriers in the 1961-62 season. This is a rapid change from the 11% condition in 1958. The climb: 18% in 1959, 25% in 1960, and 41% expected this fall, says *Sponsor*.

## Auxiliary Services

**TelePrompTer CATV List Grows:** Three CATV systems, covering 5,200 homes, have been added to TelePrompTer's group of wired systems. The purchase price, according to the firm's Pres. Irving B. Kahn, is "in excess of \$1 million," and raises the total of homes served by its CATVs to 20,000. The 3 newest systems: (1) Pacific Telescription system, Santa Cruz, Cal.—oldest CATV (3,100 subscribers) in that state. (2) Community Cable TV, Coquille, Ore. with 1,300 subscribers. (3) The 750-subscriber Cableview of Springfield, Ore. CATVs acquired previously by TeleprompTer are located in Liberal, Kan.; Eugene, Ore.; Rawlins, Wyo.; Farmington & Silver City, N.M., and Elmira, N.Y. TelePrompTer is also involved with Henry J. Kaiser in the development of a cable TV system at Kaiser's planned Hawaiian resort of Hawaii Kai, near Honolulu.

**And H&B Buys Palm Springs TV:** Transcontinent Communication Systems Inc., a wholly-owned subsidiary of H&B American Corp., has concluded contracts for the purchase of Palm Springs Television Corp. It takes possession about June 15. The 6,700 subscribers of the Palm Springs CATV, largest 7-channel system in the country, pay \$7.50 a month. This was the first system to be involved in pay TV—for the Telemeter test several years ago. Other negotiations now under way, with some deals in escrow, will boost H&B's over-all subscriber total to better than 55,000 by September.

**NCTA Convention Agenda:** Panel discussions will dominate National Community TV Assn.'s 10th annual convention in San Francisco's Jack Tar Hotel June 19-23. Titles of sessions include: "Cohesion for Progress," "Progress in Review," "CATV System Evaluation & Appraisal," "Tax Traps for CATV in 1961," "Pole Line Attachment Roundup," "Legal Challenges in a Changing Age," "Which Way Home Theater," "The 4 Horsemen of Salesmanship," "The Decade Ahead, Profits & Pitfalls," "Compete & Grow," "Broadcaster Relations," "Molding Tomorrow's Leaders," "Ideas at Wholesale," "Microwave Developments," "Amplifier & Cable Progress." This will be the Association's most ambitious program to date—25 hours of sessions with more than 85 participants.

**TNT Buys Eidophor Equipment:** In a deal said to involve "more than \$600,000—the largest single contract in the history of closed-circuit TV," TNT has announced the purchase of a "nationwide network" of Eidophor large-screen TV projectors from Ciba, the Swiss drug concern whose electronics div. manufactures the Eidophor units. Ciba has used the projectors, and associated mobile camera equipment, for medical closed-circuit sessions for nearly 2 years. TNT expects the Eidophor projectors to be "located in all major markets in the TNT network," and said that the first 20 units will be available within a few months.

**Montreal CATVs Join Forces:** Faced with competition from 4 stations, 12 Montreal area CATV systems are considering tying their facilities together and purchasing special programs, such as sports, to feed exclusively to their 45,000 subscribers. They've formed a local organization for the purpose, Television Cable Associates.

**Jerrold Microwave:** New microwave equipment, for CATV and other uses, has been introduced by Jerrold Electronics. Claims for the one-watt equipment include high reliability, stability and fidelity.



**Pay TV for N.Y. Doctors:** The latest proposal for "scrambled" telecasts for the medical profession came last week from Solomon Sagall, pres. of Teleglobe Pay TV System, in N.Y. Sagall has formed Medical TV Network Inc., and is currently negotiating for "the use of N.Y. TV channel facilities." He hopes to begin telecasting "later in the year." If successful, shows will be extended to other cities.

Under the plan, doctors would be charged "a small monthly subscription fee" to cover production of the medical ETV shows, and to pay for the use & servicing of a special portable TV set containing an un-scrambler. Sagall intends to seek an early-morning (7:30-8 a.m. or 8-8:30 a.m.) time period not now occupied by commercial programming, and to have weekend repeat telecasts.

Proposed as basic program fare are "post-graduate refresher courses, information regarding progress in medical techniques and news of the latest drugs." Lecturers will be "eminent specialists from all countries," under the supervision of a medical advisory board headed by Dr. Leo L. Leveridge. There will be no commercials—"in keeping with the desire of many doctors who were queried."

Macfadden Publications recently acquired a stock interest in Teleglobe. FCC recently gave a green light to plans of a Jacksonville, Fla. ETV outlet to transmit scrambled medical programs (Vol. 17:23 p5).

**NT&T's Overseas CATV Plans:** A "multi-million-dollar investment" in British CATV systems reportedly is planned by NT&T. The company's European representative, Hal C. Chester, is quoted in Britain's *Television Today*: "We would assist in 3 ways: By purchasing existing wired systems, becoming part owners of existing systems by making finance available for development, and helping with finance in mergers between several existing systems."

**Uhf & Vhf Translator Starts:** K71AX Fish Lake Valley, Nev. began repeating KOLO-TV Reno on May 1 • K11AB Ismay, Mont. began tests repeating KDIX-TV Dickinson, N.D. May 17 • K12AB Troy, Mont. began tests May 24 carrying KHQ-TV Spokane, Wash.

**Canadian CATV Microwave:** A 160-mile 5-hop microwave, apparently the first for CATV in Canada, is now feeding a system in Chibougamau—300 miles north of Quebec City—with signals from Jonquiere.

## Foreign

**Northern Ireland Taxes TV:** Terence O'Neill, Northern Ireland Finance Minister, is abolishing an entertainment tax to "help cinemas," and, at the same time, levying a 10% tax on TV commercials. He said in a budget statement that the TV industry had grown enough in recent years to warrant its contributing toward the increasing cost of public services; he hoped to collect \$280,000 a year.

**BBC Wants to Raise Fees:** If the network's new license plan is accepted by the govt., British viewers will have to pay \$17.30 for their TV-radio licenses instead of the current \$11.20 (Vol. 17:22 p23). With the additional revenue, a BBC spokesman told *Variety*, "we could start another television channel, color television and a network of local radio stations."

**The British Came:** A 5-member British TV committee, headed by Sir Harry Pilkington, visited FCC June 1 as part of its U.S.-Canadian tour preparatory to advising the British govt. on the future of TV.

## Programming

**Plan for More Local Informationals:** Trans-Lux took the lid off its new TV subsidiary June 5, ending several weeks of industry speculation. Called TV Affiliates Corp. (TAC) and headed by Robert Weisberg, the division will be a clearing house for "high-quality," locally produced programs among stations, not unlike the CBS o&o program exchange (Vol. 17:11 p11). "Stations setting up their own distribution & sales organizations find this costly and an unfamiliar area with many pitfalls," said T-L exec. vp Richard Carlton. "Existing syndication companies generally do better, but can handle only a limited number of programs because of high distribution costs & the uncertainties of syndication today," he added.

TAC is not a standard syndication company, but an exchange point for programs already aired on local stations. On payment of an annual fee—"below the usual syndication range"—based on the size of the market, the entire TAC library becomes available to the subscribing station on an exclusive basis (*i.e.*, only one subscriber to a market). Fee for a small station will be \$1,700-2,000, according to Weisberg's current estimates. The station will have the right to use the library for single or multiple runs, sponsored or sustaining, in any time period.

Producing stations will be paid on an ASCAP-type of performance formula, said Weisberg. "The basic plan provides revenue for producing stations, thus enabling them to strive for higher budget & better local programs." Preliminary work to acquire programs has already begun, said Weisberg, who hopes to have some 100 half-hour programs within a few months. The first TAC subscribing stations to air these programs will get under way before 1962.

To qualify for use, programs must be: (1) Informational, educational, or cultural; (2) of "high quality"; (3) suitable for regional or national release; and (4) in conformance with the NAB Code, (although the producing station need not be an NAB member).

"It's not an answer to pressure from Washington," said Trans-Lux of TAC. But a letter from FCC Chmn. Newton N. Minow to T-L Pres. Richard Brandt at least indicated considerable interest on the part of the FCC head. "I am in agreement with you that there are many local TV programs that should be seen outside of their home markets. You certainly are to be congratulated for moving in this direction," Minow wrote.

A 7-man broadcaster advisory committee, which helped form TAC and is currently contacting stations, consists of Richard Borel (WBNS-TV Columbus), Eldon Campbell (WFBM-TV Indianapolis), Roger Clipp (Triangle Publications TV-radio div. vp-gen. mgr.), Jack Harris (KPRC-TV Houston), Norman Louvau (KCPX-TV Salt Lake City), David Moore (Transcontinent TV Corp. pres.), and A. Louis Read (WDSU-TV New Orleans).

CBS-TV Stations Div. completed negotiations last week with the Australian Bcstg. Commission and CBC for contributions to a 5-way International Program Exchange (Vol. 17:22 p8). ABC will contribute 2 original TV dramas—"Outpost," a World War II story by John Cameron, and "Scent of Fear," a suspense drama by Ted Willis. CBC's 3 offerings are "Pineapple Poll," a ballet inspired by the works of Gilbert & Sullivan, "Sir Thomas Beecham Presents Lollipops," a Toronto Symphony Orchestra concert, and "Music in the Wall," an original drama by Donald Jack. The 5 CBS o&o's are contributing 13 taped episodes of *The American Musical Theatre* for foreign telecast.



**Mayor's Marathons Miss by a Mile:** Or so the ARB ratings indicated. Appearing on WNTA-TV N.Y. June 4 (7:30-10 p.m.) with 23 of his city officials in an administration defense titled *N.Y. Panorama*, Mayor Robert Wagner drew (against, for instance, a 23.3 on WCBS-TV) a 0.3 Arbitron for the N.Y. metropolitan area—"the lowest rating we could give a show," according to ARB.

On the other channels opposite the public-service information show were *Dennis the Menace*, *Maverick*, "Race Street" (film with George Raft & Marilyn Maxwell), *Aqua-Lung Adventures*, *Ed Sullivan Show*, *National Velvet*, *Medic*, *Air Force Adventure*, *Tab Hunter Show*, "A Way of Thinking," *Lawman*, *City Detective*, *GE Theater*, *The Chevy Show*, *John Crosby Show*, *The Rebel*, *Pan-American Theater* and a featured pro soccer game.

Preferring Nielsen figures, WNTA-TV research dir. Serge Valle said: "It is quite possible that 500,000 persons might have seen the program" at some time during its 2½-hour run.

The following day's public-service effort (9-11 p.m.), in which Wagner & his aides answered questions submitted by the public, didn't do much better—a 3.2. Impetus for the TV appearances came from WNTA-TV exec. vp Ted Cott, who personally screened a voluminous number of phoned & mailed questions. WNTA-TV contributed not only free time but a lobster lunch for the entire "cast."

**Situation Comedy Leads in Fall:** Of the 106 shows which will occupy the prime-time hours of the 3 networks this fall, the largest category—29—will be situation comedy. *Sponsor's* tabulation also indicates that crime-suspense will be 2nd, Westerns 3rd and public affairs (5 shows) 7th. Here are the figures:

Category	ABC-TV	CBS-TV	NBC-TV	TOTAL
Situation comedy	12	13	4	29
Crime-suspense	7	4	6	17
Westerns	4	5	6	15
Adventure	7	2	2	11
Anthologies	1	5	4	10
Variety	1	3	2	6
Public affairs	1	2	2	5
Comedy	0	3	1	4
Panel-quiz	0	3	1	4
Music	1	0	2	3
Sports	2	0	0	2
<b>Total</b>	<b>36</b>	<b>40</b>	<b>30</b>	<b>106</b>

**TV Newsmen Get Source Protection:** California TV-radio reporters have gained the right to protect news sources, a privilege long afforded newspaper reporters but often sought unsuccessfully by electronic journalists. Cal. Gov. Edmund G. Brown last week signed into law a bill amending Sec. 1881 of that state's Code of Civil Procedure: "Nor can a radio or TV news reporter or other person connected with or employed by a station be adjudged in contempt for refusing to disclose the source of any information procured for & used for news purposes on radio or TV." The bill was sponsored by Louis S. Simon, KPIX San Francisco gen. mgr. & Cal. Bcstrs. Assn. pres., who had delivered an editorial on his station April 27 & 30 recommending its passage.

**Clergymen Tastes in TV:** *Perry Mason* and *Gunsmoke* are the 2 favorite programs of Lutheran ministers in the Midwest, according to a survey conducted by the *Lutheran Companion*, Rock Island, Ill. Their next 7 favorites (in order): *Bonanza*, *20th Century*, *Bugs Bunny*, *Flintstones*, *Closeup*, *Open End* and *American Heritage*.

**Truman Signs for TV Series:** TV's latest history-as-seen-by series will star former President Harry S. Truman in a 26-episode, 60-min. program dealing with "major historic events of our time." Discussing the taped-filmed series, which will be produced by Talent Associates-Paramount Ltd., former President Truman said: "I'll do the talking & I'll be the show . . . The material will be drawn from many sources, including my private files & notes, what has been stored up in my memory, and films from many sources, adhering with complete fidelity to historic facts." It will be "an educational proposition entirely," said Mr. Truman. Proceeds from the series will go to the Truman Memorial Library in Independence, Mo., where most production will take place. Producer David Susskind, who said NBC "has evidenced an interest," hopes to get network exposure for the series by February 1962. William Hillman, official Truman biographer, and David M. Noyes, Los Angeles business man, will serve as advisors on the program—"which won't be called 'The Truman Years,'" according to HST. A few of the subjects to be included: the atomic age, Hiroshima & Nagasaki, China goes Red, civil rights, meetings with Stalin & Churchill, the formation of NATO.

**Armchair Culture for CBS Viewers:** A "summertime tour of the European cultural scene" is in store for viewers of *Accent*, a CBS-TV public-affairs show scheduled for the Sun. 5-5:30 p.m. slot starting July 9. Among program projects due to be location-taped by producers Bill Kobin & Don Kellerman: A visit to Cambridge U., backstage interviews with Shakespearean performers at Stratford-on-Avon, a survey of Montmartre night life, a visit to Paris's flea market, and tours of the Borghese galleries, the Villa d'Este and the Tivoli in Rome. The N.Y.-to-Europe junket is the 2nd overseas visit for *Accent*. The show's crew traveled to Hampshire, England recently for a 2-program filmed conversation between British Field Marshal Viscount Montgomery and American historian H. S. Commager.

**Intertel's "Quiet War":** A large audience of govt. & press representatives was impressed with the first showing of Intertel's first program in Washington last week—60-min. "The Quiet War," a report on Viet-Nam filmed by Associated-Rediffusion Ltd., one of Intertel's participants. The other members are: Australian Bcstg. Commission, Canadian Bcstg. Corp., National Educational TV & Radio Center and Westinghouse Bcstg. Co. Future programs include "analyses of France, Great Britain in transition, Latin America, the relations between Canada & the U.S., and the new nations of Africa." In the U.S., the programs will be shown on the 51 ETV stations and the WBC outlets.

**WSB-TV's Challenge:** Critics are fond of pointing out that you don't have to be able to lay an egg in order to know it's bad. Now 2 of them, Alan Patureau (*Atlanta Journal*) & Paul Jones (*Atlanta Constitution*), are being offered the opportunity to lay their own eggs this summer by WSB-TV Atlanta. That station's new *Challenge* series, designed as a repository of experimental & creative ideas and local production & programming, has extended an invitation to each critic to put on his own ideal 30-min. program. The critics hadn't yet answered WSB-TV's challenge at presstime.

**Eggheads Wear No Uniform:** "I am not in a position to denounce TV as an industry. I make too much use of it." —Brooks Atkinson in *The N.Y. Times*.

**Add Syndication Sales:** ABC Films has sold its 195-episode, 5-min. series, *Consult Dr. Brothers*, in 30 markets.



## Film & Tape

**U.S. Foreign-Quota Victories:** The 2 international organizations which watch over the foreign sales interests of U.S. telefilm producers—Motion Picture Export Assn. and TV Program Export Assn.—both had good news to report to American film makers last week.

A bill which would have required the local dubbing (in Portuguese) of all films—theatrical & TV—imported into Brazil (Vol. 17:20 p17) has been defeated in the Brazilian Senate. Harry Stone, MPEA representative in that country also reported that the proposal would also have made mandatory the re-recording by Brazilian orchestras of all musical backgrounds in non-Brazilian films.

John G. McCarthy, pres. of TVPEA, said he was leaving shortly for a Latin-American tour to discuss quota problems & other matters. He also revealed that during a February visit to Argentina he had persuaded Argentinean Senator Benjamin Guzman to postpone, until fall, legislative action on a Guzman-sponsored bill which—like the defeated Brazilian measure—would have required local dubbing of all imported TV programs.

Said McCarthy of his visit to Guzman: "I emphasized the disastrous effect his measure would have on the Argentine TV industry at this crucial stage in its development . . . He offered to defer action until many of the points covered in our discussions could be thoroughly explored."

Discussing the quota problem last week in N.Y. with a leading international syndicator of TV film shows—Fremantle Pres. Paul Talbot—we received a surprise. Although Fremantle has approximately 40 shows in overseas distribution, gleaned from a variety of sources, Talbot said he felt the trend toward overseas film quotas (although not special dubbing restrictions) was "essentially right." One result of such limited-amount quotas, said Talbot, is that "U.S. program-production standards (on shows distributed overseas) have definitely improved." What Talbot termed "the really outstanding shows" are not, he said, kept off foreign TV "except sometimes in England."

**WGAW & SAG Suing NTA For Residuals:** Writers Guild of America West and Screen Actors Guild are involved in legal action seeking payment of residuals by NTA for 3 series done by 20th Century-Fox TV & distributed by NTA.

WGAW last week asked the N.Y. Supreme Court for a temporary injunction restraining NTA from showing the series (*Man Without a Gun*, *How to Marry a Millionaire* and *20th Century-Fox Hour*), exec. dir. Michael Franklin said. The Guild also seeks damages for alleged default of payment of residuals. The motion for the writers' temporary injunction was scheduled to be heard in N.Y. June 9. WGAW charges that NTA is delinquent on payments of about \$15,000, and that if further runs of the films are allowed, this figure will be approximately \$50,000.

SAG said its attorneys are now preparing a similar action against NTA over the three 20th-Fox series, following authorization by its board.

**People:** Producer-writer Jerry Thomas has joined 20th Century-Fox TV as associate producer on *Bus Stop* . . . Leonard Goldstein is named story editor of CBS-TV's *The Verdict Is Yours* . . . Milton Gelman appointed exec. story supervisor of *Wells Fargo* . . . Producer-creator Gene Roddenberry has left Screen Gems . . . Irving Cummings Jr. named producer of ABC Films' *The Racers*.

## HOLLYWOOD ROUNDUP

CBS Films closed its West Coast production offices last week—"as outside production is more practical & more economical for us than maintaining our own program & production staff," said vp Sam Cook Digges. The cutback—which will save \$400,000 annually—came just one week after the demise of NBC's California National Productions (Vol. 17:23 p6), another example of the tough going for network production offshoots in the tight syndication market. Of 4 network offerings made for this fall (*Daddy-O*, *Mister Doc*, *Russell*, and *Baron Gus*), orders were received for 2, but time periods on CBS could "not be found," said CBS films vp Robert F. Lewine. Rival network berths were taboo. CBS Films will continue as a distributing company, maintaining its existing sales force. Lewine will stay on as program supervisor—of outside product.

**GAC Becomes Sales Agent for Desilu:** The deal is reported near signing by Desilu Productions representatives. As part of the transaction, Don Sharpe, who has been sales agent for a number of Desilu properties, including its original & most successful series, *I Love Lucy*, is joining GAC. The Desilu source pointed out that Desilu Pres. Desi Arnaz & GAC vp Milton Krasne are longtime friends, and that Krasne helped Arnaz & Lucille Ball finance the Lucy pilot.

**Warner Bros. Plots 5 Pilots for 1962:** After failing to sell a single pilot or presentation this spring, the Burbank studio is starting early on pilot plans for the 1962 season, with 5 scheduled. While movies of "The Force" and "Black Gold" are filmed, TV pilots of these properties will be produced simultaneously. The studio also plans *House of Wax* (based on its 1953 movie), *Battle Zone* and *Sweet 16*.

Chrislaw Productions, owned by Peter Lawford, made a deal with United Artists to produce 2 TV series and a minimum of 3 movies for UA. TV producer William Asher has been signed by Chrislaw to prepare product.

Writers Bob Schiller & Bob Weiskopf have been put under contract by CBS-TV to develop new properties & to write scripts for *Pete & Gladys* . . . Producer Joe Naar and writer Gene Coon plan a pilot on the Peace Corps.

Hubbell Robinson Productions begins filming its *87th Precinct* series at Revue this week, with Boris Kaplan as producer.

NBC-TV has resumed production of *Bonanza* at Paramount studios, following location filming near Lake Tahoe, to begin next season's production. David Dortort, producer.

20th Century-Fox has signed Barry Coe & Gary Lockwood to star in its new *Follow the Sun* series.

Screen Gems has 40 writers & 8 directors assigned to series going into production for next season.

NTA's block of 8 Shirley Temple movies has been sold in 21 markets.

### Obituary

John Stone, 72, retired Hollywood producer & writer (30 Charlie Chan movies), died June 3 at the U. of Cal. Medical Center, Los Angeles. He had served as an advisor to TV & the movies on the treatment of minority groups. His wife, 2 sons and a brother survive.



## NEW YORK ROUNDUP

**Seven Arts Has Strong TV Year:** \$6 million in sales for its first group of 40 Warner Bros. post-1950 features, and the acquisition of 21 more 20th Century-Fox post-1948s were among the bright financial banners waved by Seven Arts in its annual report for the period ended January 31, 1961. The Warner films, said the statement proudly, had "achieved the highest prices ever paid for features in TV's history—in many cases triple previously established price levels." Adding to its post-1948 library, which already consists of 81 post-1950 Warner films and 88 post-1948 20th Century-Fox features (not yet released to TV), Seven Arts last week bought another 21 Twentieth-Fox post-1948s for \$2 million. "We plan to withhold all the 20th-Fox films from TV for that period of time which allows us to market them properly & obtain maximum profit," said Seven Arts. Estimated profits for the first fiscal quarter of 1961, "primarily from the distribution of feature films for TV, based upon sales agreements, will total approximately \$1.5 million before taxes," stockholders were told.

**Syndicators Against NAB Film-Screening:** A plan discussed at last month's NAB convention, whereby the group's Code Review Board would screen post-1948 features for TV, has elicited an official "no" from at least 3 major TV feature distributors. Seven Arts, Screen Gems and Flamingo Films insist that stations should individually screen the films for "distasteful" content, as they are most familiar with local tastes.

**Intercontinental TV,** the production-packaging-distributing company owned by Continental Distributing Inc. and affiliated with the Walter Reade Group (Vol. 17:4 p8), is ready with its first TV package—"The Continental 13." The group of 13 features from Continental Distributing's post-1954 library includes "Blue Murder at St. Trinian's," "Brothers in Law," "The French They Are a Funny Race."

**Cluster Enterprises,** syndicator-licensor of program formats (i.e. sports shows, quiz games) has increased its sales staff to develop new markets towards its aim of "national syndication." CE markets such shows as *Spare Time*, women's bowling matches; *It's in the Name*, a word game; and *Pin Busters*, a bowling competition among children, which is currently sold in 19 markets.

**Official Films** will release 26 more episodes of its 60-min. series *Playboy's Penthouse*, possibly by next January, Pres. Seymour Reed said last week. "The format will continue the pattern of the first series (now in 22 markets), in which name guests are presented by their host, *Playboy* editor-publisher Hugh M. Heffner," Reed added.

**CBS Films** is syndicating the 13-episode, science-fiction series *World of Giants*, produced by CBS-TV and starring Marshall Thompson & Arthur Franz. The show was begun some 4 years ago as a network project, but had never been scheduled as a regular series.

**Carousel Films** will place 6 off-CBS-TV programs from the *Look Up & Live* series into non-theatrical 16-mm distribution. Produced by the National Council of Churches, the programs will be offered to denominational & commercial film libraries.

**Add syndication sales:** Screen Gems has sold its post-1948 Columbia Pictures library in 29 markets to date. The latest sale was to WBTW Charlotte.

**TV Not Affected in 20th-Fox Retrenchment:** 20th Century-Fox TV is proceeding smoothly with plans for increased production in 1962, although appointed "watchdogs" of the 20th-Fox board have grimly begun correcting what the board considers to be gross inefficiency in the operation of the movie studio.

Milton S. Gould, member of the board and chairman of 20th's operations committee, and Eugene Woodfin, representing John M. Loeb, another board member, were in Hollywood last week, inaugurating a policy of considerable retrenchment.

While on the Coast, they discussed the TV operation with 20th-Fox Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, TV production vp Roy Huggins and his staff. They evinced great interest in the TV-film operation and its future plans, but there was no suggestion of any curtailment of a TV expansion program.

Huggins is now preparing three 60-minute and one half-hour pilots for the 1962-63 season. None of them is action-adventure or comedy. The studio is keeping tight wraps on details of the projects for competitive reasons. However, one of the properties is being scripted and will go into production in 5 weeks, and the others are nearing the script stage.

Skouras emphasized at the meeting his hopes that TV production will be considerably expanded in 1962.

20th has not yet reached a decision regarding construction of new TV stages, now being designed under Levathes' supervision.

**Davis In, Glett Out in New NTA Upheaval:** NTA, still undergoing an internal upheaval, last week elected Leonard Davis president, replacing Charles Glett who had been elected only 2 weeks ago (Vol. 17:21 p13). In the same week, Martin Leeds resigned from NTA's board and took with him his pay-TV system, Home Entertainment Inc., of which he is president.

Ironically, it was Davis, a dissident stockholder of NT&T, which owns 38% of NTA, who led the attack on NTA's management, or, as he put it, "mismanagement," charging the company had foundered on financial reefs because of it. His fight was successful, winning NT&T board seats for himself and Phillip L. Handsman. As a direct result of the Davis attack, Oliver A. Unger resigned as president, and Glett replaced him.

However, Davis, not satisfied with the choice, persuaded NTA's board he could revive NTA and it made the new switch. A well-informed source cautiously told us: "Davis has a feasible plan which, we think, can be expeditiously done. It could be a reasonable idea." He would not go into specifics, but the Davis plan convinced the board.

Davis's election will not, however, affect the sale of NTA's WNTA-TV, despite the fact that during the proxy fight Davis was bitterly opposed to the deal. In fact, NTA's board last week approved the sale to an ETV group in N.Y., and that deal is expected to be consummated momentarily.

As for Leeds, he resigned to market his pay-TV system himself. He had been unhappy at NTA since Unger's ouster, Unger having brought him into NTA. Leeds said the break came after he decided "areas of operation of NTA and pay TV did not dovetail." Leeds retains his consultant post with NTA at \$20,000 a year and still has the stock options voted him when he joined the board. Rudy Petersdorf was named business administration vp of HE.

Home Entertainment will conduct its first public demonstration of the pay-TV system at the Jack Tar Hotel in San Francisco June 20, Leeds stated.



## Networks

**CBC's Budget Forecasts:** CBC estimates its own operating costs for the fiscal year starting next April 1 will total more than \$100 million—and that it will raise only about one quarter of this from sale of commercials.

CBC last week submitted a proposal to the House of Commons Broadcasting Committee that it be financed over 5-year periods instead of by annual Parliamentary grants as at present. It said it favors an automatic grant of \$4 for each member of Canada's population during the next fiscal year, with annual increases of 5% for each of the next 4 years. For the next fiscal year, Pres. Alphonse Ouimet estimated operating costs at \$100.3 million, net commercial revenue of \$25.1 million, leaving a balance of \$75.2 million to be made up from govt. grants. For the following fiscal year, he predicted expenses of \$132.8 million, commercial revenue of \$33.2 million, govt. grants of \$99.6 million.

**Sit-ins Invade AB-PT:** Protesting segregation in AB-PT Southern theaters, four integrationists staged a 37-hour sit-in demonstration at AB-PT's executive offices at 7 West 66th street N.Y. last Monday. Another group, picketing outside the building and, according to police, "blocking the sidewalk," was arrested Tuesday night and booked on disorderly conduct charges. On Wednesday, 6-time Socialist Presidential candidate Norman Thomas, after waiting almost an hour to see AB-PT Pres. Leonard Goldenson, made a speech in the lobby: "It is outrageous hypocrisy for ABC commentators to criticize other segregationists," said Thomas, since AB-PT has been "a far more powerful obstruction to racial equality . . . The public should know & judge for itself this kind of service from an agency possessed of invaluable radio & TV rights, as well as theater rights in scores of cities." Company officials, who have generally been unavailable for further comment, issued the following statement: "All of the company's theaters are operated on an autonomous basis by local subsidiaries. Their executives are responsible citizens who can be expected to work within their respective localities for the welfare of the community. The company has expressed to its theater affiliates its point of view that they should proceed with desegregation as fast as they possibly can within the limits of their responsibilities for the welfare of the particular community."

**CBS Calls O&O Promotion Meeting:** Promotion & information service directors of the 5 CBS-owned TV stations will hold their 4th annual meeting in N.Y. June 22-23. The agenda includes discussions on advertising, promotion, publicity, and analyses of new activity in research, on-the-air promotion and sales development. John P. Cowden, CBS information services vp, will represent the parent network and will discuss plans for CBS-TV's fall promotion campaign. Another group of "promotion clinics" will be held June 12-22 in 10 U.S. cities for CBS affiliate stations. Designed to give station publicity mgrs. a look at fall programming & promotion, the clinics will be conducted by 2 teams of CBS network representatives.

**CBS Foundation Grants:** Totaling \$27,000, they have been awarded to 8 colleges & universities in recognition of the services of CBS execs who had attended these schools.

**New CBS-TV Affiliate:** KBLL-TV Helena, Mont., has joined the network. It was formerly a satellite of KXLF-TV Butte.

## NETWORK SALES ACTIVITY

### ABC-TV

The Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept. *Calgon* (Ketchum, MacLeod & Grove)

Daytime programming, Mon.-Fri., part. eff. June & July. *Minnesota Mining & Mfg.* (BBDO)  
*Johnson & Johnson* (Young & Rubicam)

### CBS-TV

Person to Person, Fri. 10:30-11:30 p.m.; Gunslinger, Thu. 9-10 p.m., part. eff. June 30 & July 13.  
*Block Drug* (Grey)

The Garry Moore Show, Tue. 10-11 p.m., co-spon. eff. Oct. *General Motors* (Olds div.) (D. P. Brothier)

Daytime programming, Mon.-Fri., part. eff. Sept. 18.  
*Bon Ami* (Hoyt Associates)

Daytime programming, Tue., Fri.; part. eff. July 4, Aug. 26.  
*J. B. Williams* (Parkson)  
*Arnold, Schwim & Co.* (George Bond)

### NBC-TV

Walt Disney's Wonderful World of Color, Sun. 7:30-8:30 p.m., co-sponsorship eff. Sept. 24.  
*Eastman Kodak* (J. Walter Thompson)  
*RCA* (J. Walter Thompson)

**"Network" Definition Sought:** Informally so far, some telecasters have been asking FCC members & staff to clarify the Commission's definition of "network." Reasons: (1) ASCAP, unions, etc. charge more for networks than for stations. (2) Many stations operate or feed satellites, boosters & translators. Some operators are concerned lest they be asked to pay higher fees for operating setups clearly not networks in the ordinary sense. The only definition extant for "networks" is that used for "chain broadcasting" in the Communications Act: "Simultaneous broadcasting of an identical program by 2 or more connected stations."

**Stanton Proposes Vast Education Aid:** A massive program of educational aid for underdeveloped countries was proposed last week by Dr. Frank Stanton. Speaking before the graduating class of the Mass. Institute of Technology, the CBS Inc. pres. called for a "10-year program of economic aid each year amounting to a fifth of the current U.S. foreign aid, and replacing significant parts of it." Stressing the importance of such aid Stanton said: "Only education—not manned flights to the moon, not nuclear tests, not highways & landing fields dotting half the planet—can ultimately prevent the sure collapse of a free nation unequal to its freedom. This is America's historic opportunity, the new act of faith that America can announce to a world tired of rivalries on terms dictated by Russian militarism & materialism."

**28 Languages at ABC:** ABC's International Div., in a survey of broadcasting units of AB-PT, found 300 employes who spoke a total of 28 foreign languages. Two or more languages (in addition to English) were spoken by 97 of them. The languages, in order of popularity: French, Spanish, German, Italian, Greek, Japanese, Portuguese, and 21 others, including Tagalog and Eskimo.

**Churchill Series to Library of Congress:** 16-mm prints of ABC-TV's 26-episode *Winston Churchill—The Valiant Years* have been requested and will be sent to the Library.



## Congress

**FCC Views on Ex Parte Bill:** FCC Chmn. Minow, flanked by Comrs. Ford, Hyde & Craven and top staff members, testified before Rep. Harris's (D-Ark.) Commerce Committee last week that HR-14—designed to strengthen FCC & other agencies—is generally sound. However, he said, the Commission objects to certain provisions which might tie its hands in rule-making proceedings. He asked that changes be made to give FCC clearcut authority to declare when rule-making proceedings are on the record and when off-record communications will be accepted. He said that the Commission also wanted to be sure that it retained flexibility in conducting common carrier rate-make investigations & proceedings.

**More Sec. 315 Exemptions:** Sen. Pastore (D-R.I.) has introduced a bill (S-2035) long sought by many industry leaders—to exempt not only Presidential & Vice Presidential candidates' broadcasts from the equal-time provisions of Sec. 315 of the Communications Act, but to include candidates for Senate, House and governorships. NBC Chmn. Robert Sarnoff submitted a statement, meanwhile, to the Senate Subcommittee on Privileges & Elections, urging the removal of the equal-time provisions for local elections, too. Former GOP national chmn. Sen. Thruston B. Morton (R-Ky.) agreed that the suspension should be made permanent.

**House Votes FCC Funds:** The \$12.4-million FCC budget for the year starting July 1, recommended by the House Appropriations Committee (Vol. 17:23 p4), has been approved by the House. It permits a staff increase from 1,483 to 1,533, but is less than the \$12,525,000 requested by the Commission. FTC was voted \$10 million, which permits a staff increase from 823 to 1,050. The Senate Appropriations Committee will conduct hearings on the FCC funds June 14.

**Minor FCC Bills Favored:** The Senate Commerce Committee has reported S-1731, allowing FCC to renew safety & special radio services licenses more than 30 days before expiration, and S-1668, authorizing FCC to impose forfeitures for various violations in the common carrier & safety services fields.

**OCDM Transfer Supported:** A Congressional resolution (H. Con. Res. 323) concurring with President Kennedy's plan to shift the Office of Civil & Defense Mobilization to Defense Dept. jurisdiction (Vol. 17:22 p12) has been introduced by Rep. Hagen (D-Cal.).

## Educational Television

**Canadian ETV Needs Sound Financing:** So warned Chmn. Andrew Stewart of the Board of Broadcast Governors, addressing delegates to the NET conference June 9 in Montreal. The BBG, said Stewart, had no intention of giving sanction to "fly-by-night" ETV operations which would offer informational programs to the public for a short period of time, and would later fold for lack of funds. Serious, well-financed ETV stations were another matter, he indicated. "Any group of educators who are serious about the matter and prepared to make a real effort to develop ETV can expect their request for channels to meet with success." Such channels, however, may be uhf rather than vhf because of "the scarcities of frequencies now employed by the CBC & other stations."

**Personals:** Gordon F. Keeble, exec. vp of S. W. Caldwell Ltd., named exec. vp of Canada's new CTV Television Network Ltd., Toronto; S. Ramsay Lees, formerly bestg. dir. for Batten, Barton, Durstine & Osborne, Toronto, appointed to the network's programming div. . . . Burt Nodella ex-Roncom Productions, named dir. of program development for ABC-TV's Western div.

Henry R. Flynn, ex-Crosley-Brown Productions vp-gen. mgr., named West Coast sales mgr. by Storer TV Sales . . . Joe Mosbrook, ex-radio WEST Easton, Pa., named news dir., WRCV-TV & WRCV Philadelphia, succeeding Ernie Leiss who resigned to become alumni relations dir., Hahnemann Medical College and Hospital . . . Al Anderson appointed WOAI-TV San Antonio news dir., succeeding Frank McCall who is joining Public Housing Administration in Washington . . . Norman S. Marcus, ex-Paramount TV-radio publicity dir., appointed press & PR mgr., ATAS N.Y. chapter . . . John M. Haerle advanced by Collins Radio to ad & PR dir. from product lines dir.

Creutz, Steel & Snowberger, Washington TV-radio engineers, split as of July 1, David Steel establishing own practice, John Creutz & Arthur Snowberger maintaining partnership, Willis Beecher setting up own practice in association with Creutz & Snowberger, all retaining present offices temporarily.

Eugene W. Wilkin, ex-WPRO-TV Providence, named gen. mgr., WGAN-TV Portland, Me.

Roger L. Micheln named acting gen. sales mgr., WFRV Green Bay, Wis. . . . Michael Hind-Smith, ex-CBLT Toronto, named national program dir., CTV Television Network . . . Raymond J. Smith named engineering mgr., WGR-TV & WGR Buffalo . . . George Arnold promoted from client-relations mgr. to mktg. & client relations dir., CBS Radio Spot Sales, succeeded as mgr. by Allan Hughes.

William D. Stiles resigned as vp & supervisor of broadcast operations, Donrey Media Group (KFSA-TV & KFSA Fort Smith, Ark.; KLRJ-TV Las Vegas; KOLO-TV & KOLO Reno; KGNS-TV Laredo; radios KOKL Okmulgee, Okla.; KBRS Springdale, Ark.; KORK Las Vegas).

Dick Doty appointed programming, news & PR vp, Rand Bestg. Co. (WEAT-TV & WEAT West Palm Beach, Fla.; radios WINZ Miami and WINQ Tampa).

Tom Sherlock named news dir., KPHO-TV & KPHO Phoenix . . . Charles Cox named news dir., WSFA-TV Montgomery, Ala., succeeding Bill Henry, resigned . . . Leland C. Bickford retired as news dir., WNAC-TV & WNAC and the Yankee Network. He'll continue as consultant to the network & stations' news depts. Bill Whalen promoted from asst. news dir. to succeed Bickford.

Michael Horton, ex-CBS News information-services dir. and formerly in the same post at NBC, named managing dir., Howard Chase International (management counselors in public & economic affairs) . . . George R. Snell, ex-Informational Communications, appointed Middle Atlantic district sales mgr., TelePrompTer educational & industrial services dept., communications-systems div.

Dr. Frank Stanton, CBS Inc. pres., awarded an honorary LL.B. by Hamilton College for his role in making possible the Kennedy-Nixon debates.

LeRoy Collins, NAB pres., named by Commerce Secy. Hodges as chmn. of the National Public Advisory Committee on area redevelopment, a 25-member group including representatives of labor, management, agriculture, state & local govts. and general public . . . Frank Fogarty, Meredith Bestg. Co. vp & gen. mgr. of WOW-TV & WOW Omaha, gets Americanism Citation from local B'nai B'rith.



## Television Digest

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**Meetings This Week:** IRE 3rd national symposium on radio-frequency interference (June 12-13). Maj. Gen. James Dreyfus (USA) will be the keynote speaker. Sheraton-Park Hotel, Washington • World Conference on Missionary Radio (12-15). Concordia College, Milwaukee • U. of Utah Speech & Theater Arts Dept. ETV workshop in conjunction with KUED (12-23). Salt Lake City • IRE conference (14-15). Sheraton Hotel, Philadelphia • Va. Assn. of Bcstrs. annual meeting (14-16). H. Preston Peters, Peters, Griffin, Woodward pres., and Carl Haverlin, BMI pres., will be among the speakers. Hotel Roanoke, Roanoke • Fla. Assn. of Bcstrs. annual convention (15-17). Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau, and FCC Comr. Bartley. Seville, Miami Beach. • Hollywood Ad Club meeting (12). James T. Quirk, *TV Guide* publisher, will speak on "Can TV Satisfy its Critics?" Hollywood Roosevelt Hotel.

**Meetings Next Week:** IRE conference on broadcast & TV receivers (June 19-20). O'Hare Inn, Chicago • Wayne State U. & RCA invitational TV conference (19-22). University City, Detroit • National Community TV Assn. convention (19-23). Jack Tar Hotel, San Francisco • Catholic Bcstrs. Assn. annual meeting (20-22). Calhoun Beach Hotel, Minneapolis-St. Paul • Colo. Bcstrs. Assn. annual convention (23-24). La Court Hotel, Grand Junction • Md.-D.C. Bcstrs. Assn. meeting (23-24). Ocean City, Md. • National ETV & Radio Center meeting of promotion dirs. of affiliated stations (18-20). Windemere, Chicago.

**Administration Appeals to Ad Council:** Vice President Johnson called upon the powerful Advertising Council last week, asking the nation's top media men for help in getting the U.S. message across. Said he: "A nation that knows how to popularize commodities ranging all the way from corn flakes to luxury automobiles certainly should be able to tell the rest of the world the simple truth about what it is doing & why it is doing it. It is a sad but true fact that our Communist adversaries have been able to convince many that humanitarian projects like Point 4 are instruments of imperialism, [and that] the simplest moves to defend ourselves from aggression, and open-hearted efforts to secure arms control are merely intended to obscure issues." Other administration officials described improvements in the economy, but warned of remaining unemployment problems.

**You Gotta Be Cultured:** UPI reports from Chicago that Mrs. Sarah Karstens won a divorce on her story that her husband, John, a textbook editor, imposed a TV censorship on her and struck her during arguments about what she should view. Mrs. Karstens, a 23-year-old brunette, told Judge Harry G. Hershenson that her husband insisted she watch only cultural & educational programs. Added her attorney: "He let her look at *Bugs Bunny* and *Mister Magoo* for diversion now & then, but that was all."

**Ed Sullivan's 13th Year:** Billing itself as "the oldest entertainment program in TV," *The Ed Eullivan Show* will celebrate its 13th anniversary this Sunday (June 18). The show claims—among other firsts—to be the first to: (1) broadcast from outside a studio, (2) use a split screen on an entertainment show, (3) use VideoScene, (4) take an American variety show to perform in Moscow, (5) present portions of Broadway musicals & dramatic shows with their original casts while still on Broadway.

**Confessions of a Quiz Winner:** Mrs. Henrietta Dudley, 51, housewife of Metuchen, N.J., pleaded guilty last week of perjuring herself before a grand jury. Mrs. Dudley, who won \$4,100 on NBC's now defunct *Tic Tac Dough*, told special sessions Justice Edward F. Breslin that her claims of never having received questions & answers for the quiz show had been untrue. Justice Breslin suspended sentence, saying Mrs. Dudley had been "amply punished."

**Triangle's Philadelphia Stations to Move:** Headquarters for the radio & TV div. of Triangle Publications, Inc. (WFIL-TV, WFIL & WFIL-FM) will be moved to a 3-story office & studio building at City Line & Monument Rd., across from the hq. of CBS stations WCAU-TV & WCAU. The structure will be built on a 4-acre tract purchased for \$500,000. Station transmitters will remain in their present locations.

**Bowling Endurance Marathon:** Reviving memories of flagpole sitters & dance marathons, radio KIMA Yakima, Wash. recently put on a bowling marathon. The winner—after 84 hours, 45 minutes: Pete Pallas, who rolled 322 games at 160 average and outlasted 8 other bowlers including a woman, Marge Hull, who bowled 312 games. Pallas's prize: A color TV set.

**TIO TV Talks Previewed by Women's Clubs:** Four slide-talk presentations relating to broadcasting "In the Public Interest, Convenience and Necessity" were previewed by TIO in Miami last week before the annual convention of the General Federation of Women's Clubs. The presentations, slated for distribution to TIO sponsors for use by local groups, analyze broadcasters' programming & business problems. The preview was MC'd by TIO dir. Louis Hausman.

**NAB Awards Booklet:** An updated list of 108 awards available to broadcasters, in a 48-page brochure, has been compiled for NAB by research mgr. Richard M. Allerton. Copies have been sent to members. Colleges, universities and libraries may get copies from Allerton.

### Obituary

J. Harold Ryan, 75, co-founder and senior vp, Storer Bcstg. Co., died June 6 at the Miami Heart Institute after a brief illness. He was NAB pres. in 1944-45, was past pres. of BMI, and chmn. of Bcst. Measurement Bureau.

Emile N. Hill, 55, chief engineer of radio WADO N.Y., who had served 15 years at WNEW, died June 5 of a heart attack at his home in Fair Lawn, N.J.



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**NEW 1962 LINES, NEW 1961 OPTIMISM:** Things are looking up. Almost all returns are in on new TV-radio-stereo lines, and response—in terms of early orders—has been better than last year. Most of the lines, too, show increased emphasis on quality—if not innovation—with prices relatively firm in relation to 1961 prices. Best of all, from all quarters of the industry come reports of better business in last few weeks.

Nowhere was this feeling of optimism more evident than at Philco's convention last week in Atlantic City, which we attended. Recovering from a poor 1960 and a red-ink first quarter of this year, Philco appears to be going all-out to increase its consumer-electronics volume. Going out after the console market, Philco features heavy use of hardwood veneers even on relatively inexpensive units, and has added picture brightener & black-level restoration circuits to its TVs. Stereo line has been completely redesigned (at lower price levels) and last year's big feature—reverb—de-emphasized to being only an "optional extra" this year.

Fortified with what it believes to be one of its best product lines in years, Philco had little trouble arousing enthusiasm among its distributors over business prospects for remainder of 1961. Most of them have already felt pickup in their own businesses.

Industry business is being compared with 1959 by Philco officials—they toss off 1960 as sort of an oddball year when sales declined in the fall instead of picking up. Taking 1959 as a "normal" year, they see industry-wide TV sales this year about "normal"—or 6-6.5 million sets. As to Philco itself, "business is starting to turn," said Pres. James Skinner. "We didn't do well this spring, but I think we're out of the woods."

Industry-wide TV distributor sales for first 3 weeks of May were not only 18% ahead of the same 1960 period, but 11% ahead of "normal" 1959, electronics vp Armin Allen pointed out. Retail sales for same period were 32% ahead of last year. On top of this, inventories at all levels were the lowest since the mid-1950s. Allen predicted June-Dec. business at 4 million units, "at least as good as 1959."

Home radio business has been good right along, he noted. Through April, this year has been 5% ahead of last year, 20% better than 1959, with inventories down 500,000 units from last year. April retail radio sales, "sparked by portables & AM-FM sets," were 10% ahead of 1960. For 1961, he foresaw business "at least as good as 1959 & 1960."

In spite of the fall recession, there's been no collapse in phono sales, he pointed out. Distributor sales for April were 18% above 1960, with retail movement up 23%. Sales for rest of year, he predicted, should be better than 1960 and at least as good as record 1959. Inventories, meanwhile, are down 20% from 1960 and 25% from 1959. He saw real hope that FM stereo "will help build the business, not tear it apart."

Public is beginning to buy again, and feature-packed new lines are intended to accelerate this buying pace. For summaries of 3 lines introduced last week—by Zenith, Packard Bell & Philco—see story on p. 17.

**LAWRENCE TUBE AGAIN; PHILCO IN COLOR:** Current revival of color interest brought 2 announcements last week: (1) Paramount Pictures enthusiastically announced that the Lawrence tube & Chromatic TV receiver are now ready for production. (2) Philco unenthusiastically announced it would have color sets (RCA-built) available this fall in case anyone should want them.

Lawrence-tube set was demonstrated at Paramount stockholders' meeting by vp-secy. Paul Raibourn. Biggest change since last demonstration (on similar occasion just 5 years ago) was greatly increased brightness. Set shown last week had 21-in. rectangular single-gun Lawrence tube with 90-degree deflection angle. It was displayed alongside Zenith black-&-white set of similar proportions.

Color brightness has been stepped up to 70-75 foot-lamberts, which Raibourn told us was "3 times the



brightness" of the RCA color tube. He said Paramount was holding discussions with "3 large manufacturing & merchandising organizations," but if it reached no agreement, Paramount's subsidiary Autometric Corp. would produce 5,000-10,000 sets per year in its own N.Y.C. plant.

Raibourn ventured that prices at the start for Chromatic sets could be around \$500, dropping as production increased. In another statement he estimated that the sets would cost "between 1.7 & 1.9 times" the cost of Zenith's high-end (\$309) b&w set (or \$525-\$585) if 50,000-100,000 sets were produced a year, and "1.3 to 1.4 times the Zenith set" (or \$400-\$430) under mass production of about 500,000 sets a year.

Industry assumed same wait-&-see attitude it habitually takes when Lawrence tube is demonstrated—as it was in 1953, 1954 & 1956. Stock market reacted, though—Zenith & Magnavox dropping, Paramount rising 3% points Wednesday, but ending the week at 78, just 2% points below its Monday opening. RCA, whose stock also rose, issued this statement: "Based on the information available to us, we believe that the Chromatic tube would produce a picture inferior to the picture produced on color-TV sets currently on the market. We also believe that the cost of any set using the Chromatic tube would be higher than the cost of color sets now on the market."

We could locate no set manufacturer who had seen Lawrence tube demonstration recently. Although Zenith's name was coupled inferentially with the Lawrence tube at the Paramount demonstration (because Zenith b&w set had been used as standard for comparison), Zenith Pres. Joseph Wright later made this comment: "Paramount's color tube has been known in the industry for many years, and as far back as 1954 it was claimed to be ready for production. We would be very interested in knowing about any new development which might have solved the very serious problems which have characterized these tubes in the past."

Philco's listless introduction of its color-TV line to distributors at its Atlantic City convention may take the prize for Frankest Announcement of 1961. Said electronics vp Armin Allen to the assembled distributors:

"Our thoughts & position on color have not changed radically. Between 125,000 & 130,000 were sold last year. We don't believe there will be much change, but we are a full-line house and you [distributors] have indicated you want it. This is far from a signal that color will take off. It should go up, but the volume will still be small, and spread over more manufacturers than last year. We are buying color-TV chassis to our own standards and will put them in our own cabinets."

Philco didn't have any color sets on hand to show—although 2 mock-ups were displayed. Its color line will feature 3 basic models—table model at \$595 (deliveries in August), console at \$700 (Sept.) and horizontal console with bonded tube at \$750-\$775 (Sept. or Oct.).

Pres. James Skinner elaborated on Philco's view of color at a news conference later. "The primary problem is price," he said. "The price levels don't attract the public to any degree—yet those prices have a built-in loss to the manufacturer." At what price will color become a mass market? "Our theory," said Skinner, "is that color is worth about \$100 more than black-&-white at retail. With this black-&-white-plus-\$100 formula, we could get volume sales. This is what it will take to get a 2-to-3-million-set-a-year market."

Philco's own color research & development—the "Apple" tube approach (Vol. 17:14 p18)—is continuing, he said, adding that Philco believes the single-gun approach is more likely to make possible a low-cost, acceptable set than anything now on horizon. "If we could see enough market to warrant the investment, we'd be in a position to make such a set now."

Asked about prediction of RCA Pres. John L. Burns that color set sales will approach \$2.5 billion over the next decade (Vol. 17:22 p15), Skinner shrugged and said: "Go back & look at the various forecasts by RCA for the last 10 years. Every one has been wrong by 50 to 100%."

Add color-set manufacturers: Warwick Mfg. Co. this fall will be producing Silvertone color sets for Sears Roebuck (Vol. 17:20 p19).

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 2 (22nd week of 1961):

	May 27-June 2	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	88,746	121,294	87,977	2,270,534	2,540,295
Total radio .....	281,120	312,832	259,116	6,180,010	7,232,495
auto radio .....	108,842	100,508	107,090	1,962,852	2,833,352



**More about**

**NEW TV-RADIO-STEREO LINES:** Although prices of most new lines are relatively unchanged from 1961 lines (Philco's stereo is an exception), it's apparent from most manufacturers' showings to date that consumers will get more value in the new lines (see p. 15). New features have been added in many cases, without price boosts. Capsule summaries of week's 3 new-line debuts:

**Philco**

While retaining its "Cool-Chassis" feature, Philco has added 2 new circuits to some of its sets, resulting in a demonstrably better picture. A "beam-booster" circuit gives greater brightness (Philco claims at least 25% more) without increasing the high voltage (still 20,000 volts). By changing the characteristics of the picture tube, Philco has increased the peak current, stepping up the control-grid voltage. This approach to greater brightness, says Philco, doesn't shorten picture-tube life. Philco also has added direct coupling of the 2nd detector to the picture tube, resulting in a form of DC restoration which gives stepped-up contrast and prevents washout of details in contrasty scenes. The 90-day parts-&-labor warranty is continued.

Philco's short 23-in. TV line (13 basic models) is divided into 3 series—Super 90, De Luxe and Custom. All 23-in. sets feature bonded tubes, and 23-in. prices range from \$199.95 to \$399.95. Added this year is a new 2-function remote control, available on a new 19-in. table set at \$219.95. Last year's multi-function remote, which is installed by the dealer, is continued. This year's most significant price change is in TV-stereo combinations. Last year Philco's sole TV combo carried a \$600 list; this year there are 2—at \$494 & \$575. A promotional 17-in. portable, available in limited quantities to dealers buying specified quantities of higher-priced sets, can retail as low as \$128.88.

Philco's stereo line is almost completely new. Reverb has been virtually dropped—available now only as a \$39.95 accessory. Even the factory has been relocated. Philco now is producing its hi-fi equipment at its main TV plant in Philadelphia, having moved production from Sandusky, Ohio. This move, according to exec. vp Henry Bowes, "will cut the price \$5 to \$15 per unit to distributors," since the factory now can ship stereo units in same carload shipments with TV sets.

The console line, with 7 basic units, is priced from \$149.95 to \$385, down considerably from last year's series which ran as high as \$700. All units above \$199.95 are equipped with AM-FM tuner which features a transistorized AFC circuit and jack for multiplex adapter, to be available in fall for about \$50. The 5-unit portable phono line ranges from \$24.95 to \$139.95.

Philco's radio line starts with a 5-tube table radio at \$14.95, "the lowest price radio offered by Philco since World War II." Clock radios start at \$19.95, FM sets at \$34.95.

**Zenith**

Zenith's new TV line, shown to distributors last week in Hollywood, Fla., comprises 42 basic models. Among new features: New turret tuner with individual front-of-set "perma-set" fine tuning; series of "Decorator Convertible" 19-in. sets with 2-speaker sound (one 2¼ x 6¼-in. speaker on each side of screen). Beginning with a \$169.95 portable, the line is topped by 5 TV-stereo combinations from \$525 to \$850 (last year's top-of-line was \$1,750). Bonded tubes are used on all 23-in. sets. A company spokesman said the pricing of the over-all TV & stereo lines is substantially the same as last year.

The console phono line consists of 10 basic models from \$179.95 to \$525, all but one of them designed to accommodate Zenith's drop-in AM-FM-multiplex tuner, due on the market in about 90 days. Zenith also introduced 4 portable phonos, at \$29.95 to \$139.95. Unlike Philco, Zenith features reverb as standard equipment on all of its higher-priced consoles, offering it as optional with some lower-priced units.

**Packard Bell**

"Convertible" TV, to which wireless remote can be added in a few minutes without tools, is featured in Packard Bell's new 13-set line. Two remote conversions are offered—2-function at \$50 and 4-function at \$80. Among other unique features of the line: One 19-in. portable has a built-in 3-hour automatic timer & "sleep switch" (\$189.77); the "Intenna" cart or base, containing a built-in antenna, is offered in several models; 3 models have tambour doors; the line is topped by a 27-in. lowboy. The prices range from \$159.77 for a 19-in. portable to the 27-in. set at \$450.

Philco's ETV Receiver: Special 23-in. TV set designed for classroom use was demonstrated last week by Philco in Atlantic City. The "Tele-Teacher," with Corning reflection-free bonded tube, 2 plug-in 8-in. extension speakers with 50-ft. cords and uhf tuner, will sell for \$240-\$250. An adjustable stand with locking wheels will be priced at \$35-\$45. The set will be sold through Philco distributors.

**Packard Bell's 'Wall TV':** Mock-up of a wall TV set using a new developmental tube was displayed last week to distributors at Packard Bell's Los Angeles convention. PB design dir. James Kelso said the reception was encouraging enough to warrant allocation of funds for further research on the project which could result in a consumer set in 3-5 years.

PB's wall TV, as demonstrated, isn't exactly a flat set. It's based on a "new concept of picture-tube design," developed by an undisclosed manufacturer. As described to us by Kelso, the 19-in. viewing screen of the tube protrudes 5⅞ inches from the wall, although the tube is actually 9½ inches deep. Kelso said Packard Bell will reveal full details in 6 months.

**Magnavox Plans Tape Recorder Entry:** "We plan this year to market a tape recorder in this country, manufactured by our British subsidiary [Collaro Ltd. of London, 70% owned by Magnavox]—another field for which we have natural distribution and in which we have not engaged in the past." Magnavox thus notified its stockholders in a gala "Golden Anniversary" brochure marking the company's 50th year. "The subsidiary is presently supplying an estimated 25% of the British market with tape decks." Other new ventures described: Formation of a special department to develop hotel-motel TV business, another department to further the use of Magnavox TVs & radios in educational markets.

**Majestic in Mart:** Grundig-Majestic has taken over the space vacated by Motorola in Chicago's Merchandise Mart, and will open its exhibit at the International Home Furnishings Market, June 18-24.

**National Union Forms New Division:** The Stamford, Conn. maker of electronic devices & tubes, is setting up an Advance Science Division at Bloomington, Ill., to co-ordinate expanding activities in missiles, aircraft and ordnance.

**N.Y. Symphonic Line Show:** June 13-15 at the Park Sheraton, for Eastern distributors.



**Mergers & Acquisitions:** Howard W. Sams has purchased Stupid Inc., stationery manufacturer • Lionel Corp. has acquired Hathaway Instruments, diversified electronics manufacturer, for approximately \$30 million. Lionel is the surviving company in the amalgamation, made on the basis of a 1-for-1 exchange of Lionel stock for Hathaway's approximate 1 million shares outstanding • America Corp. has acquired 265,420 shares of Republic Corp. stock to become that firm's largest single stockholder. Republic has 2,004,190 shares outstanding • Itek has acquired for an undisclosed cash sum Electronics Labs Corp. of Torrance, Cal. • Loral Electronics and Accurate Specialties Co., Hackensack, N.J., have called off their merger talks (Vol. 17:18 p15) "by mutual agreement" • Indiana General has purchased for cash BMS Carbide Specialties Co., Boonton, N.J., and Eicor, Oglesby, Ill. BMS produces carbide tools & dies; Eicor makes rotary electric products, was purchased at a bankruptcy sale for \$450,000.

**Senate to Investigate Tube Pricing?** "Senate investigators, winding up hearings into price fixing in the heavy-electrical-equipment industry, are preparing to plunge into other areas of the electrical business even as they begin drafting new legislation designed to strengthen antitrust laws," reported June 7 *Wall Street Journal*, adding: "A prime target of the extended investigation: The pricing & marketing of motors and electronic tubes. Scouting possible new antitrust violations on these products, Senate Antitrust Subcommittee probers are planning in the weeks ahead to call in officials from companies heavily involved in the equipment cases, including GE & Westinghouse. GE management already has begun its own inquiry into company pricing practices on motors & TV-radio tubes, and the firm is considering a request from Senate investigators for a report on the GE findings when completed. Westinghouse, as far as it is known, is not conducting any formal inquiry."

**Resistor Firms Fined for Price-Fixing:** Four resistor makers and 2 executives were convicted June 6 of fixing prices of resistors sold to both commercial & military customers. Fined by U.S. District Court Judge Carl A. Weinman in Dayton: International Resistance (fined \$15,000), Speer Carbon (\$25,000), Stackpole Carbon (\$20,000), Allen-Bradley (\$35,000). The convicted & fined executives: Speer Carbon vp Edward W. Butler (\$4,000) and Allen-Bradley's George W. Vater, sales mgr. of the electronics components division (\$2,000).

**FM-Stereo Car Radio:** The first indication that multi-plex-conscious industry might be rushing an AM-FM-stereo auto radio came out of Boston-based Automatic Radio Mfg. last week. Pres. David Housman told us that Automatic has such a unit "in the works" and expects to begin deliveries "within 6-to-8 weeks." Although prices have not been firmed, the stereo radio will retail in the "slightly under \$100-to-\$125 range," he said. Housman was reticent about technical details, even as to the mounting of speakers. Automatic plans to introduce a portable FM-stereo radio.

**Status Quo on FM Stereo:** There were still only 2 FM stations authorized to broadcast FM stereo at week's end—GE's WGFM Schenectady & Zenith's WEFM Chicago (Vol. 17:23 p1). At press time, there was only one application for station-equipment type acceptance on file at FCC. This was from WKFM Chicago, which asked the Commission to approve equipment built for it by Sherwood Electronics Labs, Chicago. Equipment must be type-accepted before stereocasting may begin.

**Trade Personals:** Ross D. Siragusa Jr., former electronics div. vp, named sales vp, Admiral Sales Corp. . . . Arthur L. Chapman, ex-Pres., CBS Electronics, appointed senior vp, Pacific Mercury Electronics.

James J. McLaughlin, ex-Sunbeam ad dir., named to new post of mktg. dir., Webcor Inc., in charge of both Webcor & Dormeyer divisions . . . Fred H. O'Kelley, ex-Raytheon, appointed mgr. of distributor products sales, Westinghouse electronic tube division; Fred M. Heddingger heads new molecular electronics dept. within Westinghouse's semiconductor dept.

Charles W. Uhlig Jr. promoted to accounting mgr., Du Mont Labs divisions of Fairchild Camera . . . Edward C. Puth named gen. mgr., selenium product line, ITT components div. . . . Col. Samuel W. Bishop (USAF ret.) elected pres., Electronic Communications Inc., succeeding F. W. Godsey Jr., now vice chairman . . . Albert J. Harcher named mgr. of newly established semiconductor div., Bendix Corp. . . . Harold H. Zander, ex-Consolidated Electrodynamics and Beckman Instruments, appointed pres. of Amphenol-Borg's West German subsidiary.

W. F. Wells, ex-GE, named senior vp & gen. mgr., Midwestern Instruments . . . Frank A. Comerci, ex-Audio Devices, named mgr., CBS Labs magnetics research dept. . . . John McK. McLean, ex-General Instrument Ltd., named deputy gen. mgr., ITT Latin America area.

**Burns Urges Inter-Sciences Communication:** RCA President John L. Burns, in a commencement address at Cal. Institute of Technology last week, called for "improved communications & understanding between scientists of different disciplines, between scientists & the public, between scientists & the forces that give order & meaning to nature." He said that the inter-dependence of the sciences has made it essential "that specialists in one branch be able to discuss their advances meaningfully with those in allied areas on which their discoveries impinge." He cited bionics—the application of biological knowledge to the design of electronic systems—as a prime example of the increasing collaborative effort in science.

**"The Trade Fair Story":** A film of that name, narrated by Chet Huntley, is being distributed by the Dept. of Commerce Office of International Trade Fairs. It's 14½-min., 16-mm, covers scenes at a dozen 1960-61 exhibitions from Poland to Ceylon, is available on loan to TV stations, industry and business groups. It's the 4th in a series which includes "Tradeways to Peace," "Showcase for Freedom," "Uncle Sam Goes to the Trade Fairs."

**Ling-Temco Moves into White Goods:** Electronics firm's Temco Industrial Division has commenced production of its first consumer product—a dishwasher line, starting at \$199.95. Production at the division's Garland, Texas plant will be stepped up to 300 units daily within several weeks, reported division gen. mgr. Leon Mason.

**RCA & IUE Okay 3-Year Pact:** New contract, covering some 21,000 employes in 10 plants in 9 cities from coast to coast, provides for a 2½% annual wage increase, boosts in sickness, pension and other fringe benefits. The contract was ratified June 4, a few hours before a scheduled walkout.

**"Electron Tube Application Notes,"** a 58-page illustrated booklet that reviews "many of the do's & don'ts of tube applications," has been published by Sylvania. It's available on request to Sylvania Electric Products, 1100 Main St., Buffalo 9.



## Finance

**Oak Mfg. Posts Sales-Profit Gains:** "After suffering losses in the first 2 months of the year, revenues in March reached the highest dollar volume for any month in the past 5 years, permitting Oak to show a net profit for the quarter [Vol. 17:21 p24]." So reported the Crystal Lake, Ill. components maker to stockholders recently. "Thus far in April, billings are at a rate which, if continued, will provide the parent company with total gross sales of \$20 million this year, a substantial increase over the \$17.5 million reported in 1960. TV tuner production in our Elkhorn, Wis. plant also reached record proportions as the quarter drew to a close with weekly output totaling the highest in the company's history." In the first quarter of 1961, Oak's tuner production was "up 62% over the same quarter a year ago, despite 25% decline in TV production."

**Standard Kollsman Forecasts '61 Gains:** The Melrose Park, Ill. maker of TV tuners and other electronic & electrical products, expects a "substantial" gain in 1961 profit over the \$1.66 a share posted last year. Pres. James O. Burke also expects sales to top 1960's record \$95.6 million "by at least 10%." Burke noted, however, that Standard Kollsman does not expect to maintain in the June quarter "the same rate of improvement we had in the first [Vol. 17:18 p18]." Earnings for April-June will be adversely affected, he said, by "start-up expenses incurred in introducing a new line of portable electrical appliances and 2 new TV tuners."

**National Video Expects Profit Gain:** The Chicago tube manufacturer expects to report earnings of \$1.2 million, or about \$2 a share, on sales of approximately \$18.5 million for its 1961 fiscal year ended May 31, according to Pres. Asher Cole. National Video posted profits of \$1.1 million (\$1.84 a share) on \$17 million sales in fiscal 1960. Cole said the company experienced a healthy business pickup in April & May, traditionally slow months, which has continued into the current month. He termed prospects for the 1962 fiscal year "real good."

**Microwave Issue Offered:** Microwave Semiconductor & Instruments Inc., Richmond Hill, N.Y., plans public sale of 120,000 common stock shares at \$3 per share through First Investment Planning Co. An SEC registration statement (File 2-18113) also listed 27,500 shares underlying 3-year warrants to be issued to the underwriter, exercisable at \$3.25 per share if all of the 120,000 shares are sold. Pres. Albert Lederman holds 135,000 of 379,550 outstanding shares, which had a March 31 book value of 39¢.

**Fairchild Camera & Instrument** expects 1961 sales to jump to more than \$100 million from \$68 million last year. Pres. John Carter said earnings would top 1960's \$3.07 a share, termed the 1961 outlook "excellent." He also told the recent annual meeting that Fairchild will substantially increase its '61 R&D budget to more than \$5 million.

**American Electronic Labs Inc.**, Philadelphia communications-equipment manufacturer, proposes a subscription offering of 10,632 Class A common stock shares to stockholders at a rate of one new share for each 10 held. An SEC registration (File 2-18195) said most of the proceeds would be used to build & equip new Lansdale facilities.

**Clevite** expects its 1961 sales to top by 5-to-10% 1960's \$94-million volume (Vol. 17:11 p20). Chmn. James L. Myers also told the annual meeting that earnings will exceed 1960's \$6.8 million.

**Stock Offerings:** Sony Corp. of Japan placed 2 million common shares on the U.S. market June 6 (Vol. 17:19 p23), sold them within 90 minutes. The \$3.5-million offering was in the form of 200,000 U.S. depository receipts (each representing 10 Sony shares) priced at \$17.50 each. The offering increased Sony's outstanding common to 42 million shares • Hallicrafters' secondary offering of 300,000 capital shares (\$23.25 a share) is being made via underwriters Paine, Webber, Jackson & Curtis and associates • Transcontinent TV stockholders plan to sell 400,000 shares of Class B common, at an estimated \$15 a share. A registration filed with SEC notes these selling stockholders: General Railway Signal Co., 200,000 shares (its entire TTC holdings); J. D. Wrather, 124,000 in his own name; Devon Corp. (in which Wrather is a 45% stockholder), 76,000. TTC stations: WGR-TV & WGR Buffalo, WROC-TV & WROC-FM Rochester, KFMB-TV & KFMB San Diego, KERO-TV Bakersfield, Cal., WDAF-TV & WDAF Kansas City, Mo., 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. • Electronic Associates, Long Branch, N.J. maker of electronic computers & related equipment, is offering 75,000 common shares (\$33.75 a share) via an underwriting group led by W. C. Langley & Co. • AT&T last week sold \$250 million of 37-year, 4% debentures, due June 1, 1998, to a group of 147 underwriters headed by Morgan Stanley & Co. • Emertron Inc., wholly-owned subsidiary of Emerson Radio & Phonograph, may make a public offering. Emerson Pres. Benjamin Abrams said that a report on a possible offering of "no less than 10%" of Emertron stock will be heard by directors June 21. Any stock sold publicly would come from Emertron's authorized but unissued shares, not from the 2 million shares owned by Emerson.

**American Missiltronics Corp.:** The Newark, N.J. research & development firm, will offer 125,000 shares of Class A common stock for public sale at \$4 per share on a "best-efforts all-or-nothing" basis through T. M. Kirsch Co., according to an SEC registration statement (File 2-18255). The company proposes to develop & manufacture TV camera tubes, closed-circuit TV systems and special purpose semi-conductors. Also included in the registration statement are 25,000 Class A shares to be sold to the underwriter for 10¢ per share if all registered shares are sold. The underwriter also will be entitled to purchase 10,000 Class B shares at 10¢ per share.

**Hewlett-Packard Expects Record Year:** Sales & earnings for the 1961 fiscal year (ending Oct. 31) should top fiscal-1960's record earnings of \$4.2 million (43¢ a share) on peak sales of \$60.2 million, Pres. David Packard believes. The Palo Alto, Cal. electronics firm increased both sales & profit in fiscal 1961's first half (Vol. 17:22 p22), "and we expect the second half to be better than the first half."

### TELEVISION FACTBOOK NO. 32 OUT THIS WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be mailed to all TV-service subscribers of TELEVISION DIGEST this week. 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. After publication, single copies \$12.50 each; or \$10 each for 5 or more.



## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Columbia Pictures	1961—9 mo. to Apr. 1	—	—	\$ 1,673,000 <sup>1</sup>	\$1.04 <sup>2</sup>	1,449,030
	1960—9 mo. to Mar. 26	—	—	534,000 <sup>3</sup>	.25 <sup>2-4</sup>	1,302,109
Daystrom	1961—year to Mar. 31	\$ 92,359,605	\$ 751,116	601,116	.48	1,255,640
	1960—year to Mar. 31	90,609,129	4,271,278	2,271,278	2.48	915,503
Electro-Voice	1961—year to Feb. 28	—	—	111,854	.22	—
	1960—year to Feb. 29	—	—	255,901	.54	—
Electronic Associates	1961—qtr. to Mar. 31	2,881,000	—	211,000	.28	759,675
	1960—qtr. to Mar. 31	2,509,000	—	150,516	.21	722,665
Jerrold Electronics	1961—year to Feb. 28	11,935,899 <sup>5</sup>	—	3,086,085 <sup>5-6</sup>	1.64	1,884,569
	1960—year to Feb. 29	8,416,750	—	810,251 <sup>7</sup>	.67	1,217,862
Republic Corp.	1961—6 mo. to Apr. 29	14,216,265	2,395,010	1,275,010	1.04	1,523,960
	1960—6 mo. to Apr. 29	14,016,422	2,253,077	1,003,077	1.04	1,486,528
Taft Bcstg.	1961—year to Mar. 31	11,076,717	3,350,003	2,066,255 <sup>8</sup>	.54 <sup>2</sup>	2,004,190
	1960—year to Mar. 31	10,426,310	3,315,904	1,786,155	.40 <sup>2</sup>	2,004,190
Warner Bros. Pictures	1961—6 mo. to Feb. 25	43,394,000	6,664,000 <sup>10</sup>	3,564,000	3.18	1,120,013
	1960—6 mo. to Feb. 25	45,983,000	6,922,000 <sup>11</sup>	3,422,000	2.27	1,504,000

Notes: <sup>1</sup>Includes \$1,617,000 (\$1.04 a share) profit on sale of land. <sup>2</sup>After preferred dividends. <sup>3</sup>Includes \$202,000 (14¢) profit on sale of land. <sup>4</sup>Based on 1,449,030 shares outstanding April 1, 1961. <sup>5</sup>Record. <sup>6</sup>Includes \$2,837,212 (\$1.51) net gain from sale of CATV properties. <sup>7</sup>Includes \$283,656 (23¢) net gain from sale of Key West CATV system.

<sup>8</sup>Includes Harman-Kardon, merged with Jerrold last fall (Vol. 16:37 p16). <sup>9</sup>Includes \$486,252 (32¢) gain on sale of WBIR-TV & WBIR Knoxville (Vol. 16:47 p12). <sup>10</sup>Includes \$342,000 profit on sales of capital assets. <sup>11</sup>Includes \$196,000 profit on sales of capital assets.

**TV-Leasing Firm Sells Debentures:** Boston Capital Corp., small-business investment company, has purchased \$1 million of subordinated debentures, with warrants, of Electronics Leasing Corp. The latter leases TVs, radios and closed-circuit systems to hotels and hospitals.

**Paramount Gains in 2nd Quarter:** Although "it is too early to predict our net profit for the 2nd quarter of this year due to higher costs & other related factors, to date we have had better gross revenues than last year," Paramount Pres. Barney Balaban told the annual meeting last week. "The month of April, however, was quite encouraging as to both gross revenue & net profit." He said the indications were that 2nd-quarter results would top those of the first quarter, which produced a profit of \$2.5 million or \$1.45 a share (Vol. 17:18 p18).

**Reports & Comments Available:** Pacific Industries, review, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Sangamo Electric, comment, Oppenheimer & Co., 25 Broad St., N.Y. 4 • Radio Shack, Hess, Grant & Remington, 123 S. Broad St., Philadelphia • The Hallicrafters, prospectus, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Sony Corp., prospectus, Smith, Barney & Co., 20 Broad St., N.Y. 5 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • Electronic Associates, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • Arrow Electronics, prospectus, Arnold Malkan & Co., 26 Broadway, N.Y. 4 • RMS Electronics, offering circular, Martinelli & Co., 79 Wall St., N.Y. 5 • Electronic Aids, offering circular, R. Topik & Co., 295 Madison Ave., N.Y. 17 • Westinghouse, profile in June 7 *Financial World*.

### Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Advance Ross Elec. ...	Stk.	3% Jul. 14	Jun. 30
Corning Glass .....	Q	\$0.37½ Jun. 30	Jun. 19
Heli-Coil .....	SA.	.30 Jun. 26	Jun. 19
Hoffman Electronics ..	(Omitted)		

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 8, 1961

Electronics TV-Radio-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	19¾	21¾	Magna Theater	4¾	47½
Adler Electronics	19¼	21¼	Magnetics Inc.	10¾	12
Aerovox	11¾	13½	Maxson	25¾	28
Allied Radio	28	30¾	Meredith Pub.	41	44½
Astron Corp.	3	3-9/16	MetroMedia	21	22½
Babcock Electronics	31	33½	Microdot	26¾	29½
Baird Atomic	20¼	22¼	Milgo Electronics	22	25½
Cannon Electric	31½	34¾	Narda Microwave	8¼	9½
Capehart	10	11	Nuclear of Chicago	45	49¼
Chicago Aerial Ind.	22	24¾	Official Films	3¾	4¼
Control Data Corp.	100	106	Pacific Automation	6¾	6¾
Cook Electric	12½	13¼	Pacific Mercury	7½	8
Craig Systems	13½	15¾	Philips Lamp	145¾	150¾
Crosby Electronics	6½	7	Pyramid Electric	2½	27½
Dictaphone	33½	36½	Radiation Inc.	25¼	27½
Digitronics	29	32	Rek-O-Kut	2¾	3-3/16
Eastern Ind.	18	19¾	Research Inc.	5½	6¾
Eitel-McCullough	16¼	17¾	Howard W. Sams	42½	46½
Elco Corp.	12½	14¾	Sanders Associates	46	49¾
Electro Instruments	22	24¾	Silicon Transistor	13¼	147½
Electro Voice	12	13¾	Herman Smith	11½	13½
Electronic Associates	33¾	36¾	Soroban Engineering	65	69½
Elec. Capital Corp.	42	46½	Soundsciber	12¼	13¾
Erie Resistor	13¾	14¾	Speer Carbon	31½	33¾
Executone	21¼	23¼	Soragac Electric	76½	80
Farrington Mfg.	14¾	16	Sterling TV	3¾	4½
Foto Video	9	10	Syston-Donner	37½	40¾
Four Star TV	21	23	Taft Bcstg.	20¼	22
General Devices	14¼	15¾	Taylor Instrument	52	56
G-L Electronics	8¼	9½	Technology Inst.	7	8¾
Granco Products	3½	4¾	Tele-Broadcasters	2	2¾
Gross Telecasting	21¾	23¾	Telechrome	11½	127½
Hallicrafters	23¼	25¼	Telecomputing	7¼	8
Hathaway Instr.	27¾	30½	Timc Inc.	85½	89¾
High Voltage Eng.	17¾	185	Tracerlab	12½	137½
Infrared Industries	16¼	18	United Artists	7¾	8¾
Interstate Engineering	19¾	21¼	Universal Trans.	1¼	17½
Ionics Inc.	32½	35¾	Vitro	27¼	29¾
Itek	52	56½	Vocaline	2½	3-1/16
Jerrold	8¾	9¾	Wells-Gardner	34¾	37¾
Lab for Electronics	54½	57¾	Wilcox Electric	10¾	11¾
Leeds & Northrup	35	37¾	Wometco	27	29¾
Lel Inc.	9	10¼			



# 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

### **FCC**

**MINOW AS A "HILL" PERFORMER** shapes up as one of best—and it's mighty good to be a Democrat among Democrats (p. 1).  
**FCC's ANTITRUST STATUS REPORT** is given Celler Subcommittee by Minow. FCC is concerned about CBS compensation plan (p. 2).  
**MAGNUSON BACKS MINOW** on FCC program role during appropriations hearing, defends him against "censorship" charges (p. 2).  
**FAA POSTS TOWER RULES** after long hassle with industry groups over criteria for tall TV & radio antennas as air hazards (p. 8).  
**CROSLEY LOSING INDIANAPOLIS CH. 13** as FCC votes to give CP to WIBC, reflecting changes in FCC membership (p. 8).  
**CLEAR-CHANNEL DECISION** rides again, FCC planning to break down 13 clears, leave 12 undisturbed (p. 9).

### **Congress**

**JFK's FCC PLAN IS BURIED BY HOUSE** in 323-77 vote disapproving reorganization by White House (p. 3).  
**NETWORKS DEFEND THEMSELVES** against sex-&violence charges at Senate juvenile-delinquency hearings (p. 7).

### **Stations**

**TV CODE IS STIFFENED AGAIN** by NAB's TV Board, which adopts 4 amendments to insure more program time (p. 4).  
**NAB REORGANIZATION STARTS** with Board approval of Collins plan to put TV & Radio Codes under over-all administration (p. 5).  
**NEW TV FACTBOOK—INDUSTRY'S BASIC COVERAGE GUIDE—** is now in mails, featuring first-time maps displaying ARB data on viewing patterns and Grade A & B predicted contours for all commercial stations (p. 6).  
**YEAR'S 8TH U.S. STARTER:** KBMT (Ch. 12) Beaumont, Tex. debuted June 18, raising U.S. operating total to 585 (91 uhf) (p. 12).

### **Consumer Electronics**

**BONDED TUBES** take over 23-in. set market, but 19-in. sets use external shields. Pittsburgh approach wins adherents in color & monochrome; new Philips system (p. 17).  
**FM STEREO RADIOS** due for first deliveries this week by Granco, as nation's 3rd stereo station starts programming in Chicago (p. 18).  
**APRIL TV SALES** to consumers near the record for the month—exceeded only in 1955. Retail movement was 8% higher than April 1960, 40% above April 1959. Radio, phono sales up (p. 19).  
**NEW-LINE ORDERS** set records this year, Zenith & Packard Bell announce. Philco & Admiral report increases over last year (p. 19).  
**GOVT. THREATENS GE** with dismemberment for refusal to comply with a consent decree in electrical price-fixing conspiracy (p. 21).

### **Auxiliary**

**CATV CLAN GATHERS** in San Francisco convention, hopeful that Congress will find regulation no longer warranted (p. 6).

### **Advertising**

**Y&R WARNS REPS IN N.Y.** that the agency will carefully police station handling of the longer network station breaks (p. 9).

### **Films**

**SYNDICATION PRODUCTION AT NEW LOW.** Actual output is even less than we predicted in January (p. 13).

### **Finance**

**AMPEX CRISIS** results in reassignment of top management, including Pres. Long. \$4-million loss spurs reappraisal and proposed organization changes (p. 23).

### **Other Departments**

**PROGRAMMING** (p. 12). **NETWORKS** (p. 16). **PERSONALS** (p. 16). **FOREIGN** (p. 21). **AUXILIARY SERVICES** (p. 22). **ETV** (p. 22).

**MINOW AS A CAPITOL HILL PERFORMER:** It's sure nice to have a friend in court and to be a member of the team. So must FCC Chmn. Newton Minow feel after a week of almost constant testimony before Congressional committees. We saw a lot of Minow in action last week. Nowhere else can public learn as much about a public figure.

Minow appeared before 3 committees. He wore well with them for several reasons: (1) He sees eye-to-eye with committee chairmen on many things. (2) He's a Democrat—and the committees are run by Democrats. (3) He's as well prepared as a newcomer can be. (4) He has the "right" Hill personality. Among post-war FCC chairmen, only Ford was comparable.

Minow's manner is mild. He shows Congressmen the kind of respectful attention without which a man is dead on the Hill. Yet he's quietly very firm, doesn't hesitate to disagree with his questioners. But he's also cagey, knowing when to talk around something without sticking out his neck unnecessarily. He's good at another valuable technique: Frank admission of lack of knowledge when he lacks it—and frequent reliance on fellow Commissioners and flanking staff members.

Minow testified on FCC reorganization before Rep. Harris's Commerce Committee; on appropriations, before Sen. Magnuson's Appropriations Subcommittee; on antitrust matters, before Rep. Celler's Antitrust Subcommittee. Details of these hearing will be found in the 3 following stories. On June 19 he appears before Sen. Dodd's Juvenile Delinquency Subcommittee.



**FCC ANTITRUST STATUS REPORT:** Two pet hates of Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, are AT&T and Broadcast Music Inc. (the music licensing organization). As FCC Chmn. Minow appeared before Antitrust Subcommittee last week, Celler again made clear several points:

(1) He believes AT&T makes too much money.

(2) He fears AT&T will monopolize satellite communications.

(3) "I shall not rest until there is complete divorcement of stations and BMI"—referring to station ownership of the music licensing organization.

Minow held his own against Celler and brusque Subcommittee counsel Herbert Maletz. But, in truth, Minow got virtually kid-glove treatment, contrasted with traditional Celler-Maletz grilling.

Minow assured Celler that neither AT&T nor any other one company or companies would dominate space communications, that FCC's views aren't "frozen" to limiting satellite ownership to international common carriers, that AT&T rates are being re-examined. As for BMI, he said FCC would be "gravely concerned" if it were proved that BMI is "coercing" stations, as Celler charged.

FCC showed that it's quite concerned with "incentive compensation plan" proposed by CBS, in which affiliates' compensation increases as their percentage of network programs carried increases. Broadcast Bureau Chief Kenneth Cox said that FCC was studying proposal and that: "It could be more compelling to affiliates than option time. It well might have a more anti-competitive effect than option time." Said Celler: "Isn't it a device to get around option time?" "That's what we're investigating," said Minow.

Maletz was concerned about "non-uniform" affiliation contracts, saying it appears that multiple owners get better deal than single owners. Minow said that FCC should look into matter but it "has questions about its powers in this area."

Minow also agreed with Celler that some govt. agency should watch station time rates—"but we would need a change in the law."

Ge & Westinghouse antitrust convictions will be taken into account in their license renewals, Minow assured Celler, as reported earlier (Vol. 17:14 p1). What he didn't say, however, was what a well-informed FCC source told us: "Of course we must take that into account. But I don't know of anyone around here who thinks we'll take their licenses away." (See also p. 21.)

Minow also gave status reports on variety of other subjects, as requested by Celler—all well known to industry: Uhf, deintermixture, NBC-Westinghouse station swaps, etc.

Earlier, Justice Dept. antitrust chief Lee Loevinger gave similar run-down, adding little except to show he's not to be pushed around by Celler or anyone else: "I want to avoid grandiose statements," he said, "about what we propose to do."

**MAGNUSON BACKS MINOW ON FCC PROGRAM ROLE:** It was a honeymoon—mostly—was FCC's appearance before Senate Appropriations Subcommittee last week. Chmn. Magnuson (D-Wash.), who is also chmn. of Commission-supervising Commerce Committee, showed he's now pleased with Commission & Chmn. Minow. And FCC's appearance wasn't hurt at all by presence of Broadcast Bureau Chief Kenneth Cox, former special TV counsel to Magnuson.

Magnuson urged Minow to ask for funds for a "small" ETV staff to handle details he expects to develop when Congress gives the states funds for ETV stations (see p. 22). He expressed opinion that Commission should have "flexibility" in assigning added staff members, as provided by expanded appropriation, as it sees fit—rather than putting them where House recommended. Traditionally, House tells FCC how to use new staff members, and Commission is loathe to demur.

Most important, Magnuson defended Minow's views on FCC's role in TV programming, against charges of "censorship" raised during hearing by Sen. Allott (R-Colo.).

Allott read Jim Bishop column from Rocky Mountain News to effect that local FCC hearings on renewals would be form of "legal lynching" and "blackmail." Said Allott: "At such hearings, you get the malcontents. You're not going to hear from the hundreds of thousands who are satisfied."

Minow responded: "I respectfully disagree. I hear from PTAs, religious groups, leagues of women voters. I think they should be heard. I must be frank. That's what I intend to do." He insisted that such hear-



ings have been & will be fair. Allott complained about pressure groups, gave this example: "The CATV lobbyists packed Senate Committee meetings. They even packed the Senate." This was in reference to CATV's fight last year against federal-regulation bill, which was beaten by one vote.

"I don't want FCC setting itself up as a judge on programming," said Allott. He said he hadn't any complaints from broadcasters, but that he wanted to re-emphasize his views. "But," retorted Magnuson, "FCC has the responsibility to look over over-all programming." And Minow repeated his contention that Commission has right to hold licensees to their programming promises. Allott retreated: "If a station says it's going to do 2 hours of public service and doesn't, I believe the FCC ought to be concerned." And Sen. Bridges, also having expressed concern with "censorship," agreed that FCC has right to look into "categories" of programs.

Allott also had his complaints about programs—"I agree that the endless procession of Westerns are a low ebb in programming" and "I've seen programs on Sunday inappropriate to the Sabbath."

Comr. Ford spoke up for Complaints & Compliance Div., which he sparked, saying that it is working out well. He said that most investigations end without action against broadcasters and that Commission now is doing what Congress asked it to do, namely, investigating complaints. A couple of years ago, FCC's lame excuse about quiz-rigging & payola was that it didn't know what was going on.

Much testimony was devoted to satellite communications, which Minow reiterated was FCC's "top priority job." Magnuson was much impressed, obviously had thought much about it. He said: "The Russians will be prepared for the 1963 conference" on space-frequency allocations, and he asked Minow to come up with plans for a special satellite communications staff. Among other points of testimony:

—Comr. Craven said that direct satellite-to-home telecasts are technically possible but not practical—or needed. "It would take a very heavy satellite," he said. He also assured Committee that FCC wouldn't let any one company dominate satellite communications.

—Sen. Robertson (D-Va.), whose minister son holds CP for religious uhf WYAH-TV (Ch. 27) in Portsmouth, was concerned with future of uhf. Comr. Lee gave him details of FCC's N.Y. experiment and the well-known pros & cons of uhf.

—Magnuson said he envisioned a 4th TV network—ETV—and said that even commercial networks "believe it will elevate all TV."

—Minow described AM application backlog and said that "some people believe we ought to revise our whole engineering standards on AM."

**JFK'S FCC PLAN BURIED:** President Kennedy's ill-starred FCC reorganization plan (Vol. 17:18 p2 et seq.) was interred with few tears last week by Congress, which already had set out to replace the White House formula for streamlining Commission procedure with milder legislation.

Last rites for Kennedy plan were held June 15 in House. Led by Speaker Rayburn (D-Tex.), who said sorrowfully in rare floor speech that he opposed President on issue, House went through formalities of passing resolution of disapproval endorsed by its Govt. Operations Committee. House action was all that was necessary to bury Kennedy plan in advance of scheduled June 26 effective date. Similar thumbs-down resolution was ready in Senate, however. Senate's Govt. Operations Committee had sent it to floor—without recommendation—2 days earlier.

House vote of 323-77 against President coincided with windup of desultory 3-day hearing by Commerce Regulatory Agencies Subcommittee on bill (HR-7333) by Chmn. Harris (D-Ark.) for watered-down FCC reorganization (Vol. 17:22 p1). Promising excitement because of conflict with White House, proceedings started out with big hearing room's spectator & press seats filled. They ended with 3 stragglers in audience & one reporter (ours) at press tables.

"I have no special or particular interest in the bill I introduced," Harris said at outset of hearings, setting slow tempo for them—and for any legislative action. Harris said that he—and everyone he knows in Congress or at FCC—would like to see Commission's efficiency improved. But he indicated he didn't regard present procedural problems as urgent. "I have been very pleased with the progress that has been made," Harris said, citing self-improvement in the last several years not only by FCC but by other regulatory agencies.

More positive stance on legislative outlook was taken by Harris on House floor, however. "On the facts before us, it is undoubtedly true that something needs to be done," Harris said, "and I am sure our Com-



mittee will report a bill." He added: "I can say that in my judgment we will bring to the House a bill that will help the Commission in its work."

Support for "objectives" of Harris bill was voiced at House hearings by FCC Chmn. Minow & all other witnesses. And all had on-the-one-hand-&-on-the-other reservations about one bit of language or another. Loyal to the end to President Kennedy in controversy, Minow said "I adhere to the position I took" in backing White House plan. He also said—in one of few surprises at hearings—that if he couldn't have President's plan, he'd rather have Harris bill than Commission's own alternative "consensus" bill (S-2034) which had been introduced week earlier (Vol. 17:24 p3) by Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). For one thing, Minow said, he preferred discretionary-review terms of Harris bill to those in Pastore measure. After Minow had finished, all 6 other FCC members were heard from in general endorsements of Harris and/or Pastore proposals.

Tempo on FCC legislation probably will pick up in Senate June 28—the date set by Pastore for start of hearings on his Commission-drafted measure, with Minow as main witness. Pastore has promised to push hard for action this session on procedural reforms. Pastore—if not Harris—may provide momentum necessary for passage.

Lead-off House witness was President's advisor James M. Landis, author of Kennedy plan who had long since acknowledged it was doomed. He made no plea for restoration of the most controversial feature of White House scheme—authority for Minow to assign fellow FCC members to specific cases & tasks. Landis said he'd go along willingly with whatever Congress wants to do about FCC. Other witnesses included Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks, who raised few legislative objections. NAB Pres. LeRoy Collins filed statement lauding purposes of both House & Senate bills, but singling out Senate proposals as "workable & acceptable."

No real effort was made later on House floor by Democrats—even by ardent New Frontiersmen—to save President's plan. Joined by Harris in leading floor debate against it, Rayburn said White House proposals were attempt "to amend fundamental law"—which he pointed out is job reserved to Congress. Republican assault on plan was spearheaded by Rep. Gross (Ia.), who charged that White House was trying to seize FCC control. "I have never seen a worse grab for power," said Gross.

Note: President Kennedy has run into opposition by his own party only on his FCC plan. After defeating it, Rayburn & other Democratic leaders closed ranks to beat back (212-176) Republican attacks on SEC reorganization by White House. FTC & CAB reorganization plans will be tested in House votes this week—with similar results expected.

**TV CODE STIFFENED AGAIN:** NAB's TV Board amended 4 TV Code sections last week to put new ceilings on commercials in prime time, as recommended by Review Board. The rule-tightening changes had been in the works since June 1960, when the Review Board began turning the screws on multiple spots & opening-&-closing program "billboards" (Vol. 16:25 p9 et seq.).

"These amendments represent a significant step toward a new concept in which the Code Board directs its attention to obtaining maximum program time," said Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City). "In addition, the amendments correct certain inequities in the commercial time limitations set for programs with single sponsors & those under multiple sponsorship. We believe that both the viewer & the advertiser will gain."

Amendments are effective Oct. 29, when TV schedules generally switch from daylight to standard time. As announced June 14 by TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) after the regular Washington session, the new prime-time Code rules:

- (1) Reduce permissible time for commercials on participation shows from 6 to 4 minutes per half-hour.
- (2) Define peak viewing times as at least 3 hours per day.
- (3) Require that sponsor "billboards" & other non-program material (including public-service announcements & promotion for upcoming programs) be included in the 4-minute limitation.
- (4) Cut permissible between-program commercials from 3 to 2 instead of 2 plus 10-second ID announcement allowed under Code now—and which will still be permitted in non-prime time.

In a comment typical of those heard from network sources in N.Y., NBC standards dir. Ernest Lee



Jahncke Jr. told us: "NAB, in my opinion, is eliminating much of the peculiar double standard that exists between network commercial practices and those of local & independent stations. Actually, it's a case of NAB bringing individual station members up to the level of network policies in prime time."

Leading station groups sided with the networks in saying that their commercial policies had always been stiffer than NAB's anyway, and that the changes were aimed at "the local yokels." "Broadcasters would be smart to accept self-improvement," said one Eastern station executive, "in view of the climate in Washington," And from Los Angeles came the comment of Pres. Alvin Flanagan of independent KCOP. "I'm in favor of the new regulations. Not only will they improve TV, but they will give our spots one-third more dollar value, and will have that much more value to the advertiser. It's a step forward."

Ad agencies had no immediate reaction to the NAB move late last week. There were indications, however, that agency feelings, pro & con, would eventually depend to a large extent on client TV buying patterns. One large Madison Ave. agency, which has several prestige, full-sponsorship clients in network TV, said it was "delighted to see an end to the inequity whereby a major advertiser often has less commercial time than a bunch of local participation buyers." Another N.Y. agency, with several large TV-spot accounts, felt it "might work some hardship on advertisers with multiple-product lines."

NAB's Radio Code also was revised last week. At June 15 Washington session, Radio Board endorsed Radio Code Board recommendations that its rules be brought into line with TV Code bans against commercials for hemorrhoid remedies & feminine-hygiene products (Vol. 17:23 p11). Retained in Radio Code was general caution that "all advertising of products of a personal nature, when accepted, shall be treated with special concern for the sensitiveness of the listeners."

"Clarification" of Radio Code contest rules was voted at same time. New language reads: "Contests shall be conducted with fairness to all entrants, and shall comply with all pertinent federal, state and local laws & regulations." This substitutes for: "Contests shall offer the opportunity to all contestants to win on the basis of ability & skill, rather than chance." John R. Henzel (WHDL Olean, N.Y.) replaced James L. Howe (WIRA Fort Pierce, Fla.) as Radio Code Board member. Chmn. Cliff Gill (KEZY Anaheim, Cal.) reported that Standard Rate & Data Service would start identifying Code subscribers in its August station index.

**NAB REORGANIZATION STARTS:** NAB's combined TV-Radio Board gave go-ahead last week to Pres. LeRoy Collins to take first steps in his long-developing plan to revamp organization's structure (Vol. 17:23 p13)—then took some additional steps on its own.

The major Collins proposals approved by Board were for creation of single over-all NAB authority to administer TV & Radio Codes and for start of planning for establishment of university-attached NAB Research & Training Center.

In other actions, NAB's Joint Board: (1) Created new Washington hq office of exec. vp—to be filled by Collins, subject to Board approval. (2) Designated NAB secy.-treas. Everett E. Revercomb to head up new Dept. of Administration in charge of housekeeping chores. (3) Named 7-man advisory group of broadcasters "to make future recommendations at the Board's winter meeting regarding Board & staff structure."

Action on Collins plan came after debate at June 16 Washington session which he described as "full & free discussion." Board followed up vote with adoption of resolution expressing its "appreciation" & "support" of Collins leadership.

Over-all Code authority will be headed by director on vp level. Chief qualifications for job: "Experience & familiarity with both radio & TV." Director will have TV & radio assistants, and existing Hollywood & N.Y. offices will be continued. Research & Training Center would be headed by director with NAB vp title.

New reorganization advisory committee will be headed by Joint Board Chmn. Clair R. McCollough (Steinman Stations). Other members: TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge), William B. Quarton (WMT-TV Cedar Rapids), W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), Radio Board Chmn. George C. Hatch (KALL Salt Lake City), J. M. Higgins (radio WTHI Terre Haute), Richard W. Chapin (KFOR Lincoln).

Advisors were instructed by Joint Board to retain present office of NAB radio vp (now filled by John F. Meagher) in any additional hq reshuffling—and to keep concept of TV & Radio Boards as separate NAB entities. Joint Board made no recommendation on continuance or discontinuance of office of TV vp—vacant since recent resignation of Charles T. Tower.



**CATV CLAN GATHERS—OLDER, WISER, STRONGER:** Nation's CATV operators, as they meet in San Francisco's spanking new Jack Tar Hotel this week for their 10th annual convention, believe they've come a long way since last year.

National Community TV Assn. members astonished even themselves by beating federal regulation in the Senate by a one-vote margin last year, and they've been busy ever since, shoring up defenses to prove that such regulation is unnecessary. Most important area of activity has been in eliminating "hot spots"—CATV-station conflicts—coming to terms with small-station operators and getting them to take heat off their Congressmen. They have strong hopes that Congress will find no pressing need for legislation this year.

In the last year, galvanized by their whisker win in Senate, they've hiked dues heavily to hire full-time paid Pres. William Dalton, full-time house counsel Robert L'Heureux, full-time house public relations man Leonard Lieberman—and begun to take on coloration of full-fledged Washington-based trade association.

Their growth remains unimpeded. And their Canadian counterparts, who started later, are also showing strong increases. We've analyzed the exhaustive CATV directory in our new TV Factbook, fresh off presses, and find following pertinent figures:

- (1) 733 U.S. systems in operation as of March 1, compared with 685 last Aug. 1 as shown in preceding Factbook. Canada has 201, vs. 172.
- (2) U.S. homes served total 760,683 vs. 706,524 seven months ago. In Canada: 143,068 vs. 119,129.
- (3) U.S. operators estimate potential of existing systems at 1,339,642 homes, compared with 1,219,603 in August. Canadian statistics are 323,385 vs. 319,923.
- (4) Average U.S. system serves 1,132 homes vs. 1,187. Canada: 911 vs. 969.
- (5) Average potential of existing U.S. systems is 2,123, according to operators. This compares with 2,155 seven months ago. Canadians say their average potential is 2,046 vs. 2,373 last year.

Again, Factbook lists installation & monthly charges, stations carried, names, addresses, phones, executives, etc. And there is our customary feature showing system group ownership as well as our valuable 19-page section listing the systems & homes served by each TV station.

**NEW TV FACTBOOK—INDUSTRY'S BASIC COVERAGE GUIDE:** We are pleased to report that our new Television Factbook is in the mail to you. Frankly, if you'll forgive our exuberance, we believe it marks a major advance in basic TV-advertising industry references. For the first time, everyone who works with the medium will have a quick, graphic guide to coverage & penetration of each commercial U.S. station. This comprises, first, a half-page map for each station, displaying 2 kinds of information:

- (1) Official Grade A & B predicted contours, as filed with the FCC by each station.
- (2) American Research Bureau "net weekly circulation"—showing county-by-county viewing patterns.

Next is a tabular presentation for each station, showing degrees of viewing for each county, plus total households, total TV homes and penetration percentages. And then, a map of each state—showing location of each station for geographic orientation purposes, accompanied by basic market data from Sales Management (market class & rank, county population, net effective buying income, retail sales and total households, TV homes, etc.).

Maps & ARB circulation figures are intended as basic guides. Detailed market analyses may be obtained from ARB's fundamental "1960 TV Coverage Study," based on more than 500,000 interviews, and from Sales Management's authoritative "1960 Survey of Buying Power."

The foregoing are in addition to our customary complete data on each station—executives, ownership, technical facilities, rate-card digests, etc. This expansion of the Station Directory section of the Factbook increases its size to 682 pages, enlarging the entire volume to 1,078 pages.

All of our other regular departments have been expanded & updated. They comprise more than 75 directories, including: Advertising & billings, allocations tables, applications & CPs, associations & periodicals, attorneys & engineers, brokers & services, FCC roster, foreign TV stations, manufacturing statistics & executives, networks, program sources, reps, station sales, group ownership, CATV systems, etc., etc.

Factbook is last of semi-annual editions. Hereafter, it will be published annually. Extra copies may be obtained from our Radnor, Pa. publication headquarters at \$12.50 per copy—and at \$10 each for 5 or more.



## Congress

**NETWORKS DEFEND THEMSELVES:** Accused of committing high crimes & misdemeanors against children by fomenting sex & violence on TV, network defendants had their day in the Senate's juvenile-delinquency court last week. It was an unhappy time for one & all.

Network chiefs were lined up apprehensively in rows 2 & 3 deep in the Old Senate Office Bldg.'s big caucus room for the 2nd sensation-studded week of Judiciary Subcommittee Hearings presided over by Sen. Dodd (D-Conn.). Among them: CBS-TV Pres. James T. Aubrey, ABC-TV Pres. Oliver Treyz, NBC exec. vp Walter D. Scott.

They got their chances to defend themselves with bulky, documented statements that the good things on TV far outweigh any bad. But before they went into the dock they had heard things from other witnesses which were enough to make any network partisan wince.

ABC-TV had been taken over Subcommittee coals a week earlier for *Cheyenne* episodes (Vol. 17:24 p2). Now it was NBC-TV's & CBS-TV's turn to feel the heat.

Biggest sensation of the week came from Ziv-UA producer Ivan Tors of Hollywood, who read a letter from NBC's Jack Ballard in which the network expressed "concern over the absence of sex" from a half-dozen outlined *Man & the Challenge* shows.

Tors also said that Joseph Daly of Doyle, Dane, Bernbach, the agency handling the TV series, had warned him that *Man & the Challenge* would have to have "a great deal of sex & violence" before it could win a prime-time spot on TV. Tors testified that Daly told him the demand for spiced-up episodes originated with "Mr. Kintner"—presumably NBC Pres. Robert E. Kintner—and NBC programs & talent vp David Levy.

### "Youth, Crime" and Ratings

Tors added that his business experiences with CBS ran along the same lines. Officials of that network, he said, had sent along word to Ziv-UA that more "youth & crime" would do things for the ratings of *The Aquanauts* (which became *Malibu Run* under another producer).

To show what *Malibu Run* was like, Dodd earlier had screened 30 minutes of "The Adventure of Frankie" from the series. "I have observed beatings, excessive speed [on the highway], entrapment for assault, scenes of a home crumbling, plus a saloon & drinking," Dodd commented.

Dodd asked another Ziv-UA witness—vp A. Frank Reel—how he liked "The Adventure of Frankie." Reel responded: "I'm not an expert on juvenile delinquency. But I personally feel this episode is no worse than many others on the air. It all comes under the heading of trash."

In rebuttal testimony on NBC's letter to Ziv-UA about *Man & the Challenge*, NBC's Scott said he thought producer Tors may have misinterpreted the word "sex." Scott told Dodd: "I would guess that word sex as used in the letter was shorthand for feminine interest."

Speaking for CBS-TV, programs vp Oscar Katz argued that the *Malibu Run* show cited by Dodd as a horrible example of bad TV programming actually taught moral lessons against juvenile delinquency. He also pointed out—as other network spokesmen did—that nobody had conducted definitive studies establishing any relationship between TV programming & juvenile delinquency.

ABC's Treyz testified that his network never would run 10 consecutive minutes of violence on any show, that no ABC-TV program was designed for any "bad effect" on

viewers. "I have never deliberately participated in any decision to step up violence," Treyz said.

Dodd wasn't mollified. Networks need public pressure to force them to curb "brutal, sadistic" programs, he said—and he repeated that FCC licensing of the networks would help, even if this might lead to govt. controls over freedom of thought on the air. To star witness Tors, Dodd said: "I'm well aware of the risk you're taking. I hope there will be no reprisals. I think the public owes you a debt of gratitude."

Other witnesses last week included:

Pres. Clara S. Logan of the National Assn. for Better Radio & TV, who filed a statistical count of mayhem & murder on a week of Los Angeles TV shows. She said it proved that TV represented a "real danger" to children.

Evelyn Burkey of the Writers Guild East, who testified that "those who pay the bill"—sponsors & ad agencies—can be blamed for much violence on TV screens. But she also said the networks should start resisting sponsor pressures to "beef up" show with more of the same.

Dr. Albert Bandura, Stanford U. psychology teacher, who ran off a film showing kindergarten children savagely beating an oversized doll. They were aping adult behavior they had observed in another film, he said.

Hugh O'Brian of *Wyatt Earp*, who wasn't much help to Dodd in criticizing action in other shows. "I've been so busy riding my own horse that I haven't had a chance to look at others," he said.

Sylvester (Pat) Weaver, ex-NBC head now with McCann-Erickson, who also failed to provide Dodd with fiery testimony. He declined to join in the attack on current TV programming. Prodded to comment on Subcommittee tabulations indicating that half of network night-time shows are action-adventure-mystery-cowboy categories, Weaver said, "that seems somewhat high."

Next scheduled witness: FCC Chmn. Minow, who has won a reputation as a critic of TV programming. Dodd called him for testimony June 19, when the current phase of the Senate TV hearings may wind up.

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The coming season will have 25% fewer violence shows, reported June 12 *Sponsor*, pointing out that whereas the 3 networks in the 1960-61 season featured a total of 43 shows that "routinely lean on some form of mayhem," this figure will be down to 33 in the 1961-62 season.

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**Sec. 315 Repeal Urged:** NBC & CBS agree that one of the best things Congress could do to improve U.S. election procedures is to erase political equal-time requirements from the Communications Act. NBC Chmn. Robert Sarnoff & CBS Inc. gen. counsel Thomas K. Fisher made the same pitch in statements filed with the Senate Rules & Administration Elections Subcommittee during hearings on election-reform measures. Sarnoff also cautioned the Subcommittee against proposals that broadcasters should be required by law to furnish free air time to politicians. Fisher said CBS also opposes proposals for federal subsidies to pay for election-campaign broadcasts.

**Billboard Ban Voted:** Bonus payments of federal highway funds to states which ban billboards along the routes would be extended for 2 years under amended terms of a House-approved \$11.4-billion road bill passed by the Senate. The measure was sent into Senate-House conference, where opponents of the billboard amendment will try to eliminate it on the ground that it discriminates against outdoor advertising in favor of other advertising media.



## The FCC

**FAA POSTS TOWER RULES:** The Federal Aviation Agency has retreated—but not much—from the tall-tower rules & regulations it proposed last September. That jurisdictional-tightening move was protested loud & long at the time by NAB & other broadcasting groups as an invasion of FCC territory (Vol. 16:38 p5 *et seq.*).

“The revised order is still bad for broadcasters,” we were told by one industry-group lawyer who led in the fight against FAA’s initial proposals. “It still puts them under 2 agencies when they apply for tower permits—and they can count on FAA being unfriendly.” The only protest-recourse now for broadcasters from the FAA ukase will be in the courts.

In the finally-adopted form announced last week by FAA, the air-hazard rules are reduced to 35 pages from the original 54.

FAA said “substantial revision” of its original proposals is provided in the final rules, effective July 15, but that the “general form” of the first draft is maintained—and that the agency’s “authority & jurisdiction” in controlling heights of TV & radio towers to protect aircraft aren’t subject to challenge under the Civil Aeronautics Act.

### Lengthy Hearings Avoided

FAA backed away from proposals that would require elaborate hearing procedures on broadcasters’ plans to construct or alter tall towers. Acknowledging that the procedures might be “unduly complicated” and would “consume substantial periods of time,” FAA said: “In view of the public reaction, a simplified proceeding has been substituted by which these hearings may be expedited.”

FAA also inserted “an affirmative requirement” in its final order that FCC must be consulted before any antenna farms are set up. Such antenna groupings can help keep other airspace clear, but the “beneficial effect could be lost if the farm areas established were not compatible with the over-all needs of the broadcast industry,” FAA conceded. It promised that FCC’s “views will be given full consideration prior to any FAA action,” but clung to its claim to the right to designate farms.

In another change in the original proposals, FAA made it clear that the new regulations won’t apply to structures already in existence on July 15.

Additional modifications in the rules included these:

On construction notices to FAA—“A provision has been incorporated in the regulation which will permit immediate action with minimum notice in any emergency involving essential public service, public health or safety.”

On air-hazard criteria—“The regulation adopted does not brand immediately as hazards all proposed construction which would exceed the criteria.” And the criteria themselves have been made “more lenient,” such as an extension of control-zone tower elevation limitations near cities from 170 to 200 feet. Quick FAA studies will be made to see if “contemplated construction would, in fact, result in a hazard to air navigation.” The initial limitation covered control areas—blanketing most of the Eastern states—as well as restricted control zones.

On aeronautical studies—“Provision is made for the possible adjustment of (1) aviation requirements to accommodate the construction proposals and (2) the location & height of the proposed structures to eliminate or minimize their effects on air navigation.” It’s expected that most conflicts will be resolved informally without need for hearings, FAA said.

**Crosley Losing Indianapolis Ch. 13:** In a rare & significant action, caused by the passage of time which produced a change in FCC’s membership, the Commission voted 4-2 last week to take WLWI (Ch. 13) Indianapolis from Crosley and give it to original competitor radio WIBC.

The Commission merely announced that it had instructed its staff to draft the final decision. It didn’t tell how the vote went or what its reasoning was. Comr. Craven abstained.

The case has a long history. Originally, Craven, who had been engineering consultant for radio WIRE (an early competitor which dropped out), wanted to refrain from voting. However, FCC was tied 3-3, and the Commission general counsel said Craven could vote to break the tie. He voted for Crosley and it won. WIBC took the case to court on another ground—that Craven voted without having heard oral argument. The court ruled that WIBC was right, sent the case back to the Commission for a retake. WLWI went on the air in 1957, meanwhile. Now, none of the Commissioners who voted for Crosley is still present (except non-voting Craven): Doerfer, Mack & McConaughy. Originally, Hyde, Bartley & Lee had voted against Crosley.

It’s understood that at least one reason for FCC’s current choice of WIBC is that Crosley owns other stations in the area—WLWT Cincinnati, WLWD Dayton & WLWC Columbus. Chmn. Minow, in his hearing before Rep. Celler June 15 (see p. 2), discussing the “concentration of control” issue, said: “We instructed the staff yesterday on [a concentration case].”

The case isn’t over with yet, of course, and there’s bound to be considerable lengthy litigation before it is.

**Examiner Rough on WHYZ-TV Duluth:** Some of the sharpest language used in years was employed by FCC examiner Herbert Sharfman in his initial decision recommending denial of a modification of CP for change of facilities to WHYZ-TV (Ch. 10) Duluth—tantamount to urging the FCC to take away the whole CP. He concluded that principals L. F. Gran and the late Louis E. Caster had: (1) Engaged in unauthorized construction. (2) “Trafficked” in a license in transfer of control to Ashley Robison. (3) Wilfully misrepresented facts to FCC. (4) Were guilty of unauthorized transfer of control. The 74-page single-spaced decision—outlining tremendously complex dealings—is full of such expressions as “chicanery,” “guile,” “cabal,” “deliberate, knowing & inexcusable.”

**“Summary Procedure” Asked:** FCC has given Congress the draft of proposed Communications Act amendments permitting the Commission to follow “summary procedure” in handling license application cases in which it is “unable to find that a grant would be in the public interest.” Under language of the amendments—first written by FCC in February, but held up pending Budget Bureau study (Vol. 17:16 p4)—the Commission wouldn’t be required to go into “full evidentiary hearings where no genuine, substantial and material issues of facts have been presented.” Applicants in such cases would be entitled to additional pleadings & oral arguments, however. In a “justification” accompanying the draft bill, the Commission told Congress “it would serve to sharply reduce the number of protracted evidentiary hearings.”

**Minow Gets Foreign Report:** TV Program Export Assn. Pres. John G. McCarthy met with FCC Chmn. Minow June 16 to assure him that American TV films shown abroad are giving viewers a favorable image of the U.S.



**Clear-Channel Decision Rides Again:** FCC has told its staff to draft a final clear-channel (AM) decision in the hope of bringing to a conclusion a subject that has been pending for some 15 years. The staff is being spurred to complete the work by FCC's August recess.

Essence of the decision: Allow the construction of new Class II (10 to 50 kw) stations on 13 clear channels; leave the other 12 undisturbed.

Naturally, the decision will be challenged in court. Assuming the FCC wins, hearings for the new stations—in which the "invaded" clear-channel stations will participate—will take the usual 2-3 years to complete. Here are the channels to be broken down, the clear-channel stations using them, and the states in which the new stations will be located:

670 kc, WMAQ Chicago, to Ida.; 720, WGN Chicago, to Nev. or Ida.; 750, WSB Atlanta, to Anchorage, Alaska (for shifting of an existing station); 760, WJR Detroit, to San Diego (for shifting of an existing station); 780, WBBM Chicago, to Nev.; 880, WCBS, N.Y., to N.D., S.D. or Neb.; 890, WLS Chicago, to Utah; 1020, KDKA Pittsburgh, to N.M.; 1030, WBZ Boston, to Wyo.; 1100, KYW Cleveland, to Colo.; 1120, KMOX St. Louis, to Cal. or Ore.; 1180, WHAM Rochester, to Mont.; 1210, WCAU Philadelphia, to Kan., Neb. or Okla.

The following would be unaffected: 640, KFI Los Angeles; 650, WSM Nashville; 660, WNBC N.Y.; 700, WLW Cincinnati; 770, WABC N.Y.; 820, WBAP-WFAA Ft. Worth-Dallas; 830, WCCO Minneapolis; 840, WHAS Louisville; 870, WWL New Orleans; 1040, WHO Des Moines; 1160, KSL Salt Lake City; 1200, WOAI San Antonio.

**FCC N.Y. Hearing List:** Witnesses for FCC's program hearings in N.Y., starting June 20 (Vol. 17:23 p5), will include the following, the Commission announced: David Susskind & Daniel Petrie, Talent Associates-Paramount; Worthington Miner, NTA; George Schaefer, Compass Productions; William Todman & Mark Goodson, Goodson-Todman; Mildred Freed Alberg, Milberg Enterprises; Ernest Kinoy & David Davidson, Writers Guild; Perry Como, Roncom Productions; Dave Garroway; Bob Banner, Bob Banner & Associates; Paddy Chayefsky; Fred Coe; Sylvester L. Weaver, McCann-Erickson; Albert McCleery, CBS; Robert Saudek, Robert Saudek Associates; Irving Mansfield, Impa Productions; H. William Fitelson, Theater Guild; Fred Friendly, CBS; Henry Jaffe, Harry Jaffe Enterprises; Tad Mosel; Erik Barnouw, Columbia U.; Gore Vidal; Ed Sullivan; Irving Gitlin, NBC; Robert Alan Aurthur; Robert Gessner, NYU.

**"Plugola" Deadline Extended:** At the request of NAB, FCC has extended from June 19 to July 10 the deadline for industry comments on the Commission proposal covering "broadcast announcements of financial interests" of stations' owners & employes in broadcast promotions. Reply-comments deadline was moved from July 10 to July 30.

**FCC Information Consultant:** Michael Connelly, ex-United Press and *San Francisco Chronicle*, has been hired as an FCC consultant, for 6 weeks, to study the Commission's press information setup.

**Washington Uhf ETV:** FCC was so happy to grant an ETV station for its own home town—Ch. 26 to the Greater Washington Educational TV Assn.—that it put out a full-page press release on it.

## Advertising

**Y&R READY FOR ROUND 2:** Having lost round one in its uphill fight against 3-network adoption of the 42-sec. station break between nighttime programs, Young & Rubicam climbed through the ropes again last week, battered but unbowed. At an agency-hosted meeting June 14, media-relations vp William E. Matthews warned some 60 N.Y.-area station reps invited to the session that Y&R would ride close herd on the new station commercial policies via BAR's TV performance audits. (We have previously reported Matthews' statement—Vol. 17:23 p10—regarding the 9,514 local station violations that were uncovered by a 4th-quarter 1960 BAR report.)

Y&R's move "questions the integrity of the TV industry," charged one station representative at the meeting. "We have had many cases where stations have been careless and we have paid for something we didn't get," retorted Matthews angrily. "We shake in our boots for fear that clients will ask for proof that their commercials are going where they want them. We have a right to ask for that proof and I hope there will be no more challenging of that right."

"If we place an order with a magazine," the Y&R vp continued, "we do not pay the bill unless a tearsheet of the ad accompanies the invoice . . . We want proof of performance . . . One top agency president told me that he paid for three months for a commercial that never went on the air.

"I can't understand why broadcasters say you should take their word for what they do when no other medium makes this imposition. Certainly it is hard for television to give proof. But asking for a sample check is not an attack on the intentions or integrity of broadcasters."

The agency will also police local programming, said Matthews, to see if "the many pious statements about the beneficial effects [on programming] of the increased revenue" are realized. He asked for "co-operation to speed up the fixing of rates based on the longer breaks" and an indication from the reps of what spot-announcement patterns stations are likely to select.

Antagonistic undercurrents at the brief session surprised no one; the reps are almost unanimously in favor of the extended station breaks. Early last month, Station Representatives Assn. managing dir. Lawrence Webb sent a letter to all U.S. commercial TV stations heralding the then-proposed move as a boon for "better service."

**First-half Magazine Slump:** Magazines may have increased their revenue from the 100 leading magazine advertisers during 1960 (Vol. 17:20 p15), but there has been a revenue slump in the first half of this year. So reported *Printers' Ink* June 16 in the latest of its periodic checkups of print-media activity. The drop amounted to a page-volume decrease of 9.1% for the first 6 months of 1961, and 10.2% for the month of June under June 1960. June 1961 represented the 10th consecutive month that has been under its corresponding year-ago month.

**Theater Booking Revolution:** TV has been the cause of a change in the pattern of booking films for theaters, reports *Sponsor*. Bookings used to be made in terms of newspaper coverage, placing pictures within a 50-mile radius. But the longer reach of TV-station coverage has made it necessary to arrange play dates simultaneously in the many suburban towns surrounding the city markets.



**THE TOP 100 TV ADVERTISERS — 1960**

Supplied by TV Bureau of Advertising

	Spot TV	Network TV	Total TV
1. Procter & Gamble Company	\$55,084,440	\$46,406,679	\$101,491,119
2. Lever Brothers Company	16,535,560	28,613,140	45,148,700
3. American Home Prod. Corp.	9,412,110	33,376,057	42,788,167
4. General Foods Corporation	18,540,740	18,623,648	37,164,388
5. Colgate-Palmolive Company	11,419,230	22,511,280	33,930,510
6. General Motors Corporation	1,646,820	22,985,033	24,631,853
7. Bristol-Myers Company	10,169,560	10,747,288	20,916,848
8. Brown & Williamson Tob.	7,786,200	12,533,149	20,319,349
9. R. J. Reynolds Tobacco Co.	4,173,570	15,891,416	20,064,986
10. Sterling Drug, Inc.	2,185,890	15,358,919	17,544,809
11. General Mills, Inc.	2,569,810	14,651,707	17,221,517
12. Miles Laboratories, Inc.	8,132,990	8,839,446	16,972,436
13. P. Lorillard & Company	8,431,630	7,755,281	16,186,911
14. Gillette Company	4,031,050	12,075,302	16,106,352
15. American Tobacco Company	6,056,610	9,701,965	15,758,575
16. Kellogg Company	5,795,390	9,900,196	15,695,586
17. Philip Morris, Inc.	4,149,560	11,245,448	15,395,008
18. Texaco, Inc.	514,010	12,161,822	12,675,832
19. Liggett & Myers Tob. Co., Inc.	1,542,980	10,991,624	12,534,604
20. Warner-Lambert	6,302,760	5,464,060	11,766,820
21. National Biscuit Company	1,321,330	10,347,922	11,669,252
22. Ford Motor Company	28,520	11,159,933	11,188,453
23. S. C. Johnson & Son, Inc.	2,813,160	8,103,747	10,916,907
24. Standard Brands, Inc.	7,477,080	2,887,140	10,364,220
25. Alberto-Culver Company	1,242,160	8,822,038	10,064,198
26. Lestoil Products, Inc.	9,961,120	—	9,961,120
27. National Dairy Prod. Corp.	1,212,650	8,529,811	9,742,461
28. Westinghouse Electric Corp.	208,270	8,255,165	9,033,435
29. Chrysler Corporation	318,060	8,638,201	8,956,261
30. Pillsbury Company	3,847,110	4,927,310	8,774,420
31. William Wrigley Jr. Co.	7,810,220	616,248	8,426,468
32. Carter Products, Inc.	1,938,580	6,174,175	8,112,755
33. E. I. Du pont De Nemours	399,730	7,558,622	7,958,352
34. J. B. Williams Co., Inc.	173,840	7,629,626	7,803,466
35. General Electric Company	1,966,070	5,745,718	7,711,788
36. Nestle Co., Inc.	5,679,460	1,611,156	7,290,616
37. Corn Products Co.	3,737,550	3,342,356	7,079,906
38. American Chicle Company	2,448,910	4,612,913	7,061,823
39. Ralston-Purina Company	675,540	6,067,040	6,742,580
40. Revlon, Inc.	2,359,060	4,219,880	6,578,940
41. Campbell Soup Company	1,263,440	5,304,700	6,568,140
42. Hunt Foods & Industries, Inc.	6,530,630	—	6,530,630
43. Continental Baking Co.	5,879,280	593,837	6,473,117
44. Beech-Nut Life Savers, Inc.	1,220,360	4,819,117	6,039,477
45. Bayuk Cigars, Inc.	—	5,705,471	5,705,471
46. International Latex Corp.	5,591,010	—	5,591,010
47. Eastman Kodak Co.	309,690	5,271,794	5,581,484
48. Block Drug Co., Inc.	299,500	5,242,390	5,541,890
49. Scott Paper Co.	1,503,190	4,020,948	5,524,138
50. Quaker Oats Co.	2,362,270	3,022,574	5,384,844
51. Ford Motor Co., Dealers	5,275,570	—	5,275,570
52. Carnation Company	2,056,260	3,009,147	5,065,407
53. Armour & Company	959,990	3,988,370	4,948,360
54. Johnson and Johnson	607,230	4,297,630	4,904,860
55. Simoniz Co.	2,472,200	2,331,275	4,803,475
56. Coca-Cola Co./Bottlers	4,187,470	561,080	4,748,550
57. Richardson Merrell, Inc.	2,213,520	2,374,527	4,588,047
58. Jos. E. Schlitz Brewing Co.	1,884,170	2,625,530	4,509,700
59. Kaiser Industries Corp.	—	4,448,040	4,448,040
60. J. A. Folger & Co.	4,387,220	—	4,387,220
61. Anheuser-Busch, Inc.	3,715,300	646,573	4,361,873
62. General Motors Corp. Dealers	4,350,470	—	4,350,470
63. Helene Curtis Industries, Inc.	903,420	3,350,042	4,253,462
64. Armstrong Cork Co.	—	4,181,034	4,181,034
65. Minute Maid Corp.	3,623,440	443,309	4,066,749
66. Avon Products, Inc.	4,000,240	—	4,000,240
67. Standard Oil Co. (N.J.)	3,175,400	786,155	3,961,555
68. Radio Corp. of America	135,050	3,735,367	3,870,417
69. Prudential Ins. Co. of Amer.	26,270	3,766,861	3,793,131
70. Sears, Roebuck & Co.	961,070	2,827,765	3,788,835
71. Mennen Co.	2,069,180	1,621,120	3,690,300
72. Aluminum Co. of America	158,750	3,492,926	3,651,676
73. Food Mfrs., Inc.	3,651,080	—	3,651,080
74. Falstaff Brewing Corp.	2,403,400	1,236,529	3,639,929
75. Kimberly-Clark Corp.	89,280	3,524,286	3,613,566
76. Canadian Breweries, Ltd.	3,033,050	570,799	3,603,849
77. Drackett Co.	20,940	3,577,524	3,598,464
78. Consolidated Cigar Corp.	2,304,900	1,290,070	3,594,970
79. U.S. Steel Corp.	—	3,298,618	3,298,618
80. Swift & Co.	1,928,990	1,366,220	3,295,210
81. Beecham Products, Inc.	459,480	2,796,388	3,255,868
82. Chesebrough-Ponds, Inc.	1,446,150	1,786,149	3,232,299
83. Pepsi Cola Co./Bottlers	3,119,040	—	3,119,040
84. Mutual Benefit H. & A. Ass'n	34,400	3,036,436	3,070,836
85. H. J. Heinz Co.	68,960	2,940,051	3,009,011
86. Pabst Brewing Co.	2,697,950	276,799	2,974,749
87. Norwich Pharmacal Co.	2,619,030	298,788	2,917,818
88. Reynolds Metals Co.	89,480	2,818,160	2,907,640
89. Shell Oil Co.	2,630,660	274,028	2,904,688
90. Andrew Jergens Co.	2,402,070	397,224	2,799,294
91. Sperry Rand Corp.	—	2,783,184	2,783,184
92. Theo. Hamm Brewing Co.	2,360,690	412,908	2,773,598
93. Polaroid Corp.	—	2,755,186	2,755,186
94. United Merchants Mfrs., Inc.	2,745,640	—	2,745,640
95. Atlantis Sales Corp.	2,185,120	500,447	2,685,567
96. Hills Bros. Coffee, Inc.	1,706,010	979,556	2,685,566
97. Plough, Inc.	1,516,010	1,124,788	2,640,798
98. Sweets Co. of America, Inc.	144,390	2,484,559	2,628,949
99. Pet Milk Co.	73,360	2,529,401	2,602,761
100. Noxzema Chemical Co.	576,460	1,906,269	2,482,729

**22 Categories Boosted TV Spending:** Of the 32 product categories in network or national spot TV, 22 showed increases in 1960, reported TvB in a roundup last week titled "How's Business?" Five categories (all using both spot & network) showed better than 35% increases over 1959. They were: (1) Amusements & entertainment, up 92.4% to \$2.6 million. (2) Hotels, resorts & restaurants, up 70% to \$1 million. (3) Household furnishings, up 35.8% to \$10.4 million. (4) Publications, up 610.3% to \$5 million. (5) Stationery & office equipment, up 38.2% to \$2 million. In another report, TvB said that wax & polish advertisers increased their 1960 TV dollars (including local expenditures) 56% over 1959. Gross time billings for that industry were \$16.9 million, with TV's share of the top 10 billings 85.6%—up from 62.9% in 1959. Leaders were S. C. Johnson (\$7.8 million), Simoniz (\$4.4 million), and American Home Products (\$1.5 million).

**Pool Business Making Big Splash:** Swimming pool sales, including equipment & accessories, amounted to a billion dollars in 1960, reported June 9 *Printers' Ink*, and 60-65,000 new pools will be built this year. Pool contractors' ad budgets are increasing along with sales, but TV isn't getting much of the business (most pool makers use newspapers). Bruce Corolac, however, has used TV in the metropolitan N.Y. market, plans to continue in the medium as it enters other Eastern markets. General Pool Corp. (dealers in 42 states) plans to advertise nationally.

**Hemorrhoid Drugs Probed:** FTC has launched an industry-wide investigation of advertising by more than 100 makers of hemorrhoid products to see whether they are "exaggerating the efficacy" of the remedies. In letters to the manufacturers, FTC has demanded samples of all advertising in all media and quantitative formulas for each product. Commercials for hemorrhoid remedies are banned by NAB's TV & Radio Codes (see p. 4).

**Ad People:** Gordon H. Lusty and Robert Herzbrun elected BBDO vps . . . William B. Lewis, Kenyon & Eckhardt chmn., named also creative services dir.; W. Stephens Dietz elected senior vp & mktg. services dir.; Howard M. Wilson elected senior creative services vp . . . Dr. Herbert E. Krugman named a Ted Bates vp.

Kenneth McAllister, ex-Benton & Bowles, named ad vp, Thomas J. Lipton Inc.

Henry P. Stockbridge, ex-Young & Rubicam, named to new post of new product planning dir., B. F. Goodrich . . . Wilford Thunhurst appointed TV-radio dir., Erwin Wasey, Ruthrauff & Ryan Pittsburgh office.

**Obituary**

Charles F. Hanser, 78, Donahue & Coe vp, died June 14 of cancer at his home in Red Bank, N.J. He had been with the agency since 1934. Surviving are his wife, 2 children, 4 grandchildren and 9 great grandchildren.

**TELEVISION FACTBOOK NO. 32 IS OUT**

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST last week. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at \$12.50 each; or \$10 each for 5 or more.



## Stations

**FAB URGES TV-RADIO EDITORIALS:** The Fla. Assn. of Bcstrs. gathered in Miami last week (June 14-17) for its 26th annual convention. Pres. Lee Ruwitch, WTVJ Miami exec. vp-gen. mgr., set the theme in an opening address that stressed (1) the status-building importance of editorializing, (2) the need to improve the quality of programming & broadcasting techniques, (3) the strength in numbers. FAB's membership includes all of the state's TV stations & 85% of its radio.

Highlights of the 4-day session included a recital by former FCC Broadcast Bureau Chief Harold Cowgill of the "Inside Story of FCC's Probe in Florida," a banquet address by FCC Comr. Robert T. Bartley, and panels, workshops and addresses on subjects ranging from automation & stereo to ratings & editorializing:

**FAB Pres. Ruwitch:** "The FAB is one of the few state organizations that has urged its members to editorialize. Almost a year ago we mailed kits to all members containing sample editorials and urged that all responsible stations consider this course of action. I hope that we can truthfully boast that more stations in the state of Florida—both TV & radio—now editorialize than elsewhere in the country." Emphasizing the importance of membership strength, Ruwitch noted that when FAB speaks to state & national leaders it gets "a very attentive ear."

**FCC Comr. Bartley:** It's time for broadcasters to act—either individually or collectively—to reclaim programming controls from networks & national advertisers, Bartley told a June 16 session. "Are you gentlemen, you local licensees & program directors, going to let this potentially greatest of all media for mass communications continue to drift into control of a few hands?" he asked.

**Bartley's answer:** "I just can't believe that it is an economic necessity that you have to capitulate. For if stations are too weak individually to exercise their responsibility, they should figure out some way to do it together. Now, whether it would be desirable that licensees be afforded some relief from the anti-trust laws in their 'combined dealings' with the networks is a question the affiliates should explore."

**Harold Cowgill:** The former FCC staffer told the broadcasters that in his opinion Florida licensees which have not yet been renewed are being delayed by the paperwork involved in spelling out specific citations against the stations. He does not believe that the delay necessarily means that the licenses involved are in jeopardy.

**Eugene B. Dodson, WTVT Tampa-St. Petersburg vp-mgr.:** "Make no mistake about it, editorializing is a headache to any broadcaster who undertakes it. The problems it presents are not minor ones. [However] I am firmly convinced that regular editorials have been one of the most worthwhile additions to our schedule and to our operation. I know they have greatly enhanced our stature in the community. Considered strictly as programming material, they have been good. The latest ARB gives our editorial an average rating of 30, in a 3-station market, with its competition being the major evening newscasts on both other stations. Its share-of-audience among the 3 stations is 60%. Otherwise, I feel we are performing a genuine community service with the editorials . . . We are stimulating thought & action."

**ARB-Nielsen:** Representatives of 2 major rating firms, ARB Dir. James W. Seiler and A. C. Nielsen vp George E. Blechta, gave a friendly back-pat to the report on rating

services prepared for the House Commerce Committee by Stanford's William G. Madow (Vol. 17:13 p3). Seiler volunteered ARB "co-operation" in any effort to set up a TV-industry audience-research committee. But he also warned the FAB meeting that it was up to broadcasters as research buyers to accept a "full share of responsibility" for improvements in the research field. Audience measurement, he said, should be bought "to learn facts, not for the most attractive numbers." Nielsen's Blechta commended the Madow report for having "put an end to much of the confused thinking on the subject of ratings." The report, Blechta said, "put things back into focus . . . ratings are only the tools, not the masters . . . the few complaints about the complex language of the report are either studied or extremely naive. Broadcast ratings aren't simple."

**Abel Mestre:** A surprise guest & speaker at the FAB convention was the one time chairman of Cuba's CMQ Network, seized by Castro. Mestre, unscheduled speaker at the June 16 luncheon, recounted his broadcasting problems with the Castro government.

**New officers:** Lee Ruwitch and Norman Protsman (radio WNER Live Oak) were re-elected as FAB president & secretary-treasurer respectively.

**New directors:** Elected to 2-year terms as directors for TV—Joseph L. Brechner, WLOF-TV Orlando; George W. Harvey, WFLA-TV Tampa; Fred P. Shawn, WSUN-TV St. Petersburg-Tampa. Elected to 2-year terms as directors for radio—George Friend, WPLA Plant City; Robert M. Weeks, WADE Tampa; Warren Blackmon, WVCG Coral Gables; William J. Ryan, WNOG Naples; Earnest R. Currie, WZOK Jacksonville.

**TV Information Group Named:** Appointments by the networks & NAB Pres. LeRoy Collins of members of the 9-man TV Information Committee for 1961-62 were confirmed last week by NAB's TV Board. They are: Lester Bernstein (NBC), John P. Cowden (CBS), Michael Foster (ABC), Roger W. Clipp (Triangle Stations), Joseph C. Drilling (WJW-TV Cleveland), Clair R. McCollough (Steinman Stations), C. Wrede Petersmeyer (Corinthian Bcstg. Corp.), Joseph S. Sinclair (WJAR-TV Providence), Willard E. Walbridge (KTRK-TV Houston).

**Hatch Heads Radio Board:** NAB's Radio Board has elected George C. Hatch, pres. of KALL Salt Lake City, as chairman, succeeding Thomas C. Bostic (Cascade Bcstg. Co.), whose term expired in May. The new vice chairman of the board is Joseph M. Higgins (WTHI Terre Haute).

**NAB Hits Another High:** An all-time peak of 2,378 radio station members (1,776 AM, 602 FM) has been reached by NAB. And NAB's new Radio Code, activated last July, already has won 1,272 station subscribers.

**Cox & Sweeney Talk to Broadcasters:** Speakers at the Maryland-District of Columbia Broadcaster's Assn. convention in Ocean City, Md. June 22-24 include: Kenneth Cox, chief of FCC's Broadcast Bureau; Charles Sweeny, FTC advisor; Charles Stone, NAB Radio Code-affairs dir.

**U.S.-Mexican AM Agreement:** With the exchange of "instruments of ratification" by diplomatic officers in Mexico City June 9, the new U.S.-Mexican AM agreement became effective.

**Power Emergency Stops Only 1 Station:** New York City's TV braved the blackout which beset the city June 13. WNEW-TV was the only local station which was forced to go black and ABC o&o WABC-TV had moments of difficulty.



**NEW & UPCOMING STATIONS:** KBMT (Ch. 12) Beaumont, Tex. received its program-test authorization from FCC on June 14 and planned to start with ABC-TV programming on Father's Day, June 18. It thus became this year's 8th U.S. starter and raised the on-air total to 585 (91 uhf).

The station has a 50-kw GE transmitter and a 998-ft. Kimco tower with a 12-bay antenna ½ mi. S. of Sabine, Tex. Its owners are oilmen Randolph C. Reed and N. D. Williams, each holding 50% of the stock. John H. Fugate is gen. mgr., A. R. (Pete) McCausland is program dir. and Vernon L. Dillaplain is chief engineer. Base hourly rate is \$450. Rep is Hollingbery.

Canada also had a new starter when satellite CHBC-TV-4 (Ch. 5) Salmon Arm, B.C. began repeating parent CHBC-TV (Ch. 2) Kelowna, B.C. on June 15. It's the country's 90th TV outlet and the 5th in a string of automatic unattended satellites operated by CHBC-TV. CHBC-TV-4 has a 5-watt Benco transmitter and uses a 50-ft. wood pole for a tower.

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

**CHSJ-TV-1** (Ch. 6) Bon Accord, N.B. plans to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B. Construction of the transmitter house at a site 8 mi. SE of Perth, N.B. began May 25. A 500-ft. tower has been purchased from Ocean Steel & Construction Co. Ltd., Saint John. The station will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV.

**WBJA-TV** (Ch. 56) Binghamton, N.Y. has set Oct. 1 target, reports owner Alfred E. Anscombe. Studios will be in the Arlington Hotel, with the tower on the roof. Base hour will be \$300. Rep not chosen.

**WEPA-TV** (Ch. 66) Erie, Pa. has an Oct. 1 programming target, writes owner Alfred E. Anscombe. Studios and transmitter will be in a new building at 35th & State Sts. Base hour will be \$300. Rep not chosen.

**KLRN** (Ch. 9, educational) San Antonio, Tex. plans to start early in 1962, according to asst. gen. mgr. Harvey Herbst, on leave of absence from U. of Tex. The station will have a 900-ft. tower on a hill at the Leonard Voges ranch, about 9 mi. NW of New Braunfels, from which it is planning to cover Austin as well as San Antonio. KLRN will also reach Laredo by way of a microwave relay that the city school system is installing. The station will be built & operated by U. of Tex. under contract from the CP-holder Southwest Texas Educational Television Council. Studios will be at the U. of Tex., Austin, and offices in Austin and at San Antonio College. Robert F. Schenkkan, radio-TV dir., U. of Tex., will be station mgr. on a part-time basis. N. W. Willett, also from the U., will be chief engineer.

■

**NAB Seminar Enrolls 63:** At least 63 broadcasters from 29 states & Puerto Rico—plus students from station-rep & ad-agency fields—will be on the campus of Harvard's Graduate School of Business Administration for NAB's 3rd annual executive development seminar July 9-21. Reporting the advance enrollment figure, NAB's broadcast personnel & economics mgr. James H. Hulbert said 2 non-broadcasting applicants had been accepted for the first time. They are Avery-Knodel's Lewis H. Avery & J. Walter Thompson's Norman A. Varney Jr.

## Programming

**Minow as Clearance Aid:** Has the pressure for more & better informational shows by FCC Chmn. Minow made things easier for the networks in clearing lineups for public-affairs shows? "No—not at the moment," we were told by all 3 networks, which said generally that "there's been no noticeable change in the station-clearance problem since Minow sounded off."

Will the long-standing problem of getting affiliates to take the networks' informational shows (Vol. 17:13 p3) be eased this fall as a delayed-action result of Minow's pressure? There was some network evidence last week that the answer may be "yes"—but a very qualified "yes." None of the network sources we contacted was willing to trace a direct cause-&-effect link between the clearance outlook for prestige shows and Chmn. Minow's recent pleas for industry improvement. But an NBC-TV station-relations official said there would "definitely" be longer lineups of public-affairs shows on that network in the 1961-62 season.

A CBS source was more cautious, saying that "it's too early to tell if there's been any radical change-of-heart on the part of affiliates toward clearing public-service shows." An ABC spokesman told us that there was likely to be "some" improvement in the length of lineups for informational shows, although "clearing such programs in 2-channel markets is still a problem."

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**ABC-TV May Drop Reruns:** The standard industry pattern of fall-winter first-run episodes in film shows, followed by a summertime rerun period, may be broken in the next few years by ABC-TV. This was strongly hinted-at by ABC-TV program vp Thomas W. Moore in N.Y. last week, just before his departure for a European vacation. Said Moore to Marie Torre: "The elimination of reruns in summer is in the realm of possibility." Moore also admitted that Procter & Gamble was considering just such an experiment in the summer of 1962 with a P&G-sponsored film show on ABC. Moore said he doubted, however, that a first-run-only plan could get under way in general fashion before the middle of 1963.

**Production Team Buys Delaware Daily:** Producers Mark Goodson & William S. Todman last week furthered their newspaper holdings through the purchase of a Chester, Pa. newspaper, the *Delaware County Daily Times*. As chmn. & pres. respectively of the Central States Publishing Co., the Goodson-Todman duo purchased the newspaper outright from its ex-pres. & publisher Robert S. Howard. The producers also own the Pawtucket *Times*, Pawtucket, R.I., and have controlling interest in 2 N.J. papers—the Elizabeth *Daily Journal* and *The Trentonian*.

**Philharmonic to Get Top-to-Toe TV:** A built-in complex of TV-radio facilities—"more modern & extensive than any other in the world"—is being included in the new Philharmonic Hall currently under construction as the first unit of N.Y.'s Lincoln Center of the Performing Arts. CBS technicians are advising architects Harrison & Abramovitz on the equipment, which includes: (1) Provision for 12 cameras which can be swung around to pick up audience reactions, plus a permanent remote-control camera above the stage to focus on the instruments. (2) 9 TV terminal outlets where cameras will pick up audience activity during intermissions. (3) A closed-circuit TV system. (4) A 15 x 23-ft. screen which can be lowered above the stage for close-ups and a 20 x 40-ft. screen which can be rolled up from a trough in the stage.



**\$3.6 Million in AFTRA Aid:** The industry-financed Pension & Welfare Fund of the TV-radio industry's live-talent union, American Federation of TV & Radio Artists, has paid out \$2,048,000 in medical-surgical benefits and \$1,529,000 in hospitalization expenses in the past 5 years. So said AFTRA's national exec. secy. Donald F. Conaway last week as he reviewed the union's various benefit plans in the period between Jan. 1, 1956 (when the benefits became available) and May 31, 1961. Reserves for the pension fund are now \$9,358,991 and for the welfare fund, \$2,045,992. They are financed by producer payments totaling 5% of each performer's gross compensation.

As of June 1, the number of AFTRA performers eligible for benefits reached 6,351. Because the benefits are also available to wives & children of eligible members, AFTRA estimates that approximately 20,000 people participate. AFTRA's pension fund, which went into effect on Jan. 1, 1958, has paid out a total of \$41,154. At present, 23 AFTRA members now receive annuity benefit checks.

**Viewers Protest "Play's" Demise:** WNTA-TV N.Y. has received "over 1,000 letters" from outraged *Play of the Week* watchers, protesting plans to suspend production of the award-laden drama series. Reasons for the show's shelving are numerous: (1) Internal upheaval at NTA resulting from the resignation of former Pres. Ely A. Landau, a moving force behind the series. (2) The pending purchase of the station by a citizens group for an ETV outlet . . . "We couldn't afford to continue production at the current rates (about \$50,000 per play)," according to an NET spokesman. (3) The difficulty of syndicating a 2-hour show.

**Emmy Award Correction:** English Electric Valve Co. Ltd., of Great Britain, shared in the technical award by ATAS (with RCA & Marconi) for independent development of the 4½-in. image orthicon camera & tube. In our coverage of the awards (Vol. 17:21 p15), the name of English Electric Valve Co. was inadvertently omitted. EEV pioneered the commercial development of the 4½-in. tube and has been supplying it commercially since 1954. We regret the omission.

**Quiz-Show Kickbacks:** 2 "warmup men" on NBC-TV's former quiz show *Treasure Hunt* pleaded guilty last week to commercial bribery for assuring contestants they would win if they agreed to a 50-50 split of their prize money after taxes. The men, Bernard P. Martin and Artie Roberts, were given suspended 1-year sentences by N.Y. Special Sessions Justice Edward Breslin.

**TV Guide Awards:** CBS-TV and NBC-TV took 4 silver bowls each in the 2nd annual *TV Guide* competition, in which the magazine's readers nominate & elect their favorites in 8 categories. The winners: Favorite male performer, Raymond Burr. Female, Carol Burnett. Favorite series, *Perry Mason*. New series, *Andy Griffith Show*. Best single musical or variety program, "Sing Along with Mitch," (first show). Best single dramatic program, "Macbeth." Best news or information series, *Huntley-Brinkley News*. Best single news or information program, NBC Election Night coverage. The Awards Show (NBC-TV June 13) was sponsored by Lipton Tea.

**"National AGVA Week":** The Senate has approved a Congressional resolution (S. J. Res. 34) designating Oct. 9-15 as "National American Guild of Variety Artists Week." The House Judiciary Committee endorsed the proposal.

## Film & Tape

**Syndication Production At New Low:** Production of syndicated film—which we predicted in January would dip to a new low (Vol. 17:1 p11)—is unfortunately justifying the prognosis. Some of the series planned at that time have not jelled, and some companies which had planned syndication series have quit production altogether. In Hollywood, only 5 syndication films are in production: Screen Gems' *Shannon*, Filmaster's *The Beachcomber*, and Ziv-UA's *Ripcord*, *King of Diamonds* and *Sea Hunt*. Only a year ago there were approximately 15 such series in production.

Cal. National Productions, which had plans for 7 pilots at the first of the year, has gone out of business (Vol. 17:23 p6). CBS Films, which made 4 pilots and didn't sell one, has quit production. And Ziv-UA's 2 new entries, represent a considerable drop from the 8 it had planned on.

Adding to syndication's bleak picture is the fact that Desilu Productions, which a year ago filmed 3 syndicated series, has none now; Revue Studios, which had 2, has temporarily quit syndication production.

Producers today are far more interested in off-network sales of their properties to recoup investments on their series. They see no point in gambling on a speculative syndication venture when the market is glutted, and station buyers indicate no particular desire for such first-runs.

**Revue Studios Hits Record \$45 Million:** That's the approximate production tab for Revue's 16 series in the 1961-62 season—a staggering total for any TV-film company, and easily the largest chalked up to date. It's based on what Revue has firmed for next semester, and pickup of options in mid-season would of course raise the total still higher.

Revue, which began in TV film a decade ago by renting space for a series at Eagle-Lion Studios (now Ziv-UA), today owns its own studio—the former Universal-International lot in Universal City.

Revue's series are eight 60-min. shows, 7 half-hours, and one combo of both lengths. The substantial gain in over-all production volume recorded over last season's 14 shows is due mainly to the increase in 60-min. series.

New hour shows are *The Investigators*, *Frontier Circus*, *87th Precinct*, and *Wells Fargo* (expanded from 30-min.). Holdover hours are *Wagon Train*, *Checkmate*, *Thriller* and *Laramie*.

New half-hours: *Ichabod & Me*, *The Bob Cummings Show*. Holdovers: *Alfred Hitchcock Presents*, *GE Theater*, *Bachelor Father*, *Leave It to Beaver*, *The Tall Man*.

In addition, Revue has the Fred Astaire-Hosted *Alcoa Show*, which consists of 14 hours & 14 half-hours.

**TV Film's Unlucky 13:** That's the number of production companies left without any series today, as a result of the annual cancellations. Out of film production are Goodson-Todman Productions, which lost *Rebel* and *One Happy Family*; Shunto Productions, *The Tab Hunter Show*; Roncom Productions, *Happy*; Toreto Productions, *The Loretta Young Show*; ESW Enterprises, *The Barbara Stanwyck Show*; Spartan Productions, *Peter Gunn*; Paramount TV, *The Garland Touch*; One Step Beyond Productions, *One Step Beyond*; CBS Films-Burlingame Productions, *Angel*; Filmeraft Productions, *The Groucho Marx Show*; Wyatt Earp Enterprises, *Wyatt Earp*; Cal. National Productions, *The Jim Backus Show*; Beejay Productions, *Westinghouse Show* starring Nanette Fabray.



**20th-Fox Economy Wave Rolls On:** The belt-tightening drive begun this month by 20th Century-Fox (Vol. 17:24 p11) continued in N.Y. last week—behind closed doors. The movie-TV firm's N.Y. hq was the scene of a series of executive conferences between parent-firm Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, operations-committee Chmn. Milton S. Gould and other top officers.

As reported earlier, the firm's TV activities—on an upbeat this fall as contrasted to last season's modest activity—will probably continue without cutbacks, and with Levathes & TV production vp Roy Huggins continuing to hold the reins. Possibly inspired by the relative production economies achieved by the studio's TV staff, Skouras was said (by a 20th-Fox N.Y. source) to be contemplating a shuffle of the production brass in charge of feature activity. Robert Goldstein, who has held the top feature production post since the death of Maurice (Buddy) Adler, will be shifted to head 20th-Fox's European production. Many of his production functions will be taken over by Levathes, it's rumored.

One question asked—was the economy drive Skouras's idea, or did it originate with board member Gould, a N.Y. attorney?—produced nothing concrete in the way of an answer. In fact, nobody knew (or would say) just what had triggered the 20th-Fox house-cleaning. An interesting speculation, however, could be drawn from the fact that Pres. Skouras announced—after the efficiency probe began—that he would spend “at least 9 months a year” at the studio in Hollywood, with occasional business trips to N.Y. & Europe. Recently, the balance of Skouras's at-home-&-away schedule has been virtually the reverse.

**No Slump at ABC Films:** Although the syndication subsidiaries of NBC-TV & CBS-TV have recently undergone a round of cutbacks (Vol. 17:24 p10), ABC Films is now “in the black,” we were told last week by ABC Films vp Howard Anderson. He said that the ABC syndication arm had boosted its production-distribution grosses in the first quarter of 1961 to “111% over last year's total for U.S. syndication.” In foreign sales, Anderson pointed to a first quarter syndication gain of “62% over 1960's total,” and to a gain of “74% over last year's Canadian total.”

One reason for ABC Films' upbeat: A sales score of 2 network shows (*Expedition* and *The Racers*) for the coming fall season. By contrast, NBC's Cal. National Productions (now NBC Films) and CBS Films each had nearly a half-dozen pilots prepared for the 1961-62 season, but not a single sale was made. Why has ABC Films been successful in such a difficult season? Anderson described his firm's success formula thus: “Don't concentrate on any one distributor sales area—network sales, domestic syndication or foreign sales—at the expense of any other.”

**TV Impact vs. Income:** USIA Dir. Edward R. Murrow has cautioned U.S. exporters of TV & movie film to exercise “some care” in the selection of shows sent abroad. “I am on very dangerous grounds,” he said in a recorded interview with Sen. Keating (R-N.Y.) which was distributed to N.Y. TV & radio stations. “However, it does seem to me that in both TV & in the movies the people who produce the material might very well have regard not only for the income but for the impact.” Murrow added that neither he nor anybody else in the administration is going to suggest “any regulations prohibiting the free export of news or information,” but that USIA is concerned when the U.S. image is damaged abroad.

## HOLLYWOOD ROUNDUP

MGM-TV is preparing a 60-min. anthology, *Jeopardy*, for 1962-63. It will use unproduced mysteries owned by MGM, and written by such authors as Sinclair Lewis, Graham Greene, Ben Hecht, J. P. Marquand, Agatha Christie.

Four Star Television's *Robert Taylor's Detectives*, 60-min. series for next season, has gone into production under the aegis of the production combine of Jules Levy, Arthur Gardner and Arnold Laven.

20th Century-Fox TV is filming *Follow the Sun* in the Hawaiian Islands. Barry Coe & Gary Lockwood star, Marion Hargrove is producer. The series resumes production at the Westwood studio this week.

QM Productions will begin filming its 60-min. *The New Breed* at the end of June, at Samuel Goldwyn studios. Quinn Martin is producer of the ABC-TV series.

Four Star Television has signed producer Vincent M. Fennelly to a new contract, to produce some segments of *The Dick Powell Show* and *The Corrupters*, and create & develop series ideas.

Robert (*The Untouchables*) Stack: “The Italians do like our show. We get a lot of letters from Italian-American groups saying they like it.”

Revue has begun production on next season's *Checkmate*, the initial segment being “A Study in Scarlet,” starring Vera Miles. Revue has re-signed Anthony George, Doug McClure and Sebastian Cabot to star for another season.

Guy Stockwell has been added to the regular cast of 20th Century-Fox TV's *Adventures in Paradise*, currently filming in Tahiti. Gene Levitt is producer.

Warner Bros. has begun filming next season's *Maverick*, starring Jack Kelly & Robert Colbert, and produced by William L. Stuart.

Revue Studios' *Bachelor Father* series is using guest stars for next season, the first of whom is Frankie Laine. Production for next season was resumed this week.

Home Entertainment Inc., pay-TV company of which Martin Leeds is pres., has opened offices at 9025 Wilshire Blvd., Los Angeles.

Famous Artists TV is packaging *Into the Unknown*, a series about astronauts and outer space, for Don Durant.

Wardson Productions is developing the pilot for *Rodeo*. Hal Hudson & Ralph Edwards are partners in the company.

Rocco Productions has been formed by Vic Damone and his manager, Maury Samuels, to produce TV & movies.

MGM-TV has begun production on *Dr. Kildare*, and starts filming *National Velvet* this week.

People: James J. Gillis of Washington, named asst. to Frank Morris, asst. dir. of TV Code Affairs for NAB on the West Coast . . . New producer of Jackie Cooper's *Hennessey* series: Jackie Cooper . . . Henry Miller, ABC-TV technical film co-ordinator, appointed network program co-ordinator for Western div., replacing Eugene Gordon, who has resigned . . . James Kern, ex-Desilu productions, named associate producer of CBS-TV's *Pete & Gladys* . . . Louis Heyward signed as senior staff writer on 20th Century-Fox TV's *Follow the Sun*.



## NEW YORK ROUNDUP

**Better Deal for Japanese Sales:** U.S. export film shows are receiving a "markedly increasing" amount of playing time in Japan, and revenue to syndicators is "rising toward an equitable level." That's the latest word from TV Program Export Assn. Pres. John G. McCarthy who recently surveyed TVPEA members concerning what has long been a problem market for U.S. telefilm salesmen. McCarthy's group has periodically protested the "stringent numerical limitation & the low price ceiling on American TV imports" placed by Japan's Ministry of Finance. Japanese broadcasters still make a neat markup on the re-sale of U.S. shows to Japanese advertisers, but the situation has been considerably improved (see also Vol. 17:16 p2), according to McCarthy. One of his strongest diplomatic weapons during his trips to Japan has been to remind Japanese buyers that the U.S. has placed no restrictions or quotas on shipments of Japanese-made transistor radios & cameras.

**WBC,** which is syndicating a 12-part Intertel documentary series domestically, has scored 3 station sales in addition to Westinghouse Bestg.'s 5 o&o stations and the 51 NET outlets. The 60-min. series, result of an international TV venture by Westinghouse, NET, Associated-Rediffusion, CBC and Australian Bestg. Commission, got under way last week with "The Quiet War—South Viet-Nam," produced by A-R. Upcoming shows, to be telecast at 6-week intervals (thus making it a 72-week series) include "The Heartbeat of France" (A-R), "Britain in Transition" (WBC-NET), "Where Is Cuba Going?" (CBC), "Living with a Giant" (ABC) and "Africa on the Move" (WBC-NET). In the 3 markets where Westinghouse and NET both have stations (San Francisco, Pittsburgh, Austin), both outlets will carry the series. The 3 outside-Westinghouse-NET sales: KABC-TV Los Angeles, WABC-TV N.Y., WFLA-TV Tampa.

**Add syndication sales:** Seven Arts has sold its 2nd group of Warner Brothers post-1950 films in 16 markets to date, with latest sales including WJAR-TV Providence, WSB-TV Atlanta, KLRJ-TV Las Vegas, KSYD-TV Wichita Falls . . . MCA-TV has scored 6 more sales for its 4 off-network, 60-min. series, upping the total to over 50. New sales include WXYZ-TV Detroit, WSJV Elkhart, KFDA-TV Amarillo, KFYZ-TV Bismarck, WBAP-TV Ft. Worth, KTUL-TV Tulsa . . . Ziv-UA's latest regional deal (with Standard Oil of Texas) has upped the market total on *Ripcord* to 78.

**Filmways** has opened new offices in London & Rome "to service the company's full-scale foreign operations & activities which include TV commercials, industrials, programs and features." Richard B. Sage, overseas production head, will supervise the 2 European offices.

**NBC Telesales,** the network's tape-commercial offshoot, has transferred its production facilities to N.Y.'s RCA Building, following the recent leasing of NBC's Columbus Ave. studio to Videotape Productions (Vol. 17:23).

**UAA** has released a 32-picture package of post-1950 United Artists features to TV. Titled "The A-Okay's from UAA," the package includes "Paris Holiday," "Paths of Glory," "Alexander the Great," and "12 Angry Men."

**People:** Steven Kabourian has been named Transfilm-Caravel production div. vp . . . Frank Reel, Ziv-UA vp for legal affairs, has been named to the new post of business-affairs vp (which includes business and legal functions).

**MGM-TV Plots 22 Projects for 1962-63:** This company's record total of projects for next season will include 11 hour & 11 half-hour shows, we are informed by MGM-TV vp Robert Weitman. When asked if this meant 22 pilots Weitman said, "We hope so," indicating that the final tally would depend on conversations with the networks.

This upsurge in activity undoubtedly results from the studio's encouraging picture for next season, when it will have 4 network series—*Dr. Kildare*, *Cain's Hundred*, *National Velvet* and *Father of the Bride*.

It has also signed Project III Enterprises, formed by Blake Edwards and ex-MCA vps Freddie Fields and David Begelman, to create & produce 6 series with the studio beginning in the 1962-63 season. Properties are now being selected, and the unit will turn out three 60-min. and 3 half-hour series, with Edwards as exec. producer. (He is the creator-producer of *Peter Gunn*.)

Fields said Project III will develop & produce live & filmed TV series & specials, Broadway plays and movies, and will operate independently as production consultant & advisor to various artist-controlled corporations. Among companies for which it will develop TV & movie properties are Judy Garland's King's Row Ltd., Henry Fonda's Top Gun Inc., Polly Bergen's Kam Productions, and Phil Silvers' Patrick Productions and Tranan Corp.

## Networks

**It's S.R.O. at NBC for News:** NBC-TV's fall roster of network-produced newscasts reached sell-out status last week—representing gross billings "in excess of \$27 million." What caused sales vp Don Durgin to post the sold-out sign on the network's news shows (although not on its fall lineup of public-affairs specials & one-shots) was a renewal of *Chet Huntley Reporting* by Mutual of Omaha, Sun. 5:30-6 p.m. slot. Previous newscast purchases for the 1961-62 season have been: *NBC News Day Report*, Mon.-Fri. 12:55-1 p.m. by General Mills; *The Huntley-Brinkley Report*, Mon.-Fri. 6:45-7 p.m. by Texaco & R. J. Reynolds; *David Brinkley's Journal*, Wed. 10:30-11 p.m. by Douglas Fir Plywood Assn. & Pittsburgh Plate Glass; *Frank McGee's Here & Now*, Fri. 10:30-11 p.m. for Gulf Oil.

\* \* \*

NBC News achieved another distinction last week. In a top-level decision, NBC decided to turn over the production responsibility of the *Dave Garroway-Today Show*—currently worth at least \$7 million annually in billings—to NBC News. The show had become a minor headache to NBC in recent weeks; host Dave Garroway plans to leave the show shortly, and the regular NBC program dept. has so far failed to provide a satisfactory replacement (John Daly was a strong contender). Taking over as a "temporary" host on the *Today* series will be John Chancellor, NBC's Moscow correspondent.

■

**Another CBC Affiliate Wants Out:** Unprecedented move by CHCH-TV Hamilton last month to free itself of its CBC network ties (Vol. 17:22 p13) was followed last week by CJSS-TV Cornwall, Ont. BBG will hold hearings June 20 on the applications of the 2 stations for permission to quit CBC. In Toronto, Spencer Caldwell, pres. of the independent CTV Television Network, said CJSS-TV wants to join his network. Also slated for BBG's June 20 hearing: Application by radio CKNW New Westminster, B.C. Pres. Frank A. Griffiths, on behalf of a company to be formed, to purchase for approximately \$1 million radio CJOB from Black Bestg., Winnipeg.



ABC-TV Plans \$2 Million West Coast Expansion: A major remodeling of a production sound stage at the network's TV Center in Hollywood will be completed by fall. In addition, a new administration building will be built by early 1962, according to James G. Riddell, Western div. vp, and Frank L. Marx, engineering vp. The 10,000-square-foot sound stage, largest in Hollywood, is being modernized.

## NETWORK SALES ACTIVITY

### ABC-TV

Daytime programming, Mon.-Fri., part. eff. July 7, 10, 11, 13, & Oct. 9.  
*Lehn & Fink* (Ted Bates)  
*Johnson & Johnson* (Young & Rubicam)  
*Calgon* (Ketchum, MacLeod & Grove)  
*Lehn & Fink* (GMM&B)  
*Armour* (Foote, Cone & Belding)

Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept. 27.  
*Brillo Mfg.* (J. Walter Thompson)  
*Consolidated Cigar* (EWR&R)  
*Maybelline* (Post & Morr)  
*Pepsi Cola* (BBDO)

Follow the Sun, Sun. 7:30-8:30 p.m., co-sponsorship eff. fall.  
*Kaiser Industries* (Young & Rubicam)  
*Liggett & Myers* (McCann-Erickson)

Ichabod and Me, Tue. 9-9:30 p.m., co-sponsorship eff. fall.  
*Quaker Oats* (J. Walter Thompson)

### CBS-TV

Father Knows Best, Tue. 8-8:30 p.m., part. eff. July 25.  
*Warner-Lambert* (Lambert & Feasley)

Pro Football, Sat. Sept. 23, 10 a.m.-conclusion, parts.  
*Ford Motor* (J. Walter Thompson)

The Investigator, Thu. 9-10 p.m., Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.  
*Vick Chemical* (Morse International)

P.G.A. Tournament, Sun. July 30, 4:30-6 p.m., parts.  
*Wilson Sporting Goods* (Campbell-Mithun)  
*Renault* (Kudner)  
*William-Dickie* (Fuller, Smith & Ross)

Daytime Programming, Mon.-Fri., Thu., part. eff. July 3 & 6.  
*Chesebrough-Ponds* (Compton)

Daytime Programming, Sat., part. eff. Sept. 6.  
*Ideal Toy* (Gréy)

### NBC-TV

Car 54, Where Are You?, Sun. 8:30-9 p.m., full, eff. Sept. 17.  
*Procter & Gamble* (Leo Burnett)

Daytime programming, Mon.-Fri., participations eff. June.  
*Green Giant* (Leo Burnett)

Thriller, Mon. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m., Outlaws, Thu. 7:30-8:30 p.m., Robert Taylor's Detectives, Fri. 8:30-9:30 p.m., Cain's Hundred, Tue. 10-11 p.m., part. eff. Sept.  
*Block Drug* (Gray)

Thriller, Mon. 10-11 p.m., participations eff. Sept.  
*Union Carbide* (William Esty)

Michael Shayne, Fri. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m., Outlaws, Thu. 7:30-8:30 p.m., part. eff. July.  
*Walt Disney Productions* (Direct)

Michael Shayne, Fri. 10-11 p.m., participations eff. July.  
*Ilanolin Plus* (Daniel & Charles)

Shirley Temple's Storybook, Sun. 7-8 p.m., part. eff. August.  
*Binney & Smith* (Chirurg & Cairns)

Sound of the 60's, Mon. Oct. 9, 10-11 p.m., full-sponsorship.  
*Westinghouse* (McCann-Erickson)

## Television Digest

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**Personals:** Herbert S. Schlosser named NBC-TV talent & program administration dir. following the closing of Cal. National Productions (Vol. 17:23 p6), where he was vp-gen. mgr. . . Carl Lindemann Jr., CNP programs vp, named special projects vp, NBC News. He'll supervise the *Today Show* (see story p. 15).

Eugene N. Aleinikoff, NET business & legal affairs dir., promoted to new post of gen. counsel . . . Toby David, CKLW-TV & CKLW Windsor-Detroit personality, named program consultant to Hathaway Watson, bestg. vp, RKO General.

Lawrence H. (Bud) Rogers, Taft Bestg. vp, named a director of the company . . . Johnston F. Northrup, ex-Corinthian Bestg. Corp., named a vp, EBS Development Corp. . . S. Ramsay Lees, ex-BBDO, Toronto, joins the programming div. of Canada's CTV Network . . . Henry F. Hines resigns as ad & promotion dir., WBAL-TV & WBAL Baltimore to study for Holy Orders of the Episcopal Church . . . Bob Belmar named news dir., WCHU, Campaign-Urbana, Ill.

J. Leonard Reinsch, exec. dir. of WSB-TV & WSB Atlanta and President Kennedy's TV advisor, and Jonathan Daniels, editor of Raleigh, N.C. *News & Observer*, nominated to U.S. Advisory Commission on Information, by the President . . . Warren D. Quenstedt, Washington communications lawyer (Smith, Hennessey & McDonald), tapped by President Kennedy for appointment as deputy administrator of National Capital Transportation Agency at \$18,500 salary . . . Milton J. Shapp, Jerrold Electronics pres., named a member of Commerce Secy. Hodges National Public Advisory Committee on Area Redevelopment headed by NAB Pres. LeRoy Collins . . . John F. White, NET pres., awarded honorary degree by alma mater Lawrence College.

### Obituary

Chester H. Lang, 68, who retired 6 years ago as PR vp of GE, died June 15 in Schenectady of a heart attack. Having started with the company in 1919, he became mgr. of advertising & sales promotion in 1932. After World War II, he directed the pioneering ETV activities of WRGB.

T. W. Duvall, 67, pres. of Springfield Newspapers Inc., major stockholder of KVTW & KGBX Springfield, Mo., died June 14 in an automobile collision near Springfield. Survivors include his wife and 2 daughters.



# Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BONDED TUBES TAKE OVER 23-IN. MARKET:** Corning's bonded-on implosion shield has solidified its hold on the 23-in. market in the new 1962 lines. Other approaches to picture-tube safety plates are still in the running, however—and the 19-in. field can be anybody's game in 1963. Most tube & set makers are still willing to consider any practical new method which can be used on 23-in. tubes.

Here's how the battle over implosion shields stands now:

Corning bonded shield is becoming almost universal in most 1962 lines of 23-in. sets. There are still major exceptions, however. Magnavox continues to use flat external glass, tipping the chassis 2 degrees downward to eliminate reflections; Motorola is expected to make only minimal use of bonded tubes in its new line, to be shown in Chicago next week.

In 19-in. lines, bonded glass hasn't caught on, although a few manufacturers are using it. Most popular are various versions of external safety plates—glass or plastic. Corning hasn't given up this market, however, and you can expect big drive for it now that position of 23-in. bond has been solidified. Recent reduction in price of Dow resin, used to bond Corning cap to tube, is making process more palatable to tube makers, and Corning is now analyzing set makers' resistance to 19-in. bonded tubes.

Pittsburgh Plate Glass's improved process for bonding grey glass to faceplates (Vol. 17:5 p15) is being used by RCA on its color tubes for deluxe sets (RCA & other manufacturers). It's said that the tube is such an improvement over old flat-glass system that changeover may be made across the board for 1963 color models. (Corning makes no "cap" for 21-in. round color tubes.)

First manufacturer to use Pittsburgh bonded tube in black-&-white sets may be Setchell Carlson Inc., Minneapolis, which is understood to be planning to put it in 19-in. set. National Video Co. recently made test run of 1,200 Pittsburgh bonded tubes—about half 23-in. & half 19-in.—and officials say process appears to be "competitive" in price with Corning method, at least in 19-in. size. National Video is planning 2nd test run.

Sylvania and other tube makers also are evaluating Pittsburgh method. Sylvania, incidentally, already offers line of industrial & military cathode-ray tubes using Pittsburgh bonded implosion plates.

DuPont's bonded Mylar polyester film process (Vol. 16:52 p16) is undergoing scrutiny & testing by tube manufacturers, too—but isn't ready yet for commercial use. Tests are being conducted in tube plants and at Comet Industries, Chicago, manufacturer of drape-forming equipment used to affix Mylar shields to tubes. It's understood several improvements in the film are in the works by duPont and by Lassiter Co., which makes the tube shield material (in rolls) from duPont Mylar. There's optimism that improvements in materials & production techniques may make this lightweight approach particularly applicable to portable sets.

Another system, the dry-seal method, which uses plastic gasket to separate tube from curved safety glass (Vol. 16:48 p14), will be used in 1962 sets by Motorola and Wells-Gardner, we understand. Gasket seals are manufactured by Conneaut Rubber & Plastic Co., Conneaut, Ohio.

There's an entirely new system on the horizon, and tube makers are anxious to get a look at it. Developed by Philips, the Dutch electronics giant, little is known about it in this country. It's understood to involve use of a molded plastic safety plate, held in place by a steel band. We'll give you details soon.

To sum up—here's how things look for 1962: Corning caps on vast majority of 23-in. tubes; external glass on most 19s; Pittsburgh caps on some color tubes. For 1963 models, our guess is that bonding will spread in big way to 19-in. tubes—with Corning & Pittsburgh perhaps sharing this market, and Mylar and other bonded plastic approaches given only an outside chance of showing up by then. Whether Pittsburgh process can make inroads on Corning's buttoned-up 23-in. market seems to depend largely on economics of production.



**FM STEREO TABLE MODELS READY:** First complete line of FM stereo table models was shown to distributors last week and is due for delivery beginning this week. It was Granco's completely new series, premiered at Emerson's N.Y. distributor meeting. Also last week, Symphonic showed its line of AM-FM-stereo combinations, all including built-in multiplex—the first line shown to date with FM stereo priced inboard.

A 3rd FM station was poised to begin stereocasting at press time, meanwhile—WKFM Chicago, having received FCC type approval June 15 for the stereocasting equipment made for it by Sherwood Electronic Labs. WKFM will be the first station to stereocast while also broadcasting background music on an FM subcarrier. It plans to program in stereo 3-4 hours daily, was due to start over the weekend. Thus Chicago now has 2 FM stereo outlets—Zenith's WEFM having gone on air June 1. Also starting June 1 was GE's WGFM Schenectady.

Stereo adapters are scarce in Chicago—even big dealers have very few on hand, and they're unwilling to part with them, since they're needed for demonstrations. Now on market in Chicago are token quantities of component hi-fi adapters by Scott and by Crosby. Due today (June 19) is Fisher's adapter, to be followed this week by Sherwood's. Granco's sets begin going to distributors this week, and presumably Chicago will be a No. 1 target.

Granco's FM stereo table-model line features "convertible" approach. Customer can buy mono FM set for as little as \$29.95, later add matching "stereo companion" with stereo decoder & complete audio channel, easily connected to master set by plug-in cable. The pair of units also will play monaurally, using both amplifiers & speakers. Granco's sets are priced at \$29.95 & \$39.95 (AM-FM) for use with \$19.95 companion; units with AFC at \$39.95 & \$49.95 (AM-FM) with \$29.95 companion; and \$59.95 (AM-FM) with \$34.95 companion; even a stereo FM-AM clock radio at \$49.95 (companion \$19.95).

Piece de resistance in Granco table-model line is complete AM-FM stereo radio in wood cabinet. The \$99 set is 19-in. wide, has speakers mounted at both ends. For greater separation, either or both speakers (with baffles) may be pulled out and placed as far as 6 ft. from cabinet, to which they're connected by cable. Set has jacks for 2 additional speakers, which may be used to supplement regular speakers or placed in another room for 2-room stereo. Phono jack accommodates stereo changer to make unit a combination.

"Stereo is the greatest advance in radio since the beginning of radio," Emerson Pres. Benjamin Abrams told distributors, as he accepted the "one-millionth Granco radio" from Granco Pres. Henry Fogel. He said Emerson plans to exercise its option to buy controlling interest in Granco soon, and will operate the company as a subsidiary. Abrams scored manufacturers who urged public to "wait for stereo." He said: "The important thing is when are they going to deliver? Granco is ready to deliver now."

Emerson & Du Mont AM-FM-phono consoles are adaptable to FM stereo with the addition of a self-powered adapter, to be available at \$29.95 in August.

Scorning the adapter approach, Symphonic last week showed Eastern distributors a series of AM-FM-stereo-phono consoles which will be sold with multiplex built-in. Consoles which include FM stereo are priced at \$189.95, \$229.95, \$269.95 & \$329.95, although Symphonic's basic line starts with stereo phono console (without radio) at new low of \$99.95.

[For details of new lines—Emerson, Du Mont, Symphonic, GE phonos & radios,—see story on p. 20.]

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 9 (23rd week of 1961):

	June 3-9	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	124,307	88,746	99,432	2,394,841	2,649,594
Total radio .....	322,858	281,120	316,421	6,502,868	7,549,335
auto radio .....	101,224	108,842	123,364	2,064,076	2,956,762

**RCA & AFTE Settle on 3-Year Pact:** After a short-lived midnight-to-5 a.m. strike June 16 at 4 Philadelphia-area RCA plants, the company and the American Federation of Technical Engineers settled their differences with a new 3-year contract. The pact covers some 1,750 draftsmen, designers and technicians at plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. Similar to the RCA agreement signed June 4 with IUE (Vol. 17:24 p18), the AFTE pact provides for an immediate 2½% wage boost, 2½% increases in 1962 & 1963.

**NBC Slates Color Seminar for Set Makers:** EIA officers and 20 TV-set manufacturers have been invited by NBC to a special presentation on network color plans this week (June 21) at Chicago's Kungsholm Restaurant Theater. Network sales vp Don Durgin will MC the presentation. The invitees: Admiral, Andrea, Emerson-Du Mont, GE, Hallicrafters, Magnavox, Motorola, Muntz, Olympic, Pacific Mercury, Packard Bell, Philco, RCA, Setchell-Carlson, Sylvania, Trav-Ler, Warwick, Wells-Gardner, Westinghouse, Zenith.



**APRIL SALES NEAR RECORD:** Upbeat TV business (Vol. 17:24 p15) was officially reflected last week as EIA released April retail sales figures. The unit sales total for April 1961—378,275 sets—has been exceeded only once before in any April. This occurred in April 1955, when 411,748 TVs were sold. In that record year, a total of 7,421,084 sets were sold at retail.

April traditionally is the year's slowest month for retail TV sales—historically only 5.1% of the entire year's TV sets are sold in April. While this year's April sales showed increases from previous Aprils, they nevertheless reflected the customary drop from March.

While both TV & radio sales were up in April over April 1960, comparisons with the more "normal" year of 1959 may have more meaning (1960 was atypical, business having been exceptionally good during the first half and poor during the 2nd):

For the month of April 1961, retail TV sales were up 8% over April 1960, but they were 40% above April 1959. Radio sales, 10% higher than the April 1960 figure, topped April 1959 sales by 55%. For the first 4 months of 1960, TV retail sales were running 10% behind 1960's pace, but 7% ahead of the comparable 1959 period. Radio sales for 1961's first 4 months were 3% ahead of 1960 and 30% ahead of 1959.

The EIA data on TV-radio retail sales & production, with 1960 comparisons:

TELEVISION						
Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
<b>TOTAL</b>	<b>1,715,619</b>	<b>2,001,998</b>	<b>90,409</b>	<b>178,307</b>	<b>1,760,453</b>	<b>1,951,583</b>

RADIO						
Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
<b>TOTAL</b>	<b>4,714,078</b>	<b>5,096,029</b>	<b>1,454,906</b>	<b>2,263,057</b>	<b>2,704,218</b>	<b>2,627,147</b>

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196). Four-month total: 218,082 (260,960).

**Phono Sales Up, Too:** Retail sales of phonographs were on the upgrade in April, showing an increase over the comparable 1960 month for the first time this year. April 1961 phono sales were 23% greater than those of April 1960 and 13% greater than April 1959. Retail phono sales for the first 4 months of this year, however, continued to lag behind both 1960 & 1959—23% lower than the 1960 figure and 14% below 1959.

Here is the phono factory & retail sales picture for 1961's first 4 months, based on EIA figures:

PHONO FACTORY SALES						
Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
<b>TOTAL</b>	<b>246,546</b>	<b>796,464</b>	<b>1,043,010</b>	<b>305,275</b>	<b>1,050,927</b>	<b>1,356,202</b>

PHONO RETAIL SALES						
Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	287,368	102,063	347,860	448,128
March	64,138	237,537	301,675	61,249	249,497	310,746
April	56,312	182,773	239,085	41,503	152,141	193,644
<b>TOTAL</b>	<b>287,849</b>	<b>917,156</b>	<b>1,205,005</b>	<b>356,629</b>	<b>1,117,337</b>	<b>1,473,965</b>

**Picture & Receiving Tube Sales:** April factory sales of both picture & receiving tubes dwindled sharply both in units & dollar volume from the preceding month, EIA reported last week. Compared with April 1960, TV picture tubes gained slightly in unit sales & dollar volume, but receiving tubes declined in both categories. April picture-tube sales totaled 722,110 units valued at \$14,293,375—compared with 707,252 units at \$13,782,769 a year earlier. For year to date, units & dollar volume ran ahead of the pace set in 1960's first 4 months. April receiving-tube sales totaled 28,687,000 units at \$24,392,000—down from 29,737,000 units at \$25,759,000 in April 1960. For 1961's first 4 months, dollars & units trailed 1960's Jan.-April volume. Here are EIA's tabulations:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,833	\$14,430,602	26,343,000	\$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	936,098	18,725,011	36,635,000	30,719,000
April	722,110	14,293,375	28,687,000	24,392,000
Jan.-Apr. 1961	3,095,030	\$61,844,969	117,468,000	\$99,203,000
Jan.-Apr. 1960	3,038,110	59,763,960	130,154,000	111,772,000

**Canadian TV Sales to Dealers:** April sales of TVs declined sharply to 15,969 units from the preceding month's 25,310 and April 1960's 20,777, EIA of Canada reported last week—but the April 1961 figures do not include the sales of an unidentified manufacturer who resigned from EIAC at month's end. Total sales for 1961's first 4 months tallied 93,864 units—compared with 100,578 in Jan.-Apr. 1960. The 4-month breakdown (1960 figures in parentheses): Portables, 19,041 (19,527); table models, 16,847 (19,572); consoles, 52,170 (56,945); combinations, 5,788 (4,534). For April (vs. April 1960): Portables, 4,146 (6,166); table models, 2,869 (3,578); consoles, 8,064 (10,293); combinations, 890 (740).

**New-Line TV Orders High:** Two TV manufacturers last week reported record-breaking orders for 1962 merchandise at their recent summer conventions, and 2 more have reported substantial improvements over last year.

Zenith Sales Corp. Pres. Leonard C. Truesdell announced all-time high orders by distributors at Zenith's convention. "Shipments of Zenith products to distributors for June are expected to be the largest for any June in Zenith history," he said, "and we have over-sold scheduled production through the month of August." The record orders don't include 2 new lines of products which will be introduced later in the year—color TV & FM stereo.

Truesdell added that sales by Zenith distributors to dealers have established records for March, April & May, and, as a result, Zenith distributor inventories are 25% lower than a year ago.

Packard Bell reported 2 records as a result of its recent convention—a 10% increase over 1960 in orders and a 45% increase in the number of dealers sold—setting new marks in both departments. "I attribute it basically to the fact that we have had the most drastic design changes in history," Packard Bell Sales Corp. Pres. Richard D. Sharp told us, "while the bulk of the industry has gone only to minor innovations."

Philco distributors ordered 44% more TVs than in 1960 and 35% more than in 1959 at the company's recent Atlantic City convention, Pres. James M. Skinner Jr. said last week. Stereo & radio orders were also up substantially, he added.

Admiral has previously reported that its convention orders this year topped last year (Vol. 17:22 p19).



**More about**

**NEW TV & STEREO LINES:** Emerson introduced its short (17-model) TV line to distributors in N.Y. with the rather remarkable announcement by Pres. Benjamin Abrams that the lowest-priced set in the line will carry a list price of \$178. This is \$50 higher than the 17-in. leader introduced just a year ago at \$128. Abrams promised, however, that there will be better discounts all along the line, pledged that Emerson will have no part of "no-profit portables" listing at \$159-\$169.

Emerson's 23-in. table models start at \$198, consoles at \$258. The entire line is transformer-powered. Remote-control prices have been reduced, so that the differential is now \$55-\$60 vs. \$75 last year. The \$178 leader portable is equipped with 3-hour timer and personal listening jack for earphone or pillow speaker. This year's line features 4 TV-stereo-radio combinations at \$299-\$568, down from last year's \$328-\$598. There is one color set in the line, at \$750.

Emerson's phono line features portables from \$19.88 to \$168 (with AM-FM). It has 3 consoles (all with FM-AM) at \$128, \$178 & \$228, adaptable to multiplex for \$29. Highlighting the radio line is a new 8-transistor vest-pocket radio at \$29.88.

Du Mont's new line starts with a portable (\$189.95) for the first time since Emerson took over the Du Mont brand. A new color set has been added, for a total of 3 (all at \$795). With carry-overs from last year, there are now four 27-in. sets, one new one at \$475 having been dropped in. Three new series of 23-in. sets—consoles from \$300 to \$350, lowboys from \$380 to \$395 and TV-AM-FM-phono combos from \$750 to \$795 have been added.

A new "automatic brightness contrast control" ("ABC") is featured in all new 23- & 27-in. sets. Similar to the feature in Magnavox & RCA sets, this adjusts brightness & contrast automatically to room light by use of a light-sensitive element mounted below the screen.

GE's phono line, due to debut this week at the International Home Furnishings Market in Chicago, has increased furniture emphasis and a new type of stereo balance control. Termed "the most complete ever marketed by GE," it is composed of 14 models, each with optional AM-FM (stereo-convertible) tuner, ranging from \$159 to \$600.

Most unusual model in the line is a stereo combination which can be mounted on the wall. The cabinet is 30-in. wide, 20-in. high, 16-in. deep. It can also be mounted on a bench, bookcase or table, or can be purchased with legs. Portable phonos (7 new models) range from \$29.95 to a \$169.95 model with self-storing detachable legs. Some models feature new vinyl-clad steel cases and space-saving "drop-down" changers.

GE also announced 12 new radios, including the industry's first plug-in transistor clock radio (\$39.95 & \$49.95) and GE's first FM-AM transistor portable (no list price given). List prices of radios ranges from \$14.95 to \$125.

Symphonic introduced a new shorter phono line last week with portables from \$19.95 to \$199.95, consoles from \$99.95 to \$349.95, with most prices lower than last year. Some deluxe stereo portables are equipped with jacks for extra speakers to provide 2-room stereo.

All Symphonic AM-FM-stereo units will be delivered completely equipped for stereo-FM reception—no adapter will be required (see p. 18). The \$199.95 top-of-the-line portable phono will include an AM-FM-multiplex tuner.

Symphonic's console line begins at a surprisingly low \$99.95 for phono only, with other basic phono-only models at \$129.95, \$179.95 & \$239.95. The same units with AM-FM multiplex tuners run \$90-\$100 higher. Two combinations with AM tuner are priced at \$129.95 & \$159.95.

Zenith has introduced a shirt-pocket radio at \$26.95—a new low—"to counter Japanese competition as well as low-priced sets that are being offered by some American manufacturers."

**"Flat Speaker" Progress:** Developmental models of a wafer-thin speaker system mounted in a picture frame were displayed by Emerson last week at its distributor convention in N.Y. In a progress report on the "Isophase" speaker, developed by Emerson, Israel's Weizmann Institute and France's CSF (Vol. 16:25 p18), Emerson Pres. Benjamin Abrams said: "We have completed development & pre-production on 2 types of tweeters which could be released for production immediately . . . In the course of our research on the woofers this year, we have discovered a new principle for which we are now applying for a new patent. This new invention should permit us to devise speakers & enclosures which could reduce the size of enclosures now on the market by approximately two-thirds, and yet produce sound which will be superior to the type of speakers now available." The speakers demonstrated were approximately three-eighths of an inch thick.

**Stereo Disc Compatibility:** Most stereo records can supply satisfactory monophonic as well as stereo FM program material, the Record Industry Assn. of America has reported. Rebutting the contention that the quality of monophonic FM listening will be impaired by the use of stereo discs on FM, RIAA Engineering Committee Chmn. E. H. Uecke said: "The standards for stereophonic records formulated by the RIAA provide not only the optimum stereophonic quality but also the best monophonic quality possible by summation of left & right signals, where such compatibility does not deteriorate the stereo effect." He quoted the final report by the National Stereophonic Radio Committee which indicated that 75% of all stereo recordings were acceptable for both stereo & mono broadcasts.

**"Are You an Independent Dealer or a Puppet?"** This question headlines a full-page trade ad by Transistor World Corp., U.S. representative for Toshiba radios. The text says, in part: "It is no trade secret that many manufacturers have attempted to increase their share of the [transistor-radio] market by advertising reduced prices to the consumer without making equitable reductions in dealer cost . . . Dealers not in the key-account category enjoying special concessions have to all purposes become non-profit retail outlets for manufacturers." Illustrating Toshiba's "stay-in-business profit margin," the ad compares 6-transistor prices of "Brand X" and Toshiba. Brand X lists at \$19.95 (radio only), costs dealer \$15.95, resulting in a 20% profit margin. Toshiba's list is given at \$24.95 (with batteries, earphone, case), dealer cost \$13.75, profit 45%.

**Kierulff Affiliates with Ducommun:** Kierulff Electronics Inc. of Los Angeles has become a wholly owned electronics division of Ducommun Metals & Supply Co., Los Angeles marketing organization. Kierulff name & management will be unchanged.

**FCC Buys RCA Sets:** A \$22,095 contract for 125 uhf-vhf receivers, 10 of them color, has been awarded to RCA Sales Corp. by FCC for its N.Y. uhf test.



**GOVT. THREATENS TO SPLIT GE:** The Justice Dept. has warned GE that it may go to court in an attempt to dismember the electrical giant. This new chapter in the electrical price-fixing conspiracy (Vol. 17:7 p18) stems from GE's refusal to sign a consent decree that would settle out of court the govt.'s pending civil suit against 5 convicted concerns.

Four of GE's fellow defendants signed the decree by the June 15 deadline: Westinghouse, Federal Pacific Electric, Allis-Chalmers and I-T-E Circuit Breakers. (Similar decrees are now being prepared for others among the total 29 companies convicted of price fixing.)

GE is balking at a major provision in the decree that would bar it from selling its products at "unreasonably low" prices that might quash competition from smaller companies. The provision, GE declared, would in effect "create a govt.-sponsored price-support program in the electrical industry."

Explaining its refusal to sign, GE stated: "The company is prepared to consent to a decree which has as its purpose the preservation of vigorous competition. The provisions proposed by the govt. will not serve this purpose but, in fact, will limit competition."

The decree would prevent signatories from "selling at unreasonably low prices with the purpose or intent, or where the effect is, or where there is a reasonable probability that the effect will be, substantially to injure, suppress or stifle competition or tend to create a monopoly."

Prior to the June 15 deadline, GE reported that it had been warned by Assistant Attorney General Lee Loevinger that the Justice Dept. was considering divestment proceedings against the company unless it complied with the consent decree. Because of GE's "dominant" position in the industry, he reportedly advised company attorneys, the only "effective" way to prevent recurrence of the price-fixing conspiracy "might be to break up GE into a couple of smaller companies."

Westinghouse, which signed the order, noted that it "contains many tough & stringent provisions," but decided that "it was in the best interests of the company and its stockholders to accept the decree." (For Congressional interest in the price-fixing conspiracy, see p. 2.)

**Mergers & Acquisitions:** International Rectifier has agreed to purchase for \$2 million the Industrial Research Labs Division of Honolulu Oil. The acquisition is subject to approval of Honolulu's stockholders. The division produces bimetallic extruder cylinders for the plastics & rubber industries • American Electronics has sold its Ground Support Division at El Monte, Cal. to Astro-Science Corp., Los Angeles, for about \$1 million cash • Precision Radio Instruments, Los Angeles maker of hi-fi equipment & records, has acquired for undisclosed stock & cash Allied Mfg., producer of custom records.

**Texas Instruments' Thermoelectric Unit:** An 8-watt power generator that has no moving parts and operates from natural gas, propane or butane is now commercially available for industrial applications. TI expects that initial uses will be for operation of valves on transmission lines. It weighs 65 pounds, measures 12 in. wide & 17 in. high.

**First FM-Stereo Commercials:** Two-channel commercials have been recorded on stereo tape by H. H. Scott Inc., manufacturer of component hi-fi equipment, for use on stereocasting FM stations. First use of the commercial is scheduled to be on WKFM Chicago.

**Trade Personals:** William E. Davidson, former gen. mgr. of the photo lamp dept., named gen. mgr. of GE's TV receiver dept.; Hershner Cross, who heads GE's Radio & TV div., has been also acting as head of the TV receiver dept. since the death of Herbert Riegelman in March.

Charles M. Mooney elected vp, ITT's U.S. defense group, succeeding Adm. Ellery W. Stone, who continues as vp & dir. of the parent corp., and as asst. to the pres. as well as chmn., ITT's American Cable and Radio Corp.

Arthur E. Davis promoted from vp-treas. to exec. vp-treas., Allied Radio Corp., Alfred W. Preskill vp-gen. mgr.

Manuel E. Haskins Jr. appointed mgr., management science, RCA's electronic data-processing div. . . . Theodore R. Swenson, ex-Sylvania, named distributor sales mgr., Eitel-McCullough . . . Bernard R. McCarthy named district sales mgr., Sylvania semiconductor div. . . . William A. MacDonald, Hazeltine Corp. chmn., named a director of Western Union.

**Westinghouse Awards Scholarships:** Ten high-school seniors who plan to major in engineering or the physical sciences have been awarded 4-year, \$4,800 George Westinghouse scholarships to Carnegie Institute of Technology. The new awards increase to 242 the number of aspiring engineers & scientists who have been aided by the Westinghouse scholarship program since its inception in 1938.

**Educational FM Stereo Coming:** In a few weeks, FCC will formalize rules for stereo multiplexing by non-commercial educational FM stations. The technical specifications will be the same as for commercial stations. The present rules apply to commercial outlets only. Several educational stations—including WGBH Boston, which broadcasts live Boston Symphony concerts, and Fordham U.'s WFUV-FM N.Y. have contacted the Commission and are anxiously awaiting the new educational rules so they can prepare for stereocasting.

**Sylvania's TV-Brightening Phosphor:** The company's Chemical & Metallurgical Div. has developed a new phosphor, CR408, which improves the brightness of TV picture tubes by 10% over other commercially available phosphors, according to product sales mgr. David E. Lundy. The phosphor can be produced in a range of particle sizes & colors required by tube makers.

**Welbilt Shows Thermoelectric Refrigerator:** Appliance manufacturer demonstrated in N.Y. recently the prototype of a 1½-cu.-ft. thermoelectric unit which it plans to produce in quantity next year. Chmn. Alexander P. Hirsch said the refrigerator would be priced at approximately \$150, "competitive" with conventional refrigerators of the same size.

## Foreign

**Russian TV Progress:** The number of TV transmitters (studio centers and repeaters) in the Russian Federation (the largest of the 15 republics of the USSR) will increase from today's 160 to more than 400 by the end of the 7-year plan in 1965, *Sovietskaya Rossiya* reports. Among the major activities now under way is the construction of a TV network in Siberia "on the initiative of local public organizations." Concluded the Russian publication: "Our TV network now covers 56 regions of the Federation, and the number of viewers could increase to 50 million if there were enough TV sets available. Unfortunately, the output of these sets lags considerably behind the rate of TV network development."



## Auxiliary Services

**H&B Shovels Out for More CATV:** H&B American Corp. has sold its interest in Quick-way Truck Shovel Co. to Universal Marion Corp. in order to use the funds for purchase of additional CATV systems. Chmn. David E. Bright said last week that the move was part of a policy of divesting H&B of all interests not connected with CATV.

Acquisition of CATV systems in the U.S. & Canada for an aggregate cash consideration of \$4 million will be announced periodically in the next few months (Vol. 17:24 p7). Purchase agreements on the properties have been signed, and the expenditure brings H&B's CATV commitments to more than \$9 million—making it the nation's largest CATV owner & operator, said Bright. Operations are presently in 20 cities from coast to coast. H&B CATV purchases are made via its subsidiary, Transcontinent Communications Systems Inc.

**CATV Sales:** Daniels & Associates reports 3 CATV sales negotiated, prices of none disclosed: Community TV System Inc., in Cisco & Eastland, Tex., to Jack R. Crosby, owner of a system in Del Rio, Tex.; TV Transmission Inc., Martinez, Cal., to Casper, Wyo. oilman N. K. Harris. Daniels notes that it has negotiated sales totaling \$9,065,500 during the last 3 years.

**Down to the Sea in Sponsorships:** The advertiser's dream of a "captive audience" is approaching reality, thanks to Fremantle International, syndication firm specializing in foreign TV sales. Fremantle recently sold the "foreign nautical rights" of the Filmaster-produced *The Beachcomber* series to a British concern called Programme Exchange Ltd. PEL, in turn, sold the show to the Peninsular & Orient Lines, which operates a pair of big new liners on the England-to-Australia run. The show, along with others from PEL, will be piped over the liners' closed-circuit TV systems. Commercial policy will be participations, sold by PEL, and the product list will feature those readily obtainable on the ships or at next ports of call. Just how a pale-green passenger might react to an inside-your-stomach pill commercial or a spot for peanut butter when one of the P&O liners is battering through a brisk gale in the Bay of Biscay or rolling in the Indian Ocean is something on which audience research is not yet available.

**Eidophor Projectors in Production:** Last week's story (p7) that Ciba had used Eidophor projectors "for nearly 2 years" referred only to the single prototype model that has been used for medical TV, not to the individual units which will be used in TNT's nationwide network. New Eidophor projectors are now being manufactured to TNT's order by Gretag Ltd., Ciba's electronic subsidiary at Zurich, Switz.

**Translator "Reviews" Sought:** NAB's staff has been instructed by the TV Board to seek FCC reviews "of the public interest considerations" involved when translator stations are licensed in regular TV stations' coverage areas. The staff was told to intervene "when appropriate & advisable" in cases where translators would have the same impact on existing stations as community-antenna systems.

**Vhf & Uhf Translator Starts:** K44AC, Imlay, Nev. began repeating KOLO-TV Reno on May 26 • K73AU, K75AV & K83AO Wellington & Dodson, Tex. began tests with KGNC-TV, KVII & KFDA-TV Amarillo on May 31 • K82AN Carroll, Ia. began repeating WHO-TV Des Moines on June 8.

## Educational Television

**ETV Prospects Brighten:** Long-stalled federal-aid-to-ETV legislation in the House finally is moving toward a floor vote. Endorsed by the Commerce Communications Subcommittee following off-&-on hearings, a modified ETV bill (HR-132) by Rep. Roberts (D-Ala.) may be cleared to the floor by the full Committee this week. Pending since January, the Roberts measure was revised by the Subcommittee to carry out Kennedy administration recommendations for a \$25-million program of matching grants to the states to activate educational stations (Vol. 17:21 p8).

With White House backing—and active support of Commerce Chmn. Harris (D-Ark.)—the matching-grant plan probably will win House approval when it reaches a vote. Final enactment of ETV legislation at this session would then depend on the Senate, which already has approved a bill (S-205) by Sen. Magnuson (D-Wash.) providing \$51 million in outright ETV grants to the states. Likely outcome: Senate acceptance of the House substitute.

## Finance

**CRISIS FOR AMPEX:** Ampex Corp., which revolutionized the TV industry in 1956 with the development of the Videotape recorder (Vol. 12:16 p1), is stripping down for action after an agonizing fiscal reappraisal of what went wrong & why.

Gone is almost the entire team which developed, promoted & sold the Videotape recorder—from Pres. George I. Long Jr. on down. Among those who have left or changed to other jobs in the Ampex organization, in addition to Pres. Long are: Ross Snyder, former mgr. of the Professional Products Div. (Videotape), now with Eitel-McCullough; Jack Hauser, ex-mktg. services mgr., now with WNBQ Chicago; exec. vp Robert Sackman, senior vps Phillip L. Gundy & Thomas L. Taggart, vp Neal K. McNaughten—the latter 4 now assigned to other Ampex posts.

Ampex's estimated loss for fiscal 1961 (ended April 30) is \$4 million, compared with net earnings of \$3,959,000 for the preceding year (see financial table, p. 24).

What happened seems to have been a monumental overestimation of the market potential of Ampex's relatively narrow line of products. From a small Redwood City, Cal., company making high-quality audio tape recorders, Ampex rapidly over-expanded with a fantastically large list of important executives—many of them extremely well-known in the industry.

Outgoing Pres. Long reported that the fiscal-1961 loss "results from operating expenses & costs initially geared to support sales projected at substantially higher levels than those actually attained, the adverse impact of a strike of production workers in mid-April, and the cumulative effect of special provisions for inventory revaluation and other non-recurring adjustments during the year's 2nd half."

Into the presidency of Ampex Aug. 1 will step William E. Roberts, former exec. vp of Bell & Howell, chmn. of Consolidated Systems Corp. and chmn. of the executive committee of Consolidated Electrodynamics Corp. A 25-year veteran of Bell & Howell and its subsidiaries, Roberts undoubtedly was selected as a result of the success of that company in reorienting itself into an outstanding manufacturer of precision equipment.

Long revealed that Ampex "is now engaged in a critical review of its operations, and several months ago retained the services of Cresap, McCormick & Paget,



[management consultants,] to assist in this analysis." He added: "Some important proposed organizational changes are now being carefully studied and steps are being taken to strengthen our key management groups."

Long said his own resignation was the result of "fundamental differences [during] the past several years between the directors and me over management & organizational policies." Long will continue to serve as a director, according to Chmn. Alexander M. Poniatoff.

The company's consolidated sales for fiscal 1961 totaled \$70,105,000, compared with the record \$73,434,000 the preceding year (adjusted to include operations of now-merged Telemeter Magnetics Inc.). Long said consolidated inventories on April 30 were \$21 million, down from \$25.4 million one year before. Working capital is "adequate," he said, "and the ratio of current assets to current liabilities is greater than 2 to 1." Consolidated backlog of unfilled orders is more than \$31 million, a record high, and 45% greater than a year ago."

**International Rectifier's 1961 Forecast:** Pres. Eric Lidow believes operating earnings for the fiscal year ending June 30 should be "about the same or possibly a little higher" than the \$1.2 million earned in fiscal 1960. However, because of anticipated year-end inventory adjustments "necessitated by a sharp decline in military demand," total net income may drop below the year-earlier level. Fiscal-1961 sales should rise 8-to-10% above last year's \$13.2 million, due, primarily to gains in foreign sales of TV-radio components. Outlook for fiscal 1962: "Our target is a 20% sales increase & roughly the same increase in earnings," Lidow said. "If we don't get it, we'll consider a change in personnel."

**ECC Increases Portfolio:** Electronics Capital Corp., San Diego small business investment firm, has added a 17th company to its portfolio with an \$800,000 investment in Universal Microtron Corp. of Los Angeles. The investment comprises a \$300,000 long-term loan and the purchase of \$500,000 of 8%, 7-year convertible debentures (convertible into 62% of Universal's total common stock). Universal was formed to produce specialty electronic devices researched & developed by Electro Radiation, another ECC portfolio company. ECC's commitments to its 17 portfolio companies total more than \$14 million.

**Oak Mfg.** has been listed for trading on the American Stock Exchange. Symbol: OAK.

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

Allied Artists. Samuel Brody sold 6,000, held 76,506. George D. Burrows sold 5,900, held 23,786. Sherrill C. Corwin sold 5,500, held 6,500. Maurice Goldstein sold 3,000, held 13,100. Roger W. Hurlock bought 1,000, held 23,100. Edward Morey sold 9,200, held 3,350. Herman Rifkin sold 4,500 personally and 1,500 more through corporation, held 9,561 personally, 11,507 in corporation. Norton V. Ritchey sold 1,049, held 2,200. Albert Zugsmith sold 12,400, held 163,400.

American Bosch Arma. Sidney E. Miller bought 200, held 200.

Ampex. John Jipp sold 700, held 1,500. Neal K. McNaughten bought 2,130, held 3,048. Robert Sackman sold 5,000, held 1,600.

Arvin Industries. Robert S. Schaerges sold 800, held 1,138. Glenn W. Thompson sold 500, held 5,000.

Audio Devices. Bryce Haynes exercised option to buy 3,024, held 3,107. Henry E. Mendes sold 100, held 1,975.

Avco. Earl H. Blaik bought 6,667, held 7,667. Frank S. Larson sold 800, held 3,703.

Capital Cities Bestg. Harmon L. Duncan sold 2,000, held 22,199. James Floyd Fletcher sold 5,000, held 32,901 personally, 20,125 for wife. John P. McGrath sold 2,000 from trust, held 2,000 in trust, 38,066 personally.

Clarostat. George J. Mucher sold 9,400 from trust, held 19,610 in trust, 15,906 personally. Victor Mucher sold 9,400 from trust, held 19,610 in trust, 17,203 personally.

CBS Inc. William S. Paley bought 150 as trustee, held 2,456 as trustee, 763,772 personally, 136,094 in holding company.

Columbia Pictures. M. J. Frankovich bought 1,049 under stock pur-

chase plan, held 2,291. Alfred Hart sold 8,873, held 1,200. Abraham Montague sold 400, held 3,966 personally, 104,189 in Fico Corp.

Corning Glass. William H. Armistead sold 700, held 1,300. William C. Decker sold 800, held 18,137. John L. Hanigan sold 200, held 1,825. Frederick H. Knight exercised option to buy 500, held 3,585.

Crowell-Collier. George P. Brett Jr. received 2,360 in exchange for Macmillan Co. shares in merger, sold 350, held 2,114. Joseph Schwarz sold 600 in joint venture, held 25,358 in joint venture, none personally.

Daystrom. Louis H. Aricson bought 100, held 100. John B. Montgomery bought 370, held 380.

Decca Records. Albert A. Garthwaite sold 500, held 3,000.

Electronic Specialty. Richard H. DeLano sold 1,000, held 6,063. Stephen D. Shelton exercised option to buy 1,000, transferred 600 in property settlement, held 1,600.

Electronics Corp. John A. Long sold 1,400, held 133,890.

Electronics International Capital. Jerome Kohlberg Jr. bought & sold 250 through Bear Stearns & Co. in transactions correcting errors in execution of customer orders, held 24,000 in Bear Stearns & Co., 1,000 personally.

Emerson. A. A. Vogel exercised option to buy 7,697, held 7,697.

Esquire Radio & Electronics. Joshua Levine bought 400, held 800.

General Dynamics. Ellsworth C. Alvord sold 2,880, held 2,615 personally, 14,568 in holding company, 10,484 in trust. William M. Blair sold 585 in partnership, held 2,490 in partnership, 3,700 personally. Robert D. Meiklejohn sold 700, held 2,000.

GE. Donald K. David bought 500, held 1,100. William H. Dennler received 189 as incentive compensation, sold 595, held 2,414. Lyman R. Fink received 400 as incentive compensation, held 926. Milton F. Kent received 112 as incentive compensation, held 2,193. Arthur F. Vinson sold 1,867, held 12,881 personally, 545 as custodian. William C. Wichman sold 950, held 5,883. Laurence I. Wood sold 470, held 2,684.

General Instrument. Fred C. Rummel sold 500, held 1,756.

General Precision Equipment. Raymond L. Garman exercised option to buy 200, held 300 personally, 28 for wife. Edwin A. Link sold 3,700, held 32,442.

General Telephone & Electronics. George W. Griffin Jr. sold 1,820, held 2,359.

Globe-Union. H. M. Sauers sold 400, held 654 pers., 1,970 for wife. Hazeline. Neil K. Dietrich sold 300, held 367.

Hoffman. C. E. Underwood sold 5,900, held 100.

IBM. Herbert T. Hansford bought 252, held 1,465.

International Resistance. Walter W. Slocum exercised option to buy 500, held 1,500. Charles Weyl sold 2,600, held 91,150. Edward S. Weyl sold 1,000, held 20,825.

ITT. Charles D. Hilles Jr. sold 2,000, held 12,062. M. Richard Mitchell sold 100, held 2,670. Paul F. Swantee sold 100, held 3,094.

Lear. William P. Lear Jr. exercised option to buy 250, held 14,149. William P. Lear Sr. exercised option to buy 500, held 463,520. G. C. Warman exercised option to buy 250, held 363.

Ling Temco. D. H. Byrd bought 838, held 75,791.

Litton Industries. Roy L. Ash transferred 2,000 in community property interest, sold 1,000 and 500 more as custodian, held 104,769 personally, 785 as custodian, 14,178 in partnership. Alfred B. Connable sold 4,000, held 4,000. Norman H. Moore exchanged 3,000 for mutual fund shares, held 18,322. Carl A. Spaatz sold 200, held 4,825. Charles B. Thornton sold 1,200, held 267,916 personally, 31,191 in partnership.

Loral Electronics. Bernard Herman exercised option to buy 1,500, held 1,500. William Lorenz sold 2,900, held 325,050. Emanuel M. Siegel exercised option to buy 3,000, held 3,150. Sheldon Simon exercised option to buy 3,000, held 3,225.

MPO Videotronics. Charles L. Hewitt bought 250, held 1,000.

Magnavox. Richard A. O'Connor sold 3,000, held 80,697.

P. R. Mallory. H. C. Buell sold 300, held 1,119. J. Taylor Foster sold 2,450, held 1,382. Leon Robbin bought 956, held 1,677.

MGM. Nathan Cummings sold 18,700, held 35,600.

National Theatres & TV. Leonard Davis bought 2,300 through holding company, held 5,000 in holding company, none personally. Eugene V. Klein bought 28,702 in Aug. 1959-April 1961 transactions, sold 37,200 in Jan. 1960-Jan. 1961 transaction, held 43,823. Richard W. Millar sold 500, held 500.

National Video & Rico. Harold Cole sold 100, held 500.

Packard Bell. Jean P. Gleis exercised option to buy 510, held 1,020.

Pentron Electronics. William H. Atschuler bought 1,500, held 6,500. T. Rossman sold 2,000, held 116,000 personally, 9,000 in trusts.

Philips Electronics & Pharmaceutical. James J. Colt bought 150 through Omo Mfg. Co., held 65,263 in Omo Mfg. Co., 3,834 personally.

RCA. Elmer W. Engstrom exercised option to buy 4,200, held 8,199.

Raytheon. Paul F. Hannah sold 1,500, held 1,642.

Reeves Bestg. & Development. J. Drayton Hastie sold 2,000, held 74,100. Hazard E. Reeves sold 14,000, held 582,772.

Rollins Bestg. John W. Rollins exchanged 15,000 for Class B common, sold 1,800, held 13,200 personally, 2,425 as guardian.

Servomechanisms. Ernest A. Wester sold 7,000, held 6,000.

Storer Bestg. George Haggarty bought 10,000 Class B common, held 10,000. George B. Storer sold 10,000 Class B common, held 873,540 personally, 207,750 in trusts.

TelePromPTer. Fred Barton sold 2,000, held 40,643. Milton Hendler sold 857, held 1,900. N. C. Myers Jr. sold 600, held 3,350. H. J. Schlafly Jr. sold 5,057, held 30,299.

Texas Instruments. Cecil H. Green sold 2,100 in private transaction, held 271,210. J. E. Jonsson sold 2,100 in private transaction, held 361,231. W. F. Joyce sold 500, held 5,545. Eugene McDermott sold 2,100 in private transaction, held 271,013. E. O. Vetter sold 900, held 5,375.

Textron Electronics. George William Miller sold 1,000, held 5,000 personally, 59,037 in trusts.

Thompson Ramo Wooldridge. Pierce T. Angell sold 500, held 600. F. C. Crawford sold 200, held 36,174. H. L. George sold 2,300, held 23,135.

Varian Associates. Harold C. Booth exchanged 12,500 for open end investment company shares, held 155,097. Clifford V. Heimbucher sold 1,400, held 26,559. Paul B. Hunter sold 1,000, held 29,957 personally, 200 in joint tenancy. Henry J. McCarthy exchanged 12,500 for open end investment company shares, held 155,672. H. Myrl Stearns sold 200, held 27,050 personally, 10 in trust, 3,800 in joint tenancy. Sigurd F. Varian sold 600 from community property, held 72,048 in community property, 28 personally.

Walt Disney Productions. George L. Bagnall bought 100, held 100.

Westinghouse. George G. Main sold 500, held 4,700 personally, 800 in trust. Carlisle P. Myers exercised option to buy 350, held 1,054.

Zenith. J. E. Brown sold 400, held 200. Leonard C. Truesdell sold 300, held 1,200.



# Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Ampex	1961—year to Apr. 30 <sup>2</sup>	\$70,105,000	—	\$(4,000,000)	—	7,718,257
	1960—year to Apr. 30 <sup>1</sup>	73,434,000	—	3,959,000	\$0.55	7,270,000
Capital Cities Bcstg.	1961—qtr. to Mar. 31	—	\$ 442,255	206,107	.18	1,149,798
	1960—qtr. to Mar. 31	—	311,807	205,916	.18	1,149,798
Capital Film Labs	1961—year to Mar. 31	1,614,025	—	25,270	.05	200,000
	1960—year to Mar. 31	1,595,852	—	44,684	.07	200,000
Consolidated Electronics Industries	1961—qtr. to Mar. 31	22,869,373	—	738,103	.26	2,828,597
	1960—qtr. to Mar. 31	23,218,116	—	1,052,382	.38	2,798,150
Digitronics	1961—year to Mar. 31	1,988,384	188,242	103,242	.26	446,066
	1960—year to Mar. 31	821,839	35,652	35,652	.10	396,066
Famous Players Canadian	1961—qtr. to Mar. 31	—	829,089	545,742	.31	1,737,072
	1960—qtr. to Mar. 31	—	998,905	593,518	.34	1,737,072
Hallicrafters	1961—2 mo. to Apr. 30 <sup>1</sup>	9,815,000	—	278,000	.13	2,218,600
	1960—2 mo. to Apr. 30 <sup>1</sup>	4,730,000	—	109,000	.10	1,005,000
Movielab Film Labs	1961—qtr. to Mar. 31	1,436,580	—	64,539	.21	312,500
	1960—qtr. to Mar. 31	1,278,129	—	68,493	.27	250,000
Radio Shack	1961—9 mo. to Mar. 31	12,536,157	—	294,733	.45	649,741
	1960—9 mo. to Mar. 31	9,613,048	—	314,165	.73	430,560
Transcontinent TV Corp.	1961—9 mo. to Mar. 31 <sup>1</sup>	12,515,401	2,635,421	907,597	.51	1,768,612
	1960—9 mo. to Mar. 31 <sup>1</sup>	9,358,875	—	814,470	.46	1,767,712
United Artists	1961—13 wks. to Apr. 1	26,965,000	—	879,000	.51 <sup>2</sup>	1,713,621
	1960—13 wks. to Apr. 1	23,188,000	—	788,000	.46 <sup>2</sup>	1,664,218

Notes: <sup>1</sup>From SEC report. <sup>2</sup>Based on 1,713,621 shares outstanding April 1, 1961. <sup>3</sup>Preliminary. <sup>4</sup>Adjusted to include Telemeter Magnetics,

merged into Ampex Dec. 1960.

Standard Kollsman Weighs Stock Split: The Melrose Park, Ill. maker of TV tuners & other electronic products is considering a stock split, but "it depends on a lot of factors," and a decision won't be made until late this year, secy. Arthur Richenthal told the annual meeting. A decision on a stock dividend also will be made later this year. Standard issued 3% stock dividends in 1960 & 1959.

Reports & Comments Available: Westinghouse, report, Reynolds & Co., 120 Broadway, N.Y. 5 • AB-PT, discussion, Cooley & Co., 100 Pearl St., Hartford 4, Conn. • Raytheon and Transitron Electronics, profiles in June 15 *Forbes*.

### Recent Stock Issues

Stock	Offering Price	June 15, 1961 Bid	June 15, 1961 Asked
Arrow Electronics	5	8 3/8	9 1/4
Empire Devices	12	15 3/4	17 1/4
RMS Electronics	3	3 1/2	4 3/8
Sony Corp.	17 1/2	22	23 5/8
Warner Bros.	16	19 1/2	21

### Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Axe Science & Elec. ...	—	\$0.10	Jul. 14
ITT	Q	.25	Jul. 15
Motorola	Q	.25	Jul. 17
MPO Videotronics "A"	Q	.10	Jul. 14
Howard W. Sams	Q	.15	Jul. 25
Sonotone	Q	.07	Sep. 29
Terminal-Hudson Elec.	Q	.06	Jul. 20
Webcor	(Omitted)		
Western Electric	Q	.90	Jun. 30
Western Union	Q	.35	Jul. 15

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 15, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	19 3/4	18 1/4	20 1/2	Magna Th.	4 3/4	4 1/4	4 3/4
Adler Elec.	19 1/4	18 3/4	20 3/8	Magnetics Inc.	10 1/2	11	12 1/2
Aerovox	11 1/4	11 1/4	12 1/2	Maxson	25 1/2	23 1/2	25 3/4
Allied Radio	28	29 1/2	32	Meredith Pub.	41	39	42 1/2
Astron Corp.	3	2 3/4	3-5/16	MetroMedia	21	19 1/2	21 1/4
Babcock	31	28	30 3/4	Microdor	26 3/4	26	28 1/4
Baird Atomic	20 1/4	19 1/2	21 1/4	Milgo Elec.	22	21	24 1/4
Cannon Elec.	31 1/2	27	30 3/4	Narda Micro	8 3/4	8 1/4	9 1/8
Capehart	10	9	10	Newark Elec.	—	15 1/2	16 3/4
Chicago Aer.	22	23	25 1/2	Nuclear Chi.	45	43 1/2	47 1/4
Control Data	100	95	101	Official	3 3/4	3 3/4	4 1/4
Cook Elec.	12 1/4	11 1/4	12 1/2	Pacific Aut.	6 1/2	5 3/4	6 1/4
Craig	13 1/2	13	14 3/8	Pacific Merc.	7 3/4	7 3/8	8 3/8
Crosby Tel.	6 1/2	6 1/4	7	Phillips Lamp	145 3/4	148 1/4	153
Dictaphone	33 1/2	34 1/2	37 1/4	Pyramid	2 1/2	2 3/8	2 7/8
Digitronics	29	28	30 3/4	Radiation	25 1/4	24 3/4	27
Eastern Ind.	18	16 1/2	18 1/2	Rek-O-Kut	2 3/4	2 1/4	2 7/8
Eitel-McC.	16 1/4	14 3/4	16	Research Inc.	5 1/2	5 1/8	6
Elco Corp.	12 1/2	12	13 3/4	H. W. Sams	42 1/2	42	45 3/4
Electro Instr.	22	21 1/2	24 1/4	Sanders Assoc.	46	45 1/4	49
Elec. Voice	12	11 1/4	12 1/2	Sillcon	13 1/4	12 1/2	14 1/4
Elec. Assoc.	33 3/4	32 1/2	35 1/4	H. Smith	11 1/2	10 1/2	12 1/4
Elec. Cap. Corp.	42	42	46 1/4	Soroban	65	58	63 3/4
Erie Resistor	13 3/4	14	15 1/4	Soundscriber	12 1/4	—	—
Executone	21 1/4	19 1/2	21 1/2	Speer Carbon	31 1/2	30 1/4	32 3/4
Farrington	14 3/4	13 3/4	14 3/4	Sprague	76 1/2	77 1/4	80 3/4
Foto Video	9	7	8 3/4	Sterling TV	3 3/4	3 3/4	4 1/4
Four Star	21	20 3/4	22 3/4	Systron-Don.	37 1/4	39	42
Gen. Devices	14 1/4	13 1/2	14 3/4	Taft Bcstg.	20 1/4	17 1/2	19 3/4
G-L Elec.	8 1/4	7 3/4	8 3/4	Taylor Instr.	52	51	55
Goodwill Sta.	—	10 3/4	12 1/4	Technology	7	6 1/4	7 3/4
Granco	3 1/4	3 1/4	4 1/4	Tele-Bcstrs.	2	1 1/2	2 1/2
Gross Tel.	21 3/4	21 1/4	23 1/4	Telechrome	11 1/4	11 1/4	12 1/4
Hallicrafters	23 1/4	22 1/4	23 3/4	Telecomp.	7 1/4	6 3/4	7 3/4
Hathaway	27 3/4	26	28 3/4	Time Inc.	85 1/2	83	87 1/4
High Voltage	172	148	163	Tracerlab	12 1/2	10 3/4	12
Infrared	16 1/4	15	16 3/4	United Art.	7 3/4	7 3/4	8 1/4
Interstate Eng.	19 3/4	18 3/4	20 3/4	Universal	1 1/4	3/4	1-5/16
Ionics	32 1/2	31	34 3/4	Vitro	27 1/4	24 1/2	26 1/4
Itek	52	50	54 1/2	Vocallne	2 1/2	2 1/2	2 3/4
Jerrold	8 3/4	8 3/4	9 3/4	Wells-Gardner	34 3/4	34 1/4	37 3/4
Jel Inc.	9	8 3/4	10	Wilcox Elec.	10 3/4	10 1/4	11 1/4
Lab for Elec.	54 1/4	51 1/4	54 3/4	Wometco	27	26	28 1/4
Leeds & North.	35	34 1/4	37				



# WEEKLY **Television Digest**

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

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**WITH THIS ISSUE:** 1961 Supplement No. 7—Updated ARB estimates of TV households by states & counties as of Jan. 1, 1961 (story on p. 1)

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## SUMMARY-INDEX OF WEEK'S NEWS

### **Auxiliary**

**EXPANSION, REGULATION & PAY TV** were the top topics of NCTA convention in San Francisco. "Biggest yet" gathering insists federal regulation unnecessary (pp. 2, 8 & 9).

### **Congress**

**GIVE CODE A CHANCE**, Minow & Collins urge at Senate hearing on TV violence & juvenile delinquency. Industry can effect own program reforms, they say (p. 3). Dept. (p. 14).

**FCC WINS REFORM-PLAN ROUND IN HOUSE**, where Commerce Subcommittee junks reorganization bill by Chmn. Harris (D-Ark.), goes along with Commission's own proposals (p. 4).

### **Programs**

**FCC's NETWORK HEARINGS** bring forth much nostalgia for TV's "Golden Age," some sharp criticism of everything from network brass to slide-rule wielders (pp. 5 & 7).

### **NETS**

**GOVT.-SUPPORTED NETWORK** proposed by Dr. Du Mont as solution to programming ills (p. 5).

**ABC RATINGS DROP IN NIELSEN'S MNA REPORTS**, reflecting gains for CBS and NBC on Saturdays, Mondays & Tuesdays (p. 6).

### **Stations**

**COLLINS CRITICS LASHED** by NAB staffer William Carlisle, who brings broadcasters' complaints out into open, says they stem from industry's do-nothing tradition (p. 10).

### **Consumer Electronics**

**"MOLECULAR" RADIO, hi fi and even TV**—without components—is next breakthrough. Principal to be used in consumer goods within 5 years (p. 15).

**"BENT GLASS"** external safety plates now dominate 19-in. lines at expense of flat glass & plastic. Glass temperers pledge fight for 23-in. market (p. 16).

**FM STEREO:** Stations in N.Y., Detroit, Seattle, Dallas & Boston area receive first pre-production RCA broadcast-equipment shipments (p. 16).

**LOW-END MARKET** and "bargain-basement" selling blasted by Truesdell, citing figures showing heavy sales concentration on low-priced models (p. 17).

**PLANT SHUTDOWNS** for vacation now in effect at some TV-radio-electronics companies. Vacation dates listed (p. 17).

### **Films**

**NETWORK-PRODUCED TV FILM AT LOW EBB.** CBS-TV, with 7 series, and NBC-TV, with 2, are down from last season as production resumes for next fall (p. 12).

### **Finance**

**DESILU INCOME DOWN.** Arnaz blames WGA strike, rising labor costs and reduction of syndicated films (p. 19).

### **Other Departments**

**ADVERTISING** (p. 12). **PERSONALS** (p. 13). **FCC** (p. 14).

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**TV NOW IN 90% OF U.S. HOMES:** The number of TV households in the U.S. increased by nearly 2 million last year to 47.9 million, and the penetration of TV in total U.S. homes rose from 88% to 90%. These trends are shown in new county-by-county estimates of TV households as of Jan. 1, 1961, compiled by American Research Bureau and included with this issue as 1961 Supplement No. 7.

This compilation makes a valuable addition to your new Television Factbook, and updates the ARB figures on pages 39-54. We suggest that you place this supplement in your Factbook for reference. If you wish an extra copy to include with your file of Newsletters, we'll be happy to send you one gratis, on request to our publication office in Radnor.

New figures represent statistical updating of Jan. 1, 1960 survey-based estimates of TV households (Vol. 16:25 p2 & 1960 Supplement No. 6, June 20, 1960). The 1960 figures, most complete ever compiled, were based on 500,000 telephone interviews covering every county in the U.S., using scientific sampling & statistical techniques. For the Jan. 1, 1961 figures, ARB used new estimates of total U.S. households from Sales Management's Survey of Buying Power, and applied a "growth factor" (in terms of percentage) to TV household figures in the 1960 survey-based estimates.

Changes in the last year were relatively small. As of Jan. 1, 1961, ARB's figures indicate 47,886,000 TV households, or 90% of the total 53,239,500 U.S. homes. One year earlier, ARB's tabulation showed 46,019,980 TV households—a penetration of 88% of the 52,207,800 U.S. households at that time. This indicates, therefore, a growth of 1,866,020 TV households during 1960, while total U.S. households increased by only 1,031,700.



Next updating of ARB's TV households figures—due about a year from now—should be more meaningful than the current one. At that time, 1960 U.S. census data will be available—and this fresh measurement of U.S. households (to be projected to Jan. 1, 1962) will give an even more accurate picture of TV penetration on county-by-county and state-by-state basis.

**EXPANSION, REGULATION & PAY TV TOP TOPICS OF NCTA:** With growing sophistication, the small but profitable CATV industry tackled its problems during 10th annual convention of National Community TV Assn. in San Francisco last week. Main topics included: (1) Threat of federal regulation. (2) Possibilities of pay TV. (3) Expansion of existing systems & services and move into larger markets (see p. 8). (4) Active market in system sales (p. 9). (5) Relations with broadcasters. (6) Problems with the Bell system—in pole-line attachment rights and microwave services.

New Pres. William Dalton, a long-time trade association executive much at home in convention surroundings, set tone in his keynote address as he attacked those demanding federal regulation of CATV.

Bills pending in Congress, he said, "would empower the FCC to regulate a situation that no longer exists." He asserted that conflicts between CATV and stations remain in only 4-5 cities, and that these are being eliminated, too. Actually, Congress doesn't seem to have a sense of urgency about the legislation—but NCTA members are prepared to fight it all the way again if situation gets warm.

Pay-TV sessions attracted great (and skeptical) interest, drawing most of the 570 registrants. Home Entertainment System, now independent of NTA, headed by ex-Desilu producer Martin Leeds, repeated the pitch made to newsmen in April (Vol. 17:15 p3)—asserting its cost advantages over other systems.

There was a good panel discussion, featuring Telemeter's Kenneth Easton, TelePrompTer's Irving Kahn, Midwest Video's George Morrell and Leeds. Easton said that the Toronto experiment, with 6,000 homes, wasn't designed to "see how cheaply it could be run" and isn't profitable now. Rather, he said, it was intended to test public acceptance—and he made it clear that parent Paramount believes project to be successful. "We have now designed the system for economy," he said, "and we're in position to make projections on realistic figures. The plant was designed to serve a substantial part of Toronto." He also stressed that the system has had no adverse effect on theater exhibitors' receipts.

Kahn plumped for his Key TV "participation TV" concept, with which subscribers can send information back to a central office—to order goods, respond to polls, play games, etc. He reiterated announcement of plans to start with his Liberal, Kan. CATV system. He reported that 100,000 CATV homes carried the last Patterson-Johansson fight—and "AT&T was considerably more conciliatory in offering circuits to CATV systems than it was for the first fight." Kahn said that many CATV systems have more "seats" than local theaters and will therefore "be able to outbid theaters for feature films." Kahn was frank to say, however, that the CATV audience would be small compared with pay TV in big cities. Right now, he said, "you are the tail wagging the dog"—important initially. He believes pay TV will be able to offer only about 26 important events a year.

Morrell, whose organization plans pay TV in Little Rock, said that "pay TV will be here not later than June 1962." He said he was sure that pay TV must operate on a "pay-as-you-see" basis—not on credit.

All panelists were quick to say that pay TV wouldn't hurt either exhibitors or free TV. Said Easton: "I'm not keen about outbidding exhibitors. We don't purpose to cut them out of product. We create a new audience." Leeds: "We won't take anything from anyone. We'll give more entertainment for less money."

Why wired pay TV and not telecast? Kahn said there are 2 main reasons: (1) Political. You can't take any free channels from the viewer and convert them to pay. (2) Economic. Coders & decoders for telecasting are complicated, troublesome & costly.

Both Kahn & Easton urged CATV operators to watch their contracts with phone & power companies. Easton noted that many contracts preclude use of pay TV, said that Canadian operators managed to get this phrase into their contracts with phone company: "Services of a type which otherwise might be broadcast" may be carried on CATV.

Unspoken situation behind all this is that AT&T fully intends to provide pay-TV cable facilities if business ever amounts to anything. (AT&T certainly has hands full of fights currently. Rep. Celler, D-N.Y., is always out to get it—Vol. 17:25 p2. FCC is currently questioning whether phone rates are too high; GE & other manufacturers accuse AT&T of trying to dominate satellite communications; telecasters & CATV operators claim AT&T is squeezing their private microwaves. However, AT&T is not without ability to protect itself.)



One of most important comments made on pay TV was by J. Seibert Worley, shrewd operator of both CATV & theaters in Shamrock, Tex. He warned CATV operators that movie producers are in driver's seat and indicated that CATV wouldn't be in any better bargaining position for movies than exhibitors are.

He described how producers lease movies on basis of percentage of exhibitor's gross—and then read a new contract which provides that the gross include not only admissions but receipts from auto heaters, baby-sitting facilities "and popcorn."

After the session, one major CATV operator who has had plenty of pay-TV discussions with movie producers exclaimed: "When pay TV has signed & sealed contracts with producers, then all this discussion will mean something. Did you ever hear such nonsense as went on in that meeting room?"

Significant development in cable operations is rebirth of closed-circuit operations. Ex-NCTA Pres. Lloyd Calhoun offers audio-only "Sigmet" on his Hobbs, N.M. system. It's a frequent weather report—for which he was given NCTA's public relations award. Advertising-promotion award was shared by Douglas Danser, Naples, Fla., and Ben Conroy, Uvalde, Tex. Special "award for distinguished service to CATV" was given to Dorothy Mugford, promotion mgr. of WNEP-TV Scranton-Wilkes-Barre, who vigorously promoted use of city's uhf signals by area's CATV operators. She told us that some 100,000 CATV homes get the signals now. For new officers & directors, see p. 9.

The 1962 convention will be held in Washington's Shoreham Hotel, June 18-22.

**GIVE CODE A CHANCE, MINOW & COLLINS URGE:** Two of TV's severest critics—FCC Chmn. Minow & NAB Pres. LeRoy Collins—told Senate Juvenile Delinquency Subcommittee investigators last week that one of best hopes for better programming is in stepped-up operations of industry's self-regulating Code.

"Particularly significant" in agitation for less crime & violence on TV is "increased activity" by NAB's TV Code Review Board in missionary work with networks, advertisers and program producers, Minow said in FCC statement. And in personal comments at hearing winding up 3-week probe of TV's impact on youth (Vol. 17:25 p7), critic Minow added: "Gov. Collins is as dedicated to better programs for children as any man in the country."

"Broadcasting has performed magnificently and is performing even more magnificently with each passing year," Collins assured Judiciary Subcommittee headed by Sen. Dodd (D-Conn.). He called on Congress to resist demands that TV's problems be resolved by more federal intervention. Within industry, Collins said, there's "growing recognition that the Code principles must be adhered to." Code already has been effective in raising program standards—and such NAB moves as establishment of over-all TV-radio Code authority (Vol. 17:25 p5) promise even more effective self-control, Collins added. He reported that he had already conferred with "most cooperative" Attorney General Robert F. Kennedy on additional Code enforcement measures which might be invoked by broadcasters "consistent with the federal antitrust laws."

Nation is fortunate in having Minow at FCC and Collins at NAB, Chmn. Dodd said, but he took dimmer view of Code's efficacy. "It is difficult to conclude that the TV industry is making a real effort to improve its programming," Dodd observed. Citing sex-&-mayhem episodes in TV series excerpts screened at hearings, Dodd said "every provision of the Code was violated a hundred times." Subcommittee is expected to recommend FCC regulation of networks and more direct program-supervision by Commission.

FCC itself will have some program-reform recommendations for Congress as result of Commission's 2-year network study which reached final phase in N.Y. last week (see p. 5), Minow told Dodd. But meanwhile, he said, "I think the industry should have a chance to work things out."

Minow took Dodd "behind the scenes" to show that individual telecasters have little control now over what they put on air. "The modern broadcast licensee is often little more than the end of a chain that starts with the network, the studio, the producer, the writer, and so on," Minow said. Result: "The TV licensee often has only the most remote connection with the source of the program. The broadcaster nowadays is often just another member of the audience, as little aware of 'what comes next' as the children who watch in our homes." He added that "broadcast licensees should be required—or perhaps, empowered—to listen & to see, before they broadcast."

Collins warned Dodd not to jump to conclusions about any correlation between crime & violence on TV and juvenile delinquency. Such conclusions aren't supported by much sociological opinion, Collins



said, suggesting that Dodd call conference of Subcommittee members, representatives of communications & entertainment media and HEW Secy. Abraham Ribicoff to get authoritative studies under way. NAB & networks will help underwrite research, Collins assured Dodd.

Influence of ratings on programming was deplored by both Minow & Collins. Minow said one insurance company-sponsored TV program "describing American colleges & universities" was rejected because of network fears of ratings—"the watcher may leave the network & not come back." Collins cited the Walter Lippmann interview on CBS Reports June 15. He said only 6.6% of sets were tuned to Lippmann while The Untouchables won 63% and Groucho Marx picked up 23%.

Both decried TV violence, too. "Children will watch anything," said Minow. "And when a broadcaster uses crime & violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up." Collins said "violence merely for the sake of violence" can't be justified, that it "is offensive to simple good taste, seriously downgrades the television art, and should be eliminated."

Note: On ABC-TV's Issues & Answers show, preceding his Senate testimony, Minow reiterated the warnings in his "wasteland" speech at NAB convention (Vol. 17:20 p1) that "licenses will no longer be renewed automatically" if station programs are loaded with violent action. And Washington Evening Star quoted Minow in interview as saying "there's nothing wrong with the industry that a few non-renewals of licenses won't cure." Less-than-3-year renewals also can be invoked by FCC, Minow told the N.Y. Herald Tribune.

**FCC WINS REFORM-PLAN ROUND:** Any FCC reorganization legislation voted by this Congress to cure procedural ills probably will be just what the Commission itself ordered.

Tactical victory for FCC & its self-reform prescription was won June 23 when House Commerce Regulatory Agencies Subcommittee, mulling over testimony at hearings preceding week (Vol. 17:25 p3), voted to scrap alternative plan (HR-7333) by Chmn. Harris (D-Ark.).

Harris Subcommittee wrestled 3 days in closed redrafting sessions on Harris measure, then gave up. It decided to write new bill conforming almost line-for-line with language of Commission bill (S-2034) introduced in Senate (Vol. 17:24 p3) by Commerce Communications Subcommittee Chmn. Pastore (D-R.I.), who'll hold one-day hearing on it June 28.

: Main difference in otherwise similar reorganization bills is that FCC-drafted Pastore measure provides more appeal rights to contestants in Commission cases. Both authorize delegation of decision-making authority by FCC to panels & staffers. But Pastore bill provides for mandatory review by Commission of exceptions to lower-level decisions, whereas Harris bill made such reviews discretionary only. And Pastore bill sets up machinery for discretionary 2nd appeals if FCC sustains decisions.

Harris didn't hold out for his own reorganization plan. He said at outset of hearings that he had no pride of authorship. And Harris told House in floor speech last week that he was working with Subcommittee to make change in plan. New bill probably will be introduced early this week. Full Commerce Committee may report it to floor for vote before the week ends.

Senate hearing on Pastore bill is expected to be perfunctory. Just-for-record witnesses lined up are from same cast which performed for Harris Subcommittee and before that for House Govt. Operations Committee, which started President Kennedy's FCC reorganization on its way to House defeat.

Lead-off Senate witness will be FCC Chmn. Minow (who preferred Harris bill to Commission's own measure), flanked by other Commission members. Others will be Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks.

White House suffered another reorganization defeat meanwhile. In House, President's plans for FTC & CAB survived (221-178 & 213-178) Republican attempts to put through disapproval resolutions killing them. But in Senate, many Democrats joined Republicans to kill SEC plan, which went down 52-38 after opponents protested it would permit SEC to delegate rule-making authority to staff underlings.

Senate Republicans also are gunning for FTC plan, and it may go down, too. Sen Schoeppel (R-Kan.) already has served notice on floor that Kennedy administration will have fight on its hands when FTC resolution comes up.



**REQUIEM FOR TV'S 'GOLDEN AGE':** Mass-appeal network TV programming, abetted by rising costs & advertiser preoccupation with TV cpm's and spurred by 3-network nighttime rivalry, got a verbal working-over in N.Y. last week. The scene was FCC's network-control program hearings (Vol. 15:8 p4), which once again set up shop in N.Y.'s Foley Square to hear testimony from a blue-chip parade of witnesses (for summaries, see p. 7).

Much was made in hearings of TV's "golden age," a period considered (mostly by TV writers of original dramas) to run from 1950 to 1956. Several witnesses, ranging from producer David Susskind to Writers Guild of America Chmn. David Davidson, decried the artistic loss of "excitement" when anthologies were killed off in a network search for big audiences. (Other witnesses, such as TV producer Bob Banner, held to the view that TV's "golden age" wasn't really that golden in the first place.)

Ratings, Hollywood influence, talent agencies—all received harsh criticism from witnesses. Also under fire: Network program officials (for relying heavily on formula fare); sales brass (for selling on the basis of big rating numbers); FCC (for lack of control over network program responsibility); and govt. in general (for reluctance to turn TV-radio hearing findings into firm regulations).

Did the opening week add to industry knowledge? It did & it didn't. Much of the testimony was a for-the-record rehash of the shift from live to film, and from anthology to set-character series in the past decade. But into clearer focus also came some recent industry program patterns:

(1) Networks have a firm grip on programming, which they sometimes use to promote quality public-affairs or drama shows, but which they more often use to develop & program shows that are more likely to win mass audiences than critical approval.

(2) Producers are at the mercy of networks, in many ways. If a network doesn't want to buy a show, or if a producer refuses to part with a proprietary interest in exchange for pilot financing, or if the network sales dept. thinks it can't find clients for a show, a producer's chances are grim.

(3) Talent agencies contribute little, if anything, to an upgrading of anything except the prices of program packages and working talent. Fettered by fewer govt. controls than even the networks, their function—as described by hearing witnesses—is primarily to make money, not maintain TV as an art form.

Hearings received heavy press play in N.Y. and other cities. Newspapers tended generally to capitalize on sharpest attacks on TV's shortcomings (Susskind on network lowbrow shows, George Jessel on ratings, Worthington Miner on Hollywood, etc.). N.Y. Times critic Jack Gould termed the testimony, as drawn by FCC counsel Ashbrook P. Bryant, "the disturbing narrative of the silent surrender of the medium to the forces of commerce and the relentless suppression of the craftsman's spark."

## Networks

**Du Mont Urges Govt. Network:** Dr. Allen B. Du Mont took up an old fight last week—for a 4th TV network. But there was a new twist this time: The TV pioneer and former head of the 4th TV network urged that the new net be govt.-supported to provide an antidote & alternative to commercial programming. In an address at Ithaca, N.Y., accepting honorary membership in AIEE, Dr. Du Mont said he felt like "the creator of a Frankenstein" when he watched TV, and added:

"Where shall the minority go then for intellectual stimulus from the phosphor screen? I think that they must turn to the U.S. government. All my life I have advocated as little govt. as possible in the personal & economic life of America. My friends—both in & out of the TV industry—may be shocked, but I believe that the govt. of the United States is the only possible sponsor for programming of a non-commercial, intellectual and informative type."

He urged FCC Chmn. Minow to "start swinging an axe within the FCC" to allocate channels for a 4th network, and to "start his personal lobby with Congress and the President" for funds to launch & operate it. The proposed govt. network should be completely removed from political control—even that of the President—he added. He suggested a separate corporation such as BBC.

**Brinkley Hits at Hagerty:** ABC vp for news, special events and public affairs James C. Hagerty "doesn't know what he's talking about" when he charges that many TV newsmen are performers rather than reporters (Vol. 17:8 p5), according to NBC's David Brinkley. In a taped interview on WSAZ-TV Huntington-Charleston, W. Va., Brinkley said: "Everyone at NBC—and I'm confident at CBS—covers the news every day. That's our job." As for Hagerty himself, Brinkley said he had "a generally low opinion" of him. "Hagerty's actual experience in the news business is somewhat lacking," Brinkley went on, pointing out that Hagerty had been a "political press agent for the last 20 years." (Before holding the post of President Eisenhower's press secy., Hagerty worked for ex-N.Y. Gov. Thomas E. Dewey.) The NBC commentator was in West Virginia to receive a commission as colonel on Gov. W. W. Barron's staff and dedicate "David Brinkley Bridge" near Huntington. He was honored for "fair & sympathetic" treatment of West Virginia's economic needs in an NBC news show filmed during last year's primary election campaign. Barron's predecessor in office, Cecil Underwood, had denounced the show for downgrading the state.

**Birthday Party:** NBC-TV will combine its annual affiliates meeting with a celebration of the network's 35th anniversary Dec. 5. A 3-day ceremony will be held in Hollywood, including a junket for TV editors & columnists.



**CBS'S STRONG MNA SCORE:** Even as witnesses before FCC's program hearings bemoaned the loss of network program "diversity" and the Hollywood boom in slam-bang formula shows (see pp. 5 & 7), new indications emerged which suggested that the public taste may be shifting.

The evidence came in the form of a CBS-TV victory on one of ABC-TV's favorite research battlegrounds: The "multi-network area" Nielsen reports. These reflect the viewing in 24 markets where all 3 networks have full-schedule competition. While CBS has been exceeding ABC (and NBC) in drawing larger national audiences (Vol. 17:23 p6), ABC, in rebuttal, has been citing its strong MNA ratings. This retort could be generally stated as: "Things would be different for ABC if we had the kind of no-delay line-ups that CBS has in the 2-station markets. Where facilities are equal, we're ahead."

In general, MNA ratings for the full 1960-61 season indicate a victory for CBS's nighttime lineup of 30-min. comedies (*Danny Thomas, Andy Griffith, Dobie Gillis*, etc.) and veteran weekend suspense & Western shows (*Perry Mason, Have Gun, etc.*) over ABC's lineup of 60-min. filmed action-adventure packages (*Cheyenne, Roaring 20's, Stagecoach West*, etc.). NBC has made some gains at the expense of ABC, several of which have been scored, interestingly enough, with nighttime public-affairs shows.

For 11 out of 12 bi-weekly MNA reports between October 1960 and March 1961, ABC placed more shows in the top rating brackets to lead the other networks. But, in the 2nd MNA report for March, ABC slipped to 2nd place, behind CBS (NBC took 3rd spot), and ABC has continued in this runner-up slot in the 5 subsequent reports.

#### MNA Rating Patterns

(1) Hardest-hit are ABC's MNA ratings for Saturday, Tuesday and Monday nights, in that order. The percentage MNA rating drops for these nights, in a comparison of the network's MNA ratings from early January through early March vs. late March through late May of this year, are 15%, 12% and 10%.

(2) Gains in MNA ratings by CBS, and some by NBC, are being made over ABC on each night of the week. At best, ABC is down only 3% & 1% (see above) on Thursdays & Fridays and has a 1% drop on Wednesday nights. Sunday MNA levels are off 5%, and the 7-night average drop is 9%.

(3) ABC's Monday-night MNA troubles are traceable to a 7-point audience-share drop taken by *Cheyenne* between February and April. This slump, by all indications, has pulled down the share levels of shows following *Cheyenne*; i.e., the closer an ABC show is to *Cheyenne* the poorer is its MNA share trend.

(4) On Tuesdays, the share slip has, to some extent, shaped up as an audience battle between ABC (with *Bell & Howell Close-Up*) and NBC (with various *White Paper* shows) in the field of public-affairs specials. This rating battle has see-sawed between ABC's line-up of Westerns (*Rifleman, Wyatt Earp, Stagecoach West*) and NBC's suspense anthologies (*Hitchcock, Thriller*), depending on the pull of individual NBC public-affairs specials.

(5) On Saturdays, there's been an audience-share drop of 10 points (from 30 down to 20) for ABC's *The Roaring 20's*. As in the Monday-night situation, ABC shows which follow *The Roaring 20's* (*Leave It to Beaver, Lawrence Welk, Fight of the Week*) are also off, and the closer they are to the 60-min. Warner Bros. series the harder-hit are the share levels.

## Network Television Billings

April 1961 and January-April 1961

For March report, see TELEVISION DIGEST, Vol. 17:22 p13

**April Billings Up 6.9%:** Network TV's April 1961 gross time billings totaled \$59.8 million, compared with \$55.9 million in April 1960. TvB's latest compilation also shows a 6.4% jump in January-April this year over the same 4 months of 1960, from \$227.8 million to \$242.3 million.

ABC-TV was the biggest percentage gainer, both in the 4-month period (up 21.3% to \$63.2 million from \$52.1 million) and in April alone (up 24.3% to \$15.8 million from \$12.7 million).

NBC-TV, which has consistently led in monthly dollar volume this year, scored a 6.6% rise in April billings (to \$22 million from \$20.6 million in 1960) and a 9.2% increase for the first third of 1961 (to \$90.2 million from \$82.6 million).

Traditional leader CBS-TV trailed NBC during the January-April 1961 period, as its billings declined 4.5%.

Biggest all-network increase was reported in Monday-Friday daytime hours, with April billings up 15.8% to \$15.8 million and January-April billings up 21.1% to \$67.6 million. Over-all daytime gain in the 4-month period was 18.8% to \$81.5 million while nighttime inched up 1% to \$160.8 million.

	NETWORK TELEVISION					
	April 1961	April 1960	% Change	Jan.-April 1961	Jan.-April 1960	% Change
ABC .....	\$15,791,220	\$12,701,240	+24.3	\$63,205,850	\$52,125,820	+21.3
CBS .....	21,989,913	22,580,032	- 2.6	88,898,971	93,078,360	- 4.5
NBC .....	22,012,410	20,642,038	+ 6.6	90,199,041	82,618,811	+ 9.2
Total ..	\$59,793,543	\$55,923,310	+ 6.9	\$242,303,862	\$227,822,991	+ 6.4

#### 1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January .....	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February .....	14,939,180	20,928,850	21,203,055	57,071,085
March .....	16,577,140	23,085,353	23,952,458	63,614,951
April .....	15,791,220	21,989,913	22,012,410	59,793,543

Note: Figures revised as of June 9, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates or before frequency or cash discounts.

**ABC Affiliates Laud Network:** Following a meeting last week between the board of governors of the ABC-TV Affiliates Assn. & executives of the network, the station organization's chmn., John F. Dille Jr. (pres. of WSJV South Bend-Elkhart), had words of praise for the network. The group, he said, had "congratulated the network on a number of vital steps being taken to assure ABC-TV's position of leadership in the industry . . . especially on its progress in the news & public-affairs area." Looking ahead to fall, Dille also said the board was "encouraged" by other new ABC plans, "including the projected programs designed for the nation's youth." Dille also reported that "the network revealed to the board that it has considerably increased its West Coast staff."

**ABC-TV Starts Own Rep Firm:** Following in the footsteps of NBC-TV and CBS-TV, both of which represent their o&o stations in spot sales, ABC-TV is dropping Blair TV and the Katz agency and will soon set up its own o&o rep organization. It will be called National TV Sales, and will be headed by Theodore F. Shaker, who's resigning as program sales mgr. at CBS-TV. Edwin T. Jameson, formerly national dir. NBC-TV spot sales, has been named national sales mgr., reporting to Shaker.



## NETWORK SALES ACTIVITY

### ABC-TV

- Daytime programming, Mon.-Fri., part. eff. July 7.  
*Chesebrough-Pond's* (Compton)
- Naked City, Wed. 10-11 p.m., part. eff. April 1962.  
*Haggar* (Tracy-Locke)
- The Untouchables, Thu. 9:30-10:30 p.m., part. eff. Sept. 21.  
*Block Drug* (Grey)
- Guestward Ho!, Thu. 7:30-8 p.m.; Cheyenne, Mon. 7:30-8:30 p.m., part. eff. Aug. 28 & July.  
*Simoniz* (Dancer-Fitzgerald-Sample)  
*Lanolin Plus* (Daniel & Charles)
- College All-Star Football, Fri. 10 p.m.-conclusion, Aug. 4.  
*Carling Brewing* (William Esty)  
*R. J. Reynolds* (Lang, Fischer & Strahower)
- Asphalt Jungle, Sun. 9:30-10:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. July 8.  
*Lanolin Plus* (Daniel & Charles)
- Ozzie & Harriet, Tue. 8-8:30 p.m.; Maverick, Sun. 6:30-7:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m.; Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. Sept. & Oct.  
*Peter Paul* (Dancer-Fitzgerald-Sample)

### CBS-TV

- The Spike Jones Show, Mon. 9-9:30 p.m., full-sponsorship eff. July 17.  
*General Foods* (Benton & Bowles)
- Daytime programming, Mon.-Fri., part. eff. June 26, July 4 & Sept. 18 respectively.  
*Curtis Publishing* (BBDO)  
*Lever* (SSC&B)  
*Continental Baking* (Ted Bates)
- Checkmate, Wed. 8:30-9:30 p.m., part. eff. Oct. 4.  
*Colgate-Palmolive* (Ted Bates)
- I've Got a Secret, Mon. 10:30-11 p.m., part. eff. Sept. 25.  
*Polaroid* (Doyle Dane Bernbach)

### NBC-TV

- The Jimmy Durante Show, Wed. Aug. 9, 10-11 p.m., full-sponsorship.  
*U.S. Brewers Assn.* (J. Walter Thompson)
- Thriller, Mon. 10-11 p.m., part. eff. Nov.  
*Corning Glass* (N. W. Ayer)
- Dick Powell Mystery Theater, Tue. 9-10 p.m., part. eff. Oct.  
*Hertz* (Norman, Craig & Kummel)
- Laramie, Tue. 7:30-8:30 p.m., part. eff. Oct. 3.  
*A-C Sparkplug Div., GM* (D. P. Brother)
- All-Star Golf, Sat. 5:30-6 p.m., part. eff. Oct. 14.  
*Kemper Insurance* (Clinton E. Frank)
- Daytime programming, Mon.-Fri., part. eff. Sept.  
*Eldon Industries* (Zlowe)

**CBC Opposes Dissidents:** The Canadian network last week opposed before the Board of Best. Governors applications for disaffiliation filed by CHCH-TV Hamilton and CJSS-TV Cornwall (Vol. 17:25 p15). BBG's decisions are expected this week. CBC Pres. Alphonse Ouimet said that CHCH-TV's departure would decrease CBC's network coverage by 50,000 homes. He asked BBG either to order CHCH-TV to stay or to defer judgment for at least a year. CJSS-TV pleaded financial difficulties, said it planned to join Canada's private TV network and to share programming with its parent stations CJOH-TV Ottawa and CFCF-TV Montreal. CBC said it would consent to separation only if it could be proved essential to the station's survival.

## Programming

### More about

**FCC'S NETWORK INQUIRY:** The hearings were held in N.Y.'s Federal Court Bldg. (as were the 1959 sessions), with Col. James D. Cunningham presiding as chief hearing examiner and with Ashbrook P. Bryant, chief of FCC's Office of Network Study, handling questioning of the first week's witnesses (see p. 5). Highlights of the testimony:

David Susskind, possibly the most vehement of the hearing's witnesses and the one with the broadest target list, said he considered that "this season marked the nadir of TV if I hadn't seen next fall's shows." There was, he said, a "death grip of networks on programming" and a "paranoic race" for ratings. ABC has "debased standards" of programming, he added, and FCC has aided the *status quo* by "serving as the handmaiden of broadcasting." Soaring costs, Susskind said, have helped stifle TV; a 60-min. dramatic show he might have turned out in 1948 for \$14,000 now would cost \$75,000. Susskind also related that a planned documentary series with ex-President Harry S. Truman had been turned down, for various reasons, by all 3 networks, but said he planned production anyway even if he had to sell on a syndication basis. MCA, at one time Susskind's employer, was described by the producer as "a giant monopoly in restraint of trade."

William Todman, producer-partner in Goodson-Todman, gave a rare financial insight into the often-clouded financial relationships between networks & independent producers. Citing a typical case, involving the 30-min. *The Rebel* series, Todman said that ABC-TV had gotten "10% of the profits, all syndication rights and the right to complete client negotiations." He recalled "no situation where networks have asked to participate in the profits of a live show."

Ed Sullivan, TV host & columnist, blamed "Hollywood, not TV" for introducing violence as a program theme. He had not suffered, he said, from sponsor interference on his weekly variety show, and added that "rising costs of production make it a necessity for the networks to finance pilots."

Worthington (Tony) Miner, veteran TV producer most recently supervising *The Play of the Week*, also scored recently supervising *The Play of the Week*, also scored movie-studio program philosophies, stating that "as long as Hollywood remains the heartland of TV production, you'll have a wasteland." NBC and CBS, he declared, were competing "at a high intellectual level in public-affairs shows but not in entertainment." One Miner-proposed solution to TV's ills: "Local stations could underwrite good shows, then thumb their noses at networks."

Bob Banner, producer of the *Garry Moore* and (with CBS and Allen Funt) *Candid Camera* shows, said he hadn't faced network pressure to revise his shows. "Networks have commented in a general way on [my] shows, but there's been no creative interference." Referring to TV's "golden age," Banner stated that he'd seen recent shows on the *Play of the Week* which couldn't have been done during TV's palmiest original-drama days.

David Davidson, Writers Guild of America chmn., painted a picture of today's writers as literary birds in TV's gilded cage. "Never in history has the writer been paid so much for writing so badly." Some portion of TV, he said, should be turned back to "the 20 million viewers who want something better." Daytime TV, he said, "is the only field in which you can write freely any more."



Robert Saudek, producer of *Omnibus*, complained that networks had "received \$9 million on sales of *Omnibus* and didn't pour back one cent." TV, he said "is a betrayal of its own birthright . . . with brass-knuckles competition in the market place." Networks should be licensed as program distributors only, and the magazine concept of advertising should be adopted to eliminate control, he urged.

George Jessel, producer-entertainer, blasted researchers with the statement that "the rating survey is the curse of TV and the thing that's distorted what America wants. They [the ratings] are cruel & inaccurate. TV has taken people away from everything else and the networks are not fulfilling their responsibility."

Paddy Chayefsky, possibly TV's best-known playwright, termed TV "the step-child of writing," "anyone who wants to be a writer must go to the stage."

Gore Vidal, another TV writer-turned-playwright, dismissed today's TV programming by saying that "most of the art & passion go into the commercial," but admitted that "TV's 'golden age' wasn't all that golden."

Not on FCC's witness stand, but from her column in the *N.Y. Herald Tribune*, Marie Torre offered this refreshing change of pace at week's end:

"The parade of industry carpers at the Federal Communications Commission hearing into programming practices reminds us of those action shows in which two hoodlums hold a victim by the arms while a third punches away. Both rub our sense of fair play!

"Surely, broadcasting is not above reproach, and it cannot be denied that certain practices in TV cry for correction. But for a federal agency to give an open platform to the angry mob, while the accused (or industry officials) must hold their defense until a later hearing in the fall—long after the seeds of criticism have been sown—strikes us as downright wrong!

"After reading some of the testimony given at the public hearing, the layman must get the impression that all television is 'a sausage factory operation,' 'an artistic dead end,' 'a travesty, a waste, a gigantic comic strip, and a huge ho-hum,' as some of the witnesses have testified.

"How can the average person who knows nothing about the inner workings of broadcasting make an evaluation, sort out the soreheads from the legitimate complainants, distinguish fact from fiction?"

Twist: Gen. mgr. Thad M. Sandstrom did an editorial June 13 over WIBW-TV & WIBW Topeka on the subject of the Kansas Turnpike. To his surprise, the editorial was reprinted in full—with a display credit line—in the *Junction City Daily Union* 4 days later. This is possibly the first time in the history of broadcasting that a print medium has reproduced a broadcasting editorial. Or do you know of another case?

Local Public Affairs on WJZ-TV: That station is offering *The Urbanites* (Sat. noon-12:30), a new 13-week series in co-operation with the Baltimore Urban League on the problems of the modern urban family. Also invited to participate are the Dept. of Welfare, Morgan State College, Health & Welfare Council of Baltimore, the Archdiocese of Baltimore, the Pratt Library, and other civic & welfare agencies. The station is doing the first half of each show on film. The second half consists of a live panel discussion.

Program Casualty List: A total of 44 1960-1961 network shows will not reappear next season, according to *Sponsor's* tally. NBC-TV leads with 20 casualties, ABC-TV and CBS-TV have 12 apiece.

## Auxiliary Services

### More about

**CATV MOVES TO BIGGER MARKETS:** A significant development in CATV expansion, little known outside the industry, impressed us greatly as we questioned the prime movers during NCTA's convention in San Francisco last week (see p. 2).

It's the move to larger & larger markets—to markets which have one or two stations. We've learned, for example, that within the last year or so systems have been built, are being built or are seeking franchises in such cities as Wilmington, N.C.; Johnstown & Altoona, Pa.; Tallahassee & Ft. Myers, Fla.; Santa Barbara, Cal.

Jerrold Electronics Corp., for one, among system builders, reports construction of systems in the following cities in 1960 (including some smaller markets): Chippewa Falls & Eau Claire, Wis.; Escanaba-Gladstone & Munising, Mich.; Glasgow, Mont.; Haskell, Tex.; Johnstown; Manhattan, Kan.; Maysville & Somerset, Ky.; Mountain Home, Ark.; Ocala, Fla.; Roswell, N.M.; Salisbury, Md.; Stamford, N.Y. Jerrold just opened its own system in Ottawa, Ill.; is building for other owners in La Salle, Ill.

Also recently constructed or near the starting stage are: Laredo, Tex.; El Centro, Yuma, Brawley & Del Norte, Cal.; Concordia, Kan. Ameco's Ed Whitney reports recent equipment sales to Buffalo, Okla.; Waynesville, Mo. & Yates Center, Kan.

### TV vs. CATV in Johnstown

The main reason for the move into markets with stations is simply that viewers are prepared to pay for a variety of signals. Take Johnstown, for example. It has WJAC-TV (Ch. 6) & WARD-TV (Ch. 56). Here's how Lee Zemnick, Jerrold community-systems div. mgr., described what happened:

"There must have been 10 operators who looked Johnstown over and decided against it. Then Stan Fulton, whose father owns a system in Hancock, Md., surveyed the U.S. for 3 or 4 months—and decided to go into Johnstown. He strung his first piece of cable exactly a year ago. He now has 3,500 connections and his cable is in front of 20,000 homes." The system offers 5 channels, including the 2 local stations, charges a \$10 connection fee and \$3.50 monthly.

Also highly conducive to the trend to larger markets is the change in equipment economics & techniques. In CATV's early days, amplifiers for 1-3 channel systems ran \$125 per channel. Now, a broadband amplifier (6-220mc) costs \$315 and provides all the TV channels one can find plus closed-circuit channels, FM, background music, or what have you. And there's a large body of installation know-how to wire up a city quickly & efficiently. As an index of CATV growth last year—including expansion & modernization of existing systems—Jerrold's equipment sales were up 60% last year, Zemnick said.

This development lends more significance to FCC's constant efforts to solve its allocations problem, to bring more stations to more communities, to make uhf work.

System operators would like to move into many more larger cities, but a major obstacle has been local telecasters & radio operators, who have considerable influence with the city councils which grant franchises. A few weeks ago, applications for franchises in Erie, Pa. were rejected.

The CATV entrepreneurs' answer is to seek agreement with broadcasters, either bringing them into the CATV operations as stockholders or buying them out. You'll see much more of this within the next few years.



**'BULL MARKET' IN CATV SYSTEMS:** With larger & larger investors "discovering" CATV's profitability, system operators at NCTA's convention in San Francisco last week (see p. 2) basked in the blandishments of brokers and the contemplation of rosy capital gains.

Bidding has increased at such a rate that NCTA presented a special panel discussion on "CATV System Evaluation & Appraisal." Participants were Leon Papernow, H&B American Corp., a heavy buyer; T. Rex Rhodes, Bank of New York, N.Y., a substantial financier; brokers Colin M. Selph, Blackburn & Co.; John F. Hardesty, Hamilton-Landis & Associates; Bill Daniels, Daniels & Associates.

Papernow listed the following as the factors of importance to a buyer: (1) Gross volume. This is more important than the number of subscribers, he said, noting that H&B had paid from \$90 to \$300 per subscriber. (2) Growth potential. (3) Competition—from stations, boosters & translators. (4) Technical quality, modernity, number of channels. (5) Terms. (6) Quality of personnel.

Hardesty said that appraisal & evaluation are "extremely important"—and there are "no simple yardsticks." He gave the example of a radio station buyer who purchased a Western station for 20% more than it was worth because his wife wanted to live "where there was the least danger of atomic bombs." After operating at a loss for a while, the owner was ready to sell, stating that his wife "was more afraid of poverty than bombs." Hardesty's parting advice: "Raise your price." The operators loved it.

Daniels, the pioneer CATV broker, wryly welcomed his new competitors, stated flatly that there's "a bull market" and listed these factors of interest to buyers:

(1) Number of subscribers. (2) Size of community. (3) Competition. (4) Potential. (5) Investment in plant. (6) Shape of records. (7) Condition of franchise. (8) Pole-line contract. (9) Condition of plant. (10) Law & tax suits, if any. (11) Climate. (12) Whether purchaser has nearby system—for economies in joint operation. (13) Area economy. (14) Terms or cash. (15) Public relations. Recent Daniels sales include systems in Myrtle Point & Powers, Ore., bought by Bay TV, Coos Bay, Ore.

Selph put all his emphasis on "cash flow."

**TelePrompter Conducts N.Y. Pay-TV Tests:** Field tests of TelePrompter's "Key TV" toll-TV system began last week, utilizing Western Union's lab & cable facilities. The tests measure TelePrompter's "answer back" system, which enables viewers to select shows, take part in quizzes, answer opinion surveys and purchase merchandise—all through the use of push-buttons on the set. A 5-mile cable circuit has been laid between Western Union's downtown N.Y. headquarters and an uptown Manhattan point. WU is 13% owner of TelePrompter.

**H&B American Probes Pay TV:** Pres. David E. Bright says his CATV company is investigating various systems of cabled pay TV for use in both major & fringe markets. Talks are also proceeding with producers & distributors of entertainment & sports programming. Bright thinks public acceptance of pay TV is "reasonably assured."

**Unique CATV Closed-Circuit:** Port Jervis, N.Y. community antenna system operated by David Winer includes a closed-circuit channel featuring local talent, news, etc. CBS-TV researchers heard about it, use it to preview new programs—then they interview subscribers for reactions.

**Pay-TV Phone Tariff Proposed:** International Telemeter's plan for wired pay TV in Little Rock, Ark. (Vol. 17:5 p3) moved another step closer to reality as Public Service Commission hearings there concluded last week. Telemeter franchise holder Midwest Video was opposed at the hearings by Theater Owners of America's Anti-Pay TV Committee and the Theater Owners of Arkansas.

The hearings' major development was the proposed tariff submitted by Southwestern Bell Telephone for the installation & operation of a cable system. Rates proposed: A minimum charge (including 10 route miles of distributing facilities with amplifiers, channelizing and other equipment) of \$2,000 monthly, and a 10-year termination charge of \$68,000. For each additional route mile of distribution facilities, a charge of \$28 per month and a 10-year termination charge of \$885. A charge of 35¢ per month for each channel terminal or tap-off, and an initial construction charge of \$20 each.

H. M. Duphorne, general inventory & costs engineer for the phone company, said provisions of the tariff were "designed to provide sufficient protection so that neither Southwestern Bell nor its subscribers would have to bear costs of the pay-TV cables if the system failed." Earlier, Midwest Video vp Paul Leird said his company was ready to post bonds to protect both Bell and the public.

**Coast Group Eyes Pay TV:** Informal conversations regarding a possible move into pay TV have been held by a group of prominent broadcasters & businessmen on the West Coast: Norman Chandler, owner of the *Los Angeles Times & Mirror* & chmn. of Times-Mirror Bcstg. Co., which owns KTTV Los Angeles; Walter O'Malley, owner of the Los Angeles Dodgers; Ed Pauley, prominent oil industry executive and an owner of the Los Angeles Rams; J. Leonard Reinsch, Cox stations, TV advisor to President Kennedy; and William Foreman, pres., Pacific Drive-in Theaters, Los Angeles. Chandler confirmed to us that the pay-TV talks were under way, but added that "there have been no concrete conclusions. We haven't determined whether we will spend money for research." He described the conversations as "informal & exploratory."

**NCTA Elections:** New officers of the National Community TV Assn., elected at its San Francisco convention last week: Glen Flinn, Tyler, Tex., chmn.; Charles Clements, Waterville, Wash., vice chmn.; Frank Thompson, Rochester, Minn., secy.; William Adler, Weston, W. Va., treasurer. New directors: Ben Conroy, Uvalde, Tex.; Virgil Evans, Alexandria, La.; Irving Kahn, TelePrompter; Leon Papernow, H&B American Corp.; Archer Taylor, Missoula, Mont.; John Walsonavich, Mahanoy City, Pa.; Carl Williams, Daniels & Associates. Re-elected for a one-year term: Ray Schneider, Williamsport, Pa. Retiring Chmn. Sandford Randolph, Clarksburg, W. Va., elected to exec. committee.

**Vhf Translator Starts:** K $\phi$ 9AI & K11AL Las Vegas, N.M. began June 14 repeating KOAT-TV & KGGM-TV Albuquerque. • K $\phi$ 3AE McIntosh, S.D. began June 13 with KXMB-TV Bismarck, N.D. • K $\phi$ 7AC & K $\phi$ 9AD Newcastle, Wyo. began June 13 with KDUH-TV Hay Springs, Neb. & KTWO-TV Casper, Wyo. • K10AB Sidney, Mont. began June 4 with KDIX-TV, Dickinson, N.D. • K12AM Wray, Colo. started weekend of June 17 with KOMC McCook, Neb. • K11AG & K13AH Inkom, Ida. began June 19 with KID-TV & KIFI-TV Idaho Falls. • K $\phi$ 6AC Volborg, Mont. started June 20 with KGHL-TV Billings.



## Stations

**COLLINS CRITICS LASHED:** Undercover industry criticism of NAB Pres. LeRoy Collins and his policies & performances was brought out into the open last week in a remarkably candid speech by an NAB staffer who ripped into the critics for not knowing the time of broadcasting's day.

In a free-swinging, wide-ranging address prepared for a N.D. Bcstg. Assn. session in Bismarck June 24, NAB station-relations mgr. William Carlisle wound up & let loose. He said that whether they realized it or not, TV & radio confronted "New Frontier" perils long before Collins took office in Jan.—that broadcasters had better line up now for their own good with Collins on the action front.

Invited to make the usual NAB pep-talk appearance at the state association meeting, Carlisle said he started to "sizzle" & "sputter" when he saw the printed agenda. It reported Carlisle would be "put on the pan by the N.D. broadcasters regarding Gov. Collins' remarks at the NAB convention and whether he is operating in the interest of broadcasters or in the interest of Mr. Minow's FCC administration."

Instead, Carlisle put the broadcasters on the pan. He said they wanted Collins to be "the family psychiatrist of the broadcasting industry"—not a leader who recognizes that times for broadcasters "have changed radically in the past 2 years" and that strong measures are needed to put the industry's house in order.

### Carlisle Berates Broadcasters

"If you want somebody to whom you can pay a large annual salary in order that he may talk to you, soothe you, praise you, periodically psychoanalyze you, protect you from all criticism, and travel from state to state & meeting to meeting telling you how good you are & what an s.o.b. the FCC chairman is—you don't want Collins," Carlisle said.

"Calling the new chairman of the FCC under a new administration an s.o.b., when you know he's going to be around in all probability as your chief regulator during the next 4 or 8 years, is just about the poorest & most ill-conceived govt. relations I can think of—even though it's probably good for the blood pressure."

Reporting on the NAB Board debate which preceded action on Collins' plans to revamp NAB's traditional structure (Vol. 17:25 p5), Carlisle told the broadcasters:

"Collins will be a fighting president, and is one now. If you don't believe me, ask any one of the 44-member NAB Board of Directors who met in Washington last week. They came to town with guns loaded, asking the same questions you might have asked. They pulled no punches, they stated their views strongly and in some cases sulphurically." And the directors went home "happy" with Collins, Carlisle said.

In the days of the late NAB Pres. Harold Fellows, it may have been good enough for NAB to be a "defensive" mechanism and "perpetual opposer of everything," reacting "by conditioned reflex—like Pavlov's dog—and always in the negative," Carlisle went on. But now "New Frontier" times demand something different, he said, continuing:

"Our New Frontier began the day Charles Van Doren 'told all.' Our New Frontier began when payola scandals provided fodder for our friendly newspaper competitors. Our New Frontier began even before John Doerfer resigned as chairman of the FCC. A mounting pressure of regulatory, legislative and public opinion was a gathering storm, not on the horizon but directly overhead. Broadcasting was

in trouble whether individual broadcasters permitted themselves to recognize it or not."

Collins wants to "get off the defensive & onto the offensive," starting within the industry itself, Carlisle said:

"Read Collins' speeches. It's all there. Will any one of you tell me that there is not too much crime & violence on the video screen for your children? . . . Ask yourself simply if excessive murder & mayhem is 'good programming' . . . Who among you will say that TV is now a perfected form of art? . . .

"Is there really no wholesale trafficking of radio stations—and the public interest be damned? How about the guy who blats out the worst type of music . . . who cuts rates up & down Main St., who pays so poorly that you can't understand his inept announcers, who never goes near the station himself and assumes absolutely no responsibility as a licensee? Or who allows smut on the air. Could he be improved?"

And what do broadcasters have in Collins as a reform leader? Carlisle asked rhetorically. He ticked off qualities, "some [of which] you've never had before in your history": (1) "A household name." (2) "A man of absolutely unquestioned integrity." (3) "One of the most accomplished & persuasive orators in America." (4) "An expert in govt. & govt. processes." (5) "A born leader of others." (6) One who has "learned fantastically fast & very much" about broadcasters & broadcasting.

"What in the world more could our industry want?" Carlisle demanded.

**Payola Charges Dropped:** FTC has dismissed 4 more payola cases against record manufacturers & distributors. Freed of charges that they made illegal promotional payments to TV & radio disc jockeys were: Columbia Record Sales Corp. & Columbia Record Distributors Inc., N.Y.; Interstate Electric Co., New Orleans; Capitol Records Distributing Corp., Hollywood; and Dot Records Inc., Hollywood. FTC agreed with staff recommendations that continued prosecution of the cases would be "an unnecessary expenditure of time, effort and funds in determining the legality of the alleged practices," in view of anti-payola Communications Act amendments passed last year.

**Station Loses Suit:** A \$47,112 damage award to Morton's Department Stores of Washington for cancellation by WTTG of a children's show the stores sponsored has been upheld by the U.S. Court of Appeals. Sustaining a District Court verdict, the Court of Appeals agreed that only the stores—not Metropolitan Bcstg. Corp. (now MetroMedia)—had cancellation rights under a contract for the program. The show—*Morton's Talented Tots*—had been taken off the air 5 months after it started in 1958 for what had been scheduled as a 2-year run. WTTG maintained that the program didn't meet its public-interest standards. The station asked for a re-argument from the \$47,112 verdict.

**Sale Called Off:** The proposed transfer of ⅓ of WHNB-TV (Ch. 30) New Britain-Hartford to WWLP (Ch. 22) Springfield, Mass. for \$348,000 has been dropped. The FCC had set the transaction for a hearing because of overlap between the stations (Vol. 17:8 p15), but the parties informed the Commission they had decided not to go through with it, and FCC terminated the proceeding.

**Tucson Facilities To Change:** KVOA-TV (Ch. 4) & KOLD-TV (Ch. 13) have an early fall target for changing transmitter sites to Mt. Bigelow, 18 miles NE of Tucson, where they will share a transmitter building.



## Advertising

**FTC Revamps Staff:** A new Bureau of Deceptive Practices which will police false advertising has been set up at FTC in a staff reshuffling recommended by Chmn. Paul Rand Dixon and approved by the full Commission. The new unit, headed by Joseph J. Murphy (an FTC staffer since 1936), replaces the old Bureau of Litigation. In another move, which Dixon said was designed to speed new-case prosecution & reduce an 18-month backlog of pending investigations, FTC supplanted the old Bureau of Investigation with a Restraint of Trade Bureau headed by Joseph E. Sheehy, a 36-year FTC veteran. Field investigations will be directed by a new, centralized Bureau of Field Operations under Samuel L. Williams, who joined FTC in 1934.

**TvB Scores New NMS Studies:** Usually, TvB is quick to promote new TV research studies from A. C. Nielsen Co., but last week it snappishly characterized the research firm's newest TV project—Nielsen Media Service—as “invalid” and one which leads to “misleading conclusions.” NMS which has so far signed 6 magazines, 5 advertisers, and 14 agencies as subscribers, measures audiences for magazines & TV in the same “national home panel,” attempts to show duplications between the media as well as data on total audiences. Nielsen chose not to quarrel publicly with TvB, but made its point indirectly. On the heels of TvB's blast, it announced that it was adding 5 additional magazines (*American Home*, *Family Circle*, *Parents*, *Redbook* and *Woman's Day*) to the 12 magazines already being checked.

**Magazine Circulation Lags:** While the U.S. adult population has grown from 116.7 million in 1956 to 123 million in 1960 (up 5.4%), magazine circulation has gone from 185.7 million to 190.4 million (up only 2.5%). TvB Pres. Norman E. Cash made that point last week in New Orleans before the last of TvB's 1961 sales clinics. As a result, said Cash, magazines per adult have declined from 1.6 copies in 1956 to 1.5 in 1960, despite recent Magazine Advertising Bureau claims that “circulations have grown faster than the population.”

**Hodges Seeks Agency:** A competition for an advertising agency or public-relations organization to promote the Commerce Dept.'s campaign to bring foreign tourists to the U.S. has been started by Secy. Luther H. Hodges. He called for written bids for the account by July 12.

**Doctors Get a Sponsor:** NBC's 60-min. medical documentary June 27 (10-11 p.m.) will have a sponsor—the pharmaceutical firm of Merck, Sharp & Dohme—but there'll be no commercials. Two 5-min. institutional messages will be delivered by the show's host Burgess Meredith, who will merely “mention” the sponsor's name at the close of each message. Produced by NBC in cooperation with the Hunterdon Medical Center in Flemington, N.J., the program presents “an average day of a general practitioner.”

### TELEVISION FACTBOOK NO. 32 IS OUT

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST on June 17. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at \$12.50 each; or \$10 each for 5 or more.

**Blair Applauds Long Breaks:** Outlining the “increased flexibility made possible” by the 42-sec. station breaks (Vol. 17:24 p1), Blair TV sales-development dir. Martin Katz said last week that “the slight change will mean a very substantial gain to the medium, and its power to build business for the mass-market advertiser.” A cost analysis made by the station rep firm, he said, disclosed: (1) 54% more 20-second announcements can be accommodated or 65 per week (vs. 42 per week under the old break time). (2) Advertisers using 20-second, non-preemptible spots will reach an average of 10% more homes per dollar, as more vacancies next to high-rated shows become available. (3) Advertisers now have 3 additional spot lengths available, including “30's” and “40's” and even “60's” at some station-break points. (4) CPM for 30-second spots can be held to only 18% above the cost of a 20-second spot, if the advertiser takes advantage of pre-emptible rates.

**B&B Balks at Long Breaks:** Another N.Y. agency is following Young & Rubicam's example of cracking down on 42-sec. station breaks between nighttime network programs (Vol. 17:25 p9). This time it's Benton & Bowles on behalf of General Foods' Maxwell House coffee. Last week, B&B yanked the coffee firm's \$4.2-million spot-TV budget out of the medium, reportedly at the instigation of media vp Lee Rich, although there was no word as to whether the sizable billings would be moved into other broadcast areas or to print media. B&B's reason for the move: The “heavier commercialization” the agency will feel from the extension of the existing station-break length. Although Y&R has expressed its strong disapproval of the longer breaks and has promised to police them closely, Y&R has not actually switched any TV budgets from either network or spot TV.

**Hazel Bishop Sues AB-PT for \$9 Million:** Operating this spring without a major network TV exposure for the first time in a decade, Hazel Bishop Co. has decided that the blame lies largely with ABC-TV—and last week launched a \$9-million suit against parent AB-PT last week in N.Y. Supreme Court. In its complaint, the cosmetic firm stated that it had contracts with AB-PT covering a show with Walter Winchell (which was interrupted as a Sunday-night package because of a serious illness Winchell suffered) and Dick Clark's *American Bandstand*. Hazel Bishop further charged that other “favored” advertisers bought ABC-TV shows at prices less than those offered to the cosmetic concern. ABC declined comment.

**More Rorabaugh Stations:** Eighteen more TV stations have agreed to supply detailed information about their spot-TV business for publication in the quarterly *Rorabaugh Report*. This brings the number of participating stations to 368. The new stations are WAST Albany, N.Y.; WJBF Augusta, Ga.; WCIA Champaign, Ill.; WNAC-TV Boston; WEHT Evansville, Ind.; WANE-TV Fort Wayne; WFRV & WLUK-TV Green Bay, Wis.; WTPA Harrisburg, Pa.; KOLN-TV Lincoln, Neb.; KCOP Los Angeles; WPST-TV Miami; WSIX-TV & WSM-TV Nashville; KWTV Oklahoma City; KOOL-TV Phoenix; KFEQ-TV St. Joseph, Mo.; WKST-TV Youngstown, O.

**Ad People:** Thomas M. Newell and Joseph T. Donovan named vps, D'Arcy Advertising . . . Robert Weeks Barron, former TV producer & dir., N. W. Ayer, has been ordained & installed as pastor of the Parkville Congregation Church, Brooklyn . . . Bern Kanner, Benton & Bowles associate media dir., named a vp . . . Eugene J. McCarthy, ex-Y&R, named media dir., McCann-Erickson's Los Angeles office.



## Film & Tape

**Levathes Heads 20th-Fox Production:** It's far from being a major-studio trend in Hollywood, but the TV-trained film executive is becoming a more important figure in the general motion-picture scene. Last week, 20th Century-Fox confirmed reports that Peter Levathes, pres. of 20th-Fox TV, would assume most of the production functions of Robert Goldstein, who had been the studio's top production executive. Levathes, in his new post, will function primarily as an administrator & creative supervisor, applying to feature production many of the TV production economies the studio has learned in the past few seasons.

Levathes is the first TV-trained, Madison Ave.-nurtured (Young & Rubicam) executive ever to head production at a major Hollywood studio. William T. Orr, who holds a job not unlike that of Levathes at Warner Bros., is a former actor who later moved into the production realm, eventually heading the studio's TV operations and, more recently, all Warner film production. The other Hollywood majors have veteran movie-makers as production chiefs: Sol C. Siegel at MGM; Martin Rackin at Paramount; Edward Muhl at Universal; Sam Briskin at Columbia. William Dozier, who heads production at Screen Gems, has some—but not much—say in the feature production activities of parent Columbia Pictures.

It's interesting to note that it is the Hollywood majors most heavily committed to TV—Warner Bros. & 20th-Fox—who have TV men in charge of production. The latest count of the number of sound stages involved in TV film activity at 20th-Fox is 10 out of a total of 15, with only one major picture being filmed on the lot. This ratio of studios used for TV (about 2 out of every 3) also holds true for Warner Bros.

**Network-Produced Film Declines:** Network production of TV film will be down slightly next season, only 9 series going into production this summer. CBS-TV has 7 (down one from last season); NBC-TV has 2 (also down one); and ABC-TV remains at *status quo* with none.

The only new CBS series is 60-min. *The Defenders*. The network's 1961-62 series will consist of *Pete & Gladys*, *Rawhide*, *Have Gun—Will Travel*, *Gunsmoke* (expanded to 60-min.), *Perry Mason* (with Paisano Productions) and *Twilight Zone* (with Cayuga Productions). *The Gunslinger* has been axed, and another series produced last season, *Oh! Those Bells* (13 segments, never aired), has no network slot for the new semester, and is not now in production. CBS Films' *Angel*, produced with Burlingame Productions for CBS-TV last season, has also been axed.

NBC-TV's 2 holdovers are *Bonanza* and *The Outlaws*, both 60-min. *The Americans*, also a 60-min. show, has been axed. Jack Chertok's *The Lawless Years*, produced for Cal. National Productions and aired on NBC-TV, has also been canceled, and indications are that CNP's *The Jim Backus Show* is also through.

The networks own interests in many series produced by independent production companies and major studios, but their participation in production has always been on a limited scale.

Producer Jack Denove has been awarded \$10,000 damages in Los Angeles Superior Court, in his \$2,215,000 breach-of-contract suit against Sol Lesser and Sol Lesser Productions. Denove had charged Lesser with premature termination of a contract to produce 39 Tarzan films.

## NEW YORK ROUNDUP

**"PM East-West" Not Hurting Paar:** "No dent whatever in the ratings of *The Jack Paar Show*." That was NBC's summation last week of the effect of Westinghouse Bestg. Co.'s new syndicated pair of taped shows *PM East* & *PM West*. Although WBC had high hopes that the new series would give Paar a fast rating race, Arbitron reported that in 5 major markets where the WBC and NBC shows compete (N.Y., Chicago, Cleveland Washington & Baltimore), *PM* has "never exceeded a 7.5 share of audience." On premiere night, the WBC shows drew that audience share against a 50.5 share for Paar. More recently the share levels of the WBC package have been around a 4.0 as against 40.0 or better for Paar. Shows replaced by *PM East* and *PM West* in the 5 markets mentioned above (usually feature movies) had averaged a 12.1 share on a Monday-Thursday basis the week before *PM* premiered.

**International Hour Makes Prime Time:** Critical huzzahs for the CBC-produced "Pineapple Poll" (premiere program on the CBS o&o international program exchange—Vol. 17:24 p8), have helped to secure a prime-time slot for the next offering. While the first program occupied only a modest time slot in the WCBS-TV N.Y. Saturday afternoon lineup (June 17, 1:30-2:30 p.m.), the second—"Sir Thomas Beecham Presents Lollipops"—will pre-empt *Gunslinger* on the CBS o&o's July 6 (9-10 p.m. in N.Y., L.A. and Philadelphia; 8-9 p.m. in Chicago and St. Louis).

William H. Fineshriber, head of the TV Film Export Committee and vp of the Motion Picture Export Assn., met with little success on his recent Latin American visit designed to dissuade Brazilian TV authorities from instituting a new set of telefilm quota regulations (Vol. 17:20 p17). But one hopeful sign, Fineshriber told the 2 export groups last week, was an "indication" that Brazilian station interests, dubbing companies and advertising agencies "would develop position papers to be presented to the govt. in connection with the Presidential decree."

CBS Films scored its 10th foreign sale for *The Robert Herridge Theater* last week. New buyers for the 26-episode, 30-min. series were RAI (Italy) and Rediffusion Hong Kong Ltd. The program is also syndicated in Canada, Australia, New Zealand, Switzerland, Denmark, Sweden, Finland and Germany.

**Add Syndication Sales:** Screen Gems has made 51 sales for its new series, *Shannon*, in the 2 weeks since its release . . . Ziv-UA's Economee div. has sold reruns of *Sea Hunt* in more than 50 markets, including CBS o&o's WCBS-TV N.Y., KNXT Los Angeles, WCAU-TV Philadelphia . . . Seven Arts has scored the 90th sale for its first group of Warner Brothers post-1950 features . . . Screen Gems has sold its post-1948 Columbia library to 34 stations to date.

**People:** William Dozier, Screen Gems vp in charge of West Coast activities, left June 19 on a 6-week European trip which will include screenings of *Gulliver*, SG's new TV series filmed in a special optical process by Charles Schner . . . George Ottino has been named head of Transfilm-Caravel's newly created animation dept. . . . Robert H. Yamin, Ziv-UA West Coast operations mgr., named assistant to the pres. . . . Thomas Tausig, ex-Grant Advertising vp, named Videotape Productions dir. of program sales.



## HOLLYWOOD ROUNDUP

**TV as a Name-dropper:** At least a dozen established performers are among those who felt the axe this year. Those who have not received renewals include Henry Fonda, Loretta Young, Groucho Marx, Tab Hunter, June Allyson, Barbara Stanwyck, Bob Hope, Ann Sothorn, Shirley Temple, Ralph Edwards, Jackie Gleason and Hugh O'Brian. The pattern for next season is toward properties rather than personalities. Interest is centering on the vehicle itself rather than its big name. About the only exception next season is Fred Astaire, and he's not starring in a series. He'll be host of Revue Studio's Alcoa 28-show anthology series.

**Series Without Pilots:** The best way to sell a show is without a pilot. It's also the most difficult; only 4 series slated for next season have been sold that way. They are the Four Star Television's 60-min. *The Dick Powell Show*, 20th Century-Fox TV's 60-min. *Follow the Sun*, Robert Young's half-hour *Window on Main Street*, and Alcoa's anthology show (14 half-hours & 14 hours), produced by Revue Studios.

**Producer Eugene Rodney** is testing for regular players in the Robert Young series, *Window on Main Street*. He is casting for the permanent roles of a feminine lead, her 13-year-old son, and Young's editor-friend. The series, believed to be the highest-priced half-hour program in TV history (about \$70,000 an episode), goes into production July 3 at Desilu Gower studio.

**Jimmy Durante, Dr. Frank C. Baxter, Ed Wynn and Buster Keaton** have been cast in "The Scene Stealers," a 60-min. March of Dimes special which goes into production this week at Paramount's Sunset & Marathon St. studios. The film will be seen on TV next January.

**Wrather Corp.** has begun production on *Lassie* at Calabasas. Next season is the eighth for this show, sponsored by Campbell Soup since its inception.

**Four Star Television's Gertrude Berg-Cedric Hardwicke** comedy series, debuting on CBS-TV Oct. 4, has been given a final title—*Mrs. G. Goes to College*.

**NBC-TV** has resumed production on *The Outlaws* for next season. It is filming at Paramount Studios. Frank Telford is producer.

**Four Star Television** castings for *The Dick Powell Show*: Earl Holliman & Edmond O'Brien star in *Killer in the House*, Hazel Court & Dick Powell will be featured in *The Swiss Affair*.

**MGM-TV** has signed **Eddie Ryder & Jud Taylor** for regular featured roles in its *Dr. Kildare* series.

**Ashley-Steiner** talent agency and packager has acquired literary agency **Herb Jaffe Associates**.

**Screen Gems** is reactivating its *Safari* (action-adventure) series, for 1962-63.

**Revue Studios** has 10 of its series now in production. All 16 will be before the cameras in 2 weeks.

**People:** **Stan Kalis** named associate producer of Four Star Television's *The Dick Powell Show* . . . **Robert E. Paltz** appointed technical film co-ordinator of ABC-TV, Hollywood.

## Television Digest

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**Personals:** **Rex Goad** promoted from mgr., NBC News, to dir. of the dept., succeeded by **Leonard Allen**, who was foreign news mgr. **Donald Meaney** promoted from national news mgr. to mgr. of special news programs. **Eugene Juster** promoted from news film mgr. to news film dir.

**Alberto H. Cata**, ex-vp of Goar Mestre & Associates, and vp, TV Interamericana, appointed CBS-TV Stations div. special representative for Latin America . . . **Robert F. Adams**, ex-WABC-TV (N.Y.) asst. sales mgr., named to new post of sales dir., WBKB Chicago . . . **Louis Wolfson**, Wometco vp, named dir. of the firm's best. interests.

**Jack Berning** named gen. sales mgr., WFIE-TV Evansville, Ind. . . **Edward R. Murrow**, USIA dir., designated by State Dept. as member of U.S. National Commission for UNESCO . . . **Francis C. McCall**, ex-NBC News, joins Public Housing Administration as public-affairs liaison asst.

**J. Leonard Reinsch** (WSB-TV & WSB Atlanta) confirmed by Senate as member of U.S. Advisory Commission on Information (Vol. 17:25 p16) . . . **F. Ernest Lackey**, mayor of Hopkinsville, Ky. and owner of radio WHOP there, designated by NAB Pres. LeRoy Collins to represent broadcasters on Food-for-Peace Council.

**Betty Furness** elected pres., ATAS N.Y. chapter . . . **Ward D. Ingram**, pres., San Francisco-Oakland TV Inc., and gen. sales mgr., KTVU Oakland-San Francisco, elected chmn., Oakland Better Business Bureau.

**Conference Elects Paglin:** FCC general counsel **Max Paglin** has been elected vice chmn., under Chmn. Judge E. Barrett Prettyman, of the Administrative Conference of the U.S. The first plenary session of the conference—an 86-member group established by the White House to improve administrative procedures (Vol. 17:12 p12)—will be held in Washington June 27 at the New State Dept. Building. Chief Justice Earl Warren and Attorney General Robert Kennedy will be among the dignitaries attending.

**It's Dr. Magnuson Now:** Senate Commerce Committee Chmn. **Magnuson** (D-Wash.), who also handles FCC's budget as an Appropriations Committee member, has been awarded an honorary LL.D. degree by Gonzaga U., Spokane. "He has consistently concerned himself with the well-being of his country, without, however, forgetting the needs of those at home who seek his intercession," the citation said.



## Congress

**Allott Renews Fight:** Sen. Allott (R-Colo.), who gave FCC Chmn. Minow a bad time at Appropriations Subcommittee hearings (Vol. 17:25 p2), fired away again last week. In a speech recorded for a June 24 session of the Colo. Bcstrs. Assn. convention in Grand Junction, he repeated that Minow had made "a not-too-well concealed threat that broadcasters must hue to his line or face the consequences at renewal time." Allott said he'd "never vote for any appropriation which would give the FCC the power to exercise censorship over programming." He also warned that President Kennedy's FCC reorganization plan "has not died" despite the House vote killing it (Vol. 17:25 p3). Features of the White House plan were carried over into Senate & House bills to revamp the Commission (see p. 4), he pointed out.

**Murrow Wants More Money:** Restoration of House cuts in USIA's budget (Vol. 17:23 p4) has been asked by Dir. Edward R. Murrow. Otherwise, he told a Senate Appropriations Subcommittee, the agency could not carry out its cold war role in Africa & Latin America. Urging that USIA be given \$9.49 million more than the sum allowed by the House, the ex-CBS commentator said: "In many of the new states of Africa, we are now barely audible. In Latin America, we are not sufficiently audible to students, teachers and workers, but [Fidel Castro's] message and that of his Sino-Soviet allies come in loud & clear." Subcommittee Chmn. McClellan (D-Ark.) retorted that USIA hadn't been using its resources aggressively enough to tell the "good things about America & the bad things about Communism."

**Sabotage Bill Cleared:** Following arraignment of Bernard Jerome Brous & Dale Chris Jensen of the "American Republican Army" on charges of complicity in bombings of Western microwave stations, the House Judiciary Committee approved stiffer anti-sabotage legislation. A House Bill (HR-7448) similar to a measure (S-1990) pending in the Senate (Vol. 17:23 p3) was sent to the floor for a vote after a brief hearing. Witnesses (including AT&T's Herbert H. Goetschius & John J. McKenna) urged quick enactment of the House legislation, which sets up \$10,000 fines & 10-year jail terms for malicious damage to private communications facilities.

**All-Channel Bill Filed:** Senate Commerce Committee Chmn. Magnuson (D-Wash.)—"by request"—has introduced a bill (S-2109) carrying out FCC's proposals that all TV sets shipped in interstate commerce or imported be equipped to receive all vhf & uhf channels (Vol. 17:24 p5). "If this legislation is not enacted," the Commission said in an accompanying statement, "we believe that the nation will be handicapped with a limited TV system with inadequate opportunities for local outlets." The measure was referred to Magnuson's Committee.

**Lippmann Show Praised:** Howard K. Smith's CBS-TV *CBS Reports* interview with columnist Walter Lippmann, telecast June 15, was "brilliantly conducted," Majority Leader Mansfield (D-Mont.) told the Senate. "This interview merits the respect & the thoughtful consideration of the people of this nation & other nations—nations allied, adverse, or indifferent," Mansfield said, inserting the text in the *Congressional Record*.

**JFK Signs AGVA Bill:** National American Guild of Variety Artists Week will be celebrated Oct. 9-15. President Kennedy has signed the resolution (S. J. Res. 34).

## The FCC

**Hollywood Hits Rules:** Big Hollywood movie-studio guns fired a broadside at FCC for its proposed rules bringing feature-film producers under its anti-payola regulations (Vol. 17:24 p5). In a joint blast, 8 companies (Allied Artists, Columbia, MGM, Paramount, 20th Century-Fox, United Artists, Walt Disney, Warner Bros.) said the Commission had no business telling movie makers what to do. The proposals are "unauthorized & unlawful" and "legally invalid," FCC was told. The Commission was urged to start all over again and draft a plugola rule making it clear that it "encompasses only films intended for broadcasting and [not those] produced for theatrical exhibition."

**Two Stations, Two Calls:** FCC turned down the petition of separately owned WRDW-TV (Ch. 12) and radio WRDW Augusta for permission to continue to use their call letters. Last year, Southeastern Newspapers Inc. sold them to different owners—and neither wanted to select new call letters. Comr. Craven dissented, would have allowed continued use of the calls.

**Minow's Full Term:** FCC Chmn. Minow was sworn in for a full 7-year term last week. The oath was administered by Judge Bazelon of the D.C. Circuit Court of Appeals. Present were his family, Commissioners and his immediate staff. His current tenure, expiring June 30, fills out the term of ex-Comr. King.

**FCC Bill Approved:** Without debate, the Senate has passed an FCC-drafted measure (S-1371) permitting routine renewals of safety & special-services radio licenses more than 30 days before their expiration (Vol. 17:12 p4). The Commission had asked for the Communications Act amendment to cut down on its paper work.

**TV Applications:** For Redding, Cal., commercial Ch. 9, by Northern Cal. Educational TV Assn. Inc. • For Santa Maria, Cal., Ch. 12, by M & M Telecasters, headed by Bombay, India radio-station rep Daniel E. Molina. Total is now 83 (24 uhf).

**FCC Bill Introduced:** FCC's "summary procedure" bill (S-2108) to permit procedural short-cuts in handling dubious license applications (Vol. 17:25 p8) has been introduced in the Senate by Commerce Committee Chmn. Magnuson (D-Wash.).

**Short-Spaced CP:** Grantee WNBE-TV (Ch. 13) New Bern, N.C. was finally granted a modification of CP, permitting location at a site 165 miles from co-channel WRVA-TV Richmond, Va., after the latter agreed not to contest the grant in a hearing.

**How to Allocate Uhf:** Theoretically ideal uhf allocation taking into account various technical mileage "taboos"—but ignoring location of cities—has been issued by the FCC's chief engineer as "uhf assignment plan." Its value is instructive only.

**FCC Bill Approved:** The Senate has passed & sent to the House an FCC-requested measure (S-1668) permitting the Commission to impose \$100 fines for violations of rules in common carrier & special fields (Vol. 17:24 p13).

**Louisville Channel Shift:** WLKY, Ch. 51 grantee in Louisville, has been modified to Ch. 32, following FCC's final substitution of Ch. 32 for Ch. 51.

**Identification Waiver:** WTPA (Ch. 27) Harrisburg, Pa. has been granted permission to identify itself as a Harrisburg-York-Lebanon station.



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**'MOLECULAR' BREAKTHROUGH IN CONSUMER ELECTRONICS:** Bigger technical development than the transistor is on the consumer-electronics drawing board. And it's no pie-in-the-sky. You'll see first products within 4 years—possibly even within 2 years.

It's the field of molecular electronics, which eliminates conventional components. It will make possible radios small enough to place inside the ear (making Dick Tracy's wrist radio look like Big Ben), will vastly increase reliability, eventually will cut costs sharply, since it lends itself to automatic production. Already there are concrete plans to use the principle in consumer radio, TV & hi-fi.

Westinghouse consumer-products vp Chris J. Witting hinted at molecular electronics timetable last week when he told a Los Angeles news conference that the principle would begin to appear in consumer goods "substantially before 1965." Others at Westinghouse—a leader in molecular electronics research—say this could come much sooner. This much we've learned from very top authorities at Westinghouse:

Under development for military electronics, molecular "blocks" are peculiarly suitable for consumer products. As developed by Westinghouse, the equivalent of 2 "stages" of components—for example 2 transistors, 7 or 8 resistors & capacitors—can be made into a single "functional block" 1/4-in. long, 1/8-in. wide and 3/100 of an inch thick. The equivalent of a 6-transistor radio might use 3 of these blocks stacked one on top of the other, so that the whole set—excluding speaker—could be placed on head of a thumbtack.

"Functional blocks" are made of thin slivers of semiconductor material—usually silicon—the circuit elements (including transistors, diodes, etc.) produced from a negative by photo-etch process. Since circuits are 3-dimensional, several exposures are made with different masks on each tiny block. No "hand processing" is involved. Because they replace so many individual components, Westinghouse believes that with quantity production these tiny blocks should be far cheaper than the components they replace.

Industry is expected to slide slowly into molecular approach to consumer electronics, rather than go whole hog at once. First uses will be in individual stages of "conventional" equipment—such as amplifier circuits in radios, front-end stages of FM sets, video amplifiers in TV. Much of the increase in reliability will come with elimination of wiring & connections between components. Only connections will be from one wafer to next and to power source.

Westinghouse did much of its basic molecular work under Air Force contract, is now developing molecular equivalents of consumer circuits on its own. The company hopes to develop "functional blocks" to replace perhaps 100 or more standard radio, hi-fi and even TV circuits, sell them to other manufacturers. In effect, it will sell entire function blocks like parts are now being sold. The difference will be that eventually a radio may use only 3 "parts" plus speaker, case & battery; a hifi set might have 5 or 6 "parts." This mass merchandising of standard blocks should bring costs down startlingly.

For the relatively far future—say 10 years or so—the science of molecular electronics heralds many brand new fields of radio use. Because of potential sharp decreases in cost & size, increase in reliability, it's seen putting dozens of radios into every home—not only for entertainment purposes, but for personal wireless communication, remote control of ranges, refrigerators, vacuum cleaners, doors, etc.

This isn't dream stuff. Laboratory-made molecular military circuits are now fantastically expensive. But Westinghouse and other companies are proceeding full speed to apply principle to consumer field.



**'BENT GLASS' MAKERS FIGHT FOR 23-IN. MARKET:** Not the least bit daunted by the preponderance of Corning bonded tubes in 23-in. TV lines for 1962 (Vol. 17:25 p17), the makers of tempered external glass implosion plates say business never has been better, and they can't keep up with demand for their products. They completely dominate the 19-in. market, and they hope to take on Corning in the 23-in. market for 1962 drop-ins and 1963 lines.

New-type "bent glass" curved implosion shields, made from Pittsburgh gray glass by 7 independent glass temperers, have virtually swept the external-shield market, at the expense of flat glass & plastic. Recent advances in bent glass techniques have reduced thickness to 3/16 in., and bent-glass industry hopes soon to get blanket ("yellow tag") approval by Underwriters Labs for bent-glass mounting, so that set manufacturers no longer will be required to get UL approval on each set model.

Biggest advantage of bent glass is economy. Manufacturers claim it saves more than \$1 per set (as compared with Corning bonded tube) in the 23-in. model, while giving the same "bonded look," because it's contoured to shape of tube face. Bent glass is now being used with "dry seal" (or gasket) mounting by 3 set manufacturers. In this process, a plastic gasket grips the implosion glass, holding it about 1/8 in. from face of picture tube, on which the gasket rests (Vol. 16:48 p15). But bent glass can be used in a variety of other external mounting arrangements.

Despite dominance of Corning bonded tubes in 23-in. lines, bent-glass makers point out they are selling all the 23-in. external glass they can make now, that Admiral, Olympic & RCA are now using bent-glass external implosion shields on some of their 23-in. sets.

Three manufacturers, in fact, have gone 100% bent glass for 23-in. sets, they say. Motorola's 1962 sets, due to be unveiled this week, will use dry-seal approach throughout 23-in. line. Packard Bell, one of the first companies to adopt bonded shield, has made about-face and uses bent-glass dry-seal approach for its full 23-in. line. Wells-Gardner, too, is 100% dry seal, while about 90% of Sears Silvertone 23% sets (made by Warwick & Pacific Mercury) use external bent-glass plates.

In 19-in. field, bent glass now dominates, plastic and flat glass losing ground; in this area, bonded tubes never have cut much ice. Admiral, Motorola, Packard Bell, RCA, Silvertone, Wells-Gardner and Zenith use bent glass for entire 19-in. lines, while GE & Westinghouse reportedly are headed in that direction.

In color tubes, too, bent-glass makers hope to make inroads. Admiral already uses it on color sets; others can be expected to do so.

There's no blues-singing at all in bent-glass industry. The 2 biggest makers are undergoing expansion. Chicago Dial Co., one of largest, is "working around the clock 7 days a week while at the same time we are completing a \$250,000 facility-expansion program to meet our customers' requirements," vp Burt Kallick told us last week, adding that capacity will be tripled by first of next year. Dearborn Glass Co. also is expanding its capacity, and both manufacturers report heavy gains this year, freely predicting that set makers will switch from Corning-type bonded tubes when bent glass is more readily available and advantages are made apparent to them. Dearborn is currently the only maker of Pittsburgh-type bonded implosion plates.

Other manufacturers of tempered TV glass are: Marsco, Chicago; Permaglass Inc., Woodville, O.; Hordis Bros., Philadelphia; Hamilton Glass Co., Chicago; Virginia Glass Products Corp., Martinsville, Va.

It's obvious that tempered-glass manufacturers have anything but given up the 23-in. TV market. Fresh from their 19-in. victory, they're ready to go after the bigger ones with a vengeance.

**FM STEREO—N.Y., DETROIT, SEATTLE, DALLAS, BOSTON:** There are still only 3 FM stereo program sources on the air—2 in Chicago, one in Schenectady—but stations in at least 5 more areas are now wiring up to begin stereocasting.

First pre-production shipments of RCA stereo generating equipment went out last week to WQXR-FM N.Y., WDTM Detroit, KLSN Seattle, KIXL Dallas and WUPY Lynn, Mass. (Boston area). Stations won't be permitted to go on air until RCA's equipment is type-accepted by FCC. This acceptance could come shortly, and it's good bet that these 5 areas will have signals on air within a month at most.

RCA will deliver more pre-production units this week, and shipment of production generators is scheduled to begin in October. Backlog of orders, according to RCA bcst. & TV equipment vp-gen. mgr. C. H. Colledge, "indicates a high degree of interest among broadcasters."



**TV-RADIO PRODUCTION:** EIA statistics for week ended June 16 (24th week of 1961):

	June 10-16	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	131,765	124,307	105,929	2,530,836	2,754,523
Total radio .....	339,468	322,858	340,871	6,854,473	7,890,586
auto radio .....	117,246	101,224	135,964	2,191,093	3,092,781

**A Low-End Market:** Although unit sales of TV & radio so far this year are encouraging, dollar volume is lagging because of the trend to low-end merchandise and the "bargain-basement approach" in consumer electronics. So said Zenith Sales Corp. Pres. Leonard C. Truesdell at a Merchandise Mart news conference last week at the opening of the Summer International Home Furnishings Market in Chicago. He gave these 1961 statistics to illustrate his point:

TV distributor sales for 1961's first 5 months were down 6% from last year—but consoles were down 15.6%, while lower-priced 17- & 19-in. sets were up 12%. For the month of May, TV unit sales were 15.8% over 1960, with consoles up only 2% and 17- & 19-in. up 43%.

In radio, unit sales last month were 30% higher than one year before, but low-priced shirt-pocket portables were up 150%, personal-sized portables up 51%, while higher priced full-size portables were down.

Phono business shows a different trend, primarily because of the increased popularity of FM. Stereo consoles with FM tuners were up sharply, and non-radio consoles were down, but there also was a gain in portable phono sales during 1961's first 5 months.

Truesdell said industry-wide distributor sales were down about 4% from last year for the first 2 weeks of June, but predicted that the full month would show a gain from last year. For the full year, he said: "If we have only a 5% gain in the 2nd half of the year we'll finish 1961 with a 6-million-unit record."

Commenting on Zenith's entry into 2 new fields, he said his company's color-TV & stereo-FM sets will be shown at a distributor meeting Aug. 23 in Chicago. The color line will be short and not "the cheapest on the market." He reiterated that he sees no color boom as long as prices are so high.

Note: Delmonico International will display its first Japanese-made color sets at the Music Show in Chicago's Palmer House July 16-20, as well as its first multiplex-FM--stereo-phono consoles and table-model FM stereo.

**Record Promotion:** *Your Wonderful World of Records*, a 16-page brochure on the manufacture of records, stereo and care & handling of records, has been published by the Record Industry Assn. of America and is available without charge from RIAA, 1 E. 79 th St., N.Y. 22.

**April Factory Sales of Transistors:** 15,072,064 units valued at \$27,388,278. Conforming to a traditional pattern, the April volume was up markedly over April 1960's 9,891,236 units at \$23,198,576 and down from March 1961's 15,129,273 units at \$29,815,291. (April business invariably drops behind the March volume.) The year-to-date units & dollars continued to outpace the year-earlier performances by wide margins. Here are EIA's tabulations:

	1961		1960	
	Units	Dollars	Units	Dollars
January .....	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February .....	13,270,428	25,699,625	9,527,662	24,831,570
March .....	15,129,273	29,815,291	12,021,506	28,700,129
April .....	15,072,064	27,388,278	9,891,236	23,198,576
<b>TOTAL .....</b>	<b>55,655,696</b>	<b>\$105,858,361</b>	<b>41,047,034</b>	<b>\$101,444,855</b>

**Plant Shutdowns for Vacation:** Once again, most electronics plants will close for 2 weeks this summer for employe vacations, to fulfill union contracts and/or to give manufacturers an opportunity to gauge inventories. From EIA & other sources, here are the shutdown schedules:

**Set manufacturers:** Arvin, July 3-16. Bendix Radio, June 26-July 9. CBS Electronics, July 3-16. General Dynamics/Electronics, July 3-16. GE, July 31-Aug. 13. Harman-Kardon, July 3-16. Hoffman Electronics, July 3-16. Magnavox, July 3-16. Motorola, July 3-16. Olympic (except sales), June 30-July 16. Philco (Sandusky, O. plant only), July 17-30. Pilot, July 3-25. RCA, July 17-30. Sylvania, July 17-30. Trav-Ler, June 30-July 17. Warwick Mfg., July 17-30. Wells-Gardner, July 1-18. Westinghouse, Aug. 14-27. Zenith, July 3-16. Not closing: Packard Bell.

**Tubes & semiconductors:** Clevite Transistor, July 3-16. Eitel-McCullough, July 31-Aug. 13. Electronic Tube Corp., July 3-16. General Instrument (Newark plant), July 3-16. Mallory (DuQuoin, Ill. plant), July 17-30. Motorola, July 31-Aug. 13. National Semiconductor, July 17-30. Pacific Semiconductors (except marketing), July 31-Aug. 13. Raytheon, June 30-July 16. Texas Instruments, July 3-16. Thomas Electronics, July 3-16. Tung-Sol, July 17-30. Varian Associates, July 31-Aug. 13. Not closing: Delta Semiconductors, Fairchild Semiconductor, Industro Transistor, Rheem Semiconductor, Transitron Electronic.

**Components & others:** Adler Electronics, July 24-Aug. 6. Advance Ross Electronics, June 26-July 9. Aerovox, July 3-9. American Bosch Arma, July 17-30. Blonder-Tongue, July 3-17. Clarostat, July 3-16. Erie Resistor, July 3-17. General Instrument (Newark), July 3-16. Glaser-Steers, July 3-16. International Resistance, July 24-Aug. 6. ITT, July 31-Aug. 13 (Clifton); June 29-July 23 (Kuthe); Aug. 4-21 (Roanoke). JFD Electronics, July 3-16. Mallory capacitor, June 5-18 (Huntsville); July 3-16 (Indianapolis); July 3-9 (Greencastle & Crawfordsville). Muter, June 26-July 9. Oak Mfg., July 3-16. Ohmite, July 3-16. Sangamo, July 17-23. Telechrome, July 3-17. Tele-Dynamics, July 17-30. Not closing: Amphenol-Borg, Centralab, Corning Glass, Hazeltine, International Rectifier, Miratel Electronics, Speer Carbon, Sprague Electric.

**Japanese "Admiral" Scuttled:** A restraining order against distribution of Japanese-made transistor radios with the "Admiral" trademark has been issued by U.S. District Court in N.Y. as a result of a complaint by Admiral Corp. against importer Mar-Lin Enterprises Inc., N.Y. Customs collectors in major ports of entry have been advised to halt entry of radios falsely marked "Admiral." Charging wilful & wanton infringement, Admiral is seeking treble damages from the importer.

**Polaroid Vs. Polarad:** Camera-maker Polaroid Corp. has appealed to the U.S. Supreme Court the dismissal by the U.S. Court of Appeals of its suit to compel Polarad Electronics Corp. to change its corporate name. Polaroid contended that the similarity of names engendered confusion. The Court of Appeals dismissed the suit in March on grounds that the 2 companies are not competitive.



**Exit Scott TV, Enter Ravenswood:** "Ravenswood" has been selected as the brand name for TVs, phonos & combinations manufactured by Annapolis Electroacoustic Corp., which was directed by a court decision not to use the "Scott" trademark. The firm headed by Leon J. Knize had purchased all rights to the Scott Radio Labs name (Vol. 17:19 p22), but was successfully challenged by H. H. Scott Co., manufacturer of hi-fi components.

The decree by Baltimore Federal Court gives the company 7½ months to dispose of its inventories with the "Scott" label. Annapolis Electroacoustical said these did not exceed 2,000 TVs, 400 speaker systems and 200 radio-phono combinations.

Knize said the company would introduce its Ravenswood line of stereo consoles, portable phonos, and console & portable TV at the Music Show in Chicago July 16-20. Said Knize: "The console line will incorporate any combination of phonograph, AM-FM radio (including multiplex) and TV with the Reflection Coupler speaker system." Before entering the TV-phono-radio field, the company had been marketing the Reflection Coupler speaker system, which eliminates grille cloth and front-mounted speakers in hi-fi systems.

**Fiber-Optic CR Tube:** Developed by Du Mont Labs (Fairchild Camera), the new tube for specialized applications utilizes the principle of fiber optics to bring the image to the front of the faceplate, thereby completely eliminating parallax. The first fiber-optic tubes to be available from Du Mont have a diameter of 1 7/16-in., and will sell in the \$900 range, but Du Mont says it can provide tubes up to 5-in. and will soon work on still larger tubes. The faceplate is composed of more than 6 million individual glass fibers 1/8-in. long which carry the light from the phosphor screen to the surface of the tube. Potential applications: Radar, high-resolution missile & aircraft reconnaissance systems, space mapping, photo recording & transmission. Consumer applications, if any, for fiber optics are far in the future.

**Stereo Generator Offered:** Crosby Teletronics Corp. last week announced the availability of a stereo multiplex signal generator to manufacturers for testing stereo FM adapters & sets. It is priced at \$1,000, delivery in 60 days. Crosby Teletronics' subsidiary Crosby Electronics Corp. announced receipt of 2 contracts totaling more than \$250,000 for the manufacture of FM stereo adapters for Grundig-Majestic (Majestic International Sales Corp., Chicago) and Blaupunkt radios (N. Pickens Import Co., Woodside, N.Y.).

**Olympic Multiplex Priced Inboard:** TV-radio-phono & radio-phono combinations in Olympic's 1962 line will include FM stereo tuners, the company disclosed at its new-line showing last week in Chicago. Of its 11 basic TV-stereo combinations, 10 will be offered in stereo-FM versions, the stereo AM-FM-multiplex tuner adding \$60 to \$70 to the cost and requiring no adapter. In its new line of 4 basic stereo consoles, 3 will be factory equipped to receive stereo FM. For previous Olympic combinations, a \$24.95 FM stereo adapter will be offered.

**Tube Order Signed:** FTC has accepted a consent order in which National Tube Corp., 7 Lexington Ave., South Norwalk, Conn., agrees to put clear labels on shipments of TV picture tubes which are "reactivated, reconditioned, or rebuilt containing used parts." The agreement settled a 1960 FTC complaint in which the agency charged that the company didn't "reveal the true nature of such tubes . . ."

**Trade Personals:** Eugene F. Peterson, ex-GE, named mktg. vp, ITT consumer & industrial products . . . R. S. Gates resigns as exec. vp & dir., Collins Radio; E. A. Williams, vp for operations control, named also controller & treas.; J. B. Tuthill, vp, assumes broadened responsibilities in financing & banking relations and financial analysis; R. J. Flynn and R. C. Mullaley named asst. vps.

Paul J. Collieran, ex-GE, named engineering vp, International Rectifier Corp. . . . Maurice Friedman named vp and exec. asst. to the pres., General Instrument.

Dr. Franz R. Hensel, ex-P.R. Mallory, named to new post of pres., Clyde Williams Corp. (international research, investment advisory & management services firm). He'll also serve as exec. vp, parent Clyde Williams & Co. . . . E. Leslie Peter named mgr., Tung-Sol international div.

William L. Hyde named to new post of administrative mgr., Du Mont Labs electronic tube div. . . . William R. Stern named mktg. dir., Itek Electro-Products . . . Dan Neumaier named to new post of distributor sales mgr., Bell Sound stereo components & tape cartridges . . . William S. Ginn, former GE vp & gen. mgr. of the turbine div. who had been sentenced & jailed during the recent antitrust cases, named pres., Baldwin-Lima-Hamilton Corp.

Alfred R. Zipser, *New York Times* financial-electronics writer, to join Xerox Corp. as PR dir., headquartered in N.Y. . . . Allen C. Bluestein named research dir., Aerovox . . . Donald G. Blech named sales mgr., Tenna Mfg. Co. . . . Jules Steinberg, Midwest editor of *Mart* and onetime associate editor of *TELEVISION DIGEST*, elected NARDA exec. vp.

Frank A. Gunther, Radio Engineering Labs, elected pres., Armed Forces Communications & Electronics Assn. Other officers: Maj. Gen. R. T. Nelson, U.S. Army Chief Signal Officer, vp; Maj. Gen. Harold W. Grant, U.S. Air Force Telecommunications dir., vp; Rear Adm. Frank Virden, Asst. Chief of Naval Communications, vp; Walter H. Pagenkopf, Teletype Corp., vp; Peter J. Schenk, Mitre Corp., vp; John O'Brien, Hoffman Electronics, treasurer.

**Highway Test Planned:** Govt. tests of automatic highway operations in which passenger-car steering & breaking are controlled electronically may get under way soon. Wilfred Owen of Brookings Institution, head of a special study group set up in the office of Under Secy. of Commerce Clarence D. Martin Jr., told us that it probably would recommend experimentation along a 100-mile road stretch in Michigan. "We are still in the talking stage," he said, "but we are working out plans for a test with the Bureau of Public Roads & industry research-&-development people. Obviously, there are bugs, but such operations are at least feasible." Thompson Ramo Wooldridge Inc. is among companies involved in the test negotiations. RCA & General Motors demonstrated an electronically controlled automobile a year ago on a test track at RCA Labs in Princeton last June (Vol. 16:23 p19).

### Obituary

Abram Davega, 68, former vp of Davega Stores, died June 19 in New York Hospital after a short illness. He had quit high school in 1907 to work with his father, who founded the Davega chain in 1879, remained with the company until his retirement in 1959. Surviving are his wife, a son, 2 daughters, a sister, 9 grandchildren and one great grandchild.

Thomas J. Bess Jr., 39, supervisor of quality engineering, American Bosch Arma Tele-Dynamics div., died June 18. He is survived by his wife, 2 daughters and his mother.



**Westinghouse Claims TV Gains:** Westinghouse's share of the TV market is 10% higher than it was a year ago, consumer-products vp Chris J. Witting told the American Marketing Assn.'s conference in Los Angeles last week. Other points made by Witting: (1) "We don't plan to re-enter color-set production at this time—not until a fundamental breakthrough is achieved which will allow a set to function as well on monochrome reproduction as a black-&-white set . . . We are reaching for lower cost & better design in our research . . . I just don't believe the machine today is the right machine." (2) Westinghouse's TV & appliance business experienced a good pickup in June. For the industry, Witting predicted 1961 TV production would total about 6 million sets, or somewhat better than last year. (3) He predicted that molecular electronics circuits would be employed in consumer products "substantially before 1965" (see p. 15).

**Old Trade-Name Reappears:** "Former Sparton dealers" are solicited in U.S. trade-paper ads by Sparton of Canada Ltd. "Sparton TV & stereo high-fidelity phonographs are again offered to discriminating dealers on an exclusive basis. Dealers who formerly sold Sparton, and dealers who need a high-quality product of unique design, free of cut-throat competition, should write W. L. Page, vp, sales, Sparton of Canada Ltd., London, Ont. Enquiries solicited from former Sparton sales representatives." The American Sparton radio was manufactured by the old Sparks-Withington Co., which left the TV business in 1955, selling its TV-radio business to Magnavox early in 1956 (Vol. 12:4 p6). Sparton of Canada wasn't involved in the sale.

**Muntz Seeks Private Labels:** Ads addressed to "quantity TV buyers" in the trade press last week sought private-label accounts for Muntz TV sets. The ads advise: "Private label 19, 21, 23, 24-in. TV available for June shipment because we are moving into our new & much larger factory in July. If you need promotional merchandise, this is a tremendous opportunity. This limited offer available for non-competitive selected areas." The contact is given as Jack Simberg, vp, Muntz TV Inc., 1000 Grey Ave., Evanston, Ill. (Broadway 3-4250).

**Philco Still Selling Renewal Tubes:** Although Philco's Lansdale Division is ceasing the production of receiving tubes (Vol. 15:23 p18), the Accessory-Service Division "is continuing the aggressive selling & merchandising of its complete line of renewal receiving tubes & cathode ray tubes," division vp R. E. Nugent noted last week. He described as "absolutely wrong" reports that Philco also was discontinuing sales of its renewal tube line. "Philco's renewal tube sales have picked up tremendously in the last quarter," Nugent said, "and we intend to back these sales with strong merchandising programs."

**Davega & Wilcox-Gay Merging?** Although officials of both companies were unreachable for comment, trade reports at the weekend indicated that an amalgamation of the retailing-importing concerns was in the works. As in the teaming of Two Guys from Harrison and O. A. Sutton Corp. into Vornado Inc., the 25-store Davega retail chain is expected to merge via a stock exchange into Wilcox-Gay, parent of Majestic International, importer of Grundig-Majestic TVs, radios, phonos.

**EIA Manuals Published:** New technical standards for TV transmitters (\$1.80), electronic component parts (\$1.90) and receiver-type tube sockets (90¢) have been issued by EIA engineering committees. Copies may be ordered from EIA's engineering dept., 11 W. 42nd St., N.Y. 36.

## Finance

**Desilu Income Down:** Desilu Productions' earnings for the fiscal year ended April 29 dropped to \$319,146 (28¢ a share) from \$811,559 (70¢) in fiscal 1960 (see financial table). Gross income dipped to \$19.8 million from \$23.4 million.

Pres. Desi Arnaz in his annual report, said the decline in revenue had resulted principally from Writers Guild of America's strike against TV film in 1960. Other causes: Writeoffs of certain program-development costs for new shows not yet on the air; increased operating cost stemming from new union contracts; substantial reduction in production of syndicated film.

Arnaz said the firm had skipped the quarterly dividends normally payable in May in order to conserve assets for new TV shows now in preparation & negotiation with networks & sponsors for the 1962 selling season. Desilu is negotiating for wider distribution of its product in foreign & syndicated areas, Arnaz said, and is also planning production & distribution of movies.

He also reported that Desilu had signed a new one-year contract with ABC-TV for *The Untouchables* series. Plans have been completed, too, to telecast the show in Japan & West Germany. The series currently is distributed in Canada, England and Australia.

Arnaz called attention to "the most significant area of investment stability" for stockholders—Desilu's 3 studios, which cover 62 acres. Desilu's net (after depreciation) book value of this real estate is \$6,289,752, but the estimated real value of the properties is "considerably in excess" of the book value, he declared.

Because of the depressed state of the syndication market, Desilu, without realizing any residual profit, has divested itself of 312 half-hour shows produced for syndication. Present Desilu participation in various properties: *Guestward Ho!*, 35%; *Harrigan & Son*, 32.5%; *Lucille Ball-Desi Arnaz Show*, 61.3%; *Desilu Playhouse*, 97.5%; *Ann Sothorn Show*, 50%; *The Texan*, 47.5%; *Whirlybirds*, 40%; *Those Whiting Girls*, 70%; *Willy*, 55%; *The Untouchables*, 35% (movie version, 90%); *C.I.C.*, 45% (movie version, 66.6%); *Mickey & the Contessa*, 27.5%. Desilu has an inventory of 458 half-hours and 150 hours of TV film.

**Hoffman Profit Down in 2nd Quarter:** Hoffman Electronics expects that earnings in the quarter ending June 30 will drop below the first-quarter profit of \$256,668 (16¢ a share). Vp-treas. Carroll E. Underwood noted that "our 2nd-quarter operating earnings will be at least as good as first quarter net, but we will incur unusual expenses of \$100-150,000 from plant relocation which will hold our 2nd-quarter earnings down." Sales in the June quarter should be "as good" as those of Jan.-Mar., which were \$16.1 million. Underwood predicted that Hoffman would show a profit in 1961 on sales of \$56-60 million, compared with 1960's loss of \$968,400 on \$54.3 million sales.

**Reeves Offers Debentures:** Reeves Bestg. & Development Corp. (WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Cal.; WHTN-TV Huntington, W. Va.) proposes public sale of \$2.5 million of convertible subordinated debentures at 100% of the principal amount. An SEC registration statement (File 2-18317) said Laird & Co. heads underwriters. Reeves said \$300,000 of the net proceeds would be used to buy stock in VHF Inc., N.Y. TV producer; \$75,000 for investment in a new 3-D picture exploitation company, VeriVu Corp.; \$1 million for loan repayments.



# 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
Advance Ross Electronics	1961—qtr. to Mar. 31	\$ 941,069	\$ 127,484	\$ 58,984	\$0.09	625,220 <sup>1</sup>
	1960—qtr. to Mar. 31	803,087	106,215	106,215	.34	312,610
Allied Radio	1961—9 mo. to Apr. 30	30,875,335	1,681,173	824,173	.78	1,065,633
	1960—9 mo. to Apr. 30	26,543,076	1,916,409	938,409	.90	1,019,739
	1961—qtr. to Apr. 30	10,280,690	—	254,028	.24	1,065,633
	1960—qtr. to Apr. 30	9,094,541	—	345,604	.33	1,019,739
Collins Radio	1961—9 mo. to Apr. 30	164,145,046	—	2,700,177	1.22 <sup>2</sup>	2,210,176
	1960—9 mo. to Apr. 30	138,991,830	—	5,901,605	2.85 <sup>2-3</sup>	2,062,522 <sup>3</sup>
Desilu Productions Story on p. 19	1961—year to Apr. 29	19,845,513	643,146	319,146	.28	1,155,940
	1960—year to Apr. 30	23,406,100	1,596,559	811,559	.70	1,155,940
Electro-Voice	1961—year to Feb. 28	10,034,460	208,082	111,854	.22	497,332
	1960—year to Feb. 29	10,521,165	463,375	255,901	.54	473,650
Hallicrafters	1961—9 mo. to May 31	41,900,000	—	1,125,000	.51	1,005,000
	1960—9 mo. to May 31	21,872,000	—	650,000	.32	1,005,000
NT&T	1961—26 wks. to Mar. 28	21,911,580	—	622,164	.22	2,816,247
	1960—26 wks. to Mar. 29	24,364,576	—	(835,981) <sup>4</sup>	—	2,760,929
	1961—13 wks. to Mar. 28	12,066,045	—	737,000	.26	2,816,247
	1960—13 wks. to Mar. 29	11,977,535	—	(1,237,140) <sup>4</sup>	—	2,760,929
Pacific Industries	1961—9 mo. to May 31	12,988,921	—	1,152,586	.81	1,415,354
	1960—9 mo. to May 31	12,082,866	—	763,079	.54	1,415,354
	1961—qtr. to May 31	4,296,658	—	368,763	.26	1,415,354
	1960—qtr. to May 31	3,941,045	—	310,310	.22	1,415,354
Universal Pictures	1961—26 wks. to Apr. 29	—	3,520,322	1,835,322	1.98 <sup>2</sup>	888,390
	1960—26 wks. to Apr. 29	—	7,570,194	3,695,194	4.04 <sup>3</sup>	892,190

Notes: <sup>1</sup>Reflects 2-for-1 split. <sup>2</sup>After preferred dividends. <sup>3</sup>Reflects 4% stock dividend, August 1960. <sup>4</sup>After provision for loss of \$1,978,604 on investment in NTA.

Reports & Comments Available: Allied Radio, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Tech-Ohm Electronics, analysis, Edward Lewis Co., 82 Beaver St., N.Y. 5 • Avco, comments, Herzfeld & Stern, 30 Broad St., N.Y. 4 • Standard Kollsman Industries, report, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Avnet Electronics and AT&T, discussions, Cowen & Co., 54 Pine St., N.Y. 5 • Networks Electronic, analysis, Leason & Co., 39 S. La Salle St., Chicago 3 • Ling-Temco Electronics and Siegler (Olympic Radio & TV), profiles in June 21 *Financial World* • Westinghouse, comments, Reynolds & Co., 120 Broadway, N.Y. 5 • Wrather Corp., prospectus, Lee Higginson Corp., 20 Broad St., N.Y. 5.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, June 22, 1961

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	18 1/4	19 1/4	21 1/4	Magna Th.	4 1/4	4	4 1/2
Adler Elec.	18 3/4	16 1/2	18 3/4	Magnetics Inc.	11	11	12 1/4
Aerovox	11 1/4	10 1/4	11 1/2	Maxson	23 1/2	21 1/2	23 3/4
Allied Radio	29 3/4	28 1/2	30 3/4	Meredith Pub.	39	38	41 3/4
Astron Corp.	2 3/4	2 3/8	2 7/8	MetroMedia	19 3/4	18 3/4	20 1/2
Babcock	28	26 1/2	29 3/8	Microdot	26	26	28 1/4
Baird Atomic	19 1/2	18 1/2	20 1/2	Milgo Elec.	21	20 1/2	23 3/4
Cannon Elec.	27	27	30 3/4	Narda Micro	8 1/4	7	8 1/8
Capehart	9	8 3/8	9 3/4	Newark Elec.	15 3/4	14 3/4	16
Chicago Aer.	23	21	23 3/8	Nuclear Chi.	43 1/2	40	44
Control Data	95	101	107	Official	3 3/4	3 3/4	4 1/4
Cook Elec.	11 1/8	11 1/4	12 1/4	Pacific Aut.	5 3/4	5 1/4	6 1/8
Craig	13	13 1/4	14 3/4	Pacific Merc.	7 3/4	7 3/8	8 1/4
Crosby Tel.	6 1/4	6	6 3/4	Philips Lamp	148 1/4	145	149 3/4
Dictaphone	34 1/2	34	36 3/4	Pyramid	2 3/4	2	2 3/8
Digitronics	28	24	27 1/4	Radiation	24 3/4	24 1/4	26 1/2
Eastern Ind.	16 3/4	16	17 1/2	Rek-O-Kut	2 1/4	2 1/4	2 3/8
Eitel-McC.	14 3/4	16 1/2	17 3/4	Research Inc.	5 1/8	5 3/8	6 3/8
Elco Corp.	12	11 1/2	13 1/8	H. W. Sams	42	39 1/2	42 3/4
Electro Instr.	21 1/2	20	23	Sanders Assoc.	45 3/4	52 1/2	56 1/2
Elcc. Voice	11 1/2	10 1/2	12	Silicon	12 1/2	11 3/4	13 3/4
Elec. Assoc.	32 1/2	30	32 1/2	H. Smith	10 1/2	9 3/4	11 1/4
Elec. Cap. Corp.	42	43	47 1/4	Soroban	58	59	65 3/4
Erie Resistor	14	14 1/2	15 3/4	Soundscribe	—	11	12 3/4
Executone	19 1/2	19	21	Speer Carbon	30 1/4	29 3/4	32 1/4
Farrington	13 3/4	14 1/4	15 3/4	Sprague	77 1/4	77 3/4	81
Foto Video	7	7	8 3/4	Sterling TV	3 3/8	3 3/8	4-1/16
Four Star	20 3/4	21 1/2	23 3/4	Systron-Don.	39	40	43
Gen. Devices	13 1/2	11 3/4	13 1/4	Taft Bcstrs.	17 1/2	17 3/4	19 1/4
G-L Elec.	7 3/4	8	8 3/4	Taylor Instr.	51	52	55 1/2
Goodwill Sta.	10 3/4	—	—	Technology	6 1/2	6 3/4	7 3/4
Granco	3 1/4	3 1/4	3-15/16	Tale-Bcstrs.	1 1/2	2 1/4	2 3/4
Gross Tel.	21 1/4	21 1/4	23 1/4	Telechrome	11 1/4	10 3/4	11 3/4
Hallicrafters	22 1/4	23 1/2	25 3/4	Telecomp.	6 3/4	6 3/4	7 1/2
Hathaway	26	24	26 1/4	Time Inc.	83	82	86 1/4
High Voltage	148	160	175	Tracerlab	10 3/4	12 1/4	13 3/4
Infrared	15	14 3/4	16 1/2	United Art.	7 3/4	7 3/4	8 3/4
Interstate Eng.	18 3/4	18	19 3/4	Universal	3 3/4	3 3/4	4 1/4
Ionic	31	30	32 1/2	Vitro	24 1/2	25 1/4	27
Itek	50	49	53 1/2	Vocaline	2 3/4	2 1/4	2 3/4
Jerrold	8 3/4	8 1/4	9	Wells-Gardner	34 1/4	32 3/4	35 3/4
Lab for Elec.	51 1/4	48	51 3/4	Wilcox Elec.	10 1/4	10	11
Leeds & North.	34 1/4	37 1/4	37 1/4	Wometco	26	24 3/4	27
Lel Inc.	—	8 3/4	10 1/4				

### Recent Stock Issues

Stock	Offering Price	June 22, 1961 Bid	Asked
Marcon Electronics	10	15	17 3/4
RMS Electronics	3	3 1/8	3 3/4
Sony Corp.	17 1/2	20 1/2	22
Warner Bros.	16	18 1/4	19 3/8
Wrather Corp.	10	10	10 3/4

### Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Canadian Westinghouse	Q	\$0.15	Jul. 3
Columbia Pictures	Stk.	2 1/2 %	Jul. 31
Electronic Assistance	Stk.	100 %	Jul. 14
General Dynamics	Q (Omitted)	—	Jun. 30
Litton Industries	Stk.	2 1/2 %	Oct. 20
Republic Corp.	Q	.15	Oct. 6
Sangamo Electric	Q	.18 3/4	Jul. 7
Wometco "A"	Q	.17 1/2	Jul. 10
Wometco "B"	Q	.06 1/2	Jul. 10



**ARB Estimates**

## Television Households by States and Counties

As of January 1, 1961

Updated by American Research Bureau from Survey-Based Estimates of Jan. 1, 1960.

(This is a Supplement to Television Factbook No. 32—See Page 12.)

**U.S. TOTALS: Total Households, 53,239,500. Television Households, 47,886,000. Percent with Television, 90%.**

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>ALABAMA</b>				<b>*Pima E</b>	79,100	70,100	89	White	9,200	6,900	75
Autauga	4,600	3,500	77	Pima W	6,300	4,200	67	Woodruff	3,400	2,900	85
*Baldwin	13,300	9,600	73	Pinal	16,200	13,000	80	Yell	3,200	2,700	84
Barbour	6,000	4,400	73	Santa Cruz	2,800	2,100	74	<b>Total</b>	<b>493,000</b>	<b>386,000</b>	<b>78</b>
Bibb	3,500	2,400	68	Yavapai	8,800	6,500	74	<b>CALIFORNIA</b>			
Blount	6,400	4,500	70	*Yuma	13,500	11,000	81	*Alameda E	9,300	8,400	91
Bullock	3,300	2,200	67	<b>Total</b>	<b>383,200</b>	<b>322,800</b>	<b>84</b>	Alameda W	290,500	263,500	91
Butler	5,800	4,300	74	<b>ARKANSAS</b>				Alpine	100	100	75
Calhoun	25,400	20,300	80	Arkansas	6,700	5,400	80	Amador	3,300	2,900	87
Chambers	9,900	6,600	66	Ashley	6,300	5,100	80	*Butte	28,400	24,600	87
Cherokee	3,900	3,200	82	Baxter	2,700	2,000	73	Calaveras	3,400	2,900	84
Chilton	6,600	4,800	72	Benton	11,300	8,000	71	Colusa	3,800	3,300	87
Choctaw	4,300	3,500	80	Boone	4,800	3,900	81	*Contra Costa E	3,800	3,700	99
Clarke	6,500	4,600	70	Bradley	3,700	2,700	74	Contra Costa W	119,100	118,500	99
Clay	3,200	2,300	71	Calhoun	1,400	1,100	76	Del Norte	5,900	5,000	85
Cleburne	2,800	1,900	67	Carroll	3,700	2,700	74	Eldorado	10,200	8,400	82
Coffee	7,800	5,600	72	Chicot	5,400	4,300	79	*Fresno	114,200	106,600	93
Colbert	11,600	8,800	76	Clark	5,700	4,700	82	Glenn	5,300	4,800	90
Conecuh	3,900	2,600	66	Clay	5,800	4,500	77	*Humboldt	35,300	30,900	87
Coosa	2,600	1,700	67	Cleburne	2,400	1,800	76	*Imperial	19,900	16,200	81
Covington	8,500	6,200	72	Cleveland	1,900	1,400	72	Inyo	4,000	3,000	76
Crenshaw	3,600	2,500	70	Columbia	7,200	6,100	85	*Kern	88,800	83,900	95
Cullman	11,200	8,200	73	Conway	4,000	3,100	77	Kings	14,800	12,500	85
Dale	8,300	5,700	69	Craighead	12,700	10,300	81	Lake	4,800	3,700	77
Dallas	14,400	10,900	76	*Crawford	6,000	4,500	75	Lassen	4,100	3,100	75
DeKalb	10,700	8,200	76	Crittenden	12,300	9,400	77	*Los Angeles	2,074,100	1,960,900	95
Elmore	7,600	5,400	71	Dallas	5,000	3,800	76	Madera	11,800	10,000	85
Escambia	8,200	6,200	76	Dallas	2,700	2,000	76	*Marin	46,400	42,700	92
Etowah	25,800	19,900	77	Desha	5,300	4,200	79	Mariposa	1,500	1,300	84
Fayette	3,900	2,700	68	Drew	4,000	3,200	80	Mendocino	16,000	12,700	79
Franklin	5,500	3,700	67	Faulkner	6,300	5,200	82	Merced	27,100	23,700	87
Geneva	5,700	3,900	69	Franklin	2,800	1,700	62	Modoc	2,500	1,900	76
Greene	3,100	2,300	76	Fulton	1,700	1,100	64	Mono	700	600	83
Hale	4,800	2,800	59	Garland	14,400	11,600	81	*Monterey	59,900	51,100	85
Henry	3,300	2,400	74	Grant	2,300	1,800	79	Napa	19,300	16,700	87
Houston	13,900	10,900	78	Greene	6,600	5,100	77	Nevada	7,400	5,500	74
Jackson	8,800	6,300	71	Hempstead	5,200	3,900	74	*Orange	250,000	235,600	94
*Jefferson	180,000	151,200	84	Hot Spring	5,800	4,300	74	Placer	17,700	15,100	85
Lamar	3,500	2,300	67	Howard	2,900	2,200	76	Plumas	3,600	2,900	81
Lauderdale	16,700	12,800	77	Independence	5,600	4,400	78	Riverside E	6,100	5,500	91
Lawrence	5,800	3,900	67	Izard	1,800	1,300	71	Riverside W	98,900	89,900	91
Lee	12,000	9,000	75	Jackson	6,200	4,800	77	*Sacramento	163,700	155,100	95
Limestone	9,000	6,100	68	Jefferson	23,100	18,600	80	San Benito	4,800	4,200	87
Lowndes	3,500	2,300	66	Johnson	3,700	2,600	71	San Bernardino E	3,800	3,400	90
Macon	5,800	4,100	70	Lafayette	2,700	2,100	77	San B'n'dino W	162,800	146,800	90
Madison	31,800	24,600	77	Lawrence	4,500	3,000	66	*San Diego	318,300	301,700	95
Marengo	6,800	4,700	69	Lee	5,300	3,700	71	*San Francisco	261,700	233,500	89
Marion	5,300	3,800	72	Lincoln	3,700	2,800	75	*San Joaquin	79,900	74,400	93
Marshall	13,000	10,200	79	Little River	2,500	2,000	79	San Luis Obispo	28,000	24,200	87
*Mobile	94,000	76,700	82	Logan	4,200	2,900	69	*San Mateo	148,100	144,800	98
*Monroe	5,300	3,800	72	Lonoke	6,500	5,200	80	*Santa Barbara	57,100	49,800	87
Montgomery	48,300	38,800	80	Madison	2,100	1,300	63	Santa Clara	207,900	195,000	94
Morgan	16,700	12,400	74	Marion	1,600	1,000	64	*Santa Cruz	31,800	28,200	89
Perry	3,900	2,500	64	*Miller	9,200	7,600	82	*Shasta	20,000	17,400	87
Pickens	5,100	3,600	71	Mississippi	18,000	14,400	80	Sierra	600	500	79
Pike	6,700	4,800	72	Monroe	4,500	3,100	69	Siskiyou	11,000	9,200	84
Randolph	4,800	3,500	73	Montgomery	1,400	1,000	74	*Solano	36,400	35,100	96
*Russell	11,700	9,000	77	Nevada	2,800	2,100	74	Sonoma	50,100	43,400	87
Saint Clair	6,300	4,700	75	Newton	1,400	1,000	73	Stanislaus	48,600	42,300	87
Shelby	8,000	5,900	74	Ouachita	8,700	7,000	80	Sutter	10,400	8,500	81
Sumter	4,700	3,000	64	Perry	1,200	900	73	*Tehama	8,500	7,100	84
Talladega	16,000	12,900	81	Phillips	12,000	8,800	74	Trinity	3,600	2,700	75
Tallahassee	8,900	6,700	76	Pike	2,100	1,500	73	Tulare	50,700	44,300	87
Tuscaloosa	26,500	19,300	73	Poinsett	7,600	5,800	76	Tuolumne	5,100	4,200	83
Walker	13,900	10,800	78	Polk	3,300	2,500	76	Ventura	59,500	53,300	90
Washington	3,500	2,500	70	Pope	5,700	4,100	72	Yolo	20,700	17,400	84
Wilcox	4,100	2,700	66	Prairie	2,600	1,900	74	Yuba	10,000	9,000	90
Winston	3,600	2,600	72	*Pulaski	72,100	60,500	84	<b>Total</b>	<b>5,215,100</b>	<b>4,837,600</b>	<b>93</b>
<b>Total</b>	<b>864,000</b>	<b>666,200</b>	<b>77</b>	Randolph	3,000	2,200	73	<b>COLORADO</b>			
<b>ARIZONA</b>				St. Francis	8,600	6,400	75	*Adams	33,100	27,600	83
Apache	5,700	3,400	60	Saline	7,100	5,900	83	Alamosa	2,600	2,100	81
Cochise	16,200	12,400	77	Scott	2,000	1,400	70	*Arapahoe	35,000	31,800	91
Coconino	11,000	8,700	79	Searcy	2,200	1,600	71	Archuleta	600	500	77
Gila	7,100	5,700	81	*Sebastian	20,300	17,100	84	Baca	1,900	1,300	69
Graham	3,600	2,700	74	Sevier	2,900	2,400	82	Bent	1,800	1,300	73
Greenlee	2,900	2,200	76	Sharp	1,600	1,100	70	*Boulder	23,000	20,800	90
*Maricopa	198,400	172,300	87	Stone	1,600	1,200	73				
Mohave	2,200	1,600	74	*Union	14,400	12,000	83				
Navajo	9,400	6,900	74	Van Buren	1,900	1,400	75				
				Washington	16,500	11,800	72				

(Continued on next page)

\*ARB Metropolitan Area Counties.



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>COLORADO—(Continued)</b>				<b>Highlands</b>	7,100	6,000	84	<b>Habersham</b>	4,600	3,600	79
Chaffee	2,700	2,200	81	*Hillsborough	128,100	115,100	90	Hall	13,400	11,300	84
Cheyenne	800	500	67	Holmes	2,500	1,800	72	Hancock	2,400	1,800	77
Clear Creek	800	700	81	Indian River	8,500	6,900	82	Haralson	3,700	3,200	86
Conejos	2,000	1,600	82	Jackson	8,700	6,800	78	Harris	2,800	1,900	69
Costilla	800	600	73	Jefferson	2,400	1,900	80	Hart	3,900	3,100	79
Crowley	1,000	800	84	Lafayette	700	500	71	Heard	1,300	1,000	75
Custer	300	200	66	Lake	17,400	14,800	85	Henry	4,300	3,600	84
Delta	4,700	3,500	74	Lee	18,200	15,600	86	Houston	9,200	8,200	89
*Denver	164,400	147,200	90	*Leon	18,700	15,200	81	Irwin	2,000	1,400	72
Dolores	500	400	72	Levy	2,700	1,900	70	Jackson	4,600	3,600	79
Douglas	1,300	1,100	88	Liberty	900	600	71	Jasper	1,500	1,200	79
Eagle	1,300	800	59	Madison	3,300	2,600	80	Jeff Davis	2,300	1,500	65
Elbert	1,000	800	79	Manatee	22,400	20,100	90	Jefferson	4,400	3,300	75
*El Paso	40,200	35,500	88	Marion	14,900	12,900	86	Jenkins	2,300	1,800	80
Fremont	5,700	4,700	83	Martin	5,900	5,000	85	Johnson	2,100	1,500	71
Garfield	3,700	2,600	69	Monroe	13,800	12,400	90	Jones	2,200	1,700	77
Gilpin	200	200	83	Nassau	4,200	3,600	86	Lamar	2,700	2,200	81
Grand	1,100	700	67	Okaloosa	16,500	14,000	85	Lanier	1,400	1,000	74
Gunnison	1,600	1,200	72	Okeechobee	1,900	1,600	84	Laurens	8,100	6,400	79
Hinsdale	100	100	82	*Orange	88,400	79,800	90	Lee	1,600	1,200	78
Huerfano	2,200	1,500	70	Osceola	6,600	5,700	87	Liberty	3,700	2,900	79
Jackson	500	400	74	*Palm Beach	78,400	68,200	87	Lincoln	1,400	1,100	80
*Jefferson	38,900	31,400	81	Pasco	11,600	9,400	81	Long	1,000	800	77
Kiowa	600	400	63	*Pinellas	136,600	119,600	88	Lowndes	13,300	10,900	82
Kit Carson	2,000	1,300	66	Polk	60,600	50,800	84	Lumpkin	1,600	1,100	71
Lake	2,300	1,600	70	Putnam	9,000	7,700	85	McDuffie	3,200	2,600	82
La Plata	5,500	4,500	83	St. Johns	8,400	7,400	88	McIntosh	1,500	1,100	73
Larimer	17,200	15,200	88	St. Lucie	12,500	10,700	85	Macon	3,300	2,400	71
Las Animas	5,500	3,900	70	Santa Rosa	7,600	6,100	81	Madison	2,600	1,900	73
Lincoln	1,500	1,100	74	Sarasota	25,700	23,200	90	Marion	1,200	900	78
Logan	5,700	4,800	84	*Seminole	16,300	14,500	89	Meriwether	5,000	3,800	75
Mesa	15,800	13,200	84	Sumter	3,200	2,600	82	Miller	1,600	1,100	71
Mineral	100	100	61	Suwannee	3,800	3,100	81	Mitchell	4,700	3,700	78
Moffat	2,200	1,500	68	Taylor	3,600	2,900	81	Monroe	2,700	2,300	85
Montezuma	4,000	3,000	75	Union	1,600	1,300	80	Montgomery	1,400	1,000	69
Montrose	5,400	4,500	84	*Volusia	41,700	36,200	87	Morgan	2,600	2,000	78
Morgan	6,200	5,700	92	Wakulla	1,300	1,000	76	Murray	2,500	1,800	72
Otero	6,900	5,700	82	Walton	3,900	3,000	78	*Muscogee	43,300	38,100	88
Ouray	600	400	73	Washington	2,800	1,900	68	Newton	5,300	4,400	83
Park	500	400	76	<b>Total</b>	<b>1,570,300</b>	<b>1,376,200</b>	<b>88</b>	Oconee	1,500	1,100	77
Phillips	1,100	900	81	<b>GEORGIA</b>				Oglethorpe	2,000	1,500	75
Pitkin	800	600	79	Appling	3,100	2,100	68	Paulding	3,400	2,800	82
Prowers	3,600	2,400	66	Atkinson	1,400	900	65	Peach	3,700	2,900	78
*Pueblo	34,300	30,300	88	Bacon	2,100	1,500	71	Pickens	2,300	1,700	75
Rio Blanco	1,500	1,000	63	Baker	1,000	800	77	Pierce	2,300	1,900	81
Rio Grande	2,600	1,700	65	Baldwin	8,600	6,800	79	Pike	1,700	1,400	81
Routt	1,800	1,000	55	Banks	1,600	1,200	77	Polk	7,100	5,800	82
Saguache	1,100	900	78	Barrow	3,900	3,100	79	Pulaski	2,200	1,800	80
San Juan	200	200	81	Bartow	7,100	6,100	85	Putnam	1,900	1,500	80
San Miguel	900	700	78	Ben Hill	3,800	2,500	66	Quitman	600	500	77
Sedgwick	1,200	1,000	87	Berrien	2,800	2,100	73	Rabun	1,800	1,400	79
Summit	700	500	77	*Bibb	40,400	36,100	89	Randolph	2,600	2,000	76
Teller	800	600	80	Bleckley	2,500	2,100	83	*Richmond	35,800	31,800	89
Washington	1,900	1,500	78	Brantley	1,200	800	68	Rockdale	2,700	2,200	82
Weld	21,100	18,300	87	Brooks	3,400	2,600	75	Schley	800	600	77
Yuma	2,700	2,000	75	Bryan	1,400	1,100	79	Screven	3,700	3,000	81
<b>Total</b>	<b>532,100</b>	<b>455,000</b>	<b>86</b>	Bulloch	6,100	5,400	89	Seminole	1,700	1,400	82
<b>CONNECTICUT</b>				Burke	5,100	3,900	77	Spaulding	9,600	8,500	89
Fairfield	198,500	191,600	97	Butts	2,200	1,700	78	Stephens	4,800	4,000	83
*Hartford	208,600	196,300	94	Calhoun	1,800	1,400	75	Stewart	1,800	1,300	72
Litchfield	36,900	33,800	91	Camden	2,900	2,300	81	Sumter	6,700	5,300	79
Middlesex	26,400	23,900	90	Candler	1,700	1,400	81	Talbot	1,800	1,400	77
*New Haven	201,100	193,700	96	*Catoosa	9,600	7,500	79	Taliaferro	800	600	74
New London	55,700	53,300	96	Charlton	1,400	1,100	80	Tattall	3,800	2,900	77
Tolland	19,500	17,100	88	*Chatham	56,700	50,700	89	Taylor	2,100	1,600	77
Windham	20,800	18,700	90	*Chattahoochee	1,300	1,100	84	Telfair	2,800	2,000	72
<b>Total</b>	<b>767,500</b>	<b>728,400</b>	<b>95</b>	Chattooga	4,800	4,000	84	Terrell	3,000	2,200	73
<b>DELAWARE</b>				Cherokee	5,800	4,800	84	Thomas	9,000	7,400	83
Kent	20,100	18,400	92	Clarke	11,800	10,200	86	Tift	6,000	4,600	76
New Castle	89,600	85,600	96	Clay	1,300	1,000	73	Toombs	4,100	3,100	75
Sussex	22,800	19,500	85	*Clayton	12,500	10,800	86	Towns	1,100	800	70
<b>Total</b>	<b>132,500</b>	<b>123,500</b>	<b>93</b>	Clinch	1,700	1,300	77	Treutlen	1,500	1,100	71
<b>DISTRICT OF COLUMBIA</b>				*Cobb	31,600	28,600	91	Troup	12,800	11,200	87
*Washington	220,900	196,500	89	Coffee	5,200	4,100	79	Turner	2,000	1,600	79
<b>Total</b>	<b>220,900</b>	<b>196,500</b>	<b>89</b>	Colquitt	8,700	6,900	79	Twiggs	1,900	1,500	79
<b>FLORIDA</b>				Columbia	3,500	2,900	84	Union	1,500	1,200	80
Alachua	18,800	14,700	78	Cook	3,100	2,300	74	Upson	6,200	5,300	86
Baker	1,500	1,200	81	Coweta	7,700	6,800	88	*Walker	12,600	11,300	90
Bay	18,400	15,500	84	Crawford	1,300	1,000	76	Walton	5,200	4,200	81
Bradford	3,000	2,400	79	Crisp	5,400	4,300	79	Ware	8,800	7,800	88
Brevard	38,900	34,200	88	Dade	1,800	1,300	71	Warren	1,800	1,300	72
Broward	114,700	103,900	91	Dawson	900	700	80	Washington	4,600	3,300	71
Calhoun	1,900	1,400	74	Decatur	7,000	5,800	83	Wayne	4,500	3,500	77
Charlotte	4,800	4,100	85	*De Kalb	79,000	71,000	90	Webster	600	500	76
Citrus	2,600	2,000	78	Dodge	4,100	3,100	76	Wheeler	1,300	800	64
Clay	4,700	4,000	85	Dooly	2,800	2,100	76	White	1,700	1,300	77
Collier	5,000	3,900	78	*Dougherty	22,400	19,300	86	Whitfield	11,300	9,600	85
Columbia	5,200	4,300	82	Douglas	4,100	3,500	86	Wilcox	1,900	1,500	78
*Dade	316,900	285,900	90	Early	3,200	2,400	76	Wilkes	2,800	2,100	76
De Soto	3,100	2,600	83	Echols	300	200	80	Wilkinson	2,300	1,900	82
Dixie	1,000	800	79	Effingham	2,500	2,000	81	Worth	3,900	2,900	74
*Duval	130,600	116,900	90	Elbert	4,500	3,700	81	<b>Total</b>	<b>1,064,700</b>	<b>902,700</b>	<b>85</b>
*Escambia	48,100	41,000	85	Emanuel	4,400	3,300	76	<b>HAWAII</b>			
Flagler	1,300	1,100	87	Evans	1,800	1,500	85	Hawaii	16,600	14,400	87
Franklin	1,900	1,400	72	Fannin	3,300	2,400	73	*Honolulu	115,900	104,700	90
Gadsden	10,100	7,800	77	Fayette	2,100	1,600	77	Kauai	8,300	4,200	51
Gilchrist	600	500	76	Floyd	18,300	15,900	87	Maui	11,900	8,900	75
Glades	800	600	79	Forsyth	3,200	2,500	80	<b>Total</b>	<b>152,700</b>	<b>132,200</b>	<b>87</b>
Gulf	2,700	2,300	85	Franklin	3,300	2,700	81	<b>IDAHO</b>			
Hamilton	1,900	1,400	76	*Fulton	166,900	152,300	91	*Ada	29,800	26,300	88
Hardee	3,500	2,900	83	Gilmer	2,100						



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
*Bonneville	14,000	12,600	90	Perry	5,700	4,800	84	Sullivan	7,100	6,100	86
Boundary	1,600	1,100	71	Piatt	4,800	4,300	90	Switzerland	2,100	1,800	87
Butte	800	700	84	Pike	6,600	5,300	81	Tippecanoe	25,500	20,900	82
Camas	100	100	73	Pope	1,200	900	75	Tipton	4,700	3,900	82
*Canyon	17,000	14,600	86	Pulaski	3,100	2,400	78	Union	1,900	1,600	82
Caribou	1,600	1,300	83	Putnam	1,300	1,100	85	*Vanderburgh	52,200	46,700	90
Cassia	4,400	3,700	85	Randolph	8,400	7,200	85	Vermillion	5,600	4,800	85
Clark	200	200	89	Richland	5,600	4,400	79	*Vigo	35,600	33,900	95
Clearwater	2,500	2,000	79	*Rock Island	47,400	44,800	94	Wabash	10,300	9,100	89
Custer	900	700	74	*St Clair	81,400	74,300	91	Warren	2,600	2,100	82
Elmore	4,500	3,600	80	*Saline	8,400	7,300	87	Warrick	7,200	6,100	85
Franklin	2,100	1,700	82	*Sangamon	48,000	42,800	89	Washington	5,300	4,300	81
Fremont	2,300	2,000	89	Schuyler	2,800	2,400	84	Wayne	22,500	20,100	89
Gem	2,800	2,500	88	Scott	2,000	1,600	81	Wells	6,600	5,600	85
Gooding	2,700	2,200	83	Shelby	7,600	6,600	87	White	6,400	5,600	88
Idaho	3,900	3,000	77	Stark	2,500	2,200	89	Whitley	6,900	6,200	91
Jefferson	2,600	2,300	88	Stephenson	15,000	13,100	87	<b>Total</b>	<b>1,441,400</b>	<b>1,282,700</b>	<b>89</b>
Jerome	3,100	2,800	89	*Tazewell	31,900	29,200	92	<b>IOWA</b>			
Kootenai	9,300	8,200	88	Union	4,900	3,900	80	Adair	3,500	3,000	85
Latah	5,800	4,900	84	*Vermilion	31,100	27,000	87	Adams	2,200	2,000	89
Lemhi	1,800	1,200	68	Wabash	4,100	3,400	84	Allamakee	4,500	4,000	89
Lewis	1,300	1,100	82	Warren	6,700	5,900	88	Appanoose	5,300	4,400	83
Lincoln	1,100	900	85	Washington	4,300	3,300	77	Audubon	3,200	2,900	89
Madison	2,200	1,900	86	Wayne	6,000	4,500	74	*Benton	7,500	7,000	93
Minidoka	3,900	3,400	88	White	6,000	5,100	84	*Black Hawk	37,600	35,200	94
Nez Percé	8,000	6,800	86	Whiteside	19,300	17,500	91	Boone	3,400	7,700	92
Oneida	800	700	85	*Will	57,700	52,900	92	Bremer	6,300	5,500	87
Owyhee	1,700	1,500	89	Williamson	15,600	13,000	83	*Buchanan	6,000	5,600	93
Payette	3,600	3,000	82	*Winnebago	68,600	64,700	94	Buena Vista	6,800	6,400	94
Power	1,100	1,000	89	Woodford	7,400	6,200	83	Butler	5,300	4,600	87
Shoshone	6,300	5,400	86	<b>Total</b>	<b>3,195,300</b>	<b>2,939,700</b>	<b>92</b>	Calhoun	5,000	4,500	90
Teton	700	600	89	<b>INDIANA</b>				Carroll	6,700	6,000	89
*Twin Falls	12,900	11,100	86	Adams	7,200	6,400	89	Cass	5,900	5,500	93
Valley	1,000	900	88	*Allen	73,800	68,000	92	Cedar	5,300	4,900	92
Washington	2,500	2,000	82	Bartholomew	14,900	13,200	89	*Cerro Gordo	15,700	14,400	91
<b>Total</b>	<b>193,200</b>	<b>165,800</b>	<b>86</b>	Benton	3,500	3,000	86	Cherokee	5,100	4,600	90
<b>ILLINOIS</b>				Blackford	4,500	3,900	86	Chickasaw	4,400	3,700	84
*Adams	22,000	19,700	90	Boone	9,000	8,200	91	Clarke	2,700	2,300	83
Alexander	5,100	4,200	82	Brown	1,800	1,400	76	Clay	5,600	5,000	89
Bond	4,500	3,700	82	Carroll	5,400	4,600	86	Clayton	6,600	5,900	89
Boone	6,100	5,400	89	Cass	12,100	9,800	81	Clinton	17,200	16,400	95
Brown	2,000	1,700	84	Clark	18,900	17,200	91	Crawford	5,400	4,900	90
Bureau	12,100	10,700	88	Clay	7,900	6,700	85	Dallas	7,900	7,100	90
Calhoun	1,700	1,300	78	Clinton	10,100	8,400	84	Davis	2,900	2,600	82
Carroll	6,400	5,700	89	Crawford	2,400	1,900	77	Decatur	3,200	2,500	77
Cass	4,400	3,800	85	Daviess	7,900	6,400	81	Delaware	5,400	4,800	82
*Champaign	36,200	29,700	82	Dearborn	8,500	7,200	85	Des Moines	14,400	12,900	90
Christian	12,200	11,000	90	Decatur	6,000	5,200	86	Dickinson	3,300	3,400	89
Clark	5,300	4,500	85	Dekalb	8,900	8,100	91	Dubuque	21,600	19,400	90
Clay	5,000	4,000	81	Delaware	35,400	32,700	93	Emmet	4,500	3,800	84
Clinton	6,600	5,600	85	Dubois	7,600	6,600	87	Fayette	8,500	7,600	90
Coles	13,900	12,500	90	*Elkhart	34,000	27,600	81	Floyd	6,600	5,900	89
*Cook	1,645,100	1,551,000	94	Fayette	7,200	6,400	89	Franklin	4,700	4,200	89
Crawford	6,700	5,800	87	Floyd	16,300	15,000	92	Fremont	3,000	2,600	87
Cumberland	3,000	2,200	74	Fountain	6,200	5,400	88	Greene	4,500	4,400	97
De Kalb	15,500	14,200	92	Franklin	4,400	3,400	78	Grundy	4,400	4,100	93
De Witt	5,600	4,700	84	Fulton	5,500	4,300	78	Guthrie	4,000	3,800	95
Douglas	6,000	5,300	88	Gibson	9,300	7,900	85	Hamilton	6,600	5,900	90
*Du Page	98,200	93,700	95	Grant	23,600	19,800	84	Hancock	4,100	3,600	87
Edgar	7,400	6,500	88	Greene	8,700	7,400	85	Hardin	7,600	7,400	97
Edward	2,400	1,900	80	Hamilton	13,000	11,700	90	Harrison	5,300	4,800	90
Effingham	6,900	5,700	83	Hancock	8,700	7,600	88	Henry	5,400	5,000	92
Fayette	6,400	5,100	80	Harrison	5,400	4,200	78	Howard	3,600	3,200	90
Ford	5,100	4,800	94	Hendricks	12,800	11,700	91	Humboldt	4,100	3,100	74
Franklin	12,800	10,100	79	Henry	14,600	12,900	89	Ida	3,200	2,900	90
Fulton	13,900	11,900	86	Howard	22,000	20,100	91	Iowa	5,200	4,800	91
Gallatin	2,200	1,800	81	Huntington	10,900	9,800	90	Jackson	6,200	5,300	85
Greene	5,600	4,900	87	Jackson	9,400	8,300	88	Jasper	11,300	9,600	85
Grundy	6,600	5,700	87	Jasper	5,400	4,400	82	Jefferson	5,100	4,800	94
Hamilton	3,100	2,300	75	Jay	7,100	5,400	76	Johnson	14,600	12,900	89
Hancock	8,000	7,100	89	Jefferson	6,700	5,800	87	Jones	6,200	5,500	89
Hardin	1,700	1,300	79	Jennings	4,500	3,800	84	Keokuk	5,000	4,500	90
Henderson	2,400	2,100	87	Johnson	13,900	12,700	91	Kossuth	7,100	6,100	86
Henry	15,900	13,900	87	Knox	13,000	10,900	84	Lee	13,600	12,400	91
Iroquois	10,400	8,900	86	Kosciusko	13,100	11,600	88	*Linn	45,000	42,500	95
Jackson	13,500	11,400	84	Lagrange	4,800	3,600	76	Louisa	3,100	2,900	93
Jasper	3,500	2,700	78	*Lake	151,500	137,400	91	Lucas	3,400	3,100	90
Jefferson	10,200	8,200	81	La Porte	23,700	25,900	90	Lyon	4,100	3,400	84
Jersey	5,200	4,200	81	Lawrence	11,200	9,600	85	Madison	3,900	3,600	92
Jo Daviess	6,600	5,700	86	Madison	40,200	36,800	92	Mahaska	7,500	6,700	89
Johnson	2,000	1,500	77	*Marion	224,700	209,200	93	Marion	7,700	6,400	83
*Kane	63,700	62,800	99	Marshall	10,000	8,600	86	Marshall	11,900	8,400	71
Kankakee	23,900	21,800	91	Martin	3,100	2,400	76	Mills	3,300	3,100	93
Kendall	5,300	4,900	92	Miami	12,700	9,900	78	Mitchell	4,200	3,900	93
Knox	20,300	17,900	88	Monroe	15,000	13,000	87	Monona	4,300	3,700	87
*Lake	86,100	83,100	97	Montgomery	10,600	9,500	89	Monroe	2,900	2,500	86
La Salle	35,100	32,900	94	Newton	10,600	9,500	90	Montgomery	4,800	3,900	81
Lawrence	5,700	4,600	81	Noble	3,500	3,100	89	Muscatine	10,600	9,300	92
Lee	10,700	9,400	87	Obio	8,700	7,400	86	O'Brien	6,000	5,300	88
Livingston	12,200	10,200	84	Orange	1,100	1,000	90	Osceola	2,800	2,500	88
Logan	9,100	7,700	84	Owen	5,100	4,100	80	Page	6,500	5,800	89
McDonough	9,200	7,900	85	Parke	3,500	2,800	79	Palo Alto	4,200	3,700	89
McHenry	26,900	26,600	99	Perry	4,600	4,100	88	Plymouth	7,000	6,500	93
McLean	26,200	23,200	89	Pike	4,900	4,000	81	Pocahontas	4,000	3,500	89
*Macon	38,500	36,400	95	Porter	3,900	3,200	81	*Polk	87,500	82,000	94
Macoupin	14,300	12,200	85	Posey	17,800	15,400	87	*Pottawattamie	26,000	24,400	94
*Madison	71,600	66,500	93	Pulaski	5,600	4,900	87	Poweshiek	5,600	5,300	95
Marion	12,800	11,200	87	Randolph	3,800	2,700	72	Ringgold	2,500	2,200	87
Marshall	4,200	3,600	87	Randolph	7,200	6,100	85	Sac	5,200	4,600	82
Mason	5,000	4,200	84	Ripley	9,300	8,400	90	*Scott	37,100	33,800	91
Mascac	4,800	3,900	81	Rush	6,300	5,200	82	Shelby	4,700	3,400	72
Menard	2,700	2,400	89	St. Joseph	6,100	5,500	90	Sioux	7,300	6,600	90
Mercer	5,300	4,800	90	Scott	72,000	67,100	93	Story	13,800	12,500	90
Monroe	4,800	4,300	90	Shelby	4,600	3,700	81	Tama	6,700	6,000	89
Montgomery	10,300	9,300	90	Spencer	11,100	10,100	91	Taylor	3,300	2,300	69
Morgan	10,400	8,700	83	Starke	4,600	3,600	77	Union	4,500	3,900	87
Moultrie	4,200	3,500	83	Steuben	5,400	4,400	82	Van Buren	3,300	3,000	90
Ogle	12,400	11,200	90								
*Peoria	53,300	54,300	92								

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State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>IOWA—(Continued)</b>				Thomas	2,300	2,100	91	Pike	15,200	10,900	72
Wapello	14,800	13,300	90	Trego	1,500	1,300	84	Powell	1,500	800	51
Warren	6,600	5,900	89	Wabaunsee	2,200	1,900	88	Pulaski	9,000	5,900	66
Washington	6,200	5,500	90	Wallace	600	400	72	Robertson	700	500	68
Wayne	3,200	2,700	86	Washington	3,300	2,800	84	Rockcastle	2,800	1,800	65
Webster	14,800	13,900	94	Wichita	800	600	72	Rowan	3,200	2,400	74
Winnebago	3,700	2,700	74	Wilson	4,300	3,500	82	Russell	2,700	1,800	65
Winneshiek	6,300	5,300	83	Woodson	1,800	1,300	73	Scott	4,400	3,000	69
*Woodbury	34,200	31,700	93	*Wyandotte	58,200	53,100	91	Sbelby	5,300	4,400	84
Worth	3,000	2,700	90	<b>Total</b>	<b>689,700</b>	<b>597,100</b>	<b>87</b>	Simpson	3,400	2,700	79
Wright	6,000	5,300	83	<b>KENTUCKY</b>				Spencer	1,400	1,100	78
<b>Total</b>	<b>849,300</b>	<b>767,500</b>	<b>90</b>	Adair	3,700	2,300	62	Taylor	4,600	3,300	72
<b>KANSAS</b>				Allen	3,600	2,700	75	Todd	3,200	2,500	78
Allen	5,300	4,300	81	Anderson	2,400	2,000	82	Trigg	2,300	1,800	76
Anderson	2,800	2,200	80	Ballard	2,500	2,000	80	Trimble	1,500	1,100	76
Atchison	6,200	5,400	87	Barren	8,200	5,700	70	Union	4,000	3,300	82
Barber	2,800	2,300	83	Bath	2,400	1,500	64	Warren	12,600	10,300	82
*Barton	10,100	9,000	89	Bell	8,200	5,700	70	Washington	2,900	2,200	76
Bourbon	5,500	4,600	83	Boone	6,400	5,200	81	Wayne	3,400	2,200	66
Brown	4,400	3,700	85	Bourbon	5,200	3,900	75	Webster	4,500	3,400	75
Butler	12,900	10,400	81	*Boyd	14,400	11,900	83	Whitley	6,200	4,900	79
Chase	1,200	900	74	Boyle	5,800	4,800	83	Wolfe	1,500	800	53
Chautauqua	2,000	1,600	82	Bracken	2,200	1,600	75	Woodford	3,500	2,400	70
Cherokee	7,200	5,900	82	Breathitt	3,100	1,600	53	<b>Total</b>	<b>824,400</b>	<b>639,600</b>	<b>78</b>
Cheyenne	1,400	1,200	83	Breckinridge	4,200	3,000	72	<b>LOUISIANA</b>			
Clark	1,100	900	80	Bullitt	4,500	3,600	80	Acadia	13,300	10,800	81
Clay	3,500	2,900	83	Butler	2,200	1,700	79	Allen	5,500	4,500	81
Cloud	4,700	3,500	75	Caldwell	4,000	3,100	78	Ascension	7,200	6,100	84
Coffey	2,500	1,900	76	Calloway	6,200	4,500	73	Assumption	4,400	3,400	78
Comanche	1,000	800	80	*Campbell	27,200	20,600	76	Avoyelles	10,200	8,500	83
Cowley	12,500	10,000	80	Carlisle	1,500	1,100	75	Beauregard	5,200	3,700	71
*Crawford	12,800	10,900	85	Carroll	2,400	1,900	79	Rienville	4,300	3,500	82
Decatur	1,900	1,500	80	Carter	4,900	3,600	73	*Bossier	14,100	10,600	75
Dickinson	7,100	6,200	88	Casey	3,300	2,100	65	*Caddo	65,900	58,600	89
Doniphan	2,900	2,500	86	Christian	9,200	7,600	83	*Calcasieu	49,300	43,100	87
Douglas	13,400	11,300	84	Clark	6,100	4,700	77	Caldwell	2,400	1,800	75
Edwards	1,600	1,300	79	Clay	4,100	2,800	67	Cameron	1,800	1,500	84
Elk	1,600	1,300	78	Clinton	2,000	1,300	67	Cathahoula	2,900	2,100	72
Ellis	5,500	4,700	86	Crittenden	2,400	1,400	57	Clairborne	5,100	3,900	76
Ellsworth	2,200	1,900	86	Cumberland	2,000	1,300	65	Concordia	5,500	4,000	73
Finney	4,600	3,900	85	Daviess	20,300	17,600	87	De Soto	6,200	4,600	74
Ford	6,600	5,800	88	Edmonson	2,000	1,300	63	*E Baton Rouge	65,200	57,100	88
Franklin	6,300	5,500	88	Elliott	1,300	900	72	East Carroll	3,600	2,500	70
Geary	10,100	8,100	80	Estill	3,200	1,900	59	E Feliciana	3,400	2,500	74
Gove	1,000	700	70	*Fayette	38,600	30,400	79	Evangeline	8,300	6,200	75
Graham	1,300	1,100	81	Fleming	3,000	2,100	70	Franklin	6,400	4,500	70
Grant	1,500	1,200	77	Floyd	8,900	6,800	77	Grant	3,300	2,600	79
Gray	1,100	900	86	Franklin	8,300	7,100	86	Iberia	14,000	12,100	86
Greeley	600	400	63	Fulton	3,100	2,500	82	Iberville	8,000	6,500	82
Greenwood	3,400	2,900	86	Gallatin	1,200	1,000	82	Jackson	4,000	3,400	84
Hamilton	800	600	70	Garrard	2,500	1,600	65	*Jefferson	60,800	50,800	84
Harper	2,900	2,600	89	Grant	2,700	2,300	86	Jeff Davis	8,000	6,700	84
Harvey	8,000	6,200	77	Graves	9,500	7,100	75	*Lafayette	22,400	19,100	85
Haskell	800	700	85	Grayson	4,300	3,000	69	Lafourche	13,700	11,300	83
Hodgeman	900	800	85	Green	3,300	2,200	66	La-Salle	3,600	2,700	76
Jackson	3,300	3,000	91	Greenup	7,400	5,400	73	Lincoln	7,300	6,100	84
Jefferson	3,600	2,900	80	Hancock	1,600	1,100	69	Livingston	7,100	5,400	76
Jewell	2,200	1,700	79	Hardin	12,200	9,200	76	Madison	4,300	3,000	70
*Johnson	46,300	43,100	93	Harlan	11,700	8,400	72	Morehouse	8,600	7,200	83
Kearny	1,000	800	79	Harrison	4,200	3,500	82	Natchitoches	9,100	6,700	73
Kingman	3,000	2,600	88	Hart	3,900	2,700	69	*Orleans	188,500	172,900	92
Kiowa	1,300	1,000	76	*Henderson	10,200	8,400	82	*Ouachita	29,600	25,400	86
Labette	8,600	7,000	81	Henry	3,400	2,600	75	Plaquemines	5,500	4,600	84
Lane	900	700	82	Hickman	2,000	1,500	73	Pointe Coupee	5,700	4,500	79
Leavenworth	13,200	10,600	80	Hopkins	11,200	8,500	76	Rapides	30,300	25,500	84
Lincoln	1,700	1,300	74	Jackson	2,400	1,000	43	Red River	2,500	2,000	79
Linn	2,600	2,000	76	*Jefferson	185,900	164,300	88	Richland	6,000	4,600	77
Logan	1,100	700	65	Jassamine	4,000	2,700	68	Sabine	4,800	3,200	67
Lyon	8,500	7,000	82	Johnson	4,600	3,400	74	*St. Bernard	3,000	6,600	82
McPherson	7,700	6,000	78	*Kenton	38,100	28,500	75	St. Charles	5,300	4,600	87
Marion	4,800	3,900	82	Knott	3,400	2,100	62	St. Helena	2,300	1,700	75
Marshall	4,800	3,900	81	Knox	5,900	3,800	64	St. James	4,200	3,400	80
Meade	1,700	1,400	81	Larue	2,800	2,100	73	St. John	4,500	3,700	82
Miami	6,100	5,200	85	Laurel	6,100	4,200	69	St. Landry	19,900	15,800	80
Mitchell	2,600	2,200	85	Lawrence	3,000	2,000	65	St. Martin	6,800	5,500	81
Montgomery	15,600	13,300	86	Lee	1,700	1,000	58	St. Mary	13,100	10,600	81
Morris	2,200	1,800	82	Leslie	2,100	1,200	58	St. Tammany	11,200	9,500	85
Morton	1,000	700	73	Letcher	6,500	4,100	63	Tangipahoa	16,300	13,200	81
Nemaha	3,800	3,000	79	Lewis	3,100	2,200	71	Tensas	3,100	2,200	72
Neosho	6,200	5,600	90	Lincoln	4,200	2,500	61	Terrebonne	15,200	13,000	86
Ness	1,600	1,400	85	Livingston	2,100	1,400	66	*Union	4,500	3,100	76
Norton	2,400	1,800	74	Logan	5,600	4,400	79	Vermilion	10,900	9,000	82
Osage	4,300	3,800	88	Lyon	1,400	1,000	73	Vernon	5,100	3,600	71
Osborne	2,200	1,700	77	*McCracken	17,800	14,300	80	Washington	12,000	9,600	80
Ottawa	2,200	1,800	80	McCreary	2,600	1,800	68	Webster	10,900	9,200	84
Pawnee	2,500	2,200	89	McLean	2,500	1,700	69	*W Baton Rouge	8,900	3,500	90
Phillips	3,000	2,500	85	Madison	9,300	6,500	70	West Carroll	3,300	2,500	76
Pottawatomie	3,700	3,300	89	Magoffin	2,400	1,500	64	W Feliciana	2,300	1,900	81
Pratt	3,800	3,400	91	Marion	3,900	3,000	77	Winn	4,300	3,400	79
Rawlins	1,600	1,300	79	Marshall	5,100	4,100	79	<b>Total</b>	<b>904,400</b>	<b>765,700</b>	<b>85</b>
Reno	19,500	17,500	90	Martin	2,000	1,400	71	<b>MAINE</b>			
Republic	3,300	2,600	79	Mason	5,200	4,200	80	Androscoggin	24,900	23,400	94
Rice	4,400	3,800	86	Meade	3,800	2,600	68	Aroostook	25,900	22,200	86
Riley	9,900	8,300	84	Menifee	800	500	63	*Cumberland	54,100	51,200	95
Rooks	3,000	2,600	88	Mercer	4,200	3,300	79	Franklin	5,500	4,800	87
Rush	1,800	1,500	84	Metcalfe	2,100	1,300	61	Hancock	10,400	8,800	85
*Russell	3,400	2,900	86	Monroe	3,000	2,100	70	Kennebec	25,100	22,500	90
Saline	15,700	13,700	87	Montgomery	2,900	2,200	75	Knox	9,000	7,700	85
Scott	1,400	1,100	78	Morgan	2,600	1,800	68	Lincoln	5,600	4,900	88
*Sedgwick	116,700	106,200	91	Muhlenberg	7,400	5,800	78	Oxford	12,600	11,000	87
Seward	4,500	3,500	77	Nelson	5,500	4,400	79	*Penobscot	34,600	30,800	89



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>MARYLAND</b>				Oscoda	900	700	82	Amite	3,700	3,200	86
Allegany	24,100	20,500	85	Otsego	2,000	1,700	83	Attala	5,100	4,300	84
*Anne Arundel	57,200	52,200	91	Ottawa	30,100	28,200	94	Benton	1,800	1,400	79
*Baltimore	412,000	380,500	92	Presque Isle	3,100	2,200	72	Bolivar	14,300	10,100	71
Calvert	3,800	3,400	90	Roscommon	2,300	1,900	84	Calhoun	4,000	3,100	79
Caroline	5,800	5,100	88	*Saginaw	56,200	52,300	93	Carroll	2,700	2,000	73
Carrroll	13,600	12,400	91	St. Clair	32,400	29,300	91	Chickasaw	4,200	3,200	76
Cecil	12,700	11,600	91	St. Joseph	14,000	12,600	90	Choctaw	2,100	1,500	73
Charles	7,600	6,800	90	Sanilac	9,500	8,500	90	Claiborne	2,600	2,100	79
Dorchester	8,500	7,300	86	Schoolcraft	2,500	2,200	88	Clarke	4,100	3,400	83
Frederick	19,400	16,800	87	Shiawassee	16,400	14,400	88	Clay	4,700	3,600	77
Garrett	5,000	3,900	79	Tuscola	12,400	10,800	87	Coahoma	12,700	10,500	83
Harford	20,600	18,600	90	Van Buren	16,000	14,500	90	Copiah	7,100	6,100	86
Howard	9,400	8,500	90	Washtenaw	48,800	45,300	93	Covington	3,200	2,700	83
Kent	4,400	4,100	93	*Wayne	774,900	742,500	96	De Soto	5,800	4,800	84
*Montgomery	103,300	93,900	91	*Wexford	5,400	4,900	90	Forrest	15,300	13,600	89
*Prince Georges	98,200	89,900	92	Total	2,320,900	2,167,800	93	Franklin	2,400	1,900	80
Queen Annes	4,800	4,100	85	<b>MINNESOTA</b>				George	2,600	2,200	85
St. Marys	8,400	7,100	84	Aitkin	3,500	2,800	81	Greene	2,000	1,500	77
Somerset	5,600	4,400	78	*Anoka	22,100	20,700	94	Grenada	4,700	3,800	81
Talbot	6,500	5,700	88	Becker	6,600	5,600	84	Hancock	3,800	3,200	83
Washington	26,100	21,800	84	Beltrami	6,500	4,000	61	Harrison	34,400	30,000	87
Wicomico	14,900	13,400	90	Benton	4,500	3,400	77	*Hinds	53,000	47,500	90
Worchester	6,800	5,500	81	Big Stone	2,300	2,100	89	Holmes	6,500	5,100	78
Total	878,700	797,590	91	Blue Earth	13,000	11,700	90	Humphreys	4,600	3,800	82
<b>MASSACHUSETTS</b>				Brown	7,900	5,900	74	Issaquena	900	800	85
Barnstable	23,600	22,700	96	Carlton	7,400	6,700	90	Itawamba	3,800	3,000	80
Berkshire	43,000	40,700	95	Carver	5,900	5,300	90	Jackson	15,700	14,000	89
Bristol	121,900	117,200	96	Cass	4,500	2,700	61	Jasper	3,900	3,300	85
Dukes	1,800	1,600	88	Chippewa	4,600	4,000	87	Jefferson	2,500	1,900	77
Essex	176,100	156,000	89	Chisago	4,000	3,700	93	Jeff Davis	3,200	2,700	83
Franklin	17,600	15,600	89	*Clay	10,500	9,400	89	Jones	16,000	13,500	85
*Hampden	130,900	126,700	97	Clearwater	2,400	1,600	65	Kemper	2,700	2,200	81
*Hampshire	28,400	26,400	93	Cook	1,100	900	83	Lafayette	5,200	4,300	82
*Middlesex	357,400	348,300	97	Cottonwood	4,700	3,600	77	Lamar	3,500	2,900	84
Nantucket	1,000	800	83	Crow Wing	9,700	7,400	76	*Lauderdale	19,700	17,200	86
*Norfolk	150,500	150,200	100	*Dakota	22,100	20,300	92	Lawrence	2,400	1,900	80
Plymouth	79,400	78,300	99	Dodge	3,700	3,300	90	Leake	4,600	3,700	80
*Suffolk	223,100	212,600	95	Douglas	6,200	5,100	82	Lee	11,500	9,700	85
Worcester	171,400	159,000	93	Faribault	6,800	5,900	86	Leflore	12,500	10,100	81
Total	1,526,100	1,456,100	95	Fillmore	6,900	6,000	86	Lincoln	7,000	6,100	87
<b>MICHIGAN</b>				Freeborn	11,100	10,000	90	Lowndes	12,300	10,300	84
Alcona	1,000	700	74	Goodhue	9,700	8,600	89	Madison	7,900	6,900	87
Alger	2,700	2,400	88	Grant	2,500	2,000	80	Marion	6,000	5,200	87
*Allegan	17,300	15,200	88	*Hennepin	259,700	247,700	95	Marshall	5,600	4,800	85
Alpena	8,200	6,800	83	Houston	4,300	4,200	87	Monroe	9,100	7,400	82
Antrim	2,900	2,500	87	Hubbard	2,800	1,900	66	Montgomery	3,400	2,500	74
Arenac	2,800	2,400	87	Isanti	3,400	3,000	89	Neshoba	5,300	4,400	84
Baraga	2,100	1,800	83	Itasca	11,200	9,500	85	Newton	4,900	4,100	84
*Barry	10,100	8,800	87	Jackson	4,400	3,500	79	Noxubee	3,800	3,200	84
*Bay	31,200	29,000	93	Kanabec	2,600	2,100	80	Okitibbeha	6,500	5,000	78
Benzie	2,200	1,900	88	Kandiyohi	7,900	6,800	86	Panola	7,200	5,800	81
Berrien	47,300	42,700	90	Kittson	2,300	1,700	75	Pearl River	6,100	5,200	86
Branch	10,400	9,100	88	Koochiching	5,200	3,700	71	Perry	2,300	2,000	85
Calhoun	40,500	37,500	92	Lac Qui Parle	3,600	3,000	83	Pike	9,400	7,800	83
Cass	12,000	10,200	85	Lake	4,800	4,400	93	Pontotoc	4,500	3,700	83
Charlevoix	3,800	3,400	90	Lake of Woods	1,200	700	62	Prentiss	4,700	3,800	81
Cheboygan	4,100	3,500	90	Le Sueur	5,300	5,000	87	Quitman	5,200	4,100	79
Chippewa	9,500	8,300	88	Lincoln	2,300	2,200	77	Rankin	7,300	6,200	85
Clare	3,500	3,200	90	Lyon	6,500	5,400	83	Scott	5,200	4,300	83
Clinton	10,900	9,900	91	McLeod	7,000	6,400	92	Sharkey	2,500	2,000	81
Crawford	1,300	1,100	83	Mahnoman	1,400	1,100	78	Simpson	5,100	4,400	86
Delta	10,100	9,100	90	Marshall	3,700	3,200	85	Smith	3,400	2,900	86
Dickinson	7,500	6,800	90	Martin	7,800	7,000	90	Stone	1,800	1,400	75
Eaton	15,500	14,500	93	Meeker	5,200	4,600	88	Sunflower	11,000	8,900	81
Emmet	4,500	3,800	84	Mille Lacs	4,100	3,500	84	Tallahatchie	6,000	4,800	81
*Genesee	114,300	107,800	94	Morrison	6,900	5,800	84	Tate	4,500	4,000	89
Gladwin	3,000	2,600	88	Murray	13,900	13,300	96	Tippah	3,600	2,800	79
Gogebic	7,400	6,800	92	Murray	3,900	3,500	90	Tishomingo	3,600	2,600	73
*Grand Traverse	9,200	8,300	90	Nicollet	5,500	4,700	86	Tunica	4,300	3,600	85
Gratiot	11,000	9,500	86	Norman	6,500	5,700	88	Union	5,300	4,400	83
Hillsdale	10,900	9,700	89	*Olmsted	18,800	16,900	90	Walthall	3,200	2,600	82
Houghton	10,800	9,700	89	Otter Tail	13,200	9,600	73	Warren	13,300	11,200	84
Huron	9,300	7,800	84	Pennington	3,300	2,700	83	Washington	22,400	17,300	77
*Ingham	63,200	58,600	93	Pine	4,300	3,900	91	Wayne	3,800	3,200	84
Ionia	12,400	11,200	90	Pipestone	3,700	3,300	90	Webster	2,600	2,000	76
Iosco	5,100	4,600	90	Polk	10,100	9,100	90	Wilkinson	3,000	2,500	85
Iron	5,300	4,700	89	Pope	3,300	2,900	87	Winston	4,800	4,200	88
Isabella	9,700	8,200	84	*Ramsey	131,100	124,200	95	Yalobusha	3,200	2,300	71
*Jackson	39,300	36,100	92	Red Lake	1,400	1,100	79	Yazoo	7,900	6,600	84
*Kalamazoo	52,300	49,400	94	Redwood	6,000	4,600	76	Total	571,500	476,000	83
Kalkaska	1,200	1,000	82	Renville	6,500	4,800	74	<b>MISSOURI</b>			
*Kent	113,400	106,200	94	Rice	9,400	8,800	94	Adair	6,800	5,300	77
Keweenaw	600	500	81	Rock	3,500	3,100	89	Andrew	3,500	3,100	87
Lake	1,600	1,400	87	Roseau	3,200	2,100	65	Atchison	2,700	2,300	86
Lapeer	10,900	9,500	87	*St. Louis	72,400	68,000	94	Audrain	8,600	7,700	89
Leelanau	2,500	2,000	80	Scott	5,900	5,200	88	Barry	5,600	4,000	72
Lenawee	23,400	20,900	89	Sherburne	3,400	3,000	87	Barton	3,600	2,700	76
Livingston	11,700	10,700	92	Sibley	4,400	3,700	85	Bates	5,600	4,800	86
Luce	1,600	1,300	83	Stearns	19,300	17,300	90	Benton	2,700	2,200	83
Mackinac	3,100	2,400	78	Steale	7,300	6,500	89	Bollinger	2,500	1,900	75
*Macomb	120,900	116,800	97	Stevens	2,900	2,300	79	*Boone	13,700	11,500	84
Manistee	5,800	5,200	90	Swift	4,100	3,600	87	*Buchanan	28,400	24,900	88
Marquette	16,400	14,800	90	Todd	6,200	4,400	72	Butler	9,800	7,400	76
Mason	6,900	5,600	82	Traverse	2,100	1,700	83	Caldwell	3,200	2,800	86
Mecosta	6,600	5,600	85	Wabasha	4,800	4,300	90	Callaway	6,800	5,800	85
Menominee	7,000	6,300	91	Wadena	3,200	2,100	66	Camden	2,500	1,700	67
Midland	15,000	13,800	92	Waseca	4,700	3,900	83	*Cape Girardeau	12,800	11,200	88
Missaukee	1,800	1,400	76	*Washington	15,100	13,600	90	Carroll	4,400	3,700	83
Monroe	29,500	26,600	90	Watsonwan	4,200	3,500	83	Carter	1,200	800	70
Montcalm	11,40										



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>MISSOURI—(Continued)</b>				Garfield	600	400	72	Perkins	1,100	900	81
*Cole	11,100	10,100	91	Glacier	3,300	2,600	79	Phelps	3,200	2,800	88
Cooper	4,800	4,100	84	Golden Valley	300	200	72	Pierce	2,600	2,200	84
Crawford	3,700	2,700	72	Granite	1,000	800	76	Platte	7,200	6,200	86
Dade	2,300	1,700	74	Hill	5,700	4,600	80	Polk	2,300	2,100	90
Dallas	2,800	2,100	75	Jefferson	1,000	800	77	Redwillow	4,000	3,400	85
Davies	3,100	2,100	69	Judith Basin	800	600	79	Richardson	4,400	3,600	81
De Kalb	2,300	2,000	87	Lake	3,700	2,500	68	Rock	700	500	71
Dent	3,100	2,000	63	Lewis & Clark	9,700	8,100	83	Saline	4,200	3,800	90
Douglas	2,700	1,900	70	Liberty	500	400	78	*Sarpy	7,600	6,800	89
Dunklin	10,900	8,500	78	Lincoln	3,900	3,100	80	Saunders	5,600	4,700	84
Franklin	13,900	10,700	77	McCone	1,000	600	61	Scotts Bluff	10,100	8,900	88
Gasconade	3,800	3,100	83	Madison	1,600	1,300	80	Seward	4,300	3,400	78
Gentry	2,700	2,300	86	Meagher	1,000	600	65	Sheridan	2,700	2,300	85
*Greene	42,500	38,400	90	Mineral	1,000	700	74	Sherman	1,400	1,100	82
Grundy	4,100	3,500	85	Missoula	14,900	11,700	79	Sioux	700	500	68
Harrison	3,700	2,900	79	Musselshell	1,500	1,300	86	Stanton	1,700	1,300	77
Henry	8,700	5,500	81	Park	3,500	2,800	81	Thayer	2,800	2,200	78
Hickory	1,600	1,100	67	Petroleum	300	200	77	Thomas	400	300	77
Holt	2,400	2,100	89	Phillips	1,900	1,300	71	Thurston	2,000	1,700	85
Howard	3,300	2,700	82	Pondera	2,100	1,700	79	Valley	1,900	1,600	83
Howell	6,600	4,100	62	Powder River	800	400	52	Washington	3,800	3,400	89
Iron	2,000	1,400	71	Powell	2,000	1,700	85	Wayne	2,800	2,600	92
*Jackson	213,900	197,100	92	Prairie	600	300	43	Webster	2,000	1,600	81
*Jasper	27,200	23,300	86	Ravalli	3,900	3,200	82	Wheeler	300	200	79
Jefferson	21,000	18,600	89	Richland	2,800	2,300	82	York	4,300	3,700	85
Johnson	8,800	7,000	79	Roosevelt	3,200	2,800	88	<b>Total</b>	<b>433,400</b>	<b>383,600</b>	<b>89</b>
Knox	2,300	1,800	78	Rosebud	1,800	1,200	69	<b>NEVADA</b>			
Laclede	5,400	4,500	83	Sanders	2,100	1,600	74	Churchill	2,500	2,200	90
Lafayette	8,000	7,000	87	Sheridan	1,700	1,300	79	*Clark	42,300	37,000	87
Lawrence	7,600	6,100	81	*Silver Bow	16,700	14,300	86	Douglas	800	700	90
Lewis	3,600	3,200	88	Stillwater	1,700	1,300	75	Elko	3,600	2,600	73
Lincoln	5,200	4,300	83	Sweet Grass	900	600	62	Esmeralda	200	.....	.....
Linn	5,800	4,900	84	Teton	2,200	1,800	84	Eureka	200	200	51
Livingston	5,000	4,000	81	Toole	2,500	2,000	82	Humboldt	1,700	1,400	83
McDonald	3,400	2,500	73	Treasure	300	200	75	Lander	400	300	79
Macon	5,600	4,700	83	Treasure	300	200	75	Lincoln	600	400	72
Madison	2,700	1,800	67	Valley	5,100	3,900	76	Lyon	1,900	1,300	93
Maries	2,200	1,700	75	Wheatland	900	700	76	Mineral	1,900	1,600	83
*Marion	9,800	8,700	88	Wibaux	400	300	70	Nye	1,600	1,100	67
Mercer	1,900	1,300	70	*Yellowstone	26,200	23,300	89	Ormsby	2,400	2,200	90
Miller	4,300	3,300	78	<b>Total</b>	<b>211,500</b>	<b>172,000</b>	<b>81</b>	Pershing	900	700	80
Mississippi	5,400	4,400	81	<b>NEBRASKA</b>				Storey	200	100	65
Moniteau	3,400	3,000	89	*Adams	8,500	7,500	88	Washoe	29,100	26,200	90
Monroe	3,500	3,000	86	Antelope	3,200	2,500	77	White Pine	2,900	2,500	86
Montgomery	3,700	3,000	81	Arthur	200	100	72	<b>Total</b>	<b>93,200</b>	<b>81,000</b>	<b>87</b>
Morgan	3,000	2,500	82	Banner	400	300	82	<b>NEW HAMPSHIRE</b>			
New Madrid	7,800	5,700	74	Blaine	200	200	85	Belknap	8,700	8,300	95
Newton	9,300	7,400	80	Boone	2,600	2,200	84	Carroll	4,800	4,300	90
Nodaway	6,800	5,800	85	Box Butte	3,400	2,800	82	Cheshire	13,100	10,900	83
Oregon	2,700	1,500	56	Boyd	1,300	1,000	77	Coos	10,500	9,900	94
Osage	2,900	2,400	83	Brown	1,300	1,000	74	Grafton	13,800	11,000	79
Ozark	1,700	1,100	67	*Buffalo	8,300	7,000	84	Hillsborough	54,100	51,100	94
Pemiscot	10,100	7,500	74	Burt	3,100	2,800	91	Merrimack	19,500	17,500	90
Perry	4,000	3,300	82	Butler	3,100	2,700	87	Rockingham	31,200	27,300	87
Pettis	12,200	10,600	87	Cass	5,700	5,100	90	Strafford	17,200	15,000	87
Phelps	7,300	6,300	86	Cedar	3,600	3,100	87	Sullivan	8,500	7,200	84
Pike	5,800	4,700	82	Chase	1,200	1,000	85	<b>Total</b>	<b>181,400</b>	<b>162,500</b>	<b>90</b>
Platte	7,300	6,500	90	Cherry	2,400	1,800	77	<b>NEW JERSEY</b>			
Polk	4,300	3,400	79	Cheyenne	4,500	3,900	87	Atlantic	48,400	44,600	92
Pulaski	14,300	11,100	77	Clay	2,900	2,600	89	*Bergen	244,800	239,000	98
Putnam	2,300	1,700	75	Colfax	3,000	2,700	91	*Burlington	60,400	58,500	97
Ralls	2,300	1,700	75	Cuming	3,500	2,800	80	*Camden	118,500	116,600	98
Randolph	7,600	6,300	82	Custer	5,000	4,000	80	Cape May	16,200	13,900	86
Ray	5,700	4,800	84	Dakota	3,500	3,100	75	Cumberland	32,000	28,700	90
Reynolds	1,400	1,000	69	Dawes	2,900	2,200	80	*Essex	277,200	271,400	98
Ripley	2,700	1,800	66	Dawson	6,000	5,300	89	*Gloucester	41,500	40,800	98
St. Charles	16,100	14,300	89	Deuel	900	800	88	*Hudson	176,000	171,100	97
St. Clair	2,700	2,000	73	Dixon	2,400	2,100	87	Hunterdon	16,800	15,200	90
St. Francois	10,900	9,500	87	Dodge	10,800	9,800	91	Mercer	72,900	71,700	98
St. Louis	454,000	417,200	92	*Douglas	107,400	103,100	96	*Middlesex	131,400	128,000	97
Ste. Genevieve	3,200	2,800	87	Dundy	1,000	800	83	*Monmouth	103,800	96,200	93
Saline	7,700	6,400	83	Fillmore	3,300	2,800	86	*Morris	76,000	74,600	98
Schuyler	1,500	1,500	81	Franklin	1,700	1,400	82	Ocean	37,700	36,900	98
Scotland	2,200	1,900	85	Frontier	1,100	1,000	91	*Passaic	130,200	127,800	98
Scott	9,300	7,800	84	Furnas	2,500	2,000	80	Salem	18,000	17,400	97
Shannon	1,900	900	47	Gage	8,000	6,800	85	*Somerset	41,300	40,200	97
Shelby	3,200	2,700	84	Garden	1,100	900	84	Sussex	15,400	14,600	95
Stoddard	8,000	6,200	78	Garfield	800	600	87	*Union	150,000	146,300	98
Stone	2,300	1,700	74	Gosper	700	600	76	Warren	19,700	18,700	95
Sullivan	2,800	2,100	76	Grant	200	200	87	<b>Total</b>	<b>1,828,200</b>	<b>1,771,900</b>	<b>97</b>
Taney	3,000	2,100	72	Greeley	1,300	1,100	82	<b>NEW MEXICO</b>			
Texas	5,300	3,700	69	*Hall	11,400	10,200	89	*Bernalillo	75,500	65,600	87
Vernon	6,200	4,900	79	Hamilton	2,900	2,700	92	Catron	600	200	37
Warren	2,800	2,300	80	Harlan	1,500	1,300	84	Chaves	16,500	14,200	86
Washington	3,900	2,900	75	Hayes	400	300	77	Colfax	3,500	2,400	68
Wayne	2,200	2,000	92	Hitchcock	1,400	1,200	83	Curry	9,200	7,900	85
Webster	4,100	3,100	75	Holt	3,800	2,900	76	De Baca	1,000	800	78
Worth	1,300	1,100	83	Hooker	300	200	71	Donna Ana	15,900	13,000	82
Wright	4,400	3,000	68	Howard	2,200	1,700	79	Eddy	14,400	12,300	86
<b>Total</b>	<b>1,363,300</b>	<b>1,188,300</b>	<b>87</b>	Jefferson	3,700	3,200	86	Grant	4,600	3,200	70
<b>MONTANA</b>				Johnson	1,900	1,500	79	Guadalupe	1,200	900	76
Beaverhead	2,900	2,200	75	Kearney	2,100	1,900	90	Harding	300	200	63
Big Horn	1,900	1,700	70	Keith	2,600	2,300	89	Hidalgo	1,200	900	75
Blaine	2,500	1,700	67	Keya Paha	300	200	79	Lea	16,100	13,800	86
Broadwater	900	700	75	Kimball	2,300	2,000	86	Lincoln	1,900	1,600	84
Carbon	2,500	1,900	76	Knox	3,900	3,100	80	Los Alamos	3,400	2,700	78
Carter	800	400	46	*Lancaster	50,000	45,600	91	Luna	2,200	2,200	80
*Cascade	23,100	20,300	88	Lincoln	8,600	7,000	81	McKinley	8,200	6,100	74
Chouteau	2,300	1,900	82	Logan	400	300	77	Mora	1,400	1,000	69
Custer	4,300	3,200	73	Loup	400	200	60	Otero	9,700	8,200	85
Daniels	900	700	77	McPherson	100	100	78	Quay	3,500	2,700	76
Dawson	3,600										



State and County	Total Households	TV Households Number	Percent
San Miguel	5,200	4,000	77
Santa Fe	11,900	10,100	85
Sierra	2,100	1,600	78
Scoorro	2,500	2,000	79
Taos	3,300	2,100	63
Torrance	1,500	1,100	74
Union	1,700	1,200	68
Valencia	8,600	7,000	81
<b>Total</b>	<b>252,800</b>	<b>208,700</b>	<b>83</b>

NEW YORK			
*Albany	87,200	82,100	94
*Allegany	12,900	11,600	90
*Bronx	438,700	427,700	97
*Broome	64,600	61,300	95
*Cattaraugus	24,000	21,600	90
*Cayuga	22,100	20,800	94
*Cbautauqua	46,600	41,700	90
*Chemung	30,900	27,300	88
*Chenango	13,100	11,200	85
*Clinton	17,600	15,900	90
*Columbia	14,800	14,100	95
*Cortland	12,400	11,700	94
*Delaware	13,100	10,700	82
*Dutchess	47,400	42,600	90
*Erie	316,600	304,400	96
*Essex	10,400	9,200	89
*Franklin	12,300	11,000	90
*Fulton	17,100	15,700	92
*Genesee	15,900	14,800	93
*Greene	9,600	8,600	90
*Hamilton	1,400	1,100	78
*Herkimer	20,500	19,800	97
*Jefferson	26,900	24,500	91
*Kings	804,800	754,300	94
*Lewis	6,600	5,600	85
*Livingston	12,000	10,800	90
*Madison	16,100	15,200	95
*Monroe	183,600	175,800	96
*Montgomery	17,900	16,300	91
*Nassau	396,500	390,500	98
*New York	567,900	499,600	88
*Niagara	72,800	71,400	98
*Oneida	78,400	75,400	96
*Onondaga	128,000	121,200	95
*Ontario	19,800	18,500	93
*Orange	56,100	50,700	90
*Orleans	10,500	9,900	94
*Oswego	25,400	24,500	97
*Otsego	16,400	14,700	90
*Putnam	9,400	9,400	100
*Queens	574,600	550,300	96
*Rensselaer	43,700	40,800	93
*Richmond	63,100	58,900	93
*Rockland	36,000	35,500	99
*St. Lawrence	30,500	26,500	87
*Saratoga	27,200	26,200	96
*Schenectady	48,500	46,900	97
*Schoharie	6,800	6,000	88
*Schuyler	4,500	3,800	85
*Seneca	7,700	7,200	94
*Steuben	29,100	26,200	90
*Suffolk	196,100	185,600	95
*Sullivan	14,200	12,800	90
*Tioga	11,900	10,700	90
*Tompkins	16,600	14,200	86
*Ulster	38,100	33,700	88
*Warren	13,900	12,300	88
*Washington	14,100	12,600	90
*Wayne	20,200	18,900	93
*Westchester	244,800	239,000	98
*Wyoming	9,500	8,600	90
*Yates	5,800	5,100	88
<b>Total</b>	<b>5,155,200</b>	<b>4,855,000</b>	<b>94</b>

NORTH CAROLINA			
*Alamance	22,700	20,300	90
*Alexander	3,700	3,100	85
*Alleghany	2,100	1,700	83
*Anson	5,900	4,900	83
*Ashe	4,500	3,700	83
*Avery	2,900	2,300	78
*Beaufort	8,600	7,200	84
*Bertie	5,400	4,400	81
*Bladen	6,300	4,900	78
*Brunswick	4,400	3,600	82
*Buncombe	34,700	28,900	83
*Burke	12,600	10,800	86
*Cabarrus	18,000	14,900	83
*Caldwell	12,200	10,800	88
*Camden	1,500	1,300	86
*Carteret	8,000	6,500	81
*Caswell	4,200	3,300	78
*Catawba	19,500	17,600	90
*Chatham	6,600	5,600	84
*Cherokee	3,700	2,900	79
*Chowan	2,700	2,100	79
*Clay	1,200	900	77
*Cleveland	16,000	14,000	87
*Columbus	11,200	8,700	78
*Craven	13,800	11,600	84
*Cumberland	33,600	28,600	85
*Currituck	1,900	1,500	78
*Dare	1,500	1,200	82
*Davidson	21,200	17,700	84
*Davie	4,200	3,400	82
*Duplin	9,400	7,400	79
*Durham	28,700	24,900	87
*Edgecombe	12,300	11,300	92
*Forsyth	52,500	47,100	90

State and County	Total Households	TV Households Number	Percent
Franklin	6,600	5,300	80
Gaston	32,600	29,400	90
Gates	2,200	1,800	84
Grabam	1,400	1,100	78
Granville	6,900	5,600	81
Greene	3,300	2,600	78
*Guilford	66,900	61,700	92
Halifax	13,900	11,200	81
Harnett	11,200	9,400	84
Haywood	10,100	8,500	84
*Henderson	10,200	8,100	80
Hertford	5,000	4,000	80
Hoke	3,400	2,700	81
Hyde	1,400	1,100	78
Iredell	16,300	13,900	85
Jackson	4,100	3,200	78
Johnston	15,100	12,100	80
Jones	2,500	2,000	80
Lee	6,500	5,400	82
Lenoir	13,900	11,500	83
Lincoln	7,000	6,000	86
McDowell	6,600	5,300	81
Macon	3,500	2,700	78
Madison	3,800	3,000	79
Martin	5,700	4,900	86
*Mecklenserg	75,800	68,300	90
Mitell	3,300	2,500	75
Montgomery	4,600	3,700	81
Moore	9,200	7,500	82
Nash	15,500	12,100	78
*New Hanover	20,100	18,300	91
Northampton	5,600	4,300	77
Onslow	8,500	6,900	81
Orange	9,900	7,500	76
Pamlico	2,300	1,900	81
Pasquotank	6,600	5,900	90
Pender	4,300	3,400	80
Perquimans	2,400	1,900	81
Person	6,100	5,100	83
*Pitt	16,200	13,500	84
*Polk	3,000	2,300	75
Randolph	16,300	13,600	84
Richmond	9,500	8,100	85
Robeson	19,100	15,300	80
Rockingham	18,100	16,000	89
Rowan	22,600	19,700	87
Rutherford	11,400	9,400	82
Sampson	11,000	8,700	79
Scotland	5,600	4,700	84
Stanly	10,900	8,500	78
Stokes	5,400	4,300	80
Surry	12,000	9,400	78
Swain	1,900	1,300	69
Transylvania	3,600	3,000	84
Tyrrell	1,000	800	82
Union	10,800	8,000	74
Vance	7,700	6,600	86
*Wake	42,900	37,600	88
Warren	4,000	3,300	82
Washington	3,000	2,500	82
Watauga	3,900	3,200	82
Wayne	19,300	16,700	86
Wilkes	10,700	8,900	83
Wilson	14,400	12,100	84
Yadkin	5,500	4,100	75
Yancey	3,100	2,400	77
<b>Total</b>	<b>1,124,800</b>	<b>954,900</b>	<b>85</b>

State and County	Total Households	TV Households Number	Percent
Sheridan	1,100	900	84
Sioux	800	600	76
Slope	400	300	72
Stark	4,800	4,000	84
Steele	1,300	1,100	85
Stutsman	6,700	5,400	81
Towner	1,400	1,100	80
Trail	2,800	2,500	89
Walsh	4,400	4,000	90
*Ward	13,700	12,000	87
Wells	2,500	1,900	77
Williams	6,700	5,400	81
<b>Total</b>	<b>170,800</b>	<b>144,000</b>	<b>84</b>

NORTH DAKOTA			
Adams	1,300	1,200	89
Barnes	4,600	4,000	88
Benson	2,400	1,800	77
Billings	300	200	65
Bottineau	3,000	2,400	79
Bowman	1,100	1,000	87
Burke	1,800	1,400	78
*Burleigh	9,700	8,800	90
*Cass	19,100	17,300	90
Cavalier	2,500	1,800	74
Dickey	2,300	1,900	82
Divide	1,500	1,100	72
Dunn	1,600	1,100	69
Eddy	1,300	1,100	85
Emmons	2,100	1,600	78
Foster	1,500	1,300	84
Golden Valley	1,000	900	88
Grand Forks	13,500	11,900	88
Grant	1,600	1,200	72
Griggs	1,500	1,300	84
Hettinger	1,700	1,400	83
Kidder	1,300	1,000	78
La Moure	2,200	1,800	84
Logan	1,100	900	79
McHenry	2,800	2,300	83
McIntosh	1,700	1,300	78
McKenzie	2,300	1,700	75
McLean	3,600	2,800	77
Mercer	1,800	1,400	76
*Morton	5,400	4,800	90
Mountrail	3,000	2,300	75
Nelson	1,800	1,500	84
Oliver	500	400	80
Pembina	3,400	2,800	82
Pierce	1,900	1,500	81
Ramsey	3,300	3,000	92
Ransom	2,100	1,700	80
Renville	1,200	1,000	83
Richland	5,200	4,500	87
Rolette	2,400	1,800	75
Sargent	1,800	1,600	87

State and County	Total Households	TV Households Number	Percent
Adams	6,100	4,400	73
*Allen	31,500	28,500	91
Ashland	12,400	11,200	90
Ashtabula	29,000	25,000	86
Athens	12,200	10,300	85
Auglaize	11,100	9,600	86
*Belmont	25,100	23,400	93
Brown	7,900	6,800	86
Butler	59,000	56,900	96
Carroll	6,100	5,100	84
Champaign	9,100	8,100	89
Clark	40,500	39,700	98
Clermont	24,800	24,400	98
Clinton	9,300	8,300	89
Columbiana	32,700	28,900	88
Coshocton	10,000	8,500	85
Crawford	15,100	13,400	89
*Cuyahoga	517,700	494,600	96
Darke	14,100	11,900	84
Defiance	9,600	7,900	82
Delaware	10,300	9,300	90
Erie	21,400	19,200	90
Fairfield	19,600	17,500	89
Fayette	7,800	6,900	88
*Franklin	208,700	202,100	97
Fulton	8,800	7,300	83
Gallia	6,900	6,000	87
Geauga	13,800	12,600	91
*Greene	27,600	25,400	92
Guernsey	11,200	9,100	81
*Hamilton	277,300	261,900	94
Hancock	17,800	15,900	89
Hardin	9,000	7,700	85
Harrison	5,300	4,500	86
Henry	7,700	6,900	90
Highland	9,300	7,800	84
Hocking	5,800	5,000	86
Holmes	5,000	4,700	81
Huron	14,100	13,200	94
Jackson	8,200	6,800	82
*Jefferson	28,100	25,500	91
Knox	12,000	10,500	88
*Lake	47,400	45,600	96
*Lawrence	15,800	14,200	90
Licking	28,700	25,900	90
Logan	11,200	10,200	91
Lorain	65,700	62,500	95
*Lucas	140,500	136,100	97
Madison	7,200	6,500	91
*Mahoning	85,900	80,700	94
Marion	18,900	17,000	90
Medina	21,100	18,900	90
Meigs	6,600	5,500	84
Mercer	9,200	7,500	82
Miami	23,100	20,900	90
Monroe	4,400	3,700	83
*Montgomery	159,800	153,300	96
Morgan	4,000	3,500	86
Morrow	5,600	4,600	82
Muskingum	24,000	21,000	88
Noble	3,300	2,900	88
Ottawa	11,000	10,300	94
Paulding	5,100	4,100	81
Perry	7,900	6,700	85
Pickaway	9,400	8,300	88
Pike	5,400	4,400	82
Portage	26,		



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>OKLAHOMA—(Continued)</b>				Umatilla	14,100	11,400	81	*Greenville	58,700	52,500	89
Atoka	2,600	2,000	76	Union	5,800	4,300	75	Greenwood	11,900	10,600	89
Beaver	2,000	1,500	75	Wallowa	2,800	1,700	75	Hampton	4,100	3,100	76
Beckham	5,000	4,100	82	Wasco	6,900	6,000	88	Horry	14,800	11,700	79
Blaine	3,500	3,200	90	*Washington	30,100	27,500	91	Jasper	3,000	2,400	80
Bryan	6,900	5,500	80	Wheeler	1,000	900	89	Kershaw	3,100	6,400	80
Caddo	8,200	6,800	83	Yamhill	10,300	9,000	87	Lancaster	9,400	7,400	79
Canadian	7,100	6,100	85	<b>Total</b>	<b>578,700</b>	<b>514,700</b>	<b>89</b>	Laurens	11,600	9,500	82
Carter	12,100	9,900	82	<b>PENNSYLVANIA</b>				Lee	4,600	3,500	77
Cherokee	4,600	3,500	77	Adams	14,600	12,100	83	*Lexington	16,100	12,100	75
Choctaw	4,200	2,900	68	*Allegheny	477,000	464,400	97	McCormick	2,000	1,600	79
Cimarron	1,300	900	73	Armstrong	22,700	19,600	86	Marion	7,200	6,000	83
Cleveland	11,900	10,100	85	Beaver	59,000	56,600	96	Marlboro	6,700	5,200	77
Coal	1,300	1,100	82	Bedford	11,900	9,600	81	Newberry	7,500	6,200	82
Comanche	23,300	20,600	88	Berks	82,500	75,600	92	Oconee	9,600	3,100	85
Cotton	2,300	1,900	83	*Blair	40,100	37,400	93	Orangeburg	15,800	12,200	77
Craig	4,100	3,400	82	Bradford	16,500	14,100	85	Pickens	12,000	10,100	85
Creek	12,300	10,500	86	*Bucks	98,800	92,400	94	*Richland	44,400	39,400	89
Custer	6,500	5,700	88	Butler	32,500	28,600	88	Saluda	3,500	2,700	78
Delaware	3,600	2,700	76	*Cambria	54,100	51,900	96	*Spartanburg	41,300	34,400	83
Dewey	1,500	1,300	85	Cameron	2,100	2,000	95	Sumter	15,800	12,400	79
Ellis	1,600	1,100	67	Carbon	15,000	13,400	89	Union	7,400	6,100	83
Garfield	15,700	14,100	90	Centre	20,100	17,100	85	Williamsburg	3,100	5,900	73
Garvin	8,000	6,700	83	*Chester	56,900	55,700	98	York	19,400	16,500	85
Grady	8,800	7,300	83	Clarion	10,300	9,200	90	<b>Total</b>	<b>588,800</b>	<b>489,600</b>	<b>83</b>
Grant	2,300	2,000	87	Clearfield	23,000	19,700	86	<b>SOUTH DAKOTA</b>			
Greer	2,600	2,100	81	Clinton	10,800	9,500	88	Aurora	1,300	1,200	89
Harmon	1,500	1,200	80	Columbia	15,900	13,900	87	Beadle	6,700	5,800	87
Harper	1,700	1,400	81	Crawford	22,600	18,900	84	Bennett	700	600	81
Haskell	2,100	1,500	70	*Cumberland	37,700	34,800	92	Bon Homme	2,700	2,100	78
Hughes	4,300	3,600	83	*Dauphin	66,300	61,000	92	Brookings	5,800	4,700	80
Jackson	8,500	6,700	79	*Delaware	162,400	158,100	97	Brown	10,300	8,700	84
Jefferson	2,300	1,900	84	Elk	10,300	9,300	90	Brule	1,900	1,600	84
Johnston	2,100	1,600	78	*Erie	73,800	70,100	95	Buffalo	400	300	81
Kay	16,200	14,100	87	Fayette	46,500	39,800	86	Butte	2,700	2,300	86
Kingfisher	3,100	2,800	89	Forest	1,200	1,000	86	Campbell	900	700	77
Kiowa	4,400	3,600	81	Franklin	25,400	19,800	78	Charles Mix	3,300	2,400	74
Latimer	2,000	1,400	68	Fulton	2,800	2,100	74	Clark	2,000	1,700	85
LeFlore	7,800	6,000	76	Greene	10,700	9,200	86	Clay	3,200	2,500	77
Lincoln	5,500	4,600	84	Huntingdon	10,900	9,100	84	Codington	6,000	5,100	86
Logan	5,700	5,000	87	Indiana	20,700	17,700	86	Corson	1,300	1,000	74
Love	1,400	1,200	82	Jefferson	13,600	12,100	89	Custer	1,400	1,100	75
McClain	3,600	3,100	86	Juniata	4,500	3,600	79	Davison	5,100	4,300	85
McCurtain	6,600	5,100	77	*Lackawanna	67,100	64,500	96	Day	3,100	2,500	82
McIntosh	3,100	2,400	79	*Lancaster	81,000	71,300	88	Deuel	1,600	1,100	71
Major	2,200	1,700	75	Lawrence	33,200	29,700	90	Dewey	1,200	800	68
Marshall	2,100	1,700	83	*Lebanon	26,300	23,100	88	Douglas	1,300	900	71
Mayes	5,500	4,600	83	Lehigh	66,700	63,500	95	Edmunds	1,500	1,200	77
Murray	3,200	2,700	84	*Luzerne	96,800	91,600	95	Fall River	3,000	2,500	83
Muskogee	17,100	14,100	82	Lycoming	35,400	29,000	87	Faulk	1,200	1,000	83
Noble	3,200	2,900	91	McKean	16,600	14,800	89	Grant	2,800	2,300	82
Nowata	3,200	2,800	86	Mercer	37,000	36,000	97	Gregory	2,200	1,900	85
Okfuskee	3,100	2,500	80	Mifflin	12,700	11,300	89	Haakon	900	800	87
*Oklahoma	143,600	130,300	91	Monroe	11,900	10,700	90	Hamlin	1,800	1,500	81
Okmulgee	10,500	8,800	84	*Montgomery	149,900	147,300	98	Hand	1,900	1,600	82
Osage	9,400	8,300	88	Montour	3,700	3,400	91	Hanson	1,200	1,100	88
Ottawa	8,600	7,300	85	Northampton	58,800	56,800	97	Harding	700	500	72
Pawnee	3,200	2,800	89	Northumberland	30,200	26,100	87	Hughes	3,600	3,400	94
Payne	12,600	10,600	84	Perry	7,600	6,400	84	Hutchinson	3,200	2,500	78
Pittsburg	9,300	7,200	77	*Philadelphia	583,300	569,500	98	Hyde	800	600	79
Pontotoc	8,000	7,100	89	Pike	3,200	2,600	82	Jackson	500	400	80
Pottawatomie	12,300	10,700	87	Potter	4,900	4,300	87	Jerauld	1,100	900	83
Pushmataha	2,300	1,600	69	Schuykill	48,600	41,700	86	Jones	500	400	74
Roger Mills	1,300	900	72	Snyder	7,100	5,600	79	Kingsbury	2,900	2,400	84
Rogers	5,900	5,000	85	Somerset	21,400	19,400	91	Lake	3,200	2,800	88
Seminole	7,700	6,600	86	Sullivan	1,800	1,500	82	Lawrence	5,500	4,800	87
Sequoyah	4,400	3,400	78	Susquehanna	9,300	8,100	87	Lincoln	3,800	3,200	85
Stephens	11,500	9,900	86	Tioga	10,900	9,100	84	Lyman	1,000	800	84
Texas	3,900	2,800	72	Union	6,200	5,100	82	McCook	2,400	1,900	81
Tillman	4,200	3,500	84	Venango	18,500	16,500	89	McPherson	1,600	1,100	66
*Tulsa	111,700	100,600	90	Warren	12,900	10,900	85	Marshall	2,000	1,700	83
Wagoner	4,300	3,500	81	Washington	62,400	60,400	97	Meade	1,900	1,600	82
Washington	13,500	12,500	93	Wayne	8,000	6,700	84	Mellette	600	400	72
Washita	5,200	4,500	86	Westmoreland	100,200	95,500	95	Miner	1,600	1,400	85
Woods	3,500	2,900	84	Wyoming	4,900	4,200	85	*Minnehaha	27,100	24,900	92
Woodward	3,800	3,000	78	*York	72,600	67,000	92	Moody	2,500	2,100	85
<b>Total</b>	<b>691,400</b>	<b>595,800</b>	<b>86</b>	<b>Total</b>	<b>3,282,300</b>	<b>3,083,000</b>	<b>94</b>	Pennington	18,900	16,000	85
<b>OREGON</b>				<b>RHODE ISLAND</b>				Potter	1,600	1,400	90
Baker	5,800	4,700	80	Bristol	10,800	10,600	93	Roberts	3,300	2,700	81
Benton	11,400	9,500	83	Kent	34,500	34,100	99	Sanborn	1,400	1,100	82
*Clackamas	36,600	34,200	94	Newport	21,500	21,400	100	Shannon	1,200	1,000	79
Clatsop	9,000	8,100	90	*Providence	172,500	168,000	97	Spink	3,200	2,800	86
Columbia	7,000	6,100	87	Washington	16,600	16,300	98	Stanley	1,000	900	92
Coos	18,800	14,500	77	<b>Total</b>	<b>255,900</b>	<b>250,400</b>	<b>98</b>	Sully	800	600	75
Crook	2,600	2,300	89	<b>SOUTH CAROLINA</b>				Todd	1,100	800	73
Curry	5,000	3,900	79	Abbeville	5,400	4,300	80	Tripp	2,500	2,100	85
Deschutes	7,400	6,500	87	*Aiken	22,100	19,100	86	Turner	3,100	2,700	86
Douglas	21,300	18,700	88	Allendale	2,400	1,700	69	Union	3,100	2,900	93
Gilliam	1,000	700	75	Anderson	25,700	21,600	84	Walworth	2,400	1,700	72
Grant	2,300	1,700	75	Bamberg	4,000	3,200	80	Washabaugh	200	200	81
Harney	2,000	1,900	93	Barnwell	4,300	3,300	76	Yankton	4,800	4,000	83
Hood River	4,100	3,500	84	Beaufort	10,900	8,700	80	Ziebach	600	500	82
Jackson	24,400	22,000	90	Berkeley	8,400	6,600	79	<b>Total</b>	<b>196,500</b>	<b>165,600</b>	<b>84</b>
Jefferson	2,100	1,700	80	Calhoun	2,900	2,300	78	<b>TENNESSEE</b>			
Josephine	10,000	7,800	78	*Charleston	60,000	53,000	88	Anderson	15,700	12,800	81
Klamath	15,000	13,500	90	Cherokee	8,700	7,100	82	Bedford	6,400	5,300	82
Lake	2,200	1,900	84	Chester	7,400	6,300	85	Benton	2,800	1,900	69
*Lane	52,000	46,800	90	Chesterfield	7,600	6,000	79	Bledsoe	1,600	1,000	60
Lincoln	8,600	7,500	87	Clarendon	6,000	4,700	78	Blount	15,000	12,200	81
Linn	17,500	15,600	89	Colleton	7,000	5,400	77	Bradley	10,100	8,900	88
Malheur	6,400	5,800									



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Clay	1,700	1,100	64	Burleson	3,000	2,400	80	King	100	100	86
Cocke	5,900	4,400	74	Burnet	2,700	2,300	84	Kinney	600	300	48
Coffee	8,100	6,500	80	Caldwell	4,700	3,800	80	Kleberg	7,700	6,300	81
Crockett	3,900	2,900	75	Calhoun	5,000	3,800	77	Knox	2,200	1,800	80
Cumberland	4,400	3,200	73	Callahan	2,200	1,700	76	Lamar	10,000	6,800	68
*Davidson	115,800	99,800	87	*Cameron	38,200	30,900	81	Lamb	6,100	5,200	85
Decatur	2,100	1,500	70	Camp	2,300	1,900	84	Lampasas	3,000	2,500	84
De Kalb	2,600	2,100	80	Carson	2,300	1,900	84	La Salle	1,400	1,000	72
Dickson	3,100	4,100	81	Cass	6,300	5,200	83	Lavaca	5,800	3,900	67
Dyer	8,100	6,700	82	Castro	2,300	2,000	87	Lee	2,300	1,600	72
Fayette	5,600	4,300	78	Chambers	3,000	2,600	87	Leon	2,800	2,200	77
Fentress	2,800	1,600	56	Cherokee	8,600	7,100	83	Liberty	8,800	7,400	84
Franklin	6,400	4,800	76	Childress	2,400	1,800	74	Limestone	5,700	4,500	79
Gibson	13,200	10,700	81	Clay	2,400	2,000	85	Lipscomb	1,100	800	75
Giles	6,000	4,400	73	Cochran	1,400	1,100	80	Live Oak	1,900	1,400	76
Grainger	3,000	2,300	76	Coke	1,000	800	80	Llano	1,600	1,300	81
Greene	11,300	7,800	69	Coleman	3,700	2,900	78	Loving	100	100	87
Grundy	2,600	1,800	70	*Collin	12,400	10,400	84	*Lubbock	44,100	38,500	87
Hamblen	8,900	7,000	79	Collingsworth	1,600	1,300	78	Lynn	3,000	2,600	86
*Hamilton	68,600	58,900	86	Colorado	5,400	4,300	79	McCulloch	2,500	1,700	68
Hancock	1,900	1,200	64	Comal	5,700	4,800	84	*McLennan	44,100	38,800	88
Hardeman	4,900	3,300	67	Comanche	3,400	2,500	72	McMullen	200	200	81
Hardin	4,300	2,900	67	Concho	1,000	800	78	Madison	1,900	1,400	72
Hawkins	7,300	5,500	75	Cooke	6,600	5,500	83	Marion	2,000	1,700	83
Haywood	5,600	4,100	72	Coryell	7,500	6,300	84	Martin	1,200	1,000	80
Henderson	4,200	3,100	75	Cottle	1,000	700	70	Mason	1,100	700	68
Henry	6,600	5,400	81	Crane	1,400	1,200	88	Matagorda	7,100	5,400	76
Hickman	2,800	2,100	74	Crockett	1,100	800	73	Maverick	4,300	1,900	44
Houston	1,300	900	71	Crosby	3,000	2,600	86	Medina	4,900	4,100	84
Humphreys	3,200	2,300	72	Culberson	800	600	78	Menard	800	500	58
Jackson	2,100	1,400	69	Dallas	1,800	1,600	89	*Midland	21,400	19,500	91
Jefferson	5,700	4,600	80	*Dallas	305,900	281,200	92	Milam	6,600	5,000	76
Johnson	2,500	1,800	72	Dawson	5,800	4,700	82	Mills	1,300	1,000	75
*Knox	69,000	57,800	84	Deaf Smith	3,800	3,200	86	Mitchell	3,100	2,700	86
Lake	2,400	1,700	73	Delta	1,700	1,400	82	Montague	4,600	4,000	87
Lauderdale	5,600	4,400	79	*Denton	13,000	11,000	85	Montgomery	7,900	6,400	80
Lawrence	7,300	5,500	75	De Witt	5,900	4,600	78	Mcore	4,000	3,300	83
Lewis	1,500	1,100	75	Dickens	1,300	1,100	85	Morris	3,500	2,900	84
Lincoln	6,300	4,900	78	Dimmit	2,100	1,300	64	Motley	900	500	59
Loudon	6,100	4,800	78	Donley	1,300	1,100	83	Nacogdoches	7,500	5,900	79
McMinn	8,800	7,200	82	Duval	3,000	2,300	77	Navarro	10,100	8,800	87
McNairy	4,700	3,200	68	Eastland	6,300	5,100	81	Newton	2,700	2,100	77
Macon	3,300	2,400	73	*Ector	27,800	24,800	89	*Nolan	5,800	5,100	88
Madison	17,000	13,900	82	Edwards	600	400	75	*Nueces	61,000	54,000	89
Marion	5,000	4,000	81	*Ellis	12,600	10,800	86	Ochiltree	2,900	2,400	84
Marshall	4,800	3,800	79	*El Paso	85,500	74,700	87	Oldham	600	600	93
Maur	11,800	9,600	82	Erath	4,900	4,000	83	*Orange	17,100	14,700	86
Meigs	1,100	800	75	Falls	5,800	4,500	78	Palo Pinto	6,600	5,900	89
Monroe	5,700	4,500	80	Fannin	7,100	5,600	79	Panola	4,200	3,500	83
Montgomery	13,600	11,600	85	Fayette	6,000	4,500	75	Parker	7,000	6,000	86
Moore	900	600	69	Fisher	2,000	1,700	87	Parmer	2,600	2,200	84
Morgan	3,000	2,100	69	Floyd	3,500	3,100	90	Pecos	3,100	2,500	81
Obion	8,000	6,200	77	Foard	900	700	80	Polk	3,700	2,700	72
Overton	3,500	2,500	72	Fort Bend	10,200	9,100	89	*Potter	38,100	35,500	93
Perry	1,400	1,100	75	Franklin	1,400	1,100	78	Presidio	1,300	800	63
Pickett	1,000	700	70	Freestone	3,500	2,600	75	Rains	700	500	75
Polk	2,900	2,300	80	Frio	2,400	1,700	72	*Randall	10,600	8,600	81
Putnam	7,600	5,600	73	Gaines	3,400	2,800	84	Reagan	900	800	91
Rhea	4,100	3,100	76	Galveston	42,300	37,900	89	Real	500	300	58
Roane	10,300	8,400	82	Garza	1,600	1,400	86	Red River	4,400	3,200	73
Robertson	7,600	6,100	81	Gillespie	3,200	2,300	70	Reeves	5,200	4,500	86
Rutherford	14,200	12,300	87	Glasscock	300	300	84	Refugio	3,000	2,500	83
Scott	3,400	2,000	59	Goliad	1,500	1,100	72	Roberts	300	200	82
Sequatchie	1,100	800	73	Gonzales	4,600	3,600	78	Robertson	4,300	3,600	84
Sevier	6,100	4,200	69	Gray	9,700	8,700	90	Rockwall	1,600	1,400	90
*Shelby	180,700	155,700	86	Grayson	22,700	20,000	88	Runnels	4,200	3,600	85
Smith	3,300	2,500	75	Gregg	19,900	17,500	88	Rusk	10,100	8,400	83
Stewart	2,000	1,400	70	Grimes	3,700	3,000	81	Sabine	1,800	1,300	73
*Sullivan	30,900	26,000	84	Guadalupe	8,200	6,900	84	San Augustine	1,900	1,600	85
Sumner	10,100	8,100	81	Hale	10,200	9,100	89	San Jacinto	1,600	1,200	77
Tipton	7,100	5,000	71	Hall	2,000	1,400	70	San Patricio	11,100	9,600	87
Trousdale	1,100	800	75	Hamilton	2,500	2,000	80	San Saba	1,900	1,300	69
Unicoi	3,600	2,900	81	Hansford	1,500	1,300	85	Schleicher	700	600	85
Union	1,900	1,200	64	Hardeman	2,800	2,100	80	Scurry	6,000	5,100	85
Van Buren	700	500	76	Hardin	6,900	5,600	81	Shackelford	1,100	1,000	88
Warren	6,400	4,800	75	*Harris	378,300	337,400	89	Shelby	5,900	4,400	74
*Washington	16,800	14,000	83	Harrison	12,100	10,200	84	Sherman	800	700	86
Wayne	3,000	2,000	65	Hartley	700	600	84	*Smith	24,800	21,800	88
Weakley	7,000	4,800	69	Haskell	3,000	2,400	81	Somervell	900	700	83
White	3,900	3,000	76	Hays	4,900	4,100	84	Starr	3,500	2,500	72
Williamson	6,600	5,400	82	Hemuhill	900	700	73	Stephens	2,700	2,300	86
Wilson	7,900	6,200	78	Henderson	6,200	5,100	82	Sterling	200	200	80
Total	966,200	785,900	81	Hidalgo N	33,800	27,000	80	Stonewall	800	700	86
				Hidalgo S	10,000	8,000	80	Sutton	900	700	77
TEXAS				Hill	7,000	6,000	86	Swisher	2,900	2,500	85
Anderson	7,800	6,100	78	Hockley	6,000	4,900	82	*Tarrant	165,400	148,700	90
Andrews	4,000	3,500	86	Hood	1,600	1,400	90	*Taylor	31,400	28,100	90
Angelina	11,700	9,600	82	Hopkins	5,500	3,900	71	Terrell	800	500	59
Aransas	2,100	1,800	86	Houston	5,300	4,300	81	Terry	4,300	3,600	83
Archer	1,700	1,500	87	Howard	11,100	9,500	86	Throckmorton	700	600	81
Armstrong	400	300	87	Hudspeth	700	500	76	Titus	4,600	3,700	81
Atascosa	4,600	3,700	79	Hunt	12,100	10,300	85	Tom Green	18,800	15,900	85
Austin	4,200	3,100	75	Hutchinson	9,700	8,600	88	*Travis	60,500	52,700	87
Bailey	2,400	1,800	76	Irion	300	200	75	Trinity	2,100	1,500	71
Bandera	1,200	1,000	82	Jack	2,300	2,100	90	Tyler	2,700	2,200	83
Bastrop	4,800	3,500	80	Jackson	3,800	3,000	79	Upshur	5,500	4,100	75
Baylor	1,500	1,300	84	Jasper	5,700	4,600	80	Upton	1,900	1,600	84
Bee	5,800	4,900	84	Jeff Davis	300	200	79	Uvalde	4,500	3,500	78
*Bell	22,700	19,400	85	*Jefferson	72,400	66,500	92	Val Verde	7,200	5,000	70
*Bexar	198,000	175,300	89	Jim Hogg	1,200	800	66	Van Zandt	5,700	4,600	80
Blanco	1,100	800	71	Jim Wells	8,400	7,100	84	Victoria	13,500	11,100	82
Borden	200	100	60	*Johnson	11,100	9,400	85	Walker	5,600	4,600	83
Bosque	3,400	2,900	85	Jones	5,800	4,900	84	Waller	3,100	2,500	82
Bowie	17,900	15,000	84	Karnes	3,700	2,900	78	Ward	4,000	3,400	84
Brazoria	21,300	18,500	87	Kaufman	8,000	6,800	85	Washington	5,600	4,200	75
Brazos	12,300	10,300	83	Kendall	1,800	1,400	78	Webb	16,900	13,700	81
Brewster	1,700	1,200	71	Kenedy	100	.....	.....	Wharton	10,400	8,700	84
Briscoe	900	700	82	Kent	500	400	87	Wheeler	2,000	1,500	76
Brooks	2,300	1,800	80	Kerr	4,800	3,800	78				
Brown	7,500	5,900	79	Kimble	1,100	700	63				

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State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>TEXAS—(Continued)</b>				Henry	14,400	12,460	86	Fayette	14,900	12,200	82
*Wichita	34,300	30,600	89	Highland	600	500	79	Gilmer	1,900	1,400	72
Wilbarger	4,900	4,100	85	Isle of Wight	4,000	3,400	84	Grant	2,200	1,500	70
*Willacy	4,700	3,700	78	James City	3,400	2,900	86	Greenbrier	8,400	6,300	81
Williamson	9,900	3,500	86	King and Queen	1,200	900	74	Hampshire	2,800	2,300	83
Wilson	3,200	2,600	82	King George	1,800	1,500	82	*Hancock	10,400	9,300	90
Winkler	4,100	3,500	86	King William	1,800	1,600	86	Hardy	2,200	1,600	71
Wise	5,100	4,300	84	Lancaster	2,500	2,200	87	Harrison	21,500	19,400	90
Wood	5,200	4,300	82	Lee	5,500	4,400	80	Jackson	4,600	4,000	87
Yoakum	2,100	1,800	87	Loudoun	5,900	4,900	82	Jefferson	4,900	4,300	88
Young	5,300	4,800	90	Louisa	3,200	2,400	76	*Kanawha	69,500	62,800	90
Zapata	900	600	62	Lunenburg	3,000	2,400	80	Lewis	4,800	4,100	86
Zavala	2,700	1,800	66	Madison	1,900	1,300	67	*Lincoln	4,600	3,700	81
<b>Total</b>	<b>2,777,900</b>	<b>2,401,900</b>	<b>86</b>	Mathews	1,900	1,700	88	Logan	13,800	11,900	86
<b>UTAH</b>				Mecklenburg	7,200	5,700	79	McDowell	16,000	13,000	81
Beaver	1,000	900	83	Middlesex	1,700	1,400	84	Marion	18,200	16,200	89
Box Elder	6,500	5,900	90	Montgomery	10,300	8,800	86	*Marshall	10,600	9,300	88
Cache	9,600	8,100	84	Nansemond	11,300	9,500	84	Mason	6,400	5,500	85
Carbon	5,600	4,500	81	Nelson	2,900	2,400	83	Mercer	17,200	14,700	86
Daggett	300	100	41	New Kent	1,100	900	79	Mineral	6,200	5,000	81
*Davis	17,300	15,600	90	*Norfolk	139,900	120,500	86	Mingo	8,900	7,400	83
Duchesne	1,600	1,200	76	Northampton	4,400	3,700	84	Monongalia	14,200	12,300	87
Emery	1,400	1,100	80	Northumberland	2,600	2,200	84	Monroe	2,300	2,100	75
Garfield	800	600	80	Nottoway	3,800	3,200	83	Morgan	2,300	1,900	84
Graud	1,700	900	55	Orange	3,100	2,500	81	Nicholas	6,000	4,800	80
Iron	2,900	2,200	77	Page	4,000	3,500	87	*Ohio	20,100	19,500	97
Juab	1,200	1,100	90	Patrick	3,500	2,700	78	Pendleton	2,000	1,400	69
Kane	600	500	76	Pittsylvania	26,700	21,500	81	Pleasants	1,700	1,500	91
Millard	1,900	1,400	75	Powhatan	1,400	1,200	83	Pocahontas	2,400	1,700	71
*Morgan	700	600	87	Prince Edward	3,300	2,400	74	Preston	6,600	5,600	85
Piute	200	200	76	Prince George	11,900	9,800	82	*Putnam	5,900	4,800	82
Rich	400	300	73	*Princess Anne	23,500	20,300	86	Raleigh	18,900	16,000	85
*Salt Lake	111,300	104,000	93	Prince William	13,000	11,700	90	Randolph	6,500	4,800	74
San Juan	1,700	1,300	75	Pulaski	6,900	6,000	87	Ritchie	2,900	2,300	79
Sanpete	2,900	2,600	90	Rappahannock	1,200	1,000	85	Roane	3,600	2,800	78
Sevier	2,600	2,300	90	Richmond	1,600	1,300	84	Summers	3,900	3,100	79
Summit	1,300	1,200	90	*Roanoke	43,500	39,700	91	Taylor	4,900	3,300	83
Tcoele	5,100	4,300	85	Rockbridge	7,300	6,000	83	Tucker	1,800	1,500	83
Uintah	2,300	2,400	86	Rockingham	13,600	10,600	78	Tyler	2,300	2,200	75
*Utah	27,300	24,700	89	Russell	5,900	4,500	75	Upshur	4,800	3,400	71
Wasatch	1,800	1,100	85	Scott	6,100	4,700	77	*Wayne	8,000	6,700	84
Washington	2,700	1,900	70	Shenandoah	5,800	4,900	84	Webster	3,200	2,300	73
Wayne	300	300	96	Smyth	7,100	5,800	82	Wetzel	3,100	4,500	87
*Weher	32,400	30,100	93	Southampton	6,400	5,600	87	Wirt	1,200	900	77
<b>Total</b>	<b>246,400</b>	<b>221,400</b>	<b>90</b>	Spotsylvania	7,000	5,800	83	Wood	22,800	20,500	90
<b>VERMONT</b>				Stafford	4,500	3,500	77	Wyoming	7,600	6,300	82
Addison	5,200	4,300	83	Stafford	4,500	3,500	77	<b>Total</b>	<b>431,300</b>	<b>413,400</b>	<b>86</b>
Bennington	7,600	6,200	81	Stafford	4,500	3,500	77	<b>WISCONSIN</b>			
Caledonia	6,600	5,700	87	Sussex	2,700	2,300	85	Adams	2,400	1,800	74
*Chittenden	20,000	17,800	89	Tazewell	10,100	8,200	81	Ashland	4,700	4,200	89
Essex	1,700	1,300	80	Warren	3,700	3,000	80	Barron	10,000	8,400	84
Franklin	7,900	7,100	90	*Warwick	55,000	48,200	88	Bayfield	3,500	3,000	85
Grand Isle	700	700	94	*Washington	13,000	10,600	81	*Brown	34,700	33,100	95
Lamoille	2,900	2,700	92	Westmoreland	2,800	2,300	82	Buffalo	4,000	3,000	75
Orange	4,400	3,600	82	Wise	11,100	9,700	88	Burnett	2,800	2,100	77
Orleans	5,400	4,500	82	Wythe	5,400	4,700	87	Calumet	6,300	5,600	89
Rutland	13,600	11,600	85	York	5,700	4,900	86	Chippewa	12,100	10,200	84
Washington	12,000	10,700	90	<b>Total</b>	<b>1,038,500</b>	<b>885,400</b>	<b>85</b>	Clark	8,900	7,200	81
Windham	8,600	7,100	82	<b>WASHINGTON</b>				Columbia	11,300	9,600	85
Windsor	12,700	10,700	84	Adams	3,100	2,900	93	Crawford	4,400	3,500	80
<b>Total</b>	<b>109,300</b>	<b>94,200</b>	<b>86</b>	Asotin	4,200	3,600	85	*Dane	64,300	58,100	90
<b>VIRGINIA</b>				Benton	19,200	16,200	84	Dodge	18,200	15,100	83
Accomack	8,800	7,400	84	Chelan	13,500	10,800	80	Door	6,200	5,300	85
Albemarle	15,300	11,500	75	Clallam	9,700	8,400	86	*Douglas	13,600	12,700	93
Alleghany	7,300	6,100	83	*Clark	30,000	27,800	93	Dunn	7,300	6,300	86
Amelia	1,600	1,200	77	Columbia	1,500	1,300	85	Eau Claire	17,200	14,800	86
Amherst	5,200	3,900	74	Cowlitz	18,400	16,700	91	Florence	800	600	76
Appomattox	2,000	1,500	77	Douglas	4,700	3,900	84	Fond Du Lac	21,800	19,800	91
*Arlington	76,700	71,400	93	Ferry	1,000	800	79	Forest	2,000	1,500	76
Augusta	20,000	14,900	74	Franklin	5,800	4,900	85	Grant	13,000	11,400	88
Bath	1,300	900	72	Garfield	800	700	88	Green	7,300	6,500	89
Bedford	7,700	6,100	79	Grant	13,800	12,000	87	Green Lake	4,600	4,000	87
Bland	1,300	1,000	80	Grays Harbor	18,400	15,700	85	Iowa	5,600	4,700	84
Botetour	4,000	3,400	86	Island	6,300	5,700	90	Iron	2,500	2,200	90
Brunswick	3,600	3,000	83	Jefferson	2,700	2,300	86	Jackson	4,400	3,700	85
Buchanan	7,300	5,600	77	*King	323,000	302,600	94	Jefferson	14,900	13,200	89
Buckingham	2,300	1,700	75	Kitsap	27,800	25,600	92	Juneau	4,900	3,900	80
Campbell	23,500	19,500	83	Kittitas	6,200	5,200	84	Kenosha	31,200	29,600	95
Caroline	2,800	2,400	87	Klickitat	4,500	3,600	79	Kewaunee	4,800	4,100	86
Carroll	7,000	5,500	79	Lewis	13,900	11,600	84	La Crosse	20,800	18,600	90
Charles City	1,100	900	78	Lincoln	3,500	3,100	89	Lafayette	5,200	4,300	82
Charlotte	3,100	2,500	80	Mason	5,200	4,900	93	Langlade	5,500	4,900	88
*Chesterfield	17,900	17,000	95	Okanogan	7,600	6,300	83	Lincoln	6,500	5,700	88
Clarke	2,100	1,600	78	Pacific	4,900	4,100	84	Manitowoc	22,000	19,800	90
Craig	800	700	85	Pend Oreille	2,100	1,800	85	*Marathon	24,600	21,400	87
Culpeper	3,600	3,000	84	*Pierce	96,900	91,700	95	Marinette	10,000	8,700	87
Cumherland	1,400	1,100	81	San Juan	900	800	88	Marquette	2,400	1,900	81
Dickenson	4,200	3,400	82	Skagit	16,400	14,500	88	*Milwaukee	313,400	299,800	96
Dinwiddie	14,700	12,400	85	Skamania	1,700	1,400	84	Monroe	8,300	7,100	86
Essex	1,600	1,300	80	Snohomish	59,200	52,100	88	Oconto	7,100	6,000	85
*Fairfax	81,600	73,200	90	*Spokane	92,300	87,100	94	Oneida	6,800	6,000	88
Fauquier	6,000	5,300	88	Stevens	5,500	4,300	78	*Outagamie	28,700	26,800	94
Floyd	2,400	1,800	76	Thurston	18,900	18,100	96	Ozaukee	11,400	10,400	91
Fluvanna	1,900	1,500	78	Wahkiakum	900	800	86	Pepin	2,000	1,700	85
Franklin	6,000	4,700	78	Walla Walla	12,800	10,900	85	Pierce	6,500	5,900	90
Frederick	10,400	8,500	82	Whatcom	23,600	20,700	88	Polk	7,600	6,700	89
Giles	4,000	3,400	84	Whitman	9,000	7,600	84	Portage	9,700	8,800	90
Gloucester	3,200	2,800	88	*Yakima	45,200	39,300	87	Price	4,200	3,500	82
Goochland	1,800	1,600	88	<b>Total</b>	<b>935,100</b>	<b>851,800</b>	<b>91</b>	Racine	43,400	41,300	95
Grayson	4,400	3,300	74	<b>WEST VIRGINIA</b>				Richland	4,700	4,000	85
Greene	1,000	600	65	Barhour	3,300	2,800	73				



State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Vilas	2,700	2,000	74	Big Horn	3,300	2,500	77	Park	5,300	4,200	78
Walworth	16,500	15,100	92	Campbell	1,900	1,300	68	Platte	2,200	1,500	69
Washburn	3,000	2,400	79	Carbon	4,500	3,300	73	Sheridan	5,900	4,700	80
Washington	13,600	12,000	88	Converse	1,800	1,500	82	Sublette	1,300	900	68
Waukesha	45,600	43,300	95	Crook	1,500	1,100	70	Sweetwater	5,200	4,100	78
Waupaca	10,300	8,900	87	Fremont	7,900	6,300	79	Teton	900	700	81
Waushara	4,000	3,300	83	Goshen	3,500	3,000	86	Uinta	2,000	1,800	92
Winnebago	32,300	29,200	90	Hot Springs	2,100	1,700	83	Washakie	2,400	2,000	85
Wood	16,500	14,700	89	Johnson	1,700	1,300	79	Weston	2,500	2,100	83
<b>Total</b>	<b>1,160,700</b>	<b>1,054,600</b>	<b>91</b>	*Laramie	17,500	15,700	90	<b>Total</b>	<b>97,900</b>	<b>80,100</b>	<b>82</b>
<b>WYOMING</b>				Lincoln	2,700	2,000	73				
Albany	6,100	5,000	82	Natrona	14,500	12,400	86				
				Niobrara	1,200	1,000	84				

Erratum for Television Factbook No. 32.  
Page 77 (U.S. Television Directory)  
should read: "Data updated to April 1,  
1961."



This special supplement contains statistical projections updating the ARB section of "TV Households by Regions, States and Counties" in Television Factbook No. 32, Spring-Summer edition, pages 39-54.

The 1960 TV-household figures contained in that Factbook section are based on more than 500,000 telephone interviews, including every county in the United States. They have now been updated to Jan. 1, 1961 through the use of standard statistical procedures.

These new county-by-county figures reflect an estimated increase of 1,031,700 U.S. households and 1,866,020 U.S. TV households from January 1960 to January 1961.

Summary information from ARB's TV Coverage Study as it appears in the Factbook's U.S. Station Directory section, pages 79-759, is based on 1960 survey results. The circulation coverage percentages and county groupings are unchanged by the updating of the figures.

Additional copies of Television Factbook No. 32 may be secured from our Radnor business office at \$12.50 per copy or \$10 apiece for orders of 5 or more.