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

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PHONO MAKERS SPIN FIRST-QUARTER PROFITS. Nine manufacturers tell us pace quickened in March and pushed sales & profits ahead of Jan.-March 1961. EIA had reported phono sales down 17% in 1962's first 2 months (p. 9).

UPDATED CALENDAR of 1963 line showings indicates junket-less year, 8 manufacturers are showing in home cities, RCA & Sylvania will travel to Chicago. Distributors will give dealers red-carpet treatment (p. 10).

RECORD FIRST HALF predicted for RCA by Gen. Sarnoff, as stockholders hear first-quarter sales-&-earnings momentum is continuing (p. 11).

CBS-TV CUTS PAYMENTS TO AFFILIATES: CBS-TV affiliates came to their N.Y. session last week to hear bad news—and they got it. Network unveiled its new compensation formula, which cuts gross payments to affiliates for afternoon programs by average 22-23%. No other time periods are involved, and CBS officials estimated it would result in total reduction of about 6% in payments to average station on a day, year-round basis.

There was some give & take, since plan—as finally announced—isn't scheduled to go into effect until 1963. It's good guess CBS had hoped to make change earlier—but it may well have been influenced in discussion with its Affiliate Advisory Board, whose members argued that change this year would affect their 1962 revenue forecasts & financial planning.

Affiliates couldn't be expected to jump for joy—and they didn't. A few were pretty riled up, but most were inclined to accept CBS's logic—and new rates—stoically.

CBS made case for readjustment of compensation payments by pointing to increasing program losses of 65% in 1961 over 1956, while its total program costs climbed to \$120 million from \$72 million. If new plan had been in effect for calendar 1962, CBS would have kept an additional \$4.1 million (over 1961) out of sponsor payments. And Affiliate Relations & Engineering vp William B. Lodge told stations they still would have increased their network revenues 3%. (CBS affiliates' network revenues went up 9% from 1961 to 1962.)

"At the heart of the matter," Lodge explained to affiliates, "is the differential between daytime and nighttime rates." CBS-TV's hourly daytime compensation to stations is currently 50% of gross nighttime

Class A hour, even though discounts have made daytime programs far cheaper to advertisers than 50% of nighttime. Network has been paying stations on basis of "inflated gross of 50% of nighttime rates."

Here's how CBS will change its rate card and compensation: It will establish new time classification of noon-5:p.m. weekdays & 10:a.m.-1:p.m. Sat. (formerly in Class C time). By eliminating certain discounts, it will fix card rates at levels advertisers are now paying when the discounts are included. End result will be that afternoon card rates will be about 37.5% of nighttime. CBS pointed out that ABC-TV has always listed afternoon time at 33-1/3% of nighttime, and that NBC-TV's afternoon bonus plan works out to about 40%.

Network held out a little lure to stations for going along with plan. It told affiliates, in effect: "When daytime compensation isn't pegged to an artificial 50% of nighttime, we can be more generous in approving network rate increases for individual stations."

Affiliates also heard CBS Inc. Pres. Frank Stanton express what seemed to be minority viewpoint on touchy subject of America's image as reflected in TV shows sent abroad. Taking issue with USIA Dir. Edward R. Murrow, FCC Chmn. Newton Minow and others, he urged against "representing ourselves abroad as something that we are not." Americans shouldn't conceal fact "that we are diverted by mystery dramas or Westerns or situation comedies."

"We cannot have a double standard of reporting," he said. "CBS will never be a party to a policy of concealment that directs us to hide from the rest of the world our imperfections."

ALL-CHANNEL IMPACT ON MANUFACTURING-DISTRIBUTION: Headaches to be caused by new all-channel-set law already are being anticipated by TV receiver manufacturing-distribution industry—now that House has approved bill. Though some opposition may develop in Senate, no one expects measure to get blocked there. Action is expected in couple weeks.

EIA Exec. vp James Secrest says "we're going to fight it to the bitter end" but adds that he's not kidding himself about prospects. He reports that dealers & distributors "are finally beginning to wake up" and worry about impact of law on their business. "The public may well decide to 'wait & see' what the new receivers are like," he said, "and the dealers are quite likely to reduce their buying of vhf-only sets. The manufacturers are worrying about when to do what—knowing that it will take the FCC quite some time to put new rules into effect, and knowing that the public will get confused & cautious. The industry may be in trouble for a year or 2. I'm afraid that the market is going to be a mess."

House chewed bill over for hours last week—most of the arguers displaying profound misunderstanding of the bill and the business—but it doesn't matter: vote was 279 to 90. There were a few remarkable exchanges, one of which we must repeat. Pro-bill Rep. Rogers (D-Tex.) was telling anti-bill Rep. Gross (R-Ia.) that law wouldn't affect sets built & sold within same state (thus wouldn't be interstate commerce), so that vhf-only sets could still be bought:

Rogers: "They can buy the set in Chicago and take it to Texas or California or Iowa if they want to, and use it."

Gross: "Yes, if for instance they want to drive from Amarillo, Tex., to Chicago and buy a set."

Rogers: "Oh, they would not have to do that at all. They could telephone the man and make a trade in Chicago and the man could ship it."

Gross: "But it has to be dually equipped if he ships it interstate."

Rogers: "Unless it is shipped for sale or resale. There is not anything unreasonable about it and, I know the gentleman from Iowa is not unreasonable." It went on and on in that vein. Two amendments proffered by Rep. Younger (R-Calif.) were rejected: make vhf telecasters also telecast on uhf; allow multiple owners to have 5 vhf's & 5 uhf's.

Main opposition to bill was for oft-expressed reasons: (1) Public would have to pay extra for uhf features which they may never need. (2) Congress shouldn't be telling manufacturers what to make in products which don't affect public safety; this was termed "bad precedent."

Simple fact remains: Congress was ready to give FCC its much-wanted all-channel law just as soon as Commission was ready to call off deintermixture proposals which would adversely affect powerful constituents.

SPENDING FOR ETV—\$64 MILLION QUESTION: Effects of new federal ETV funds won't be felt until near end of year, according to equipment makers. Though President Kennedy signed bill into law last week, making \$32 million available—when matched by non-federal funds—educators still have a lot of selling to do to raise their 50%.

Charles H. Colledge, RCA broadcast & TV equipment vp-gen. mgr., told us: "We've had a great many people in from all over the country, and it's our impression that it will be the last quarter before there's real movement. It's like building a high school in your town—everybody has his own ideas, and they've got to be debated. We've made studies of the possible growth, but we don't rely on them very much."

John Wall, GE broadcast equipment sales mgr., reported that "it's difficult to tell how this thing will move." He noted that GE introduced special studio ETV package at NAB convention—approximately \$24,000 including 2 live vidicon cameras, 2 vidicon projectors—termed it "very flexible."

One equipment producer, who asked not to be identified for obvious reasons, put it this way: "You know educators. They're sometimes hard to work with. They need educating. Some think you can duplicate CBS for a couple thousand dollars. On the other hand, there are some very savvy ETV people—and the newcomers ought to consult them."

Signing new law, President Kennedy termed it "a new chapter in the expression of federal interest in education." He likened it to Morrill Land Grant College Act of 100 years ago, which "reduced old barriers to education and offered new opportunities for learning." HEW Secy. Ribicoff, who has job of administering grants, said law "will make it possible to bring quality education to all who wish to learn." FCC Chmn. Minow called measure "a landmark," said "it promises a much broader range of choice for the American public in the next decade."

Plan of implementation was outlined by HEW Undersecy. Ivan A. Nestingen in May 2 speech to Institute for Education by Radio-TV in Columbus. His office probably will administer program. HEW is working as rapidly as possible to prepare application forms & regulations, expects to start making grants within "several months," he said. Applications in general, Nestingen said, must include total cost of project, amount of federal funds requested, assurance that applicant is qualified.

Qualified applicants are: (a) An agency or officer responsible for supervision of public elementary or secondary education, or public higher education in state. (b) State educational TV agency. (c) College or university, wholly or partially tax-supported. (d) Non-profit foundation, corporation, or association organized primarily for ETV broadcasting and eligible for FCC ETV license.

Nestingén pointed out in addition that regulations will require proof operation will be under control of applicant, that funds to construct, operate and maintain facilities will be available, that facilities will be used only for ETV.

Approval of applications will be guided largely by 3 general criteria, he noted: (a) Prompt & effective use of all remaining ETV channels. (b) Equitable geographical distribution. (c) Service to greatest number of persons in as many areas as possible.

Although bill specifies that federal funds may be used only for purchase & installation of transmission equipment, Nestingen emphasized there is no restriction on use of the 50% matching funds. These can be used for buildings, studios, operations, program production facilities, etc.

BEARISH PROSPECTS OF SPACE-TO-HOME BROADCASTS: Direct TV, FM or AM to homes from satellites (as compared with use of satellites as super-microwave relays) seem mighty remote. That's essence of paper prepared for delivery by 2 USIA engineers at last week's international TV symposium in Montreux, Switzerland. Similar downbeat conclusions were reached by Stanford Research Institute (Vol. 2:14 p3).

Technical problems alone are "formidable," said Edgar T. Martin & George Jacobs, in addition to fact that much of desirable spectrum is already taken up by ground stations, unavailable for satellite use because of interference.

They limited consideration to synchronous satellite—one about 22,300 miles in space, stationary rela-

tive to any spot on earth. Here are minimum powers satellite must transmit, they said: AM, 18 mc, 564 kw; FM, 100 mc, 276 watts; TV, 70 mc, 43.5 kw; TV, 650 mc, 1,070 kw; TV, 11,800 mc, 185 kw.

Diameter of parabolic antennas needed: AM, 18 mc, 40 meters; FM, 100 mc, 12.5 meters; TV, 70 mc, 17.9 meters; TV, 650 mc, 1.9 meters; TV, 11,800 mc, .106 meter.

Summarizing technical problems, they listed 4 major requirements: (1) High-capacity power supplies and system components, highly reliable without maintenance—"consistent with economic justification." (2) Dissipation of heat from large power losses. (3) Precise stabilization, orientation and stationkeeping. (4) Allocations—avoidance of interference with existing ground stations. Shf spectrum could be used, but no home sets are equipped to receive it.

Authors concluded with typical engineering restraint: "While not discussed in this paper, the desirability of satellite broadcasting systems must also be considered in relation to the actual need for such a service and to the costs of such a service compared with costs of competing conventional broadcasting systems."

To which might be added: History of broadcasting indicates that technical problems can be licked if allocations problems—which are economic & political—are resolved.

1961—BIG YEAR FOR FOREIGN TV: Another boom was racked up in TV abroad last year, as stations increased to 2,047 compared with 1960's 1,488, and sets pushed near 54 million mark, vs. 43 million year earlier. Year also saw first TV hookup between Western Europe & USSR, live transmissions both ways.

USIA annual report (formerly issued quarterly) notes that 66 foreign countries had TV last year, up 4 from 1960: Ireland, Albania, Kuwait and Syrian Arab Republic. ETV also scored first sizeable impact abroad during year, agency reports, with many educational institutions, foundations and international organizations intensifying efforts to use medium to expand education & cut illiteracy.

USIA warns "statistical data must be viewed with caution since the reliability of the sources from which these statistics are compiled varies." Other highlights of report: (1) Communist TV propaganda, chiefly anti-West German & anti-U.S., was stepped up sharply. (2) Western Europe's Eurovision network is possibly most powerful international broadcasting organization, now reaching 30 million viewers in 17 countries. (3) ETV is said to be making big impact in Communist China, TV universities reported operating in 5 large cities, although entire country has only some 20,000 sets in use. For USIA figures on foreign stations & sets, see p. 6.

CURRENT CAPSULES

CBS-TV's "The Benefactor" episode of Defenders (Vol. 2:17 p1, 18 p2) produced anticipated results. Almost all comment so far has praised CBS for stimulating discussion of touchy subject, abortion. Only 11 of 180 affiliates declined to carry it—and sponsor Speidel benefited from 28.4 Arbitron rating, compared with 26 ratings for recent *Defenders* episodes.



Miami Ch. 6 is cleared and ready for CP following agreement between competitors Coral TV Corp. and South Fla. Amusement Co. Latter will dismiss, getting up to \$60,000 for expenses, and its pres. Sherman Grossman will have option to acquire 7% of grantee.



House passed by overwhelming 354-9 vote bill to establish private communications satellite corp. (Vol. 2:17 p4 et seq.). Similar measure has cleared Senate Space Committee, will be ironed into final shape by Commerce Committee in executive session, probably next week. Final bill approved by House calls for corporation owned half by individual shareholders, half by U.S. communications common carriers. Board of directors numbers 15—6 from public, 6 from companies, 3 appointed by President with Senate approval. Ground stations may be owned either by corporation or individual communication companies, but FCC is instructed to favor latter. Move by Rep. Moss (D-Cal.) to delete this stipulation from bill was defeated by 116-33 voice vote. Under amendments adopted before passage, directors appointed by President would serve 3-year terms, and State Dept. would be reimbursed for any assistance rendered in foreign negotiations.

TV advertising is most effective & most objectionable, according to survey of businessmen made by Harvard Business Review asst. editor Stephen A. Greyser. Extensive study of businessmen's attitudes toward advertising, directed by Greyser, will be published in May-June issue of *Review*. Some of findings: (1) 38% of businessmen who answered questionnaire said TV advertising was most effective, but 57% said it was most objectionable. (2) 80% believed advertising essential to business, over 90% think public has more confidence in advertised brands, 85% believed it raised living standards, 89% said it provides most efficient means to stimulate mass buying. (3) 30% believed advertising lowers prices, 24% said it partially lowers prices, 28% think it raises prices, others didn't know. (4) 78% agree advertising often persuades people to buy things they shouldn't, and 80% of these thought this was bad. (5) 40% believe advertising standards are higher today than decade ago, 36% think they are about same, 24% said they are lower. (6) 74% believe introduction of code of ethical practices would be good, 69% said they knew of no current effort at industry self regulation.

FTC took razor to TV shaving cream commercials for second time in 6 months, ruled Carter Products used deceptive & disparaging commercials to promote "Rise." Commission's order, which also cited agency Sullivan, Stauffer, Colwell & Bayles, upheld findings of hearing examiner John P. Poindexter. He held that alleged "ordinary lather" shown as inferior to "Rise" actually was a prepared concoction containing 90% water. Opinion by Comr. Sigurd Anderson noted: "Since we believe, as respondents obviously did, that the demonstration would serve to induce members of the public to purchase 'Rise' in preference to competing lathers, there is sufficient public interest to warrant the conclusion that the practice should be prohibited." For emphasis, the opinion concluded: "We might add in this connection that our views with respect to the use of television demonstrations that convey false or deceptive impressions to the public were fully set forth in our opinion in the matter of Colgate-Palmolive Co. . . . and the rationale of that decision is equally applicable here" (Vol. 2:2 p2). No dissents.

Low-power radio transmitters in foreign embassies in Washington would be permitted under bill (S-3252) introduced by Sen. Fulbright (D-Ark.) at request of Secy. of State Rusk. President would have power to authorize stations in return for reciprocal privileges by foreign govts. In letter to Vice President Johnson, Rusk pointed out that foreign delegations in U.S. already have access to very rapid communications, would gain little by being permitted transmitters. U.S. posts abroad, he said, often must rely on facilities under Communist control, which often break down when most urgently needed.

"Vast new multi-billion dollar industry" will be created by expansion of ETV, NAEB Pres. William C. Harley told Institute for Education by Radio-TV, sponsored by Ohio State U. He said TV will be used by every school in nation "in the foreseeable future," and in many areas will be source of all instruction. Although \$32 million federal aid-to-ETV bill is "long step to the future," Harley declared, it "must be matched by scores of other important steps by all American citizens."

New U. S.-Mexican agreement on vhf assignments within 400 kilometers (248.6 miles) of border has been signed. It allows additional allocations in both countries. In U. S., it provides for these new ones: Ariz.—Nogales 11, Prescott 7; Cal.—Bakersfield, Santa Barbara, Santa Maria, Lompoc, 12; El Centro 7, 9; N. M.—Silver City—Truth or Consequences 6; Tex.—Boquillas 8; Brady 13; Del Rio 10, Ft. Stockton 5, Marfa 3, Presidio 7, San Antonio 6, Sonora 11. Mexico adds 23, but virtually all are at distances greater than existing Mexican assignments co-channel with U. S. stations—i.e., they'd create no more interference than would be given by existing assignments. Text of agreement, which includes refinement of notification procedures, is available from Commission.

FCC switched Ch. 18 from commercial use at Ft. Valley, Ga., Murfreesboro, Tenn. & Burnside, N. C., to Dalton, Ga. for ETV, at request of Ga. State Board of Education. Commission previously moved Ch. 25, Dalton, to Huntsville, Ala.

Network TV gross time billings totaled \$65,530,658 in January, 1962, up 10.4% from January, 1961's \$59,375,571, TvB reports. CBS billings increased 13.9% during period, from \$22,378,008 to \$25,498,117. NBC gained 10.7%, rising from \$21,099,253 to \$23,358,879; ABC moved up 4.9%, from \$15,898,310 to \$16,673,662. During January, daytime billings were up 14.9%, nighttime rose 8.3%. TvB also announced revised totals for 1961 billings in line with new tabulating methods (Vol. 2:5 p5): Total, \$712,128,148; ABC, \$190,615,140; CBS, \$268,676,875; NBC, \$252,836,133.

Sale of radios WHAM & WHFM Rochester by Henry I. Christal Co. to Rust Bestg. Co. for \$1.3 million has been approved by FCC. Transfer will be made after Rust Pres. William F. Rust Jr. disposes of one of his present AM holdings.

RKO's Hartford pay-TV project will be studied by John J. Henderson & Assoc. Company will handle research into consumer attitudes, program evaluations, ratings, and other aspects of 3-year experiment which begins in July.

USIA FOREIGN TV SURVEY: Here is USIA's list of foreign stations and sets-in-use as of Dec. 31, 1961 (see p. 4). List does not include U.S., Canada or U.S. armed forces stations abroad:

COUNTRY	STATIONS	SETS	COUNTRY	STATIONS	SETS
Western Europe			Near East and South Asia (incl. Arab World)		
Austria	26	290,000	Algeria	6	62,000
Belgium	10	900,000	Bahrain ³	—	1,000
Denmark	11	711,000	Cyprus	1	3,000
Finland	21	200,000	India	1	500
France	121	2,800,000	Iran	2	62,000
West Germany	386	5,888,000	Iraq	1	35,000
Iceland ¹	—	700	Kuwait	1	1,000
Ireland	1	100,000	Lebanon	2	40,000
Italy	541	3,000,000	Libya ⁴	—	7,000
Luxembourg	1	7,300	Qatar ³	—	300
Malta ²	—	15,000	Saudi Arabia	1	8,700
Monaco	2	12,000	Syrian Arab Republic	4	25,000
Netherlands	7	1,051,000	Tunisia ⁵	—	2,000
Norway	15	107,000	Turkey	1	500
Portugal	7	88,000	United Arab Republic	4	120,000
Spain	29	420,000	Total	24	368,000
Sweden	67	1,405,000	Africa (non-Arab)		
Switzerland	23	194,000	Ethiopia ⁶	—	1,000
United Kingdom	44	12,000,000	Nigeria	3	10,000
Yugoslavia	12	67,000	Rhodesia & Nyasaland (Federation)	3	25,000
Total	1,324	29,256,000	Total	6	34,000
Latin America			Far East		
Argentina	8	770,000	Australia	18	1,309,000
Brazil	30	1,621,000	Hong Kong	(1) ⁷	11,000
Chile	3	3,000	Japan	145	8,686,000
Colombia	14	200,000	Korea (South)	1	20,000
Costa Rica	2	10,000	New Zealand	1	17,000
Cuba	15	400,000	Philippines	6	45,000
Dominican Rep.	4	18,000	Ryukyu Islands (Okinawa)	2	33,000
Ecuador	2	5,000	Thailand	2	100,000
El Salvador	3	24,000	Total	175	10,221,000
Guatemala	2	22,000	Communist Bloc		
Haiti	1	2,000	Albania	1	—
Honduras	1	4,000	Bulgaria	2	8,000
Mexico	25	1,000,000	Czechoslovakia	62	1,100,000
Netherlands Antilles (Curacao)	1	5,000	East Germany	73	1,338,000
Nicaragua	1	4,000	Hungary	8	180,000
Panama	1	29,000	Poland	22	645,000
Peru	5	82,000	Rumania	3	68,000
Uruguay	2	60,000	USSR	198	6,000,000
Venezuela	17	263,000	Comm. China	12	20,000
Total	137	4,522,000	Total	381	9,359,000

¹These sets tune in to the Armed Forces stations.

²These sets tune in to Italian stations.

³These sets tune in to the Aramco-TV station in Dhahran, and to the Armed Forces station.

⁴These sets tune in to Armed Forces stations and RAI, the Italian network.

⁵These sets tune in to RAI.

First TV relay by satellite—feeble but first nonetheless—was accomplished by MIT last week for Air Force. It bounced 20-kw 8,350-mc signal off old Echo balloon satellite, now half-deflated. Signal went from Camp Parks, Cal., near San Francisco, to Middlestone Hill, near Westford, Mass., about 2,700 miles, via satellite about 1,000 miles above earth. MIT's Walter E. Morrow Jr., project director, said much of signal weakness & distortion was caused by wrinkled surface of satellite. Pictures sent were "MIT" letters, cowboy on horse, trained seal in action.

Britain's Granada TV Network Ltd. has established N.Y. office, which will handle program sales, buying & talent in U.S. Heading new office at 509 Madison Ave. (Room 1206) is Kay Campbell, former assistant to Edward R. Murrow.

Canada's CTV TV network will nearly double present schedule in fall, with 25 hours of programming weekly, plus football; Network will have microwave completed by August.

Personals

Jack Kiermaier, CBS news public affairs dir., promoted to news vp . . . William A. Bates, WDAF-TV-AM-FM Kansas City gen. mgr., elected a vp of parent Transcontinent TV Corp. . . . Arie Landrum promoted to WCCA-TV Columbia, S.C. station mgr., Dean Poucher to operations dir., Bryan Bisney to production mgr.

Stanley Chase, ex-stage producer, named ABC-TV program development dir., succeeding Robert Rafelson, who has joined Revue Productions . . . Charles Ayres promoted to ABC vp & ABC-TV assoc. sales dir. . . . Peter Reinheimer promoted to ABC-TV Eastern sales mgr.

Joseph Kotler, ex-Ziv-UA vp, named vp & sales dir. of new Warner Bros. syndication div. . . . Ben Strouse, WWDC-AM-FM Washington pres. & gen. mgr., named NAB FM Radio Committee 1962-63 chmn.

Millard Cope, Marshall, Tex. *News Messenger* publisher & partner in Harte-Hanks Inc. newspaper chain (KENS-TV & KENS San Antonio) named to National Advisory Council for Peace Corps . . . Lawrence J. Pollock named WABC-TV N.Y. research & advertising dir.

John Crichton, ex-*Advertising Age* editor, assumes AAAA presidency, succeeding Frederic R. Gamble, retired. . . . Bernard Kalb, brother of CBS Moscow correspondent Marvin Kalb, will join network as India & Southeast Asia chief correspondent.

Daniel T. Pecaro named WGN-TV Chicago program mgr., succeeding Edward A. Warren, who moved to similar post with WNBC-TV N.Y.; Robert L. Bradford promoted to radio WGN program mgr.

Ralph Guild promoted to rep Darren F. McGavren Co. mgr.; Ed Argow advances to N.Y. sales mgr., Mike McNally to Chicago mgr.; Tom Sullivan, ex-NBC Spot Sales, becomes St. Louis office mgr.; Harvey Glor promoted to Midwestern sales rep.

John B. Soell, KTVE-TV El Dorado, Ark. vp & gen. mgr., named to United Cerebral Palsy Assns. national standing committee on PR.

USIA Dir. Edward R. Murrow has squelched rumors he might be Democratic candidate for Senate in N.Y., in opposition to Republican Sen. Javits. "I'm too busy running USIA to run for another position," he said.

Switch from NBC-TV to ABC-TV by WRAL-TV Raleigh is effective Aug. 1. WTVD has had ABC-TV in addition to CBS-TV. NBC-TV affiliate WITN Washington, N.C. reaches into part of Raleigh stations' coverage area. ABC also announced affiliation, as expected, of new Ch. 9 Syracuse station to be built by 10 competing applicants pending FCC hearing to select winner (Vol. 2:16 p4); affiliation is effective Sept. 15.

New WCIV-TV (Ch. 4) Charleston, S.C., expected to begin about July 15, has become NBC affiliate. Harold E. Anderson is pres., Lee Gorman exec. vp & gen. sales mgr., William E. Lucas, ex-WSAV-TV Savannah, station mgr.

For stereo transmission between studio & transmitter, FCC is proposing to change rules to permit simultaneous operation of 2 STL transmitters on single channel. Comments are invited until June 11.

KYA-AM-FM San Francisco has been sold for \$1,250,000 plus assumption of liabilities, by Macfadden-Bartell Co. to Clinton D. Churchill, ex-WKBW-TV Buffalo. Broker: Blackburn & Co.

Consumer Electronics

MANUFACTURING. DISTRIBUTION. FINANCE

TWO MANUFACTURERS SLATE 16-IN. SETS: New lightweight portables with 16-in. square-cornered picture tubes (Vol. 2:16 p8) will show up in minimum of 2 lines this spring. At least one will use Pittsburgh Plate Glass bonded implosion plate. Weight of set may be around 20 lbs.

Both are made by large manufacturers—very big in portables—and both set makers will proceed with extreme caution on new size, feeling out market. The 16-in. bulb was developed more than year ago at request of Admiral—but there's no indication Admiral will have set with this size screen in spring line.

In other picture-tube news, Kimble's Kimcode bulb, which requires no external safety glass (Vol. 2:16 p8, 12 p7) is still tied up in UL tests. It's understood that tube successfully survived all implosion tests, and that UL is now conducting accelerated life tests to determine long-range safety. UL is being exceptionally cautious because of radical approach used in Kimcode, and tests are expected to take 30-60 days more.

Until these tests are completed—in N.Y. & Chicago—Kimcode remains in suspended animation.

TOP TV BRANDS-IN-USE IN 17 MARKETS: Ownership of TV sets by brands in selected markets has again been tabulated by Consolidated Consumer Analysis and is summarized in table on p. 8, reproduced by special permission.

Consolidated Consumer Analysis is newspaper-operated research group which annually surveys consumers' use of various products & services, from brassieres to airlines, from cat food to outboard motors. The 17-market survey of TV ownership ranks 13 brands according to percentage of households owning them in the various markets.

The 1962 survey covered 18 markets with total of 2,528,423 households, using total sample of 48,037 households. Only 17 markets are represented in TV tabulation, however, since TV tally wasn't announced for Indianapolis. Interviewing for survey was conducted in Sept. & Oct. 1961.

TV study covers all sets in homes of interviewed families—with no emphasis on recent purchases. Therefore recent surges in popularity of one make or another don't show up strongly, and can be recognized only in comparison with past surveys. Hoffman is still included in list—even though it no longer makes TV sets—because substantial Hoffman ownership showed up in 11 of the 17 markets.

RCA was No. 1 TV brand-in-use in 15 of 17 markets, 2nd in the other 2. (Last year RCA was first in 18 of 19 markets surveyed.) Zenith & Philco were first in one each. This marks first time Philco has shown up as No. 1 in any market in this survey series; Zenith was first in one market last year, although a different market (Modesto this year, Honolulu last year).

It should be noted that last year's survey included 19 markets (Indianapolis, Portland & Seattle not represented this year) and that Pensacola is included this year for first time. Rankings of 2nd & 3rd most popular brands in the 17 markets (compared with 19-market rankings of same brands last year):

Zenith was 2nd in 3 markets, 3rd in 6 (2nd in 4, 3rd in 5 last year); Philco, 2nd in 3, 3rd in one (2nd in 3, 3rd in 4); GE, 2nd in 3, 3rd in one (2nd in 2, 3rd in 4); Admiral, 2nd in 4, 3rd in 4 (2nd in 7, 3rd in 5); Motorola, 3rd in 3 (3rd in one); Silvertone, 3rd in 2 (3rd in one); Hoffman, 3rd in one (2nd in one).

For direct comparisons of sets-in-use ratings with past surveys, check your back files of Television Digest—1961 (Vol. 17:28 p15), 1960 (Vol. 16:35 p11), 1959 (Vol. 15:26 p16), 1958 (Vol. 14:28 p12), 1957 (Vol. 13:40 p10).

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

Rankings aren't necessarily representative of country as whole, of course, reflecting ownership only in markets surveyed. However, they show regional patterns & variations in brand preferences.

Television Set Ownership in 17 Markets, 1962

(See story above)

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CITY	Per Cent of Owners			Height in Feet 12 Months	RCA Victor Place %	Zenith Place %	Philco Place %	General Electric Place %	Admiral Place %	Silvertone Place %	Hoffman Place %	Motorola Place %	Packard Bell Place %	Magnovox Place %	Emerson Place %	Westinghouse Place %	Sylvania Place %
	1962	1961	1960														
Columbus	98.9	98.7	98.5	18.4	1. 29.8	4. 12.2	2. 18.3	6. 8.7	3. 16.4			5. 11.6		10. 3.1	11. 2.8	7. 5.4	9. 3.5
Denver	97.5	96.4	96.9	13.5	1. 16.6	3. 10.6	6. 8.2	5. 9.7	2. 12.7	8. 4.8	14. 2.8	4. 10.4	7. 7.0	13. 3.3	11. 3.7	12. 3.5	17. 1.7
Duluth-Superior	97.5	98.2	96.6	11.2	1. 23.2	4. 8.9	5. 8.4	2. 15.2	3. 9.1	10. 3.3		7. 5.9		15. 1.6	6. 7.1	8. 5.5	16. 1.4
Fresno	94.6	93.8	93.7	15.2	1. 18.3	2. 10.9	5. 9.3	6. 8.6	10. 4.3	3. 10.0	7. 7.4	3. 10.0	8. 6.6	11. 3.4	9. 5.9	11. 3.4	13. 2.8
Honolulu	90.8	90.2	91.2	23.3	1. 17.7	2. 16.3	5. 8.3	3. 11.5	7. 7.1	4. 11.1	14. 1.4	5. 8.3	9. 4.4	12. 1.9	10. 3.3	13. 1.8	8. 5.5
Indianapolis	92.1	96.0	95.0	9.2	N.A.												
Long Beach	95.5	97.5	96.7	10.6	1. 20.5	2. 11.5	8. 7.6	4. 10.2	6. 10.0	3. 10.5	7. 9.7	10. 5.2	5. 10.1	9. 7.2	12. 2.7	13. 2.2	15. 1.9
Milwaukee	97.0	97.1	96.8	14.0	1. 28.5	3. 11.8	5. 10.2	6. 6.8	2. 18.5	8. 4.0		4. 11.2		7. 4.1	11. 2.3	9. 3.3	10. 2.4
Modesto	92.2	92.1	89.1	16.9	2. 12.9	1. 13.9	4. 11.3	7. 6.6	8. 4.9	5. 10.5	3. 11.5	6. 7.8	9. 4.5	14. 2.0	10. 3.7	12. 3.1	13. 2.8
Omaha	98.6	98.6	96.5	15.1	1. 24.0	4. 10.9	2. 18.0	5. 9.6	6. 9.1	8. 4.4	16. 1.3	3. 11.1		7. 4.6	9. 4.3	10. 3.7	21. 1.3
Pensacola	95.4			13.6	1. 24.2	3. 17.0	2. 17.9	7. 6.8	5. 8.4	6. 7.9		4. 10.4		12. 1.2	10. 1.6	11. 1.5	9. 1.9
Phoenix	95.3	95.9	95.1	14.2	1. 11.2	3. 8.6	8. 6.0	2. 9.5	4. 7.2	9. 5.8	12. 3.8	5. 7.1	11. 4.4	10. 5.2	7. 6.4	6. 6.8	13. 3.2
Providence	97.6	97.3	97.4	11.2	2. 12.2	5. 9.7	1. 13.1	7. 7.0	3. 10.2	12. 2.2		4. 9.9		8. 3.7	6. 9.2	9. 3.5	9. 3.5
Sacramento	95.3	96.2	94.9	17.4	1. 18.6	3. 10.8	4. 9.4	2. 11.6	6. 7.9	5. 8.2	8. 7.1	7. 7.2	8. 7.1	11. 4.6	10. 5.2	12. 3.9	14. 2.3
Salt Lake City	96.3	95.5	96.6	15.2	1. 17.1	6. 6.7	3. 12.1	4. 11.7	2. 13.0	10. 4.5	9. 5.4	5. 9.6	7. 6.3	10. 4.5	15. 2.3	8. 5.5	12. 2.8
San Jose	96.2	96.3	94.4	14.9	1. 16.4	2. 12.6	5. 8.8	8. 7.3	6. 8.4	4. 9.7	10. 5.2	3. 9.9	7. 8.1	9. 5.8	11. 4.7	12. 3.4	13. 2.4
St. Paul	98.2	98.2	98.1	19.7	1. 22.8	4. 12.1	5. 9.5	2. 12.4	3. 12.3	18. 1.2		6. 9.4		11. 2.9	13. 2.5	9. 3.9	
Wichita	97.2	95.9	96.3	11.6	1. 17.8	3. 11.0	5. 9.8	4. 10.1	2. 15.0	9. 4.1	10. 3.9	6. 8.9		7. 4.5	14. 2.0	8. 4.4	12. 2.6

N.A. - Not available.

SYLVANIA RESUMING COLOR-TUBE OUTPUT: Sylvania will market color picture tubes within a year. They'll be 21-in. round shadow-mask glass tubes with 90-degree deflection angle—same type RCA has slated for January production (Vol. 2:16 p7). Initially, 100,000 sq. ft., or about one-fifth of Sylvania's Seneca Falls, N.Y. plant will be devoted to color.

Engineering & marketing studies, said Sylvania Pres. Gene K. Beare, "show the color TV market now is expanding, and that this is the time for us to re-enter the field." Decision was widely anticipated. Sylvania produced color tubes from 1953 through 1957 and has been in experimental "dry run" color tube production for last few weeks.

Industry thus will have at least 3 sources for color picture tubes—RCA, with production in Lancaster, Pa. & Marion, Ind., and Zenith subsidiary Rauland, which recently announced it will begin color tube production early next year in Chicago, as well as Sylvania. Sylvania, incidentally, took what appeared to be back-hand slap at Rauland in its announcement at last week's end. Pointing out that much of color production equipment is already on hand at Seneca Falls, Pres. Beare said this will enable Sylvania to market color tubes within year. "Without the existing machinery," he added, "it would be very difficult to go into production of a long-life, highly reliable color tube in so short a time."

Sylvania named its electronic tube division's asst. chief engineer, Max Krawitz, as mgr. of color tube manufacturing. Company recently moved much of its b&w tube manufacturing operations from Seneca Falls to Ottawa, O. (Vol. 2:13 p10)—to be closer to midwest TV set manufacturers, and presumably to make room for color production in Seneca Falls.

In announcing resumption of color tube output, Sylvania reported that it has produced more than 26 million b&w picture tubes—or about 23% of approximately 113 million b&w entertainment picture tubes manufactured by industry to date.

PHONO MAKERS SPIN FIRST-QUARTER GAINS: Phonograph sales really took off in March and pushed 9 major manufacturers to sizable first-quarter sales & profit gains over year-earlier levels. Opening quarter's performance is particularly interesting in light of EIA's report that distributor-to-dealer phono sales for 1962's first 2 months were a depressing 17% behind Jan.-Feb. 1961 (Vol. 2:17 p11). Manufacturers we spoke with last week, however, told us phono sales are now winging and outlook is for one of phono's better years.

Motorola's William Laswell (national radio & stereo sales mgr.) told us, for example, "we're just pinching ourselves, business is so good. In February, we were up 18%. We did wonderfully in March. For the quarter we were 22.2% ahead, and the profit picture is equally good."

Other manufacturers told us much the same upbeat story:

RCA's Raymond W. Saxon (Sales Corp. mktg. vp): Factory-to-distributor sales jumped 120%; "dollar volume was significantly ahead as sales of radio-phonograph combination units more than doubled sales of the comparable period" in 1961.

Philco's Charles Hakimian (consumer products gen. sales & mktg.): Distributor-to-dealer sales rose 77%, factory sales 92%.

Symphonic Pres. Max Zimmer: "Volume in the first quarter was up 16% in dollars, 11% in units."

Olympic Pres. Morris Sobin: "We were 25% ahead in phonograph units, more in dollar volume."

GE & Admiral said that first-quarter business was ahead of year-ago.

Fisher Radio's Paul E. Bryant, recently appointed gen. sales mgr.: "Console sales increased 15% in units, 18% in dollars."

Zenith noted that "factory sales of the combined category of radio & high fidelity stereophonic instruments were well ahead of the previous year."

Varied reasons for phonograph sales pick-up were noted by manufacturers. GE pointed out that "industrywide, sales of portable phonographs through February ran about 23% behind 1961. But console sales were 8.8% ahead." GE also forecast that "industry will see substantial sales gain around June" after traditional drop-off in April, noted that there are "no excessive inventories of obsolete merchandise." A few years ago, GE said, "industry was heavy on mono inventory—but not today."

Decreasing public confusion over hi-fi, stereo, & FM-stereo labels also was noted by some. Motorola's Laswell went further: "The public never was confused," he said. "Dealers were confused. The public wanted to buy good music as it always did." Philco's Hakimian said he's optimistic about a sales rise because "consumer is beginning to understand the meaning of stereo and hi-fi and what stereo FM means. Since the consumer is not confused by these terms, he is more apt to buy the product now than he was a year ago."

Interesting note in phonographs' first-quarter sales pattern is rise of high-end merchandise & decline of portables—reversing current trend of b&w set sales. Admiral attributes pattern to public's growing awareness of console cabinet's contribution to better sound reproduction. Several manufacturers also gave credit for high-end sales to growing popularity of FM stereo, improved cabinet styling, and reduction in console pricing over past several years.

"When you buy FM stereo," Philco's Hakimian pointed out, you're buying 2 home entertainment instruments in one—the record player & a stereo FM which gives you the advantage of both. Excellent programming by FM stations also has helped to develop the market."

RCA's Saxon said "it would seem today's stereo combination units show signs of taking a more prominent place in the living room as a major home entertainment item. Distinctive styling units have been so well received at the consumer level that we feel there is a sizable demand for expensive cabinetry & stereo merchandise."

As to TV-radio-stereo combinations, which accounted for a record 3.9% of TV distributor unit sales last year (Vol. 2:18 p7)—they seem to be holding up this year. Olympic's Sobin, whose company is one of biggest in this field, thinks TV combos can eventually go up about one more percentage point. "But I don't think we'll ever see them over 5% of the total TV market."

UPDATED CALENDAR OF 1963 LINE SHOWINGS: Latest scheduling of shows for distributor inspection of 1963 TV-radio-phono lines confirms earlier indication (Vol. 2:14 p9) that this will be pretty much a junket-less year. With few exceptions, major manufacturers are showing at home or conveniently located major city. There isn't a Miami, Las Vegas, Mexico, Mackinaw Island or West Coast jaunt scheduled.

Trend this year seems to be for manufacturers to stage low cost, high power introduction meetings for distributors, and have latter put on junket galas at local level for dealers. Admiral, for example, is showing new line to distributors in Chicago at end of May—but is working deal with distributors to enable them to give dealers resort treatment. In some areas, New England & Florida, for example, Admiral distributors are grouping to give dealers posh meetings. One group already is slated for a trip to Grand Bahamas Island.

"You can do the same thing only so many times," Admiral told us, "and after you've been through Miami and Las Vegas there aren't many resorts available that can handle the type of meeting we're accustomed to putting on. We've made this change this year for the purpose of coming up with something different."

RCA, which for past 2 years has staged distributor-dealer extravaganzas in both Miami & Vegas, is reverting this year to distributor-only show in Chicago. Distributors will run their own local showings for dealers. Bruno-New York, for example, is slated to take its dealers to Concord in the Catskills. RCA told us distributor-conductor shows for dealers enable former to retain identity which tends to be lost in company-run extravaganzas. Also, dealers can take advantage of regional junkets without sacrificing travel time and too many days away from store. Traditional traveler Sylvania also is showing in Chicago this year, and at least 8 manufacturers (Admiral, GE, Motorola, Muntz TV, Packard Bell, Philco, Symphonic, Zenith) are showing in their home cities.

Here's schedule of showings so far available:

Manufacturer	Products Shown	Dates	Event & Location
Admiral	TV, radio	Late May	Distributors. Chicago.
Du Mont	TV	Early June	Dates & location not firmed.
Emerson	TV, radio	Early June	Dates & location not firmed.
GE	TV, console phonos	May 21	Distributors. Louisville, Ky.
Magnavox	TV, radio, phono	June 24-28	Dealers. Music Show, N.Y.
Motorola	TV, radio	June 4	Distributors. Hilton Hotel, Chicago.
Muntz TV	Drop-in models	July	Key dealers. Wheeling, Ill. plant. Date not set.
Olympic	TV	June 4	Distributors. Chase Hotel, St. Louis.
Packard Bell	TV, radio	Late June	Distributors. Los Angeles.
Philco	TV, radio	Early June	Distributors. Date & location not set.
RCA	TV, stereo, radio	May 11	Distributors. Edgewater Beach Hotel, Chicago.
Sylvania	TV, radio, stereo	June 6-7	Distributors. Edgewater Beach Hotel, Chicago.
Symphonic	TV, phono	June 24-28	Distributors & dealers. Music Show, N.Y.
Westinghouse	TV, radio, phono	June 24-28	Distributors & key dealers. Music Show, N.Y.
Zenith	TV, radio, phono	Early June	Distributors. Chicago.

TV-RADIO PRODUCTION: EIA statistics for week ended April 27 (17th week of 1962):

	April 21-27	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	131,543	122,798	110,397	2,201,731	1,715,619
Total radio	352,278	363,154	278,212	6,058,610	4,714,078
auto radio	123,233	130,482	100,944	2,143,810	1,454,906

Trade Personals

Vincent Barreca elected Admiral pres., succeeding Ross D. Siragusa who continues as chmn. & chief exec. officer. Barreca, 45, was exec. vp. He joined Admiral in 1934, was assigned in 1946 to organize Canadian Admiral in Toronto to make & sell TVs. Barreca was elected to Admiral's board in 1955 and appointed operations vp. He became exec. vp in 1957.

Richard A. O'Connor resigns as Magnavox chmn., will continue to serve on board. Post won't be filled; Pres. Frank M. Freimann will serve as chief executive officer.

William E. Boss, RCA color TV coordination dir., named exec. asst. to William J. O'Connor, pres. of Southern Wholesalers, Washington RCA distributor.

Gordon F. Fullerton appointed vp-gen. mgr., Sylvania receiving tube operations, headquartering in Emporium, Pa.; succeeded by Eugene E. Broker as Parts Div. gen. mgr., Warren, Pa.

E. E. Bareuther elected Philco treas. in addition to duties as asst. controller, succeeding William R. Wilson, resigned (Vol. 2:18 p11). . . . Ralph M. Spang elected Zenith vp & controller.

Takanobu Yoshihara named mgr. of Toshiba's expanded N.Y. office, now hq for company's North American operations.

Robert A. O'Reilly elected Oak Mfg. chmn., succeeding Elof Sandstrom, retired; Stewart Pfannstiehl appointed exec. vp. . . . William L. Strong appointed Packard Bell financial vp.

Paul W. Roth named Webcor product service vp. . . . William C. Wichman appointed GE International Div. gen. mgr., succeeding Charles V. Schelke who continues with division as GE vp on special assignment.

Obituary

Henry Carl Bonfig, 66, died April 30 in Evanston, Ill., after a short illness. Starting as a distributor in radio's early days, "Bonny" became one of the industry's greatest merchandising men. From 1935 to 1944 he was vp of RCA's RCA Victor Div., joining Zenith as sales vp and serving in this capacity until 1955, when he was elected president of CBS-Columbia, the now-defunct TV manufacturing division of CBS Inc. Until his retirement last year, he was a CBS vp & board member. Last month he was elected to board of Wells-Gardner, big private-label TV-radio-phono manufacturer partially owned by ITT. He is survived by daughter, 2 sons, 8 grandchildren.

Storm-damaged GE radios will be repaired or replaced at special prices, under program instituted in locations officially designated as disaster areas as result of last March's East Coast storms. GE service centers will offer free inspection, repairs at cost, or special replacement price for sets damaged beyond repair.

Wireless remote control for antenna rotors is being offered by Cornell-Dubilier. Ultrasonic unit, which looks like TV remote, is offered with receiver unit which forms base for regular CDR rotator. Transmitter-receiver combination lists at \$54.95.

Ford shareholders will vote May 24 on proposal to split stock 2 for 1 and double authorized capital shares to 415,315,350 from 207,657,675. If approved, split will be effective May 31.

RCA Sees Record Half: Before overflow crowd of 1,400 contented stockholders in NBC Studio 8H & environs, RCA Chmn. Brig. Gen. David Sarnoff last week predicted record first half in sales & earnings this year. "The momentum of our record-breaking first quarter has continued through April," he said, "to produce the highest sales & earnings of any first third of a year in RCA's 43-year history."

"Our major down payments on the future have now been made," Pres. Elmer Engstrom told shareholders. And he was followed by executive heads of 5 principal operating areas, who detailed progress in military, international, service, data processing, consumer & broadcasting fields.

"Our investment in color already appears to be one of the soundest your company has ever made," said Engstrom in introducing group exec. vp W. Walter Watts. Watts said RCA's color tube facilities are "being taxed beyond our current production capacity" and that RCA's share-of-market has improved this year in b&w TV, radio, phonos & tape recorders.

NBC Chmn. Robert W. Sarnoff, pointing out parenthetically that NBC's "management team [is] the most stable in the business," predicted that 1962 would be network's biggest year.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Baltimore Radio				
Show	Q	\$0.10	June 1	May 15
Gen'l. Tire & Rubber	Q	.10	May 31	May 18
P. R. Mallory	Q	.35	June 11	May 11
Siegler	Q	.10	June 1	May 15
Sonotone	Stk.	4%	June 29	June 1
TV-Electronics Fund	—	.08	May 31	May 8
Whirlpool	Q	.35	June 10	May 11

Admiral has confirmed that it will import 50,000-100,000 six-transistor radio chassis from Japan this year (Vol. 2:6 p8). Other import news: Matsushita is notifying its U. S. dealers that it will stay out of price-cut rat-race and that its 6-transistor radio prices will remain firm, despite cuts to \$14.95 by several U. S. manufacturers. Its 6-transistor set listing at \$24.95 will be sold with plug-in external speaker thrown in (normally \$7.95) at no additional cost, in first of series of announced promotions. Meanwhile, Mitsubishi announced that its 6-in. battery TV, weighing 6 lb., will be sold in U. S. in late summer or early fall (Vol. 2:18 p9). Dimensions were given as 4¼x 6x6½-in.

EIA legislative actions: The industry association last week endorsed bill (HR-6354) introduced by Rep. Celler (D-N.Y.) which would subject phono record counterfeiters to maximum penalties of \$10,000 fine & 10 years in prison. It also opposed proposals in Administration's tax bill (HR-10650) to correct tax abuses in foreign area as "unworkable" and maintained that low-tax foreign trading subsidiaries of U. S. companies help them to sell competitively in foreign markets and create jobs at home.

Taft Bestg. was listed for trading on New York Stock Exchange May 2. Symbol: TFB. Listed were 1,578,938 outstanding common shares, 15,317 shares reserved for bonuses, 15,624 reserved for issue under Taft's stock option & bonus program.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral	1962—qtr. to Mar. 31	\$49,135,496	\$1,187,956	\$ 509,957	\$0.21	\$ 2,417,261
	1961—qtr. to Mar. 31	42,432,930	302,910	204,113	.08	2,408,836
American Bosch Arma	1962—qtr. to Mar. 31	31,965,118	—	693,777	.36	1,902,041
	1961—qtr. to Mar. 31	34,556,429	—	612,946	.31	1,902,041
Arvin Industries	1962—qtr. to Apr. 1	18,832,372	973,603	474,508	.40	1,186,270
	1961—qtr. to Apr. 1	13,603,720	(65,107)	(31,117) ¹	—	1,137,609
Chris-Craft Industries (formerly NAFI Corp)	1962—qtr. to Mar. 31	17,860,000	859,240	469,240	.36	1,314,116
	1961—qtr. to Mar. 31	17,380,269	954,971	544,971	.41	1,314,116
Clevite	1962—qtr. to Mar. 31	25,972,229	3,839,350	1,852,350	.96 ²	1,892,966
	1961—qtr. to Mar. 31	22,697,974	2,375,550	1,169,550	.60 ²	1,884,713
Cohu Electronics	1962—qtr. to Mar. 31	1,570,660	—	(14,321)	—	1,428,301
	1961—qtr. to Mar. 31	2,101,507	—	209,155	.15	1,417,321
Erie Resistor	1962—qtr. to Mar. 31	6,991,486	—	255,467	.28	798,806
	1961—qtr. to Mar. 31	5,814,994	—	128,629	.13	798,806
Esquire Radio & Electronics	1961—year to Dec. 31	4,939,963	147,470	81,601	.20	417,650
	1960—year to Dec. 31	4,296,250	267,065	137,786	.33	417,650
Ford Motor	1962—qtr. to Mar. 31 ³	1,999,700,000	261,500,000	127,700,000	2.32	55,054,897
	1961—qtr. to Mar. 31	1,461,100,000	148,800,000	76,200,000	1.39	54,933,327
General Dynamics	1962—qtr. to Mar. 31	525,187,133	11,190,798	10,736,196	1.07	9,997,064
	1961—qtr. to Mar. 31	507,524,954	8,233,076	4,194,076	.42	9,997,076
Hoffman Electronics	1962—qtr. to Mar. 31	12,234,879	382,085	183,085	.11	1,537,312
	1961—qtr. to Mar. 31	16,098,315	533,668	256,668	.16	1,530,254
International Resistance	1962—15 wks. to Apr. 15	8,391,400 ³	1,480,596	680,896 ³	.48	1,433,388
	1961—15 wks. to Apr. 15	6,495,550	1,243,106	566,906	.40	1,386,998
ITI Electronics	1962—year to Jan. 31	770,000	—	(42,900)	—	289,987
	1961—year to Jan. 31	541,000	—	(52,200)	—	275,387
Meredith Publishing	1962—9 mo. to Mar. 31	52,845,770	—	2,413,174	1.81	1,331,212
	1961—9 mo. to Mar. 31	43,961,618	—	1,347,503	1.02	1,323,866
Microwave Associates	1962—6 mo. to Mar. 31	6,311,000	—	312,000	.31	1,012,200
	1961—6 mo. to Mar. 31	4,806,000	—	295,600 ⁴	.30 ⁴	996,200
National Union Electric	1962—qtr. to Mar. 31	9,277,165	—	348,507	.06	5,747,479
	1961—qtr. to Mar. 31	8,435,293	—	151,028	.03	5,747,579
Paramount Pictures	1961—year to Dec. 30	115,514,000	7,473,000	7,148,000 ⁵	4.23 ⁵	1,688,531
	1960—year to Dec. 31 ⁶	124,289,000	10,379,000	7,026,000	4.20	1,673,231
Siegler	1962—9 mo. to Mar. 31	83,484,099	5,561,316	2,904,531	1.26 ²	2,258,116
	1961—9 mo. to Mar. 31	73,646,826	4,468,558	2,330,228	1.03 ²	2,258,116
	1962—qtr. to Mar. 31	25,261,497	1,445,556	700,014	.30 ²	2,258,116
	1961—qtr. to Mar. 31	24,592,863	934,838	553,363	.24 ³	2,258,116
Taft Bcstg.	1962—year to Mar. 31	10,950,000	4,006,000	1,900,000	1.20	1,578,893
	1961—year to Mar. 31	11,086,717	3,350,003	1,580,003	1.00	1,578,893
	1962—qtr. to Mar. 31	2,976,642	—	520,188	.33	1,578,893
	1961—qtr. to Mar. 31	2,643,908	—	375,703	.24	1,578,893
TelePrompTer	1961—year to Dec. 31	4,921,319	—	(884,604) ⁷	—	738,410
	1960—year to Dec. 31	4,841,043	—	51,969	.09	685,811
Tung-Sol	1962—13 wks. to Mar. 31	18,311,554	943,855	448,855	.42 ²	926,786
	1961—13 wks. to Mar. 31	15,282,327	570,011	274,011	.24 ²	925,783
TV Development	1962—year to Feb. 28	—	—	84,485	.38	—
	1961 ⁸	—	—	—	—	—
Warner Bros.	1962—6 mo. to Mar. 3	41,079,000	—	4,074,000	.84	4,830,052
	1961—6 mo. to Mar. 3	47,008,000	—	3,564,000	.79	4,830,052
Wells-Gardner	1962—qtr. to Mar. 31	4,380,000	117,000	62,000	.15	422,400
	1961—qtr. to Mar. 31	4,085,000	60,000	35,000	.08	422,400

Notes: ¹ After \$33,990 tax credit. ² After preferred dividends. ³ Record.
⁴ Before non-recurring income of \$70,900 (7¢ a share). ⁵ Includes
\$1,480,000 (88¢) profit on sale of investments. ⁶ Revised by company.

⁷ Includes special charge of \$285,263. ⁸ Comparison not available. ⁹ In-
cludes Philco.

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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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REMOTE CONTROLS constitute smaller segment of market than previously believed; special census of 13 manufacturers (excluding Zenith) shows only 185,905 produced last year (p. 7).

100 STEREO STATIONS now on air, as set makers prepare campaign for table-model stereo radios. Directory of stereo stations in 30 states & Canada (p. 8).

BANNER YEAR AHEAD FOR SET MAKERS? Combined first-quarter profits of 9 volume TV-radio producers climbed to \$12.7 million from \$6.1 million in 1961's opening quarter as sales soared to \$316.5 million from \$252.2 million (p. 8).

FIRST 1963 LINE, RCA's is short, features 4 color & 4 b&w combos at lower starting prices; 23-in. table model at \$189.95, down \$10. Color prices relatively unchanged (p. 10).

TV SALES UP 18%, radio up 7.5% for first quarter, EIA distributor-to-dealer figures show. Uhf set production set 2-year record in March (p. 11).

FCC FRETS OVER ALL-CHANNEL LAW 'LOOPHOLE': FCC is mighty pleased that House passed bill requiring that all sets shipped in interstate commerce be capable of getting both vhf & uhf. But the more it thinks about it the more it fears that law will have no teeth—that some manufacturers will put mere token uhf tuners in sets to comply with letter of law—dragging all other set makers down with them and frustrating whole purpose of the legislation.

Commission is expected to ask Senate, therefore, to amend House-passed bill to give FCC power to specify minimum performance of uhf sets. Law would say that sets must be "capable of effectively receiving uhf"—or similar language.

Absolute uhf tuner noise & sensitivity figures aren't contemplated by Commission. Rather, it would specify figures relative to the vhf tuner in set. Thus, manufacturer could put whatever performance he wanted into set—but ratio between vhf & uhf performance would be constant. In other words, he couldn't put good vhf & poor uhf tuners in same set. Obviously, reasoning is this: set-maker has to be competitive in vhf performance; therefore, his uhf performance would be competitive, automatically, under FCC rules.

Commission has no intention of requiring maximum possible uhf performance. Furthermore, it doesn't propose to pick figures out of air. Rather, it would go through full rule-making proceedings, giving whole industry chance to present views. FCC believes it can come up with specifications manufacturers can live with, just as they do with FCC transmitter requirements. In addition, it believes that reputable set makers would welcome this curb on unscrupulous competitors. Under version passed by House, Commission believes, it couldn't win either civil or criminal suit against maker of sets with token uhf tuners. House version says only

that set must be "capable" of receiving uhf—and FCC believes set performance would have to be incredibly bad before it could win in courts.

Manufacturers' "it-can't-happen-here" thinking is rapidly dissipating, now that passage of law seems assured. EIA's consumer products staff chief L. W. Sandwick reports that 14 out of 15 set makers he phoned last week urged him to try to dissuade Senators from passing measure. Commerce Committee meets on it May 18. Sandwick insists that consumer is being misled by talk of \$20-\$25 extra for uhf-vhf set. He cites own example: Bought uhf strip & antenna wholesale from manufacturer, had installation done by local technician—total, \$74. One set maker, he said, who wouldn't even discuss matter before, kept him on phone 40 minutes last week demanding information to send to his senator.

Another matter raised by tuner makers, according to Sandwick: tuners left unused for long periods can become useless—lubricant drying out, contacts corroding.

PREVIEWING—BY AFFILIATES AND/OR NAB: More affiliate pre-knowledge of network offerings—so that stations can use own judgment in accepting or rejecting programs—is one certain trend developed from furore out of Washington in recent months. The big uncertainty is where NAB and its Code Review Board fit into picture.

CBS remains the major opponent of NAB previewing, believes experience with association's preview of abortion-theme *The Benefactors* bears out its judgment (Vol. 2:17 pt et seq.). NAB's evaluation of show, CBS program practices vp Joseph Ream told affiliates last week, was "timid & negative." CBS Pres. Frank Stanton gave group this picture of Code Authority previewing:

"Experimentation, innovation, all chance-taking would cease as a group of timid well-meaning men took over the responsibility of deciding what was to be shown on 50 million receivers.

"We believe that the programming prerogative should be kept where it belongs—in the hands of the individual broadcaster. We believe in pre-screening—but for you."

Man to watch now is Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee. He blew his easily-blown stack about ABC-TV's famed sex-violence *Bus Stop* episode, called network chiefs in and asked them to do something to avoid similar presentations. NAB Pres. Collins last week said he was "gravely concerned" about CBS's position but ventured no further comment pending discussions with Stanton. As for FCC, we find substantial satisfaction with networks' increased efforts to give affiliates foreknowledge of coming program events.

PARTIAL AM FREEZE WHILE FCC STUDIES CROWDING: Surprisingly sudden action by FCC is partial freeze on AM stations—its first move to curb much-talked-about "overpopulation" in radio. All existing applications pending as of May 10 are safe, will be processed by Commission. But applications will be accepted henceforth only for certain categories.

FCC's action was pitched to engineering standards, no direct talk about economics or program quality—thus making move less vulnerable to court challenges, for there will be challenges by disappointed prospective applicants. Commission still has big backlog of applicants to consider, even though it's cutting influx drastically. As of March 31, there were in non-hearing status 431 applications for new stations, 472 for major changes. In hearing status, there were 174 for new stations, 49 for changes.

Commission will continue to accept 3 kinds of applications: (1) Class IV local stations seeking to increase power from 250 to 1,000 watts or from 100 to 250 or 500 watts. (2) New Class II-A stations specified in Sec. 3.22 of rules. (3) "Applications for other facilities, except new 100 watt Class IV proposals, where a showing has been submitted to demonstrate that the proposed operation (i) would bring a first interference-free primary service, day or night, to at least 25% of the area or 25% of the population within the proposed interference-free service contour; and (ii) would not cause any objectionable interference to existing stations, and would not involve prohibited overlap, as signified in Sec. 3.37 of the rules, with existing stations."

FCC secret was well kept, commissioners taking pains to preclude sudden flood of applications by those anticipating freeze. Applications for new stations and major changes have been averaging about 40 monthly, and FCC staff expects acceptable applications to run no more than 15-20 monthly from now on.

Commission called the freeze, it said, to study its engineering standards which have been constantly eroded through the years. But, it has been made clear by commissioners—notably Chmn. Minow and Comr. Ford—that they're concerned about program deterioration stemming from heavy competition. This has been a major tenet of NAB Pres. Collins. FCC has agreed to a Commission-industry parley on subject, expected this fall.

In its announcement, FCC noted that AMs had increased from 955 in 1945 to 3,871 today, that this has produced plenty of local outlets and competition—but hasn't done much to bring good signals to "white" areas—outlying regions without primary service.

So, Commission said it will start a rule-making proceeding to examine its whole engineering policy—while calling a partial halt to aggravation of problem.

Good many station lawyers asserted immediately that FCC action is illegal, that it can't impose such freeze without rule-making—agreeing with dissenting Comr. Hyde, who argued that move is "substantive policy decision" rather than mere procedural move.

While clamping down on AM, FCC noted that it will soon unfreeze FM (Vol. 2:18 p3), urged AM applicants to "give serious consideration to the greater coverage possibilities provided, both day & night, in the FM band." It announced that it had instructed staff to draft decision with table of channel assignments.

WHO WATCHES ETV, HOW MUCH & WHY: Most extensive survey of ETV viewing habits to date—32,000 phone & personal interviews—has been completed by Dr. Wilbur Schramm of Institute for Communication Research, Stanford U., under \$40,000 U.S. Office of Education grant.

Some of findings: (1) Up to 25% of set owners in community with ETV station watch it regularly, say they find it more interesting than commercial TV. (2) Vhf educational outlet has 10-25% of adults in its area tuned in regularly (at least 4 times a week); uhf is watched regularly by only 2.5%, but they spend more time viewing ETV. (3) Average ETV viewer is more educated than non-viewer, has higher income, is more civic- and cultural-minded.

Survey was made among audiences of a state ETV network, 2 community non-commercial stations, outlet licensed to school district, university station, uhf in vhf market. Each station broadcasts daytime lessons to average of 100,000 school children.

Summary by National Educational TV & Radio Center: "All of these findings lead to the conclusion that once viewers are somehow exposed for a reasonable time to educational programs, they adapt their views of 'fun' to include a wider range of programs." Complete findings will be published in book form within a year.

'SEX & VIOLENCE' HEARING QUIET & DULL: Anticipated repeat performance of hectic Bus Stop hearing (Vol. 2:5 p3) failed to materialize last week, as network executives calmly insisted to Sen. Dodd (D-Conn.) and his Juvenile Delinquency Subcommittee that they haven't deliberately injected sex & violence into TV programming.

Dodd concentrated on 4 filmed series: ABC's *Untouchables*, CBS's *Route 66*, NBC's *Man and the Challenge & Whispering Smith*. Witnesses: ABC-TV Acting Pres. Thomas Moore, CBS-TV Pres. James T. Aubrey Jr., NBC-TV Exec. vp Walter D. Scott.

Subcommittee screened portions of Route 66 episodes at start of hearing, and CBS vp & general attorney Thomas K. Fisher immediately protested to Dodd, requesting entire programs be shown. He charged it was "unfair" to attempt to judge merits of story from random clips. Dodd asserted that subcommittee hadn't chosen scenes just to make a case, said that at previous hearings he had offered to run entire films.

That about ended day's excitement. Aubrey quietly & methodically countered subcommittee's questions, said he was sticking by his statement made at FCC hearings (Vol. 2:5 p2 et seq.). "As far as CBS is concerned," he declared, "there were no instructions to inject sex & violence into shows." Asked about some of harsher scenes in *Route 66*, he said that sex & violence do exist in life, that CBS attempts to portray life as it is but without "salacious smut or excessive brutality."

Dodd produced documents containing correspondence between network, affiliates, ad agencies, sponsors, etc., criticizing various aspects of series. Aubrey admitted there were differences of opinion, said

judgments must be made on final product appearing on screen rather than earlier correspondence or scripts. After Dodd cited *Chicago Tribune* review of episode, calling show "sadistic," Aubrey produced review of series from *National Parent Teachers Magazine*, which praised it. "A review is a review," he contended, "the point is that critics differ as much as anybody else."

Dodd quoted from memo to CBS-TV Hollywood program vp from Howard G. Barnes, CBS-TV Hollywood dir. of programs, in which latter said Aubrey wanted more "broads, bosoms & fun" in *Route 66*. Aubrey said that "it's quite easy for people in this business" to use such words in interpreting "a request for wholesome, attractive girls rather than neurotic unpleasant girls." But, he added, "I can't be blamed for the interpretation."

NBC's session was even less controversial. Subcommittee staffers appeared to be floundering in attempts to prove network tried to beef up *Man and the Challenge* with sex & violence. Scott claimed series was lacking in action, contained no romantic interest, and network merely wanted to add excitement.

ABC-TV's Moore came in for sharp questioning about violence & brutality in *The Untouchables* and *The New Breed*. Dodd commented on dismissal of Norman Retchin, a former *Untouchables* producer, said he apparently was fired because he objected to excess sex & violence in series. Moore pointed out Retchin was employee of Desilu, not ABC, but said he wasn't dismissed because of objections to show, but for other reasons. Dodd commented that it seemed to be "pattern" that people that protest sex & violence have been fired at all 3 networks.

Queried about *New Breed* episode in which girl was kidnaped and threatened with death from hand grenade, the ABC-TV chief said series wasn't intended to be a children's program, was okayed by network's continuity acceptance dept. In reply to subcommittee staffer's point that average *New Breed* episode drew audience of 2 million under 17 years, 1.4 million under 13, Moore said these were small percentages of total audience.

Hearings resume May 14, with CBS Pres. Frank Stanton, NBC Pres. Robert E. Kintner, ABC Pres. Leonard H. Goldenson.

Personals

Vincent A. Francis promoted to ABC-TV Western div. sales vp. . . . Leonard E. Strobel promoted to ABC Films operations dir. . . . Hugh O. Potter, radio WOMI Owensboro, Ky. gen. mgr., named NAB radio PR committee chmn. . . . Jack Murphy promoted to KOOL-TV Phoenix station mgr.

F. R. (Mac) MacFarland, AT&T long lines programs & TV sales mgr., retires July 1 from position he originated 33 years ago; he's a 37-year veteran of AT&T.

Barbara Searles, ex-NBC producer-dir., named USIA TV production branch chief; Clark Pangle, ex-CBS Washington network news & special events producer, appointed a producer-dir.

Seymour "Sam" Stowe, FTC information chief, convalescing from heart attack at Arlington Hospital, Arlington, Va.

Thomas J. White named Avery-Knodel senior vp, N.Y. & exec. committee member; Roger H. O'Sullivan promoted to senior vp, Chicago; Edward W. Lier appointed TV-radio sales development dir.; Robert J. Kizer advances to TV sales dir., N.Y.; Donald F. McCarty promoted to radio sales dir., N.Y.

Allan Moll, ex-Sawdon Advertising Hollywood mgr., named KHJ-TV & KHJ Los Angeles news dir. . . . George Palmer, ex-WSAI-FM Cincinnati gen. mgr., rejoins WKRC-TV there as exec. news dir.

James H. Ferguson, ex-WMCT Memphis program dir., named WAGA-TV Atlanta program mgr., succeeding Horace P. Ray, who becomes Storer Programs operations mgr., N.Y.

Elizabeth Black, Donahue & Coe, wins SRA's Silver Nail Timebuyer of the Year Award; William H. Kearns, Ted Bates & Co., receives Gold Key Award for outstanding leadership in advertising; Marianne Monahan, Needham, Louis & Brorby, wins Chicago Timebuyer of the Year Award.

Obituary

Paul D. P. Spearman, 62, FCC's first general counsel, later founder of Spearman & Roberson Washington TV-radio law firm, died in Washington May 2 after long illness. One of industry's most colorful figures, he retired in 1952 after suffering stroke. As private practitioner, Spearman delighted both industry & FCC by breaking up serious & intense hearings with irreverent joshing about govt. processes, spiced with rare Southern similes. Four daughters survive. Burial took place in Hamilton, Ala. FCC adopted resolution "paying tribute to the memory of a respected former colleague and distinguished member of his profession."

Allen Parr, 49, CBS-TV Hollywood program dept. business mgr., died May 5 of a heart condition at his Brentwood, Cal. home. His widow, 2 sons, survive.

Upcoming Congressional probes into TV-radio as outlined by Rep. Rogers (D-Tex.) of House Commerce Committee in May 10 address to Station Representatives Assn.: (1) "Determination of program responsibility and possible censorship" including investigation of role of producers, sponsors, talent agencies, ad agencies, motion picture industry, networks, pressure groups, and FCC. (2) Pay TV. (3) FTC's surveillance of advertising. (4) Rating systems. (5) Network regulation. "If I were called upon to criticize your industry," said Rogers, "I think it would be for lack of courage, lack of willingness to fight for the things in which you believe, and to fight for them effectively." He urged broadcasters to press their viewpoints more vigorously, "whether it be the FCC or the networks that have created the issue."

NAB Radio Code Review Board members named by Pres. Collins: Cliff Gill, KEZY Anaheim, Cal., chmn.; Robert B. Jones Jr., WFBR Baltimore; Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver; Richard H. Mason, WPTF Raleigh; Richard O. Dunning, KHQ Spokane; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester; Robert L. Pratt, KGGF Coffeyville, Kan.

Newark uhf application will be filed "within a few weeks," according to former WNTA-TV producer Ed Cooperstein who said he's backed by a "large group of businessmen" whom he declined to identify. He plans to start with 3 p.m.-7 a.m. schedule, he said, adding 7 a.m.-3 p.m. later for 24-hour operation. Call letters WNJ-TV will be sought, he said, apparently unaware that FCC doesn't give TV-radio 3-letter basic calls any more.

WCKT Miami must lose Ch. 7, turn it over to Sunbeam TV Corp., FCC again ruled last week—denying WCKT's petition for reconsideration of July 26, 1961 decision (Vol. 17:31 p3). Commission held that Sunbeam was the only one of 4 original applicants which didn't attempt off-the-record influence on FCC. Sunbeam is to get license for only 4 months. Commission hasn't decided when WCKT must quit.

Vhf translator application for Goodland, Kan., has been set for hearing by FCC, following objection by KWHT-TV Goodland. Translator is to rebroadcast KHPL-TV Hayes Center, Neb. However, it's understood applicant, Goodland Chamber of Commerce, has changed plans and now proposes not to duplicate programs telecast by KWHT-TV; therefore, it's assumed FCC will call off hearing, grant application.

Scrambled Yeggs: N.Y. Police Dept. this week begins transmitting its lineup of suspected criminals to local precincts, using facilities of FCC's experimental WUHF (Ch. 31). To protect civil rights of suspects, picture is scrambled, using system developed by Teleglobe. Only Police Dept. receivers contain decoding circuits.

Reservation of Chicago's Ch. 20 for ETV is sought by education WTTW (Ch. 11) there. National Educational TV & Radio Center has asked FCC to change rules to allow use of microwaves including STL circuits for closed-circuit TV—and to permit ETV closed-circuit microwaves to be used for ETV broadcast purposes.

Uhf translator will beam programs of midwest airborne ETV project to Detroit area. Adler 100-watt unit will be located atop 285-ft. Maccabees Bldg. in Detroit, will repeat programs transmitted from circling plane 165 miles away.

TV-radio does more than entertain, despite implications to contrary by Senate Freedom of Communications Subcommittee, NAB industry affairs vp Howard H. Bell told 25th anniversary convention of Ohio Assn. of Bcstrs. He referred to subcommittee's report on proposed amendment to equal time provisions (Vol. 2:17 p3), in which group urged caution against rapid repeal of Sec. 315. In report, Subcommittee stated: "There seems to be a feeling on the part of some proponents of this type of legislation that those who are eminently qualified in the field of entertainment are better able to judge the format and content of political programs . . . than the candidates themselves." Bell called statement "unwarranted," said no one was better versed in effective use of broadcast medium than broadcaster.

NET will be 4th national network in "very few years" with sufficient money & support, according to Frederick Jauch, National Educational TV & Radio Center Public Information Dept. editorial dir. Writing in new NET publication: *A True Fourth Network: Why and How*, he says "perfect framework" for nationwide cultural & informational network exists today through NET's chain of 60-odd non-commercial stations across country. Jauch says network would consist of several hundred stations, telecasting to schools during day, to adults evenings & week ends.

First international TV programs & equipment fair will be held Sept. 10-19, 1962 in Palais des Congres Internationaux, Lyons, France. Fair is being organized by Lyons International Fair, with technical assistance of Radiodiffusion-Television Francaise. Event will feature aspects of TV program & film markets, and exhibits of production materials & equipment. U.S. contact is Henri Goldgran, International Entertainment Productions, 545 Fifth Ave., N.Y.

Opposition to govt. TV control—or more control—was voiced by majority of constituents polled by Reps. Minshall (R.-O.) & Avery (R.-Kan.). Of 20,000 answering Minshall query whether they favored "tighter federal controls over TV programming," 39.3% answered yes, 49.3% no, 11.4% no opinion. Of 9,500 who answered Avery's "Do you believe federal government should have control over TV & radio programs?" 24% said yes, 67% no, 9% didn't know.

Communications satellite regulation problems were outlined by FCC general counsel Max D. Paglin in speech before 2nd National Conference on Peaceful Uses of Space at Seattle last week. He said system, expected to be operational by 1966, will have "formidable impact" on international relations. He predicted that rate-making procedures will be "thorny problem," requiring "perhaps some new concepts and novel approaches by the Commission."

Extra \$1,517,000 for FCC's budget has been recommended to Congress by President Kennedy—\$1,198,000 for computer, \$184,000 for space communications staff, \$135,000 for radio monitoring equipment. All have been discussed with House Appropriations Committee by FCC, and prospects for approval of all or most of funds are considered excellent. Total FCC budget sought is now \$14,617,000.

American Civil Liberties Union attacked FTC for conducting open hearings and not allowing companies' lawyers to take active part. ACLU Exec. Dir. John d. J. Pemberton Jr. wrote FTC Chmn. Dixon that union is gravely disturbed about practices.

CATV-station joint ventures—instead of conflicts—are being promoted by Fred Lieberman, pres. of Telesystem Services Corp., Glenside, Pa. Former systems mgr. of Jerrold, he reports that his firm has provided “guidance” to 4 TV stations which have determined to enter CATV. “I do agree,” he writes, “that as many TV stations as possible should exist—but why is it so difficult to convince broadcasters that they would do well to embrace CATV and benefit from it than to take a position of being noncommittal or even opposing it, while CATV continually grows and the broadcasters fail to derive the benefits available from this media?”

North Dakota-Minnesota parlay filed with FCC: (1) Ferris Traylor, principal of WTVW Evansville & WLKY Louisville, for approximately \$615,000 plus procuring loan of \$225,000, acquires 81% of KXGO-TV (Ch. 11) Fargo, KCND-TV (Ch. 12) Pembina & KNOX-TV (Ch. 10) Grand Forks. (2) Ch. 11 is to be moved to new tall tower near Hillsboro, N.D. (3) Ch. 10 is to be moved to Thief River Falls, Minn. Moves will double population within Class A contours of stations.

Counterfeit recording bill (HR-6354) should be clarified to protect radio stations which dub records onto tape systems, NAB general counsel Douglas A. Anello told House Patents, Copyrights & Trademarks Subcommittee. He said measure, designed to protect copyright owners against unauthorized duplications of recordings, should be amended to specify that reproduction is illegal only if done with specific intent of resale.

ETV by Peace Corps is being planned, first project tentatively scheduled for Colombia. Project probably will involve 15 Peace Corpsmen working with Colombian counterparts in country's govt.-owned TV network. By end of year, network is expected to cover 90% of country, including formerly isolated areas. FCC ETV div. chief Keith Engar, on loan to Corps, recently held technical discussions on project with Colombian officials.

New studios for educational WNDT N.Y. (Ch. 13) have been acquired at 9th Ave. & 55th St., site of old Town Theatre. Operating staff moves to 1657 Broadway about June 1. Pres. Dr. Samuel B. Gould & his immediate staff will have offices in Carnegie Endowment Bldg., 345 E. 46th St., where additional studio will be maintained. Last week, WPIX N.Y. announced it will contribute \$250,000 to station over 5-year period.

NBC will consolidate Cal. facilities, moving o&o KRCA from Hollywood to Burbank. Plans call for construction of 20,000 sq.-ft. warehouse in Burbank, plus alterations to administration and studio buildings to house KRCA. Color studio facilities also will be expanded & modernized, will include already-installed technical switching center to be operated by computer.

Joint CATV development agreement has been concluded by H & B American Corp. and KEYT Santa Barbara, Cal. Firms now are associated in pending applications for San Luis Obispo, Atascadero, Paso Robles, Grover City, Morro Bay, Arroyo Grande, Shell Beach, Pismo Beach, Cayucos, Mission Hills, Vandenberg Village. Companies plan to file for additional unspecified communities.

“TV Free Film Source Book,” published by Broadcast Information Bureau, 535 Fifth Ave., N.Y., is now available at \$20. It covers 4,485 titles of PR films, indexed & cross-indexed, runs 525 pages. It's Vol. 4, No. 5; preceding volume was issued about 2 years ago.

“Hollywood Bread” doesn't have fewer calories than other brands; it's just sliced thinner, FTC hearing examiner ruled in initial decision in 3-year-old case against National Bakers Services, Chicago. Examiner Loren H. Laughlin found National had falsely advertised on TV & radio that bread had fewer calories, would reduce weight. “The evidence discloses,” he said, “that all breads, when sliced in equal portions, have about the same caloric values, and on any weight-to-weight balance, there is no substantial difference in the caloric values of different breads.” Decision is subject to review by Commission.

International medical TV & film conference in Milan, Italy, April 25-27, was attended by group from U.S. Council on Medical TV, journey financed by National Science Foundation. Conference was held under auspices of International Film, Telefilm and Documentary Market, with theme “The Present Status and Future Prospects of Television and Motion Pictures for Medical Education.” U.S. delegation was headed by RCA Labs vp Dr. V. K. Zworykin and N.Y.U. medical school TV coordinator Dr. Leo Leveridge. Council will be host to Latin American and European medical TV representatives at annual meeting May 15-16, National Institutes of Health, Bethesda, Md.

AT&T's Telstar TV satellite now is scheduled for launching at middle or end of June. If launching is successful, 20-min. trans-Atlantic telecast may be attempted on 3rd orbit, when it is hoped Telstar will be over Atlantic and in line-of-sight of both England & U.S. for about 30 minutes.

First U.S. telecast of Yugoslav TV program will be carried on CBS o&o stations' *International Hour* series this season. Production will be a ballet, “The Legend of Ohrid.” Yugoslavia is 10th country to join International program exchange project in which each participant contributes music or dance program. Series premiered May 3.

NCTA convention in Washington June 17-22 is “drawing a new record of registrations, as usual,” according to Pres. William Dalton. Exhibitors signed to date total 35, compared with 26 last year.

Airborne pickups of Cuba's CMQ-TV, recorded aboard a DC-3 65-75 miles from Cuba, are giving CBS-TV excellent pictures—compared with the unsatisfactory ground pickups network has been getting at Key West, Fla.

TV will sell TV with showing of TvB's “The Salesmachine” on WPIX N.Y. 9-9:30 p.m. May 29. Program gives behind-scenes look at TV role in mass selling. TvB vp & gen. mgr. George G. Huntington was producer-director.

Duplication of TV studio-transmitter or intercity relay links, through use of more than one microwave channel, would be prohibited by rule proposed by FCC, which said that duplication is unnecessary & wasteful.

Allocations changes proposed by FCC: (1) Shift Ch. 44 from Pulaski, Tenn. to Huntsville, Ala., reserving it for ETV. (2) Shift Ch. 26 back to Anderson, Ind. from Richmond.

In-school TV programs from U. of Nebraska will be re-broadcast by KHOL-TV Holdrege & KHPL-TV Hayes Center, Neb., 8-9:30 a.m., beginning April 16, arranged through Neb. Council for ETV.

FCC Chmn. Minow speaks on satellite communications at May 24 luncheon of American Jewish Committee Washington chapter, at Washington Hotel.

KSYD-TV Wichita Falls names Advertising Time Sales national rep.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

REMOTE CONTROLS — TINY SEGMENT OF BUSINESS: First authoritative figures on TV wireless remote control production unearthed surprising fact: Except for possibly one manufacturer, remote-control business is far smaller than it was previously believed.

Remote-control census conducted by Television Digest, using an established statistical technique which guarantees absolute security to participating companies, covered 13 major TV producers. Only Zenith—by far the biggest factor in remote-control business—declined to participate.

Survey showed that only 3.7% of TV sets made by 13 manufacturers (for names, see below) last year were equipped with remote-control units. In actual numbers, these 13 manufacturers built 185,905 remote-control sets. Since manufacturers covered in survey included virtually all set makers who have remote-control models (except Zenith), it's safe to assume that only about 186,000 sets out of 5 million produced last year (approximate total TV set production excluding Zenith) contained remote units.

More than 60% of remote-control sets made last year were in "19-in. or smaller" category—reinforcing industry comments that biggest remote-control market is for bedroom sets (Vol. 2:15 p11). Actual breakdown was: 114,211 remote sets 19-in. or smaller (61.4%), 71,694 sets 21-in. or larger (38.6%).

The 13 manufacturers predict about 17% increase in remote-control sales this year over last, with slightly heavier emphasis on small-screen sets. Total anticipated 1962 production of remote sets is 217,350, of which 135,850 (62.6%) will be in sets of 19-in. or smaller, 81,500 (37.4%) in sets 21-in. or larger.

Where does Zenith fit into this picture? It certainly seems to be only company making any real hay out of remote controls. In our remote-control roundup last month (Vol. 2:15 p11), Zenith Sales Corp. Pres. Leonard C. Truesdell is quoted as saying "Zenith makes several times as many remote sets as all others combined."

We asked Truesdell to comment last week on our remote-control census figure of 3.7%. "You can multiply that many times to get the share of our business represented by remote controls," he replied. "This is a feature which must be promoted," he added, "and we've spent 3 to 4 times as much as the rest of the industry combined in promoting remote control—we've spent \$6-\$7 million in advertising alone on that one feature."

If you assume that remote-control units comprise 20% of Zenith's output (and it's just an assumption), on an industry-wide basis remotes still would constitute less than 7% of total production. This is lower than most people in industry have believed—since consensus as recently as last month indicated belief that 9-10% of industry output was remote-equipped (Vol. 2:15 p11).

Here is at-a-glance tabulation of 13 manufacturers' total remote-control TV production for 1961 and anticipated 1962 output (in units):

	1961	1962
19-in. or smaller	114,211	135,850
21-in. or larger	71,694	81,500
TOTAL	185,905	217,350

Remote-control census was conducted from Jan. to May of this year. Companies included in tabulation: Admiral, Emerson (including Du Mont), GE, Magnavox, Motorola, Olympic, Packard Bell, Philco, RCA, Sylvania, Warwick, Wells-Gardner, Westinghouse.

100 FM STATIONS NOW STEREOCASTING: FM stereo has passed major landmark—exactly 100 stations are now known to be broadcasting stereophonically, in 30 states & Canada.

Thus, as radio & phono makers prepare for big new FM-stereo push at new-line showings, they now can point to stereocasting operations in most major U.S. population centers. Most manufacturers now are supplying phono consoles with FM stereo in quantity, and this month & next, nearly all radio makers who haven't already done so are expected to show table-model stereo radios.

Big push is already on for FM stereo as added feature of phono consoles; by fall, step-up stereo table model campaign should begin in earnest—although several early birds have been in this field for some time already.

Here's list of all 100 FM stations now broadcasting stereophonically:

FM STATIONS NOW BROADCASTING STEREOPHONICALLY

ALABAMA		KANSAS		Findlay	WFIN-FM
Birmingham	WCRT-FM, WSFM	Lawrence	KANU	Middletown	WPFB
ALASKA		KENTUCKY		Portsmouth	WPAY-FM
Anchorage	KBYR-FM	Lexington	WVLK-FM	OREGON	
ARIZONA		MARYLAND		Eugene	KFMY, KWFS-FM
Phoenix	KEPI, KNIX	Baltimore	WAQE-FM	Portland	KGMG, KPFM
CALIFORNIA		MASSACHUSETTS		PENNSYLVANIA	
Fresno	KCIB, KXQR	Lynn	WUPY	Johnstown	WJAC-FM
Los Angeles	KCBH, KFMU, KMLA	Waltham	WCRB-FM	Norristown	WIFI
		MICHIGAN		Philadelphia	WFLN-FM
Riverside	KRHM	Detroit	WDTM, WGPR-FM, WLDM, WOMC	Pittsburgh	WKJF
Sacramento	KDUO	East Lansing	WSWM	Wilkes-Barre	WYZZ
San Diego	KGB-FM, KLRO, KPRI	Grand Rapids	WJEF-FM, WOOD-FM	RHODE ISLAND	
San Francisco	KBAY-FM, KPEN	Midland	WQDC	Providence	WPFM
San Jose	KSJO-FM	MINNESOTA		SOUTH CAROLINA	
Santa Barbara	KMUZ	Minneapolis	KWFM, WAYL	Spartanburg	WSPA-FM
Santa Maria	KEYM	MISSOURI		TENNESSEE	
Visalia	KONG-FM	Kansas City	KCMO-FM	Nashville	WNFO-FM
Walnut Creek	KWME	St. Louis	KCFM, KSHE	TEXAS	
DELAWARE		NEBRASKA		Austin	KTBC-FM
Wilmington	WJBR	Omaha	KQAL-FM	Dallas	KIXL-FM
DISTRICT OF COLUMBIA		NEW JERSEY		Houston	KFMK, KODA-FM
Washington	WASH, WHFS	Dover	WDHA-FM	VIRGINIA	
FLORIDA		Long Branch	WRLB	Norfolk	WYFI
Miami	WAEZ, WVCG-FM	NEW YORK		Richmond	WFMV
Orlando	WHOO-FM	Garden City	WLIR	WASHINGTON	
Pensacola	WPEX-FM	New York	WQXR-FM, WTFM	Seattle	KETO-FM, KISW, KLSN
Sarasota	WYAK	Schenectady	WGFM	WEST VIRGINIA	
ILLINOIS		Syracuse	WSYR-FM	Charleston	WKNA
Chicago	WFMQ, WFMT, WEFM, WKFM, WSBC-FM	NORTH CAROLINA		WISCONSIN	
Quincy	WGEM-FM	Burlington	WBBB-FM	Milwaukee	WMKE, WTMJ-FM
Rock Island	WHBF-FM	Greensboro	WMDE	CANADA	
INDIANA		OHIO		Toronto	CFRB-FM, CHFI-FM
Indianapolis	WISH-FM	Akron-Barberton	WDBN		
IOWA		Cleveland	WDGO, WNOB		
Des Moines	KDMI	Columbus	WBNS-FM		

BANNER YEAR AHEAD FOR SET MAKERS?: TV-radio manufacturers are off & running in 1962's opening months. First-quarter reports already in, coupled with manufacturers' optimistic forecasts, indicate that banner year for both profits & sales is in the making.

Combined first-quarter sales of 9 manufacturers whose principal revenue stems from home electronic products leaped to \$316,498,898 from \$252,178,831 in 1961's opening quarter. Their profits more than doubled to \$12,683,796 from \$6,131,006—and latter figure is after deducting total of \$1,196,009 in losses posted by 2 manufacturers in year-ago quarter.

Equally impressive getaway was scored by 5 giant multi-product companies in which TV-radio products account for only portion of over-all sales & profits. GE, GT&E (Sylvania), RCA, Siegler (Olympic) and Westinghouse produced combined first-quarter sales of \$2,329,199,497—up sharply from \$2,212,932,863 a year earlier. Their combined profits jumped more than \$20 million to \$101,103,014 from \$80,415,363.

Particularly significant, each of 14 companies improved both sales & profits—some impressively. Zenith & RCA posted record sales & profits in 1962's first quarter. Motorola had record sales (see financial table), as did GT&E. Each of 14 companies produced profit, compared with 2 that fell into red in year-ago quarter. Latter firms scored impressive comebacks: Packard Bell reversed first-quarter 1961's \$1,164,892 loss with \$186,751 profit as sales soared to \$11,730,615 from \$7,701,466; Arvin Industries came back from \$31,117 loss with \$474,508 first-quarter profit on a sales gain to \$18,832,372 from \$13,603,720.

Major profit gains were registered by Motorola (to \$2,445,944 from \$802,977), Admiral (\$509,957 from \$204,113), Magnavox (\$2,435,000 from \$1,430,000), Zenith (\$4,728,794 from \$3,446,030), Wells-Gardner (\$62,000 from \$35,000). Each of 9 volume TV-radio producers posted sharp sales gains. Pacing gain parade were Motorola (to \$77,017,162 from \$60,418,737), Zenith (\$81,520,763 from \$63,965,865) and Magnavox (\$43,000,000 from \$32,207,000).

Among multi-product giants, most impressive profit gains were scored by GE (to \$55,963,000 from \$42,476,000) and Siegler (\$700,014 from \$553,363). Each of remaining 3 improved profits by \$2-3 million. All but Siegler showed marked sales improvement, and boosted sales to \$25.3 million from \$24.6 million.

RCA already is on record with forecast for peak year (Vol. 2:17 p12). "We expect this year to be one of the most rewarding & productive in the history of our company," Chmn. David Sarnoff & Pres. Elmer W. Engstrom said in announcing record first quarter. They forecast continuing upward trend for balance of year. GT&E also foresees record sales & earnings in 1962. Chmn. Donald C. Power, reporting that Sylvania doubled profits in first quarter (Vol. 2:17 p12), noted that GT&E "anticipates continued progress in Sylvania's sales & earnings during the remainder of the year."

Motorola, which tripled first-quarter earnings on record sales, paced its performance with a 55% gain in consumer products sales. Pres. Robert W. Galvin said consumer products gain "results mostly from a substantially greater increase in our TV sales than the industry in general experienced. We expect to maintain this trend through the year." Galvin, forecasting 2nd-quarter results, said: "We anticipate the largest sales volume in our history for this period and earnings which will be at least approximate record performance."

With only few major TV-radio manufacturers still to be heard from—Emerson, Muntz TV, Pacific Mercury, Trav-Ler—here's 1962-vs.-1961 first-quarter performance of 9 volume producers:

	Sales		Earnings	
	1962	1961	1962	1961
Admiral	\$ 49,135,496	\$ 42,432,930	\$ 509,957	\$ 204,113
Andrea	1,455,312	1,419,017	87,185	62,473
Arvin	18,832,372	13,603,720	474,508	(31,117)
Magnavox	43,000,000	32,207,000	2,435,000	1,430,000
Motorola	77,017,162	60,418,737	2,455,944	802,977
Packard Bell	11,730,615	7,701,466	186,751	(1,164,892)
Stewart-Warner	29,427,178	26,345,096	1,743,657	1,346,422
Wells-Gardner	4,380,000	4,085,000	62,000	35,000
Zenith	81,520,763	63,965,865	4,728,794	3,446,030
TOTALS	\$316,498,898	\$252,178,831	\$12,683,796	\$6,131,006

Here's how 5 multiproduct manufacturers fared in first quarter:

GE	\$1,100,566,000	\$ 992,622,000	\$ 55,963,000	\$42,476,000
GT&E (Sylvania)	317,906,000	287,915,000	18,162,000	16,319,000
RCA	425,000,000	361,700,000	14,500,000	12,000,000
Siegler (Olympic)	25,261,497	24,592,863	700,014	553,363
Westinghouse	460,466,000	436,103,000	11,778,000	9,067,000
TOTALS	\$2,329,199,497	\$2,212,932,863	\$101,103,014	\$80,415,363

TV-RADIO PRODUCTION: EIA statistics for week ended May 4 (18th week of 1962):

	April 28-May 4	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	127,169	131,543	110,397	2,328,900	1,826,900
Total radio	341,596	352,278	278,212	6,400,206	4,995,393
auto radio	118,026	123,233	100,944	2,261,836	1,558,321

SHORT RCA LINE—COLOR, COMBOS, CUTS: There were few surprises in first of the 1963 lines—RCA's new b&w and color sets—shown at week's end to distributors in Chicago. Color line features 21 models; b&w line is somewhat shorter than current one, with 23 sets.

Lines feature 8 TV-radio-phono combos, 4 color & 4 b&w, starting lower than previously. Color combos start at "under \$1,000" (vs. \$1,500 for only color combo in line introduced year ago), while b&w combos begin with complete TV-radio-phono unit at "under \$500," down from \$525 year ago.

RCA indicated it's not going to try to compete in price with Motorola's 23-in. table model at \$169.95—at least not at present. Its leader 23-in. set is priced at \$189.95, just \$10 below company's previous bottom price for 23-in. Table models start with 19-in. at \$179.95.

All color & b&w sets in line (except table-model color sets) use bonded tubes. Color line is priced about same as current one (\$495-\$1,650), but incorporates chassis changes. Redesigned remote control system is incorporated in 7 color sets.

Console cabinets feature new finishes—such as parchment white, fruitwood cherry, black mahogany, Madrid walnut, natural cherry. B&w line has two 19-in. tables, three 23-in. tables, 4 compact consolettes, 10 consoles, 4 combos.

Next new-line show: GE distributor convention, beginning next week end, at Louisville.

TOPICS & TRENDS

Retail record sales "went over the half-billion-dollar mark for the first time in history" last year, Record Industry Assn. of America estimated last week on basis of preliminary surveys, in its 1961 annual report. Figures are based on list prices. RIAA also reported that about 38% of all LP records sold in 1961 were stereo, up from 26% in 1960—a 50% rise in one year.



Consumer electronic products are in variety stores to stay, according to survey in May 9 *Home Furnishings Daily*. Radios & phonos are staples in most chains, but TV is handled only in few stores. Here are highlights of *HFD's* chain-by-chain survey: Newberry, radios & phonos in 60% of 440 stores, TV in about 11; Kress, small radios in all 270 stores, phonos in 80%, TV in about dozen; Penney, radios & phonos in 400 of 1,700 outlets, TV in few, but expected to increase next fall; Woolworth, radios & phonos in 400-500 of 2,300 stores, TV in 25-30; Grant, radios & phonos in about 80% of 1,000 stores, TV unknown; McCrory-McClellan-Green, radios & phonos in 60% of about 500 stores, TV in outlets offering credit.



Symphonic will re-enter TV at Music Show in June, when it will introduce 2 lines. Regular Symphonic line will begin with 19-in. portable in \$140 range, and "H-Series," using former Hoffman TV dies & circuits, will start at around \$180.



Sylvania will have 3 color sets in its new line, to be shown June 6-7 at Chicago distributor meeting. Two of the sets will be priced below Sylvania's current single color model (\$825 list). Sylvania plans to manufacture its own color chassis next year, after company's own color picture tube is available. Present Sylvania color chassis is made by Packard Bell.

"Fleetwood" trademark of home TVs has been sold by Conrac to Fleetwood Corp. of Canada—finalizing Conrac's withdrawal from home TV market to concentrate on broadcast, industrial & ETV fields.

Series of frame grid tubes developed for TV by Sylvania now includes RF amplifier, oscillator-mixer, IF amplifier & video output.

"Marketing Information Guide," annual Commerce Dept. directory of govt. periodicals, is available for 20c from Dept. field offices or Supt. of Documents, GPO, Washington 25.

Sony Corp. has obtained a U.S. patent for the tunnel diode and will grant licenses for its manufacture "on a royalty basis."

TV SALES UP 18%: Distributor-to-dealer sales of TV sets were nearly 18% ahead of 1961 in this year's first quarter, according to official EIA figures released last week. Radio sales for quarter were up about 7.5%. In March, TV sales were 16% ahead and radio sales 7.5% ahead of same 1961 month.

Production figures for same period were also up sharply. Interestingly, industry produced 48,323 uhf sets in March, highest total for any single month since Jan. 1960. Uhf output for March was more than double that of March 1961, and first-quarter uhf output is nearly double same 1961 period. In radio, both auto & FM categories were up sharply for first quarter.

Official EIA TV-radio distributor sales & production figures for first 3 months of 1962 with 1961 comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
TOTAL	1,567,987	1,332,872	2,177,998	1,965,094

TELEVISION PRODUCTION

Month	Total		UHF	
	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
TOTAL	1,689,614	1,309,811	134,647	71,224

RADIO PRODUCTION

Month	Total		Auto Radio		FM	
	1962	1961	1962	1961	1962	1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,050	607,510	384,227	81,010	75,044
TOTAL	4,625,844	3,589,154	1,618,331	1,079,336	241,736	166,822

Offbeat advertising approach for offbeat product is being used by Conar Instruments (National Radio Institute) to advertise its build-it-yourself TV kit (Vol. 2:17 p8) in June *Scientific American*. Ad features busts of Benjamin Franklin & Thomas Edison, with captions: "I couldn't build one," "Neither could I." Ad copy points out that reader *can* build TV set—in fact, set shown in picture "was built by an advertising copywriter with the mechanical ability of a 2-toed sloth." It urges readers to build TV kits in name of intellectual curiosity—"even if you detest TV." Ad also emphasizes price, pointing out that kit costs \$135, takes about 25 hours to build—and at overtime hourly rate of \$40, this makes set worth \$1,135, "the most expensive TV in your neighborhood." Money-back guarantee says "we may bleed a little, but we won't quibble."

Increasing use of outdoor FM antennas has inspired new Jerrold TX-FM, designated as "antenna splitter" to use TV antenna for FM reception. The \$5.95 device separates FM from TV frequencies, filtering out FM band and feeding it to FM set.

New vidicon equipment: Blonder-Tongue is offering lightweight transistorized closed-circuit camera, with center horizontal resolution of 650 lines, at \$850. RCA Electron Tube Div. has introduced 1-in. vidicon designed for compact ultra-lightweight transistorized TV cameras.

Radio Shack has placed \$2 million in notes, with warrants, with an institutional investor, via Granbery, Marache & Co.

Trade Personals

Dr. Alfred N. Goldsmith, RCA senior technical consultant & electronics pioneer, elected honorary vp of RCA; only other person holding this title is Dr. Vladimir K. Zworykin.

John T. Morgan, ex-Philco, named Sylvania Home Electronics Corp. merchandising vp, a new post, headquartered in Batavia, N.Y.

Glenn E. Wallichs, Capitol Records, elected president of Record Industry Assn. of America.

Raymond L. Brittenham elected vp-gen. counsel, ITT.

Howard Hibschan named Pilot Radio mktg. mgr. . . . S. J. Brechner transferred to Westinghouse TV-radio Div., Metuchen, N.J. to "conduct special studies leading to the possible introduction of a substantially expanded line of home stereo equipment."

Nathan W. Aram promoted to Zenith vp-chief engineer, Frederick L. Hedblom advances to vp-works mgr.

Harold E. LaPoint appointed controller of Sylvania Parts Div., Warren, Pa., succeeding R. Stanley Doebler, resigned to join El-Tronics Inc. in Warren.

Joseph J. Sullivan, ex-Sylvania, appointed Sony Eastern region sales mgr., a new post. . . . John N. Vogt named Northwestern district mgr., Sylvania Tube Div.'s Pacific region.

Factory transistor sales in February jumped nearly 7 million units ahead of Feb.-1961's pace, but dropped in value by more than \$1.5 million. EIA's report last week also showed unit sales ahead for 1962's first 2 months, dollar value lagging markedly behind. Here are EIA's official figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	\$21,459,598	12,183,931	\$22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
Total	37,478,256	\$45,610,753	25,454,359	\$48,654,792

Production of components, tubes & semiconductors in 4th quarter 1961 rose 13% over preceding quarter, 14% from 4th quarter 1960, Commerce Dept.'s Business & Defense Services Administration reports. Total 1961 shipments were estimated 6% above preceding year, with similar gain expected in 1962. During 4th quarter, all major categories of components registered gains except receiving tubes, which slumped 8%. Complete tables are available from BDSA's Electronics Div., Washington 25.

Motorola stereo cocktail table was only furniture winner in home entertainment category of 1962 Versatility in Design & Use contest sponsored by Hess Brothers dept. store, Allentown, Pa. Citation was presented last week in N.Y.

Admiral has filed patent-infringement suit against Sears, Roebuck & Co., asking injunction and damages. Infringements are charged on wireless TV remote control and automatic record changer patents.

Schlumberger Ltd., parent of Daystrom, will publicly offer 700,000 shares by next month if SEC approves the \$55 million transaction. Schlumberger family will retain controlling interest.

Dynamics Corp. of America, now traded on American Stock Exchange, will file next fall for listing on New York Stock Exchange.

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
Andrea Radio	1962—qtr. to Mar. 31	\$ 1,455,312	—	\$ 87,185	\$0.34	254,136
	1961—qtr. to Mar. 31	1,419,017	—	62,473	.25	254,136
Automatic Radio	1962—6 mo. to Mar. 31	7,529,900	\$ 1,013,400	477,600	.22 ¹	2,038,415
	1961—6 mo. to Mar. 31	6,307,400	868,000	410,000	.19 ¹	1,960,015
Clairtone Sound	1962—qtr. to Mar. 31	1,124,534	—	39,159	—	—
	1961—qtr. to Mar. 31	277,737	—	39,477	—	—
CBS Inc.	1962—qtr. to Mar. 31	128,550,576 ³	—	7,764,855 ³	.87	8,889,932
	1961—qtr. to Mar. 31	126,008,092	—	6,025,978	.68	8,896,813
Crowell-Collier	1962—qtr. to Mar. 31	16,989,671	—	226,869	.07	3,091,886
	1961—qtr. to Mar. 31	12,070,868	—	163,875	.05	2,957,236
Decca Records	1962—qtr. to Mar. 31	—	—	2,135,868	1.66	1,285,701
	1961—qtr. to Mar. 31	—	—	963,815	.75	1,285,701
Electronic Communications	1962—6 mo. to Mar. 31	14,487,863	347,235	197,335	.26	718,964
	1961—6 mo. to Mar. 31	8,455,721	(179,083)	(138,783) ²	—	603,979
ITT	1962—qtr. to Mar. 31	241,964,362 ³	—	8,181,921 ³	.49	16,375,060
	1961—qtr. to Mar. 31	208,919,491	—	7,240,210	.44	16,189,906
Littan Industries	1962—9 mo. to Apr. 30	274,000,000	—	11,650,000	2.41 ¹	4,814,583
	1961—9 mo. to Apr. 30	165,698,000	—	6,821,000	1.54 ¹	4,376,246 ⁴
Metromedia	1962—13 wks. to Apr. 1	12,270,314	—	138,732	.08	1,707,057
	1961—13 wks. to Apr. 1	11,059,589	—	12,334	.01	1,699,137
Minnesota Mining & Mfg.	1962—qtr. to Mar. 31	161,685,673 ³	38,874,652	18,974,652 ³	.37	51,754,142
	1961—qtr. to Mar. 31	140,959,527	32,491,010	16,541,010	.32	51,589,854
Motorola story on p. 9	1962—qtr. to Mar. 31	77,017,162 ³	5,148,654	2,455,944	.61	4,028,652
	1961—qtr. to Mar. 31	60,418,737	1,699,021	802,977	.20	4,028,652
Packard Bell Electronics	1962—6 mo. to Mar. 31	23,776,196	661,895	661,895	.78	854,043
	1961—6 mo. to Mar. 31	16,439,816	(2,555,361)	(1,530,861) ⁵	—	815,983
	1962—qtr. to Mar. 31	11,730,615	186,751	186,751	.22	854,043
	1961—qtr. to Mar. 31	7,701,466	(1,965,192)	(1,164,892) ⁶	—	815,983
Sangamo Electric	1962—qtr. to Mar. 31	10,615,000	(1,219,000)	(546,000)	—	1,637,161
	1961—qtr. to Mar. 31	11,948,000	746,000	390,000	.24	1,622,636
Seven Arts	1962—year to Jan. 31	18,000,000 ⁷	—	1,100,555	.85	—
	1961—year to Jan. 31	—	—	(1,090,212)	—	—
Screen Gems	1962—39 wks. to Mar. 31	37,930,560	4,851,500	2,428,236 ³	.96	2,538,400
	1961—40 wks. to Apr. 1	40,510,183	3,556,948	1,817,752	.72	2,538,400
	1962—13 wks. to Mar. 31	—	—	1,055,509 ³	.42	2,538,400
	1961—13 wks. to Apr. 1	—	—	845,160	.34	2,538,400

Notes: ¹ After preferred dividends. ² After \$40,300 tax credit. ³ Record.
⁴ Adjusted to reflect 2½% stock dividend Oct. 1961. ⁵ After \$1,024,500

tax credit. ⁶ After \$800,300 tax credit. ⁷ Includes some \$13 million from TV rentals.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
CBS	Q	\$0.35	June 8	May 25
Consol. Electron. Ind.	Q	.25	July 6	June 15
Electronics Investment	—	.424	May 31	May 1
GPE	Q	.30	June 15	May 28
Goodwill Stations	Q	.10	June 6	May 24
Storer Bcstg.	Q	.45	June 8	May 25
Storer Bcstg. "B"	Q	.12½	June 8	May 25
Minnesota Mining	Q	.20	June 12	May 21
Taft Bcstg.	Q	.10	June 14	May 15
Warner Bros.	Q	.12½	Aug. 6	July 13

Toshiba's sales in 6 months to March 31 rose to \$303 million from \$232.2 million a year earlier. Profits increased to \$25.5 million from \$20.9 million.

Trav-Ler Radio more than tripled its per-share earnings in 1962-fiscal year ended April 30 from 23 cents in 1961-fiscal as sales rose 25%. Pres. Joe Friedman also reported record backlog topping \$10 million, more than double backlog of April 30, 1961. He attributed improved performance to increase in private label business—which accounted for more than 80% of volume, compared with 62% a year earlier, and only 4% at the end of fiscal 1956.

Packard Bell Electronics filed registration statement (SEC File 2-20334) for \$5,023,800 of 15-year convertible subordinated debentures. Company plans to offer bonds at rate of \$100 for each 17 shares held, through underwriters headed by Kidder, Peabody & Co., N.Y. Most of proceeds will go to reduce debts. Company has 854,043 shares outstanding, of which management officials as group own about 6%.

Amphenol-Borg has placed with institutional investors \$15 million in promissory notes, due Nov. 1, 1977.

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WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

DODD'S MIXED RESULTS—FRUSTRATION & PUBLICITY—conclude sex-violence hearings. No "censorship" legislation in cards, but FCC network-regulation bill may get lift (p. 1).

COOLING LICENSE-FEE PROSPECTS emerge after solid industry opposition develops, gaining Congressional support. Reversal of 4-3 FCC vote now likely (p. 2).

COMMITTEE VOTES FCC UHF-SET PERFORMANCE POWER. New law expected within weeks. Probable steps by FCC explored, indicating vhf-only cutoff in 1-2 years (p. 2).

NEW FTC PUDDING AWAITS PROOF: Plans to issue binding advance opinions, create "trade regulation rules," could be boon to businessmen, but experts reserve judgment (p. 3).

FCC STAFF REVIEW BOARD CLOSE UP, as commissioners prepare to weigh recommendations, including those originating with private practitioners (p. 3).

CURRENT CAPSULES: NAB chief Swezey urges boldness in TV. FCC seeking to open 2,000-mc band for ETV. Educational group seeking commercial L.A. outlet. Station gangup on competitors being probed by FCC. NCTA board members schedule pow-wow with FCC staffers about increasing restrictions on CATV systems (pp. 3-4).

Consumer Electronics

BUSINESS GOOD; economy showing spring upturn, with TV & radio sales up 15% over last year during first 4 months, and phono sales finally giving signs of life. Nevertheless, industry continues to look apprehensively at Washington (p. 7).

TV IMPORTS in first 4 months of this year total about 25,000 sets—already exceeding full 1961 calendar year. 1962 total seen at 60-75,000. Radio, recorder imports up, too (p. 7).

COMPONENTS MAKERS STAGE PROFIT COMEBACK as combined first-quarter earnings of 20 representative manufacturers rise to \$14.2 million from \$11.2 million on sales gain to \$390.6 million from \$331.7 million in first-quarter 1961 (p. 8).

TOPICS & TRENDS: New RCA phono & radio lines; market for teaching machines; more transistor radio price cuts; Westinghouse building custom stereo components, including transistor amplifier (pp. 10-11).

PHONO SALES rose in March, showing 3% increase over 1961, after dropping 23% for January, 11% for February (p. 11).

TV TUBE SALES in 1962's opening quarter dropped to 2,353,561 units valued at \$45,149,766 from 2,372,920 units at \$47,551,594 a year earlier; EIA report also shows factory sales of receiving tubes markedly ahead in both units & dollars (p. 12).

DODD'S MIXED RESULTS — FRUSTRATION & PUBLICITY: Sen. Dodd (D-Conn.) was frustrated in the hearing room, but he did get fair amount of publicity mileage in papers, as he ended year-old, fitful, hearings last week. Everyone loves to talk & write about sex-&violence—particularly if he can condemn it. Faced with networks' first team as witnesses, he squeezed no confessions of guilt; all stood ground against charges of deliberate sex-violence injections.

One of most erratic groups in Congress, Sen. Dodd's Juvenile Delinquency Subcommittee remains unpredictable—sudden hearings, sudden statements, confused staff. Presumably, his investigation is finished. He has talked frequently about "new legislation" to curb sex-violence. Staff reports it's still working on it. Congress would scarcely buy any such direct attempt at censorship. But such fussing-&fuming does enhance prospects of network regulation of type advocated by FCC. And it does add to harrassment of industry.

Dodd got in his parting shot at conclusion: "While networks, perhaps, cannot be charged with direct infractions of the law where there is no law, neither can they grasp for even an occasional laurel when they repeatedly break their own codes of conduct and encourage their affiliates who are regulated, to endanger their enterprise by tempting a penalty from the regulating agency."

Open irritation developed frequently during hearing, on part of Dodd, his drive blunted by flat denials, and network chiefs—those N.Y.-Washington commuters. Example:

Dodd told Stanton that hearings showed CBS-TV Pres. Aubrey calling for more "broads, bosoms & fun" (Vol. 2:20 p3). Stanton: "I don't agree. I think on the basis of the record developed here Friday, that Mr. Aubrey did not do it." Dodd: "Who did?" Stanton: "Nobody." Dodd: "It never happened?" Stanton: "It never happened." Dodd: "Did you recommend Mr. Aubrey's appointment?" Stanton: "Yes." Dodd: "Were you aware of his program philosophies?" Stanton: "I was." Dodd: "Did you approve?" Stanton: "I did." Dodd: "Do you plan any action in view of the documents brought up here Friday?" Stanton: "I do not."

Kintner found hearing a good forum to announce children's show premiering in Fall. Hour-long weekly program, possibly Sat., will be for 5-11-year-olds—an educational-styled production dealing with music, science, mathematics, etc.

Kintner briskly denied existence of any "Kintner edict" calling for more s-&-v at NBC. Asked if s-&-v trend began at "one network"—namely ABC—Kintner replied: "I wouldn't say that." Many factors contribute to "action & adventure" types of programs, he said—particularly use of filmed series. He said he expects next cycle to emphasize family comedy.

ABC's Goldenson—whose network has been main target of wrath of Dodd—got a break. Dodd had to run off to Senate floor for vote after Goldenson had time merely to agree that controversial Bus Stop episode was mistake and give assurance that ABC had taken steps to preclude more such.

COOLING LICENSE-FEE PROSPECTS: If industry reaction means anything, FCC's proposal for license fees is due for deep freeze (Vol. 2:8 p4). Of some 1,000 comments filed with Commission, exactly 2 favor some sort of fees. Since FCC proposed fees with mere 4-3 vote—Comrs. Bartley, Ford & Cross dissenting—it's quite easy to envision them joined by at least another, killing plan.

Strong campaign by amateurs, station engineers, small users of mobile radio, etc., brought in deluge of adverse comment. They got to work on Congressmen, who've been complaining to Commission. For broadcasters, NAB summarized:

(1) Fees would discriminate against stations, compared with other media. (2) They'd increase economic burden of stations, many operating marginally. (3) Broadcasting is public service, so FCC's work should be tax-supported. (4) If fees are levied, they should be spelled by law, after Congressional study.

COMMITTEE VOTES FCC UHF-SET PERFORMANCE POWER: Authority over uhf set performance was voted 14-2 to FCC by Senate Commerce Committee as it reported all-channel-set bill last week. Passage by Senate this week is likely, and House is expected to go along. Thus, Committee heeded FCC's expression of concern that legislation would be almost meaningless without minimum-performance "teeth" (Vol. 2:20 p1). EIA members, at annual convention in Chicago this week have something very large to discuss.

Committee reported bill with phrase requiring that uhf-vhf sets be "capable of adequately receiving" uhf signals. FCC had suggested word "effectively." Same thing.

Assuming bill becomes law within a few weeks, as expected, here are probable next steps for FCC: (1) Staff learns all it can about uhf-vhf receiver performance. (2) Rule-making is started, Commission proposing certain minimum technical requirements. (3) Industry comments on proposal. (4) A hearing is conducted to refine industry & FCC views. (5) Final rules would be adopted. (6) Manufacturers are given cutoff date after which production of vhf-only sets is prohibited.

Guessing at FCC—and it's only that—is that foregoing would take between one & 2 years. Rep. Harris (D-Ark.), in House debate, had said that "it will take something like 3 years before we shall be well underway with the transition to all-channel-receiving sets." FCC experts believe it won't take that long.

Senators Cotton (R-N.H.) & Butler (R-Md.) were the dissenters, asserting bill is "dangerous & far-reaching precedent" of govt. interference with "public's freedom to choose among manufactured products. It is a forerunner of the consumer control of the future and opens whole new vistas of coercion and confusion."

NEW FTC PUDDING AWAITS PROOF: Major policy-rules changes adopted by FTC last week could be boon to business, in opinion of some experienced FTC watchers—but there's also strong agreement that "you gotta see if it really works."

New provisions take effect June 1, cover 2 major areas: (1) Formal advance opinions on proposed practices. (2) Trade regulation rules.

Advance opinions would come from 5-man Commission itself, would be "binding" on agency, although FTC would reserve right to reverse itself. If it changes thinking after giving opinion, it would serve notice on party who had received judgment. In addition, if Commission subsequently deemed practice illegal after giving an okay, it could not use information submitted by inquirer to prosecute him, without first notifying him of reversed decision and giving him time to stop practice.

Second new policy will be issuance of "Trade Regulation Rules," which may cover all or part of an industry, single product, entire country, specific market. When Commission considers a practice illegal, it will issue rule, give appropriate notice. From this point on, a business violating rule will be considered guilty unless it can show rule shouldn't apply to its case. Idea behind this is that rules would have 2-ply effect of speeding up prosecution and guiding industry about Commission policy.

Attorneys knowledgeable about agency tell us businessmen should have much to gain, nothing to lose, under new policy, but they hint that advance-opinion proposal may be more than Commission can chew—a view shared by dissenter Comr. Elman. He doubts FTC can handle avalanche of queries from businessmen with present staff and budget, also questioned legality of proposal.

One attorney pointed out that advertising campaigns are often whipped up rapidly to meet specific need or season. He said it's doubtful whether Commission could study proposed campaign, give meaningful opinion fast enough, considering volume of advertising and speed with which industry operates.

FTC will shuffle organizational setup for new procedures. Division of Guides will be expanded into an Advisory & Guides Div., headed by George S. Rountree. Division of General Rules & Regulations Applicable to Unlawful Trade Practices will be created, under Chalmers P. Yarley, to promulgate trade regulation rules.

FCC STAFF REVIEW BOARD CLOSE UP: Final approval of FCC staff review board, to take routine cases off commissioners' hands, is expected to be issued within a few weeks (Vol. 2:14 p4).

Commission staff members have consulted private practitioners, per Congress' orders, accepted some suggestions, rejected others. Among ideas accepted:

(1) Make board permanent. (2) Make explicit a party's right to ask Board to certify any case to Commission for its consideration. (3) Specify that Board will pass buck to Commission only when cases involve "novel or important issue of law or policy." (4) Specify that Board acts by majority vote. (5) Specify that Board members' terms are indefinite. (6) Provide that Board members can vote if they read oral argument transcript but didn't hear it. (7) Require a Board member prepare and sign each decision in non-interlocutory matters. (8) Allow Board to decide less important AM-FM multiple-ownership cases.

Following suggestions by private attorneys were rejected: (1) Make it mandatory that commissioners consider cases certified to it by Board. (2) Prohibit Board from discussion of cases with inappropriate staff members. (FCC staff believes present laws are adequate prohibition.) (3) Let one Board member act on minor matters. (FCC staff says Board has power to set up such procedures, if it desires.)

Final recommendations of staff: Don't establish Board until you're ready to name members; allow 30 days between Board's establishment and its starting to work; name one member presiding officer.

CATV operators—in form of NCTA board members—meet this week with FCC staffers Kenneth Cox, Broadcast Bureau chief, and James Sheridan, special asst. to chairman, to discuss Commission policy toward systems. Operators are particularly concerned about Commission's tough attitude on microwaves serving CATVs—denying microwave facilities to systems in cities served by stations fearing loss of audience to CATV (Vol. 2:8 p4). CATVs are also disturbed by Commission's advice to city manager of Salinas, Cal., urging him to demand that CATV-franchise applicants promise practices to protect local station (Vol. 2:9 p5).

CURRENT CAPSULES

Newest complaint under investigation by FCC: Station gangups on competitors. A station rep has gone to Commission charging that 2 different-format stations in market—one rock & roll, other middle-of-road, for example—offer joint discount package through single rep, undercutting competitors with similar formats. Rep claims practice is widespread. Commission also continues study of double-billing but still isn't out to make horrible example of an operator for practice common among multitude of colleagues. However, operator in trouble with Commission on more serious matters may find double-billing charges thrown into case for good measure.

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Conversion of Los Angeles commercial station to ETV, a la WNTA-TV N.Y., is now officially under way. The distinguished Lee A. DuBridge, pres. of California Institute of Technology, announced that \$5 million is sought by Community TV of Southern Cal., non-profit group he heads, to buy unspecified commercial station. He said he has no assurance one of city's 7 will sell, added that no govt. pressure will be applied to them. Rumors persist that quarry is KCOP (Ch. 13). DuBridge said he expects to get funds from govt. & foundations but that most will have to come from one community. He hopes for start of ETV station within 2 years.

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Irked by "timid" & "negative" labels given him by CBS for his preview of abortion-theme program (Vol. 2:21 p2), NAB Code Authority Dir. Robert Swezey last week devoted whole Washington Ad Club speech to exhorting telecasters to be bold—and responsible. "[TV] must not content itself with being a competent salesman and purveyor of news & casual entertainment," he said. "It must continue, and in increasing measure, to come to grips with the vital economic and social issues and significant thought trends of our time and to devise means of exposing them fairly, understandably and persuasively to its tremendous audience . . . but by all means let us not gallop ahead like a blindfolded Don Quixote."

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Additional channels for ETV, in 2,000-mc band, may be on way, FCC Comr. Lee reported last week. He told 4th annual meeting of Council on Medical TV at Bethesda, Md., that FCC staff is preparing notice of rule-making, has authorized tests in Plainedge, N.Y. (see below). He said band could yield 20 channels, providing at least 5 outlets per community, could be answer to possible overcrowding of present TV bands. Other expected advantages: Cost of transmitting equipment at fraction of standard equipment, 5 channels equipped for same cost as single broadcast operation; built-in privacy because standard sets can't receive signals; equipment not up to broadcasting specifications could be interconnected without restriction. He told delegates proposal will be "break-through & milestone" for medical TV & ETV.

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"Full-blown, non-commercial, high quality network spanning the nation" within a few years was predicted by FCC Chmn. Minow. He told annual meeting of U.S. Conference of Mayors in Miami last week that passage of all-channel-set law will hypo expansion of TV. Noting that Commission's experimental WUHF (Ch. 31) in N.Y. is used for municipal services, including training of police & firemen, he suggested that other cities could make similar use of TV as uhf opens up. ETV will also expand tremendously into uhf as soon as enough all-channel sets are available to make possible substantial audience, Minow predicted. He also urged the mayors to "speak out" if their cities are being "short-changed on responsible local programming."

Ch. 8 Moline, Ill. goes to Moline TV Corp. in final FCC decision, Comrs. Ford & Cross dissenting, favoring Community Telecasting, which had nod from examiner. Other deneyees: Illway TV, Midland Bcstg., Tele-Views News. Commission said decision was very close, Moline TV winning primarily because of greater experience. Ford issued statement saying Community had edge in local ownership. Pres. of winner is Frank Schreiber, ex-mgr. of WGN-TV Chicago. Grant is conditioned on retention of Ch. 8 to area; it's involved in deintermixture proceedings determining whether Ch. 2 remains in St. Louis or goes back to Springfield, Ill. CP is dead if Ch. 8 is removed.

First N.Y. student-manned closed-circuit ETV network has gone into operation in Massapequa, L.I., using 2,000-mc transmitter. Station KE2XZA, Plainedge H.S., in 2nd year of in-school programming, began telecasting to 7 other schools in District recently on limited basis, will go on 4-hr. daily schedule in Sept.

Grand Rapids Ch. 13 interim operation is beginning to shape up. Three of the 6 applicants have agreed on an interim setup, hold it open for other 3. West Mich. Telecasters, MKO Bcstg. and Peninsular Bcstg. have joined hands; other 3 are Atlas Bcstg., Grand Bcstg. and Major Bcstg.

No new agreement between NAB and Broadcast Advertisers Reports is being negotiated, NAB Code Authority Dir. Robert D. Swezey announced. BAR quit supplying commercial monitoring reports to NAB amidst sharp exchange in March over worth of operation (Vol. 2:12 p4), claiming it didn't want to be "privy to a farce." Last week, Swezey reported several code subscribers had asked if BAR would be re-hired. "In view of the alleged deep anxieties and soul-searching which BAR experienced in reaching its decision to divorce itself from any further association with the NAB Code Authority," Swezey stated, "it is highly improbable that BAR would contemplate re-engaging in this activity." He added that any independent BAR findings would be accepted as an aid to NAB's work.

"Hands-off" resolution, urging end to increasing govt. intervention into TV programming was adopted by Ill. Assn. of Bcstrs. headed by WREX-TV Rockford vp & gen. mgr. Joe M. Baisch. Resolution asked NAB to hire constitutional law expert to determine exact status of broadcasters under first amendment, also urged campaign to eliminate restrictions on equal-time, and to oppose Chicago-type hearings and principle of pre-screening by NAB Code Authority.

NAB schedules 1½-day fall conferences again this year, in place of last year's one-day sessions, for separate radio & TV sessions. Schedule: Atlanta, Dinkler-Plaza, Oct. 15-16; N.Y., Biltmore, Oct. 18-19; Chicago, Edgewater Beach, Oct. 22-23; Washington, Statler-Hilton, Oct. 25-26; Dallas, Sheraton Dallas, Nov. 8-9; Kansas City, Meuhlebach, Nov. 12-13; Denver, Brown Palace, Nov. 15-16; Portland, Ore., Sheraton-Portland, Nov. 19-20.

Six NAB board committees named by Pres. Collins, with chairmen: Radio Fund Finance, John F. Patt, radio WJR Detroit; TV Fund Finance, Joseph C. Drilling, WJW-TV Cleveland; General Fund Finance, Patt and Drilling, co-chmn.; Convention, James D. Russell, KKTU Colorado Springs, co-chmn.; By-Laws, B. Floyd Farr, radio KEEN San Jose, Cal.; Membership, Robert F. Wright, WTOK-TV Meridian, Miss. & Carleton D. Brown, radio WTVL, Waterville, Me., co-chmn.

Nation's largest all-band CATV system will be constructed in Santa Barbara, Cal. for Cable TV of Santa Barbara, according to AMECO, Phoenix, which says it will provide 8-channel service to approximately 20,000 homes. AMECO is also building all-band transistorized system in Panama City, Fla., reports it will be nearly as large as Santa Barbara's. The Cal. system is headed by Harry C. Butcher, who sold KIVA-TV Yuma to AMECO Pres. Bruce Merrill.

TV network gross time billings totaled \$61,268,719 in February, up 12.3% over February 1961's \$54,579,878 TvB reports. CBS billings rose 15.6% from \$20,354,326 to \$23,539,702; NBC, 13.9%, \$19,286,372 to \$21,971,653; ABC, 5.5%, \$14,939,180 to \$15,757,364. Daytime billings in February were up 18.4%, nighttime 9.5%. For first 2 months, total billings were 11.5% ahead of year ago.

Midwest Microwave Inc.-TV Transmission Co., Peru-La Salle, Ill., CATV system serving over 1700 subscribers, has been purchased by Americantenna Corp., Denver for more than \$500,000. Calvin G. Heisler is chmn. of Americantenna. Blackburn & Co. was broker.

NCTA Convention in Washington June 17-22 will feature June 19 speech by House Interstate & Foreign Commerce Committee Chmn. Oren Harris (D-Ark.).

First issue of new publication by National Academy of TV Arts & Sciences, *Television Quarterly*, includes: "Government's Role in the American System of Broadcasting" by Walter B. Emery; "The Active Eyebrow—A Changing Style for Censorship" by W. Theodore Pierson; "A Form for Television" by Gordon Hyatt; "The Documentary Heritage" by Burton Benjamin; "Television's Purpose" by Hubbell Robinson; "The Dilemma of the TV Advertiser" by Robert L. Foreman; "On the Reliability of Ratings" by Lawrence Myers Jr.; "Television and the Teaching of English" by Neil Postman. *Journal* also features book reviews, comments. Subscriptions are free to members, \$5 per year for non-members, \$1.50 per copy, from Academy offices, 54 W. 40th St., N.Y. 18.

Joint NAB-JCEB committee has been appointed to promote cooperation between ETV and commercial broadcasting. Commercial broadcasters: Rolland V. Tooke, Westinghouse, co-chmn.; Robert Hyland, radio KMOX St. Louis; D. L. Provost, Hearst; Lee Ruwitch, WTVJ-TV Miami; Harold P. See, KRON-TV San Francisco. ETV group: James Robertson, NET, co-chmn.; Dr. Lawrence Derthick, NEA; Dr. J. W. Edgar, Tex. State Comr. of Education; Dr. Clifford M. Hardin, U. of Neb. chancellor; William Harley, NAEB pres.

Wrangle over British TV was stirred up in House of Lords by American's book. *Pressure Group*, by Prof. H. H. Wilson of Princeton U. politics dept., deals with tactics used by commercial TV proponents to break BBC monopoly. Wilson said he wrote it because he thought "nothing could ever change a British institution," and he thinks "commercial radio and TV are among the most disastrous things that can happen to a country." Some of the Lords agreed, introduced motion citing book.

CBS Films has revamped distribution operation, creating 2 new departments—sales service & film service. First is headed by Stanley Moldow, will handle domestic & foreign schedules, contracts, billing. Film service, under Ed Cooper, will be responsible for print orders, inventory, technical procedures, inspection, dubbing, shipping & receiving. Irene Mizwinski has been promoted to reports & projects mgr. Entire operation will move to 518 W. 57th St., N.Y., in June.

Eidophor projection TV will be used by all 3 networks in coverage of Carpenter space flight. CBS-TV is using 2—one in Grand Central Station for public display, another in studio behind news commentators. ABC-TV has installed one aboard *Constellation*, Carpenter's former Navy ship, for use as part of its coverage. NBC-TV will have 2 in studio for on-screen coverage. All Eidophor projectors are provided by Theatre Network TV Inc., U.S. distributor for the Swiss-made system.

ITA's "Documentor" disc system, introduced at NAB convention for monitoring radio programs (Vol. 2:15 p4), will be available for July 1 deliveries, according to ITA Electronics, Lansdowne, Pa. System records 26 hours on both sides of single 9-in. disc. Company has revised price schedule to \$1,895 for one record-playback system, \$1,495 for 2, continuing on sliding scale, depending on quantities. Discs cost 40-45¢, according to quantity.

Thailand & Arabian countries are target of 2 new USIA TV programs expected to reach more than 3 million viewers. *Risalat Washington* (Washington Newsletter), quarter-hour documentary, will be shown fortnightly in prime time over 8 Arab world stations. Monthly 15-min. telecast will be aired in Thailand.

Personals

Robert E. Kintner, NBC pres., left May 15 for 10-day tour of network's European news bureaus, accompanied by NBC News vp Julian Goodman. . . . Eric Sevareid, CBS, voted top broadcasting correspondent by Washington press corps in *Columbia Journalism Review* poll. . . . William K. McDaniel, NBC radio exec. vp, takes office as pres. of International Radio & TV Society, formerly Radio & TV Executives Society, N.Y.

Joseph M. Klein, ex-Remington Rand International, named NBC International Dir., succeeding Clifford Slaybaugh, who returns to RCA. . . . Alan T. Axtell promoted to Katz agency Chicago mgr., succeeding Roy Miller, who retires June 1. . . . C. Alexander Howard, ex-Fifth Third Union Trust Co. of Cincinnati, named R. C. Crisler & Co. vp.

David B. Wallerstein, Balaban & Katz pres., elected a dir. of parent AB-PT. . . . Howard Selger promoted to NBC Spot Sales promotion mgr.

Donald Foley, ex-NBC trade and o&o station advertising mgr., named ABC vp and advertising & promotion dir. . . . Paul R. Kaufman promoted to NET associate for program utilization. . . . Glen MacKay, ex-Canadian Advertising Agency exec. vp & managing dir., named chief of new CTV Montreal office, 1420 Sherbrooke St. W., Suite 200, Montreal 25.

Kenneth A. Cox, FCC Broadcast Bureau chief, and Charles A. Sweeney, FTC Food & Drug Advertising Deceptive Practices Bureau chief, will address Fla. Assn. of Bcstrs. annual convention, Tampa, June 15.

Ray M. Stanfield named Peters, Griffin, Woodward radio promotion & research dir. . . . Henry S. White, former vp & gen. mgr. of WNTA-TV N.Y., named Paramount TV eastern sales consultant, N.Y.

James P. Storer is new gen. mgr. of radio WJW Cleveland, not WJW-TV as reported in Vol. 2:18 p5. Joseph C. Drilling is WJW-TV gen. mgr. *Television Digest* regrets the error.

Weston Jon Harris, ex-WRC-TV Washington program dir., named USIA-TV mgr., a new post . . . G. E. Hamilton promoted to KVOA-TV Tucson station mgr.

Richard J. Mileta, ex-Fuller, Smith & Ross agency, named WPIX N.Y. research & sales development mgr. . . . Bill Andrews, ex-KTVT Ft. Worth gen. sales mgr., named to similar post at KCOP Los Angeles.

Al Heimso promoted to KTVU San Francisco-Oakland news dir.

Michael H. Blake Jr. promoted to asst. editor, *Television Digest*, Washington.



FCC service & incentive awards will be presented May 23—including recognition of Comr. Craven's 35 years in govt., Cross's 30, Bartley's 25.

Chet Huntley Enterprises Inc., new TV film production firm, has been formed by the NBC newsman. It will begin operations immediately, move into new studios near Stockton, N.J. June 1.

Co-Co TV Productions Inc., TV film producer, subsidiary of Co-Co Enterprises Inc., has been formed with offices at 270 N. Canon Dr., Beverly Hills, Cal. Charles E. Cochard Jr. is pres.

Burgeoning TV industry abroad was analyzed at first annual NBC International sales meeting in N.Y. recently, NBC International Chmn. Alfred R. Stern reporting that division shipped 7,500 reels of prints, duplicates and sound tracks abroad in 1961. Group screened new programs to be sent abroad, discussed trends in foreign viewers' program preferences. Said outgoing International Dir. Clifford W. Slaybaugh: "Entertainment values are more or less universal. The top-20 nationally rated shows in the U.S. are very similar to the big audience builders overseas." He reported growing overseas interest in news & public affairs.

Revocation of radio WIZR Johnstown, N.Y., with a hearing in Saratoga Springs, N.Y., has been ordered by FCC. Commission plans to examine principal Martin R. Karig to determine whether he made misrepresentations in connection with WSPN Saratoga Springs and applications for Johnstown, Troy, Gouverneur & Hudson Falls. In addition, it will explore broadcasts of horse racing results on WSPN.

Allocations requested: (1) Change Ch. 15 from Lebanon to Lancaster-Lebanon, Pa., allowing WLYH-TV (Ch. 15) to identify itself with Lancaster, filed by WLYH-TV. (2) Reserve for ETV Ch. 10 Pierre, S.D. and Ch. 11 Rapid City, S.D., by State Supt. of Public Instruction. (3) Add Ch. 11 to Rapid City—or add Ch. 12 to Rapid City and Ch. 11 to Lead—by KELO-TV (Ch. 11) Sioux Falls.

TV toy advertising increased 111.3% to \$15,347,304 in 1961, from 1960's \$7,263,404, TvB reports. Spot billings rose from \$5,203,000 to \$10,805,000, network from \$2,060,404 to \$4,542,304. During 1961, 5 toy makers spent more than \$1 million each in TV advertising, compared with only one in 1960.

Sale of WEAU-TV Eau Claire, Wis. by Central Bcstg. Co. to Post Bcstg. Corp. for \$2.1 million has been approved by FCC. Post pres. is V. I. Minahan. Commission also granted CP for educational Ch. 28 Columbus, Ga. to Ga. State Board of Education.

New line of transistorized audio control consoles was announced by Gates—"President," dual channel monophonic system; "Ambassador," single channel unit; "Executive," dual-stereo control console. Company also announced order for 13 FM transmitters from South African Bcstg. Corp.

Teleglobe pay-TV system was described by Pres. Sol Sagall to 2 groups meeting in Washington last week—Associated Telephone Answering Exchanges and Council on Medical TV. Teleglobe proposes a coded medical TV service to doctors, starting in N.Y.

Kennedy-Khrushchev TV exchange is out for present, and no immediate improvement in flow of news & ideas between U.S. & U.S.S.R. is in sight, White House News Secy. Pierre Salinger reported from Moscow.

According to 1960 count, Census Bureau reports, of 53 million households, 48½ million had radios, 46 million TVs, 42 million telephones. In 1950, 40.5 million homes had radio, 5 million TV, phones not counted.

Radio KEX Portland is sold by Westinghouse for \$900,000 to Gene Autry group. In Chicago, deal is near for sale of radio WAIT for more than \$1 million to Leslie Atlass Jr.

New CBS-TV primary affiliates: WSBA-TV (Ch. 43) York, Pa., WLYH-TV (Ch. 15) Lebanon, Pa., KAYS-TV Hays, Kan. becomes EMP affiliate Sept. 1.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

BUSINESS GOOD; ECONOMIC CLUES HEALTHY: Signs of new strength in U.S. economy this spring are being shared by TV-radio-phono industry, with sales running well ahead of last year for first 4 months of year in TV & radio, and indications are that phono sales are pulling out of doldrums.

From Washington came statistical news that industrial production, non-farm payrolls, personal income & factory working hours all rose in April—meaning greater disposable income for consumers.

Unofficial figures indicate that April distributor-to-dealer TV sales totaled about 367,000 sets, up 5% from 348,000 registered in April 1961. Radio's April sales were up a sharp 26% to 852,000 from 673,000. For first 4 months of year, both TV & radio are up about 15% over last year. TV sales for period were about 1,935,000 (1,681,000), radio 3,030,000 (vs. 2,638,000).

Phono sales, lagging in January & February, began showing signs of life in March, as reported in our roundup earlier this month (Vol. 2:19 p9). Official confirmation came last week from EIA, in terms of report showing total phono unit distributor sales in March were about 3% higher than March 1961—in sharp contrast to 23% drop in January, 11% drop in February. For first quarter, however, total distributor phono sales were about 10% below same 1960 period. (See tables, p. 11.)

Good auto sales are bolstering car-radio industry—auto radio production for first 18 weeks of year totaled 2,261,836, more than 45% above last year's figure. And 1963 TV & phono models, which will give more emphasis than ever to furniture styling, are being counted on to continue this year's momentum. When seasonally adjusted, this year's TV distributor sales so far add up to 6,450,000 annual rate—although very few in industry think year's total will approach this figure.

But everything isn't beer-&-skittles. Wherever 2 or more industry people get together, there's nervous talk about Washington. Is govt. really anti-business? Will Administration somehow disturb delicate balance, put crimp in fair weather business is currently enjoying? Then there's uhf all-channel legislation. It's not expected to affect business immediately. But what will it do to TV market eventually?

Industry is also casting nervous eye on inventories. Compared with last year, they're high. But last year's inventory levels were perhaps lowest in recent history. There seems to be about 6-7 weeks' supply at distributor level, about 5 weeks' at manufacturer level, in TV. There certainly appears to be no emergency, and there is no general industry-wide inclination to put brakes on production, judging from weekly output figures.

These are some of items which will be topics of corridor talk at EIA's Chicago convention this week at Pick-Congress Hotel. In balance, trends are to the good. No runaway prosperity . . . better than last year. It could wind up as good year in consumer electronics.

TV IMPORTS ALREADY EXCEED 1961: About 25,000 Japanese-made TV sets have been unloaded at American docks during first 4 months of this year, according to reliable information. This is probably more than total U.S. TV imports for all of 1961.

Although we have no comparable import figures for last year, Japanese govt. reported 23,179 TVs were exported to U.S. in 1961 (Vol. 2:10 p8). Of course, import & export figures never completely agree, because of differences in timing and other factors. (An item may be exported from Japan in 1961 and imported into U.S. in '62.)

With 25,000 sets already imported this year, it's reasonable to predict at least 60,000 sets—perhaps

75,000 or more—will be brought in during calendar 1962. This figure could be swelled still further if Olympic meets its goal of importing as many as 20,000 portable TVs made by Nippon Columbia (Vol. 2:18 p9).

Of sets imported so far this year, it's estimated that somewhat more than 18,000 went to Delmonico—which has line of portable TVs in 19- & 8-in. sizes and TV-radio-phono combinations. Sony, represented here with 8-in. transistorized battery TV, has imported perhaps 6,000 sets. Other importers—including Star-Lite and Transistors Unlimited (Los Angeles)—have imported much smaller quantities so far. There is no evidence yet that Matsushita or Toshiba TVs are arriving in any quantity.

Step-up in Japanese TV exports is only partly confirmed in latest figures by Japan's Ministry of Finance, which reports 5,290 sets & chassis exported to U.S. in first 2 months of 1962. Breakdown gives 4,125 of these sets as tube type, less than 21-in., and 1,163 as transistorized. In Feb. 1962, Ministry reported, 2,963 TVs were exported to U.S., up only slightly from 2,667 reported for Feb. 1961.

Radio exports, however, have taken large leap. In February alone, the 3-or-more-transistor category accounted for 448,000 sets shipped to U.S. vs. 251,700 in Feb. 1961. "Toy" radio category was up to 284,129 (vs. 196,665), tube radios to 117,028 (vs. 105,168). For first 2 months of year, transistor radio exports to U.S. totaled 1,288,513 sets, tube radios 5,290.

Tape-recorder exports from Japan to U.S. are becoming big business, too. First 2 months of this year saw 134,307 shipped to U.S.—of which majority (119,784) were transistorized. Among other export items growing in importance: amplifiers (9,025 in February), citizens band radio transceivers (5,149 in February).

COMPONENTS MAKERS STAGE PROFIT COMEBACK: First-quarter returns from representative components & tube manufacturers indicate clearly that they are rebounding strongly from dismal 1961 when they sold appreciably more product for considerably less profit than they did in 1960 (Vol. 2:14 p9). Like OEM users of their products (Vol. 2:20 p8), components makers are off & running in first quarter of 1962 amid signs that banner year is developing.

Combined first-quarter earnings of 20 representative components & tube makers jumped to \$14,166,072 from \$11,223,922 in 1961's opening months as sales rose to \$390,631,812 from \$331,654,778. Profit figures are after deducting losses—\$546,000 by one manufacturer in 1962 quarter, \$316,512 by 3 in 1961.

Although many of companies analyzed are heavy in military production of components & tubes, and also make other than tube & component products, they are representative of TV-radio components industry. They are: Sangamo Electric, Clevite, Erie Resistor, International Resistance, National Union Electric, Tung-Sol, Amphenol-Borg Electronics, Dynamics Corp. of America, General Bronze, International Rectifier, Oak Mfg., Sonotone, Standard Kollsman, Thompson Ramo Wooldridge, CTS Corp., Indiana General, P. R. Mallory, Muter, Globe-Union, Texas Instruments.

Overwhelming majority of components makers—16 out of 20—improved first-quarter sales over year ago. Even more impressive, 18 of the 20 manufacturers made more profit this quarter than they did in first-quarter 1961. Only one manufacturer ended quarter in red—Sangamo Electric, with \$546,000 deficit. Year ago, 3 manufacturers had first-quarter losses; and each bounced back to profit column: General Bronze, to \$9,457 from (\$212,877), Sonotone, \$38,676 from (\$89,741), Muter, \$72,701 from (\$13,894).

Record sales & profits were scored by International Resistance, International Rectifier and Indiana General. Oak Mfg. had record sales, as did Thompson Ramo Wooldridge and P. R. Mallory.

Marked profit gains were posted by virtually all 18 manufacturers who bettered year-ago performance. Some nearly, or more than, doubled first-quarter 1961 profit. Among them: National Union (to \$348,507 from \$151,028). Amphenol-Borg (\$412,384 from \$59,270), Oak Mfg. (\$276,013 from \$66,912), Erie Resistor (\$255,467 from \$128,629), Indiana General (\$717,763 from \$356,243).

Most impressive sales gains were scored by Clevite (to \$26 million from \$22.7 million), Tung-Sol (\$18.3 million from \$15.3 million), Amphenol-Borg (\$20 million from \$15.2 million), Dynamics Corp. of America (\$18.3 million from \$12.3 million), Oak Mfg. (\$7.4 million from \$5.2 million), Thompson Ramo Wooldridge (\$111.7 million from \$96.7 million), CTS Corp. (\$6.7 million from \$4.4 million), Indiana General (\$7.3 million from \$4.8 million), P. R. Mallory (\$24.5 million from \$19.7 million), Muter (\$4.1 million from \$2.7 million).

Outlook for total 1962 is bright, and many leaders predict continued upward trend for balance of year.
Here's sampling of recent forecasts:

Oak Mfg.: Pres. E. A. Carter reports "orders placed so far this year hold promise of continuing high volume for the balance of the year. Increases have been noted in all product areas although sales of TV tuners and the company's broad line of switches have shown a marked upturn."

Eitel-McCullough: Pres. W. W. Eitel expects "a modest upswing in sales and a further substantial improvement in profit" in 1962 vs. 1961, when company earned 26 cents a share on \$27,109,945 sales.

National Union Electric: Chmn.-Pres. C. Russell Feldmann forecasts earnings of 25 to 30 cents a share —up from 1961's 17 cents.

P. R. Mallory: Pres. G. Barron Mallory expects 1962 sales to increase by 6-8%, earnings to show improvement also.

Dynamics Corp. of America: Chmn.-Pres. R. F. Kelley forecasts "50% to 60% higher" sales in 2nd quarter, record sales for total year. He also sees "very substantial" increase in 1962 earnings.

Thompson Ramo Wooldridge: Chmn. J. D. Wright predicts a return in 1962 to 1959-60's upward trend in sales & earnings. TRW is expecting a 13% gain in semiconductor business, an even higher gain in profit.

Here's 1962-vs.-1961 first-quarter performance of 20 representative components & tube manufacturers:

	Sales		Earnings	
	1962	1961	1962	1961
Amphenol Borg	\$ 20,021,427	\$ 15,227,558	\$ 412,384	\$ 59,270
CTS Corp.	6,572,486	4,439,860	550,014	351,243
Clevite	25,972,229	22,697,974	1,852,350	1,169,550
Dynamics Corp. of America	18,254,593	12,285,942	853,626	528,792
Erie Resistor	6,991,486	5,814,994	255,467	128,629
General Bronze	3,518,297	4,836,471	9,457	(212,877)
Globe-Union	16,488,298	12,864,000	623,362	356,870
Indiana General	7,283,028	4,813,462	717,763	356,243
International Rectifier	5,101,371	3,821,446	358,133	325,997
International Resistance	8,391,400	6,495,550	680,896	566,906
P. R. Mallory	24,506,709	19,745,337	1,074,321	781,797
Muter	4,132,740	2,656,735	72,701	(13,894)
National Union Electric	9,277,165	8,435,293	348,507	151,028
Oak Mfg.	7,415,802	5,182,930	276,013	66,912
Sangamo Electric	10,615,000	11,948,000	(546,000)	390,000
Sonotone	5,088,321	4,723,472	38,676	(89,741)
Standard Kollsman	23,436,676	24,670,723	850,381	770,149
Texas Instruments	57,483,000	58,977,000	2,411,000	3,773,000
Thompson Ramo Wooldridge	111,670,230	96,735,704	2,878,166	1,490,037
Tung Sol	18,311,554	15,282,327	448,855	274,011
TOTALS	\$390,631,812	\$331,654,778	\$14,166,072	\$11,223,922

TV-RADIO PRODUCTION: EIA statistics for week ended May 11 (19th week of 1962):

	May 5-11	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	126,412	127,169	113,937	2,455,312	1,942,201
Total radio	378,179	341,596	291,062	6,778,385	5,289,367
auto radio	132,301	118,026	96,811	2,394,137	1,657,502

TOPICS & TRENDS

Lower prices & novel styling mark RCA's stereo & radio lines, introduced last week. In stereo, all 13 consoles which are factory-equipped with FM-AM tuners have built-in FM stereo, compared with 6 last year. Stereo line features newly designed FM-AM tuner, new record changer, new speakers—including "Acoustic Lens" side-firing speakers which direct sound toward front. In cabinetry, most novel design is "spinet" model, with tweeters mounted at ear level on top of cabinet.

Stereo console prices are lower—lowest-priced set with AM-FM is \$199.95, down \$30 from last year's corresponding model. Cheapest factory-equipped FM-stereo phono is \$239.95 vs. \$399.95 last year. High-end portable phonos adopt drop-down design for record changer, with hinged swing-out speakers. Top-end portable at \$149.95 includes "sing-along" microphone. Lowest-priced mono phono is now \$19.95, \$10 below last year's leader.

RCA's "serious entry into the FM field"—as RCA Sales Corp. marketing vp Raymond Saxon put it—is marked by 7 new FM & FM-AM table sets starting at new low of \$29.95 (FM only). No FM-stereo table models are in line. At press showing, Saxon said response to RCA's new low prices on transistor radios has been "overwhelming," with April sales triple those of last year. Discussing new color-TV line introduced last week (Vol. 2:20 p10), he said newly designed high-end horizontal chassis has made possible cabinets 3½-in. shallower than last year. Familiar knob configuration on color sets has been changed to more closely resemble b&w sets, with color & tint controls moved to bottom.

Vast new market in teaching machines will expand to \$100-million business by 1968 and \$200 million by 1975, May 14 *Electronic News* reports in survey of field. Who makes teaching machines? Report identifies these companies as in field: Thompson Ramo Wooldridge; Minneapolis-Honeywell; Scientific Development Corp., Watertown, Mass.; Teaching Machines Inc., Albuquerque; Berlant Automonitor Corp., Culver City, Cal.; Robert E. Corrigan & Associates, Garden Grove, Cal.; Bell & Howell; Perceptual Development Labs, St. Louis; System Development Corp., Santa Monica, Cal.; Computer Control Co., Los Angeles; American Seating Co., Grand Rapids; Link Div., GPI; U. of Illinois; Science Electronics, Cambridge, Mass.; Electro-Solid Controls, Minneapolis; Electronic Futures Inc., New Haven; DuKane Corp., St. Charles, Ill.; Hamilton Research Associates, New Hartford, N.Y.; Hughes Aircraft; Western Design & Mfg. Corp., Goleta, Cal.; Rheem Califone Corp., Hollywood; Westrex (Litton Industries); Varian Associates.

Westinghouse is building hi-fi components for unique packaged-components stereo system to be shown this week at Parts Show by TelePrompter Corp., now in hi-fi field through its acquisition of Weathers Industries. Component package, in console cabinet, will feature AM-FM tuner with FM stereo and transistorized stereo amplifier built by Westinghouse, with Weathers turntable & speaker system.

RCA is back in hi-fi component business, too. At Parts Show, it's unveiling AM-FM-stereo-multiplex tuner-amplifier. RCA will also show citizens band transceivers and 6 intercom systems.

Motorola has denied FTC charges of "false, misleading & deceptive" claims for its TVs & radios (Vol. 2:14 p9). In statement filed with FTC, company said govt. took some claims out of context in its challenge. As to charge that it inadequately labeled radios with Japanese parts, Motorola made complete denial and stressed that all its products contain only Motorola-built parts or parts which meet Motorola's "specifications & high standards."

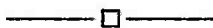
EIA's annual convention this week (May 23-25) at Chicago's Pick-Congress Hotel will elect new president to succeed L. Berkley Davis of GE Electronic Components Div. Consumer Products Div. executive committee and its radio & phono sections will meet, discussing all-channel TV legislation, FM stereo progress and upcoming "EIA Day" program at NAMM Music Industry Trade Show in N.Y.

Japanese transistor radio prices are coming down. At least Channel-Master Corp., which claims to be biggest radio importer, has cut prices \$10 on 6-transistor set in gift pack (now \$29.95) & 8-transistor set in gift pack (now \$39.95) and \$5 on 7-transistor unit with gift pack (now \$24.95).

Consoles represent 60% of Admiral's dollar volume, distributors were told at week's end as they met in Chicago for convention & new-line showing. They were also given these percentage gain figures in Admiral distributor-to-dealer sales through April 11, compared with same period last year (in unit sales): TV, up 33%; color TV, up 45%; all stereo phonos, up 46.3%; radio-phono combinations, up 116%.



GE is entering battery business, will build production plant near Gainesville, Fla. to manufacture small nickel-cadmium batteries for appliances and cordless power tools, other types for space applications and sonobuoys. Lucas P. Hart, Jr. has been named gen. mgr. of new operation, which will function as part of GE's capacitor dept. Gainesville plant is expected to start in mid-1963 with about 125 employes.



Sonora consumer electronics line, recently purchased from Trav-Ler by Park Radio Service (now Sonora Corp. of America) will be shown this week at Parts Show in Chicago's Conrad Hilton Hotel. Topped by 19-in. TV at \$199.95, it includes bookshelf speaker system at \$29.95 and wired & wireless transistorized intercom system.

Trade Personals

Arthur L. Malcarney promoted to RCA group exec. vp to supervise electronic data processing, defense electronic products and manufacturing services staff; Theodore A. Smith advanced to corporate planning exec. vp, reporting to Pres. Elmer W. Engstrom; Walter G. Bain named defense electronic products vp.

Charles W. Swanson named mgr. of Motorola's new consumer products display salon, Chicago . . . Paul R. Ryan, ex-Friendly Frost, appointed mgr. of Zenith's N.Y. display salon, succeeding Robert Judd who joins Zenith's N.Y. sales dept.

Walter S. Bopp named Philco International Div. gen. mgr., succeeding Harvey Williams, appointed staff assistant on international operations to Pres. Charles E. Beck.

William L. Strong appointed Packard Bell Electronics financial vp. . . Fred J. Mayo, pres. of Litton Industries' Ingalls Div., elected a Litton vp.

Howard E. Rieder named ad, sales promotion & PR dir., Pacific Mercury Electronics and subsidiary Thomas Organ Co. . . George Petetin named Reeves Soundcraft national distributor sales mgr.

F. D. Edes, of Raytheon's legal staff, appointed mgr. of international licensing. . . Michael Di Buono, from Boston div., named gen. mgr. of Admiral Sales Corp. Albany div., succeeding Robert Kadets, now directing operations of Philadelphia div.

John H. Feder, Jr. appointed Cornell-Dubilier Electronics gen. sales mgr., succeeding R. T. Leary, resigned.

Don Cinalia, ex-Filtron, named Jerrold Industrial Products Div. asst. sales mgr.

Thomas C. Pridmore named semiconductor & capacitor mktg. mgr., ITT Components Div., Clifton, N.J. Other appointments in expanded marketing operation for semiconductor & capacitor products: Albert M. Christian Jr., ex-Westinghouse, named sales mgr., a new post; Thomas H. Smith Jr., ex-Westinghouse, appointed silicon products product-line mktg. mgr.; Raymond G. Freuler, ex-Westinghouse, named semiconductor & tantalum products sales engineer; Murray Roth advanced from eastern regional sales mgr. to new post of military & ITT System sales mgr.; Chester J. Phetteplace, ex-Westinghouse & Raytheon, named New England district sales mgr., Boston hq.

Obituary

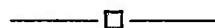
Dr. Siegmund Loewe, 76, TV-radio engineer & inventor, died May 2 of a heart attack at his home in Sarasota, Fla. In 1921, he was said to have made the first radio broadcast in Germany, to the home of Friedrich Ebert, first German President. He is credited with developing the multiple radio tube. He came to U.S. in 1938. He was board chairman of Loewe Opta Co., Berlin TV-radio manufacturer, and president of Loewe Radio Co. of N.Y., Andromeda Co. of Switzerland and Loewe Radio Ltd. of London. He is survived by his wife, sister, brother.

MARCH PHONO SALES UP 3%: The anticipated rise in phono sales finally happened in March. With distributor-to-dealer sales of 299,257 units, it was not only best month this year, but bettered March 1961 by about 3%. This reversed year-to-date trend which saw 1962 sales trailing 1961 in both January & February (see p. 8).

Stereo-to-mono mix held close to 80% in March 1962—about same as March 1961—indicating no undue concentration of sales in low-end merchandise. Here are EIA's phono factory & distributor sales for 1962's first quarter, compared with revised month-by-month tabulation for same 1961 period:

PHONO FACTORY SALES						
Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
TOTAL	182,102	631,352	813,454	193,472	643,490	836,962

PHONO DISTRIBUTOR SALES						
Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	296,257	59,290	231,021	290,311
TOTAL	162,192	596,213	758,405	188,268	652,654	840,922



Unfair-competition suit against Waltham Precision Instrument Co., charging employe-stealing to get trade secrets on TV projector "Amphicon 200," has been filed by Dalto Electronics Corp., Norwood, N.J.—in U. S. District Court, Southern District of N.Y.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Electronics	1962—qtr. to Mar. 31 ¹	\$ 2,100,000	—	\$ (358,221) ²	—	1,177,842
	1961—qtr. to Mar. 31	5,400,000	—	30,622	\$0.03	1,177,708
Ampex	1962—year to Apr. 30 ¹	84,000,000	—	2,600,000	.33	7,785,707
	1961—year to Apr. 30	70,105,000	—	(3,930,000)	—	7,718,257
Avnet Electronics	1962—9 mo. to Mar. 31	15,976,765	\$ 2,646,234	1,331,978	.62	2,157,899 ³
	1961—9 mo. to Mar. 31	14,091,455	2,208,119	1,117,582	.52	2,157,899 ³
	1962—qtr. to Mar. 31	6,022,242	1,014,103	490,747	.23	2,157,899 ³
	1961—qtr. to Mar. 31	5,215,048	868,846	421,446	.20	2,157,899 ³
Bendix	1962—6 mo. to Mar. 31	386,819,445	22,468,955	10,327,113	1.90	5,422,655
	1961—6 mo. to Mar. 31	372,692,489	24,010,091	12,490,619 ⁴	2.32 ⁴	5,379,529
	1962—qtr. to Mar. 31	199,078,236	—	5,285,330	.97	5,422,655
	1961—qtr. to Mar. 31	191,031,149	—	4,867,081	.90	5,379,529
Federal Pacific Electric	1962—9 mo. to Mar. 31	71,913,054	2,748,562	1,601,206 ⁵	.39 ⁷	2,371,127
	1961—9 mo. to Mar. 31	65,335,395	(2,911,947)	(1,627,647) ⁵	—	1,986,528
Paramount Pictures	1962—qtr. to Mar. 31 ¹	—	—	1,129,000	.67	1,690,231
	1961—qtr. to Mar. 31	—	—	2,450,000 ⁶	1.46 ⁶	1,673,231
Silicon Transistor	1961—year to Dec. 31	1,682,382	—	36,008	.07	516,250
	1960—year to Dec. 31	1,142,313	—	150,924	.30	500,000
Thompson-Starrett (Delmonico-International)	1962—qtr. to Mar. 31	6,365,939	—	198,529	—	2,817,646
	1961—qtr. to Mar. 31	4,897,431	—	45,093	—	2,666,363
20th Century-Fox	1962—13 wks. to Mar. 31	33,215,994	—	(513,587) ⁶	—	2,545,845
	1961—13 wks. to Mar. 31	34,894,728	—	1,669,244	.68	2,446,986

Notes: ¹ Preliminary. ² After non-recurring costs of \$375,809. ³ Outstanding Mar. 31, 1962. ⁴ Includes non-recurring income of \$3,215,287 (60¢ a share) from sale of Elliott-Automation Ltd. ⁵ After special amortization charge of \$2,090,000—reflecting new policy of writing off

prospective losses on all films released during given quarter. ⁶ Includes non-recurring net gain of \$563,122. ⁷ After preferred dividends. ⁸ After \$1,284,300 tax credit. ⁹ Before investment profit of approximately \$400,000 (24¢).

TV Tube Sales Lag: First-quarter factory sales of TV picture tubes lagged behind year-ago volume both in units & dollars. EIA report last week showed Jan.-March unit sales at 2,353,561, down slightly from Jan.-March 1961's 2,372,920. Dollar lag was even greater—\$45,149,766 for 1962's opening quarter vs. \$47,551,594. First-quarter factory sales of receiving tubes, conversely, were markedly ahead in both units & dollars. In 1962's initial 3 months, sales totaled 92,453,000 tubes valued at \$78,373,000—compared with first-quarter 1961's 88,781,000 units at \$74,811,000.

March factory sales of both TV & receiving tubes trailed year-earlier performance in both units & dollars. March TV picture tube sales totaled 817,830 units valued at \$15,580,149—down from March-1961's 936,098 units at \$18,725,011. Receiving tube sales in March totaled 34,884,000 units at \$29,743,000—down from 36,635,000 units at \$30,719,000 in March 1961. Here are EIA's official first-quarter & by-month figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
Jan.-Mar. 1962	2,353,561	45,149,766	92,453,000	78,373,000
Jan.-Mar. 1961	2,372,920	47,551,594	88,781,000	74,811,000

Italian subsidiary has been established by Collins Radio—Collins Italiana SpA, Milan—joint venture with Telettra Di Telefonica Electronica e Radio.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AT&T	Q	\$0.90	July 2	June 1
Famous Players				
Can.	Q	.25	June 8	May 23
Hazeltine	Q	.20	June 15	June 1
Litton Industries	Stk.	100%	Aug. 15	July 31

AB-PT's 2nd-quarter earnings will be "at least equal to and probably ahead of" the same 1961 quarter, when AB-PT earned from operations \$2,269,000 (53¢ a share). With capital gains, earnings in 1961 quarter totaled \$4,504,000 (\$1.06 a share). Pres. Leonard H. Goldenson predicted "a record 2nd quarter in profits" for ABC Broadcasting Div. He told annual stockholders' meeting company is stepping up international operations to be in "key position as foreign and international TV takes hold." By end of 1961, Goldenson reported, ABC had participated in 20 stations in 14 countries with about 15 million sets-in-use.

RCA has postponed its proposed public offering of one million shares of Whirlpool common stock (Vol. 2:14 p13). Pres. Elmer Engstrom cited "general market conditions." When RCA proposed early last month to sell all but 158,563 of its Whirlpool shares, latter's closing price was \$33 a share, and sale would have netted \$33 million. When RCA announced postponement last week, Whirlpool was listed at \$29.

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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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Broadcast

UHF—THE TELECASTING-MANUFACTURING SURGE in prospect—set-makers to make virtue of necessity, lift from federal ETV funds, hopes of prospective commercial applicants (p. 1).

NETWORK-CODE LIAISON SET—NO PRE-SCREENING included. Seven-point consultation procedure endorsed by networks. CBS against pre-screening, NBC in favor, ABC between (p. 2).

CLARIFYING ETV-FUND DISTRIBUTION, HEW & NAEB suggest answers to some of questions left cloudy by Congress (p. 3).

ADMEN, LAWYERS BLAST FTC CEASE-&DESIST PROPOSAL at House Commerce Committee hearings, calling it "dangerous", "unprecedented", Dixon testifies measure is necessary (p. 4).

Consumer Electronics

16-IN. PORTABLES won't be price leaders, but feature-laden light-weight specialties. First introduction due soon, another in fall. Other manufacturers may follow (p. 8).

EIA REACTS sharply to all-channel legislation, proposes ad hoc committee to "cope with problems." Manufacturers note spurt in uhf interest. Industry-wide product promotion drive planned for fall. Charles Horne, General Dynamics, elected EIA pres.; Olympic's Sobin heads Consumer Products Div. (p. 8).

LARGE SCALE IMPORTS of 14-in. Matsushita bookshelf TVs begin as first shipment of 1,000 sets arrives; list price is \$139.95 (p. 10).

UHF—THE TELECASTING-MANUFACTURING SURGE: Pulse of uhf is quickening—despite fact that main cause of it, all-channel-set legislation, isn't expected to achieve its purpose for many years. Reasons are these:

(1) Since manufacturers will be forced to make such sets, they'll make most of it, try to convert necessity into virtue—probably will sell a real passel of receivers. (We strongly urge all subscribers to scan carefully the index at top of page one each week, because both branches of industry we cover—telecasting & manufacturing—again have vital common interests in set circulation, uhf this time, as they did when we began reporting these trends nearly 18 years ago. For example, see report on EIA convention on p. 8.)

(2) Set makers are already meeting hiked uhf-set demand in addition to anticipating new legislation. In percentage increase, though not yet in absolute volume, uhf set production is up markedly.

(3) \$32 million federal shot-in-arm to ETV telecasting will go in large part to uhf. In first place, there are few vhf ETV channels left. Secondly, ETV has much less immediate concern with mass circulation—because many ETV programs are designed for classrooms, where uhf is no problem—though aim is to reach adult home population, too.

(4) Commercial interests, justified or not, are beginning to worry lest competitors nail down big-market channels. Engineers & attorneys tell us backlog of applications in preparation is showing sharp increase—and they predict comparative hearings for uhf channels in big cities before long. Maybe it's publicity about all-channel-law, maybe it's vague hope for pay-TV—whatever it is, it's going to produce bona fide applications.

This could all produce a mighty flurry for year or 2—then hibernate, as FM did, as uhf itself did,

But maybe not.

Meanwhile, back at FCC and Congress. Commission postponed from June 22 to July 23 deadline for filing deintermixture and vhf drop-in reply comments—saying it's because of "pendency of all-channel receiver" legislation. But Commission retained June 22 deadline for replies in overall proceeding to foster expansion of uhf and for replies on added ETV reservations in Fla., Ky. & Ga. Reason, FCC said: With new federal funds for ETV on tap, we want to get through this quickly.

At Senate Commerce Committee, report was issued telling why it favors all-channel bill, voted previous week (Vol. 2:21 p2). It's only way to break "vicious cycle" and get uhf off ground, report said. Here are comments on key points:

(1) "It has been argued that it would be a dangerous precedent which might lead to congressional control of all types of manufactured products. It must be remembered that this involves a unique situation which would not in any way constitute a general precedent for such congressional regulation of manufactured products."

(2) Since FCC said it wouldn't deintermix without giving Congress time to consider proposals, "Your committee considers these representations . . . to be of paramount importance and has taken action on this legislation in specific reliance on them."

(3) We don't know how long it will take for law to produce results or how long deintermixture moratorium will last—but it "may possibly last from 5 to 6 or 7 years."

(4) In allowing FCC to make sure that all sets be "capable of adequately receiving" all signals (inserting "adequately," which House bill left out), law becomes effective. "To do less would be to permit the whole thrust of this legislation to be thwarted. The FCC has assured us that the practical need for procuring authority which would permit effective enforcement of this legislation would not involve the Commission broadly in the dealings of TV set manufacturers. On the contrary, the Commission's authority . . . would be most limited and narrow."

Dissenters Sens. Butler (R-Md.) & Cotton (R-N.H.) said: "We cannot support legislation which asserts the Federal regulatory power for purely social ends, however desirable. The precedent will plague us from now on."

Looks as if it will take couple weeks for Senate passage, House concurrence—what with recess for holiday this week.

NETWORK-CODE LIAISON SET—NO PRE-SCREENING: NAB & networks came up with 7-point system of liaison to minimize violation of programming Code. There's unanimous agreement on it, all way round. Controversial factor not included: pre-screening of programs. CBS is still set against it, NBC all for it, ABC on fence. Sen. Pastore (D-R.I.), who called network chiefs into confab on Code (Vol. 2:20 p2), doesn't see how real self-regulation can work without it.

But there it stands right now—all parties quite happy to get as far as they have. NAB Pres. Collins and Code Authority Dir. Swezey still believe pre-screening is desirable—but don't claim they're "demanding" any such privilege. Sen. Pastore's reaction is much awaited. In his seance with network leaders, he said in effect: "If I can go before the Senate and tell it you have effective self-regulation, I'll fight any bill to regulate networks. If I can't, I'll do just the opposite. And pre-screening is needed." Last week, he reserved comment pending study of NAB-network action. NBC is already complying with 7 points, CBS & ABC due to begin shortly. Here they are:

(1) Networks will give Code staff advance information of programs, similar to that given affiliates.

(2) Networks & Code staff will consult on problems as they arise—N.Y. Code office to be expanded substantially for purpose.

(3) If problems arise after a telecast, network will "post-screen" show for Code Dir.—and they'll talk about it.

(4) Network & Code people will meet periodically to discuss NAB's program monitoring.

(5) Foregoing procedures don't apply to news, information or education programs. Problems concerning these will be discussed separately.

(6) Network has final say on whether to change or to telecast a program. Code Authority has final say on whether program violates code—and its sanction for violations is limited to revocation or suspension of Code membership.

(7) Networks & Code Authority will meet from time to time to discuss how foregoing is working and whether it should be changed.

Obviously, proof of such a guardedly stirred pudding lies in its eating. There's no telling how spicy it is from the surface.

NBC is all gung-ho for pre-screening. It hasn't slightest fear of censorship or veto by NAB. Its position is that pre-screening would be rare, that it's advisory, that station retains final responsibility, that it's a "service" to telecasters.

CBS leadership made clear its concern that NAB pre-screening would be "timid & negative" at best—in speeches to affiliates recently (Vol. 2:20 p2). Collins responded in letter to CBS Pres. Stanton, who has distributed it to affiliates. Collins' points:

We didn't insist on a "right" to pre-screening. We believe affiliates want it. Code is voluntary, an industry creature, not a "foreign" imposition—only what subscribers want it to be. Prior consultation is neither censorship nor veto, should be welcomed. Law permits nothing else, because licensee can't delegate responsibility for program selection. Does Code play it safe? History shows it doesn't. We believe we helped telecasters by evaluating abortion-theme *Benefactors*. And take "The Iceman Cometh." We upheld stations' right to carry it. We're no bluenoses.

Announcing new 7-point program, Collins made following statement:

"All networks have indicated a fine spirit and willingness to cooperate fully under our new 7-point program. As this program unfolds, I am confident it will prove to be the most significant and helpful development yet achieved in our industry's self-regulatory efforts.

"Too much has been said and written about the Code Authority 'pre-screening' network programs. It never has been suggested or intended that the Code Authority set up any procedure by which it would pre-screen the routine, final product of network programming. There was at issue only whether, in rare instances when Code subscribers or the Authority felt a serious need for such, the Code Authority could require a right of final pre-screening. There was a sharp division of feeling among the networks on this.

"Under the agreement we have now reached, no fixed right to pre-screen a final broadcast product is provided.

"We at NAB feel that under any circumstance where any such pre-screening would have been requested under an express right to obtain such, it still can be requested—leaving to the individual network the decision of whether or not it will honor such."

Collins also appointed for first time 3 network representatives to Code Review Board: Alfred R. Schneider, ABC; Joseph H. Ream, CBS; Ernest Lee Jahncke Jr., NBC. In addition, William D. Pabst, KTVU Oakland, was named chmn. for 2 years; Robert W. Ferguson, WTRF-TV Wheeling, reappointed for 2 years; continuing for remaining year of terms were Mrs. A. Scott Bullitt, KING-TV Seattle, and Lawrence H. Rogers II, Taft Bcstg. New 2-year members: George B. Storer Sr., Storer Bcstg.; Roger W. Clipp, Triangle Stations.

New edition of Code text, up to date, easier to read, in more convenient physical format, was distributed last week.

CLARIFYING ETV-FUND DISTRIBUTION: Congress left many vague areas in law granting \$32 million ETV funds, and it's largely up to Health, Education & Welfare Dept. to clarify them—which it's beginning to do.

First grants may be made by Sept. 1, we're told by Dr. John Bystrom, who has been designated by Undersecy. Ivan Nestingen to head program. Though \$32 million has been authorized and a state may

receive up to \$1 million, there are 52 possible recipients—states, D.C., Puerto Rico. So how can that be divided? Bystrom said a minimum sum (to be determined) will be reserved, probably up to 2 years, giving all state legislatures time to meet and appropriate matching funds. Thus, there'll be a kind of "reservation" similar to FCC's ETV "channel bank."

Good service has been rendered by National Assn. of Educational Broadcasters in a question-answer report giving best judgment on uncertainties. Examples:

(1) If applicant already has built ETV facilities, it can get credit for up to 25% of "reasonable cost" of these, plus 50% from federal govt., for total of 75% of new facilities.

(2) Funds covers most equipment other than buildings—including transmitters, towers, microwaves, boosters, translators, repeaters, mobile units, video recorders. No more than 15% of grant may be spent for microwave.

(3) Closed-circuit equipment is covered if it's used "incidentally" for closed circuit. Coverage of camera purchases is "questionable."

(4) Two or more states may join in an application, provided funds are split so that no state gets more than \$1 million.

(5) If several applicants from a state ask for total of more than \$1 million, HEW will decide who gets what—with those included in a state-wide plan, if any, favored.

(6) Payments may be paid as construction progresses. Applicant doesn't need to have an FCC CP in advance—but HEW will work closely with Commission.

Copies of the 6-page analysis are available from NAEB, Dupont Circle Bldg., Washington.

ADMEN, LAWYERS BLAST FTC CEASE-&DESIST PROPOSAL: Powerful attack from ad agencies, legal groups and business associations met FTC Chmn. Dixon's pleas to House Interstate & Foreign Commerce Committee for power to issue temporary cease-&desist orders (Vol. 2:7 p2).

Dixon testified that proposed legislation is "one of the most important pieces of legislation pending before Congress." Bills would give Commission authority to issue temporary cease-&desist order against alleged business offender pending full investigation. Idea is to protect competitors from injury while long probe drags on.

Proposal could be disastrous to advertising, warned Mahlon F. Perkins Jr., American Assn. of Advertising Agencies. He said AAAA wasn't opposed in principle to idea of temporary injunctions against advertising if issued by federal district courts, but he warned against giving FTC similar power.

Ban of an advertisement, even though temporary, would in most cases destroy its value completely, Mahlon stated. "The essence of advertising, like news, is timeliness," he said. "Vindication months or years later would not restore or compensate those destroyed values."

Harsh criticism also came from American Bar Assn., which called proposal "unprecedented" and "incompatible with American jurisprudence." NAM testified it would be "oppressive and contrary to the spirit of the law." Others against measure included N.Y. State Bar Assn., Commerce & Industry Assn. of N.Y., witness representing 35 state manufacturers' associations.

Dixon asserted Commission is "more competent" than most federal judges to decide when temporary order is needed, also claimed FTC needs added authority to attack backlog of cases. He drew support primarily from small businessmen, including National Congress of Petroleum Retailers and Midland Cooperative Dairy Assn.

At initial session, acting Chmn. Mack (D-Ill.) said that "some very good arguments" for measure have been made, that special House Small Business Subcommittee almost unanimously recommended it. But Reps. Younger (R-Cal.) and Devine (R-Ohio) spoke out strongly against it, Devine calling it "atrocious violation of our judiciary system."

Committee Chmn. Harris (D-Ark.) announced one final session will be held sometime in future.

CURRENT CAPSULES

Creation of communications satellite corporation was approved by Senate Commerce Committee 15-2, Sens. Barrett (D-Alaska) and Yarborough (D-Tex.) opposing. Measure is similar to bill passed by House (Vol. 2:19 p4), though with amendments. House version directed FCC to favor communications common carriers in determining ownership of ground stations, but Senate group amended this to give Commission complete discretion in making choice. Other amendments direct FCC to report to Congress annually on actions it may take on anti-competitive practices within corporation, and to recommend any additional legislation it considers necessary.

Commission also is obligated to assure small businesses opportunity to share in procurement for system and is responsible for authorization of any subsequent issues of stock. Senate bill provides for same ownership as House measure—50% by communications firms, 50% by public, with board consisting of 6 directors representing public, 6 from companies, 3 appointed by President. Measure now goes to Senate.



Superb Carpenter-orbit TV coverage reaped national expressions of gratitude—as for previous manned space shots—though there's natural tendency of public to begin to take such massive & costly coverage for granted. Singled out for particular approbation was dignity & discretion with which commentators handled fearful pause between astronaut's landing and pickup of his radio beacon after he overshot landing. Coverage also featured spectacular technical innovation—Air Force's telescope-TV camera combination which permitted viewers to follow rocket for 50-some miles after blastoff. Instrument is capable of distinguishing 2-ft. object at 200 miles. CBS sprung a transistorized man-carried portable camera & transmitter using standard image orthicon tube, as opposed to vidicons in earlier portable units. Camera weighs 20 lb., battery & transmitter 40 lb. It's made by Japan's Ikegami Electric Co., was originally developed by Chubu Bcstg. Co.



"Emmy" Awards telecast drew widest spread of reactions to date. For example, critics & industry experts wondered how "Victoria Regina" could be "program of the year" yet not tops in its own field, drama. They also saw no excuse for technical problems—in video & audio quality, switching, etc. *N.Y. Times* Jack Gould considered it most "inappropriate" to have appearances by Supreme Court Justice Douglas, FCC Chmn. Minow, Sen. Magnuson, Mrs. Lyndon B. Johnson. But, in Washington, we found no similar qualms or afterthoughts. Originally, Minow had been asked to present award in public-affairs category, did consider that inappropriate—but he and colleagues found nothing wrong with final role. Public as a whole probably considered show quite entertaining.



CATV-microwave decision by FCC—denying additional facilities to Carter Mt. Transmission Corp.—was affirmed by Commission as it denied petitions for reconsideration of original decision, including supporting brief of NCTA. Said FCC: "The economic injury to the licensee [KWRB-TV Riverton] standing alone was not the motivating factor which warranted the action taken by the Commission in this proceeding. However, when the economic impact is of such a nature as to result in an adverse effect on the public interest, then it is incumbent upon the Commission to make a determination as to where the best overall public interest lies. The Commission made such determination after a careful evaluation of all of the factors." Carter Mt. serves CATVs in Thermopolis, Riverton & Lander, Wyo., wanted to provide additional signals.



Program & logging forms are due for FCC consideration this week, could be finalized. It's understood staff recommendations still contain substantial concessions sought by industry—notably to remove big logging manpower requirements of Commission's original proposal. Current plan envisions, among other things: (1) Survey-of-community-needs filing by all stations. (2) Combined TV-radio program form, some parts applicable to both, some to each. (3) Simplified spot logging. (4) Acceptance of automated logging. (5) Abandonment of applicant-selected composite week. (6) FCC-suggested logging form.



NCTA-FCC confabs last week permitted both sides to elaborate on previously-expressed views in cordial informal fashion. FCC Chmn. Minow, Comr. Hyde, staff members, had several sessions with NCTA board and hq staff. Both groups considered talks useful, though no substantial position changes were apparent.

Seven out of 10 TV commercials this fall will have been made in New York City, which reigns as the chief production center for commercial filming. So stated Harold Klein, exec. dir. of the Film Producers Assn. (trade group of N.Y. commercial producers) to us last week. Results of a recent FPA study show this pattern, Klein said: (1) Total volume of all U.S. filmed TV commercials is about \$70 million. (2) 70% of this goes to N.Y. producers, mostly FPA members. (3) Hollywood accounts for about 18%, Chicago 6%, remainder scattered. (4) Number of TV film commercials to be filmed during 1962 is approximately 40,000—about same as last year, but average commercial today costs about 10% more.

Review Board selections by FCC (Vol. 2:21 p3) were generally well received by Washington attorneys & engineers who'll appear before them: Donald J. Berkemeyer, chief of Office of Opinions & Review, to be chmn.; Dee W. Pincock, Asst. General Counsel; Joseph N. Nelson, chief of Renewal & Transfer Div.; Horace E. Slone, engineering asst. to Comr. Bartley. Selection of 4 was termed by insiders "a typical Commission compromise"—between the 3 & 5 suggested. Three will sit at any one time, with positions to be rotated. Surprise was selection of engineer, not expected earlier. Selectees will examine proposed rules establishing Board, give FCC recommendations. Appointments open plum jobs, precipitate customary maneuvering.

TV stations expect revenue increase of 6.7% in 1962, NAB reports. Survey by NAB's Broadcast Personnel and Economics Dept. found 82% of TV stations expecting rise, 3% decrease, 15% no change. Stations in smaller markets anticipate increases of more than 7%, those in largest markets 5%. Radio stations look for 3.5% climb in revenues.

Personals

William G. Seiler promoted to ABC Films Southern div. mgr. . . . Herbert R. More promoted to Kliegl Bros. vp. . . . Charles W. Whitley appointed WSOC-TV & WSOC Charlotte, N.C. chief engineer; Odell Hartis named WSOC-TV studio engineering supervisor. . . . John T. Caldwell Jr., ex-educational WMSB (Ch. 10) E. Lansing, Mich. production & facilities mgr., named NET distribution & operations dir., Ann Arbor.

David Bellin promoted to NBC trade and o&o stations advertising mgr. . . . Robert Rohde named Katz agency Western TV stations sales mgr.; Joseph Hogan Eastern TV stations sales mgr.; William Lee, radio stations sales mgr.—all Chicago.

Vic Sterling named WPTA & WPTH(FM) Ft. Wayne program dir. . . . Robert M. Peebles, radio WROW Albany, N.Y. gen. mgr., named vp of parent Capital Cities Bestg.

Spencer Denison, ex-radio WVIP Mt. Kisco, N.Y. station & sales mgr., named an NAB field rep . . . Hy Hollinger promoted to Paramount publicity mgr.

Allan L. Wester named KSTP-TV & KSTP St. Paul sports dir. . . . Robert Williams, radio WHLM Bloomsburg, elected Pa. Assn. of Bcstrs. pres.

Kurt Blumberg, ex-Robert Lawrence Productions, named sales director, Dolphin Productions, 37 W. 57th St., N.Y. . . . Bob Walker & Walter Evans promoted to news directors of Dallas' WFAA-TV & WFAA, respectively.

Richard Walsh, IATSE pres., elected pres. of Inter-American Federation of Entertainment Workers at its second congress in Lima, Peru; Stanley Ballard, AFM, named treas.; Juan Jose Osorio, National Musicians Union of Mexico, named gen. secy. of the Mexico City-based group.

Radio "overpopulation" committee, to assist with FCC-industry studies of problem, appointed by NAB Pres. Collins: George C. Hatch, Intermountain Network, Salt Lake City, chmn.; John F. Box Jr., Balaban Stations, St. Louis; Melvin Goldberg, Westinghouse, N.Y.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Bestg., Kalamazoo; John F. Patt, WJR Detroit; Loyd Sigmon, Golden West Bcstrs., Los Angeles; Cecil Woodland, WEJL Scranton. NAB radio vp John F. Meagher will head staff work.

Cute article in May 28 *Newsweek* lists top jobs open or opening in Administration, using help-wanted style, includes: "FCC COMM.—Exp. yng. lwyr. to help N. Minow in wstlnd. Job avail. in June. Sal: \$20,000. No ntwrk. employes, pls." Presumably, reference is to expiration of Comr. Cross' term end of June. But there's no reliable word—despite speculation—on whether Cross will be reappointed, whether Broadcast Bureau Chief Kenneth Cox will get job instead—or what.

Application for Ch. 10 Miami has been filed by National Airlines (Public Service TV), which lost WPST-TV in first of the celebrated FCC-influence cases involving ex-Comr. Mack. Applicant intends to compete for channel along with all others seeking it. FCC gave channel to L. B. Wilson, but granted it only a 4-months license—leaving field open for new applications by Wilson and others.

Political broadcasting report by Senate Commerce "Freedom of Communications" subcommittee, headed by Sen. Yarborough (D-Tex.) (Vol. 2:17 p3), is getting FCC consideration. Commission is thinking about issuing report as an "inquiry," simply inviting everyone's comments on it. Report has many recommendations for new FCC procedures to insure "fairness."

FCC vacations in August per custom, scheduling no hearings or oral arguments, holds sole law-required-minimum meeting Aug. 1.

Decline in written memos at networks, rather than cutback in action & adventure, will be major result of year's crop of Congressional & FCC TV hearings, May 23 *Variety* predicts. It quotes network official: "You can bet that there's gonna be a heavy cutback in paper work from now on and a lot more verbal instructions wherever possible." He added that program content will not be materially affected by recent hearings, noting: "Unless the Senate or the FCC try to dictate that we should no longer program action-adventure series, we will continue to make our shows as exciting as possible."

NYU will offer TV-radio course June 25-Aug. 3, for students specializing in TV-radio and for people now in TV. Six-day-a-week schedule includes TV & radio studio and classroom work, study of cameras, booms, lights, controls, film & slide projectors. It covers TV production, direction, management, writing, programming. Lectures will include experts from communications industry. For information: Wallace A. House, Director, Summer Workshop in TV & Radio, NYU Div. of General Education, 1 Washington Square N., N.Y.

N.Y. Mayor Wagner attacked TV and other media for imparting harmful moral attitudes to youth, telling meeting on "Mass Media and the Moral Climate," that TV has failed to use its power to educate young people. "I think, myself," Wagner stated, "that Mr. Minow is being, if anything, a little soft on the TV industry" but said other media also are to blame.

Strong stand against false advertising must be taken by TV and other media, NAB N.Y. code authority mgr. Stockton Helffrich told 48th annual conference of Assn. of Better Business Bureaus. He said one of "weakest links" in self-regulatory process "is a continuing reluctance to stand up . . . to those advertisers who would risk television's reputation and that of other media"

Experimental 2,000-mc closed-circuit ETV system (Vol. 2:21 p4) will be demonstrated by Adler Electronics at Northedge School, Bethpage, N.Y. June 14. System is being operated as FCC experimental project, interconnects 8 schools in Nassau County.

Daytime viewing in summer is increasing more rapidly than year-round daytime viewing, TvB reports. New publication, *TvBasics*, reports number of homes tuned in during daytime in summer increased 16.4% from 1959 to 1961, while all-year daytime viewing rose only 13.5%. Pamphlet also reports public investment in sets to date is \$19.5 billion, advertiser investments \$12.1 billion.

FCC relented, took heat off small radio WITT Lewisburg, Pa., gave it one-year renewal, excusing its admitted unauthorized transfer, accepting plea of unfamiliarity with FCC processes. It's one of few instances of Commission clemency in such cases in last couple years.

Shift from Ch. 13 to Ch. 9 by WWTW Cadillac-Traverse City, Mich. was made in one night with virtually no interruption in service, station reported. FCC made change to free Ch. 13 for assignment in Grand Rapids. Owner Fetzer TV also announced new satellite WWUP-TV Sault Ste. Marie is due on air July 1.

Allocations petition by U. of Vt., proposing statewide ETV system, seeks reservation of Ch. 49 in Rutland, 30 in St. Johnsbury, 26 in Windsor, shift of reservation from 16 to 22 in Burlington, deletion of Ch. 26 from Hanover, N. H. & New London, Conn.

Sales approved by FCC: (1) KODE-TV & KODE Joplin, Mo. for \$1.85 million, to Gilmore Bcstg. Corp., by WSTV Inc. (2) KFBB-TV & KFBB Great Falls, Mont., for \$610,000, to Harriscopco Bcstg. Corp., by KFBB Bcstg.

Radio promoting TV in N.Y.: Norfolk-Newport News stations WAVY-TV, WTAR-TV & WVEC-TV are sponsoring 3 weeks of spots on radio WPAT Paterson sell N.Y. ad agencies, other marketing executives.

Revised & updated 2nd edition of *Techniques of Television Production* by UCLA ETV chief Rudy Bretz released by McGraw-Hill, 330 W. 42nd St., N.Y. 36, \$10.75.

Canadian distribution of CBS films will be handled by new firm, Page One Ltd.; headed by Kenneth Page, ex-pres. of S. W. Caldwell Ltd., former CBS Films distributor.

New Australian coaxial cable, covering 600 miles between Melbourne & Sidney, has gone into operation, will be able to carry TV in about 2 years.

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 Income	Per Common Share	Common Shares
Disney Productions	1962—6 mo. to Mar. 31	\$ 32,643,281 ¹	\$5,211,065	\$ 2,425,065	\$1.45	1,674,804
	1961—6 mo. to Mar. 31	23,065,743 ²	1,389,982	669,982	.41	1,626,023
Muntz TV	1962—8 mo. to Apr. 30	8,977,578	—	750,630	.52	1,409,982
	1961—8 mo. to Apr. 30	6,443,000	—	462,750	.38	1,175,876
Perkin-Elmer	1962—9 mo. to Apr. 30	20,924,412	—	747,146	.59	1,276,759
	1961—9 mo. to Apr. 30	18,335,154	—	730,868	.58	1,252,460
Philips Lamp	1962—qtr. to Mar. 31	333,000,000	—	21,900,000	—	—
	1961—qtr. to Mar. 31	297,000,000	—	21,400,000	—	—
Transitron Electronics	1962—40 wks. to Mar. 31	22,850,503	—	530,345 ³	.07	7,503,369
	1961—39 wks. to Mar. 25	31,038,990	—	2,970,840	.40	7,502,500
	1962—13 wks. to Mar. 31	6,625,529	—	113,744 ³	.02	7,503,369
	1961—13 wks. to Mar. 25	7,512,689	—	(696,804)	—	7,502,500

Notes: ¹Includes \$3,480,314 from TV. ²Includes \$2,810,133 from TV.

³Includes non-recurring income of \$165,000 from sale of salvage.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

16-IN. PORTABLES NO PRICE LEADERS: Some people have gotten wrong idea about upcoming 16-in. portables (Vol. 2:19 p7), and a couple of manufacturers are pretty upset about it. Fact of matter is, 16-in. is being groomed as special-purpose set, with special features, and there's no present intention to sell it as low as today's 19-in. leaders.

Most promotable feature of 16-in. set is portability. Best guess is that 16-in. sets will weigh about 20 lb., be promoted as "lightweight" portables. To best of our knowledge, only 2 manufacturers now are committed to producing 16-in. sets. One introduction should come soon, other in fall.

New 16-in. square-corner tube costs nearly as much as 19-in., doesn't make possible ultra-bargain set. When erroneous report recently got out that \$129.95 price would be put on set, both manufacturers were anything but delighted. Admittedly, neither set maker knows whether public will take to new lightweight smaller-screen portable, and neither is committed to heavy production run—there are just about enough orders to make it possible for Corning to go into 16-in. bulb production.

Some other manufacturers are squatting on sidelines, trying to decide whether to sit this one out—or wondering when to jump. Among top set makers, one is looking very seriously at 16-in. right now, could move soon, probably will. Another is squarely on middle of fence, probably won't decide until after first 16-in. is on market. Several others have decided to pass this one up—at least this year.

Set makers can't exactly turn on a dime in 16-in. field. These new-type sets require elaborate tooling, imaginative design, if they are to be sold at closer to \$200 than \$130—and nobody wants to schlock it up.

So, when 16s come out, you can expect them to be promoted as specialized sets for special market, with sharp, clear pictures, attractive design, easily movable from room to room, easily transportable for vacations. It's not almost-as-good substitute for 19-in. portable, but a horse of a completely different color—pardon, black-&-white.

EIA SEEKS VOICE IN UHF SET STANDARDS: Confronted with imminent passage of all-channel receiver legislation, EIA prepared last week to call for organization of ad hoc committee of TV set manufacturers "to cope with the problems to be presented" when bill becomes law.

Composition and duties of committee weren't spelled out—but obviously its first job will be to approach FCC and request voice in setting up any definition of "adequate" uhf set performance or in establishing standards for receiver reception and sensitivity.

One of other "problems" cited in meeting of Consumer Products Div. exec. committee last week at EIA's 38th annual convention in Chicago—and with which ad hoc committee will be asked to cope—is how to explain to public that inevitable rise in price of sets is fault of govt., not manufacturers.

There was bitterness among set-makers who opposed bill. "If the govt. can tell us what to make, let them tell us how to sell it," said one. Among ad hoc committee's later duties presumably will be campaign to inform public that the anticipated 14% increase in cost of sets has been dictated by govt. and is not attempt by industry to mulct consumers. Another part of campaign will be attempt to make sure consumers don't blame manufacturers for uhf's tuning difficulties and other limitations.

Ad hoc committee was recommended by outgoing Consumer Products Div. Chmn. Edward R. Taylor of Motorola. It will be organized by Taylor's successor, Olympic Pres. Morris Sobin, and EIA consumer products staff director L. M. Sandwick.

Majority of setmakers at EIA convention reflected organization's view that FCC & Congress are "robbing the consumer of his freedom of choice." Nevertheless there was strong feeling—stressed in Consumer Products Division's annual report—that, regardless of legislation, uhf is on the way up.

To be sure, there was something almost resembling jubilation among tuner & some parts & transmitter manufacturers, who feel they stand to reap extra business if bill passes—and some told us that while they oppose principles of legislation, they expect it to increase their sales.

"The future course for uhf is up," Taylor said in his farewell report as division chairman, "and the rise over the next 10 years could be very significant for the receiver industry." He pointed out that EIA figures already show "rise of more than 100% in uhf receiver production" in 1962's first quarter over last year's corresponding period (Vol. 2:20 p11). He cited recently enacted legislation authorizing federal grants for ETV construction as significant factor in uhf's future.

FM & ETV receivers were described as other important consumer product growth areas, Taylor predicting "orderly boom" for former and "substantial potential" for latter.

Guiding destinies of EIA for year will be Charles F. Horne, senior vp of General Dynamics and president of its General Dynamics/Electronics & General Dynamics/Pomona subsidiaries. A retired rear admiral in the Navy & former CAA administrator, he succeeds GE's L. Berkeley Davis as president of the manufacturers' association. (Other EIA election reports on p. 10.) Among other EIA highlights:

Consumer electronics promotion campaign: Industry may finally be getting together on full-scale drive to promote TVs, radios & phonos. Unanimous vote by Consumer Products Div. executive committee—including those who have opposed such campaigns in past—authorized staff dir. L. M. Sandwick to prepare outline of PR campaign for submission to members at September meeting. As Sandwick described it to us, drive will stress "quality at reasonable price" in today's consumer electronic equipment.

All-day EIA program geared to "What's Ahead for Consumer Electronics" is scheduled for June 26 at Music Show in N.Y., with top speakers from govt. & industry featured in panel discussions on ETV, color, radio & phonos. (For list of speakers, see p. 10.)

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Electronics a \$13.85-billion industry: New statistical research has revealed electronics is bigger industry than was previously believed, Davis announced in his report concluding 2 years as president. Some defense expenditures for operations, maintenance & testing have been overlooked in past—and as a result he upped his estimate of 1962 factory sales to \$13.85 billion from his previous forecast of \$10.8 billion. (Using old statistical method, EIA had set 1961 sales at \$10.15 billion.) Almost 60% of industry's sales this year will be to govt. Although he predicted continuing growth, he warned that electronics manufacturers who do not keep abreast of technical progress and adapt to changing markets "may well disappear."

Electronics failures increase: As if to underscore Davis' report, EIA's Credit Committee reported electronics industry set all-time high in "financial embarrassments" in the 12 months ended last April 30. However, trend followed pattern for other industries, report pointed out. In manufacturer failures, component makers held lead, followed by instruments & test equipment, but report cited "noticeable increase in the failure of the producers of stereo-high-fidelity equipment."

Foreign trade patterns: Parts Div. reported substantial components industry growth in last year despite increasing imports—and that American component exports have done surprisingly well in the highly competitive world market." Tube & Semiconductor Div., however, warned that "receiving tube industry appears to be facing the greatest threat from abroad and, specifically, from the Japanese." Chmn. George W. Keown, Tung-Sol, stated that Japanese manufacturers are concentrating on certain parts of U.S. tube market "in an effort to seize this segment of the market."

Engstrom urges industry study: RCA Pres. Elmer W. Engstrom, receiving EIA's Medal of Honor, proposed "a general stocktaking of [the electronic industry's] present status and our future prospects," similar to study recently undertaken by Brookings Institution on prospects of civilian space program and its possible impact on the economy.

QUANTITY IMPORTS OF 14-IN. TV BEGIN: Another Japanese TV brand has begun to show up in quantity on U.S. docks. It's Matsushita's long-touted Panasonic bookshelf TV, which carries list price of \$139.95.

First shipment of 1,000 sets has arrived—all pre-sold to retailers, and unspecified amount of these pre-sold to consumers. Macy's, one of Matsushita's biggest customers, advertised Panasonic TV last winter, invited shoppers to look at samples, place orders for May or June delivery, to become "first in the neighborhood to own one." Macy's won't reveal how many it sold this way.

Matsushita of America, U.S. branch of big Japanese firm, says sets will come in now in accelerating quantities, begin appearing in stores in week or so. Matsushita officials won't state how many they plan to import this year, but it's believed that shipment of 1,000 sets makes Matsushita 3rd biggest Japanese brand in U.S.—behind Delmonico (about 18,000 this year) and Sony (about 6,000).

Matsushita is known for strict maintenance of retail prices—which raises interesting question: How many of these sets can be sold at \$139.95—higher than actual retail price of many low-end 19-in. portables? Does 14-in. bookshelf set have same type of appeal as domestic manufacturers hope 16-in. lightweight portable will have (see p. 8)?

Star-Lite's little 8-in. set, which lists at \$129.95, has been spotted in stores tagged as low as \$89.95. Delmonico's 8-in. lists at \$119.95, also sells lower. Toshiba's 10-in. set (\$129.95 list), slated to begin arriving this year, isn't anywhere in sight.

TV-RADIO PRODUCTION: EIA statistics for week ended May 18 (20th week of 1962):

	May 12-18	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	117,930	126,412	120,541	2,573,242	2,063,700
Total radio	360,823	378,179	203,706	7,139,208	5,595,098
auto radio	129,091	132,301	100,841	2,523,228	1,760,812

EIA elections: In addition to Pres. Horne & Consumer Products Div. Chmn. Sobin (see p. 8), these industry members were elected to EIA posts: To EIA board: Joe Friedman, Trav-Ler; Robert W. Galvin, Motorola; J. L. Hanigan, Corning; M. H. Benedek, General Instrument; R. J. Grigsby, The Grigsby Co.; Dr. Robert C. Coon, Univac (Sperry Rand); J. J. Graham, ITT; W. E. Andrus Jr., IBM; M. W. Kremer, Sylvania. To division posts: Military Products, Dr. Ashley A. Farrar, Raytheon, chairman; W. Preston Corderman, Litton, and Richard B. Leng, Quantatron, vice chairmen; Industrial Electronics, Grafton P. Tanquary, Litton, chairman; Ralph E. Van Hoorne, ITT, vice chairman; Parts, Allen K. Shenk, Erie Resistor, chairman; J. A. Milling, Howard W. Sams & Co., and G. B. Mallory, P. R. Mallory & Co., vice chairmen; Tube & Semiconductor, George W. Keown, Tung-Sol, chairman (reelected). New EIA vps: W. Myron Owen, Aerovox; L. L. Waite, North American Aviation. Leslie F. Muter, The Muter Co., was re-elected to 27th term as treasurer.

Color TV will be available in kit form beginning in August, Transvision Pres. Herbert Suesholtz told distributors at Parts Show in Chicago last week. Using RCA-designed circuitry, complete kit is priced at \$379 without audio system, or is available in 10 pay-as-you-build sections. With audio system, package costs \$399. Remote-control version will be available for \$60 extra.

Pocket tape recorder, about size of king-size cigarette pack, will be produced by Sony next year and is slated for import to U.S. by Superscope. Designed for speech, and not music, reproduction, it will probably be priced over \$100.

Speakers & panel members scheduled to appear at EIA's all-day program at Music Show in N.Y. June 26 (see p. 9): ETV session—HEW Undersecy. Ivan Nestingen; James Robertson, National ETV & Radio Center; Edward R. Taylor, Motorola; O. H. Yoxsimer, Westinghouse; Harris O. Wood, Philco; George C. Connor, Sylvania. Color TV—Morris Sobin, Olympic; NBC-TV sales vp Don Durgin; ABC-TV admin. vp Alfred Schneider; Thomas L. Flynn, Packard Bell; Richard M. Sanford, Sherman Clay & Co.; NARDA Chmn. Mort Farr. Radio—Orphie R. Bridges, Arvin; FCC Comr. Robert T. Bartley; William Clemmons, GE; Sidney Harman, Jerrold; Gary Gielow, KPEN San Francisco; David H. Polinger, WTFM Fresh Meadows, N.Y.; Donald E. Bowman, Lyon & Healy. Phono—Armin E. Allen, Philco; RIAA Pres. Glenn E. Wallichs, Capitol Records; Joe Friedman, Trav-Ler; William Schroeder, Waters-Conley; Leon J. Knize, Ravenswood; James A. Stark, GE; Tanner Crisley, Aeolian Co.

Numbers game (continued): Admiral reports distributor orders for its new consumer electronics line hit all-time record at its 2 recent distributor meetings, 23% higher than at last year's meeting • Du Mont home entertainment instrument sales for 6 months ended April 30 were 36% higher than same 1961 period, with April sales 26% over 1961, according to sales vp George M. Hakim • Symphonic reports April phono shipments 42% higher than last year.

Emerson will hold convention for domestic & foreign distributors & licensees of all of its lines—Emerson, Du Mont, Granco, Telectro & Quiet Kool—June 14-16 at Hotel Americana, Miami Beach.

Trade Personals

Peter J. Grant, former Sylvania Home Electronics Corp. pres. (Vol. 2:11 p9), appointed mgr. of Magnavox's Zone 3, embracing Ohio, western Pa., W. Va., Ky., parts of Ind., headquartered in Cleveland; Joseph Conroy, ex-Whirlpool & McGraw-Hill, named Zone 10 mgr., a new post embracing New England, with Boston hq.

Jack E. Lau resigns as Sylvania stereo-hi fi sales mgr. . . . Samson M. Mittelman, ex-Sylvania, appointed Sony N.Y. & N.J. district mgr.

Ralph B. Soper, Sylvania Semiconductor Div. project engineer, awarded patent for method & apparatus "for precisely & accurately reducing small semiconductor dice or bodies to the proper thickness, in a controlled manner, by etching". . . . Dr. John L. Sprague promoted to Sprague Electric senior vp & engineering laboratory co-dir.

Morris Reaboy, ex-Slate Electronics and Capehart Corp., appointed Symphonic national credit & operations mgr.

G. W. Sandell named gen. mgr., Minnesota Mining & Mfg. subsidiary Revere Camera, maker of photographic & tape recording equipment, succeeding G. J. Wachholz, named to new post of division vp of 3M's photographic products group, including Revere.

Richard Helhoski appointed Blonder-Tongue Labs mktg. dir. . . . Leo Henry named RCA Victor Co. Ltd. (Montreal) project styling dir., succeeding F. A. Richards who retires May 31 after 35 years with firm.

K. C. Moritz appointed vp in charge of General Instrument's new International Div.

V. N. Zachariah (pres., Zach Electronics, San Francisco), elected pres., National Electronic Distributors Assn., succeeding Mauro E. Schifino; Byron Deadman, (pres., Northern Radio & TV Supply, Green Bay, Wis.) succeeds Zachariah as NEDA chmn. Other NEDA officers: Alex Brodsky (Allied Radio), vp; Mike Ebinger (Ebinger Electronics, St. Louis), vp, service-dealer div.; William Harrison (Harrison Radio Corp., N.Y.), vp, industrial div.; John H. Brown (J. B. Distributing Co., Omaha), secy.-treas.

Joseph West appointed Automatic Radio Mfg. asst. vp & controller. . . . Jack L. Conway named Sylvania tube div. safety engineer, succeeding James J. Lawler, transferred to GT&E's N.Y. office.

Leon A. Wortman resigns as Fisher Radio mktg. services dir.

Richard S. Leghorn, Itek co-founder, resigns as pres. & chief executive officer because of "irreconcilable differences of long standing over management policies." Franklin A. Lindsay elected pres., succeeding Leghorn who will retain a part-time relationship with Itek.

John B. Lawson named gen. mgr., Ford's Aeronutronic Div., Newport Beach, Cal., succeeding Gerald J. Lynch, resigned.

Robert J. Morgan named exec. dir., Electronic Representatives Assn., Chicago, succeeding William C. Weber Jr., resigned to enter private business. . . . Leon Cantor, one-time Westinghouse TV-Radio Div. technical writer, appointed Blonder-Tongue Labs PR dir.

Obituary

Robert G. Tabors, 47, Textron Electronics pres., died in May 22 crash of Continental Airlines jet near Unionville, Mo.

Distributor Notes: Philco Corp. has appointed Graybar Electric its distributor for Los Angeles region, Standard Electric Supply, Milwaukee, for eastern & central Wisconsin & northern Illinois. The 2 independent distributors replace Philco factory branches in those market areas.

"TV Set Buyer's Guide '63" will be issued as special pull-out supplement to *TV Guide's* issue of Sept. 8, editor Merrill Panitt announced at week's end. The 32-page supplement, designed as "service to readers," will treat all major nationally distributed TV brands and will go to a circulation of more than 8 million families—about one out of every 6 TV homes in U.S. First venture of its kind by mass-circulation magazine, "Buyer's Guide" will contain articles about trends in TV set design, new features in 1963 sets, how to buy TV set, installation & maintenance, in addition to color photos of new sets and summaries of each manufacturer's lines. Scheduled to become an annual supplement, content of "Buyer's Guide" will be about 50% editorial copy & 50% advertising. Editorial matter for supplement is being prepared by David Lachenbruch, *Television Digest* managing editor.

Highly controversial anti-trust case, involving operations of Canadian subsidiaries of U.S. TV-radio manufacturers, popped into news again last week when Netherlands-based Philips of Eindhoven agreed to stop taking part in any scheme to block exports of U.S. made TVs & radios to Canada. Agreement filed in N.Y. Federal District Court becomes effective in 30 days, and U.S. Justice Dept. said it would drop Philips from case. Other 2 defendants in suit, GE & Westinghouse, are scheduled for trial next October. Twelve other companies, including RCA & Hazeltine, were named as co-conspirators, but not defendants when case was filed in 1958 (Vol. 14:48 p13). Gist of charge was that Canadian subsidiaries of GE & Westinghouse were instrumental in setting up Canadian Radio Patents Ltd., which blocked import of U.S. made sets into Canada. At time of filing, suit was widely criticized as U.S. attempt to meddle in Canadian internal affairs.

Raytheon sees "no reason to modify our belief that 1962 sales will amount to at least \$600 million and that the return on sales should average out to approximately 2%," Pres. Charles F. Adams told annual meeting. In 1961, Raytheon earned \$6.8 million on record sales of \$562.9 million. Second-quarter sales will top \$150 million and earnings "should be higher than the \$2.5 million reported in the March quarter," he said. For first half, Raytheon sees record sales of more than \$300 million (vs. \$280.1 million a year ago), earnings of more than \$5 million (vs. \$3 million).

Thermoelectric air conditioner & 2-cubic-foot refrigerator were introduced by Borg-Warner. Refrigerator will become available around Sept. 1. Retail price has not been set, but Norge Div. Chmn. Judson Sayre said company is "shooting for between \$500 & \$600." York Div. Pres. Joseph B. Elliott estimated air conditioner would cost "3 to 5 times" as much as conventional model, rated it at about 3,000 BTUs. It can also produce heat by reversing current flow.

More signs of life in uhf (see p. 1); Standard Kollsman showed prototype uhf converter to distributors at Chicago Parts Show last week.

New EIA member: Symphonic Radio & Electronic Corp.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Amphenol-Borg				
Elec.	Q	\$0.20	June 29	June 15
Walt Disney ...	Q	.10	July 1	June 15
Globe-Union ...	Q	.30	June 9	June 1
Meredith Publishing	Q	.35	June 14	June 1
MGM	Q	.50	July 16	June 15
Pathe Equipment-A	—	.05	June 1	May 15
Rollins Bcstg. ...	Q	.08	July 25	June 25
Sprague Electric	Q	.30	June 14	May 28
Standard Radio Ltd.	Q	.20	July 10	June 20
Time Inc.	—	.75	June 8	May 24
Trans-Lux ...	Q	.15	June 29	June 15

Hertz Rent-All stores in N.Y. & Chicago (Vol. 2:17 p8) are operating in red, but "we expect the stores in Chicago to be in the black by the middle of the year," Hertz Chmn. Leon C. Greenebaum told stockholders. The N.Y. & Chicago stores are company operated, outlets in 8 other cities are franchised. "It may turn out that Rent-All will have to go into department and other stores," Greenebaum said. "In fact, it may be that some day a customer will have the choice of either buying or renting just about anything in a store." A Rent-All outlet already is in operation in Cincinnati's big Shillito Dept. Store. TVs, radios and host of other Rent-All products offered by Hertz licensee Rent-All Servicenter can be rented by Shillito shoppers for cash or on their Shillito charge accounts.

Muntz TV will consider paying dividends on both common & preferred shares "early next year," Pres. Walter A. Keil reported. He said earnings in 8 months to April 30 rose 52¢ a share from 38¢ in comparable 1961 period (see financial table). Keil said Muntz will have repaid by next February the \$400,000 in promissory notes remaining from its reorganization in 1957 after bankruptcy. Dividends cannot be paid until notes are paid. For its 1962 fiscal year ending August 31, Muntz TV is forecasting earnings of 76¢ a share on \$12 million sales—up from 59¢ on \$9 million sales in fiscal 1961.

Philips Lamp, Netherlands-based worldwide electronics firm, has set a price equal to \$33 a share on its proposed stockholder offering of 6,153,140 shares (Vol. 2:15 p14). Philips will accept the subscription price in U.S. dollars at a fixed conversion rate. Announcement of offering in U.S. is awaiting SEC's approval of Philips' registration statement.

Lear-Siegler Inc. will be listed on New York Stock Exchange under symbol LSI if stockholders approve proposed merger (Vol. 2:18 p12). NYSE has approved symbol, and it's anticipated there will be some 3.8 million Lear-Siegler shares outstanding. Siegler shareholders vote on merger May 31.

Philco "is in the red now, that's for sure, and will be for a short time," Ford Chmn. Henry Ford II told stockholders. Ford executives, although good, he said, aren't good enough "to turn it around in one year." Ford officials said newly acquired Philco subsidiary may continue to operate in red for 2 years.

Crosby Electronics & subsidiary Crosby-Teletronics have been ordered by Federal Judge Joseph C. Zavatt in Brooklyn to file a Chapter X reorganization plan (Vol. 1:10 p11) by June 8 or report why it can't.

Reeves Bcstg. & Development Corp.'s present investments are "allocated as 42% broadcasting, 21% studio and 37% real estate," Pres. Hazard E. Reeves notified stockholders in pamphlet report. For year ended Dec. 31, 1961, sales jumped 78% to \$4.3 million from \$2.4 million, but earnings tumbled to \$157,877 from \$328,284 (Vol. 2:17 p6). Reeves termed 1961 as year of "considerable consolidation & growth," noted growth produced "number of non-recurring costs which virtually eliminated operating profits." He said "we recognize that our efforts to finance our expansion with a minimum of equity dilution and our policy of rapid write-off of new acquisitions often mitigate against immediate profits" but "this policy will result in greatly increased stockholder benefit over the longer term." Reeves Bcstg. & Development closed 1961 with total current assets of \$1,571,125 (including \$333,996 cash) vs. \$913,157 (\$322,084) at 1960's end. Total current liabilities were \$1,279,176 vs. \$832,274 a year earlier.

Taft Bcstg. expects fiscal-1963's first quarter, ending June 30, to be "well over" year-earlier period when Taft earned \$460,683 (30¢ a share). April's net alone was up 33% over April 1961—to \$212,944 (13½¢) from \$160,164 (10¢). Pres. Hulbert Taft, Jr. said he would "hazard a guess" that Taft would buy a TV station in one of nation's top 30 markets in next year. He said Taft can pay up to \$25 million for it, announced recent purchase for \$799,000 of assets of a 38-lane bowling center in suburban Cincinnati. Taft made this observation about FCC Chmn. Minow: "I'm beginning to think he's going to make a darn good chairman, despite some irresponsible statements he made a year ago. He's intelligent, and he's learned a lot in the last year."

Stockholders of Outlet Co. (WJAR-TV & WJAR Providence) have authorized issuance of additional 1,002,900 shares of common & 30,000 shares of preferred. Pres. Joseph S. Sinclair said new stock will be used exclusively for expansion in broadcasting or retailing fields, and company is now considering possibilities in both areas. Outlet Co. presently has outstanding 497,000 common shares and no preferred. Final figures are not yet available, but first-quarter operations ran ahead of 1961's opening quarter, Sinclair said.

Technicolor has adjusted its first-quarter earnings downward to \$513,000 (20¢ a share) from \$567,326 (22¢) previously reported (Vol. 2:18 p6). Company earned \$451,479 (18¢) in 1961's opening quarter. Queried about Technicolor's failure to pay dividends in past 5 years, Chmn. Patrick J. Frawley Jr. told annual meeting company could issue cash dividend but wants to conserve funds for future development. He said directors are "considering" a dividend, which he opposes. Frawley is Technicolor's largest stockholder.

MCA has offered holders of Decca records distribution shares a stock exchange deal valued at approximately \$100 million. Offer for proposed acquisition of Decca (Vol. 2:12 p12) expires June 18 and is conditional on acceptance of at least 80% of Decca shares. Lehman Brothers is managing the solicitation, which provides for exchange of each Decca share for one share of new convertible MCA preferred plus 1/3 of a share of MCA common.

Terminal-Hudson Electronics scored record first-quarter sales of \$3.5 million, up from \$3.3 million in 1961's initial 3 months. Profit figures were not released. Chmn. William Filler forecast total 1962 sales of \$14.5 million, up from 1961's \$11.5 million.