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

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musicians to record TV film soundtracks. Move will cost telefilm industry additional \$1 million annually (p. 3).

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JAPAN TV 'THREAT' appraised by set makers, who will go into tinyvision business if they're convinced market is there. U.S. TV imports will total about 100,000 this year (p. 7).

FM CAR RADIOS STARTING TO ROLL: General Motors and Ford offering FM as optional equipment in most 1963 models; Ford also is introducing "Reverb" kit (p. 9).

ARB'S UPDATED TV SET COUNT: New county-by-county breakdown of TV households, just issued by American Research Bureau, is included herewith as Special Supplement to all subscribers.

Using 1960 U.S. Census as base for first time, with total household estimates supplied by Standard Rate & Data Service, ARB finds 49,029,100 TV households out of total-households figure of 54,469,000 as of Jan. 1, 1962—a penetration of 90%. Penetration was 90% last year, too (Vol. 17:26 p1). ARB explains this by noting that prior estimates didn't have benefit of 1960 Census figures—which turned out to be slightly lower than industry had calculated. As of Jan. 1, 1961, ARB figured there were 47,886,000 TV homes out of 53,239,500 total homes. Thus, year's TV-home increase was 1,143,100. (Extra copies of our Supplement are available at nominal charge.)

LAW-CHANGE PROPOSALS BEFORE FCC: With Congress due back in Washington before you know it, Jan. 9, FCC has jogged its staff for recommended legislative changes. We have learned what staff advises, pertinent points herewith:

(1) Though some in TV-radio think community antenna systems are still a minor thing, Commission staff doesn't. It clearly labels CATV-control legislation as top quarry (Vol. 2:44 p5).

(2) Network regulation is next in line. However, staff believes that results of its programming inquiry will probably make changes in last year's legislative proposals (S-2400) advisable.

(3) Removal of the "anti-AVCO" portion of Sec. 310(b) of Communications Act. Enacted in 1952, that provision requires FCC, when weighing a station sale, to limit its consideration solely to proposed transferee. Staff would like to reinstate old AVCO rule, thus permitting Commission to consider whether someone other than proposed buyer would be a better licensee.

(4) New "summary judgment" legislation isn't really needed, shouldn't be requested again, according to staff. Commission had sought change in law to make sure it could dispense with full evidentiary hearing if it thought no substantial question of fact was involved. Now, however, Commission attorneys are of view that FCC has enough latitude to decide cases after oral argument and without hearing in such instances.

(5) Premature-construction "forgiveness." Amendment of Sec. 319 of Communications Act is recommended. This would permit Commission to license stations built without CPs—if construction took place because of builder's misunderstanding of law, rather than his willful violation. As law stands now, FCC must order prematurely built stations taken down (unless amount of construction is insignificant).

(6) Incidental radiation. It's proposed that new law be enacted to give FCC power to regulate manufacture, sale and interstate movement of devices which radiate excessively. Last year, Commission voted 4-3 against proposing such law because it didn't want to jeopardize pending vhf-uhf all-channel-receiver bill. FCC's sole power, now, is to prescribe radiation limits. Compliance by manufacturers is voluntary, staff says—and compliers may suffer competitively.

(7) Hearing-intervention time. Sec. 309 of Act allows parties to intervene in hearings up to 10 days before hearing starts. Staff asks that this be changed to require intervention within 15 days after hearing issues are published. Last-minute intervention, staff claims, brings all sorts of delays.

(8) Painting & lighting of abandoned towers. For air safety's sake, staff believes Sec. 303(q) should be amended to give FCC power to require this,

(9) Reopening of record in cases remanded by courts. FCC should have discretion, staff says, to consider facts arising after an appeal has been taken—in remanded cases. Currently, Commission can't reopen record unless courts tell it to.

In addition to foregoing, there are some proposals affecting common carriers. Staff says it has no recommendations for inclusion in President Kennedy's message to Congress.

TV-RADIO & 'NEWS DISTORTION': News media reacted with shock & bitterness last week to Administration's handling of Cuban crisis reporting. With scarcely any dissenters, TV-radio & press charged that news was being manipulated as it has been by dictatorships.

Brunt of attack was borne by Defense Dept. news chief Arthur Sylvester, veteran newspaperman, who had said: "In the kind of a world we live in, the generation of news by the govt. becomes one weapon in a strained situation. The results, in my opinion, justify the methods we used." Though Sylvester later denied that there had been "distortion, deception or manipulation" of news during crisis, newsmen weren't mollified.

Broadcasters were among leaders protesting. William G. Garry, pres. of Radio-TV News Directors Assn., asked Sylvester for meeting to discuss "inherent dangers" of policy. CBS News Pres. Richard Salant urged White House News Secy. Pierre Salinger to call meeting, revise practices to assure public that "full information is being reported and that journalism is free and independent, rather than an instrument for govt. purposes." NBC News Exec. vp Wm. McAndrew told Sylvester he's playing dangerous game through "manipulation and control of news." Lee Hills, pres. of American Society of Newspaper Editors, wired Sylvester that his news policy "poses a dangerous threat to the American public which cannot make independent judgment without accurate information." ABC News vp James Hagerty contacted both Salinger & Sylvester by phone, protesting government's handling of crisis.

Editorialists & columnists across the country almost unanimously gave similar views. Among prominent newsmen, *N.Y. Times* Washington chief James Reston was one of few who defended Administration. "The question in the present case," he wrote Nov. 2, "is not whether the Administration told all the truth—obviously it didn't—but whether, under the grave circumstances of the crisis, it conducted itself in a dishonorable way. This clearly is a matter of opinion. My own is that it did not."

Earliest reaction from Congress came from Rep. Moss (D-Cal.) House Government Information Subcommittee chmn., who termed Defense Dept.'s policy "extremely disturbing," said his committee would review what has been done about information operations in emergency situations early in next Congress.

LOCAL-PROGRAM QUIZ OF O-&O'S: Local programming of all network owned-&-operated TV stations may be examined by FCC via questionnaire shortly. Based on results of its Chicago hearing (Vol. 2:25 pl), Commission is considering asking networks about policies & practices of all their o-&-o's. It's understood that proposed quiz would ask for information in 4 parts:

(1) Describe what you've done to learn program interests of public. Who have you contacted among representatives of community groups—such as educators, religious leaders, etc.? What complaints about local programs have you received in the last year?

(2) Describe policies & practices whereby local programming is devised—including names & positions of decision makers—and tell whether local management can preempt network feeds for local programs. Describe your programming & advertising standards.

(3) Describe facilities available for local production—including staff, studios, mobile units, cameras, tape recorders, etc. Identify staff members working on local material.

(4) List all local programs scheduled for next 12 months. Classify each according to categories listed in FCC's program report (Special Supplement, Aug. 1, 1960). How were they developed, cooperating with which community groups? How many public service announcements do you carry monthly?

Commission may or may not send out questionnaire, but there's substantial belief there that Chicago hearing was good thing and that a questionnaire would be useful. Chicago sessions have elicited strong & continuing opposition from industry, through NAB Pres. Collins.

ABC LAUNCHES 'WORLDVISION' PITCH: Global commercial TV was showcased for N.Y. admen last week by ABC International, which staged "breakfast entertainment presentation" Oct. 31, complete with coffee, pastry, Lebanese-style belly dancer.

Presentation by Donald W. Coyle, ABC International pres., put strong emphasis on "international family" of TV stations and/or networks with which ABC has made representational & financial deals. With addition of quartet of new affiliations announced at meeting, "family" covers some 14 million TV homes in 17 countries.

Typical buys for U.S. advertisers were cited by Coyle: minute participations weekly in prime time on Central American TV Network for \$8,800 each; half-hour film shows in South Central America, including time & talent, for \$125,000 annually; similar film-show buy, for \$6,500 weekly, in Japan's 5 leading TV cities.

ABC's investments vary widely in foreign TV, Coyle told us at evening reception for international broadcasters Oct. 31. At most, ABC holds 46% equity in a foreign TV station (apart from 51% ownership of Central American TV Network, which does not own station facilities); minimum holding is 5%. Financial participation is rule, rather than exception. Out of deals in 17 countries, ABC has investment in 10, debenture arrangements in most of others.

Newest ABC foreign associations are with Ryukyus Bcstg. Co. (via KSAR-TV on Okinawa), Shamrock Network in Western Canada (a "captive audience" network fed from CKOS-TV Yorkton), Western Nigeria Radiovision Service (operators of WNBS & WNTV in Ibadan & Lagos) and Televisao Excelsior (currently operating Ch. 9 in Sao Paulo, Brazil, and soon to add Ch. 2 in Rio de Janeiro).

U.S. MUSIC ON U.S. FILM SHOWS: Significant victory is being won by American Federation of Musicians, after long struggle against "canned" music on film shows which comprise more than 80% of night-time schedule of 3 major networks.

AFM now claims to have signatures of producers of 98% of Hollywood-produced TV film shows, network & syndication, and in N.Y. has only to sign with Plautus Productions ("Defenders," "Nurses") to make

clean sweep of N.Y.-produced film series. Producers of "Car 54" signed in N.Y. last week.

Problem has been sore point with both AFM and film producers for some time. With costs rising, many producers found that they could eke out first-run profit only if they cut corners. One of favorite corners was in realm of "mood music" and "bridges" in dramatic & comedy film shows, and more than 75% of producers have been using taped-in-Europe "stock" music or having final music dubbing done at relatively lower costs in London, Paris or Vienna. To AFM, this was "unfair foreign competition."

Grass-roots campaign was launched by AFM, bombarding sponsors of film shows with hints that 260,000 AFM musicians might boycott TV-sold products, and arranging meetings with leading producers. Campaign has paid off, aided by larger film budgets and willingness of AFM to work out ground rules for film recording sessions which eased immediate financial blow to producers.

Sizable amount has been added, however, to total TV film production tab. AFM sources in N.Y. last week told us that use of domestic music in TV film soundtracks "will increase earnings of musicians employed in this field about 50% this year, and amount to more than \$1 million in wages."

CURRENT CAPSULES

NBC-TV defended itself in crossfire from Bureau of Public Roads and the American Road Builders Assn. over David Brinkley's Oct. 1 program, "The Great Highway Robbery" (Vol. 2:41 p4). ARBA Exec. vp Louis W. Prentiss called show, which charged graft & corruption in nation's highway construction program, "distorted news reporting," asked FCC investigation. Program also was criticized sharply by Federal Highway Administrator Rex M. Whitton. NBC News Exec. vp William R. McAndrew issued point-by-point defense. "Most of the information was developed from official records of the federal and state governments," he said, adding that because the information was brought to attention of public, network was being subjected to organized letter-writing campaign from highway contractors, suppliers & officials. FCC passed complaints to NBC, requesting comment, was expecting reply this week.

CBS incentive-compensation plan is still violative of rules, FCC believes, "tentatively." It agreed that CBS had amended its plan to remove one violation, and that affiliates were no longer hindered from substituting another network's programs for any CBS offering they didn't want to take. However, Commission said that Sec. 3.658(e) of rules remains violated—that plan hinders affiliates from substituting non-network programs for CBS feeds. Commission said its ruling on latter was "tentative," gave industry until Dec. 18 to comment.

Kudos for broadcasters & FCC "for their remarkable teamwork" in connection with Cuban crisis came last week from Senate Communications Subcommittee Chmn. Pastore (D-R.I.). Citing radio stations which lent their facilities to VOA for beaming of messages to Cuba (Vol. 2:44 p1), he said: "The speed and efficiency with which the FCC moved in making the arrangements and the full cooperation of the broadcasters in this unprecedented operation with the Voice of America was a fine demonstration of how effectively government and private enterprise can cooperate during this period of national emergency and is deserving of high praise."

Summary of last Congress' impact on advertising & marketing, in Oct. 29 *Advertising Age*, by astute Washington Editor Stanley E. Cohen, concludes businessmen in these fields got "better-than-even break" last session, warns they'll be back on firing line when 88th Congress convenes in January. Despite growing demand for bigger govt. role in consumer protection, he notes, last Congress trod softly in most areas except prescription drugs. Watered-down postal rate increases on publications & direct mail advertising voted in last session were "most notable compromise negotiated for advertising and marketing," Cohen states. FCC's three-pronged victory—all channel set law, federal-aid-to-ETV & private ownership of communications satellite corp., is described as "one of most remarkable legislative records of the session."

Looming in next Congress, he notes, are promised probes of TV-radio & press monopoly by Rep. Celler (D-N.Y.) & his anti-trust subcommittee, ratings by Rep. Harris (D-Ark.). Also on agenda is legislation by Sen. Hart (D-Mich.) to give FTC & Food & Drug Administration greatly expanded powers in labeling field. And likely to be resurrected, especially since they've already been endorsed by President Kennedy, Cohen adds, are FTC's "temporary cease & desist" authority drive and Sen. Douglas' (D-Ill.) "truth-in-lending" bill.

Personals

Theodore C. Streibert, ex-WTCN-TV & WTCN Minneapolis-St. Paul vp & gen. mgr., former USIA director, named Radio Free Europe Fund pres., succeeding Col. Leslie R. Shope, resigned . . . Jerome Pickman, ex-Paramount Film Distributing Corp. vp, appointed TV Industries Inc. exec. vp, N.Y.

FCC Comr. Robert E. Lee speaks at Nov. 20 luncheon of Detroit Station Representative Assn., Sheraton-Cleveland Hotel, Cleveland . . . FCC Comr. E. William Henry invited to speak at luncheon of Federal Communications Bar Assn., date to be set, probably in Dec. . . . Joel Rosenbloom, legal asst. to FCC Chmn. Minow, recovering from hepatitis at Washington Hospital Center.

Ted Reinhard promoted to NBC Station Relations regional mgr. . . . Robert Weenolsen, ex-Foote, Cone & Belding, joins Videotape Center, N.Y., as an executive producer . . . Jack C. Long, ex-WSFA-TV Montgomery, Ala. national sales mgr., named to similar post with WSIX-TV Nashville.

Ward L. Quaal, WGN Inc. Chicago exec. vp & gen. mgr., awarded first Kiwanis citizen responsibility citation for efforts toward developing NAB Code and upgrading of broadcast industry.

Don C. Dailey, radio KGBX Springfield gen. mgr., elected Mo. Bcstrs. Assn. pres. . . . E. Gary Morrison, Western Pipe Line Inc. pres., elected board of trustees chmn., Southwest Texas ETV Council (KLRN San Antonio), succeeding W. W. Jackson.

Elmer O. Wayne, ex-ABC vp & radio KGO San Francisco gen. mgr., named KENS-TV & KENS San Antonio exec. vp & gen. mgr. . . . William M. Scruggs Jr. promoted to WSOC-TV Charlotte sales dir., J. Russell McElwee, to new post of new business dir., continuing as local & regional sales dir.

Jerry Kurtz, ex-TV Enterprises Corp. eastern sales account executive, named NTA eastern sales mgr. . . . Keith Nicholson, ex-KUTV Salt Lake City promotion, research, PR & sales dir., appointed KOGO-TV-AM-FM San Diego promotion dir.

Arthur H. McCoy promoted to Blair Radio pres. . . . Richard Restler, ex-Screen Gems, appointed Trans-Lux TV Corp. asst. to the vp.

Gerard F. Hurley, ex-Blackburn Washington market research & promotion dir., promoted to brokerage post in Atlanta office, succeeded by Delores N. Poe, ex-*Billboard*.

John J. White, ex-Weed & Co. Canadian sales executive, named CTV TV Network Inc. national sales mgr., N.Y. . . . Stanley Dudelson, ex-Screen Gems syndication sales mgr., elected M & A Alexander Productions pres.

Reid H. Ray, pres. of Reid H. Ray Film Industries, was elected 1963 pres. of SMPTE, succeeding John W.

Servies, National Theatre Supply Co. Other new officers: Ethan M. Stifle, Eastman Kodak, exec. vp; Herbert E. Farmer, U. of Southern Cal., editorial vp; Robert G. Hufford, Eastman Kodak, secy.

Robert F. Ferrante promoted to WNAC-TV Boston news dir. . . . Rear Adm. A. W. McKechnie (USN-Ret.), appointed KOGO-TV & KOGO San Diego special news consultant during Cuban crisis.

Obituary

Stanley Burnet Resor, 83, retired J. Walter Thompson chmn., died Oct. 29 in N.Y. A 1901 graduate of Yale, he joined JWT in 1908, purchased it from founder James Walter Thompson in 1916. He was a founder of American Assn. of Advertising Agencies in 1917, served as pres. 1923-24. His widow, a son, 2 daughters survive.

Omaha interests edged out newspaper & TV mogul Samuel I. Newhouse in attempt to purchase Omaha's World Publishing Co., which includes KETV, *Omaha World-Herald*, office building, other real estate. Stockholders, reportedly on verge of selling combine to Newhouse, instead voted unanimously to accept offer of "slightly over \$40 million" for properties, made by massive Omaha-based construction firm of Peter Kiewit Sons Co. Although no breakdown was released, informed sources estimated KETV at \$4-\$6 million. A KETV executive said stockholders wanted to keep properties in local hands. Newhouse's TV, radio & publishing empire is valued at \$200-\$250 million. Newhouse and his wife last week pledged \$15 million to Syracuse U. for "world's largest and most advanced study center in mass communications." Center will comprise 3 buildings, due for completion in 1966.

MCA and Seven Arts, major TV powers in network & syndication TV fields, respectively, both plan to invade Broadway legit realm in near future with eye to long-range development of properties for TV. MCA, according to Pres. Lew R. Wasserman, won't actually produce Broadway shows, but will scout properties for financial investment and acquisition of rights for movies, TV shows (specials, series, possibly pay-TV) and records (via Decca). Seven Arts will function as co-producer with such big-name Broadway producers as David Merrick, Fred Coe & Roger L. Stevens. Merrick, staunch defender of Broadway's ability to raise its own cash for a good property, snapped that legit theatre needs MCA investment "like a hole in the head," criticized Hollywood's "lack of confidence in its own literary judgment."

AFTRA's N.Y. local celebrated 25th anniversary Oct. 30, invited TV-radio oldtimers & press to join "Open House." Talent union local, originally formed as radio branch of Actors Equity, started with some 200 N.Y. members in 1937, has "about 7,000" today. Interesting sidelight to social affair: many of original N.Y. radio pioneers are now in Hollywood working in TV film series.

PROMOTING THE PROMOTERS: Not surprisingly, Broadcasters' Promotion Assn. conventioners in Dallas were urged to play up broadcasting's best.

NAB Pres. LeRoy Collins keynoted meeting with: "Tell the good story of broadcasting," stressing such actions as stations' transmissions to Cuba during crisis (Vol. 2:44 p1). On less dramatic plane, he urged participation in NAB TV & Radio Codes, suggested NAB-BPA liaison committee to plan greater on-air promotion of the "good story."

William B. Lewis, Kenyon & Eckhardt chairman, also urged publicizing "the good & progressive actions the industry has already taken." Beyond that, however, he lambasted "commercials in palpably bad taste which irritate, antagonize, or nauseate large segments of the viewing & listening public." Lewis displayed fondness for foreign commercial practices—bunching commercials, not interrupting programs—claimed there's plenty of revenue in such techniques. He expressed great hopes for NAB's research program, said it could bring "a set of publicly acceptable standards & policies which will perhaps guide broadcasters on their ever-profitable ways." Among other addresses:

TvB Pres. Norman Cash told promotion men that "the function of the sales promotion man is not promotion but sales," that "the thing for you to do is make yourself indispensable to the department that provides the grease that makes the gross."

Jack Harris, KPRC-TV Houston, deplored "enslavement of ratings," attacked efforts at program direction from FCC. RAB Pres. Edmund Bunker told group that best & simplest approach to advertisers is with answer to question: "What's in it for me?" Paul Menneg, of Rogers & Cowan, emphasized newspaper publicity as powerful attracter of TV audience. He said survey showed 55.6% of viewers said they watched a program because of publicity, 35.7% because of highlight & "best bet" listings, 4.5% because of tune-in advertising.

Broadcasters' Promotion Assn. 1963 officers elected: Dan Bellus, Transcontinent TV Corp., pres.; Clark Grant, WOOD-TV & WOOD Grand Rapids, first vp; Caley Augustine, WIIC Pittsburgh, 2nd vp. Board members elected: Clayton Kaufman, radio WCCO Minneapolis; John J. Kelly, Storer Bcstg.; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, radio WIND Chicago; Art Garland, GE stations, Schenectady; George Rodman, KGO-TV San Francisco.

Bias on TV networks was charged by Negro actor P. Jay Sidney last week in hearings before Rep. Powell's (D-N.Y.) House Labor Committee. Executives from ABC, CBS & NBC testified networks had made large strides toward nondiscriminatory hiring of Negroes. Sidney disputed this sharply, also accused N.Y. State Commission on Human Rights with distorting his complaint about hiring policies at NBC.

Announcement of tentative decisions in docket cases, prior to release of full text of decisions, has been discontinued by FCC. Practice of making such announcements immediately after Commission voted was begun in 1957, after FCC became disturbed because its votes were leaking out before formal decisions were released—particularly in important comparative TV cases.

WUHF Becomes WNYC-TV: Described as "first municipally operated TV station," FCC's experimental WUHF (Ch. 31) N.Y. became WNYC-TV Nov. 1, with ceremonies at gala reception at city's Gracie Mansion, home of Mayor Robert Wagner, attended by notables from FCC & broadcast industry.

FCC Chmn. Newton Minow, participating in inaugural broadcast of New York's 8th station, said: "I am elated with the preliminary results of the Commission's tests of WUHF. I believe that the success of this station will have a profound effect on the expansion of TV broadcasting in the uhf." Mayor Wagner predicted that more than 500,000 receivers would be equipped to receive uhf by 1964. Station will continue to rebroadcast some network color programs at request of Assn. of Maximum Service Telecasters, which is continuing its surveys. It has purchased RCA transmitter used by FCC, and was donated FCC-owned antenna. Although its ERP is now rated as 890 kw, station officials said power may be lowered, and one amplifier used as standby.

Station-CATV conflicts will be discussed by NAB & NCTA staff, following recent suggestion of NCTA Pres. William Dalton (Vol. 2:43 p6). NAB's CATV committee, headed by Eugene Thomas, KETV Omaha, met in Washington last week, agreed to parley—but stressed that NAB remains determined to get "legislation for limited regulation of CATV." NCTA board, meeting in Scottsdale, Ariz., unanimously voted for the confabs. Meanwhile, Bestg. Co. of the South (WIS-TV Columbia, WSFA-TV Montgomery) won city franchise to build system in Florence, S.C. It recently bought Ocala, Fla. system, and its exec. vp G. Richard Shafto heads Trehan Co., holder of franchise for Myrtle Beach, Conway & Georgetown, S.C. In Austin, Tex., group including NCTA Chmn. Glenn Flinn, operator of Tyler, Tex. system, has asked city council for franchise.

Exclusive TV program deal between Luce-owned *Life* and Sextant Inc., production firm specializing in public-affairs specials & series, has been signed. Deal was announced by *Life* publisher C. D. Jackson and Sextant Pres. Robert D. Graff. Under new arrangement, 2 organizations will combine in development of TV shows based on editorial & visual material controlled by *Life*. Graff was one of prime movers in Winston Churchill film series and recent CBS-TV Stravinsky ballet special, "Noah & The Flood," and has completed 26-episode series for ABC based on memoirs of President Franklin D. Roosevelt.

Deceptive TV commercial charge by FTC was denied by Ideal Toy Corp., Jamaica, N.Y. Commission contended firm's "Robot Commando" & "Thumbelina" doll were depicted able to perform actions which they actually couldn't do without additional unmentioned components. Ideal denied this, also pointed out that after hundreds of telecasts, no other federal or state agency or consumer organization had complained.

Equal time must be given to N.Y. Socialist Labor Party gubernatorial candidate Eric Hass, FCC told radio WMCA N.Y. Commission said appearance of Conservative Party candidate David Jacquith on Oct. 3 *Barry Gray Show* didn't qualify as equal time-exempt "bona fide news interview."

AB-PT has bought Florida's Silver Springs, famed 3,900 acre tourist attraction.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

RETAIL TV OUTLETS INCREASING SHARPLY: Undaunted by growth of discount giants & mounting signs of tougher sledding for so-called Mom & Pop stores, new retailers, in surprising numbers, are taking on TV lines—and increase in TV outlets is coming from stores with sales volumes of less than \$100,000 annually.

That's gist of heretofore "classified" RCA-sponsored survey conducted by outside organization last spring to chart changing face of national TV retailer. Here are some of the surprising findings, as related to us by Raymond W. Saxon, RCA Sales Corp. mktg. vp:

(1) Number of TV retail outlets rose sharply to approximately 72,000 in April 1962 from about 65,000 in April 1961.

(2) Large stores, with "\$100,000 & over" sales volumes, are declining as TV outlets. In 1961 they accounted for 48% of all TV outlets, dropped to 41% in 1962.

(3) Discount stores are most color TV conscious of all retail categories. Survey found that 37% of all TV retailers carry color TV. Breakdown shows color sets in 66% of discount stores. Color representation in other categories: household appliance, radio & TV, 50%; department & other general merchandise stores, 35%; furniture stores, 28%; "all other" (drug stores, music shops, automotive stores, etc), 27%. Discount stores, incidentally, increased color representation to 66% from 59% in April 1961.

Here's shape-up of national TV retailers: Household appliance-radio-TV store category represents 37% of all TV outlets—up from 34% in 1961. "All other" category takes 2nd-largest segment of market with 33%—same as in 1961. Furniture stores, 27%—up from 24%. Department stores & other general merchandise operations, 7%—down from 9% a year earlier.

Especially interesting was survey's finding that smaller TV outlets are on upswing—contradicting general impression that "little man" is being driven out of business by goliaths. In 1961, 52% of total stores carrying TV had annual sales volumes of less than \$100,000. One year later, that figure increased to 59%. Breakdown shows that number of "under \$30,000" outlets with TVs increased in 1962 to 22% of total from 20%; "\$30,000 to \$100,000" outlets increased to 37% from 32%. Number of outlets in "\$100,000 & over" category dropped to 41% from 48%.

. . . .

Separate study of some 700 discount stores discloses that Admiral is most represented of all TV brands. RCA & Zenith are in virtual tie for 2nd place.

SET MAKERS APPRAISE JAPAN TV 'THREAT': U.S. TV manufacturers aren't laughing off developing new rash of tiny TV imports from Japan. There's certainly no panic, but there is determination to take over this market—if any such market exists. If there's no such market, American set makers are perfectly willing to let Japanese manufacturers & importers take the loss.

First week of October saw nearly 6,000 TV sets arrive in U.S. from Japan—record for any week so far. More than 80,000 Japanese sets have been brought into U.S. this year, and 1962 total is likely to be around 100,000, or more than 1½% of domestic sales. This is permissible level. But U.S. set makers are determined not to let it rise much higher.

American manufacturers are aware that Japanese domestic TV market will reach 100% saturation of

electrified homes some time next year. At same time, Japanese TV manufacturing capacity is around 5 million sets a year. These sets must go somewhere, and U.S. market is prime target.

There's determination to avoid repetition of transistor radio story, and that's why most U.S. TV manufacturers—no matter what they say—are watching imports closely, looking into tinyvision market themselves.

Japanese are trying to carve "personal portable" niche for themselves in U.S. market. They are now making sets in 5-, 6-, 8-, 10-, 12-, 14- & 16-in. sizes—plus some 19- & 23-in. sets. The small-sized Japanese sets currently are performing valuable marketing function for U.S. TV manufacturers.

It's not economical for most U.S. set makers to turn out fewer than 10-20,000 of any kind of set. Therefore, they're watching closely the progress of such sets as Sony's 5-incher at \$229.95 plus battery (Vol. 2:41 p9). We know of one major set maker which has loaned Sony sets to production employes for subjective evaluation at home.

Going into new tube sizes is especially expensive. Glass makers usually won't tool up for bulbs unless they have orders for about 100,000. If there's real trend to personal tinyvision sets, this is mere peanuts—but if there's only to be specialty market, U.S. manufacturers could take licking, as did RCA on its 8-incher of several years ago.

As to battery sets—2 U.S. manufacturers (Philco & Motorola) have had unspectacular results in this field. Despite widespread advertising (much of it free), Sony's 8-incher never set U.S. afire. Nevertheless, there's still interest in whether there may be market here for some type of battery portable. GE, for example, readily admits it's exploring idea of battery set (whose screen size may or may not be 10-in.) for introduction next spring. GE is happy with response to its 16-in. set, but is frankly undecided as to whether market will accept smaller one.

Our size-up of importers of Japanese sets to date: Delmonico, with its 8-, 19- & 23-in., sets still accounts for more than half of market. Next comes Matsushita (Panasonic) with its 14-in. bookshelf set, then Sony (8- & 5-in. battery sets). Down line a little further is Westrex (8- & 19-in.), followed by Olympic (19-in. wood table model & portable), with Star-Lite and Crown (same 8-in. set) bringing up rear. To date, nobody else amounts to much, despite lots of talk.

There are plenty of announced plans for more imports in all sorts of small sizes. Japan Victor, for example, has shown 4½-in. dry-battery set in Tokyo, and there are reports Delmonico is considering importing it. Sharp Electronics is advertising TV line by Hayakawa, including 6- & 8-in. transistor sets and 12- & 16-in. portables, but so far has announced price only on 16-in. (\$119.95). Channel-Master, Hitachi & Mitsubishi—among others—have also announced small Japanese sets for U.S. market.

Olympic last week began distribution of 19-in. full-feature portable, U.S.-designed, made by Nippon Columbia under its long-term contract agreement. Olympic will also offer Japanese-made 16-in. set, probably early next year.

Emerson, incidentally, will join 16-in. field with new set by year's end. Philco's 16-incher is now being advertised in major stores at \$149.95 (with cover) & \$139.95—substantially below anticipated top prices of \$160 & \$150, possibly because of Japanese competition in 16-in. field.

First imports of tiny 5-in. Japanese sets have stirred domestic TV manufacturers to inquire about availability of miniature picture tubes. None are currently in production here in modern square-cornered shape smaller than 16-in. It's understood Corning Glass Works has told tube manufacturers it stands ready to turn out any size glass bulb from 5 to 11 in. from manufacturers' designs on relatively short notice. As usual, however, process is costly if manufacturers can't use at least 100,000 bulbs in any given size.

Tinyvision stories emanating from Japan sound impressive, but this field still amounts strictly to specialty market until proven otherwise. If real market exists for either microscopic TV or battery-operated sets, U.S. manufacturers will be in it with both feet.

"We've learned our lesson; we won't be pushed around as we were in radio." This is typical U.S. manufacturer comment about TV imports. "We'll be ready, if there's a market. In the meantime, we're happy about the small imports; they give us an opportunity to test the market in a way which doesn't cost us a fortune. As soon as we can see the possibility of a run of 20,000, we'll go into it—otherwise, no."

FM CAR RADIOS STARTING TO ROLL: FM will move into nation's autos in big way this fall. Number of car makers are offering FM car radios as optional equipment for first time with their 1963 lines, and at least one—Ford—will make a stab at making "Reverb" more popular on wheels than it was in the home.

Holdouts against FM car radios so far are American Motors, Chrysler & Studebaker, we were notified by their Philadelphia zone & regional offices. Studebaker, however, does have FM in its German-made Mercedes-Benz.

General Motors will introduce FM for first time as optional equipment in Cadillacs, Oldsmobiles, Pontiacs & Buicks. Chevrolet, we were told, does not have FM radio "at this time." Radio is so new that most salesmen we spoke with were quite unfamiliar with its features & specs. All sets, however, are transistorized AM-FM combinations. Cadillac's lists for \$191.40. The Pontiac & Oldsmobile AM-FM unit, a 9-transistor model, is priced at \$150.64. Buick's is listed at \$166.50, including electric antenna. Unit is available without antenna, but local office doesn't yet know price difference. "We don't have them yet," we were told, "but you can order them."

Ford is making FM available for its Thunderbirds & all Ford models except Fairlane & Falcon series. Transistorized unit for Fords lists for \$129.30 with antenna. Because AM radio is standard equipment in T-bird, FM is listed as \$83.70 extra. Ford told us it is also offering a "Reverb" kit at \$29.95. It carries impressive name of "Studio Sonic Sound System," will be installed by dealer at extra charge.

Lincoln-Mercury dealer told us AM-FM is available for Mercurys, Meteors & Comets at \$129.30. Lincoln Continental includes AM radios as standard equipment, so AM-FM accessory is listed at \$84.70 additional.

Any car owner can get FM installed regardless of make or year of car. "Just tell us what kind you want," another dealer told us. "If your car has an AM radio now, we can add a Granco converter which would cost you around \$49 plus \$8.50 installation charge," dealer said. "If you want a complete FM radio, a Motorola would run you around \$125 plus installation. We also can supply several brands of AM-FM radios." He said calls for changeover to FM are increasing.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 26 (43rd week of 1962):

	Oct. 20-26	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	136,499	137,618	158,370	5,434,133	5,014,583
Total radio	415,348	461,783	541,956	15,643,553	13,797,879
auto radio	149,802	172,799	145,578	5,663,002	4,321,315

Distributor Notes: ITT appoints ECRA Inc. southeastern sales rep for silicon & selenium rectifiers, diodes & capacitors, covering Ala., Fla., Ga., Miss., N.C., S.C. & Tenn. • Symphonic Radio & Electronic names Sam Ross, former Raymond Rosen & Co. district mgr., Philadelphia-area sales mgr. • Olympic Radio & TV appoints Austin J. White gen. mgr. of Olympic of Chicago sales subsidiary, succeeding Murray Krieger, resigned • Symphonic Radio & Electronic appoints Van Brauman & Co., Dallas, rep for Texas & southwestern region • Viscount Electronics Div. of Consolidated Sewing Machine Corp. appoints Leonard D. Alle Inc. its first sales rep for Viscount radios in upstate N.Y. • Olympic Radio & TV promotes Paul Hunter to pres. of Olympic of Western N.Y., Buffalo • Robert L. Gray named gen. sales mgr., Admiral Sales Corp.'s Los Angeles Div., a new post, succeeded as division's appliances sales mgr. by Joseph Ward • Olympic Radio & TV appoints Depot Merchandise Mart Ltd. (George J. Fukunaga, pres.), Honolulu, distributor for Hawaii; Garrett Distributors Inc. (Joseph Garrett, pres.), Toledo, distributor for northwestern Ohio • Philco appoints Gordon Bahl, ex-RCA, Detroit

branch mgr. • Viscount Electronics Div. names Kremer, Beckman, Rothschild & Co. sales rep for Viscount radios in eastern Pa., Del., Md., Va., & Washington, D. C. • Olympic Radio & TV appoints Minthorne Music Co. (Jean J. Minthorne, pres.; Jack Stultz, gen. mgr.), Phoenix, distributor for Phoenix marketing area • Inter-Mark Corp., N.Y., names Walter H. Ferber Associates rep for tape recorder line in metropolitan N.Y. area, to call on photographic dealers.

Sylvania will close its tube plant in Fullerton, Cal. and concentrate all production of b&w TV picture tubes in Ottawa, O. TV picture tube Operations vp-Gen. Mgr. Walter A. Weiss said Fullerton plant will be closed over next few weeks, noted it accounts for "very small percentage" of Sylvania's total TV picture tube production.

Southeast Technical Enterprises has been established at 1107 N. Garden Ave., Clearwater, Fla., to manufacture electronic products. President is James R. Ronk, former Howard W. Sams engineering vp. First product will be transistorized hi-fi amplifier.

Trade Personals

Don G. Mitchell, former Sylvania pres., elected to Pepsi-Cola board . . . Joseph M. Walsh elected a Lear Siegler vp.

C. R. Hottel, vp of RCA International Ltd., named pres. & managing dir. of subsidiary RCA Victor Argentina.

Delbert L. (Debs) Mills, vp-gen. mgr. of RCA Victor Home Instrument Div. & operating vp of RCA Sales Corp., recuperating from back operation at St. Mary's Hospital, Rochester, Minn.

Allen V. Hazeltine appointed Philco patent counsel & head of patent dept., succeeding T. M. Ferrill Jr., resigned to enter private law practice; R. D. Sanborn named mgr. of electronics section of patent dept., succeeding Hazeltine.

William F. Cairns Jr. named exec. vp & mfg. vp of Maxon Electronics' Electronics Div. . . . Dr. William E. Shoupp, gen. mgr. of Westinghouse Research Labs, elected a vp.

A. M. Okun, ex-RCA, appointed General Instrument corporate dir. of reliability, a new post.

William H. Enders named mktg. mgr., RCA Labs.

Morton A. Wagner promoted to exec. dir. of MARTA Inc., a new post.

John W. Thorne III named GE ad mgr. for portable phonos . . . Ralph R. Shields appointed display devices product mgr., Sylvania Tube div.

Harold W. Schaefer, ex-Philco & recently appointed vp-gen. mgr. of National Union Electric's subsidiary Eureka Williams Co. (Vol. 2:41 p10), elected a vp & a dir. of parent company.

Dr. Alfred N. Goldsmith, RCA honorary vp, elected a Benjamin Franklin Fellow of Royal Society of Arts of England in recognition of contributions to advancement of TV & radio.

Arthur R. Muller elected vp of Dynamics Corp. of America's Reeves-Hoffman Div.; Carroll M. Rahn elected sales vp; Gerald B. Fleming, controller, also named treas.

“Elmer W. Engstrom is that all too rare combination of scientist-businessman who also speaks English,” commented *N.Y. Times* in Oct. 28 profile on RCA's president. It termed his election as president last December “particularly fitting” because “it was just about that time that color TV was finally making its breakthrough, and Dr. Engstrom had been a pioneer in RCA's development of color TV.” Continued *Times*: “He acknowledged that 1962 would probably be a record sales & earnings year for RCA. He also pointed out that the first & 4th quarters are traditionally the best for the company, with the 4th quarter ‘usually the best of all.’ Dr. Engstrom declined an estimate of final figures for this year but said that ‘we are carrying the same improvement thrust through each quarter and at this point it is still continuing.’”

Sylvania International Div. was awarded President Kennedy's “E” Award for excellence-in-export. Company was cited for imaginative research in development of both electronic products & overseas markets, and for aggressive sales campaigns which enabled International Div. “to double its export sales in the past 2 years & increase them 20-fold in the past 15 years.”

“Electronics is now the 5th largest U.S. industry, with 1962 volume estimated at \$13 billion,” noted Oct. 31 *Financial World*. “It is assured a bright future by fast rising developments in the industrial & military fields and by a high proportion of revenues devoted to research—estimated at \$2.5 billion this year . . . Electronics could hold greater long range profits promise than perhaps any other field.” Publication had this less-than-optimistic note however: “Sales of consumer electronic goods currently lack evidence of a dynamic underlying demand pull. Volume has held near \$2 billion for several years despite some successes with stereo products, transistor radios & color TV. Without a new-product development that catches public fancy, market saturation is so complete that demand is largely determined by replacement needs & household formations.”

“Corporation profits in the U.S. appear headed for the greatest year on record,” noted Oct. 31 *Wall St. Journal*. Aggregate 3rd-quarter returns from 518 companies showed 9% profit gain to \$2,642,589,000 from \$2,424,824,000 in July-Sept. 1961. “Volume in electronic equipment for the whole year is estimated at a record \$13.1 billion, against \$12 billion in 1961,” *Journal* said. Reports from 26 electronics & electrical equipment firms showed combined profits up 23.4% over 1961's 3rd quarter—to \$123,794,000 from \$100,303,000. These 26 companies included 14 specialty firms (profits up 47.6% to \$13,685,000 from \$9,272,000) and 12 broad-line companies (profits up 21% to \$110,109,000 from \$91,031,000) in 1961's September quarter.

Possibility of color-TV shortages is foreseen in Nov. 1 *Home Furnishings Daily* survey of major market areas. Retailing publication predicts scarcity of sets in \$600-\$700 range, with some variation from market to market. In breakdown, it reports Christmas season shortages in these areas: N.Y. (whole line), Cleveland (entire RCA line), Los Angeles (\$550-\$700), Atlanta (\$595, \$695 & \$795 sets), Washington (\$595-\$695), St. Louis (\$595 & \$795), Cincinnati (\$595-\$695 RCA sets, all Zenith sets), Detroit (\$500 - \$700), Philadelphia (higher - priced “furniture pieces”).

Census Dept. color data is “inaccurate,” RCA said last week. Company made sharp rebuttal to figures published in *Television Digest* last week (Vol. 2:44 p7) from Census Dept. report which gave 1961 factory shipments of color sets as 147,000 units at \$55,766,000 or average value of \$379.36 per set. Said RCA: “For obvious competitive reasons, it has been a consistent policy of RCA not to release figures relating to the movement of color TV receivers. RCA will say, however, that the published Census figures are inaccurate.”

Zenith already has produced & sold one million TV sets this year—“several weeks earlier” than in 3 preceding years when volume topped million mark. As result of sales pace, said Zenith Sales Corp. Pres. Leonard C. Truesdell, “Zenith will achieve in 1962 the greatest percentage of total industry sales in the company's history, and further strengthen our position as No. 1 in TV sales in the intensely competitive TV industry.”

New Magnavox color line consists of 7 consoles in 13 wood finishes, headed by Astro-Sonic combo with completely transistorized tuner & sound system. Line begins at \$595, with step-ups at \$625, \$650, \$750 & \$795 and combos at \$995 & \$1,195.

Du Mont adds 3 new color lowboy consoles at \$795.

Officers & Directors stock transactions as reported to SEC for September:

- Allied Artists. Roger W. Hurlock bought 1,300, held 35,300.
- American Bosch Arma. V. C. Schorlemmer sold 500 in August, held 2,025.
- AB-PT. John H. Regazzi bought 100, held 100.
- American Electronics. Robert C. Loomis sold 1,000, held 100.
- Ampex. Nathan W. Pearson bought 750, held 2,500.
- Avco. Matthew A. McLaughlin sold 1,200, held 8,966.
- Electronic Communications. Hal A. Kroeger sold 500, held 575.
- Fairchild Camera & Instrument. Kenneth P. McNaughton bought 1,000 in August, held 4,040.
- Friendly Frost. Joseph Giordano bought 8,500 in August, sold 600 in August, held 11,100.
- Gabriel. Leonard H. Davis sold 4,725, held none. William R. Donnelly sold 830, held 100.
- GE. Gerald L. Phillippe bought 1,500, held 14,010.
- General Instrument. Monte Cohen bought 5,000, held 17,718.
- Hazeltine. Wilfred M. McFarland bought 100, held 744.
- International Resistance. Walter W. Slocum bought 200, held 2,200.
- ITT. Charles D. Hilles Jr. sold 200, held 11,321.
- Lear Siegler. James V. Bitner Jr. bought 200, held 241.
- Litton Industries. Roy L. Ash sold 2,000, held 197,006.
- P. R. Mallory. J. E. Cain sold 400, bought 400, held 23,552.
- Metromedia. Benedict Gimbel Jr. sold 696, held 17,000.
- Microwave Associates. Richard M. Walker sold 500 in August, held 31,056.
- National Co. Louis C. Lerner bought 1,400, held 143,100.
- Pacific Industries. Fred Bernstein sold 304 in August, held none.
- Reeves Bcstg. & Development. Harry L. Petersen bought 200, held 2,130.
- Rollins Bcstg. Henry B. Tippie bought 750, held 5,000.
- Sonotone. Irving L. Schachtel tendered 53,600 to Servel, held 1,000.
- Standard Kollsman Industries. Arthur Richenthal sold 500, held 24,497.
- Taft Bcstg. Lawrence H. Rogers II sold 1,000, held 5,421.
- Texas Instruments. E. O. Vetter sold 300, held 3,152.
- Thompson Ramo Wooldridge. Dean E. Wooldridge sold 500 in August, 500 in September, held 35,143.
- Trans-Lux. Harry Brandt bought 2,900 in August, held 92,196.
- Twentieth Century-Fox. Spyros P. Skouras sold 2,000, held 80,760.
- Webcor. Robert M. Woodward bought 200, held 305.
- Zenith. Francis W. Crotty sold 1,000, held 2,165. Sam Kaplan bought 4,500, held 13,380. Hugh Robertson bought 4,500, held 29,999. Edwin M. Schroeder bought 360, held 780. Leonard C. Truesdell bought 2,250, held 9,850.

Reports & comments available: Capital Cities Bcstg., opinion, Bache & Co., 36 Wall St., N.Y. 5. • Westinghouse & Western Union, reviews, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. • General Dynamics, comments, Purcell & Co., 50 Broadway, N.Y. 4.

Capitol Records has established subsidiary Electra Megadyne Inc. in Los Angeles to market Capitol-made TV transmitting equipment, tubes, other electronic products. Daniel C. Bonbright, Capitol's vice chmn., was elected Electra pres. but will continue to administer parent company's mail order, electronics & financial activities. A. Bruce Rozet was named vp in charge of Electra's General Communications Div.; Donald M. Muller, mktg. vp for Electron Tube Div. Capitol's electronic products are produced by its EMI Div. at Los Angeles (tubes), Fort Atkinson, Wis. (communications equipment) & in England. Bonbright forecast electronic sales in 1963 fiscal year ending next June 30 will more than double fiscal-1962's volume, which was "in excess of \$1 million."

Motorola's 9-month earnings jumped 42% to \$9.1 million as sales rose 18% to record \$244.7-million (see financial table). Sales in Sept. quarter were also record—\$85.1 million—and earnings increased to 85¢ a share from 83¢ in July-Sept. 1961. Pres. Robert W. Galvin said all 6 operating divisions contributed to sales improvement. Consumer Products Div., he said, bettered its percent of industry sales of TV receivers by 13% in 3rd quarter vs. 1961's 3rd quarter. Hi-fi unit volume increased 7%, radio sales declined. He forecast record volume for 4th quarter and total 1962 period.

International Resistance has declared first stock dividend in its 37-year history—a 2% issue payable Dec. 28 to holders of record Nov. 15. Pres. Walter W. Slocum described dividend as "a means of supplementing our regular & year-end extra cash payment, while, at the same time, enabling the company to conserve cash for its continuing expansion program." IRC also declared regular 10¢ quarterly cash dividend & 7½¢ year-end extra, both payable Nov. 30 to holders of record Nov. 15.

General Instrument has omitted dividend it usually declares at this time because "we're not as sure of the earnings situation as we were," reported treas. Frank F. Cleminshaw. General Instrument has been paying 15¢ a share annually, made last payment December 1961. He said company has some "unfortunate" experiences in profit on military contracts, but "we're still shooting for sales in the neighborhood of \$90-100 million" in fiscal year ending Feb. 28.

Gross Telecasting, Inc., Lansing, Mich., has bought \$750,000 in 4½% ten-year convertible debentures of Aero Geo Astro Corp., Alexandria, Va. Gross pres. Harold F. Gross was elected to Aero board. Aero Geo is a diversified R&D firm producing military & aerospace hardware. Proceeds will be used to increase working capital.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
General Instrument	Q	(Omitted)		
GT&E	Q	\$0.20	Dec. 31	Nov. 23
IBM	Q	.75	Dec. 10	Nov. 9
Indiana General	Q	.20	Dec. 10	Nov. 21
Int'l Resistance	Q	.10	Nov. 30	Nov. 15
Int'l Resistance	Ex.	.07½	Nov. 30	Nov. 15
Int'l Resistance	Stk.	2%	Dec. 28	Nov. 15
Littelfuse	Q	.03¾	Nov. 15	Oct. 31
Oak Mfg.	—	.10	Dec. 14	Nov. 30
Texas Instruments	Q	.20	Dec. 14	Nov. 14
Tung-Sol	Q	.17½	Dec. 3	Nov. 13
Westinghouse	Q	.30	Dec. 1	Nov. 9

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1962—9 mo. to Sept. 30	\$ 91,349,790	—	\$ 2,184,368	\$1.14 ¹	1,902,041
	1961—9 mo. to Sept. 30	99,560,909	—	1,477,763	.76 ¹	1,902,041
Arvin Industries	1962—9 mo. to Sept. 30	63,541,704	—	1,747,813	1.47	1,186,270
	1961—9 mo. to Sept. 30	50,858,262	—	1,180,930	1.00	1,137,609
	1962—qtr. to Sept. 30	23,433,286	—	740,876	.62	1,186,270
	1961—qtr. to Sept. 30	19,723,722	—	720,309	.61	1,137,609
Bacman Instruments	1962—qtr. to Sept. 30	18,324,365	\$ 2,072,273	1,117,273	.73	1,534,800
	1961—qtr. to Sept. 30	18,558,100	1,833,861	973,861	.64	1,528,583
Cohu Electronics	1962—9 mo. to Sept. 30	4,769,135	12,699	8,699	.01	1,428,301
	1961—9 mo. to Sept. 30	7,238,351	653,802	413,802	.29	1,426,851
Dynamics Corp. of America	1962—9 mo. to Sept. 30	55,125,873 ²	5,798,985	2,712,060 ²	.80 ¹	2,996,219
	1961—9 mo. to Sept. 30	32,948,496	2,040,408	1,162,851	.30 ¹	2,787,027
Electronic Associates	1962—9 mo. to Sept. 30	13,448,309	2,291,737	1,090,406	1.27	860,621
	1961—9 mo. to Sept. 30	12,218,189	1,262,068	609,888	.69	886,565
Electronic Communications	1962—year to Sept. 30	36,885,199	1,434,147	708,147	.95 ¹	719,728
	1961—year to Sept. 30	22,280,994	566,153	306,153	.46 ¹	617,482
Electronic Specialty	1962—9 mo. to Sept. 30	48,356,297	2,903,994	1,953,994	1.39	1,407,685
	1961—9 mo. to Sept. 30	20,241,290	1,015,180	887,180	1.01	878,608
Gabriel	1962—9 mo. to Sept. 30	23,895,303	1,891,419	940,419	1.28 ¹	735,000
	1961—9 mo. to Sept. 30	22,942,153	749,820	450,368	.65 ¹	678,238
	1962—qtr. to Sept. 30	7,107,218	—	246,657	.34 ¹	735,000
	1961—qtr. to Sept. 30	7,482,903	—	105,226	.15 ¹	678,238
General Bronze	1962—9 mo. to Sept. 30	13,788,303	28,554	28,554	.07	391,820
	1961—9 mo. to Sept. 30	13,749,498	(1,278,651)	(678,651) ²	—	391,820
Globe-Union	1962—9 mo. to Sept. 30	48,768,783	—	1,733,095	1.99	868,232
	1961—9 mo. to Sept. 30	42,941,563	—	1,202,520	1.40	853,775
	1962—qtr. to Sept. 30	16,887,676	—	500,963	.57	868,232
	1961—qtr. to Sept. 30	16,551,022	—	336,825	.39	853,775
Indiana General	1962—9 mo. to Sept. 30	19,937,207	3,257,579	1,605,529	1.40	1,150,002
	1961—9 mo. to Sept. 30	15,799,749	2,277,340	1,120,250	.97	1,150,002
International Rectifier	1962—qtr. to Sept. 30	4,277,644	583,077	297,423	.12	2,414,542
	1961—qtr. to Sept. 30	3,529,631	601,413	295,443	.12	2,414,542
Ling-Témco-Vought	1962—9 mo. to Sept. 30	249,807,938	—	6,639,164	2.39	—
	1961—9 mo. to Sept. 30	114,572,426	—	(12,500,592) ⁴	—	—
Loral Electronics	1962—6 mo. to Sept. 30	224,700,845 ²	—	659,000	.30	2,173,305
	1961—6 mo. to Sept. 30	207,703,769	—	762,700	.41	1,738,944
Motorola (Story on p. 11)	1962—9 mo. to Sept. 30	85,051,498 ²	19,396,488	9,098,080 ⁷	2.26	4,026,872
	1961—9 mo. to Sept. 30	78,981,545	13,910,156	6,416,892	1.59	4,028,652
	1962—qtr. to Sept. 30	19,390,000	7,272,937	3,412,104	.85	4,026,872
	1961—qtr. to Sept. 30	19,238,000	7,483,495	3,354,363	.83	4,028,652
Muter	1962—9 mo. to Sept. 30	11,934,232	397,734	197,161	.16	1,199,094
	1961—9 mo. to Sept. 30	10,047,200	219,651	111,119	.09 ⁵	1,142,961
Sonotone	1962—9 mo. to Sept. 30	15,981,000	—	253,406	.20 ¹	1,220,430
	1961—9 mo. to Sept. 30	16,396,000	—	(148,402)	—	1,158,745
Textron Electronics	1962—9 mo. to Sept. 30	20,377,000	—	1,236,000	.41	3,011,093
	1961—9 mo. to Sept. 30	16,068,000	—	(1,091,000) ⁶	—	3,006,093
Trans-Lux	1962—9 mo. to Sept. 30	—	—	532,235	.72	743,837
	1961—9 mo. to Sept. 30	—	—	465,815	.63	743,837
Tung-Sol	1962—39 wks. to Sept. 29	49,640,309	1,480,514	713,514	.60 ¹	926,826
	1961—39 wks. to Sept. 29	47,583,074	1,807,620	910,620	.81 ¹	925,858
Victoreen Instrument	1962—9 mo. to Sept. 30	16,609,000	—	1,303,000	.61	2,139,540
	1961—9 mo. to Sept. 30	13,417,000	—	7,984	—	2,215,540
Wells-Gardner	1962—9 mo. to Sept. 30	19,024,000	—	722,000	1.69	422,400
	1961—9 mo. to Sept. 30	16,945,000	—	487,000	1.15	422,400
	1962—qtr. to Sept. 30	9,717,000	—	476,000	1.11	422,400
	1961—qtr. to Sept. 30	7,318,000	—	282,000	.67	422,400

Notes: ¹ After preferred dividends. ² Record. ³ After \$600,000 tax credit.
⁴ After writeoff of \$13,039,200. ⁵ Adjusted to reflect 5% stock dividend Dec. 1961. ⁶ After non-recurring charges of \$643,000. ⁷ Before capital

gain of \$1 million (25¢ a share) from sale of Motorola Finance Corp. (Vol. 2:25 p 10).

ARB Estimates

Television Households by States and Counties

As of January 1, 1962

Compiled by American Research Bureau. Household Estimates by Standard Rate & Data Service.

U.S. TOTALS: Total Households, 54,469,900. Television Households, 49,029,100. Percent with Television, 90%.

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

State	Total Households	TV Households Number	Percent	State	Total Households	TV Households Number	Percent	State	Total Households	TV Households Number	Percent
Alabama	896,900	728,300	81	Louisiana	916,700	796,200	87	Ohio	2,923,400	2,745,600	94
Arizona	400,500	345,200	86	Maine	288,200	267,000	93	Oklahoma	750,300	669,100	89
Arkansas	528,500	435,300	82	Maryland	897,400	835,900	93	Oregon	570,400	504,500	88
California	5,270,000	4,821,100	91	Massachusetts	1,565,400	1,477,800	94	Pennsylvania	3,408,100	3,174,000	93
Colorado	544,700	486,700	89	Michigan	2,297,300	2,163,500	94	Rhode Island	259,800	248,200	96
Connecticut	782,400	736,900	94	Minnesota	1,009,800	915,900	91	South Carolina	614,900	502,500	82
Delaware	133,300	122,800	92	Mississippi	577,500	423,700	73	South Dakota	198,200	177,600	90
Dist. of Columbia	254,400	219,600	86	Missouri	1,393,800	1,246,000	89	Tennessee	1,024,100	871,200	85
Florida	1,670,200	1,449,700	87	Montana	205,200	174,200	85	Texas	2,862,700	2,523,700	88
Georgia	1,089,700	918,200	84	Nebraska	441,200	404,400	92	Utah	252,500	231,000	91
Hawaii	160,200	132,100	82	Nevada	97,400	85,500	88	Vermont	112,200	102,700	92
Idaho	198,400	179,200	90	New Hampshire	185,100	172,400	93	Virginia	1,109,300	955,500	86
Illinois	3,158,700	2,912,100	92	New Jersey	1,871,600	1,789,300	96	Washington	913,500	827,600	91
Indiana	1,414,800	1,306,000	92	New Mexico	263,500	222,100	84	West Virginia	526,500	456,500	87
Iowa	850,600	786,300	92	New York	5,347,000	4,927,000	92	Wisconsin	1,172,000	1,093,000	93
Kansas	694,200	628,200	90	North Carolina	1,222,100	1,032,400	84	Wyoming	102,000	85,600	84
Kentucky	867,300	721,400	83	North Dakota	175,900	159,600	91				

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
ALABAMA				Mobile	86,500	76,500	89	Clark	6,000	4,900	82
Autauga	4,800	3,600	73	Monroe	5,600	3,400	60	Clay	6,500	5,200	81
Baldwin	13,500	11,600	86	Montgomery	47,300	39,500	84	Cleburne	2,900	2,300	81
Barbour	6,500	4,200	65	Morgan	17,500	14,200	82	Cleveland	2,000	1,500	72
Bibb	3,700	2,900	75	Perry	4,100	2,200	53	Columbia	7,800	6,100	79
Blount	7,100	5,800	82	Pickens	5,600	3,500	63	Conway	4,500	3,700	83
Bullock	3,400	2,100	60	Pike	6,900	4,800	69	Craighead	13,700	12,200	89
Butler	6,400	4,600	71	Randolph	5,600	4,100	74	Crawford	6,500	5,100	79
Calhoun	26,500	22,700	86	Russell	12,000	9,200	77	Crittenden	12,000	9,300	78
Chambers	10,500	8,200	78	St. Clair	6,800	5,500	81	Cross	5,200	4,200	81
Cherokee	4,400	3,500	80	Shelby	8,600	7,300	85	Dallas	3,000	2,500	81
Chilton	7,200	5,400	76	Sumter	4,700	2,900	60	Desha	5,600	4,300	77
Choctaw	4,300	2,600	60	Talladega	17,000	13,600	80	Drew	4,200	3,100	73
Clarke	6,600	4,300	64	Tallapoosa	9,700	7,600	78	Faulkner	7,000	5,900	84
Clay	3,500	2,800	78	Tuscaloosa	28,300	22,700	81	Franklin	3,200	2,600	79
Cleburne	2,900	2,200	75	Walker	15,100	13,000	86	Fulton	2,100	1,300	57
Coffee	8,400	6,500	78	Washington	3,600	2,500	69	Garland	16,700	14,000	84
Colbert	13,100	10,200	78	Wilcox	4,300	2,200	50	Grant	2,500	2,100	83
Conecuh	4,600	3,000	63	Winston	4,200	3,500	82	Greene	7,600	6,500	85
Coosa	2,800	2,100	75	Totals	896,900	728,300	81	Hempstead	6,100	4,800	79
Covington	10,300	7,900	77	ARIZONA				Hot Spring	6,500	5,500	83
Crenshaw	4,100	3,000	72	Apache	6,200	2,800	46	Howard	3,400	2,900	84
Cullman	12,500	11,000	88	Cochise	16,800	13,800	82	Independence	6,300	5,100	81
Dale	8,400	7,000	83	Coconino	11,500	7,400	64	Izard	2,200	1,400	62
Dallas	14,600	10,300	71	Gila	7,600	6,000	79	Jackson	6,400	5,200	81
De Kalb	11,800	9,600	81	Graham	3,800	2,900	74	Jefferson	23,200	19,600	85
Elmore	8,000	6,100	77	Greenlee	3,100	2,700	84	Johnson	3,900	3,000	76
Escambia	8,900	6,600	75	Maricopa	210,800	190,200	91	Lafayette	3,200	2,700	83
Etowah	27,700	24,300	88	Mohave	2,600	2,000	76	Lawrence	5,100	4,000	77
Fayette	4,600	3,600	77	Navajo	9,200	5,200	56	Lee	5,200	3,600	69
Franklin	6,200	4,600	74	Pima East	80,200	72,300	91	Lincoln	3,300	2,500	75
Geneva	6,300	4,900	77	Pima West	4,900	4,400	91	Little River	2,700	2,100	74
Greene	3,300	1,500	46	Pinal	16,900	14,100	84	Logan	4,800	3,900	80
Hale	4,600	2,600	56	Santa Cruz	3,100	2,400	76	Lonoke	6,800	6,000	88
Henry	4,000	3,000	75	Yavapai	10,100	7,400	74	Madison	2,800	1,800	62
Houston	14,500	12,500	86	Yuma	13,800	11,700	85	Marion	2,000	1,600	80
Jackson	9,700	7,600	79	Totals	400,500	345,200	86	Miller	9,700	8,300	85
Jefferson	185,000	164,700	89	ARKANSAS				Mississippi	18,300	15,300	84
Lamar	4,100	3,100	75	Arkansas	7,000	6,100	87	Monroe	4,600	3,200	69
Lauderdale	17,500	13,200	75	Ashley	6,700	5,300	79	Montgomery	1,700	1,300	75
Lawrence	6,200	4,400	71	Baxter	3,300	2,600	77	Nevada	3,300	2,500	75
Lee	12,700	10,000	78	Benton	12,100	9,700	80	Newton	1,700	1,000	59
Limestone	9,600	7,300	75	Boone	5,400	4,300	79	Ouachita	9,400	7,400	79
Lowndes	3,400	1,800	51	Bradley	4,100	3,300	79	Perry	1,500	1,300	87
Macon	6,100	4,200	68	Calhoun	1,700	1,400	79	Phillips	11,900	8,600	72
Madison	32,700	26,700	82	Carroll	3,900	3,100	80	Pike	2,500	2,000	79
Marengo	6,800	4,100	60	Chicot	5,400	3,600	67	Poinsett	8,000	6,800	85
Marion	6,300	5,100	81								
Marshall	13,700	11,400	83								

(Continued on next page)

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Richmond	1,800	1,400	79	Doddridge	2,100	1,600	77	Iowa	5,400	4,800	89
Roanoke	48,100	43,300	90	Fayette	16,500	14,200	86	Iron	2,500	2,300	92
Rockbridge	8,100	6,600	81	Gilmer	2,200	1,700	75	Jackson	4,400	3,900	87
Rockingham	14,600	11,800	81	Grant	2,200	1,600	73	Jefferson	15,100	14,200	94
Russell	6,400	4,900	75	Groenbrier	9,600	7,900	83	Juncau	5,200	4,300	82
Scott	6,600	4,600	70	Hampshire	3,300	2,400	72	Kenosha	31,700	30,000	95
Shenandoah	6,600	5,700	87	Hancock	11,500	11,200	98	Kewaunee	5,100	4,800	95
Smyth	7,900	6,700	84	Hardy	2,600	1,800	68	La Crosse	21,400	20,100	94
Southampton	6,700	5,200	78	Harrison	23,700	21,800	92	Lafayette	5,000	4,500	90
Spotsylvania	7,700	6,500	84	Jackson	5,300	4,800	90	Langlade	5,600	5,100	91
Stafford	4,800	4,200	87	Jefferson	5,300	4,700	88	Lincoln	6,600	6,200	94
Surry	1,500	1,200	76	Kanawha	74,000	67,100	91	Manitowoc	21,800	21,100	97
Sussex	2,900	2,000	68	Lewis	5,300	4,400	82	Marathon	24,800	23,500	95
Tazewell	11,400	9,600	85	Lincoln	5,000	4,100	83	Marinette	10,100	9,700	96
Warren	4,300	3,400	79	Logan	15,200	13,200	87	Marquette	2,700	2,300	84
Washington	15,000	12,700	85	McDowell	17,500	14,800	85	Milwaukee	323,700	305,100	95
Westmoreland	3,000	2,200	72	Marion	19,800	17,400	88	Monroe	8,400	7,400	89
Wise	12,300	9,300	76	Marshall	11,400	10,500	92	Oconto	7,100	6,500	92
Wythe	5,900	4,500	77	Mason	6,700	6,200	92	Oneida	6,600	5,800	88
York	6,200	5,500	89	Mercer	19,200	17,000	89	Outagamie	27,900	27,100	97
Totals	1,109,300	955,500	86	Mineral	6,500	5,300	82	Ozaukee	11,100	10,500	95
WASHINGTON				Mingo	9,700	7,600	79	Pepin	2,000	1,800	87
Adams	3,000	2,800	92	Monongahela	16,000	13,200	83	Pierce	6,300	5,900	93
Asotin	4,200	3,900	93	Monroe	3,100	2,300	75	Polk	7,500	7,000	94
Benton	17,900	16,400	92	Morgan	2,600	2,200	83	Portage	10,200	9,400	92
Chelan	13,400	11,800	89	Nicholas	6,600	5,400	82	Price	4,300	3,600	82
Clallam	9,400	8,300	89	Ohio	22,400	20,900	94	Racine	42,100	40,500	97
Clark	29,000	27,100	94	Pendleton	2,100	1,600	74	Riceland	5,100	4,500	88
Columbia	1,500	1,300	80	Pleasants	2,000	1,800	86	Rock	34,600	32,600	95
Cowlitz	18,000	16,500	92	Pocahontas	2,900	2,000	67	Rusk	4,200	3,700	87
Douglas	4,400	4,100	92	Preston	7,300	5,800	79	St. Croix	8,200	7,800	95
Ferry	1,100	900	82	Putnam	6,500	5,900	90	Sauk	10,500	9,300	88
Franklin	7,100	6,500	92	Raleigh	21,000	18,200	87	Sawyer	2,900	2,500	83
Garfield	900	800	86	Randolph	7,100	5,500	78	Shawano	9,600	8,800	92
Grant	13,600	12,200	90	Ritchie	3,300	2,500	74	Sheboygan	26,500	25,200	96
Grays Harbor	17,700	14,700	83	Roane	4,200	3,300	78	Taylor	4,800	4,200	89
Island	5,800	5,500	95	Summers	4,300	3,300	75	Trempealeau	6,800	5,800	85
Jefferson	2,900	2,700	89	Taylor	4,500	3,700	80	Vernon	7,500	6,700	89
King	316,100	286,000	91	Tucker	2,300	1,800	76	Vilas	3,000	2,600	87
Kitsap	26,400	24,700	94	Tyler	3,000	2,500	80	Walworth	15,900	14,800	93
Kittitas	6,400	5,400	84	Upshur	5,100	4,100	80	Washburn	3,200	3,000	91
Klickitat	4,200	3,400	81	Wayne	10,600	9,100	86	Washington	13,000	12,500	96
Lewis	13,600	11,800	87	Webster	3,500	2,500	72	Waukesha	45,300	43,300	96
Lincoln	3,500	3,300	93	Wetzel	5,700	5,000	87	Waupaca	10,600	10,000	94
Mason	5,300	4,900	93	Wirt	1,300	1,000	79	Waushara	4,200	3,800	89
Okanogan	7,800	6,500	84	Wood	24,200	21,100	87	Winnebago	31,900	30,500	96
Pacific	5,100	4,200	83	Wyoming	8,300	7,000	83	Wood	16,600	15,600	94
Pend Oreille	2,200	2,000	89	Totals	526,500	456,500	87	Totals	1,172,000	1,093,000	93
Pierce	97,700	91,000	94	WISCONSIN				WYOMING			
San Juan	1,100	1,000	90	Adams	2,400	2,100	84	Albany	6,500	5,100	78
Skagit	16,100	14,400	90	Ashland	5,100	4,700	91	Big Horn	3,400	2,700	79
Skamania	1,600	1,400	85	Barron	10,100	8,800	87	Campbell	1,900	1,400	74
Snohomish	54,500	50,500	93	Bayfield	3,600	3,300	91	Carbon	4,600	3,600	78
Spokane	90,000	82,200	92	Brown	34,500	33,300	97	Converse	2,100	1,700	81
Stevens	5,400	4,700	86	Buffalo	4,100	3,600	89	Crook	1,400	1,000	69
Thurston	17,800	16,500	93	Burnett	2,900	2,500	86	Fremont	7,500	6,500	86
Wahkiakum	1,100	1,000	86	Calumet	6,000	5,600	94	Goshen	3,700	3,200	88
Walla Walla	12,800	10,600	84	Chippewa	12,000	11,200	93	Hot Springs	2,100	1,600	76
Whatcom	22,500	20,000	89	Clark	8,800	7,500	85	Johnson	1,800	1,400	74
Whitman	8,900	7,900	89	Columbia	11,000	10,000	91	Laramie	19,000	17,300	92
Yakima	43,600	38,400	88	Crawford	4,500	4,100	90	Lincoln	2,500	2,000	76
Totals	913,500	827,600	91	Dane	65,800	59,000	90	Natrona	16,200	14,500	90
WEST VIRGINIA				Dodge	18,100	16,500	91	Niobrara	1,300	1,100	81
Barbour	4,300	3,400	79	Door	6,200	5,900	95	Park	5,100	4,000	79
Berkeley	10,100	9,000	90	Douglas	13,600	12,800	94	Platte	2,300	1,800	75
Boone	7,300	6,300	86	Dunn	7,400	6,600	90	Sheridan	6,000	4,500	75
Braxton	4,100	2,800	68	Eau Claire	17,300	15,900	92	Sublette	1,200	900	73
Brooke	8,300	7,900	95	Florence	1,000	1,000	91	Sweetwater	5,500	4,500	81
Cabell	33,300	30,500	92	Fond du Lac	21,400	19,700	93	Teton	1,000	800	80
Calhoun	2,200	1,700	75	Forest	2,200	1,800	81	Uinta	2,000	1,700	83
Clay	2,900	2,200	76	Grant	12,500	10,700	86	Washakie	2,600	2,200	84
				Green	7,900	7,200	91	Weston	2,400	1,900	76
				Green Lake	4,900	4,400	90	Totals	102,000	85,600	84

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

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

FCC COMR. HENRY GIVES FIRST IMPRESSIONS on major topics after 6 weeks on job—on FCC program role, local hearings, biggest problems, multiple ownership, TV & AM allocations, CATV, pay TV, etc. (p. 1).

TV ELECTION COVERAGE—comprehensive, complicated, costly: Networks throw \$2 million, 10,000 workers into scrap for viewers. Computers prove accurate forecasters (p. 2).

FEW ELECTION CASUALTIES ON HILL TV COMMITTEES: Senate Commerce loses only ranking Republican Butler, House Commerce drops 3 (p. 3).

TV ALLOCATIONS POT STIRRED at FCC, no change in philosophy in sight. Full-uhf plan due shortly, including room for ETV. Short-spaced vhf's up soon, final all-channel rules imminent, Ch. 14-15 deletion proposal blasted (p. 3).

BOOKING DECISION, handed down by Supreme Court, isn't upset current film sales practices in industry. Ruling loses out because of smaller packages, steady station demand (p. 4).

Consumer Electronics

GOOD 1963 AHEAD, TV manufacturers agree, sparked by profitable color & popular portables. Survey of 13 set makers results in median distributor sales forecast of 6.1 million b&w, 550,000 color, total of about 6.7 million sets (pp. 7 & 11).

KIMCODE SUCCESS predicted by most tube makers, but with qualifications; views of 7 OEM manufacturers presented. Corning sampling industry with Kimcode-type bulbs (p. 8).

3M CARTRIDGE RECORDER debuts in St. Louis market test. Initial retail price of \$450 stirs comment, but lower-priced models seen inevitable. Device plays 15 hours of music automatically, using new-formula magnetic tape (p. 9).

SILO'S COLOR-TV SALE: Philadelphia-based discount chain breaks newspaper ad campaign announcing 1962 "RCA Victor Color TV on sale at fantastic savings!" Example: French Provincial console at \$579 vs. previous \$975 (p. 12).

SEPTEMBER'S SWEET SALES: Phonos up 50% from 1961, TV up 7%. Radio sales down for month, but may still set 15-year record in 1962. Auto radio heading for all-time high (p. 12).

FCC COMR. HENRY—FIRST IMPRESSIONS: We interviewed new FCC Comr. William Henry last week, figuring he's beginning to get feel of job, though he was just sworn in Oct. 2. He terms many of his views "impressions," at this early stage, too soon to label them "opinions." But he has definite leanings in any areas, doesn't hesitate to voice them. Herewith are his views on some major topics:

(1) Over-all philosophy regarding FCC's regulatory function: "I think this can best be spelled out by my votes over a period of time."

(2) FCC's role in station programming: "I agree with the intent of the 1960 'program statement.' FCC should be concerned with programming—but not in any way dictate content. We should compare performance with promise. We should recognize differences in the public's tastes. Since there are limited facilities, we should see that all aren't completely neglected.

"The \$64 question is—what should the Commission do, specifically? I can't answer that. But it seems to me that somewhere along the line the FCC has to judge whether a station's representations as to the needs of his community are bona fide. But how does the FCC determine the bona fides of these needs? Tough question."

(3) Chicago-type local hearings: "I have the impression that they may be a good means for gather-

ing facts as to how broadcasters are attempting to meet needs. I think more of them would be useful—not as a usual thing, but as an additional tool to see what broadcasters do.”

(4) Biggest problems facing FCC: “My impression is that the AM allocations is the most perplexing. Everything is interrelated—clear channels, 10% rule, first nighttime facility, relationship of AM to FM, etc. Then there’s the networks. I haven’t made up my mind as to FCC’s role here. But the matter is very important. I don’t intend to limit my concern to broadcasting. What is a common carrier in microwaves, for example? The rate of return for common carriers is a continuing source of knotty problems. Space communications regulation is extremely important—probably the biggest job outside of broadcasting.”

(5) Multiple ownership: “I don’t think the ceiling should be lifted. I’m concerned about concentration in a limited number of hands, absentee ownership, integration of ownership with day-to-day operation. A single owner of the only station and newspaper in a community is undesirable. But it may be necessary in some cases. It’s neither black nor white. You’ve got to balance opposing considerations. I don’t believe in one station to a customer. My impression is that some of the more responsible licensees are multiple owners.”

(6) TV allocations: “I’m in accord with FCC’s basic philosophy—still committed to the ‘Sixth Report.’ As of now, I don’t know how I’d change it. My impression is that the present allocation is on the whole satisfactory.”

(7) CATV controls: “I believe there should be regulation. I haven’t read FCC’s proposals, so I can’t spell out exactly the principles.”

(8) Pay TV: “I abstain. I just don’t know. I have no quarrel with tests. One of the arguments is that it will fill minority tastes—but I just don’t know.”

(9) License fees: “In theory, it strikes me favorably. But I don’t know whether it can be worked out. It’s difficult for me to see charging fees way out of proportion to the benefit received by the licensee—comparing an NBC o-&o with a citizen’s band operator.”

(10) Choosing winners in competitive cases: “Our system is pretty unwieldy, but I can’t see that I have better ideas. I don’t know any criteria I’d throw out. I’d put a great deal of emphasis on absentee ownership, multiple ownership, integration of management & ownership, concentration of mass media control. On the other hand, past performance is a good indication of future performance. You’ve got to balance these factors.”

(11) Station transfers: “I approve of the 3-year rule.”

(12) Economic injury complaints: “I have the impression that if a station operator claims that a new station will put them both out of business or reduce their service to the public—FCC should then compare his service with the newcomer’s proposal. However, I understand that this procedure is possibly illegal, constituting a modification of the existing station’s license. I don’t know.”

(13) Sec. 315—political equal time: “I have no suggestions for changes.”

(14) Children’s programs: “I would like to stress my interest in this field. The statistics on the time children spend watching TV are staggering—something like 17 million child-hours a day for children under 12. You can’t ignore the tremendous impact sight & sound have. It’s a tremendous instrument for conveying intelligence. It’s a big responsibility on both parents & broadcasters—not all on either one. I’m hopeful there’ll be some improvement.”

(15) Personal viewing preferences: “I like good things in almost every category—drama, news, documentaries, comedy. The election coverage was excellent. But I don’t get to watch very much. I’m pretty busy.”

Conclusion: “I’m really enjoying myself.”

TV ELECTION COVERAGE—COMPREHENSIVE, COMPLICATED, COSTLY: If there was any outstanding criticism of TV’s brilliant election coverage, it was that networks’ duplicated efforts were wasteful. ABC, CBS & NBC threw nearly 10,000 staff members, stringers & technicians into struggle for coverage, viewers, ratings. NBC was granted rating victory by Arbitron, receiving 21.5, compared with CBS’s 15.6, ABC’s 7.3.

It was battle of computers between CBS & NBC, both claiming extensive victories in early forecasts of winners on basis of fractional returns. Predictions were in fact earlier and more accurate than ever before, with no major goofs, although there was considerable minor confusion.

ABC-TV's expanded news operation under vp James Hagerty couldn't match efforts of big experienced CBS & NBC crews—but showed improvement over previous elections. Local station coverage throughout U.S. was undoubtedly most thorough to date.

Duplicated coverage & costs brought criticism from some. Networks spent estimated \$2 million on 10-hour stint. In cities with 3 or fewer channels, viewers had no choice but to watch coverage. However, ARB count of N.Y.'s 7 outlets at 9 p.m. showed the 4 independents pulling nearly as many viewers as 3 networks.

TV-radio got praise, newspapers brickbats, from defeated Cal. gubernatorial candidate Richard Nixon. In his strange & bitter concession speech, he blasted newspapers for alleged unfairness during campaign, declared: "Thank God for radio and television. They will make papers more honest."

FEW ELECTION CASUALTIES ON HILL TV COMMITTEES: House & Senate committees with fingers in broadcasting came through elections relatively unscathed. Sen. Magnuson's (D-Wash.) Commerce Committee lost only one—ranking Republican Butler (Md.), who retired; re-elected Norris Cotton (N.H.) is due to move into top minority spot. Sen. Dodd's (D-Conn.) Juvenile Delinquency Subcommittee suffered one casualty on each side—Democrat Carroll (Colo.) and ranking Republican Wiley (Wis.), expected to be replaced by Hruska (Neb.). Sen. Yarborough's (D-Tex.) Freedom of Communications (Watchdog) group remains unchanged.

House Commerce Committee lost 3. Dominick (R-Colo.) moved up to Senate. Mack (D-Ill.) was defeated after running against another incumbent in redistricted area. Communications & Power Subcommittee Chmn. Moulder (D-Mo.) retired. Rep. Celler's (D-N.Y.) Anti-trust Subcommittee is unchanged. House Subcommittee on Advertising & Growth Opportunities for Small Business lost Chmn. Alford (Ark.), beaten in bid for governor.

Broadcasting industry apparently isn't represented in major way in new crop of Congressmen. Our quick check turned up no freshmen with important interests in TV-radio.

TV ALLOCATIONS POT STIRRED: FCC discussed TV allocations again last week—no new major trends emerging. However, it was apparent that growing demand for educational channels is having increasing impact on whole picture, but "basic philosophy of the Sixth Report was reaffirmed," we're told.

Commission staff is expected to come up next month with plan for completely allocating uhf—adding many hundreds of assignments—and FCC has been concerned lest current heavy reservations of ETV uhf channels reduce flexibility in allocations. But it's satisfied that substantial reservations may be made now without harm.

FCC made additional vhf & uhf ETV reservations last week. In Neb., it reserved Ch. 13 in Alliance, 9 in North Platte, Ch. 3 in Lexington, Ch. 7 in Bassett, Ch. 25 in Albion. Commercial Ch. 8 was assigned to Albion, Ch. 4 to Superior. In Kan., ETV Ch. 8 was shifted from Manhattan to Hutchinson, Ch. 11 from Lawrence to Topeka. Ch. 9 was reserved in Lincoln, Ch. 3 in Lakin, Ch. 21 in Chanute, Ch. 33 in Oakley. This required substitution of Ch. 13 for Ch. 9 in Garden City, deletion of Ch. 21 from Ottawa, Ch. 20 from Independence. Commission also proposed to add commercial Ch. 11 to Lead, S.D., ETV Ch. 9 to Rapid City, and to shift ETV reservation from Ch. 22 to Ch. 10 in Pierre. FCC also turned down proposals to shift Ch. 3 from Sterling, Colo. to Cheyenne and to shift Ch. 3 from Alamosa to Colorado Springs, Colo.

Due soon for FCC consideration are the long-pending (Vol. 17:31 p2) 8 short-spaced vhf drop-ins—Baton Rouge, Ch. 11; Dayton, Ch. 11; Birmingham, Ch. 3; Jacksonville, Ch. 10; Knoxville, Ch. 8; Johnstown, Ch. 8; Charlotte, Ch. 6; Oklahoma City, Ch. 5. It's assumed these moves are still likely. Chmn. Minow, for one, would like to consider giving some of these to educators. He thinks vhf drop-ins in other fast-growing areas, too—such as Cape Canaveral—could well be utilized by ETV.

Finalization of all-channel-set rules by FCC is expected in couple weeks. Probability is that non-con-

roversial aspects will be concluded, but one angle will be left open for further study—i.e., exempting sets used by schools and similar institutions served by master antennas and vhf cable distribution systems. Georgia State Board of Education and Purdue U. last week joined those manufacturers seeking such exemptions. Former said that vhf-uhf sets will cost about \$25 more than vhf-only, that U.S. schools have potential of wasting \$68 million on uhf tuners they don't need—pointing out that master systems convert uhf to vhf before distributing signals to sets. Purdue said that potential of 200,000 sets in range of airborne uhf transmitters could save \$5 million with vhf-only.

Proposed deletion of Ch. 14 & 15, advanced by mobile communications equipment manufacturers (Vol. 2:42 p4), brought extremely vigorous objections from AMST and operators of stations on those channels. Objectors said that Ch. 14 & 15 are most desirable from propagation standpoint, that they'd have to shift to less effective high channels—with heavy expenditures for new equipment, that substantial number of viewers will have to buy new tuner strips, that disruption would be serious blow to uhf growth. Actually, we still can find no sympathy for deletion among commissioners.

MEANING OF BLOCK-BOOKING DECISION: Final legal chapter was written by U. S. Supreme Court Nov. 5 on sale of large "blocks" of feature films to TV stations. Court's decision was unanimous that all-or-nothing sales of feature packages violated anti-trust laws.

Case had been appealed by group of distributors who had challenged original decision in govt.'s favor by N.Y. District Court Judge Archie O. Dawson (Vol. 16:50 p5 et seq.). Now, there's no question about it—if TV station film buyer wants to buy selectively from feature package offered, he can do so (except where entire package is being negotiated by another station in market).

Distributors were unruffled by decision when we contacted several leading firms in N.Y. last week. For one thing, it was no surprise. For another, handwriting has been on wall for nearly 2 years, and distributors have had plenty of time to revise sales tactics.

Much bite is removed from decision by changes which have taken place in feature film selling in past 2 years. No longer are features dumped on market in huge blocks, such as original MGM library of some 750 pre-1948 films. Trend today is to offer small packages of 20 to 40 pictures which distributor has selected from available post-1948 crop.

Sales policy of Seven Arts is fairly typical. Originally, SA's Eliot Hyman culled some 120 post-1948 Warner features from group of 200. Then, selected group was broken into "volumes," which were offered as group or as individual pictures with price relating to market. Prices were higher than average per-picture price of large blocks (sometimes, 2 or 3 times as much), but films were newer, star values better and quality higher on average.

Even large-block distributors have virtually abandoned the tactic. MCA, in distributing Paramount pre-1948 backlog, carefully avoided Justice Dept. ire by using individual picture prices almost from start. MGM, having sold pre-1948s in most markets, now releases post-1948s in small packages of 30 films per year.

TV stations are unlike theaters in that there's practically no "holdover" on features, and most stations buy features in volume because they're played on volume basis, distributor sources told us. With packages growing smaller and more choice, stations in market for features usually buy whole package, if only as inventory hedge against future tightening of supply.

Said an MGM-TV source: "We offer post-1948s on an individual basis, but it's unusual to sell them that way. We've made a few single-picture sales to stations like WOR-TV N.Y., WGN-TV Chicago & KTTV Los Angeles as 'specials' or where a picture is played for a whole week. But these are exceptions, rather than the rule."

What will decision mean to industry? This seemed to be the consensus: (1) Sales tactics today, and in near future, won't change radically in feature films. (2) There may be some "split packages" offered in markets where one station has skimmed off handful of high-priced pictures at perhaps 50% of total package cost, leaving remainder at bargain price. (3) Distributors face additional paperwork, but most have long since prepared for it. (4) There is chance some stations may sue distributors for triple damages where original sales deal can be proved to be a "forced" purchase of large block.

CURRENT CAPSULES

Race against clock, in FCC & courts, intensified in NBC-RKO-Philco case last week. Anti-trust consent decree specifies that NBC must dispose of WRCV-TV & WRCV Philadelphia by Dec. 31. NBC has asked Philadelphia Federal District Judge Kirkpatrick to extend deadline of his consent decree—citing delays beyond its control. It has sought to exchange Philadelphia stations with RKO's Boston outlets, is engaged in FCC hearing on its licensee qualifications, precipitated by Philco charges. In addition to seeking deadline extension, NBC & RKO asked FCC to grant the swap on interim basis, conditioned on outcome of hearing, while Philco asked Commission for temporary grant of WRCV-TV's Ch. 3. FCC turned both down last week, saying situation didn't warrant such "extraordinary" measures. At same time, Justice Dept. has opposed NBC's deadline-extension petition, asserting stations must be forfeited on Dec. 31 if FCC hasn't authorized swap by then. Parties now await Judge Kirkpatrick's ruling. At week's end, FCC Review Board granted NABET permission to intervene in hearing.

New FCC authority to cope with flood of equal-time and "fairness doctrine" complaints in political campaigns was proposed by Comr. Ford in speech to Ohio Bcstrs. Assn. Citing recent elections as "one of the most trying political campaigns that the broadcast industry has yet experienced," he called for repeal of Sec. 315 and new Commission authority to rule on use of broadcast facilities during campaigns. He also urged conference of networks, major political parties, NAB, FCC and related groups before a Congressional committee to develop report which includes as many examples as possible of rulings on various questions presented in connection with fairness in campaigns and broadcasting of controversial issues. Method was successful in anti-payola legislation, should work as well in present situation, he said. Networks immediately hailed speech, said they're eager to help.

"Scandalous" is how FCC described attack by NCTA on Broadcast Bureau Chief Kenneth Cox in Carter Mountain Transmission Corp. CATV-microwave court case (Vol. 2:42 p5). Carter Mountain is in Court of Appeals challenging Commission's denial of microwave facilities to feed CATV systems. NCTA brief had blamed Cox for changing FCC's mind. Among other things, it said: "Certainly, the people who invest heavily in microwave equipment or CATV systems to serve the public have a right to expect that the Commission as an agency of the govt. will not vacillate with the variable winds of changing staff or Commission membership in such important policy matters. This is still a govt. of laws and not of men." FCC asked Court of Appeals to strike NCTA pleading out of court files. Commission said Cox did nothing improper, simply carried out his duties. Cox's participation, it said, "and the fact that the Bureau urged on his instructions the position subsequently taken by the Commission, are patently irrelevant to the validity of the Commission's decision and to any issue in this appeal. The argument of the Association is therefore nothing but irrelevant innuendo. A brief so dependent upon scandalous suggestions should be stricken."

FCC Comr. Lee's crusade to get NAB Code limitations on commercials imbedded in Commission rules hasn't borne fruit to date. Last week, he gave colleagues about one-hour pitch, apparently hasn't made converts other than Chmn. Minow. Issue may come to vote this week. Lee spent time in N.Y. recently, seeking support from ad agency men—didn't get great deal. He's urging that Commission at least put proposal out for rule-making, get comments.

FCC action on radio clear channel rules, expected shortly: (1) Reaffirm existing Commission decision. (2) State that status quo will be maintained, however, until July 1963, giving Senate & House opportunity to agree on policy. No duplication of clears would be granted during period, therefore, and pending applications for 750 kw would be returned.

Deceptive TV commercial charge was denied by Winston Sales Co., Chicago. FTC cited firm for advertising that its kitchen knife would never dull and for misrepresenting prices of knife and a food chopper. Winston denied all charges, asked dismissal of complaint.

Franchise for Utica CATV system is being sought by new firm, Cabletron, composed of 3 partners—Joseph R. Mascaro, Richard Conde, Walter Lewandowski. It would provide 10 channels for \$4-\$5 monthly rental plus installation fee. System cost is estimated at \$1 million.

Personals

Desi Arnaz resigns as Desilu Productions pres., succeeded by ex-wife Lucille Ball, who buys his 300,350 shares . . . Merrill Myers promoted to CBS corporate information mgr.

Herbert Gross promoted to CBS-TV sales development mgr., a new post . . . George A. Heinemann, NBC mgr. of public affairs, reappointed to Southern Regional Education Board Public Information Advisory Council.

FCC Chmn. Minow speaks Nov. 14 in New Orleans at National Assn. of Railroad & Utilities Commissions convention.

Martin L. Nierman, Petry exec. vp, re-elected to TvB board . . . Walter M. Vetter, ex-NBC-TV, named TvB member sales presentations dir.

Charles C. Allen, ex-Kudner agency, appointed ABC-TV sales service dir. . . . Lincoln Scheurle & Edward E. Katz form new motion picture & TV film firm, Film-Makers, Inc., Chicago.

Robert S. Tyrol, radio WTIC Hartford sales vp, elected Conn. Bcstrs. Assn. pres. . . . Charles F. Simonelli named TV Industries Inc. general vp, N.Y.

Arnold Roston, former MBS art dir., named pres. of new N.Y. Art Directors Club scholarship fund, established to encourage education & training in graphic design.

Edgar P. Smith, ex-*Fortune*, named a Time-Life Broadcast Inc. vp . . . Warren M. Kelly appointed station mgr., WBJA-TV Binghamton, N.Y., due to start Nov. 11.

Sidney Ginsberg promoted to Trans-Lux asst. vp; Harry Semels, ex-National Screen Service Corp., named Trans-Lux TV production head . . . Joseph C. Bernstein, ex-Wylde Films, N.Y. vp & partner, named Fred Niles film studios gen. mgr., N.Y.

George Schmidt promoted to Radio TV Representatives vp & eastern sales supervisor, N.Y. . . . Bert Briller, ex-ABC-TV affiliate communications vp, appointed asst. to the pres., MPO Videotronics.

David Maxwell promoted to KLYD-TV Bakersfield vp & gen. mgr., William Walker to similar post with radio KLYD, both replacing Edward Urner, resigned to give full time to personal business.

Edward Wooten promoted to KALB-TV Alexandria, La. station mgr., a new post; Harold Thom named production dir., William Murphree promotion dir. . . . Larry McHale, ex-KALB-TV operations mgr. & program dir., named WSAV-TV Savannah program dir.

Frank Ridolphi, ex-WSFA-TV Montgomery administrative asst., appointed WTVT Tampa-St. Petersburg business mgr. . . . Charles E. Haddix, ex-Cal. Spot Sales Ltd. pres. & Forjoe TV west coast gen. mgr., named KAIL Fresno station mgr. . . . Gideon Klein, ex-KCMT, Alexandria, Minn. sales mgr., named to similar post with KROC-TV Rochester, Minn.

Ernie Schultz promoted to WKY-TV Oklahoma City news dir., succeeding Dick John . . . Fitz Patrick Boisseau, WKRC-TV & WKRC Cincinnati news & editorial dir., on indefinite leave of absence for health.

Rusty Bruton, ex-WFGA-TV Jacksonville program & production mgr., named WSB-TV Atlanta production mgr., replacing Mark Toalson, on leave . . . T. Ray Cline, ex-WPTA Roanoke, Ind., appointed WTAF-TV Marion, Ind. production mgr.

"Play now, pay later" plan of Independent TV Corp., under which ITC has offered nearly 40 rerun TV series to TV stations on deal whereby station plays films and pays ITC a share if sponsor buys package, has generated lots of interest, ITC claims. Intent of ITC plan is two-fold: (1) To extend telecasting after usual sign-off time. (2) To get ITC into this market at minimum cost to stations. Exec. vp Abe Mandell of ITC denied that plan is merely gimmick to get ITC's sales foot in station doors, pointed to queries from major-market TV outlets which "have no interest in telecasting later at night but would like to start earlier in the morning" and from stations which "had been on a 24-hour schedule but found it too costly." One Arizona station, Mandell said, offered a different kind of trade—acreage in new land development in exchange for ITC reruns.

Worldwide "governmental uniformity" in TV's freedom of programming, under which broadcasters in any TV country can be free to select program series without artificial restrictions & tariffs, has high priority on project list of TV Program Export Assn., according to Pres. John G. McCarthy. He has advised TPEA directorate that he'll push project to General Agreement on Tariffs & Trade (GATT) group, which has formed "Working Party on TV." Last week, McCarthy hinted broadly that European Bcstg. Union will consider world TV's position in relation to GATT at meeting next spring in Malaga, Spain, to which McCarthy has been invited.

Japan may become largest TV film program market abroad for U.S. producers within next 2 years, according to CBS Films international sales mgr. Willard Block. Only possible exception, he said, is Canada. Contributing to Japan's rising importance as TV film market, Block said, are: (1) Continued price increases for top shows, despite quotas. (2) Increasing set circulation. (3) Probable end to import quotas on programs within next 2 years.

New animation technique, Aniforms, has signed arrangement to work exclusively with Videotape Productions of N.Y. According to John B. Lanigan, Videotape vp-gen. mgr., process "brings to character & scene animation a new speed economy and continuous flow of movement ideally suited to the tape medium."

WLYH (Ch. 15) will be Lancaster, Pa. station instead of Lebanon—FCC changing Ch. 15 assignment to Lancaster-Lebanon, modifying WLYH-TV license to specify Lancaster location. Commission said "the closer identity of WLYH-TV with Lancaster is likely to strengthen uhf in the Lancaster-Harrisburg-York-Lebanon market."

Panels on computer technology & agency management lead off American Assn. of Advertising Agencies eastern annual conference Nov. 13-14 at Americana Hotel, N.Y. More than 1,500 admen are expected at conference featuring 49 speakers and panelists.

Conversion to all-band CATV system is being completed by Green Mountain TV Corp., Burlington, Vt. Tele-system Services Corp., Glenside, Pa., is handling \$300,000 project. Revamped system will offer 9 TV channels, 7 FM stations, stereo FM background music, weather channel.

Entries for Peabody TV-radio 1962 awards are invited until Jan. 10, 1963. Categories: news, entertainment, education, youth or children's programs, promotion of international understanding, public service. Submit to: Dean, Henry W. Grady School of Journalism, U. of Ga., Athens.

Cable service for pay TV in Little Rock must be provided at request of Midwest Video Corp., Ark. Supreme Court ruled last week, upholding Public Service Commission and lower court. Midwest has franchise for Telemeter system. Said court: "Midwest Video is in a position similar to that of theater owners who could not show pictures in their theatres unless they had the use of electricity furnished by the power company and no doubt a power company could be compelled to furnish such service."

"Broadcast Engineering" magazine is now being published by Howard W. Sams & Co., which acquired the publication when it purchased Instrument & Tractor Publications Inc. The monthly features changes in format & editorial coverage under publisher Howard W. Sams, gen. mgr. Mal Parks Jr. & exec. editor Verne M. Ray.

A "warning" strike shut down French TV-radio stations for hour Nov. 6. Union action was retaliation for alleged govt. interference in news coverage. During recent nationwide referendum on proposal for popular presidential elections, 4 TV announcers walked off job charging govt.-slanted news was being filtered to media. After the 4 were disciplined, unions called strike, warned they would protect rights of TV-radio employes to take actions which they felt necessary to uphold rules of profession.

Liberia is seeking TV service in Monrovia area by Jan. 1964, U.S. Commerce Dept. reports. Among incentives for U.S. firms interested in establishing such a system are staff housing & transportation and studio & office facilities for 5 years, tax exemption & exclusive advertising rights for 10 years. Contact Office of International Investment, Code 1-4833-1, Commerce Dept., Washington 25.

Pakistan is featuring TV at Karachi Trade Fair through Dec. 13. TV station & 200 receivers will be built & supplied by Time-Life Bcstg. & Phillips Electric. Screen Gems will provide about half of initial programming, remainder supplied by USIA & British Information Agency. Time-Life will handle project at fair.

TV commercials will be limited to 12 minutes daily on W. Germany's 2nd network, due to start April 1. Advertising will be carried on 4 three-minute clusters between 6:55 p.m. & 7:50 p.m. 6 days weekly. Estimated cost for minute will be \$3,000-\$3,750. One-minute spot on present 7-station network runs about \$13,500.

Latest foreign TV investment by major U.S. broadcaster is purchase of minority interest in Proartel, Buenos Aires production firm, by Time Inc. Long a partner (with ex-Cuban broadcaster Goar Mestre) in same firm: CBS-TV. Time Inc. also owns part of TV production firm in West Germany, has holdings in Lebanese TV station.

"Town Meeting of the World," CBS's ambitious international forum planned for showing via Telstar next Spring (Vol. 2:44 p2), will be produced by Fred W. Friendly, CBS Reports exec. producer. He worked on first U.S.-Europe TV exchange using the AT&T satellite last summer.

Israel's first TV station will be established by Edmond James de Rothschild Memorial Fund. It will be ETV. Govt. has been divided on whether to introduce public TV. Rothschild Fund has about \$3,333,000 to promote, science, art, culture & education in Israel.

Experimental TV-radio satellite transmissions between U.S. and Japan are planned, details being worked out between Japanese govt. and NASA. Japan hopes to televise 1964 Olympics from Tokyo.

No particular automatic logging system is favored by FCC, Commission announced. Noting that "concern has been expressed" that its Oct. 3 order permitting use of automatic logging (Vol. 2:41 p5) might be interpreted as favoring any one system, FCC said any system may be used if it fulfills requirements.

ETV's progress & promise is explored in 3-part article by Samuel Grafton in Oct. 27, Nov. 3 & Nov. 10 *TV Guide*. In "Educational Television: Boon or Boondoggle," he examines station finances, audience characteristics, programming, impact on commercial TV.

Latest directory of films for TV—*TV Film Source Book*—has been published by Broadcast Information Bureau, 535 Fifth Ave., N.Y. It includes 266 hour series, 777 half-hour, 103 fifteen-min., 67 one-to-10-min., 10,046 theatrical features.

Electronic bookkeeping possibilities for small businessmen are outlined in Small Business Administration's *Electronic Recordkeeping for Small Marketers*, by James M. Adams Jr. Available from any SBA office.

Broadcasters will be queried by FCC on political programs during 1962 campaigns. At request of Senate Communications Subcommittee, Commission will shortly mail questionnaire to all licensees.

Review of Armed Forces TV Conference Oct. 17-19 at Ft. Lee, Va., covering uses of TV for training, now available from Lt. Robert C. Cable, publicity dir., WFL-TV, Quartermaster School, Ft. Lee.

ETV use of 2,000-mc band is examined in report, *Proposed Educational Uses of the 2,000-mc Band*, available from Adler Electronics, One LeFevre Lane, New Rochelle, N.Y.

NAB has bought parking lot next to Washington headquarters as site for future new hq. It's 6,500 sq. ft., price undisclosed.

Highest U.S. TV saturation is in Skokie, Ill., 99.5% of homes equipped, Census Bureau reports.

Pre-Publication Orders for Factbook No. 33

Orders are now being taken for the 1962-63 *Television Factbook*, mailing expected to take place late December, early January. Beginning with this upcoming issue, based on last year's greatly expanded format, the book will be published once a year only—not Spring and Fall as in past years. The new *Television Factbook* will again provide station area coverage at a glance—contour maps of all commercial stations as filed with the FCC, showing Grade A & Grade B coverage. On the same page for the station will be published American Research Bureau's: (1) Total net weekly circulation. (2) County-by-county total households, TV households and percentages of TV-set penetration. These figures, presented in tabular form, will also be shown graphically in tone on each map. In addition, extensive space will be devoted to the other regular features that have made this comprehensive book since 1945 the industry's leading marketing and reference work. Pre-publication copy price is \$12.50; 5 or more, \$10.50. Regular price after publication, \$15.00; 5 or more \$12.50. To take advantage of pre-publication savings, write your request for copy reservation now to: Dept. 12, Television Digest, 911-13th Street, N.W., Washington 5, D. C.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV MAKERS SEE GOOD 1963 AHEAD: Sparked by color's profitability and portables' mass sales appeal, TV set manufacturers are predicting next year's sales will be at least as good as this year's—and that's mighty good. Our survey of 13 TV makers yielded these numerical forecasts:

Median predictions of distributor-to-dealer TV sales for 1963 were 6.1 million black-&-white sets, 550,000 color, and total sales of 6.7 million sets. Thus consensus is that total sales will be approximately same as this year, but with heavier emphasis on color. As result of excellent September (see p. 12), and an October which was at least as good as same month last year, 1962 distributor sales should work out to more than 6.25 million b&w. Adding about 350,000 color sets results in 6.6 million sets sold in 1962.

Predictions varied all over the lot. B&w sales forecasts ran from low of 5.65 million to high of 6.62 million, color from 375,000 to 900,000, total sales from 6 million to 7.2 million. Thus there's swing of more than one million between lowest & highest forecast of total TV sales, indicating some uncertainty about next year's market.

Comments by set manufacturers surveyed indicated that they expected another intensely competitive year. Among other observations:

Prices—Those who commented on pricing situation anticipated neither increases nor decreases. This may be partially due to fact that component (particularly picture-tube) pricing situation is still unsettled, and, anyway, it's not good idea to make public pronouncements about pricing.

Color—There were wide differences in estimates of size of color market next year, but everybody predicted increases. Two manufacturers said limiting factor would be availability of color picture tubes.

Product mix—There was substantial agreement that trend to portables would continue, that color sets would make inroads into console market, eating into 23-in. set sales volume. Four manufacturers forecast increases in market for 16-in. sets, but none specifically predicted market for sets smaller than 16-in. next year.

Part II of our set manufacturer survey—relating to prospects for radios & phonos next year—will be presented in a subsequent issue. Digests of some responses to TV survey will be found on p. 11.

TUBE MAKERS PREDICT KIMCODE SUCCESS: Guardedly, and with qualifications, all 7 OEM picture-tube manufacturers are now predicting that Kimcode—the picture tube requiring no implosion shield—could replace other types in new sets in next year or so.

It's really up to set manufacturers in final analysis, of course, and they haven't yet frozen designs for mid-1963, when tube might begin to appear in quantity. Some set makers, however, say they like idea and will use it if it's available in sufficient quantity. Kimble Glass Co. says bulbs & components will be readily available.

Tube & set manufacturers like it because it appears to cost less—perhaps \$1.50 less—than bonded tube, and to be cheaper than non-bonded tube plus external implosion glass & mounting hardware. However, there were several qualifying phrases in their endorsement—principal one being that it must be 100% implosion-proof, and 99.99% won't do. Kimble says it hasn't been able to implode a Kimcode yet.

These are typical comments from recent survey of tube manufacturers, which included GE, Lansdale (Philco), National Video, RCA, Rauland (Zenith), Sylvania & Westinghouse (not in that order):

"We'll probably be in production by spring or earlier, gradually discontinuing laminated tubes."

"The industry will know the answer in 6 months or a little more. By then Kimcode will either take over the entire market or it'll be dead."

"In a year or so, 50-75% of all new tubes will use the Kimcode principle."

"We'll probably start with Kimcode in 19-in., then switch to 23-in., eliminating the bonded tube."

"Laminated tubes still offer most promise in immediate future. For the longer term, it depends on industry acceptance and economics. If any trend to Kimcode appears, we'll be ready."

"Costs and weight tend to favor the Kimcode process."

"It seems to be promising and it could bring profit back into the picture tube business."

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Kimcode has now received UL approval (National Video version) in 19-in. size. It's believed major demand for Kimcode-type picture tubes initially will be for 19-in. design. At present, 3 tube manufacturers are making Kimcode-type 23-in. tubes—National Video, GE & Sylvania. However, they all appear to be making them for same customer—Curtis Mathes, which is only set maker now using Kimcode tubes.

No major set maker wants to be first with Kimcode, but there's much interest in it. Curtis Mathes line of Kimcode-tube sets may be best-seller, if only because of sales to competing set manufacturers who want to have a look at it.

Competitors of Kimble Glass Co., developer of Kimcode, aren't sitting idly by. Big bulb-maker Corning Glass Works is sampling tube makers with its version of bulb for Kimcode process, in 16-, 19- & 23-in. sizes. (Corning's French affiliate, incidentally, has been making Solidex tube, similar in principle to Kimcode, for some time.) Pittsburgh Plate Glass was understood to be readying major price move on its new 1/8-in.-thick external Teleglas implosion shield material (Vol. 2:26 p10) in attempt to cut down or eliminate any price advantage of Kimcode process.

3M CARTRIDGE RECORDER DEBUTS AT \$450: Minnesota Mining unwrapped its tape-cartridge changer system last week and put \$450 list price on it for test-market run in St. Louis. Attractive & ingenious as it is, there's little doubt that price will have to come down substantially if new cartridge system is to become mass item.

System itself is ingenious and much changed from preview look given at 1960 IRE convention (Vol. 16:13 p18). Everything has been changed—including dimensions of cartridges. Portable 32-lb. stereo recorder-playback machine (with built-in amplifiers & speakers) will automatically play more than 15 hours of tapes—20 cartridges, 48 minutes each. Cartridges are stacked on machine, played, rewound and rejected into special bin.

Real breakthrough is 1 7/8-inch-per-second recording system, using newly developed tape coating with signal-to-noise ratio 6 db better than conventional tape, and claimed to have fidelity comparable to 7 1/2-ips tape. Tape is 1/7 in. wide, in cartridges 3 3/4-in. square & 1/2-in. thick. Automatic rewind takes about 60 sec. for 48 minutes of tape. At special preview showing in N.Y.'s Americana Hotel, CBS Labs Pres. Peter Goldmark was credited as inventor. As we observed system, cartridge tapes actually were—as claimed—easier to play than LP records on changer.

Columbia Records has made available initial library of 48 best-selling albums on the new wallet-sized cartridge tapes at breathtaking prices of \$8.95 for pop & classical selections, \$9.45 for Broadway shows. 3M will offer Scotch brand blank cartridge tapes at \$4.75 for 45-min. stereo playing time, 90-min. mono. 3M has established plant for reproducing of pre-recorded tapes to its own cartridge specifications, will make facilities available to other interested recording companies.

3M-Revere set up what may be world's toughest market test in St. Louis, starting Nov. 23 and presumably running through year's end, after which results will be evaluated and nationwide marketing plan will be formulated. Outlets in St. Louis will be Famous-Barr dept. store (4 stores) & Aeolian music stores (3 stores).

Eyebrows shot up all over the place as 3M-Revere personnel went through their demonstrations & announcements. In first place, \$450 price of machine puts it way up in audiophile range, while easy-to-play features of machine obviously aim it at mass market. Stratospheric prices of pre-recorded tapes also seem to negate mass-market appeal.

Selection of St. Louis market for test also gave indication that 3M-Revere marketers are making it tough for themselves. St. Louis has reputation as poor market for pre-recorded tape sales.

Revere officials stressed that new system isn't devised as substitute for either reel-to-reel tape or phono records—but is additional development designed to broaden tape & music market. In our view, it's more logical competitor to LP discs than to tapes, since its convenience features & fidelity seem to make it rival of best packaged-phono disc systems rather than audiophile tape equipment.

There's no doubt prices will come down rather sharply as marketing progresses. Under questioning, company officials conceded lower-priced versions could be made. They said they would welcome doing business with original equipment phono manufacturers (Zenith, Columbia, Phonographs & Grundig had agreements in 1960 to use 3M's earlier version of system, which was never produced).

Because of need for wide variety of program material (pre-recorded tapes), it's obvious 3M cartridge system must succeed as mass item if it's to succeed at all. This means prices of tapes must eventually be competitive with LPs—at least "plus-or-minus 20%" as was forecast 2½ years ago. It also means far cheaper versions of changer must become available. 3M-Revere's astute marketing staff knows this, and over next 12 months you can expect cost-cutting developments, perhaps in combination with a packaged phono manufacturer.

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Another ingenious 3M-Revere product, combining electronics & photography, was unveiled & placed in distribution last week. It's Revere's Sound Slide Projector. Automatic projector accommodates 35-mm slides which are slipped into special mounts treated on one side with oxide material used in recording tape. Moving magnetic pickup head in projector scans oxide in spiral pattern, plays up to 20 seconds of commentary with every slide through self-contained speaker.

Designed to appeal to home photography & audio-visual trade, projector is priced at \$250. Commentary on slide mounts can be recorded while viewing slides, erased & re-recorded as many times as desired in manner similar to tape recording. Product will be offered principally through photography stores. Magnetic slide mounts are made by 3M (25¢ each).

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 2 (44th week of 1962):

	Oct. 27-Nov. 2	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	139,376	136,499	161,211	5,537,509	5,174,421
Total radio	455,235	415,348	456,499	16,098,788	14,252,741
auto radio	183,190	149,802	148,542	5,846,192	4,470,570

Seeking U.S. distribution for its stereo line, Philips Electronics Industries (Canada) is now having showings of packaged hi fi at Canadian consulate in N.Y. Philips spokesmen said plan is in exploratory stages, but they would consider either national or regional 2-step distribution, or private-label merchandising of their stereo. Philips brand name would not be used in U.S. (except for Dutch-made Philips record changers in the cabinets); company officials said it was possible that they would use Norelco name given to products distributed by North American Philips. Company has no plans to export TV to U.S.

BBC NTSC color-transmission experiments on 625-line uhf are now underway. Plan is to add regular 625-line service in April 1964.

U.S. space allocations proposals, in draft form, have been issued by FCC as "Third Notice of Inquiry," with parties' comments due Dec. 14, replies Jan. 9. Final proposals will be presented at international conference in Geneva next year. Document is FCC 62-1127, Mimeo 26081.

J. C. Penney's new TV line (Vol. 2:40 p10), sold under Penney label, now being advertised at \$99 for 17-in. to \$499 for 23-in. combo with FM stereo, including 90-day parts-&-labor warranty. Sets are made by Wells-Gardner.

GE has formed Industrial Electronics Div. to sell electronic products in England & Common Market countries. It will operate as part of subsidiary International GE of N.Y. Ltd. Charles de B. White is gen. mgr.

FORECAST—TV 1963: Here are views of TV set manufacturers on sales prospects for 1963. In most cases, responses are from our survey, but some manufacturers' previously reported predictions are also included. All estimates are distributor-to-dealer sales. Although 13 manufacturers responded to our survey, some responses are abridged or deleted at request of respondents:

Emerson Radio (Benjamin Abrams, pres.): Color sales, 800,000-900,000 units; total volume about 7 million sets. No price increases or decreases probable; steady demand for b&w sets, particularly portables, because of 2nd set & replacement market. Although Emerson will have 16-in. set, screens smaller than this have little broad appeal.

GE (Hershner Cross, Radio & TV Div. vp-gen. mgr.): "We feel that TV sales in 1963 will be somewhat less than in 1962. We expect some gains to be shown in color and in imports."

Magnavox: "Based on a normal economy, we anticipate a 5% increase in total black-&-white TV sales in 1963 (or approximately 6,615,000 sets compared with 6.3 million in 1962). At least 500,000 color sets should be sold in 1963 . . . Magnavox expects to continue increasing its business in 1963 at the same rate as this year. Our target is a minimum of 6% of the TV market in 1963."

Motorola: Color sales, 500,000-550,000; b&w, 6.1 million, including export. Change is predicted in tube-size mix in direction of 19-in. sets, which "have been gaining some ground at the expense of 23-in. sets, and we think this tendency will continue;" 27-in. set market will also continue weakening. "We predict a continuation of the present good times through the first quarter, followed by a tiny, tiny recession in the 2nd & 3rd quarters, then an upward movement in 4th quarter." As a whole, 1963 will be a good year, matching '62.

Olympic Radio & TV (Morris Sobin, pres.): Color, 550,000; b&w, 6.6 million. "In addition, there will be a modest quantity of Japanese imports in 4½-8-in. sizes; this category may increase in volume, should a realistic price develop next year . . . The 16-in. sets coming from Japan because of current pricing should make a sizeable impression on our market. (Our own 16-in. set will be imported.) In my opinion, 1963 will continue extremely competitive without the opportunity of price increases. Factories will have to become even more efficient to maintain their share of the market."

Packard Bell (Kenneth R. Johnson, Home Products Div. vp-gen. mgr.): "Due to the delayed start of 90-degree color tube production, color TV sales may go no higher than 700,000 units;" black-&-white, about 5.8 million. "Tube-size mix will only change slightly; 16-in. will increase some, but not enough to seriously affect 19-in. sales. Some of the 23-in. business, especially in higher-priced consoles, will again be lost to the substantial increase in color-TV sales. Due to the enthusiasm created by color TV & FM stereo, we believe that, in general, the consumer electronics outlook for 1963 is very good."

Philco: Color, 400,000; b&w, 6.3 million. No radical changes in present tube size patterns.

RCA Sales Corp. (Raymond W. Saxon, mktg. vp): Black-&-white, 5.8 million; makes no color sales estimate except to repeat "market could absorb between 750,000 & one million, depending on industry's ability to produce

tubes & receivers." Predicts greater proportion of "19-in. size & under, due to continued shrinking of b&w console business as color continues to take over more & more of the console category."

Sylvania (George C. Connor, Home & Commercial Electronics vp): B&w, 5,650,000; no color prediction. Little change in tube size mix.

Wells-Gardner (Grant Gardner, pres.): Color, 600,000; b&w, 6.2 million. "Very little change, if any, in tube size mix, with the possible exception of the 16-in. making small inroads into the 19-in. size."

Westinghouse: Color, 450,000; b&w, 6.1 million. No significant changes in tube-size mix; perhaps "fewer 16-in. portables."

Zenith Sales Corp. (Leonard C. Truesdell, pres.): Color, 500,000-600,000; b&w, 6 million. "Changes in the tube size proportions will occur as a result of the shift in the marketing mix, putting greater emphasis on portables. This will obviously increase the percentage of the total taken by the 19-in. & smaller picture tube sizes."

Note: Not a TV set manufacturer, but an astute observer of TV set sales patterns, Corning Glass TV vp-gen. mgr. Allen W. Dawson forecasts distributor sales of 750,000 color sets plus 5.9 million b&w, for total of 6,650,000 sets in 1963.

RCA has placed 2nd color TV tube production facility in operation, at Marion, Ind. plant, which also will continue to produce more than 100 different types of b&w tubes. New operation represents \$1.7 million expansion in color tube facilities, RCA said, and follows \$1.5 million expansion of Lancaster, Pa. plant earlier this year. Tube Div. vp-gen. mgr. D. Y. Smith said new Marion & Lancaster facilities will "significantly increase the flow of picture tubes available to color TV industry" and increased output "should start to reduce some shortages of color picture tubes." Marion plant is making both bonded & non-bonded color kinescopes, is operating around clock.

Lower-priced 16-in. portable is being introduced by GE—presumably to compete with Philco's low-end 16-in. set which is selling in some stores for \$139.95. New 22-lb. set will carry suggested retail price of \$149.95, as compared with \$175 for first sets in this size. TV receiver mktg. mgr. Marshall Bartlett said sales of GE's 16-in. set are 15% higher than sales of 19-in. price leader, which is selling at \$139.95-\$159.95. Among colors available for new 16-in.: bright red.

Ultimate in hi-fi earphones is claimed by 2 Bell Telephone Labs acoustics scientists—Gerhard M. Sessler & James E. West. It's small, solid dielectric condenser earphone, differing from others in that it needs no high voltage, and therefore said to be cheaper and safer than previous condenser earphones.

Small electronic equipment makers are urged by Small Business Administration to exhibit at Industrial Instruments & Laboratory Apparatus Show at U.S. Trade Center in Tokyo next April. Applications for import licenses must be at Commerce Dept., Washington by Nov. 15.

Israeli electronics potential is examined in report by Stanford Research Institute of Cal., *A Study of the Potential for Development of an Electronics Industry in Israel*. Copies are available on loan from Office of International Investment, Commerce Dept., Washington 25.

SWEET SEPT. FOR TV, PHONO: September was smashing month for distributor sales of black-&-white TV sets and phonos, official EIA figures showed last week.

Distributor-to-dealer sales of monochrome TV totaled 731,100 sets for the month, 7% above Sept. 1961, itself a good TV sales month. This virtually assures that b&w sales for 1962 will total at least 6.25 million sets, as predicted in these pages 3 weeks ago (Vol. 2:43 p7). For 9 months, TV distributor sales were 9% above 1961, and initial reports for October indicate that month was at least as good as Oct. 1961.

Real surprise came in Sept. phono sales by distributors. Total of 596,013 was 52% better than the 391,386 registered in Sept. 1961, on top of 30% increase in Aug. (Vol. 2:43 p11), bringing 9-month phono sales 12% ahead of 1961's comparable period. Oct. gain was shared by stereo & mono units, stereo sales being 50% ahead of year-earlier period. Thus it appears total distributor phono sales for year will end up at 4.3 to 4.5 million, making it best or 2nd best year in history.

Radio distributor sales were down for 2nd month in row—and 2nd time this year when sales didn't top 1961. Dip was about 4½% below Oct. 1961, but 9-month sales are still 5% higher than same 1961 period. Nevertheless, distributor sales of home radios still seem to be headed for about 11.5 million for all of 1962, a 15-year record. Auto radio production again was up sharply and could be headed for record total of 6.8-7 million sets this year.

Here are 9-month TV-radio-phono distributor sales & production tables for 1962 & 1961, compiled by *Television Digest* from official EIA figures:

BLACK-&-WHITE 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
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,580	70,299	41,253
TOTAL	4,864,120	4,393,768	418,966	246,264

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	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,123	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	887,104	591,493	165,433	110,174
TOTAL	13,848,819	12,001,488	4,990,274	3,744,786	791,587	583,973

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	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
TOTAL	749,374	1,985,414	2,734,788	599,788	1,823,478	2,423,266

TV-RADIO DISTRIBUTOR SALES

Month	Black-&-White TV		Radio (excl.-auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,879
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,523	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
September	731,100	683,302	1,255,346	1,310,156
TOTAL	4,423,117	4,050,107	7,825,890	7,433,380

PHONO FACTORY SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,336	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
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,543	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
September	182,703	505,651	688,354	124,142	328,045	452,187
TOTAL	781,072	2,226,515	3,007,587	662,946	1,877,624	2,540,570

Silo's Color-TV Sale: Silo Discount Centers opened cut-rate color TV campaign last week (Vol. 2:43 p10) with attractive, full-page color newspaper ads proclaiming "RCA Victor color TV on sale at fantastic savings!" at its 5 Philadelphia stores & single outlets in Wilmington, Del. & Pennsauken, N.J.

"Response was very strong," we were told by Silo Pres. Sidney A. Cooper. "Sales are beyond our expectations. In fact, we're oversold in some categories." He said discount chain is trying to get additional merchandise. Sale sets were 1962 RCA color receivers purchased from distributor Raymond Rosen & Co. in what Silo described as "a special closeout" not subject to fair-trade restrictions.

Ad illustrated 5 RCA color models Silo-priced at heady savings over "original distributor suggested list." French Provincial console, for example, was advertised at \$579 vs. ODSL of \$975. Remote control color console was discounted to \$499 from \$975 ODSL. Early American console was Siloed at \$509 vs. \$975 ODSL. Lowboy was \$539 vs.

\$850 ODSL. Danish console in walnut was \$564 vs. \$850 ODSL.

"Why are prices so low?" queried ad. "Because Silo placed the biggest single color TV order ever!" Ad noted that sets were sold with "Silo extras": 7 day money-back guaranteed "if our prices are not the lowest around;" free home delivery; no money down, "take up to 3 full years to pay." RCA factory service was offered for \$24.95.

We visited a Silo store, found cut-price 1962 RCA color sets displayed side by side with distributor-fair-traded 1963 line. Salesman told us: "The only difference between the 1962 & 1963 models is that you'll pay at least \$100 more for the 1963s."

We saw, for example, 1962 Abington lowboy model. Sticker identified it as RCA model 212-G88-M with \$895 ODSL. Silo's price on ticket was coded, but salesman translated: "\$525, and that includes the RCA service contract. If you don't want the service you can have the set for \$500." Abington was displayed alongside similarly-styled 1963 Denham, priced at \$640.

Trade Personals

Brig Gen. David Sarnoff, RCA chairman, reported in good condition & resting comfortably following Nov. 8 operation for removal of gall-bladder in Roosevelt Hospital, 9th Ave. & 59th St., N.Y.

William H. Hudson, ex-product engineering mgr., appointed mgr. of Corning Glass TV bulb sales dept.; Stan- nard H. McKibben promoted to mgr. of staff services, TV Products Div. . . Terrell Uleman named dir., Pittsburgh Plate Glass commercial research & development dept., merchandising div., with TV glass among his responsibili- ties, as result of merger of 2 PPG departments; Russell Whittemore, whose responsibilities formerly included TV, promoted to dir., product development, automotive sales, glass div.

John F. Kawling, former Elgin Instrument vp-gen. mgr., joins Packard-Bell Electronics as Home Products Div. mfg. dir., succeeding Otto Riss, resigned . . . James A. Stark appointed GE Audio Products Dept. engineering mgr., succeeding Will M. Quinn, resigned.

Herbert Trotter Jr. elected GT&E Labs chmn., suc- ceeded as pres. by Sylvania vp Lee L. Davenport.

Maurice Galen, Peter W. Hofman & Stephen A. Walton appointed to new posts of RCA directors, financial opera- tions & analysis; J. Donald Pill named to new post of dir., financial planning.

Mike Hazzard, head of RCA Victor Mexicana, resigns to become gen. mgr. of General Foods of Mexico.

David P. Wilkinson, ex-GE, named Electronic Asso- ciates corporate planning dir.

Lester H. Smith, formerly Sampson Co., appointed national sales vp of Ross Electronics, Chicago importer of transistor radios & tape recorders.

Erwin J. Arendt, ex-RCA, joins Sylvania as gen. sales mgr.-Chicago.

Lawrence J. Torn elected a Harman-Kardon vp . . . John J. O'Malley appointed Philco methods dept. mgr.

Distributor Notes: GE appoints Schweber Electronics, Mineola, N.Y., East Coast distributor for specialty resistor products • Citroen Electronics, Los Angeles producer of miniature tape recorders, names Howard Bloom metropol- itan N.Y. regional mgr. • Philco has named its central Ohio distributor, Bennett Distributing Co. (James K. Bennett, pres.), Columbus, O., to cover also the 8-county Dayton market heretofore served by Philco Distributors Inc. of Cincinnati. Latter will continue to serve Cincinnati & counties in northern Ky., southern O. & eastern Ind.

Indiana General has signed licensing agreements in 8 foreign countries & is broadening its marketing program in Common Market area. Pres. Robert F. Smith said Indiana General also may add manufacturing facilities overseas next year. Company's strong 9-month perform- ance (Vol. 2:45 p12) has assured record earnings for this year, he said.

New Bureau of Standards publication, *Efficient Use of the Radio Spectrum* (38 pp., \$2), is available from Govt. Printing Office, Washington 25. Order NBS Tech- nical Note 158.

Zenith's Record Pace: Peak sales & earnings were racked up by Zenith in 1962's first 9 months & September quarter (see financial table). Jan.-Sept. earnings rose 17% to \$11.6 million on 21% sales gain to \$227 million. Third-quarter profits increased to \$4.6 million from \$4.5 million as sales shot ahead \$10 million to \$81 million from \$71 million.

"The record earnings were achieved despite the highly competitive pricing structure existing in the consumer electronics industry, which was further aggravated by cheap imported products," noted Chmn. Hugh Robertson & Pres. Joseph S. Wright. They said b&w TV unit sales at both factory and distributor levels "set new records" for the quarter and 9 months, "resulting in Zenith's attainment of the highest percentage of industry sales in history." Combined factory & distributor inventories of TV sets at end of Oct. were lowest since March, and as a ratio to sales, were down from a year earlier.

Zenith also reported that start of pilot production of color tubes at subsidiary Rauland Corp. is "scheduled for late this year." Re "Phonevision" test in Hartford, Robert- son & Wright reported "subscriber reaction to the system has been generally excellent with the backlog of orders for individual home installations continuing to grow."

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Arvin Industries	Q	\$0.25	Dec. 15	Nov. 20
Christ Craft Industries Stk.		5%	Dec. 14	Nov. 23
Erie Resistor	—	.15	Dec. 15	Nov. 30
General Tire & Rubber	Q	.10	Nov. 30	Nov. 19
Screen Gems	New	.15	Dec. 11	Nov. 23
TV-Electronics Fund	Q	.05	Nov. 30	Nov. 1
TV-Electronics Fund	Ex.	.26	Nov. 30	Nov. 1

September factory sales of both TV picture & receiv- ing tubes declined sharply in both units & dollars from September 1961. Unit sales of TV picture tubes dropped to 866,512 from 946,405, EIA reported, and dollar value slumped to \$16,537,417 from \$18,981,210. For year to date, unit sales trailed by more than 60,000—6,782,798 vs. 6,849,361 in 1961's first 9 months. Dollar value lagged by more than \$6 million—\$129,970,298 vs. \$136,553,233 a year earlier. Receiving tube picture was no brighter. September unit sales trailed 31,640,000 to Sept.-1961's 37,611,000. Dollar value was down \$5 million to \$25,327,000 from \$30,- 472,000. Cumulatively, Jan.-Sept. unit sales trailed 273,- 911,000 to 280,838,000 a year earlier. Dollar value dropped to \$228,501,000 from \$233,298,000 in Jan.-Sept. 1961. Here are EIA's 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	29,748,000
April	758,539	14,253,425	31,016,000	25,888,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
August	795,121	15,035,830	34,646,000	29,222,000
September	866,512	16,537,417	31,640,000	25,327,000
Jan.-Sept. 1962	6,782,798	\$129,970,298	273,911,000	\$228,501,000
Jan.-Sept. 1961	6,849,361	136,553,233	280,838,000	233,298,000

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—9 mo. to Sept. 30	\$ 3,851,920	—	\$ 216,010	\$0.85	254,136
	1961—9 mo. to Sept. 30	4,623,972	—	199,782	.79	251,036
General Dynamics	1962—9 mo. to Sept. 30	1,498,642,793	\$ 35,312,890	33,992,194	3.40	9,997,064
	1961—9 mo. to Sept. 30	1,555,689,708	(83,576,496)	(56,915,183)	—	9,997,064
	1962—qtr. to Sept. 30	441,247,089	—	11,147,777	1.11	9,997,064
	1961—qtr. to Sept. 30	544,801,971	—	(1,240,804)	—	9,997,064
General Precision Equipment	1962—9 mo. to Sept. 30	163,000,000	6,595,000	3,000,000	1.63 ¹	1,643,101
	1961—9 mo. to Sept. 30	171,196,090	7,879,241	3,610,741 ²	2.11 ¹	1,496,795
	1962—qtr. to Sept. 30	55,000,000	2,405,579	1,105,579	.61 ¹	1,643,101
	1961—qtr. to Sept. 30	52,292,533	2,438,837	1,122,037	.61 ¹	1,496,795
Granco Products	1962—qtr. to Sept. 30	548,270	—	20,500	—	—
	1961—qtr. to Sept. 30	498,481	—	(38,490)	—	—
H & B American	1962—year to July 31	3,845,768	—	225,928 ³	—	2,582,192
	1961—year to July 31	1,928,773	—	(259,188) ⁴	—	2,573,160
Hoffman Electronics	1962—9 mo. to Sept. 30	30,076,397	—	(243,003)	—	1,538,888
	1961—9 mo. to Sept. 30	44,462,097	—	358,623	.23	1,537,388
	1962—qtr. to Sept. 30	8,010,034	—	(175,146)	—	1,538,888
	1961—qtr. to Sept. 30	13,125,101	—	8,966	.01	1,537,388
Lear Siegler	1962—qtr. to Sept. 30	46,977,939	—	1,379,623	.35 ¹	3,917,864
	1961 ⁵	—	—	—	—	—
Litton Industries	1962—year to July 31	393,807,709	30,849,499	16,315,952	3.36 ¹	4,833,857
	1961—year to July 31	250,114,456	19,687,457	10,158,323	2.24 ¹	4,368,273
Meredith Publishing	1962—qtr. to Sept. 30	18,790,157	—	854,921	.64	1,331,212
	1961—qtr. to Sept. 30	18,055,889	—	1,055,812	.80	1,323,866
Minnesota Mining & Mfg.	1962—9 mo. to Sept. 30	505,759,118	118,815,685	58,815,685	1.13	51,823,123
	1961—9 mo. to Sept. 30	452,298,927	104,796,604	53,496,604	1.03	51,722,837
	1962—qtr. to Sept. 30	171,246,746	39,065,425	20,065,425	.39	51,823,123
	1961—qtr. to Sept. 30	158,723,022	37,677,421	19,027,421	.37	51,722,837
Movielab	1962—9 mo. to Sept. 29	5,047,638	—	261,030	.78	334,466
	1961—9 mo. to Sept. 29	4,221,742	—	194,299	.58	334,466
	1962—qtr. to Sept. 29	1,703,230	—	90,214	.27	334,466
	1961—qtr. to Sept. 29	1,395,293	—	64,225	.19	334,466
Oak Mfg.	1962—9 mo. to Sept. 30	22,373,367	1,285,171	641,606	.93	687,074
	1961—9 mo. to Sept. 30	16,617,689	571,077	305,877	.46	655,794
	1962—qtr. to Sept. 30	6,603,411	22,153	21,038	.03	687,074
	1961—qtr. to Sept. 30	5,608,551	238,557	118,357	.18	655,794
Oxford Electric	1962—9 mo. to Sept. 30	6,970,312	—	71,661	.16	436,466
	1961—9 mo. to Sept. 30	6,253,245	—	59,007	.14	412,393
	1962—qtr. to Sept. 30	2,223,991	—	17,549	.04	436,466
	1961—qtr. to Sept. 30	2,451,646	—	50,716	.12	412,393
Pentron Electronics	1962—qtr. to Sept. 30	2,687,578	120,525	120,525	.05	2,532,644
	1961—qtr. to Sept. 30	2,606,729	93,360	79,460	.03	2,532,644
Howard W. Sams	1962—qtr. to Sept. 30	3,339,845	—	201,621	.37	536,081
	1961—qtr. to Sept. 30	3,296,352	—	241,389	.45	526,950
Standard Kollsman Industries	1962—9 mo. to Sept. 30	67,656,430	3,796,979	2,138,899	.98	2,179,904
	1961—9 mo. to Sept. 30	76,262,873	4,928,536	2,435,515	1.12	2,086,588
	1962—qtr. to Sept. 30	21,499,286	1,464,182	718,402	.33	2,179,904
	1961—qtr. to Sept. 30	24,517,166	1,611,165	819,548	.38	2,086,588
Webcor	1962—year to May 31	49,375,681	—	11,995	—	940,737
	1961 ⁶	—	—	—	—	—
Zenith (Story on p. 13)	1962—9 mo. to Sept. 30	227,005,532 ⁷	—	11,590,672 ⁷	1.28	9,033,177
	1961—9 mo. to Sept. 30	187,784,403	—	9,926,723	1.10	8,989,197
	1962—qtr. to Sept. 30	81,008,762 ⁷	—	4,608,063 ⁷	.51	9,033,177
	1961—qtr. to Sept. 30	71,085,730	—	4,533,479	.50	8,989,197

Notes: ¹ After preferred dividends. ² Before gain of \$578,299 (36¢ a share) on sale of properties. ³ Includes \$159,714 tax credit. ⁴ Includes \$217,733 charge-off on barbecue equipment manufacturing. ⁵ Unavailable

because of merger of Lear & Siegler. ⁶ Unavailable because of change in fiscal year. ⁷ Record.

WEEKLY **Television Digest**

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

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MAGAZINE-CONCEPT TV is explored by panel of TV executives, most agreeing that participation is here to stay although British formula won't work here. Cost squeeze on producers probed (p. 4).

TvB's N.Y. MEETING features praise for color TV, proposal to revise dues schedule, warning to remove "wall of indifference" between industry & public (p. 5).

Consumer Electronics

GOOD TV BUSINESS continued in Oct., preliminary figures show, indicating full-year distributor sales of 6.25 million. Radio sales dropped slightly last month; TV-radio production being reduced (p. 7).

HOTEL-TV SALES hit record pace this year, but prices dropped in heavy competition. Entire market captured by 19-in. size. British Rediffusion master-slave set plan offered on U.S. market (p. 7).

INDUSTRY STAGNATION attacked by editor Osbahr at EIA technical meeting; 'alarming' lack of innovation cited. Other EIA highlights (p. 9).

RECORD ELECTRICAL VOLUME: Buoyed by rising sales of electronic equipment & home appliances, electrical manufacturing industry anticipates record \$25 billion sales this year (p. 11).

EMERSON SELLS EMERTRON: Military electronics subsidiary formed in 1960 sold to Litton Industries for undisclosed amount of Litton securities (p. 11).

AFTERMATH OF ABC'S NIXON-HISS SHOW: News media in this country, including broadcasting, are having rough time lately. Compared with other institutions, however, they're in best position to make their grievances known, emphatically.

First, it was Administration's bottling & managing news of Cuban crisis. Then it was Nixon tearing into newspapers and singing hosannahs to TV-radio.

Now it's the Hiss appearance on ABC-TV's Howard K. Smith documentary on Nixon Nov. 11. It all lends weight to NAB Pres. Collins' appeal last week for formation of all-media "watchdog committee" dedicated to freedom of information.

Here are salient excerpts of Hiss' comments: "My impression of [Nixon] as an investigator was that he was less interested in developing the facts objectively than in seeking ways of making a preconceived plan appear plausible . . . I can't but feel that political motivation played a very real part."

Regardless of opinions of ABC's judgment in including Hiss comments on Nixon, broadcasters generally deplored efforts to punish ABC for it—by sponsors Schick and Kemper Insurance. Schick tried to can-

cel \$1 million buy in *Combat & Stoney Burke*, Kemper \$500,000 in *ABC Evening Report*—but ABC held them to their contracts.

Two telecasters refused to carry show initially—Taft, on its WKRC-TV Cincinnati & WTVN-TV Columbus; Triangle, on its WFIL-TV Philadelphia & WNHC-TV New Haven. Both stated that Hiss comments were against public interest and in bad taste. Taft later ran show, saying it was doing so to let public see what dispute was about. Triangle also cut mention of the controversy from ABC-TV's 11 p.m. news on WFIL-TV. It made point of fact that it substituted public affairs-type programs for Nixon show—Telstar documentary on WFIL-TV, prepared with U. of Pa. help, "The Opinionated Man" on WNHC-TV, series featuring 2 Yale faculty members.

FCC's action in affair was customary forwarding of pro-&con complaints to ABC, Taft & Triangle for comments, and responses to date are as expected—justification of actions on "public interest" basis. Interviewed in New Orleans, FCC Chmn. Minow expressed Commission's position — that Congress "wisely" forbids Commission censorship of such programs, that "our only interest is to see that controversial issues are handled fairly," noting that ABC "has offered to give Mr. Nixon time to reply." Commission is determined that it not give vestige of impression of pressure in such cases. Ramifications of action & reaction were numerous during week. Among them:

(1) ABC news chief James Hagerty, ex-Eisenhower news secy., backed Smith to hilt, said show was balanced & fair.

(2) Eisenhower called Hagerty before telecast to express "astonishment" that Hiss comments were to be included, said he did not seek to forestall telecast.

(3) CBS news head Richard Salant said he was "deeply distressed" by efforts to suppress show and by post-telecast moves of advertisers to punish ABC. NBC had no comment.

(4) Howard K. Smith defended program, said he considered it "balanced;" if it wasn't, he said, it "leaned in favor of Mr. Nixon."

(5) Pres. Murray Lincoln of Smith's sponsor Nationwide Insurance Co., said that while "many of us personally did not see eye-to-eye with Mr. Smith in the selection of program participants . . . still we respected his right to make the final choice."

(6) NAB Pres. Collins said he stands "foursquare behind the broadcaster" and considers sponsors' cancellation efforts "censorship of a very evil kind."

One Washington attorney said he'd given dispute lots of thought, and: "I think the FCC missed its big chance. It has been yelling about licensee responsibility, licensee judgment, more controversy, more editorials. Now, it ought to commend ABC, Taft & Triangle for exercising such judgments. Instead, it sends its old form letters asking for comment on complaints."

OMAHA NEXT LOCAL-HEARING POSSIBILITY: Omaha—that's the city FCC has eyes on for possible Chicago-type local hearing (Vol. 2:25 p1). Staff has been examining markets, considered Omaha, Baltimore & Buffalo prime candidates, settled on recommending Omaha. FCC hasn't weighed staff's proposal yet.

Staff advances 3 criteria for choosing markets—(1) At least medium size. (2) Three vhs with good financial resources. (3) Both local & multiple ownership.

Of the 3 markets, staff said, Omaha seems to have least local live programming. It suggested hearing start there around Jan. 14, run about 5 days—handled as Chicago was, inviting local groups to present views.

Chicago stations seem to have increased local live material since hearings, staff notes. It reports: WNBQ working on 3 local live documentaries; WBBM-TV preempting "Gunsmoke" for local documentary "I See Chicago," CBS scheduling local-talent "Repertoire Workshop" on all o-&o's, WBBM-TV hiring of local Negro newsman; WBKB shifting "Marty Faye" from midnight to 10:15 p.m., expanding "Here's Geraldine," building live shows for women & pre-school children, signing Nelson Algren to write documentary on Chicago; WGN-TV moving "Herb Lyon" from Fri. midnight to 9 p.m. Mon.

Staff notes that KETV Omaha is being sold (Vol. 2:45 p5), says this shouldn't affect the hearing.

FTC COOKING SETTLEMENT ON RATINGS: Consent agreement on TV ratings has been negotiated by Federal Trade Commission staff and the 3 top firms—American Research Bureau, A. C. Nielsen, Pulse. Assuming FTC itself approves final agreement, this would be its answer to problem dumped in its lap some 2 years ago by Sen. Magnuson's (D-Wash.) Commerce Committee. Committee had done some investigating itself, turned its findings over to FTC, saying "do something with this."

FTC says nothing at all yet about settlement, which of course isn't official or public yet. But the word going about is that terms are innocuity itself—namely, requiring rating firms to publicize fact that their results are somewhat less than 100% accurate, spell out limitations. Industry reaction to that: (1) FTC was under pressure to produce something. (2) Everyone who needs to know is aware of rating limitations. (3) Impact on industry will be negligible.

Some observers can't believe FTC will produce anything so vapid, think agency will strive for something more meaningful—though this will be hard to devise.

Group to watch is Rep. Harris' (D-Ark.) Regulatory Agencies Subcommittee, which has long been seeking skulduggery in ratings. It's expected to finish investigating in next couple months, hold hearings thereafter. Hearings are likely to disclose some horrible examples of misused ratings by broadcast competitors, probably also some faked ratings by some obscure & phony rating "services"—but backbone of industry's rating business will emerge clean. Speaking of phony outfits, we've heard that one has radio station personnel collect data on its own & competing stations' listeners—the "service" then "processing" the data.

TRANSOCEANIC TV BY CABLE 'WITHIN GRASP': AT&T's Telstar notwithstanding, day may come when TV signals are carried from continent to continent by AT&T's undersea cable. This was indicated last week by Western Electric Pres. H. I. Romnes in dinner address to EIA's Radio Fall Meeting in Toronto.

Thanks to semiconductor research breakthroughs, he said, "serious consideration" can now be given to installing transistorized amplifiers at very close intervals in coaxial cables to vastly increase their bandwidth-carrying capabilities. Cables could be buried underground or laid underseas, requiring virtually no maintenance or repair.

Transistors so reliable they'll work for 100,000 years can now be visualized on basis of recent research, Romnes told electronics engineers in Toronto. Among other benefits, he said, such semiconductor-amplified cables could make possible greatly increased number of channels for networking TV programs, more & cheaper intercity educational TV, closed-circuit TV, video telephone, etc.

Romnes placed no time limits on translating these potentials into practice. However, he said, they are now "within our grasp." (For other reports of EIA Radio Fall Meeting, see p. 9.)

FCC's HOPEFUL UHF RECEPTION ANALYSIS: At first blush, uhf shows up quite well in FCC's analysis of home reception in N.Y., conducted with its WUHF (now WNYC-TV), Ch. 31. Comparing vhf & uhf within 25 miles of transmitter, using indoor antennas, Commission found that if vhf produced at least a "passable" picture, uhf also did except in 10% of locations. When outdoor antennas are used, there's almost no difference. That's nub of presentation by engineer Jules Deitz at EIA Radio Fall Meeting in Toronto last week.

Industry engineers hadn't time to digest report, so expert reaction was sparse last week. Yet to come is FCC's findings from mobile & portable measurements beyond 25 miles, plus AMST's home-installation findings for similar distances. Some qualms have been expressed about kind of antenna needed for indoor reception. Of 900 locations tested, uhf produced "excellent" or "fine" reception in 716, through use of twin-bow antenna—but similar quality was obtained with rabbit ears or vhf indoor antennas in only 45 locations. Point raised: for good reception, viewer apparently has to buy new antenna. Will he?

Balance of Deitz's summary expresses other major findings: "Slightly more time is needed to select the final positioning of uhf antennas; otherwise, except for receiver cost, there is little difference in cost between a vhf & uhf installation. The simplest of antennas are usually satisfactory for the reception of either U or V. Good reception was obtained at most locations using a single antenna for both U & V. Color recep-

tion is favored neither by U or V. Ghosting differences between U & V are small enough to be disregarded. Householders' ratings are subject to question. Better shielding against IF pickup and some accommodation for coaxial transmission lines will assist the installer in providing better reception at difficult locations."

Noise of sets on Ch. 31 was 10 db; on vhf, 7 db. In poor locations, Deitz said, they used amplifiers with 5.5 db noise, 25 db gain, and—"there was some improvement but not enough to justify the expenditure of \$450 per amplifier." Interesting subjective angle: installation crews downgraded householders higher grades for pictures, upgraded householders lower grades. (Copies of full 29-page report including tables, *Report on Receiver Installations, New York City Uhf-TV Project*, available from Commission.)

Brand-new nationwide vhf allocation plan is about to be submitted to FCC by Bureau of Standards' Robert Kirby. It's said to double number of channel assignments through short spacings, use of vertical polarization, DA's, etc. It will be presented first to luncheon meeting of AFCCE in Washington Dec. 6.

TV'S CRYSTAL BALL: TV highlight of 4-A Eastern Annual Conference came Nov. 13 in special panel session when 5 veteran TV executives looked into TV's oft-clouded crystal ball.

With Ted Bates best. operations vp Richard A. R. Pinkham presiding, panelists represented the kind of diverse TV industry views which make for free-wheeling opinion flow. Speaking for network viewpoint was Michael Dann, CBS-TV vp for network programming, with ex-actor Sheldon Leonard, exec. producer of *The Danny Thomas Show* and other film comedies, airing views of successful TV producer. Admen Sylvester L. (Pat) Weaver, pres. of M-E Productions, and Lee M. Rich, TV-radio programming vp at Benton & Bowles, completed panel lineup.

Key topic was "magazine concept TV," whose influence has been felt in TV since mid-1950's when Weaver, then pres. of NBC, launched such shows as *Today* & *Tonight*. Discussion lines were drawn thus:

None of panelists, including Pinkham, advocated British version of magazine-concept TV, in which sponsor identification is deliberately outlawed and commercials fall in rotating clusters.

All panelists felt answer lay somewhere between "maximum dispersion, minimum identity" formula for advertisers, in which networks build their own programming and sell it in participation chunks, and the "minimum dispersion, maximum identity" formula followed by a few big advertisers like P&G and General Foods, who buy fully-sponsored half-hour shows.

Benton & Bowles' Rich, not unexpectedly, leaned in the direction of TV programming with strong sponsor identification, citing General Foods' successes. M-E's Weaver and CBS's Dann tended to favor network-built program blocks which could offer advantage of network impact to small advertisers. Dann added, however, that such participation shows had "no effect on the quality of TV," and that networks thus "naturally assumed greater responsibility."

TV's upward cost spiral also came in for exploration. Producer Leonard painted bleak future for the independent TV producer because growing demands for "a piece of the action" from stars, directors, writers et al. were making it steadily "less attractive" for independents to produce new TV shows in face of rising costs. Dann pointed out that number of new TV pilots, which had

been running 150-200 per season in recent years, dropped to only 50 shows this year, due in part to costs (\$250,000 or so for a 60-min. film pilot).

On another 4-A front, adman Marion Harper Jr., pres. & chmn. of Interpublic Inc. and chmn. of 4-A, warned ad industry that rising "noise level" of advertising—i.e., sheer multiplicity of chest-thumping messages of all types—posed serious problem for all. Harper said he didn't know if "advertising's decibel level" has reached limit of public endurance but added that "we are kidding ourselves if we think that the age of *laissez-faire* is over for everything but advertising."

Suspensions of many an experienced broadcast executive may well have been confirmed in another 4-A panel, which asked group of agency art & copy experts to explain how they got their best creative ideas. Robert Gage, vp & chief art dir. for award-winning Doyle Dane Bernbach agency, admitted in statement which pretty well wrapped up opinions of others: "I seem to procrastinate until it is a rush, because that is the time when the juices begin to flow and I can think better."

Major TV-oriented talent agency has been formed in a merger of two existing talent reps, one relatively new and one a long-established name. Marriage is between Ashley-Steiner, aggressive postwar agency which snapped up a number of MCA clients (Danny Kaye, et al.) in recent dissolution of MCA's talent arm, and Famous Artists, venerable Hollywood agency whose roster has bristled with big-name movie stars, directors & writers. New agency will be called Ashley-Steiner, Inc.-Famous Artists Corp. At least 8 existing TV network shows will now be under ASFA banner, including *Dr. Kildare* and the new weekly *Danny Kaye Show*. ASFA now outranks General Artists Corp. in terms of current TV importance, rivals William Morris Agency for top TV talent-rep honors. Charles K. Feldman of Famous Artists will be chmn. of new agency, with Ted Ashley as pres., Ira Steiner as exec. vp.

Libel suit against NBC for \$500,000 has been filed by New Hampshire for David Brinkley's Oct. 1 "The Great Highway Robbery" (Vol. 2:45 p4). State Attorney General William Maynard charged that show, which claimed wide-spread corruption in highway programs in N.H. and other states, was designed to hold N.H. up "to public scorn and ridicule." NBC had no comment.

TvB's N.Y. Meeting: Praise for color TV, a proposal to revise TvB dues schedule, a warning to remove "the wall of indifference that separates industry from the public," were among highlights of TV Bureau of Advertising's annual meeting in N. Y. last week.

The glowing words about color were spoken by Corning Glass Pres. Armory Houghton Jr. at Nov. 15 luncheon. Terming color TV "perhaps the most promising advertising medium this communication-mature country of ours has ever seen," Houghton said that the only reason Corning did not use color in its recent CBS-TV Lincoln Center telecast was due to "physical limits at the Center."

Revision of TvB's dues was proposed by outgoing chmn. A. Louis Read, WDSU-TV New Orleans. To make TV competitive for ad dollars and increase service to members, Read asked for "more realistic basis" for determining station dues than quarter-hour rate. Suggestion: Base it on announcement rates since they provide more practical figure. (New TvB chairman is Gordon Gray, WKTU Utica.)

TvB's newest industry presentation introduced by Pres. Norman E. (Pete) Cash makes this key point: TV can help a manufacturer "through helping the sales of its customers' customers or telling the beliefs of industry." Profits of the top 500 industrial corporations increased only 1% between 1956 and 1961, Cash noted, while among those few investing "more than half their total ad dollars in TV, net profits increased 50%."

TvB awards for "best station-market presentation" went to KDKA-TV Pittsburgh, KOLN-TV Lincoln, Neb., KNXT Los Angeles and WTVJ Miami.

Pres. Paul S. Willis of Grocery Mfrs. of America took communications industry to task for lending itself to "fault-finding and harassing [of] industry." Asked Willis: "Professional consumer agitators may make news, but shouldn't someone as responsible for forming public opinion as is TV want to report the whole story?"

Series of "depth probes" of govt. has been scheduled by Westinghouse-owned WBZ-TV & WBZ Boston, featuring name-studded list of dignitaries. Ambitious project is in form of "town hall meetings" to discuss, in prime time, questions of "morality & corruption" in govt., and "to stir up public force that is so essential to overcome inertia of govt." Guest list is headed by such names as U.S. Atty. Gen. Robert F. Kennedy, NAB Pres. LeRoy Collins, poet Archibald MacLeish. Titled *Focal Point*, TV-radio series will be launched Nov. 25 and will continue through Dec. 1963 on non-commercial basis. Endorsement of project came last week from Mass. Senators Saltonstall & Kennedy. Said WBC Pres. Donald H. McGannon: ". . . a step toward helping the public motivate themselves to becoming a member of a political party, joining organizations and doing the things that make a community vibrant."

Five color film cameras and one live color camera were shipped by RCA Bcst. & Communications Products Div. during Sept. & Oct. WLEX-TV Lexington, Ky., received one live & one film camera. Other film cameras went to WNYS-TV Syracuse, WDSM-TV Duluth-Superior, WAVE-TV Louisville & KOA-TV Denver.

Swedish Adv. Assn., conducting survey to determine which products command largest ad appropriations, found TV sets in lead, followed closely by bras & girdles, with autos at bottom of list.

NCTA pressed even harder last week in its attack on FCC and Broadcast Bureau Chief Kenneth Cox, for Commission's decision in Carter Mountain CATV microwave case (Vol. 2:42 p5, 46 p5). FCC Gen. Counsel Max Paglin & Asst. Gen. Counsel Daniel Ohlbaum had urged Court of Appeals to strike NCTA's brief because of "scandalous" attack on Cox. Responding to this, NCTA counsel Robert L'Heureux submitted 20-page brief, much of it in line of following excerpt: "If the FCC understands the true allegation of scandal, it must have assumed that the Court's inquiry into the conditions prevailing within the FCC which caused this otherwise inexplicable, arbitrary and capricious action on the part of the Commission, could reveal something of a scandalous nature. If so, that is the Commission's assumption, it's own subjective reaction, not NCTA's."

Intention to enter pay-TV field has been announced by 2 new groups. Golden West Bcstrs. (Gene Autry), operators of 4 radio stations, appointed Norman Boggs, ex-radio KGIL San Fernando, Cal. pres., to explore possibilities for planned pay-TV system, as yet unnamed. Dwight Harkins, former radio KTYL Mesa, Ariz. owner, asked FCC to allocate Ch. 20 to Phoenix, said he'd apply for station for pay-TV if assignment is made. Harkins said he planned to use his own system. Teleglobe-Denver Corp., which will hold 3-year pay-TV test over KTVR Denver (Vol. 2:41 p2), has been renamed Macfadden Teleglobe-Denver Corp. GE has signed contract to design special controls for use with Home Entertainment Co.'s pay-TV system, scheduled to begin operation in Santa Monica in early 1964.

"Bootlegged" telecasts of National Football League games are drawing large audiences in areas where games are blacked out for attendance reasons, Nov. 19 *Newsweek* reports. Motel owners and restaurateurs in blacked-out areas (75-mile radius) on fringe of league cities are installing powerful boosters, doing booming business. NFL Comr. Pete Rozelle, apparently undisturbed, termed it "tremendous endorsement of NFL football," asked: "What other telecast would make people drive 100 miles?"

Secondary boycott against KXTV Sacramento by NABET & AFTRA was declared illegal last week by 9th Circuit Court of Appeals. Court unanimously reversed earlier decision by NLRB, ruled that secondary boycott section of National Labor Relations Act doesn't permit boycotts of type applied against station. Parent Corinthian Bcstg. hailed decision, said it would levy suits for damages against unions immediately.

FCC can protect public in communications satellite field, Chmn. Minow told convention of National Assn. of Railroad & Utilities Commissioners. He said a "sobering thought" which many in regulated industries don't realize "is that effective, vigorous and fair regulation of public utilities is what stands between them and government ownership & operation of monopolistic enterprises."

KERO-TV Bakersfield has been given FCC authorization to switch from Ch. 10 to Ch. 23 by July 1, 1963, and to operate on both channels until Sept. 1, 1963. Shift is part of Commission's program of deintermixture-to-uhf for the area.

First uhf channel assignments to Puerto Rico—Ch. 16, Mayaguez; Ch. 22 & 28, Ponce; Ch. 19, San Juan—have been authorized by FCC. Commission also proposed to reserve for ETV Ch. 4 Dickinson, N.D., in addition to ETV Ch. 17.

Personals

Oliver Treyz, Warner Bros. vp & world-wide sales mgr. and first TvB pres., receives Bureau award for "outstanding service to the TV industry." Former TvB chairmen receiving similar honors last week: Richard A. Moore, Times-Mirror Bcstg.; Clair R. McCollough, WGAL-TV Lancaster; W. D. Rogers, Texas Telecasting; Roger W. Clipp, Triangle stations; Otto Brandt, King Bcstg.; Glenn Marshall Jr., WJXT Jacksonville; A. Louis Read, WDSU-TV New Orleans.

Louis J. Kramp, AP general executive, named asst. gen. mgr., AP broadcast relations & services . . . James P. Clarendon II, ex-*Life en Espanol*, Mexico City advertising mgr., promoted to Time-Life Broadcast Inc. Latin American operations mgr.

Fred Nettekere promoted to ABC-TV Spot Sales eastern sales mgr. . . . Roger H. Sheldon promoted to Adam Young St. Louis mgr. . . . Stanley Jaffe promoted to Seven Arts asst. publicity mgr.

Paul Stone, veteran directory editor, rejoins Television Digest Inc. as editorial director of *Television Factbook*.

James J. Crane promoted to radio WLW Cincinnati vp & gen. mgr., a new post; P. Scott McLean moves up to parent Crosley Bcstg. eastern TV sales vp, N.Y. . . . Rudy Bergman promoted to CBS-TV Press Information news & public affairs mgr.

FCC Chmn. Minow awarded YMCA of Greater N.Y. special citation for "important contributions to education of nation's youth, through significant support & encouragement of ETV."

Alexander P. Hunter, ex-KING-TV-AM-FM Seattle asst. to vp, named KREM-TV-AM-FM Spokane station mgr. . . . Arnold Katinsky, radio WIP Philadelphia promotion dir., advanced to station promotion & services mgr., Metro Broadcast Sales div. of parent Metropolitan Bcstg.

Laurence E. Richardson promoted to vp, Post-Newsweek Stations, Washington . . . B. J. Le Maitre, ex-CFTO-TV Toronto national sales mgr., named to similar post with CTV TV Network.

John P. Cole Jr. becomes partner in Washington law firm of Smith & Pepper, . . . Jack E. Rhodes, ex-Independent TV Corp. central div. mgr., appointed Warner Bros. TV northeastern sales representative.

Tom Eaton, WTIC-TV-AM-FM Hartford, news vp, elected Conn. Council on Freedom of Information chmn. . . . Barclay Powers promoted to WLBW-TV Miami publicity dir., succeeding Patricia Alter, on leave.

William A. Exline, ex-KIRO-TV Seattle station mgr., named Storer TV Sales San Francisco mgr., succeeding Gayle Grubb, who transfers to another position with Storer, on west coast . . . Gary Ferlisi, former asst. gen. mgr., KSBW-TV Salinas & KSBY-TV San Luis Obispo, Cal., appointed TV Stations Inc. station relations mgr., N.Y.

Edward J. Roth, onetime NBC foreign mgr. and founding mgr. of Notre Dame's WNDU-TV, who is currently director-general of TV Eireann in Dublin, becomes deputy director of Associated Television, London; he succeeds Lew Grade, now managing dir., in succession to Val Parnell, resigned, who continues his *Sunday Night at the Palladium* shows on ATV.

Don E. Fuller promoted to WSJV Elkhart-South Bend commercial mgr. . . . William N. Ellison, ex-CJSS-TV Cornwall, Ont. program dir., named to similar post with WBJA-TV Binghamton.

Hugh Harper, ex-Philco, appointed KYW-TV Cleveland PR dir. . . . Richard J. Braun promoted to KBTW & radio KBTR Denver promotion mgr.

Roy Shapiro, ex-ABC Research Dept. senior analyst, appointed Westinghouse Bcstg. asst. research dir. . . . Rex L. Campbell, ex-radio KSL Salt Lake City program mgr., named U. of Utah asst. dir. of radio & TV services.

Report on mergers & "superconcentration" among nation's largest companies has been released by Rep. Patman's (D-Tex.) Small Business Committee. Study was prepared by staff, contains brief history of merger movements in 20th Century, lists acquisitions by top 500 largest industrial and top 50 merchandising firms. *Mergers and Superconcentration: Acquisitions of 500 Largest Industrial and 50 Largest Merchandising Firms* is available for 65¢ from Govt. Printing Office, Washington 25.

Grant of Ch. 12 Wilmington to educational WHYY Inc., proposed by FCC examiner (Vol. 2:40 p5), won't be appealed by loser Rollins Bcstg. Rollins Pres. O. Wayne Rollins said he considers examiner's decision "erroneous," but believes it's in best interest "to avoid further and lengthy litigation" keeping station from air for years.

Fine of \$5,000 against radio KELP El Paso, Tex. (Vol. 2:31 p4), was reduced to \$1,000 by FCC. Station was charged with running paid spots for teen-age dances, without identifying sponsor. Reducing forfeiture, Commission noted station had given assurances violation wouldn't be repeated, but said "violations clearly resulted from failure to exercise proper licensee responsibility."

Support for NAB campaign against Canon 35 has come from Colo. Supreme Court Chief Justice Edward C. Day. He told NAB Fall Conference meeting in Denver that broadcasters should attempt to modify, rather than abolish, rule against TV-radio in courtrooms. Final decision on courtroom coverage should be left to discretion of presiding judge, he said.

AFTRA strike against KYW-TV & KYW, Westinghouse TV-radio outlets in Cleveland, was called Nov. 16 after union declined to arbitrate dispute over questions of pay raises, dismissal causes, and per-performance talent payments. Strike involves 31 AFTRA members, mostly announcers and newswriters. Supervisory employees took over operating chores without interruption of schedules.

Recorded kine telecourses from National Instructional TV Library available for use are described in NITL publication, *Instructional Television Materials: A Guide to Films, Kinescopes, and Videotapes Available for Televised Use*, available free from NITL, 10 Columbus Circle, N.Y. 19. Guide lists sampler kits on programs which may be obtained for 5 days for \$5 plus postage.

Kaiser has its first big uhf CPs, FCC granting Ch. 44 San Francisco, Ch. 52 Corona, Cal. (Los Angeles). Still pending are its applications for Ch. 38 Chicago, Ch. 50 Detroit, Ch. 41 Burlington, N.J. (Philadelphia).

Remaining 50% of KCTV San Angelo, Tex. has been purchased for \$226,000 by half-owners Edward H. and Houston H. Harte.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

GOOD TV BUSINESS CONTINUED IN OCTOBER: Prospect of distributor sales of at least 6.25 million black-&-white sets this year was enhanced by preliminary unofficial estimates of Oct. sales. They showed traditional drop-off from Sept. (Vol. 2:46 p12), but gain of more than 2% over Oct. 1961. Many manufacturers have been privately saying they expect 4th-quarter sales to about match 1961's levels.

Distributor-to-dealer sales of TV came to about 598,000 during Oct., up from 584,000 for same 1961 month. Sales for year to date passed 5-million mark—or about 5,021,000 vs. 4,634,000 in first 10 months of 1961. Sales for 1962 so far are at seasonally adjusted annual rate of about 6.44 million sets. Thus, if Nov.-Dec. sales approximate those of last year's, 6.25-million level is assured.

Radio sales were lower than 1961 for 3rd month in row, totaling about 1,062,000 at distributor level in Oct., compared with 1,105,000 in Oct. 1961. With 8,888,000 radios sold so far this year (vs. 8,539,000 during first 10 months of 1961), home radios still seem certain to hit 15-year record of 11.5-11.9 million in 1962.

Although inventories have been substantially higher than 1961 all year, we see no signs of alarm or liquidation. As of Nov. 1, combined manufacturer-distributor inventories of TV sets were estimated to be about 14% above year-ago levels, with radio inventories up some 20%. There were signs of effort to cut back inventories last month, when for first time this year production of TVs & radios was held below comparable 1961 levels. In each case, Oct. production was about 8% less than Oct. 1961 figure.

These TV figures apply to black-&-white only, of course; no color figures are compiled. However, RCA announced last week that its Oct. color sales were about 80% ahead of same month last year "when the current color boom started." RCA's combined sales of color & b&w, incidentally, reached new high in Oct. & first 10 months of this year, the company said, pushing its total home instrument sales to all-time high for 10 months. RCA Sales Corp. marketing vp Raymond W. Saxon listed these 10-month results: 35% increase in total home instrument sales, more than 10% increase in b&w, 35% increase in radio sales, 75% increase in stereo, nearly 400% increase in tape recorders.

Canadian consumer electronics industry has been sounding optimistic notes recently, too, indicating at least partial recovery from poor year in 1961. EIA of Canada last week announced that TV distributor sales to dealers were up 22% in first 9 months of 1962, with Sept. sales 52,578, or 10% above Sept. 1961's 47,818. Radio sales were up 3% in Sept., and 7% for 9 months. Higher-priced radio-phono combos there showed 9% gain for Sept. and 19% gain for 9 months.

HOTEL-TV SALES UP, PRICES DOWN: This has been banner year for hotel-motel TV industry, but heavy competition has forced prices down to point where some suppliers are complaining that profit has all but disappeared.

There was plenty of TV in evidence last week at National Hotel Exposition in N.Y., on display by TV manufacturers & leasing firms. One notable casualty since last year's show (Vol. 1:9 p6) was Admiral, which no longer provides direct-to-customer hotel-motel service. Leading direct-from-manufacturer firms are Philco (through Tele-Sound Dept.), RCA (through RCA Service Co.) and Westinghouse (through new Commercial-Institutional Products Div.). Top independent hotel-motel suppliers, offering variety of makes, are Wells TV, Electronics Leasing Corp. (Tel-Hotel Div.) and American Communications Corp.

Other TV makers displaying sets at show were Magnavox (which deals through various hotel sup-

pliers), Motorola (through distributor Frank Rogers Inc.), Zenith (through local distributors), GE (through local distributors & specialist lessors).

Most hotel TV suppliers agreed this has been best year to date, and this year's show the best selling-show so far. They attribute this to the vast hotel-motel building boom and heavy remodeling of existing inns, plus beginning of first wave of replacement of worn-out guest TVs. One manufacturer estimates his business is 70% new construction, 30% replacement. Most hotel-motel TVs are supplied on lease basis, for 5- or 6-year period, with deal including master antenna, installation & service. One supplier said that average installation price has now dropped to about 15.5¢ per set per day from last year's 16¢.

Hotel-motel TV is still uncharted business; nobody even knows size of hotel industry for sure. According to one estimate there are now close to 4 million hotel & motel rooms—but others say this is too high. One guess is that nation's inns buy & lease around 250,000 TVs annually.

Here are this year's trends in hotel-motel TV-radio equipment: Only important size currently is 19-in.; a few luxury suites use 23-in., but number is insignificant. Philco is pushing 16-in. for small & economy rooms—but it stands alone. Price saving is only about \$10. GE, for example, says big advantage of 16-in. is portability, "and that's exactly what we don't want in a guest room." Others point out that hotel rooms are getting larger, not smaller, and 19-in. is good, practical size.

Inclusion of radio and/or background music in TV sets has become important trend this year. Many sets have provision for use of "modulators"—Jerrold's Audio-Trol or Blonder-Tongue's Audio-Master—to put radio & other sound sources on unused TV channels. Others have complete radios built in—including Motorola model with AM radio, Canadian-made RCA 19-in. consolette with AM, and new addition to Westinghouse Host line containing FM radio. Westinghouse, incidentally, has eliminated fine-tuning knob completely from its newest Host set, with new Standard tuner, and claims this will add to serviceability of hotel sets.

There's difference of opinion about remote controls. Most suppliers offer wired remote units, designed to be built into night tables. Philco is exception, offering wireless remote—also built in. Some saw definite pick-up in hotel interest in remote controls, while others described this item as "nearly dead." Wired remote, incidentally, adds more than \$30 to cost of set—plus installation labor.

There's more demand for color this year—but it's still largely confined to hotel lobbies, bars & other public rooms. RCA said color sales have increased more than black-&-white—"and this has been our best year for b&w." Zenith reported large number of inquiries about color.

Along with increased interest in audio, first hotel stereo unit was shown by RCA. Small (15-in. wide) unit has side speakers which project sound outward to give illusion of wider channel separation, can be wired into hotel's sound distribution system, with tape, stereo discs or stereo FM as source.

Only real TV innovation at exposition was shown by Electronics Leasing, although it's been in use overseas for long time. It was British Rediffusion Ltd. TV distribution system. TV sets for guest rooms are 9-tube slave units without front-end circuitry, while all critical tuner circuits are in master unit in hotel control room. Slave sets are connected to master by wire (not cable), 2 slim conductors per channel. Electronics Leasing spokesman said this system would cost about 2¢ per set per day more than conventional equipment for initial lease period, but should go down sharply thereafter because of savings in servicing, low replacement costs of slave receivers. He saw this system as only way to get color into hotel rooms. When Rediffusion's color system is ready, spokesman said, it will be virtually foolproof, since almost all critical circuits are in master TV tuning circuit in hotel control room.

First Japanese-made sets are being offered to hotel trade by Wells TV, basing appeal on economy. Wells spokesman said Delmonico 19-in. sets could be installed in 100-unit motel for as little as 12.7¢ per day (including service) as opposed to 14.8¢ for low-cost U.S. portable.

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 9 (45th week of 1962):

	Nov. 3-9	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	131,250	136,499	152,058	5,704,759	5,324,669
Total radio	486,678	455,235	458,324	16,585,466	14,708,481
auto radio	180,091	183,190	146,800	6,026,283	4,618,075

INDUSTRY STAGNATION ATTACKED: "It has been more than 2 decades since the electronics field has offered the public anything substantially new. . . . The percentage of the nation's total engineering capability going into the design & development of consumer equipment is diminishing at an alarming rate."

So said veteran editor Bernard F. Osbahr of Chilton's *Electronic Industries* in talk to EIA's Radio Fall Meeting last week in Toronto. Osbahr was honored by EIA with award of Radio Fall Meeting Plaque for distinguished contribution to electronics industry.

Osbahr pointed out that consuming public will increase by 25% in next 12 years—but consumer electronics industry is continuing to concentrate on refinements of existing products. Competition from abroad, he said, may well reduce consumer electronics to mere "price" market. Big engineering problem facing industry is how to convert some of the vast govt.-financed research projects into brand new consumer products. He suggested that EIA develop program to offer "substantial financial award" to engineers developing new products, and undertake itself to disseminate new product proposals to member companies. What kind of new products? Osbahr outlined:

"It is necessary first to get out of the habit of thinking in terms only of radios, TVs, phonographs, tape recorders. The door has to be opened to include all senses of the human being. When he is tired he wants to be re-invigorated, when he is cold he wants to be made warm, when he is hot he wants to be cooled, when nervous he wants to be soothed, when he is in pain he wants to be anesthetized. He also wants to be entertained and informed. . . ."

* * * * *

Highlights of other Radio Fall Meeting sessions: Panel discussion on microelectronics in consumer products generally saw component engineers arguing in favor of integrated circuits, set manufacturing engineers urging caution. Component engineers agreed that costs would have to come down substantially before micro-circuits could be applied to home instruments, and consensus was that they were 7-15 years away. Receiver engineers said reliability of present equipment was good, that further miniaturization isn't necessary and that any innovations will have to be accompanied by lower costs.

Multi-function compactron tubes are proving more reliable, as well as more economical, than the conventional tubes they replace, according to joint paper by GE TV receiver & receiving tube engineers. Among results reported: In terms of warranty replacements, the 6 compactrons in GE TV chassis show a 2-to-1 improvement over the 9 conventional tubes & 2 diodes they replaced in predecessor chassis. Production line rejects have been reduced by one-third.

TV cost reduction due to improved receiving tubes was subject of several papers. Two Westinghouse tube div. engineers, describing frame-grid tube developments, reported: "In the near future, new improved tuners using the frame-grid mixer & improved video amplifier circuitry [and with 2 frame-grid IF stages] could result in a set gain equivalent to the 3-IF set." Canadian GE's new 6GK7 IF tube, not a frame grid, was described as also making possible the elimination of one IF stage without loss of performance.

Mergers & acquisitions: Republic Corp. & America Corp. have dropped their planned merger (Vol. 17:34 p15) which had been held up some 14 months by Justice Department's antitrust action and delay by California Corporations Commission in granting Republic permission to issue stock in exchange for America stock • National Union Electric has acquired for cash 73% of common stock of Burr Electronics, Cos Cob, Conn. scientific research organization • Fairchild Camera & Instrument has acquired for stock Winston Research Corp., West Los Angeles manufacturer of magnetic tapes recorders, video transmitting & receiving equipment and electro-optical display equipment. • Raytheon has acquired for cash virtually all assets & business of Paramount Pictures' subsidiary Autometric Corp., N.Y. maker of missile & space equipment. Not included in sale are Paramount's tri-color Lawrence tube and its interest in Conductron Corp., Ann Arbor, Mich. & Tinsley Labs, Berkeley, Cal. • Astrex has acquired Federal Electronics Corp., Washington, D. C. distributor of electron tubes for self-service TV & radio tube testers in retail stores. Federal also operates some 1,200 tube testers in stores in South. Astrex produces tube testers, distributes electronic components, other products.

New plants & expansions: Magnavox will build "highly automated" TV factory in Tennessee next year. Pres. Frank Freimann said plant will account for bulk of Magnavox's \$5-million capital spending program for 1963. Automated production will boost output, cut costs, he said. • Texas Instruments begins construction this month of \$1.5 million, 60,000-sq.-ft. factory near Nice, France, to supplant leased facility for production of transistors & other semiconductor products. Plant is slated for completion by 1963's end, will be more than double size of leased facility • McM Martin Industries, renamed from Continental Mfg. earlier this year, has moved to new modern plant in Omaha, Neb. that increases its plant capacity of some 14,000 sq. ft. McM Martin is major producer of audio amplifiers • Collins Radio will consolidate Service Div. and some assembly operations & warehouse functions in leased 140,000-sq. ft. Dallas building. Move will shift operations from other facilities, increase their space by 50,000 sq. ft.

Plant closings have been announced by GE & Raytheon. GE will close Anniston, Ala. receiving tube plant over 6-month period starting early next year, consolidate tube production at plants in Owensboro, Ky. & Tell City, Ind. "Sharply rising imports of foreign-made tubes & expanded substitution of transistors for tubes have made it essential to consolidate tube manufacturing," explained Electronic Components Div. vp-gen. mgr. L. Berkley Davis. Anniston plant employs some 600. Raytheon will close Lowell, Mass. semiconductor plant by year's end, blamed overcapacity in semiconductor industry; it employs 410.

Nationwide chain of automated kitchenless restaurants with self-service microwave ovens that heat food in 6-90 seconds is planned by Feature Foods Inc., which features singer Pat Boone as major stockholder. First Pat Boone Dine-O-Mat is slated for opening in 90 days, in Little Ferry, N.J., with 95 to follow within 18 months.

Magnavox line is being sold by 10 Singer Sewing Machine stores in metropolitan N.Y. and 6 in Philadelphia area. Magnavox said other Singer stores may be franchised on "selective basis" in markets where Magnavox is not getting its share of sales.

Trade Personals

Robert W. Galvin, Motorola pres., appointed 1962-63 chmn. of EIA Legislative Policy Committee; Robert T. Borth, GE's Washington rep, appointed chmn., Congressional Information Subcommittee.

William H. Eutzky named exec. asst. to Westinghouse TV-Radio Div. mgr. O. H. Yoxsimer, a new post, succeeded as operations mgr. by John H. Fooks; David Sillman succeeds latter as engineering mgr. All are headquartered at Metuchen, N.J.

Brig. Gen. David Sarnoff, RCA chmn., continues to make good progress in recuperating from gall bladder operation at Roosevelt Hospital, N. Y. . . . Delbert L. Mills, vp-gen. mgr. of RCA Victor Home Instruments Div., was released last week from St. Mary's Hospital, Rochester, Minn., after back operation.

Dr. C. Gordon Little promoted to chief, Bureau of Standards Central Radio Propagation Lab.

E. R. Perry, National Vulcanized Fibre pres., re-elected National Electrical Mfrs. Assn. pres. Others elected: vp, G. L. Wilcox, Westinghouse vp & deputy to exec. vp; treas., E. F. Mulligan, pres. of Jones Metal Products' Abolite Lighting Div.

Donald C. Power, GT&E chairman & chief executive officer, was presented special plaque for his company's "leadership in expressing commitment to the principles of the UN" by Adlai Stevenson on behalf of UN We Believe, a private organization.

David Rubinger, 30-year veteran of TV-radio merchandising, resigns as pres. of Olympic Radio & TV's Olympic Appliance Inc., sales branch for metropolitan N.Y., to open radio & TV sales consulting office at 500 Fifth Ave., N.Y. He will serve Olympic as consultant.

John Ryan resigns as Magnavox Consumer Products Div. sales vp.

Julius Koppelman named RCA Tube Div. controller, succeeding Maurice Kalen, appointed RCA financial operations & analysis dir. (Vol. 2:46 p13).

Harvey Williams, former assistant for international operations to Philco Pres. Charles E. Beck, joins Business Council for International Understanding as vice chmn., a new post.

H. Kenneth Ishler, formerly engineering dir. of Philco's Lansdale Div., joins Sprague Electric as Transistor Div. gen. mgr., headquartering at Concord, N.H., succeeding Robert L. Parrish, appointed gen. mgr. for all solid tantalum capacitor operations.

Richard A. Wilson appointed General Dynamics Electronics vp & gen. mgr.

Harold A. Ketchum, former Federal Pacific Electric financial vp, elected International Latex vp & continues as asst. to pres. . . . K. Robert Hahn named a Lear Siegler corporate vp.

William R. Dixon appointed Sylvania electronic components group ad mgr., succeeding Don J. Hughes, resigned.

Norman Dasher appointed operations superintendent & administrative asst. to production vp of Snyder Mfg., Phila. manufacturer of TV & radio antennas, hi-fi tables . . . N. A. Horner named Western Electric information mgr., succeeding C. L. Strong, resigned.

Broader application of electronics in medicine was urged by recuperating RCA Chmn. David Sarnoff (Vol. 2:46 p13) in speech read by son Robert Sarnoff at Albert Lasker Medical Research Awards Luncheon. Noting that several hundred heart patients today have heartbeats maintained by electronic devices implanted in their bodies, Gen. Sarnoff declared: "It is within probability that there will be complete electronic substitutes for worn-out organs. Missing legs, otherwise useless human organs or hands also may find effective replacement through electrically controlled prosthetic devices operated by the body muscles."

Uniform measurement of loudspeaker quality continues to occupy attention of speaker industry. Attended by more than 100 industry representatives, last week's EIA loudspeaker conference in Chicago heard Richard E. Leibich, Clevite Corp., recommend specifications for standard quality ratings of tonal range, tonal balance, sound dispersion, tonal clarity and tonal quality. Another rating system, proposed by GE's Adolore F. Petrie, would state size, rating impedance, type, efficiency and test voltage.

New sets: Emerson announces 4 new 23-in. consoles, originally intended for Jan. line but released now because of "high demand for certain console models." All in hardwood cabinets, one upright model is priced at \$199.95, another upright & 2 lowboys unpriced. Zenith introduces new version of its Trans-Oceanic transistor portable with 9 bands covering FM as well as broadcast, long & short wave, at \$275.

"Expense account living as a way of life" will become extinct when tougher tax deduction regulations become effective Jan. 1, Internal Revenue Commissioner Mortimer Caplan declared last week. Law passed last summer requires itemized reports on all entertainment expenses exceeding \$10, will enable IRS to "eliminate most of the widespread abuses which have developed through too-casual use of the expense account," he said.

"Basic threat of the private label is the simple fact that it has been winning consumer acceptance," Joseph E. Seagram & Sons Pres. Edgar M. Bronfman told annual meeting of Assn. of National Advertisers. He called on ad industry to fight this "menace to our economy's well being," warned that "the brand-name concept is under steady fire."

Heavy-duty TV & FM antennas for master systems have been introduced by Taco, at \$62.50 each. Antennas are identified as "J" series. They're available for FM & all vhf channels, furnish minimum 10.5 db gain in high band, approximately 8 db in low.

Trademark infringement suit filed by Raytheon against Haas Electronic Products, San Francisco, has resulted in consent judgment under which Haas will cease marking products with "Raytron" name.

Distributor Notes: V-M Corp. appoints World Radio Labs, Council Bluffs, Ia., distributor for Nebraska & western Iowa, replacing Allied Distributing • Viscount Electronics names A. H. Bruning Co. sales rep for Viscount radios in Illinois & Wisconsin • Snyder Mfg. appoints Mountain Electronics (headed by Charles Meyer), Charleston, W.Va., rep for Radio & Automotive Divs. in West Virginia, excluding Wheeling; Richard Becker appointed midwest regional sales mgr. for all Snyder products.

General Precision Equipment's 1962 profits won't match last year's results," noted Nov. 14 *Financial World* profile, but "company's strategic role in major missile-space programs points to recovery later on." GPE sales "are fast approaching a quarter billion dollars a year" compared with average of "less than \$10 million yearly in the 1936-1940 period," magazine pointed out, adding: "A new management team that took over in 1959 represented an admirable combination of financial expertise in the person of Chmn. James W. Murray & engineering know-how, personified by Pres. Donald W. Smith . . . While earnings forecasting is hazardous for a company whose business is 78% military & only 22% civilian, it does seem possible that GPE could show measurable improvement in 1963."

Emerson sells Emertron: Emerson Radio & Phonograph has sold subsidiary Emertron Inc. to Litton Industries for undisclosed amount of Litton securities. Sale is subject to approval of Emertron stockholders & California Corporations Commission. Emertron was formed in March 1960 (Vol. 16:16 p17), in Silver Spring, Md., to consolidate & operate Emerson's military electronics business. It will be incorporated in Litton's Systems Group, as part of Radcom Div. at College Park, Md. Emertron's annual sales are estimated at \$15 million. Emerson Pres. Benjamin Abrams termed Litton's offer "attractive," and said "we believe our plans for expanding our consumer product business will more than compensate for the loss of govt. business."

Hoffman Electronics, which closed 1962's first 9 months with \$243,003 loss (Vol. 2:46 p14), expects profitable 4th quarter. Vp-treas. Carroll E. Underwood said company would have 1962 deficit of no more than \$120,000, may possibly break even for year. In 1961, profit totaled \$647,100. Sales this year will drop to about \$40 million from \$57.2 million in 1961. Underwood forecast profitable 1963, with sales climbing to \$58 million. Hoffman's heaviest losses this year came from Semiconductor Div. "We had built the division up to handle more business than we got," he said.

Fairchild Camera & Instrument Chmn. John Carter plans to sell 38,000 of his Fairchild shares because, he said, he is "heavily in debt." After the sale, he will own 42,176 or about 1.7% of Fairchild's outstanding common shares. He also holds options for 10,574 shares.

Axe Science & Electronics Corp. mutual fund reports net assets of \$19,351,868 on Sept. 30, 1962—down from \$22,480,862 a year earlier. Net assets per share declined to \$10.31 from \$12.09.

MGM's TV production & distribution produced \$7,556,000 in pre-tax profits in 1962 fiscal year ended Aug. 31 (see financial table). TV operations also accounted for \$21 million of total \$134 million gross revenue.

Walt Disney Productions will report record earnings for its 1962 fiscal year ended Sept. 30. Pres. Roy O. Disney said unaudited profit rose some 10% from fiscal-1961's \$4,465,486, or \$2.75 a share.

Motorola's record 9-month & September-quarter sales were garbled by linotype error in our Vol. 2:45 p12 compilation. For corrected figures, see financial table p. 12.

National Union Electric has increased quarterly dividend on common stock to 48¢ from 45¢. Increased rate will be paid Dec. 27 to holders of record Nov. 27.

Record Electrical Volume: Buoyed by rising sales of electronic equipment & home appliances, electrical manufacturing industry expects to hit record sales of \$25 billion this year—up more than 6% over 1961's peak \$23.5 billion. Joseph F. Miller, National Electrical Mfrs. Assn. managing dir., told annual meeting 1963 sales probably will be "slow" during first half, but should gather speed in final 6 months and equal 1962 volume.

"Constantly expanding" line of electronic & communications products should increase 1962 sales 8% to \$7.9 billion from 1961's \$7.3 billion in this category, Miller said. He predicted gain to \$8.1 billion in 1963. Household appliance sales are expected to total \$6.4 billion this year—7% ahead of 1961's \$6 billion. "We expect 1962's figure will again be reached in 1963," he said.

Delmonico International reported October sales of \$2,053,000—up 68% over Oct.-1961's \$1,223,000. October volume pushed year-to-date sales to \$11,060,000—58% ahead of \$6,929,000 posted in 1961's first 10 months. Exec. vp Herbert Kabat said total 1962 sales will climb to about \$15 million—up from 1961's \$10 million.

Screen Gems has declared its first quarterly dividend—15¢—and directors said they intend to continue similar payments in subsequent quarters. Initial dividend is payable Dec. 11 to holders of record Nov. 23.

Entron sales in Oct. were highest of any month in firm's history, 48% above Oct. 1961. Company attributed increase to expanded field sales efforts & growing use of "Fastee" & "Adaband" CATV equipment.

United Artists has placed with small group of institutional investors \$10 million of 5¾% subordinated notes due 1977. Proceeds will be used for liquidation of short-term debt and expansion.

Symphonic's shipments for first 10 months of 1962 were 35% ahead of last year's comparable period, Pres. Max J. Zimmer reports.

Visual Electronics Corp. has been appointed exclusive distributor of ITA Electronics broadcast equipment line.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AB-PT	Q	\$0.25	Dec. 15	Nov. 23
AB-PT	Stk.	2%	Dec. 27	Nov. 23
CBS Inc.	Q	.35	Dec. 7	Nov. 23
CBS Inc.	Stk.	3%	Dec. 17	Nov. 23
Walt Disney Productions	Q	.10	Jan. 19	Dec. 21
Walt Disney Productions	Stk.	3%	Jan. 19	Dec. 21
Famous Players Canada	Q	.25	Dec. 7	Nov. 21
GPE	Q	.30	Dec. 15	Nov. 30
Hazeltine	Q	.20	Dec. 17	Dec. 3
MGM	Q	.50	Jan. 15	Dec. 21
Minnesota Mining	Q	.20	Dec. 12	Nov. 23
National Union Electric	Q	.48	Dec. 27	Nov. 27
Pathe Equipment—A ..	Q	.05	Dec. 4	Nov. 15
Standard Radio Ltd.	Q	.05	Jan. 10	Dec. 20
Storer Bcstg.	Q	.45	Dec. 10	Nov. 23
Storer Bcstg.—B	Q	.12½	Dec. 10	Nov. 23

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists	1962—qtr. to Sept. 30	\$ 7,986,000	—	\$ 163,000	\$0.17 ^o	931,608
	1961—qtr. to Sept. 30	2,365,000	—	(730,000)	—	911,278
Chris-Craft Industries (formerly NAFI Corp.)	1962—9 mo. to Sept. 30	51,857,501	\$ 2,616,309	1,481,309 ²	1.13 ¹	1,311,116
	1961—9 mo. to Sept. 30	50,172,290	3,176,705	1,926,705 ²	1.47 ¹	1,215,755
	1962—qtr. to Sept. 30	13,347,054	(24,843) ¹	45,157 ²	.04 ¹	1,311,116
	1961—qtr. to Sept. 30	12,255,457	41,648 ⁵	291,648 ³	.22 ¹	1,215,755
CBS Inc.	1962—9 mo. to Sept. 30	358,010,607 ^a	—	18,507,219 ^o	2.08	8,889,932
	1961—9 mo. to Sept. 30	339,018,246	—	12,653,513	1.43	8,896,813
	1962—qtr. to Sept. 30	111,354,411	—	4,353,911	.49	8,889,932
	1961—qtr. to Sept. 30	98,250,501	—	3,244,181	.37	8,896,813
Columbia Pictures	1962—year to June 30	134,579,670	5,057,935	2,241,482 ⁷	1.33 ^o	1,534,433
	1961—year to June 30	124,349,529	85,375	(1,405,223) ⁸	—	1,452,008
Decca Records	1962—9 mo. to Sept. 30	—	—	4,359,091	2.85	1,527,401
	1961—9 mo. to Sept. 30	—	—	1,875,007	1.46	1,285,701
Federal Pacific Electric	1962—qtr. to Sept. 30	23,843,606	729,438	320,438	.03 ⁹	2,420,991
	1961—qtr. to Sept. 30	24,081,874	1,752,281	1,042,281	.33 ⁹	2,371,127
International Resistance	1962—42 wks. to Oct. 21	23,853,000 ^o	—	2,100,000 ^o	1.46	1,433,338
	1961—42 wks. to Oct. 21	18,200,000	—	1,522,000	1.06	1,338,298
	1962—17 wks. to Oct. 21	9,567,000 ^o	—	935,000 ^o	.65	1,433,338
	1961—17 wks. to Oct. 21	7,254,000	—	593,000	.41	1,338,298
ITT	1962—9 mo. to Sept. 30	770,193,374 ^o	—	27,972,419 ^o	1.67	16,430,597
	1961—9 mo. to Sept. 30	652,963,929	—	25,132,379	1.52	16,222,253
	1962—qtr. to Sept. 30	253,175,080 ^o	—	9,047,432 ^o	.54	16,430,597
	1961—qtr. to Sept. 30	221,387,204	—	8,049,190	.49	16,222,253
MGM	1962—year to Aug. 31	136,999,002	5,289,269	2,589,269	1.01	2,569,229
	1961—year to Aug. 31	140,539,527	26,576,516	12,676,516	5.02	2,526,029
Motorola ¹²	1962—9 mo. to Sept. 30	244,700,845 ^o	19,396,488	9,098,080 ¹⁴	2.26	4,026,872
	1961—9 mo. to Sept. 30	207,703,769	13,910,156	6,416,892	1.59	4,028,652
	1962—qtr. to Sept. 30	85,051,498 ^o	7,272,937	3,412,104	.85	4,026,972
	1961—qtr. to Sept. 30	78,981,545	7,483,495	3,354,363	.83	4,028,652
MCA	1962—9 mo. to Sept. 30 ¹¹	—	—	9,197,000 ¹²	1.87 ¹²	4,519,603
	1961—9 mo. to Sept. 30	—	—	5,353,466	1.31	3,995,735
National Union Electric	1962—9 mo. to Sept. 30	28,317,939	—	857,621	.15	5,747,479
	1961—9 mo. to Sept. 30	25,815,094	—	481,307	.08	5,749,479
	1962—qtr. to Sept. 30	9,942,359	—	311,820	.05	5,747,479
	1961—qtr. to Sept. 30	9,301,645	—	250,245	.04	5,749,479
A. C. Nielsen	1962—year to Aug. 31	—	—	2,971,423	1.74	1,710,000
	1961—year to Aug. 31	—	—	2,442,359	1.43	1,710,000
Sangamo Electric	1962—9 mo. to Sept. 30	36,165,000	(1,166,000)	(447,000) ¹⁰	—	1,637,593
	1961—9 mo. to Sept. 30	35,571,000	2,202,000	1,171,000	.72	1,635,600
	1962—qtr. to Sept. 30	11,786,000	—	47,000	.03	1,637,593
	1961—qtr. to Sept. 30	10,935,000	—	360,000	.22	1,637,593
Thompson-Starrett (Delmonico International)	1962—9 mo. to Sept. 30	18,231,678	—	499,007	.16 ⁹	2,820,145
	1961—9 mo. to Sept. 30	15,518,465	—	209,121	.06 ⁹	2,731,529
Varian Associates	1962—year to Sept. 30	70,825,823	—	4,197,750	1.07	3,929,384
	1961—year to Sept. 30	57,987,817	—	2,748,757	.71	3,890,745

Notes: ¹ Based on shares outstanding Sept. 30, 1962. ² Includes \$120,000 profit from sale of NAFI Telecasting's operating assets. ³ Includes capital gain of \$401,079. ⁴ Before \$70,000 tax credit. ⁵ Before \$250,000 tax credit. ⁶ After preferred dividends. ⁷ Before \$413,405 profit on sale of studio property. ⁸ Before \$1,616,979 profit on sale of studio property. ⁹ Record. ¹⁰ After \$1,030,000 write-off of non-recurring charges.

¹¹ Includes on "pooling of interests" basis MCA's interest in Decca Records' consolidated earnings. ¹² Before non-recurring income of \$2,097,000 (46¢ a share). ¹³ Corrected. ¹⁴ Before capital gain of \$1 million (25¢ a share) from sale of Motorola Finance Corp. (Vol. 2:25 p 10).

Reports & comments available: CBS, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • Westinghouse, comments, Oppenheimer, Newborg & Neu, 120 Broadway, N.Y. 5 • Avco, report A. C. Allyn & Co., 44 Wall St., N.Y. 5 • General Precision Equipment & Westinghouse, comments, Schweickart & Co., 29 Broadway, N.Y. 5 • RCA,

Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • GE, discussion, McDonnell & Co., 120 Broadway, N.Y. 5 • Electronic Associates, review, H. Hentz & Co., 72 Wall St., N.Y. 5 • Avco, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Seeburg, memo, Richard J. Buck & Co., 39 Broadway, N.Y. 6.

WEEKLY **Television Digest**

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

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Consumer Electronics

FINANCIAL ANALYSIS of TV tuner manufacturers shows their stocks near low despite anticipated demand for uhf tuners (p. 7).

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SET-MAKER MONITORING of FM stereocasts, definition of high fidelity to highlight EIA winter meeting this week (p. 10).

PRICES OF IMPORTS continued to decline this year, according to Japanese figures, which show 9-month average TV export price was \$55.31 this year vs. \$79.42 last year (p. 10).

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COLLINS SPARKS UPROAR ON TOBACCO & YOUTH: NAB Pres. LeRoy Collins last week certainly practiced what he preaches to broadcasters—"take stands on controversies"—when he lambasted TV-radio commercials on tobacco "aimed at young people."

With his very emphatic speech on that score at Portland, Ore. Fall Conference, Collins may well have fired up strongest industry opposition he has experienced to date, touching as he has directly on a large fraction of TV-radio income—involving some of largest sponsors, largest agencies, highest-rated programs. Excerpts from his speech:

"It is my personal view that our Codes should be much more than sets of legalistic standards & delineations of good taste & estimated public tolerance. I think the Codes should serve as a broadcast conscience as well . . . For example, if we are honest with ourselves, we cannot ignore the mounting evidence that tobacco provides a serious hazard to health. Can we either in good conscience ignore the fact that progressively more & more of our high school age (and lower) children are now becoming habitual cigaret smokers? . . . We also know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people."

"Certainly the moral responsibility rests first on the tobacco manufacturer. Certainly it also rests on the advertising agencies. Certainly it also rests on the outstanding sports figures who permit their hero status to be prostituted." He concluded that broadcasters should "make corrective moves" on their own if others involved "have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people."

Speech received very little publicity, very little public reaction last week. This week will be different, as trade press gives it heavy play. Speaking for Tobacco Institute, Pres. George V. Allen (who, ironically, was once proposed as NAB pres.) said Collins "is incorrect when he suggests that cigarette advertising is designed primarily to influence" high-school-age children, and "Mr. Collins' statement about smoking applies a judgment of finality to questions of medical science that are complex and that are under study & debate by scientists throughout the world."

Networks, agencies, tobacco producers, were virtually mum otherwise, as far as public statements were concerned. But there was plenty of background furor, including renewed demands for Collins' scalp from those NAB members who have never considered Collins proper industry spokesman.

Reached in Tallahassee last week, Collins told us he'd been considering the issue for some time: "I thought there was a growing need for an expression on this. I made it clear that I was expressing my own views—not a fixed policy of NAB, the Code or the NAB Board. I think it's well within the prerogatives of the NAB president to advocate against advertising particularly directed at beginning or very young smokers. For advertising directed at adults, it presents no moral issue. My view is directed at all media, not only broadcasting.

"Some say I'm advocating abolition of all tobacco advertising, which is of course absurd. Some people are opposed to my position, but quite a few broadcasters say we need this kind of leadership. The broadcasters' perspective has got to grow bigger. It's the safest protection against outside intrusion. There's got to be bigger thinking. I went into this with my eyes open."

Tobacco advertising on TV represents some \$95-100 million in time & talent at network level, perhaps equal amount in spot.

NIXON SHOW COOLING-OFF PERIOD: L'affaire Nixon-Hiss—ABC-TV's controversial Howard K. Smith show on Nixon's career, which included comment by Alger Hiss (Vol. 2:47 p1)—eased off substantially, and ABC seems to be coming up in fairly good shape.

Bulk of national reaction leaned toward ABC position that it must have editorial freedom to present what it considers news. This was elucidated by its news chief James Hagerty in 5½-min. telecast preceding Smith's Nov. 18 program. He said that he held no brief for Hiss, that Hiss featured prominently in Nixon's career and thus warranted an appearance—but that pre-show & post-show pressure by sponsors must be resisted on basic freedom-of-press grounds.

FCC Chmn. Minow echoed that with special statement Nov. 19: "Whether this particular program was in good taste is for the public to decide. The real issue transcends this particular program. The basic issue is the freedom & responsibility of broadcast journalism. To be responsible, broadcast journalism on all the networks & stations must be free. This means freedom not only from govt. censorship, but also from threatening pressure groups and from those few, fearful advertisers who seek through commercial reprisals to influence the professional judgment of broadcast newsmen."

Then President Kennedy was asked about it in news conference, said: "I didn't see the program, but I thought Mr. Hagerty and Mr. Minow expressed the view with which I am in sympathy."

Newspapers split all over place about it. Examples: *Chicago Tribune* rode ABC day after day. *N.Y. Herald Tribune* thought Hiss appearance was "poor judgment" but that advertisers who wanted to pull out showed "even poorer judgment . . . a most irresponsible type of pressure that must be resisted by every purveyor of news." *Washington Daily News* said Hagerty was "talking hot air." It said he was free to put Hiss on any time he wants—"that is free speech." But, it added, ABC must be prepared to lose readers and/or advertisers—"that also is free speech." *News* thought ABC "simply sought to attract attention."

Nixon himself kissed episode off with: "What does an attack by one convicted perjurer mean when weighed on the scale against the thousands of wires & letters from patriotic Americans?"

Important principle arising from episode is "who's responsible for Smith's work?" *N.Y. Times'* Jack Gould looked into Smith's contract with Ben Sackheim Inc., agency for his sponsor Nationwide Insurance, found: "The client will not for itself or by the network countenance any interference in the program that could be deemed an attempt to compromise that independence of mind & spirit of Howard K. Smith." This apparent network hands-off Smith amazed CBS & NBC officials. But Hagerty, asked if he had veto over Smith's work, said: "You bet your life I do." Legally, of course, only individual stations—not networks or sponsors—are held responsible under Communications Act. In practice, this amounts to network responsibility, since they own TV stations—though FCC has long recommended law change to permit direct regulation of networks.

Other developments: (1) Kemper Insurance took commercials off ABC-TV's *Evening Report*, even though it can't cancel \$500,000 contract. *Evening Report's* Ron Cochrane asked Kemper to publicize fact he had nothing to do with Nixon show, some people have impression he was involved. (2) Schick, which has commercials due to start in Jan., said nothing last week after being refused permission to pull out of \$1 million contract. (3) ABC spokesmen say no other cancellation attempts have been made.

TV COMMERCIAL MAKERS WIN BIG ONE OVER FTC: TV advertisers were jubilant last week as U.S. Circuit Court of Appeals in Boston roughly unhorsed Federal Trade Commission, setting aside celebrated Colgate Rapid Shave "sandpaper" decision (Vol. 2:2 p2). Case involved representation of sand-coated plexiglass as sandpaper in TV shaving cream demonstration; firms claimed substitution was necessary because real sandpaper photographed like plain paper on TV. FTC wouldn't buy it, ordered commercial stopped.

Court judged Commission's ruling too broad, sent it back to FTC. Commission has choice of appealing to U.S. Supreme Court or issuing new complaint, drawn up in more specific & limited language. FTC spokesmen said no decision on move has been made.

Decision written by Judge Bailey Aldrich had some pungent observations about FTC's thinking on matters of TV "mock-ups." "We of course agree with the Commission that there is a misrepresentation of a sort in any substitution case," it said, "but we are unable to see how a viewer is misled in any material way, particularly if the only untruth is one, the sole purpose of which, is to compensate for deficiencies in the photographic process."

Court further declared order against Colgate & agency Ted Bates was too broad, in that it forbade future use of "spurious mock-ups or demonstrations for any product." If another complaint is issued, Court directed, it must be more specific. Possible big sleeper in decision, as far as future FTC rulings go, was Court's expression of "reservations" about Commission issuing broad orders covering both companies & ad agencies. "In some degree, the principal may well be held to advertise at its peril," Court said, "but we have reservations about how far it is appropriate to go in the case of an agent, in the absence at least of any suspicion on its part that the advertising is false."

Repercussions from Court's action could be large. Court apparently agreed that TV's unusual technical limitations call for flexibility in preparation of commercials.

Colgate & Ted Bates had no comment on Court's ruling, nor did FTC Comr. Elman, who wrote decision. Ticked advertising executives, however, chorused off-the-record sigh of relief. Rapid Shave ruling had seriously hamstrung them in preparation of many types of commercials, and Court's decision is considered big victory.

CHURNING ON UHF FRONT: Uhf debate & data swelled in several significant phases last week, will be subject of accelerated talk for many months. Developments:

Analysts of FCC's N.Y. uhf receiver performance report (Vol. 2:47 p3) claim there are gaping holes in the study. Assn. of Maximum Service Telecasters Exec. Dir. Lester Lindow sent members report which, while asserting that "uhf is capable of providing a substantial amount of TV service of acceptable viewing quality even in a large canyon-like city such as N.Y.," is nevertheless quite inferior to vhf. For example, he said, FCC crews rated uhf picture quality poorer than vhf in only 10% of locations; but, if you

use householders' ratings, it's up to 50% poorer—and he said TASSO had found householders' ratings quite accurate. Second, he noted that although FCC measured set performance out to 25 miles, 78% of sets were within 10 miles—thus presenting an unbalanced sample. Third, he said MST's own studies of reception beyond 25 miles (still underway) show uhf "markedly inferior to vhf" at such distances. Fourth, he maintained that FCC report included ratings based on outdoor antenna installations "in many instances" where such antennas aren't permitted on permanent basis.

Lindow also told us that FCC "arbitrarily" picked 50% of its locations on Manhattan—despite fact that only 17% of population within area studied resides there. MST's own studies, due for Spring completion, involve 100 sets (10 color) placed for a year (compared with FCC's one month) in homes 25 to 65 or more miles from transmitter. He said this gives true home conditions—that FCC's monthly move permitted sharpening up sets between installations. Homes selected by MST, he said, are fairly evenly distributed throughout area covered. MST has also run mobile measurements plus helicopter plotting of antenna.

Another criticism we heard, from an engineer with substantial string of both vhf & uhf clients, is that FCC used uhf sets with 10 db noise figure, while at same time permitting up to 18 db noise in new all-channel-set rules, which he termed "a whale of a difference."

• • • •

FCC has finalized its all-channel-set rules, meanwhile. Though text wasn't immediately available, Commission said rules are virtually word-for-word as proposed (full text of proposal available in our Sept. 17 Special Supplement). Deadlines & technical requirements remain same.

FCC did get into 2 additional subjects last week. First, as expected, it deferred for further study the requests that new rules permit continued sale of vhf-only sets to schools, hospitals and similar institutions with master systems which can convert uhf at the antenna. Second, it acquiesced in industry pleas that uhf-receiver-radiation limit not be cut back from 1,000 to 500 uv/m—and it extended 1,000-uv/m status quo to April 30, 1964.

• • • •

FCC & EIA also kicked off, last week, "uhf education" program with a clinic in Washington. In Q-&A panel session, panelists sought to present data of particular value to distributors, dealers & public. EIA is considering presenting significant portions in booklet. FCC Comr. Lee set stage, said he expects competition will bring all-channel sets to market at increasing rate well before new rules require them. Philco's Harris O. Wood agreed; he also said that new uhf tuner tubes are vastly superior to old 6AF4, that drift "is well under control now," that engineers are working hard to make uhf as easily tuned as vhf, that uhf tuners are actually more troublefree than vhf (except for 6AF4).

Local serviceman Jerry Peake said: "We've had extremely good luck with uhf, compared with vhf, up to 25 miles or so, in getting Ch. 26." He also reported that viewers need a little more training in tuning uhf but that "I know of no one who can't tune it."

As we judged the presentation, it should prove very valuable. One common misconception is that FCC is moving all TV to uhf, which panelist Robert Weston, Lee's assistant, sought to dispel. Another useful job done locally was brand-by-brand report on "how to convert your set."

OMAHA HEARING VOTED, LEE CODE PLAN REJECTED: FCC came to grips with some major matters—many cooking for weeks, as reported in our recent issues. Some haven't been announced yet, but they include:

(1) Local hearing for Omaha voted (4-3, with Hyde, Ford & Craven dissenting)—Comr. Henry named to preside, starting Jan. 28. Issues: (a) Efforts of stations to determine local-live-program needs. (b) What they've done to meet them. (c) What are public demand & needs for local-live. Omaha was chosen, FCC says, because it differs from Chicago (where first such hearing was held) in many ways, because it has 3 vhfs with local & outside ownership, because stations have financial means of presenting local material. Biggest question now: How will NAB Pres. Collins carry out pledge to battle FCC on this—his first major horn-locking with Commission?

(2) Comr. Lee's effort to get NAB Codes' commercial limitations frozen into Commission's rules was defeated (4-3, with Minow, Lee & Henry dissenting).

(3) Started rule-making on "application-inspection" plan. Proposal would permit local public inspection "of applications & public reports & related documents (including amendments) that are filed with the Commission; also copies of local publication of the notice of the file of broadcast applications and when & if applications are designated for hearing." (No dissents.)

(4) Reaffirmed clear-channel AM decision—but won't implement it until July 2, 1963. Delay is to permit Senate & House to make up minds on policy. Meanwhile, no nighttime stations will be granted on Class I-A clear channels, and 4 applications for 750 kw were returned. (Lee dissented.)

(5) Adopted political-broadcast questionnaire to all stations & networks. It asks for value of time sold; number of political broadcasts; whether station editorialized; amount of time sold or given to candidates for Senators, Representatives, Governor; complaints received; suggestions for solution of problems.

(6) Adopted new application forms for educational applicants, effective Dec. 3.

(7) Changed its new "signature" rules to revert to old practice of allowing any officer of corporation to sign applications. But Commission said that it's "desirable that certain matters be dealt with at the ultimate level of corporate responsibility" and that it plans "additional consideration of that policy objective in the pending program form revision rule making."

CURRENT CAPSULES

Pressure's off NBC-RKO-Philco hearing on Philadelphia-Boston station swap (Vol. 2:45 p5)—Philadelphia Federal District Court Judge Kirkpatrick having extended for 1½ years, to June 30, 1964, the deadline by which NBC must dispose of WRCV-TV & WRCV. He ruled from bench last week, thus permitting NBC to continue operating stations pending conclusion of hearing and FCC's final decision on disposition of stations. Judge's anti-trust consent decree originally had specified NBC's getting out of Philadelphia by end of this year. FCC hearing last week featured NBC counterattack on Philco parent Ford Motor's anti-trust background. Hearing recesses until Dec. 10—Examiner Cunningham going to Chicago for another hearing.

Networks still claim losses on public-affairs shows, although much "reality" programming is sponsored this season. So reported Nov. 21 *Variety*. Ostensible cause: "Pubaffairs, as popular as it has become, still goes to bankrollers . . . mostly for time charges alone." Estimates of public-affairs billings were \$43.5 million for CBS News and \$49.5 million for NBC News, including radio news revenues. *Variety* found it difficult to accept network pleas that such sizable revenues still couldn't get networks into black on public-affairs shows, hinted that it might be ". . . a matter more of bookkeeping losses than real losses."

Videotape Productions of N.Y. now claims its Videotape Center is first independent tape production facility with 3 studios. Its 3rd studio was opened month ahead of schedule to accommodate record level of business, according to vp-gen. mgr. John Lanigan, who said week ended Oct. 12 saw production of 25 commercials and two 30-min. network shows at the Center.

Annual NBC-TV-radio affiliates convention will be held Dec. 4-5 at Americana Hotel, N.Y. Radio affiliates meet Dec. 4, TV Dec. 5.

Introduction of color TV in Canada is subject of BBG hearings beginning Jan. 15, 1963 in Ottawa.

Daytime billings grew faster than nighttime during first 9 months of 1962, TvB reports. Increase of 18.8% for daytime gross network billings as against 10.5% gain at night, compared with previous year, was no great surprise, since daylight hours are logical growth area when nighttime network slots are scarce. Biggest network gross increase was scored in 9-month period by CBS-TV, whose \$226 million is jump of 17.8%. NBC-TV followed with nearly \$205 million—12% gain. ABC-TV climbed 7.5% to slightly more than \$149 million. Over-all gain in period for networks: 13%.

Pay-TV test on KTVR Denver won't be blocked or delayed by legal challenges—theater exhibitors having decided not to seek FCC reconsideration, file court appeal or move for reversal in Colo. public utilities agency. It's expected that exhibitors will now concentrate on persuading Congress to stymie toll TV.

Plea to avoid "stereotypes" in production of *The Untouchables* has been made by S. Samuel DiFalco, chmn. of Italian-American League to Combat Defamation, to Lucille Ball, new pres. of Desilu.

FCC AM radio overpopulation conference has been postponed from Dec. 5-6 to Jan. 7-8 to give NAB time to complete studies.

Personals

James E. Duffy promoted to ABC Radio exec. vp.

FCC Comr. Henry speaks Jan. 24 at Radio-TV Institute 18th annual program, U. of Ga., Athens, Jan. 22-24 . . . William R. Seth Jr. promoted to TvB of Canada exec. vp.

Jack R. Poppele, onetime head of Voice of America and chief engineer of MBS, last week became 1,000th member of National Assn. of Educational Bcstrs. He was one of founders of NAB, old TV Bcstrs. Assn. & FM Bcstrs. Assn. He joined NAEB as pres. of Telemeasurements Inc., projection TV producer.

Myron (Mike) Weinblatt promoted to NBC-TV participating program sales mgr. . . . Edna Hanna Strosnider, ex-KOMO-TV & KOMO Seattle sales promotion & development head, appointed KGUN-TV Tucson promotion-publicity mgr.

Zalmon H. Garfield, ex-Jerrold asst. to pres., forms CATV consulting, appraising & brokerage firm, Garfield, Musser & Assoc., 1616 Walnut St., Philadelphia (Kingsley 5-8285), with Warren V. (Pete) Musser.

Frank J. Little, ex-WBKB Chicago, appointed WABC-TV N.Y. publicity & press information dir. . . . James C. Dowdle, ex-Petry & Katz, named KWTW Oklahoma City national sales mgr. . . . Roy L. Townshend & Doris Reichbart named Robert Lawrence Productions vps.

Arnold Becker, ex-Lennen & Newell media research mgr., rejoins CBS-TV as coverage & research analysis mgr. . . . Abner A. Layne, ex-American Machine & Foundry technical PR mgr., named CBS Labs information services mgr.

NAB Pres. Collins elected to Episcopal Radio-TV Foundation board of trustees . . . John H. Mitchell, Screen Gems sales vp & dir., married Nov. 16 to Marcia Van Dyke Barry.

Allan Clark appointed RCA Victor Records radio & TV relations and field promotion mgr., a new post . . . Robert W. Frudeger, radio WIRL Peoria, elected Ill. Bcstrs. Assn. pres.

Burt S. Avedon, ex-Kenyon & Eckhardt vp & asst. to pres., named KMEX Los Angeles vp & gen. mgr. and vp of parent Spanish International Network . . . Leslie H. Norins, KEYT Santa Barbara, Cal., gen. mgr., also becomes a dir. & vp.

Karl Hess, ex-World editor, named Taft Bestg. Washington correspondent . . . Dick John, ex-WTVT Tampa news dir., named to similar post with WIIC Pittsburgh.

James S. Wiley promoted to WPRO-TV Providence national sales coordinator, succeeded as sales promotion mgr. by Marjorie L. Mahoney . . . Bruce Lawrence, ex-WFGA-TV Jacksonville asst. promotion mgr., appointed WNBFF-TV-AM-FM Binghamton merchandising & promotion dir.

Frank Ragsdale, ex-WTVM Columbus, Ga. vp & gen. mgr., appointed national sales mgr., Pepper Sound Studios TV production div., Memphis . . . Frank L. Sheehan, ex-TV Personalities Inc. western sales mgr., rejoins Independent TV Corp. as western area sales mgr., San Francisco.

William Halle, ex-American Radiator & Standard Sanitary Corp. Allegheny sales district advertising & sales promotion mgr., named WNEM-TV & WNEM-FM Bay City-Saginaw, Mich. promotion mgr.

Obituary

Bert Lown, 59, CBS-TV affiliate relations western mgr., died Nov. 20 while attending NAB meeting in Portland, Ore. He was well-known N.Y. orchestra leader in 1930's, composer of popular songs including "Bye Bye Blues." Before joining CBS in 1951, he was Muzak Corp. radio-TV div. vp & sales mgr. In Portland, NAB passed resolution expressing condolences. His widow survives.

Larry B. Boggs, 40, CATV pioneer and Vumore Co., Oklahoma City, pres. from 1950-62, died of cancer Nov. 17 in Denver. He was a former dir. of Video Independent Theaters and former vice chmn. & dir. of National Community TV Assn. Recently, he joined Daniels & Assoc., Denver. His widow, 2 daughters, survive.

Thomas E. Clark, 93, pioneer in radio development, died in Detroit Nov. 19. An early experimenter, he sent first Great Lakes ship-to-shore message in 1902, worked closely with Scripps publishing family in establishing radio WWJ Detroit in 1920.

FCC General Counsel's office has been reorganized by FCC. One proposal that Office of Opinions & Review be placed under GC—was deferred for more study. Commission ordered these changes: Henry Geller promoted from assoc. to deputy GC, Hilbert Slosberg, from asst. to GC to assoc. GC, Gerard Cahill & Daniel Ohlbaum from asst. to assoc. GC, Robert Greenburg & John Harrington to asst. GC. From Office of Opinions & Review, George Ashenden & Robert Geweke transfer to Review Board—former as chief for administration & engineering, latter as chief for law.

New ARB TV local audience reports—giving greater breakdowns by types of viewers—are now in use. Where ARB used to break audiences down into only 3 categories—men, women, children—it now shows or will soon show total men, men 18-39, total women, women 18-39, teens 13-17, children, family size, percentage of working housewives, age brackets of children, education of household head.

Rule limiting sound volume of commercials to level of "adjacent" program is being considered by FCC, Chmn. Minow told luncheon group of Harvard, Yale & Princeton alumni. FCC engineers have been unable to detect any rise in volume when commercials come on, but his own ears tell him differently, he said.

New transatlantic TV exchange, using RCA's Relay satellite (Vol. 2:42 p4) is due next month, after NASA launch Dec. 11. U.S. programs will be produced by TV networks & USIA, are expected to relate to Christmas season.

New special award will be presented yearly by National Academy of TV Arts & Sciences to station judged with best public service programming at local level.

Copies of political broadcasting hearings before Senate Commerce Communications Subcommittee in July are available free from Govt. Printing Office, Washington 25.

First Jamaican TV station will go on air in Kingston next Aug., Development-Welfare Minister Edward Seaga announced.

Rep appointments: KSL-TV & KSL Salt Lake City name Peters, Griffin, Woodward; CKPR-TV Port Arthur Fort William, Ont., selects Young TV.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TUNER MANUFACTURERS—FINANCIAL ANALYSIS: TV tuner industry stands at threshold of vast and uncharted changes. New all-channel legislation, effective April 30, 1964, will step up number of uhf tuners from 370,000 in 1961 and about 600,000 in 1962 to more than 6 million in 1964-1965 model year. For this reason, we are examining TV tuner manufacturers in first of series of at-a-glance financial analyses, being prepared for us by Wall Street analysts.

It won't be all gravy for tuner makers. There's plenty of money to be sunk in research & development, tooling, etc. for uhf tuners. There'll undoubtedly be new companies entering uhf tuner field with competitive models, now that there's a market. Nevertheless, we present herewith statistical summation of the 3 publicly owned TV tuner manufacturers. The 4th, Sarks Tarzian, isn't traded publicly. It's interesting to note, incidentally, that news of all-channel legislation has had little effect on any of these manufacturers, all of whose stock is being traded at or close to 1962 low.

Here, then, is specially prepared statistical summary of the 3 leading publicly traded makers of TV tuners. If you're interested in continued future analyses of various segments of electronics & broadcasting industries, please let us know and we'll present more.

	General Instrument Corp.	Oak Mfg. Co.	Standard Kollsman Ind.
Capitalization	2/28/62	12/31/61	12/31/61
Long-term debt	\$ 1,562,000	\$ 255,000	\$ 3,685,000
Minority interest			139,000
Common & surplus	32,604,000	10,123,000	23,922,000
Common shares	2,483,000	656,000	2,151,000
Annual Earnings Per Common Share			
1958	\$.93	\$.95	\$.26
1959	1.23	1.51	.71
1960	1.26	.54	1.61
196142	.85	1.48
1962 (a)25	1.31	1.29
Stock Market Data			
Common traded	NYSE	ASE	NYSE
1962 price range	30 - 10 ¹ / ₈	19 ³ / ₄ - 12 ¹ / ₈	35 ³ / ₈ - 15 ¹ / ₄
Recent price	11 ⁵ / ₈	13 ³ / ₄	17 ⁷ / ₈
Dividend, annual rate (b)	—	10¢	—
Price earnings ratio (a)	46.5	10.5	13.9

(a) Latest 12 months earnings. (b) GI paid 15¢ in 1961; Oak paid 10¢ in 1961 & 1962; Standard paid 3% stock in 1960 & 1961.

RADIO-PHONO '63—LITTLE CHANGE FORECAST: Phono sales next year will be about 5% greater than this year, while radio sales will stick close to 1962's level. That's consensus of 10 leading manufacturers in crystal-ball survey of what 1963 holds in store for radio & phono sales. Our TV sales consensus was presented 2 weeks ago (Vol. 2:46 p8).

Median forecast in our radio survey was 11.5 million—distributor-to-dealer sales for 1963—which indicates little or no change from this year's sales. Predictions varied sharply, from low of 11 million (3 manufacturers picked this figure) to high of 12.5 million. Figures apply to all U.S.-brand radios except auto sets. Several manufacturers saw biggest growth next year in FM.

In phono survey, there was more substantial agreement on probable distributor-to-dealer sales next year. Median estimate was 4.5 million sets—and half of the respondents chose this figure. Low was 4 million and high was 4.9 million. Median prediction of 4.5 million represents increase of about 5% over estimated 4.3 million phono sales for 1962.

We also asked manufacturers to estimate percentage of phonos which would be equipped with FM stereo. Here there was no agreement at all—except that FM stereo would increase sharply. Disparity of predictions is undoubtedly due to fact that no reliable figures are available on present sales of phonos with FM stereo. Estimates for 1963 FM-stereo varied from 33% to 80% of console phonos.

We'll let the prognosticators speak for themselves. We've digested some of the replies on p. 9.

KIMCODE, KIMCODE, WHO'S GOT THE KIMCODE? Unaccustomed as TV set industry is to being reticent about adopting innovations, it seems to be playing Alphonse-&Gaston game with Kimcode, Kimble Glass's new process for picture tubes requiring no implosion shield. Everybody's waiting for someone else to act first—and it's getting pretty close to time to freeze designs.

We've already reported that picture tube makers seem fairly favorably disposed toward Kimcode (Vol. 2:46 p9), and some even think it may put profit back in TV tubes. But so far only one set maker appears to be firmly committed to using process—and that's Curtis Mathes, which is buying 23-in. Kimcode tubes made by GE, National Video & Sylvania.

Among the majors, everybody's waiting—while valuable lead time for tooling, particularly in picture tube industry, is ticking away. Most set manufacturers are understood to be adopting compromise course. They're designing products which can accommodate any of 2 or 3 picture-tube approaches interchangeably. This way, they can change over to Kimcode (or Corning or Pittsburgh) approach, depending on what competition does. Or they can switch later—after midyear model introduction—with minimum of retooling.

Granted, Kimcode is radically new approach, and everyone wants to be sure of it before plunging in. At same time, many manufacturers haven't firmed up commitments yet for the various non-Kimcode approaches—Corning twin-panel, Pittsburgh laminated glass or external safety glass—pending clarification of what others are going to do. So tube industry waits while set makers ponder whether this is Kimcode's year.

Lest this appear to be 2-way battle between twin-panel & Kimcode, don't forget that Pittsburgh Plate Glass is still in there slugging, with its new lower-cost 1/8-in. laminated Teleglas, and it's telling customers that there's very little price differential between tubes using its method and Kimcode approach, and that prices could come down further with more widespread use.

It's rather strange that Kimcode should see first use in 23-in. sets (by Mathes), when design seems to be most suitable—from standpoint of weight & compactness—for 19-in. & 16-in. models. There's growing belief, however, that next manufacturer to use it may also try 23-in. sets first, but with none of the styling innovations which Kimcode could make possible. (It's unlikely that there will be many important style changes in 23-in. merchandise next year, because of small size of 23-in. market.)

Day of decision is approaching. Is one major manufacturer planning to use Kimcode? If so, will there be stampede? Answers must come very, very soon.

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 16 (46th week of 1962):

	Nov. 10-16	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	117,781	131,250	142,227	5,822,540	5,465,281
Total radio	431,255	486,678	443,171	17,016,721	15,148,877
auto radio	185,107	180,091	151,111	6,211,490	4,769,912

RADIO-PHONO 1963: Here are digests of predictions for next year's sales performance by radios & phonos, in response to our survey of industry leaders (see story, p. 8):

GE (Hershner Cross, Radio & TV Div. vp-gen. mgr.): "We think that 1963 phonograph sales will be approximately the same as in 1962. We expect a continuing trend toward a higher percentage of tuner-equipped consoles. We feel that radio sales will be very close to 1962 levels."

Magnavox: "We anticipate an across-the-board increase of 5-8% in the phonograph field. All consoles priced \$350 & over should be equipped with stereo FM. We also see an over-all 5% increase in radio sales—with the greatest gains registered by FM stereo table models."

Motorola: "Phonograph outlook is for sales in the vicinity of 4 million or more stereo & mono units—about the same as this year. At the present time about one-third of all sales are consoles. Of the total of about 4 million units next year, we estimate about 10-15%—or 400,000-500,000—will be equipped with FM stereo. This is merely a guesstimate. Our estimate of distributor-to-dealer radio sales is about 11 million for 1963."

Olympic (Morris Sobin, pres.): "My estimate for the phonograph business for 1963 is 2.5 million portables & table models and 1.5 million consoles. Of the total consoles, I believe, about 50% will be equipped with FM stereo. If we take into consideration only phonograph consoles with radios, my estimate would be about 70%. My estimate for 1963 radio sales is 12 million."

Packard Bell (Kenneth R. Johnson, Home Products Div. vp-gen. mgr.): "We estimate distributor sales of phonographs will amount to 4.5 million in 1963; 80% of the console phonographs will be equipped with FM stereo tuners. Distributor sales of radios will be about 12 million units."

RCA Sales Corp. (Raymond W. Saxon, marketing vp): "We expect the phonograph industry will see a trend toward greater stability in 1963 because the prevalence of confusing terminology is waning. In addition, we believe there will be more & better less-expensive units and a strong continued teen-age market potential. Industry phonograph sales should be 4.3 million—about 100,000 more than 1962. We see practically all middle- and high-end FM-AM tuner-equipped merchandise featuring FM stereo next year. Our estimates for 1963 show about 11 million radios being sold, compared with about 11.5 million this year."

Sylvania (George C. Connor, Home & Commercial Electronics vp): Predicts 25% increase in FM stereo in console phonos; sales of 12.5 million radios.

Symphonic (Max J. Zimmer, pres.): "The phonograph outlook for 1963 is optimistic. I think, first of all, that 1962 will wind up 8-10% over 1961 volume, and that 1963 will continue this upward movement, with a probable 5%

increase in unit volume. At present, approximately 30% of console phonograph output is equipped with FM stereo tuners. With the continued growth in the number of FM stereo stations, I think it is reasonable to project that approximately 40-50% of 1963's phonograph console output will contain FM stereo tuners."

Wells-Gardner (Grant Gardner, pres.): "The phono outlook for '63 will parallel that for '62. We anticipate that the industry's console phono output will be 75% equipped with FM stereo tuners."

Westinghouse (O. H. Yoxsimer, TV-Radio Div. gen. mgr.): "Approximately 3.3 million portable phonographs and some 1.6 million hi-fi consoles will be sold in 1963. A minimum of 75% of the console phonos will be equipped with FM stereo. Industry distributor radio sales for 1963 should be about 11.4 million."

Zenith Sales Corp. (Leonard C. Truesdell, pres.): "Phonograph sales to dealers for 1963 should be about 4.5 million units, pretty close to this year's figures. Approximately 50% of the industry's console phono-radio units will be equipped with FM stereo tuners as a result of the rapid growth of stations broadcasting FM stereo and heightening consumer interest. Industry radio sales to dealers for 1963 (excluding auto) will approximate 11 million units, again not markedly different from the 1962 figure. It would appear that the transistor radio boom is slowing down, perhaps because of high market saturation, and that there will be a shift in the product mix next year, with AM-FM sets becoming more important, clock radios taking over part of the AM radio market and portable radios remaining fairly constant as a percent of the total."

Admiral finds hotel TV business very successful, under revamped setup in which sales to hotels & motels are made through regular distributors and hotel-motel supply houses, with installation & service provided by parent company. Our statement in last week's issue (Vol. 2:47 p7) that Admiral "no longer provides direct-to-customer hotel-motel service" was interpreted by some to mean that Admiral had left this branch of business. Admiral claims to have equipped more hotel-motel rooms than any other company. In charge of hotel sales is Admiral Sales Corp.'s National Service Div., Bloomington, Ill., under gen. mgr. Willis Wood. Among Admiral's current projects is installation of sets in new addition to O'Hare Inn, near Chicago International Airport. Admiral has 2 special hotel receivers—one with wireless remote control, the other with provision for radio & background music channels.

Packard Bell Electronics' Oct. consumer product sales produced largest single-month volume in 36 years. Home Products vp Kenneth R. Johnson said sales jumped 18% ahead of Oct. 1961 & 7.5% ahead of Dec. 1952, previous record month.

Import Prices Down: Just how sharply factory prices of Japanese electronic exports to U.S. have dropped in last year is shown in average value of TVs & radios exported during first 9 months of 1962 vs. same 1961 period.

Average factory price of transistor radios (3 or more transistors) exported to U.S. in 1962, according to Japanese govt. figures, was \$9.51, down from \$11.09 in comparable 1961 period. Average "toy" transistor radio (fewer than 3 transistors) declined to \$2.25 from \$2.58. Average TV set exported to U.S. this year was valued at \$55.31, down from \$79.42 last year. Average tape recorder was valued at \$13.46.

Average prices rose from 1961 to 1962 in 2 categories. Tube radios increased to \$7.04 each from \$6.48 last year, and radio-phono combinations jumped to \$39.06 from \$34.62. Average prices are computed from taxable value.

Japanese exports as a whole rose again for first 9 months of 1962, compared with same 1961 period: TV sets, 86,899 units, up more than 600% from 12,308; transistor radios, 5,323,239, up 85% from 2,879,009; "toy" transistor radios, 2,109,520, down 37% from 3,330,508; tube radios, 1,202,362, down 18.5% from 1,474,937; radio-phonos, 67,832 (up 34% from 50,493); recorders, 605,943 (no comparison available).

New TV set manufacturer: Color Electronics Corp., 81 Willoughby St., Brooklyn, N.Y., is now assembling color sets for private-label merchandising by dept. stores. Successor to Kane Electronics, it's headed by Irving Kane, who was one of principals in old Viewtone Co., early TV set producer. Kane told us last week that sets use circuitry identical to RCA's and that he has arranged for national distribution of color sets under Color Electronics brand name. He said production will soon reach rate of 60 sets a day.

Indiana General & Western Electric have signed cross-license agreement covering certain patents in fields of magnetic materials & related equipment, including quartz crystals, communications products, thin-film devices, ferroelectric & piezoelectric developments. Indiana General Pres. Robert F. Smith said agreement includes U.S. & Canadian patents of his firm, Western Electric, AT&T, Bell Telephone Labs, other subsidiaries.

Philco spent \$7.5-8 million on its 1963 consumer products & "we are planning to spend an even larger sum on our 1964 lines," according to Consumer Products Div. vp & gen. mgr. Larry H. Hyde. Approximately \$3.5 million was invested in tooling up, he said, balance went into design & development. Hyde emphasized that \$7.5-8 million expenditure was made by Philco after becoming a Ford subsidiary.

Magnavox may be largest FM sponsor, now that its deal with National Assn. of FM Bcstrs. has been approved. Magnavox is paying NAFMB \$150,000, in exchange for which it will receive 6 spots daily for 26 weeks on 158 NAFMB member stations beginning today. Stations donated the spots, and NAFMB will use proceeds to establish hq in N.Y. for FM promotion.

Consent judgments to refrain from antitrust violations in sale of heavy electrical equipment have been agreed to by 12 companies involved in 1960 electrical price-fixing conspiracy. Move ended civil anti-trust action brought against Westinghouse, Federal Pacific Electric, Cornell-Dubilier Electric, Sangamo Electric, 8 others.

Set Makers' FM Monitoring Plan: Proposal for FCC-industry cooperation in monitoring FM stereo stations will be outlined to consumer products div. members this week at EIA's winter conference Nov. 26-29 at San Francisco's Jack Tar Hotel.

Monitoring plan, worked out informally between EIA & FCC officials, is part of continuing effort to ease FM stereo growing pains. The informal agreement would provide for manufacturers to notify FCC when they believe stations may be deviating from FCC standards. FCC's Harold Kassens says complaints of this kind actually have been relatively few, and this program would be informal supplement to Commission's 2 mobile FM monitor units.

Among other expected highlights of this week's EIA meeting: (1) Finalization of definition of "high fidelity," requested by FTC. (2) Discussions of FM stereo by James Gabbert & Gary M. Gielow of KPEN-FM San Francisco, before service committee & radio section. (3) Discussion of matters affecting electronics industry and estimates of 1963 business by EIA Pres. Charles F. Horne.

Factory transistor sales in Sept. & year to date continued usual pattern: up in unit volume, down in dollar value. Unit sales increased to 20,568,110 from 19,386,202 in Sept. 1961, EIA reported. Dollar value dipped to \$24,729,997 from \$27,220,248. Jan.-Sept. unit sales rose to 179,397,511 from 136,490,332. Despite gain of nearly 43 million unit sales, cumulative transistor value dropped \$8.4 million to \$218,571,911 from \$227,002,035 in 1961's first 3 quarters. Here are EIA's 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
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
June	21,776,037	26,374,356	17,899,005	26,148,746
July	15,434,205	19,476,017	11,227,388	17,506,011
August	20,369,281	24,128,668	17,193,860	25,155,627
September	20,568,110	24,729,997	19,386,202	27,220,248
Totals	179,397,511	\$218,571,911	136,490,332	\$227,002,035

Average transistor factory price in Aug. declined to \$1.14 from \$1.41 in Aug. 1961 & \$1.89 in Jan. 1961, noted Nov. 19 *Wall St. Journal*, adding: "However, it was still above the vacuum tube's average price of 84¢ in Aug." Describing transistors' infiltration of numerous consumer products, *Journal* pointed out: "Big as the TV market for transistors might someday be, RCA Group Exec. vp W. W. Watts & others think autos eventually will provide the greatest demand. Elmer H. Wavering, exec. vp of Motorola's Automotive Products Div., predicts there may be up to 30 such devices in each new car within 5 years."

Buying plans up: Federal Reserve Board's quarterly survey of buying intentions last month found more people planned to buy TVs & phonos during next 6 months than 3 months ago or year ago. Among findings: (1) 4.9% of families planned to buy TV set in next 6 months, up from 4.3% in July 1962 & 4.5% in Oct. 1961. (2) 2.8% intended to buy "radio & phonographic equipment costing \$100 or more," up from 1.9% in July 1962 & 2.5% in Oct. 1961.

Pilot Radio suit against Liberty Music Shops has ended with consent injunction under which Liberty agrees not to use "Pilot" name on stereo hi-fi equipment not manufactured by plaintiff.

Trade Personals

William Balderston Jr. promoted by Philco Consumer Products Div. to electronic products planning mgr., responsible for TV, radio & phono lines; Thomas Q. Fisher, formerly phonograph product planning mgr., advanced to asst. mgr., electronic products planning dept.

Dr. Joseph R. Feldmeier appointed Philco Scientific Lab dir., succeeding Donald G. Fink who will become gen. mgr. of new Institute of Electrical & Electronic Engineers (Vol. 2:32 p10).

Richard A. Williams named asst. to Philco Lansdale Div. engineering dir. Dr. C. H. Sutcliffe; Dr. C. G. Thornton named mgr. of new advanced solid-state development dept.; Charles D. Simmons appointed microelectronics dept. mgr.; James D. McCotter, semiconductor product development dept. mgr.; W. J. Snyder, cathode-ray tube engineering dept. mgr.

Milton J. Shapp, Jerrold Corp. chmn. elected a dir. of Elco Corp., Willow Grove, Pa. maker of electronic components & connectors.

Thomas R. Maher, formerly Packard Bell mfg. dir., joins Magnavox as gen. mgr. of subsidiary Magnavox Co. of Tenn. . . . Michael J. Ganz elected ITT asst. treas.

Russell B. Riehm appointed traffic dept. mgr., Philco Consumer Products Div., succeeding John Swan, retired.

William H. Denner, GE Major Appliance Div. gen. mgr., elected a vp.

J. W. Evans elected mktg. senior vp, J. F. Willenbecher operations senior vp, R. K. Hellman engineering senior vp, Hazeltine's Electronics Div.; S. M. Thomas named senior vp & head of Hazeltine International; Donald Richman & V. J. Young named vps of subsidiary Hazeltine Research Corp.

Paul M. Hochberg appointed pres. & gen. mgr. of Lab-Tronics Inc., subsidiary of TV components maker Advance Ross Electronics, Chicago.

Carl H. McBain elected a Perkin-Elmer vp & mktg. dir. of Instrument Div. . . . John A. Curtis appointed Electronic Associates mktg. vp.

Maj. Gen. Frank E. Stoner (USA Ret.) elected a dir., American Microwave & TV Corp., San Carlos, Cal.

Dr. William F. J. Hare, ex-Bell Labs, N.J., appointed research dir., CTS of Canada Ltd., Ontario.

Obituary

Ricardo Muniz, 52, who retired Oct. 1 as Magnavox mfg. & engineering coordinator (Vol. 2:41 p10), died Nov. 17 in Montefiore Hospital, N.Y. Before joining Magnavox in 1955, he had managed TV & radio plants for Du Mont Labs & Westinghouse. He lived in Miami, is survived by widow, 2 sons.

William H. Treston, 52, RCA engineer for more than 27 years, died Nov. 18 at his Cherry Hill, N.J. home.



Sonic Electronics, N.Y. manufacturer of phonos & hi-fi equipment which filed Chapter 11 petition in Federal Court earlier this month, has been authorized to continue operating without bond. Referee Asa S. Herzog adjourned hearing to Dec. 3. Creditors will hold initial meeting that date. Sonic Electronics listed assets of \$3,917,761 vs. liabilities of \$3,960,766.

EIA'S UHF SALES TEST: FCC's former uhf test station, now WNYC-TV (Ch. 31) N.Y. last week became center of test project by EIA to push uhf sales in N.Y. metropolitan area.

Unlike other uhf station markets, N.Y.—although it is center of TV industry—is completely ignorant of uhf. WNYC-TV, operated by city of N.Y., is non-commercial and, despite a good press, is unknown by most viewers & TV dealers.

Kickoff for EIA's project was meeting at WNYC-TV hq. of officials (generally regional sales mgrs.) of the 11 TV set manufacturers represented in EIA. Meeting was chaired by EIA consumer products staff dir. L. M. Sandwick & WNYC-TV program dir. Al Levin. Levin unrolled tales of appalling ignorance by dealers (some of whom told prospective customers that Ch. 31 was "closed circuit"), unavailability of all-channel sets in most stores, and of hundreds of inquiring phone calls to station about availability of sets. "The public is way ahead of the dealers," said Levin.

Manufacturers agreed to start drive to get all-channel sets on dealer's floors, and to educate dealers about uhf and what it is. Olympic was first to follow up, has already begun local dealer orientation program. Other plans in N.Y. campaign include all-channel set showroom & demonstrations in municipal building, encouragement of manufacturer, distributor & dealer ads featuring uhf.

Screen Gems' Gem Year: Screen Gems closed its 1962 fiscal year June 30 (Vol. 2:38 p12) with record achievements in earnings (\$3.5 million vs. \$2.7 million in fiscal 1961), backlog (\$25.1 million vs. \$21.8 million), program residuals (534 half-hour & 132 hour episodes vs. 373 & 66), and overseas distribution (56 countries). Additionally, its share of national TV programming increased from 7 to 10 hours weekly; 17 Screen Gems shows were licensed for 1962-63 network & national spot programs vs. 12 a year earlier.

Pamphlet report to stockholders also showed total current assets of \$27,127,543 (including \$4,318,496 cash) at year's end, compared with \$22,764,375 (\$4,245,889 cash) year earlier. Current liabilities total \$18,432,077, compared with \$14,523,546 June 30, 1961. In Screen Gems inventory were more than 1,800 rerun TV programs & nearly 1,600 pre- & post-1948 feature films.

Admiral Earnings Sink: Saddled with 3rd-quarter loss of \$309,842, Admiral earnings in first 9 months declined to \$548,216 from \$1.4 million a year earlier (see financial table). In 1961's Sept. quarter Admiral earned \$957,113. Jan.-Sept. sales rose to \$146.6 million from \$135.9 million. Sept.-quarter sales climbed to \$50.4 million from \$49.7 million in July-Sept. 1961.

Admiral Pres. Vincent Barreca attributed 3rd-quarter loss largely to "unprecedented investment in expanded color TV facilities" which will enable Admiral "to produce 100,000 color receivers per year." Fourth-quarter sales, he said, are in step with a year ago. He forecast record 4th-quarter sales for Appliance Div.



One of last holdouts in 6-transistor radio price war, Channel Master has introduced new pocket set at \$14.95, same as brand-name competitors, \$5 below former price leader.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral Story on p. 11	1962—9 mo. to Sept. 30	\$ 146,566,985	\$ 1,951,080	\$ 548,216	\$0.23	2,422,461
	1961—9 mo. to Sept. 30	135,877,427	2,869,908	1,390,664	.57	2,411,286
	1962—qtr. to Sept. 30	50,354,644	(237,817)	(309,842)	—	2,422,461
	1961—qtr. to Sept. 30	49,685,797	1,888,783	957,113	.40	2,411,286
Ampex	1962—6 mo. to Oct. 31	43,120,000 ¹	—	2,197,000 ¹	.28	7,799,407
	1961—6 mo. to Oct. 31	36,480,000	—	492,000	.06	7,758,182
	1962—qtr. to Oct. 31	21,607,000 ¹	—	1,291,000 ¹	.17	7,799,407
	1961—qtr. to Oct. 31	19,125,000	—	421,000	.05	7,758,182
Avnet Electronics	1962—qtr. to Sept. 30	8,318,389	1,205,157	608,231 ¹	.22	2,760,766
	1961—qtr. to Sept. 30	7,091,704	856,963	461,249	.17	2,760,766
Consolidated Electronics Industries	1962—9 mo. to Sept. 30	125,613,418	7,750,818	3,690,818	1.16	3,172,377
	1961—9 mo. to Sept. 30	101,702,509	6,321,602	3,043,622	.96	3,157,002
Crowell-Collier	1962—9 mo. to Sept. 30	69,804,072	—	3,510,969	1.12	3,130,337
	1961—9 mo. to Sept. 30	52,036,116	—	3,400,763	1.10 ²	3,078,224 ²
	1962—qtr. to Sept. 30	29,827,796	—	2,612,110	.83	3,130,337
	1961—qtr. to Sept. 30	24,059,538	—	2,580,081	.83	3,078,224
GT&E	1962—12 mo. to Sept. 30	1,305,005,000	—	81,172,000	1.00 ⁵	74,016,000
	1961—12 mo. to Sept. 30	1,195,563,000	—	71,878,000	.97 ⁵	73,169,000
Industrial Electronic Hardware	1962—6 mo. to Sept. 30	2,975,772	—	22,828	.03	716,307
	1961—6 mo. to Sept. 30	2,271,616	—	84,910	.12	660,719
Microwave Associates	1962—year to Sept. 30	12,800,000	—	639,900	.63	1,017,700
	1961—year to Sept. 30	10,700,000	—	711,300	.71	998,900
Pacific Industries	1962—year to Aug. 31	24,464,105	786,981	511,981	.27	1,887,239
	1961—year to Aug. 31	17,930,545	1,406,733 ⁴	1,406,733	.81 ³	1,887,239
Philips Lamp	1962—9 mo. to Sept. 30	1,024,978,000	—	63,249,000 ¹	—	—
	1961—9 mo. to Sept. 30	911,183,800	—	60,764,000	—	—
TelePrompTer	1962—9 mo. to Sept. 30	3,616,442	—	(59,453)	—	738,410
	1961—9 mo. to Sept. 30	3,604,500	—	(184,764)	—	685,811
	1962—qtr. to Sept. 30	1,347,902	—	47,696	.06	738,410
	1961—qtr. to Sept. 30	933,027	—	(215,126)	—	685,811
Vornado	1962—year to Aug. 31	115,123,849 ¹	3,559,090	3,501,090 ¹	2.67	1,310,593
	1961—year to Aug. 31	105,093,934	3,070,539	3,052,539	2.32	1,310,593

Notes: ¹ Record. ² Adjusted to reflect Dec.-1961 4% stock dividend. ³ Adjusted to reflect 4% stock dividend & issuance of 260,000 shares

earlier this year. ⁴ No provision for income tax because of loss carry forward. ⁵ After preferred dividends.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AT&T	Q	\$0.90	Jan. 2	Nov. 30
Andrea Radio	Q	.12½	Dec. 14	Nov. 30
Fairchild Cam. & Instr.	—	.50	Dec. 18	Nov. 30
GE	Q	.50	Jan. 25	Dec. 21
Globe Union	Q	.22	Dec. 11	Dec. 4
Globe Union	Ex.	.06	Dec. 11	Dec. 4
Goodwill Stations	—	.12½	Dec. 12	Nov. 20
Goodwill Stations	—	.15	Dec. 12	Nov. 28
Hawley Products	Q	.05	Dec. 28	Dec. 14
Hawley Products	Ex.	.10	Dec. 28	Dec. 14
Hawley Products	Stk.	2%	Dec. 28	Dec. 14
Meredith Publishing	Q	.35	Dec. 12	Nov. 30
Sprague Electric	Q	.30	Dec. 14	Nov. 28
Sprague Electric	Stk.	2%	Dec. 14	Nov. 28
Springfield TV Bcstg.	Q	.10	Dec. 14	Dec. 5
Springfield TV Bcstg.	Ex.	.10	Dec. 14	Dec. 5
Standard Kollsman	Stk.	3%	Dec. 28	Dec. 14
Time Inc.	—	1.00	Dec. 10	Nov. 23
Warner Bros.	Q	.12½	Feb. 5	Jan. 11

Pre-Publication Orders for Factbook No. 33

Orders are now being taken for the 1962-63 *Television Factbook*, mailing expected to take place late December, early January. Beginning with this upcoming issue, based on last year's greatly expanded format, the book will be published once a year only—not Spring and Fall as in past years. The new *Television Factbook* will again provide station area coverage at a glance—contour maps of all commercial stations as filed with the FCC, showing Grade A & Grade B coverage. On the same page for the station will be published American Research Bureau's: (1) Total net weekly circulation. (2) County-by-county total households, TV households and percentages of TV-set penetration. These figures, presented in tabular form, will also be shown graphically in tone on each map. In addition, extensive space will be devoted to the other regular features that have made this comprehensive book since 1945 the industry's leading marketing and reference work. Pre-publication copy price is \$12.50; 5 or more, \$10.50. Regular price after publication, \$15.00; 5 or more \$12.50. To take advantage of pre-publication savings, write: Dept. 12, Television Digest, 911-13th St., N.W., Washington 5, D. C.