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

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**BBB & LIST PRICES—7 MONTHS LATER:** Fictitious pricing abuses are on wane, NBBB tells us, and complaints over was-is advertising are down (p. 9).

**BROKERS LOOK AT CBS:** Three houses forecast 1962 per-share earnings of \$3.10-3.20 vs. 1961's \$2.47, predict 1963 gain to \$3.50-3.70; sales in 1962 are seen at half-billion-dollar mark (p. 12).

**FCC REPULSED AT 'BATTLE OF OMAHA':** Prospects for more Omaha-type hearings on local program grew mighty, mighty dim after last week's testimony. In a phrase, FCC was clobbered. Scores & scores of witnesses from every conceivable community organization testified before Comr. Henry, singing praises of city's 3 TV stations, growing increasingly critical of Commission as week wore on. Stations' witnesses were on stand at week's end, and hearing is expected to end by Feb. 6.

Comr. Henry seemed to hold up well during the barrage—a freshman commissioner sitting on one of hottest spots FCC has felt in years. He acknowledged that Omaha citizens seem to like their TV fare, said "I'm not sure that further inquiries along the same lines might be a good idea." From our soundings at FCC, we can conclude that Commission will have to get some awfully strong complaints before it will go into another city the same way.

Henry was treated to some of sharpest language heard in a Commission hearing. John Tate, exec. vp of Midwest Employers Council, representing some 300 industrial firms, told Henry that Omaha TV programming "is none of your business." Best way to improve TV, he said, is to abolish FCC. "Congress created the FCC monster, and Congress can destroy it. What qualified you to determine for me and the general public . . . what our TV fare should be?" He said people have "enough sense to pick their own mates, cars, books, automobiles & music. Why should you assume that we are unable to choose our own TV entertainment?" He said he'd prefer the judgment of local stations to that "of a Federal bureaucrat, including your chairman."

Somewhat more restrained, Gov. Frank Morrison, a Democrat, said: "I would hate to see the FCC open the door to anything which could be construed as Federal censorship"—and Henry assured him Com-

mission can't & won't censor. Sen. Curtis (R-Neb.), earlier in week, vowed he may ask for investigation of Commission after reading record. At end of week, he said he hadn't read it, still didn't know whether he'd seek probe.

Aside from such, most of testimony was from witnesses who described great cooperation they've received from stations for their organizations. Criticism of stations was negligible, not worth mentioning.

Station executives took stand at end of week, starting with WOW-TV's Payson Hall, who described station's policies & procedures with great care. Though licensee, Meredith Bcstg., has hq in Des Moines, he said, there's no "dilemma" regarding "licensee responsibility" and "local autonomy" for management.

**COX HEARING—A BREEZE:** Seldom has an FCC nominee had more felicitous setting for his Senate Commerce Committee hearing. Like doting father, Chmn. Magnuson (D-Wash.) told FCC Broadcast Bureau Chief Kenneth Cox "I'd be down there [testifying for you] if I weren't up here." Cox is his protege, has handled many tough TV hearing chores for him in past years, before joining Commission.

But Cox would have taken good care of himself, even before an indifferent or hostile Committee. Remarkably well informed, articulate, at ease, he fielded all questions without a blink—including those about Omaha hearing. He's likely to be confirmed this week. Committee can't vote on him until filibuster fight ends and Senate formally organizes itself. Meanwhile, his predecessor Comr. T. A. M. Craven received warm farewell at FCC party marking his retirement, 70th birthday and appointment as Commission consultant.

Only one flaw marred Cox's Senate hearing. Sen. Thurmond (D-S.C.) said he had some questions he wanted to explore in closed session. He wouldn't elaborate, but there was strong expectation at week's end that his questions would be resolved without a hearing.

The "Omaha" questions came from Sen. Morton (R-Ky.), who made it clear he sees no reason for such hearings: "It raises suspicions in the community. People think something is wrong. It's a hardship on the stations." He said he understands "there may have been some justification for the Chicago hearings."

Cox simply repeated FCC's reasons for Omaha hearing—to learn how stations determine programs needs and meet them. He said that Chicago hearings were "useful," that Omaha sessions' value would be determined by the record, that he didn't know whether there would be more such hearings.

Sen. Cotton (R-N.H.) was also concerned about FCC's activity in programming, though he said he was "impressed" with Chmn. Minow. He wanted to know why Commission asks about percentage of time given to education, etc. Cox said FCC needs a "broad idea" of programming but that there are "sharp limitations to its authority." Cotton asked Cox what can be done about programs with excessive crime & violence, and Cox stated: "The most FCC can do is advise the industry of the criticism, then leave it up to the industry."

Chmn. Magnuson noted that FCC had received 12,000 complaints last year, mostly about crime & violence. As for complaints about loud commercials, he said "I think I'd send a letter on that myself." Magnuson was interested in effects of all-channel-set law, asked whether it "would be in the public interest" for set makers to hike percentage of all-channel receiver production now, whether increased color-set production would help uhf, whether there's been increase in uhf applications.

Cox gave these responses: (1) Manufacturers are "very cooperative," are gradually stepping up uhf-set production, even before April 1964 deadline. (2) Uhf tuner is a smaller fraction of color-set price, so color sets may have larger percentage of uhf tuners. (3) Applications have increased somewhat—"but the full effects are some years off."

Among other Cox comments: FCC is doing utmost to help HEW Dept. put new federally-granted \$32 million ETV funds to work; FCC has been taking "longer & deeper" look at renewal applications during last 3 years; Commission's housing situation is "pretty deplorable"—is "Exhibit A" among federal agencies with inadequate space.

Sen. Yarborough (D-Tex.) commended Commission for its handling of political controversies, got in plug for his own political-broadcasting subcommittee.

Another top FCC staff appointment is in works incidentally. Economist H. H. Goldin, now chief of research & education div., would become an asst. chief of Broadcast Bureau, concentrating on policy & planning, if Civil Service Commission approves the position & grade 16 raise. This would make 3 asst. chiefs of Bureau, and new research & education div. chief would be named.

**FINANCIAL PROFILE OF BROADCASTING FIRMS:** Truly impressive record of publicly traded TV-radio broadcasting companies has been documented for our subscribers in at-a-glance profile form by *Television Digest*, with aid of experienced financial analysts.

Up-to-the-minute financial profile shows good earning trend in these companies, as might be expected in continually expanding broadcast field. Most of the companies show conservative financing, and, of course, there's indication of strong continued growth potential.

Most shares of broadcasting firms are selling at or near their 1962-63 highs. Broadcasting was one of only 6 major industry groups whose stocks showed aggregate price rise from end of 1961 to end of 1962, out of total of more than 70 groups.

Tabulation below includes those firms whose primary activity is TV station operation, doesn't cover those with heavy non-TV-station components—networking, radio, manufacturing, publishing, theaters, etc.

In our continuing series of financial analyses, here is our specially prepared profile of 9 TV-radio broadcasters. We'll be interested in hearing from subscribers of any other related areas they'd like to see profiled. By the way, there are reports that Cox Stations group, now busily acquiring CATV systems, is considering spinning TV-radio-CATV properties off from newspaper holdings—and making public stock offer.

	Capital Cities Broadcasting	Gross Telecasting	Metromedia	Outlet Co.	Rollins Broadcasting	Storer Broadcasting	Taft Broadcasting	Trans- continent Television	Wametco Enterprises
<b>CAPITALIZATION,</b>									
Year ended	12/31/61	12/31/61	12/31/61	.....	4/30/62	12/31/61	3/31/62	6/30/62	12/30/61
Long-term debt	\$23,938,467		\$25,743,212	.....	\$4,207,041	.....	\$2,156,344	\$5,872,954	\$6,501,787
Minority interest	.....	.....	.....	.....	.....	.....	.....	.....	249,504
Preferred	.....	.....	1,500,000	.....	.....	.....	.....	.....	.....
Common & surplus	4,509,276	\$4,423,984	11,870,083	\$10,821,665	4,011,694	\$32,390,547	9,921,718	16,845,760	10,845,760
Common, shares	1,168,223	400,000	1,707,057	497,100	956,496	2,437,450	1,578,938	1,768,272	1,008,757
<b>ANNUAL EARNINGS</b>									
<b>PER COMMON SHARE (a)</b>									
1958	\$ .27	\$1.92	\$ .61	\$1.80	\$ .33	\$ .68	\$ .73	\$ *	\$ .46
1959	.33	1.68	1.00	1.70	.47	2.16	.99	*	.56
1960	.70	1.60	1.01	1.56	.38	2.05	.99	.67	.72
1961	.93	1.46	.67	1.93	.45	1.83	1.17	.75	.93
1962 (b)	1.25	1.48	1.15	1.95	.53	2.20	1.45	.93	1.14
<b>STOCK MARKET DATA</b>									
Common traded	ASE	O-T-C	NYSE	NYSE	ASE	NYSE	NYSE	O-T-C	O-T-C
1962-63 price range	21 <sup>3</sup> / <sub>8</sub> —10 <sup>1</sup> / <sub>4</sub>	21 <sup>3</sup> / <sub>4</sub> —18	18—10 <sup>3</sup> / <sub>8</sub>	25 <sup>1</sup> / <sub>2</sub> —19	14 <sup>3</sup> / <sub>4</sub> —10 <sup>1</sup> / <sub>4</sub>	33 <sup>1</sup> / <sub>4</sub> —27 <sup>1</sup> / <sub>4</sub>	22—13	12 <sup>1</sup> / <sub>2</sub> —7 <sup>3</sup> / <sub>4</sub>	20 <sup>3</sup> / <sub>8</sub> —12 <sup>1</sup> / <sub>4</sub>
Recent price	19 <sup>3</sup> / <sub>8</sub>	21 <sup>3</sup> / <sub>4</sub>	17 <sup>7</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>8</sub>	33 <sup>7</sup> / <sub>8</sub>	22	12 <sup>1</sup> / <sub>2</sub>	19 <sup>3</sup> / <sub>4</sub>
Dividend, annual rate (c)	None	\$1.60	30c	\$1.20	40c	\$1.80	50c	50c	60c
Yield		7.4%	1.7%	5.4%	3.0%	5.3%	2.3%	4%	3.0%
Price earnings ratio (b)	15.5	14.7	15.5	11.5	25.2	15.4	15	13.4	17.3

(a) Adjusted for all capital changes and most non-recurring items. (b) Latest 12 months earnings. (c) Metromedia paid 10c extra in 1962; Taft, 10c extra in 1962 and 2<sup>1</sup>/<sub>2</sub>% stock in 1960, 1961, & 1962; Wometco, 40% stock in 1962.

\* Not comparable.

**AUSTIN—BATTLE OF CATV GIANTS:** The powerful political name of Vice President Lyndon Johnson has been added to community antenna business. Last week, Austin, Tex. City Council granted CATV franchise to Capital Cable Co., in which Mrs. Johnson's LBJ Corp. has option for 50%. Capital Cable is subsidiary of Midwest Video, big Ark.-based CATV operator headed by C. Hamilton Moses—also a substantial political figure. LBJ Corp. controls city's KTBC-TV (Ch. 7).

City's grant to Capital Cable came after bitter fight involving 3 other competitors—all of them big CATV guns: (1) Independent Cable TV of Austin, including NCTA Chmn. Glenn Flinn of Tyler and Austin newspaper. (2) Vumore Corp., owned by RKO General. (3) Mico Corp., Dallas, represented by Frank Valentine, attorney for multimillionaire C. A. Sammons, long a major CATV owner. (Flinn, incidentally, last week reported sale of his Tyler & Jacksonville, Tex. systems, with about 9,000 connections, to Dallas businessman Jack Vaughn—price undisclosed.)

Capital Cable won in 4-0 vote after bitter battle before City Council. Its franchise is non-exclusive,

but there's question whether phone company can or will accommodate competing cables on its poles. City also owns some of poles, will charge CATV \$3 per pole per year.

Contract provides, among other features: at least 8 CATV channels, distribution of all local stations' signals, a weather channel, no installation charge, \$4.95 monthly fee, readjustment of rates after 3 years to produce "fair return," payment of tax to city of 2% of gross.

All-in-all, the Austin action is another mark in growing significance of CATV—its move into larger cities, its attraction of telecasting interests.

## Personals

Dr. George R. Town, Iowa State U. dean of engineering, will receive NAB's 1963 Engineering Achievement Award at annual convention.

J. Drayton Hastie elected pres. of Reeves Bcstg., succeeding Richard Weininger who becomes chmn. of exec. committee; Hazard E. Reeves elected board chmn.

Richard M. Dunn, ex-Wade Advertising Bcstg. dir., Chicago, named ABC-TV Daytime Program Development dir.; Irv Wilson, ex-WGN-TV Chicago gen. sales mgr., appointed sports & special programs supervisor, both new posts. Wilson is succeeded in Chicago by Richard E. Jungers.

Louis Dorfsman, CBS-TV sales promotion & advertising creative dir., awarded Cooper Union Augustus St. Gaudens Medal for Professional Achievement, highest award given to an alumnus.

FCC Chmn. & Mrs. Minow fly Feb. 14 to Geneva, where he'll be spokesman for U.S. delegation at UN conference on use of science for underdeveloped countries, in Feb. 16, 18, 19 sessions. They'll go to London for Feb. 21-22 meetings with heads of BBC & ITA, leave for U.S. Feb. 23.

Joseph M. Sitrick, Blackburn & Co., elected Washington Broadcasters Club pres., succeeding NBC vp & WRC-TV-AM-FM Washington gen. mgr. Joseph Goodfellow. Other new officers: Alfred Beckman, ABC Washington vp, chmn.; Robert Kennedy, Kear & Kennedy, vp; Maury Long, *Broadcasting* vp & gen. mgr., secy.; Lawrence Richardson, WTOP-TV-AM-FM Washington, treas.; Howard Frazier, management consultant, asst. treas.

Arthur Hamilton, ex-WNBC-TV production & business affairs mgr. and radio WNBC N.Y. station mgr., appointed radio WJAR Providence station mgr., succeeding James E. Gleason, who moves to WJAR-TV as program dir.; Frederick R. Griffiths promoted to WJAR-TV & WJAR public affairs mgr.

Gerald B. Grinstein is promoted to chief counsel of Senate Commerce Committee, succeeding Harold Bayton; he's 30, a Seattle attorney, has been on staff since April 1958, concentrating on marine, fishery & transportation activities.

Dr. Michael M. Bennett, St. Petersburg Junior College pres., elected educational WEDU (Ch. 3) Tampa pres., succeeding Col. Brintnall H. Merchant, who remains a dir.; William E. Coletti appointed production mgr.

Bruce Wallace, WTMJ-TV-AM-FM Milwaukee promotion & public service mgr., elected Wis. Bcstrs. Assn. pres., succeeding Don Wirth, radio WNAM Neenah vp & gen. mgr. . . . Gus Chan, ex-radio WAAT Peoria, appointed program dir., new WCIU (Ch. 26) Chicago, due in May.

. . . Gil Lee, asst. to pres. of KBTB & radio KBTR Denver, retires Feb. 15.

H. Keith Godfrey promoted to MCA TV vp, N.Y. . . . E. Jonny Graff, ex-Independent TV Corp. syndication sales vp, named Embassy Pictures TV vp, N.Y., a new post.

Ulrich Hitzig, Swiss TV Network programming official, is spending 2 months as guest of WRCV-TV Philadelphia, observing station operations.

Hugh G. O'Gara named WJRT Flint local sales mgr. . . . Kenneth Hatch promoted to KSL-TV Salt Lake City national sales mgr.

B. T. (Ben) Newman appointed to new post of broadcast administrative mgr., General Electronic Labs.

Richard L. Freeman appointed mgr., Detroit, Adam Young, succeeding William Morgan, resigned to become gen. mgr., WPON Pontiac, Mich.; Lewis S. Krone appointed radio account exec., N.Y.

## Obituary

Joseph A. McDonald, 59, Washington TV-radio attorney, plunged 150 ft. to death Feb. 1, from bridge over Cabin John Creek near Glen Echo, Md. Friends reported he'd been suffering severe depression. He was partner in firm of Hennessey & McDonald, came to Washington in 1958 after serving as a top attorney for NBC in N.Y. since early 1930's. An expert on copyright matters, he served for years on committees negotiating music rights for networks & station groups. From personal standpoint, he was distinguished by gentle & gentlemanly manner. His widow, son, 2 daughters, survive.

Ban on TV-radio in courts (Canon 35) should be retained, American Bar Assn. special committee concluded last week, stating: "Since most of our state judges still are elected in political campaigns, in which their success can be affected by the media of public communication, it is unfair to subject them to potentially powerful pressures for a favorable decision as to courtroom privileges. . ." NAB Pres. Collins termed this "a shocking lack of confidence in the integrity & objectivity of the judiciary."

NAB may rent offices to outside organizations in new building planned adjacent to hq. in Washington. Reports of possibility has started scramble of inquiries. Building plans are still in early stages. It isn't known whether new structure will cover both new & old sites, how much will be spent, target for completion, etc. New building committee will be appointed soon.

American Assn. of Advertising Agencies holds annual meeting April 25-27 at The Greenbrier, White Sulphur Springs, W. Va.

FTC's false advertising charges against Geritol (Vol. 2:52 p5) were denied by J. B. Williams Co. & agency Parkson Advertising, N.Y. Firms disputed Commission's allegations that symptoms described in remedy's commercials often indicate internal bleeding caused by deficiencies which Geritol doesn't help, and that use of product may mask signs of serious disorders. Company declared that over 60 million bottles of Geritol have been sold in past 13 years with great benefit to "countless persons." Dismissal of complaint was requested by Williams & Parkson, contending scope of FTC's order was beyond agency's jurisdiction. In similar case, Commission approved initial decision against Hadacol Inc., Chicago, for making nearly identical claims for New Super Hadacol.

A \$250,000 tape will be erased by NBC & producer George Schaefer after telecast of *Hallmark Hall of Fame* Feb. 6. Wipeout of *Pygmalion*, the Shaw classic starring Julie Harris & James Donald, was demanded by Warner Bros., which now owns rights to musical adaptation, *My Fair Lady*, and which cagily bought up film rights to play at same time. In eyes of Messrs. Warner, TV show taped in advance of telecast and stored for future play was in realm of "mechanically reproduced" entertainment. Point could conceivably be argued at length that tape & film are different media, but NBC had little choice with only few days to go. Thus, drama special will be one-shot in traditional sense with no replays on TV.

Raising Japanese ceiling of some \$3.3 million annually which can be spent by Japanese broadcasters for import (primarily U.S.) film or tape TV shows is major goal of John G. McCarthy, pres. of TV Program Export Assn., who left last week on extensive tour of Far East. Before leaving, McCarthy stated there was "optimum" chance that Japanese govt. would scrap ceiling system entirely, & allow stations & networks to buy foreign shows with "unlimited remittance of dollars." McCarthy also plans stopovers, for TVPEA propaganda purposes, in Australia, New Zealand, Hong Kong, Phillipines.

New peak for advertising was reached in Nov. 1962 according to *Printers' Ink* last week. General index for all advertising investment was at 247, with spending 3% above strong month of Nov. 1961. Magazines, interestingly, led gains, and largest increase, also point of interest, was in general monthly magazines. Network TV was up 8% with newspapers remaining even. Network radio, business papers & outdoor reported volumes below Nov. 1961 levels. Spot TV, not counted in general index of *PI*, was up 17% from 1961.

CBS had biggest gains in gross TV time billings for first 11 months of 1962 vs. similar 1961 period, with increase of 16.8% to new level of more than \$283 million, according to TvB. NBC had gain of 12% to reach \$257 million. ABC moved up 7.4% to level of \$186 million. Combined gross billings of networks rose 12.5% to new peak of \$727.4 million. Daytime billings on weekends showed largest percentage increase (21.2%) in 11-month period, reflection of near sellout situation in nighttime TV which moved up only 9.3%.

Return of radio drama—in FM stereo—will be pioneered by GE, which will pre-empt its weekly *GE Music Theater Hour* (QXR FM network) 4 times in March, April & May to present 60-min. taped stereo dramas featuring Agnes Moorehead, Joseph Cotton, Peter Ustinov, others.

Loud commercials do exist—and something can be done about them—according to report in Feb. 9 *TV Guide*, by David Lachenbruch, managing editor of *Television Digest*. Networks do good job, he reports, but makers of commercials for local insertion use such varying techniques that station engineers can't ride herd on them. He said several engineers suggest: "Commercials with concentrated (and compressed) sound should be run arbitrarily with their peak levels 3 db lower than the peaks of the programs preceding them."

Computers won't replace "the judgment required in analyzing results" in media selection, and in terms of end result "do not improve over currently available systems." That's opinion of Gerald Pickman, vp & dir. of creative research services for Kudner Agency, in recent speech before Sylvania advertising-marketing staffs. Computers were long on speed, short on intuition, he indicated.

"First truly professional transistorized vidicon camera" has been announced by GE, which claims it's "capable of handling up to 80% of today's studio shows at operating cost reductions as much as 90%." Among other claims for camera: picture quality similar to 4½-in. IO tubes; initial cost 50% less than comparable IO unit; camera channel, less monitoring, consumes only 155 watts.

Resignation of Philip L. Graham as chmn. of incorporators of new Space Communications Corp. was accepted with "great regret" by President Kennedy. Graham, head of Washington Post Co. & *Newsweek*, explained that he had planned to resign upon selection of group's chief executive officer, which should take place shortly; he also cited health reasons. N.Y. attorney Samuel Harris probably will replace Graham until completion of incorporators' duties.

"Communications Satellite Corp." was formally established in Washington last week after approval by President Kennedy, as provided in Communications Satellite Act of 1962. Summary of articles of incorporation may be obtained from Newmyer Assoc., 1000 Vermont Ave., NW, Washington.

"Combination rates"—joint deals for spots by 2 or more stations in an area—were attacked by FCC last week. It warned all stations involved to quit, "with reasonable diligence." Commission said practice raises serious anti-trust questions, conflicts with FCC policy—and isn't in public interest. Stations, as well as public, are entitled to protection from unfair competition, Commission said.

Eight vhf drop-ins, long in works at FCC, are due for consideration by Commission this week. Prospects are still favorable for addition of a channel each to: Oklahoma City (shift from Enid), Knoxville, Johnstown-Altoona, Birmingham, Dayton, Jacksonville, Charlotte, Baton Rouge.

Gannett Co. is buying WREX-TV (Ch. 13) Rockford, Ill. for \$3,420,000. Gannett recently dropped efforts to purchase WAVY-TV (Ch. 10) Portsmouth, Va., after FCC said a hearing was necessary on station owners' promise-vs.-performance record (Vol. 2:49 p4).

Richmond, Va. ETV station is planned by group which is readying campaign to raise \$752,089. Drive will be run by Central Va. TV Corp., headed by Thomas C. Boushall.

"Public service grant," amount undisclosed, has been given by Philip Morris Inc. to educational WNDT N.Y.—for 30-min. nightly news analysis *The World at 13*.

**WNDT's Gould on ETV's Prospects:** Educational TV has made "remarkable progress" in 10 years but is still an infant, according to Samuel B. Gould, pres. of educational WNDT (Ch. 13) N.Y.

Speaking last week on "Television and the American Values" before Institute of Contemporary Arts in Washington, he said a minority of respectable size is emerging, seeking programs of "high purpose & merit." This minority could become major audience, exerting powerful influence on TV, he contended.

Freedom of both educational & commercial TV to seek truth is hampered by numerous pressures—commercial, govt., political—but if medium is to be effective it must have freedom to air controversial issues, Gould told group. Citing recent Nixon-Hiss furor on ABC-TV, he said WNDT had similar difficulties for allowing pro-Castroite to appear on a panel during Cuban crisis.

In news conference preceding address, Gould contended \$32 million federal aid-to-ETV bill was "good start" but doubted whether it's enough to have much effect. Boosted by all-channel-set law, ETV will build 200-300 more outlets within 10 years, he said.

Creation of Kansas ETV agency to begin development of state system has been recommended to Legislative Council by Committee on Education. In 84-page study, *Educational Television Status and Prospects*, group suggests agency have initial financing of at least \$1 million to get first outlet on air. Committee urged that as soon as practicable, state apply to FCC for stations, employ exec. dir., appropriate \$6,752,877 capital costs and \$710,000 operating costs for first 2 years. Document is Publication No. 239, available from Research Dept., Kansas Legislative Council, Topeka.

House Small Business Committee will be headed by Rep. Evins (D-Tenn.), who replaces Rep. Patman (D-Tex.); latter becomes chmn. of Banking & Currency Committee. New chmn. for Subcommittee 6, which handles probes of small business advertising opportunities in TV, hasn't yet been designated. Former Chmn. Alford (D-Ark.) resigned to make unsuccessful bid for Governor.

Ad agency came to rescue of educational KQED San Francisco, which planned to drop *Open End* discussion program due to lack of funds. Guild, Bascom & Bonfigli Inc. announced it would underwrite program—with no commercials. Chmn. David Bascom said ad agencies have "moral responsibility" to contribute to betterment of communications.

Two foreign-language ETV series will be distributed in U.S. by McGraw-Hill Book Co. under exclusive agreement signed with Independent TV Corp. Series are *French From France* and *Ici La France*, produced by Associated TV Ltd., England.

N.J. ETV development bill has been signed by Gov. Richard Hughes, N.J.E.T.V. Corp. Pres. Orville J. Sather said legislation assures state a complete ETV network within 3-5 years. Group plans first station in Glen Ridge by fall.

Importance of spot TV in introducing new products is outlined in new Katz Agency publication, "Launching Your New Product," available from Katz Spot TV Sales Development Dept., 666 Fifth Ave., N.Y. 19.

Radio Nord, highly successful "pirate" commercial broadcaster which operated off Stockholm for several years until Swedish authorities imposed restrictions on advertisers that forced it to quit, has been re-equipped in Ostend and is reported readying to operate in the waters between England and northern France, throwing signals also into Belgium & Holland. Allegedly backed with Texas money (said to be Murchisons), ship is named *Magda Maria*, has operated 10 miles offshore, thus escaped both national & international regulation. Another such, Panamanian carrier ship *Nele* which carried Belgian "pirate" radio known as *Uilenspiegel*, is reported from Holland, which also had taken legislative action to curb its operation, to have been driven ashore in a heavy gale recently and silenced; moreover, its owner, George de Caluwe, of Antwerp, has died. Its 5-kw allegedly gave it 80-mi. coverage and, like its lower-powered counterpart off Sweden, it was reputed to be big money-maker but thorn in side of govt.-owned Dutch & Belgian radio systems which were irked by popularity of its programs.

Foreign TV-radio personnel who come to U.S. under exchange programs should receive more comprehensive training than they get, according to U.S. Advisory Commission on Information. In 18th annual report to Congress, Commission headed by Cox Stations' Exec. Dir. J. Leonard Reinsch also urged sending more U.S. experts abroad to provide on-the-job training in use of basic technical facilities. Report lauded performance of USIA in 1962, particularly during Cuban crisis.

Launching of Syncom I, Hughes Aircraft's high-altitude communications satellite (Vol. 2:42 p4) has been postponed until at least Feb. 13. Satellite will have one phone channel, no TV, will be orbited mainly to test positioning. NASA spokesman attributed delay in launching to technical difficulties at station aboard Navy ship in Lagos harbor, Nigeria.

First Indonesian TV station, RRI-TV, has started in Djakarta, transmitting 2 hours nightly. Operators hope to expand to 8 hours daily, covering 13 cities, using 625-line system. RRI estimates about 5,000 sets in country, mostly Japanese-made. Govt. hopes to have 100,000 in use by end of 1963.

First Gabon TV service will begin in April, initial programming limited to educational & news shows. Receivers will be located in viewing centers for mass coverage. Govt. of former French West African territory has signed contract for installation with French firm Societe Francaise des Techniques.

Canadian-made TV set sales rose 21% to 289,000 during first 9 months of 1962, TvB of Canada reports. Sales for year will be estimated 430,000, 2nd only to 1957's 457,700. TV households reached 4,157,700 in 1962, up 131,200 over previous year.

BBC claims it's ahead of rival ITA TV network in audience. In Oct.-Dec. 1962, BBC said, it pulled 52% of viewers with sets equipped to pick up both channels. This is first time since 1955 that the non-commercial network has surpassed its commercial rival.

Marconi has received \$1,820,000 contract for transmitting equipment for 6 uhf stations, as part of BBC plan to provide uhf service for Britain. Equipment will be 625-line, to be delivered by Feb. 1965.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MOLECULAR REVOLUTION IN CONSUMER PRODUCTS:** Consumer electronics now stands on brink of technical revolution so radical it may be secondary in significance only to development of the vacuum tube. You may well see first product evidences of it this year. Within few years, it will be industry's most-discussed topic, with drastic & dramatic implications from top to bottom of trade.

We're referring to the rapidly growing solid-state technology known as molecular electronics—or, if you prefer, "integrated circuits" or "functional blocks" or "microcircuitry." A pie-in-the-sky development for military circuits & computers? No. Probably far more than many in the trade realize, integrated circuitry will have its most profound influence on consumer products—starting soon.

In 5 short years, molelectronics has startled some of its most fervent enthusiasts with its rapid progress. Believed ideally suited for military & computer electronics because it makes possible drastic reductions in size, weight & power drain and almost unheard-of increases in reliability, this technology has now advanced to the point where it promises 2 qualities which make it a natural for consumer products: Potential ease of mass production, and sharp reduction in costs over present TV-radio-phono production & circuit techniques.

Molecular electronics, an outgrowth of transistor technology, involves fabrication of entire semiconductor circuits—including transistors, resistors, capacitors, inductances—in one single unit. Thus, an entire amplifier circuit might be deposited or "grown," occupying space of a postage stamp or matchhead, with no identifiable "components" or connections. External connections (probably the cause of most equipment failures) can be cut down as much as tenfold.

What is new in this field is increasing belief that this technique is ideally suitable for consumer products, and indications are that microcircuitry is already being penciled-in for pioneering use in consumer items this year. And this will be the year that molecular circuits first go into mass production for military equipment.

Importance being attached to this new technology is evidenced by fact that Westinghouse is now building 2 new molelectronics plants—in Baltimore & on West Coast—and has established molecular electronics as full-fledged department in its components group, bringing in C. Harry Knowles, former asst. gen. mgr. of Motorola Semiconductor Products, to head it. GE has just opened \$500,000 microelectronics lab in Utica. Virtually every semiconductor manufacturer is giving top priority to molelectronics research, development, and—now—pilot production.

First to point out integrated circuits' ideal affinity to consumer products was Westinghouse—almost 2 years ago (Vol. 17:26 p15), to the accompaniment of raised eyebrows and even outright snickers from some segments of industry. At recent opening of GE's micro lab, gen. mgr. George H. Siegel predicted that "microcircuitry might not follow the traditional role of evolution from military to industrial to commercial application. Rather, the pressure of rapidly decreasing prices may well permit incorporation of microcircuits in commercial & home entertainment equipment—TV, radios & phonographs—prior to their widespread use in industrial applications" (Vol. 3:4 p11).

"Every prediction about microcircuits has been conservative," Siegel told us last week. "We had been predicting 1970, but now it wouldn't be surprising to see it extended to consumer items within 3 or 4 years. He said microcircuits promise tenfold increase in reliability, coupled with 25-50% reduction in cost in mass production. Techniques for making single-crystal circuits are identical to those for making silicon transistors, he told us. "Currently, it appears that circuits can be made [in mass production] for about 4 times the cost of a transistor."

At Westinghouse, R&D vp Seymour W. Herward told us: "It's coming sooner than many people will admit. And now it's becoming clear that in addition to its other advantages, molecular electronics is funda-

RCA dealers who engage in fictitious was-is advertising get hit where it hurts—in the co-op ad fund. Under new RCA Sales Corp. policy, dealers who use comparative prices in ads must furnish affidavit to their distributors, for relay to RCA, that they have sold sets for the "was" price advertised. Unless dealer can prove that "was" part of ad is as was, RCA won't okay co-op ad claim, spokesman told us.

## Trade Personals

John L. Utz resigns as Emerson vp & asst. to pres. . . . John P. Prymack, ex-Westinghouse tube dept., joins Du Mont Labs divs. of Fairchild Camera as product ad mgr.

Joseph B. Elliott, onetime RCA consumer products head, named chmn. of Borg-Warner's York Div., succeeded as pres. by Gerald V. Patrick.

O. John Hayles appointed operations vp of Sylvania's Home & Commercial Electronics Div., a new post.

Kenneth A. Jackson appointed mfg. engineering supervisor, Sylvania Microwave Device Div., Williamsport, Pa.

Thomas P. Collier, Motorola Overseas Corp. pres., joins International GE Feb. 15 as consumer & commercial electronic liaison, a new post, with hq in N.Y.

John S. Sturgeon retires as Magnavox financial vp. . . . Dr. Seymour S. Kremen appointed Hawley Products research & development dir.

Marvin L. Bruckner, Oxford Electric's Speaker Div. sales mgr., named chmn. of EIA's Loudspeaker & Loudspeaker Parts Section, succeeding William H. Bingham, asst. to pres. of Hawley Products, who becomes chmn. of Sound System Components Subdivision of EIA's Parts Div.

Irving Rossman, former Pentron Electronics pres., resigns as Universal Audio pres. to activate his Ionic Industries & transfer this maker of portable phonographs from Evanston, Ill. to 1823 Colorado Ave., Santa Monica, Cal.

Corbin A. McNeill, industrial relations dir., & Frank P. Barnes, telecommunications mktg. dir., elected IIT vps.

Ralph W. Jones, Fairchild Publications' Chicago Bureau chief, will join Motorola as Consumer Products Div. PR mgr., succeeding Dude Hubka, resigned

## Obituary

Sir Isaac Shoenberg, 82, TV pioneer & a dir. of Electric & Musical Industries Ltd., died in London. He headed EMI Research Labs team that developed 405-line TV system used by BBC.

**Distributor Notes:** Sylvania appoints R & R Electronics Supply Co., 914 W. 7th St., Amarillo, distributor for Texas, New Mexico & part of Oklahoma • Admiral & Lone Star Wholesalers, Dallas, have terminated their distributor relationship • Sylvania will occupy around June 1 a 60,000-sq.-ft. distributor center in Seattle to serve 4-state Northwest area with TV picture & receiving tubes, complete line of home lighting products • Fleetwood appoints Loman Associates, Detroit, sales rep for stereo consoles in Michigan, western Ohio, eastern Indiana; Meyer-Cotlar & Associates, St. Louis, for Missouri, Kansas, southern Nebraska; S. I. Lasner Co., Pittsburgh, for western Pa. & eastern Ohio; Henry Fine for Florida; J. H. Souther for Georgia, Alabama, North & South Carolina; Southern Associates, Nashville, for Kentucky & Tennessee • Westinghouse Ap-

pliance Sales appoints 3 new district managers: Harry A. Cheney for Dallas district, succeeding R. L. Wagner, resigned; A. B. (Bud) LeCrone, for Oklahoma City, succeeding Cheney; Hal H. Wilkins, St. Louis, succeeding Richard W. Sanford, resigned.

"Employer of the Year" award has gone to Ace Electronics, Somerville, Mass. Award is sponsored by NAM, given annually to outstanding employer of the handicapped.

"Logical & progressive" introduction of color in Canada was proposed to Board of Broadcast Governors by RCA Victor Co. Ltd. Pres. John D. Houlding suggested this program at color-TV hearings in Ottawa: (1) Establish technical standards for color transmission. (2) Permit stations to broadcast local color immediately if they wish to. (3) Establish planned program with target date for start of national color-casting within 2-year period. Houlding said there are about 4,500 color sets in use now in Canada (in U.S. border areas), and estimated that one-third of them were purchased in 1962.

New sets: Du Mont introduced nine 23-in. TVs, including 2 consolets, priced below company's previous 23-in. sets at \$199.95 & \$219.95, and consoles at \$249.95 & \$349.95. GE announced 21-set portable radio line, including 3 carry-over models. Line begins with 6-transistor miniature at \$16.95 with gift pack (replacing former non-gift pack unit at \$14.95); includes 8-transistor miniature with gift pack at \$19.95, new 2- & 3-band sets at \$29.95 & \$49.95 and 7-transistor full-size set at \$29.95.

Tung-Sol Electric has sold one million compactrons, a company spokesman said last week, predicting growing market for this multi-element tube design. Tung-Sol was among first manufacturers to produce 12-pin tube types, and has been making & selling them since 1960. Statement was made in comment on our recent report which indicated that only 2 companies were making compactrons (Vol. 3:2 p10). Actually, at least 4 tube makers are in the field. We regret the error.

GE will team with Reynolds Metals to finance portion of Louisville, Ky. urban renewal project. Major Appliance Div. vp-gen. mgr. William H. Dennler said "it is expected that GE will become a co-venturer with Reynolds" in financing an all-electric, 250-unit apartment building. Reynolds plans to build in Louisville a \$24 million redevelopment project embracing 4 buildings with total 1,000 apartments, a 250-unit motel, shops.

Seeking dealers for his Auto-Stereo system, Earl W. Muntz is now advertising in retail trade press, offering "exclusive territories." Headquartered in Beverly Hills, Cal., Muntz's new operation offers cartridge tape player (using continuous-loop design found in broadcast & background music systems) designed for installation in automobiles & boats. There is also version for home use. List price is \$129.

**Officers & Directors** stock transactions as reported to SEC for Nov.:

Allied Artists. Roger W. Hurlock bought 500, held 36,100.

AB-PT. James G. Ridell sold 200, held 2,308.

Arvin Industries. Eldo H. Stonecipher bought 100 in Oct., held 2,650.

Decca Records. MCA bought 10,400, held 1,307,715.

Desilu Productions. Desi Arnaz sold 17,550, held none. Lucille Ball bought 17,550, held 35,050. Desi Arnaz sold 282,800 Class B, held none. Lucille Ball bought 282,800 Class B, held 565,600.

Electro-Voice. Wayne Beaverson bought 100, held 3,336.

Electro-Science Investors. James J. Ling sold 201,000 in Oct., held 528,175. Alpha-Omega Corp. bought 207,000 in Oct., held 207,000.

Emerson Radio. Abraham Vogel sold 1,800, held 3,927.

Filmways. Lee Moselle bought 800 in Oct., held 1,000.

GE. Fred Borch sold 600, held 11,375. Cramer W. LaPierre sold 3,000 in Oct. & 1,000 in Nov., held 13,677.

Giannini Controls. Damon Van Utt sold 926, held none. John D. Warren sold 100, held 300.

Globe-Union. Ralph Conway bought 1,950, held 6,450. Chester Wanvig Jr. bought 100 in Oct. & 900 in Nov., held 21,473. R. H. Warner bought 450, held 1,755. W. T. Warrander bought 1,950, held 2,400.

Hallicrafters. Kenneth C. Prince sold 100, held 2,400.

Hazeltine. Harold Wheeler bought 100, held 5,000.

Hewlett-Packard. W. Noel Eldred bought 5,004 in Oct., held 14,184. Ralph Lee bought 3,336, held 20,174. Noel Porter bought 5,004, held 20,199. E. E. van Bronkhorst bought 2,502, held 4,564.

Hoffman Electronics. Stanley Horrocks bought 200, held 300.

Lear Siegler. Pierpont Hamilton sold 300 in Oct., 200 in Nov. & 100 in Dec., held 37,321. Albert Keske bought 295, held 839. Chester Thompson bought 1,100 in Oct., held 2,199.

Ling-Temco-Vought. D. H. Byrd sold 15,000 in Oct., held 19,948. Alpha-Omega Corp. bought 20,000 in Oct., held 20,000.

Litton Industries. Roy L. Ash sold 1,800, held 195,206. Charles B. Thornton sold 7,200, held 486,464.

Macfadden-Bartell. Gerald A. Bartell bought 400 in Oct., held 319,271.

Magnavox. Richard A. O'Connor sold 20,000, held 149,701.

Motorola. Edward R. Taylor sold 100, held 7,600.

Movielab. Saul Jeffee sold 600 Class A in Oct., held 600.

Muntz TV. Floyd G. Dana bought 500 in Oct., held 5,553.

National Video. Harold Cole bought 100 Class A in Oct., held 1,100.

Outlet Co. Bruce Sundlun bought 100, held 1,125.

Oxford Electric. Robert Minsky sold 600 in Oct., held none. Sidney Ungar bought 2,500, held 22,711.

Pacific Industries. George McGrew sold 500, held 226,820.

Paramount Pictures. Randolph Wood sold 6,275, held 1,000.

Pentron Electronics. R. L. Moxley sold 1,000, held 195,380.

RCA. Ernest Gorin sold 430, held 2,700. Howard Letts bought 1,697, held 2,153.

Reeves Bcstg. & Development. Premier Investing bought 3,400, held 80,400.

Rollins Bcstg. John W. Rollins bought 100 as guardian, held 9,396 plus 3,500 as guardian.

Standard Kollsman. Robert Eland sold 1,000 in Oct., held 122.

Storer Bcstg. Lionel Baxter bought 6,000 Class B, held 6,250. Bill Michaels bought 8,750 Class B, held 8,750. George B. Storer sold 14,750 Class B, held 858,390.

TV Development Corp. Robert Cornell bought 800 in Oct., held 1,625.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 500, held 34,143.

20th Century-Fox. Francis S. Levien bought 5,000, held 27,000.

Warner Bros. Herman Starr sold 5,500, held 11,000.

Webcor. Charles Blake bought 100 in Oct., held 100. John Luttrell bought 100 in Oct., held 100. Paul Roth bought 100 in Oct., held 100.

Zenith. James Anderson bought 2,700, held 8,850. Karl Hassel bought 900, held 3,600. John Kuhajek bought 900, held 2,970.

Westinghouse posted 25.6% profit gain on 2% sales rise in 1962, according to preliminary figures released last week (see financial table). Earnings climbed to \$57.1 million from 1961's \$45.4 million as sales increased to \$1.954 billion from \$1.913 billion. Pres. Mark W. Cresap Jr. said all product lines contributed to profit gain, attributed improvement to increased volume & greater operating efficiency. New orders booked in 1962 were up 9% from 1957's record \$2.069 billion, he pointed out, and total backlog at year's end was highest since 1959. Westinghouse working capital at end of 1962 totaled \$705,795,000—down from \$715,309,000 a year earlier. Cash & marketable securities declined to \$121,483,000 from \$215,890,000 at 1961's close. Cresap attributed decline in cash largely to increased inventories & drop in both progress payments & advance billings from customers.

Sparton Corp., Jackson, Mich. maker of TV cabinets, military electronic equipment, other products, expects 40% sales rise & net of nearly 50¢ a share in fiscal-1963's first half, ended Dec. 31. Sparton also has a Canadian Div. that produces TVs & radios. Pres. John J. Smith estimated for total 1963 fiscal, ending next June 30, earnings of \$1 a share on \$28.5 million sales—up from fiscal-1962's 67¢ on \$25.5 million sales. "In 1956 Sparton lost half of its sales when it went out of the TV & radio manufacturing business," Smith noted. "It has recovered" those lost sales in other divisions, he said, noting that sales of Electronics Div., formed in 1956, have gained to \$15 million annually.

Metromedia's 1962 earnings more than doubled to "approximately \$2.5 million, or \$1.40 a common share," from 1961's \$1.2 million (68¢), reported Chmn.-Pres. John W. Kluge. The 1962 figure includes net-non-recurring gain of "about \$2 million, or \$1.18 a share," from \$3,250,000 capital gain on sale of certain outdoor advertising properties & \$750,000 capital gain from sale of short-wave radio WRUL. Kluge estimated 1962 gross revenues climbed to about \$53 billion from 1961's \$48.7 billion, predicted 1963's first-quarter performance would top 1962's Jan.-March earnings of 8¢ a share on \$12.3 million revenue.

## 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
Beckman Instruments	1962—6 mo. to Dec. 31	\$ 37,244,317	\$ 4,338,436	\$ 2,343,436	\$1.53	1,534,943
	1961—6 mo. to Dec. 31	34,550,469	3,872,913	2,092,913	1.37	1,529,419
Granco Products	1962—6 mo. to Dec. 29	1,200,000	—	43,000	.08	—
	1961—6 mo. to Dec. 29	1,220,000	—	(137,000)	—	—
Lear Siegler	1962—6 mo. to Dec. 31	98,042,972	4,970,657	2,914,056	.74 <sup>2</sup>	3,911,168
	1961 <sup>1</sup>	—	—	—	—	—
	1962—qtr. to Dec. 31	51,065,033	2,479,508	1,534,433	.39 <sup>3</sup>	3,911,168
P. R. Mallory	1962—year to Dec. 31 <sup>5</sup>	99,060,031	10,671,145	5,121,145	3.22 <sup>1</sup>	1,530,642
	1961—year to Dec. 31	85,197,027	9,363,224	4,513,224	2.82 <sup>1,5</sup>	1,530,642 <sup>5</sup>
Taft Bcstg.	1962—9 mo. to Dec. 31	9,329,842	3,840,842	1,827,379	1.16	1,570,717 <sup>2</sup>
	1961—9 mo. to Dec. 31	7,973,358	2,858,670	1,379,810	.88	1,570,717 <sup>2</sup>
	1962—qtr. to Dec. 31	3,600,444	1,712,825	863,343 <sup>4</sup>	.55	1,570,717 <sup>2</sup>
	1961—qtr. to Dec. 31	3,079,328	1,304,090	635,624	.40	1,570,717 <sup>2</sup>
Varian Associates	1962—13 wks. to Dec. 29	17,929,322	—	1,079,517	.27	3,950,090
	1961—13 wks. to Dec. 29	16,232,466	—	826,543	.21	3,897,373
Varnada	1962—qtr. to Nov. 30	38,893,322	1,080,339	1,023,204	.78	1,310,593
	1961—qtr. to Nov. 30	28,202,406	889,821	863,929	.66	1,310,593
Westinghouse Story on p. 11	1962—year to Dec. 31 <sup>5</sup>	1,954,479,000	98,661,000	57,061,000	1.56 <sup>1</sup>	35,623,294
	1961—year to Dec. 31	1,913,770,000	86,946,545	45,446,545	1.23 <sup>1</sup>	35,612,003
	1962—qtr. to Dec. 31	526,730,000	—	16,932,000	.46 <sup>1</sup>	35,623,294
	1961—qtr. to Dec. 31	526,258,000	—	20,434,000	.56 <sup>1</sup>	35,612,003

Notes: <sup>1</sup> Comparison figures not available because of June-1962 merger of Lear & Siegler. <sup>2</sup> After preferred dividends. <sup>3</sup> Outstanding Dec. 31.

1962. <sup>4</sup> Record. <sup>5</sup> Preliminary. <sup>6</sup> Adjusted to reflect 2% stock dividend Dec. 1962.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Internat'l Resistance	Q	\$0.10	Mar. 1	Feb. 15
Lear Siegler	Q	.10	Mar. 1	Feb. 11
Meredith Publishing	Q	.35	Mar. 13	Feb. 21
Storer Bcstg.	Q	.45	Mar. 8	Feb. 21
Storer Bcstg.—"B"	Q	.12½	Mar. 8	Feb. 21
Taft Bcstg.	Q	.15	Mar. 14	Feb. 15
Taft Bcstg.	Stk.	2½%	Mar. 14	Feb. 15
Tung-Sol Electric	Q	.17½	Mar. 1	Feb. 15
Westinghouse	Q	.30	Mar. 1	Feb. 8
Zenith	Q	.25	Mar. 29	Mar. 8

Reports & comments: GPE, comments, J. W. Sparks & Co., 120 Broadway, N.Y. 5 • AT&T, Magnavox & United Artists, comments, Orvis Brothers, 15 Broad St., N.Y. 5 • RCA & Westinghouse, discussions, Reynolds & Co., 120 Broadway, N.Y. 5 • Bendix, discussions, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Terminal-Hudson Electronics, review, Baruch Brothers & Co., 44 Wall St., N.Y. 5 • Avco & Whirlpool, comments, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • AB-PT, analysis, Hirsch & Co., 25 Broad St., N.Y. 4.

GE's 71st annual meeting will be held April 24 in San Francisco, marking first time meeting has been scheduled west of Chicago.

Matsushita enters hi-fi component field with Panasonic "Motional Feedback" system containing amplifier & 2 speaker systems, to be priced at \$375 in U.S.

**Brokers Look At CBS:** Enthusiastic, indeed, are major stock brokers about CBS Inc., if recent reports of their research departments are criterion. J. R. Williston & Beane, for example, described CBS as "world's leading advertising medium," said it "is experiencing an extremely prosperous 1962 year that should easily prove the most successful of its history from both a sales & an earnings standpoint." Divine & Fishman Inc. echoed: CBS "ranks as the largest generator of advertising dollars in the world. Perhaps this obscures the basic fact that CBS is the leading broadcasting company in the U.S. . . . especially in profitability."

CBS's 1962 sales, Williston & Beane, noted, "are expected to reach a half-a-billion dollars for the first time ever, with earnings of at least \$3.15 a share expected, compared with \$2.47 a share last year, on sales of \$474 million. Earnings for 1963 should show further gains, carrying to \$3.50 a share or more."

Divine & Fishman sees it this way: "With no drain from the electronics division [sold in mid-1961] & margins well under control, earnings seem assured of achieving a new peak [in 1962] of perhaps \$3.10 per share on volume of perhaps \$495 million. As for 1963, TV billings should record another peak, radio profits should be maintained. Additionally, there will be a 20¢ per share fillip to earnings through, in effect, placing a greater burden of program costs on affiliates. All in all, revenues should perhaps reach \$510 million & earnings could well ascend to the \$3.70 mark."

Interestingly, in our first analysis of stock brokers' analyses of broadcasters & electronics firms (Vol. 3:1 p6), Abraham & Co. forecast for CBS 1962 per-share earnings of \$3.20 & "rise to around \$3.70 in 1963."

# WEEKLY **Television Digest**

FEBRUARY 11, 1963

NEW SERIES VOL. 3. No. 6

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**FCC SPONSORS 'CUB' FOR UHF PROMOTION.** Comr. Lee heading committee of Commission & industry representatives, planning first meeting at NAB convention (p. 1).

**ADVERTISING & GOVT. EXCHANGE** sales pitches in annual AFA-AAW Washington conference (p. 2).

**PEACE CORPS READIES COLOMBIAN ETV,** aims for pilot station in Bogota by end of year. Other countries ask similar aid (p. 2).

**OMAHA HEARING ENDS** with station chiefs defending local-live output, prime-time scheduling, Comr. Henry terming sessions 'fruitful & helpful' (p. 3).

**'STEREO WITHOUT MUSIC'** pioneer by GE in FM stereo network drama series testing public reaction. TV tie-in possible (p. 4).

**TV'S FABULOUS INVALID,** syndication, keeps thriving—but it's not business of bang-bang half-hours as of yore. New movies, color series, 'reality' shows, cultural programs—all are part of new trend in station-level program sales (p. 4).

**CATV IN TEXAS & GEORGIA:** Austin grants 2nd franchise, may allow more, will install more poles if needed. GAB's Carow reports CATV interests plan big microwave, seek franchises in 'dozens' of cities (p. 5).

**'THE LATE SHOW':** WCBS-TV N.Y. celebrates 12th anniversary, compiles noteworthy statistics (p. 6).

### Consumer Electronics

**1962 IMPORT STORY:** Another big jump in Japan-to-U.S. exports, but price-crumbing continued. Transistor radio exports rose 71% in year, while average price dropped to \$9.19. TV exports to U.S.: 154,467. Tables of imports from Japan, Hong Kong, Okinawa (p. 7).

**SYLVANIA RAISES SIGHTS** on color tubes, predicts '63 sales of 750-800,000, hopes to sell 50,000 of that number; sees 21-in. 70-degree as industry standard, offers shorter 125-degree b&w tubes (p. 8).

**RADIO PRICE CUTS**—another round may be in works, following moves by GE & Magnavox reducing gift-pack & deluxe sets (p. 9).

**COLOR 'PENETRATION'** in major cities, estimated by trade magazine, places Cincinnati at top of list, with color accounting for 6.4% of sets there (p. 10).

**TOSHIBA—PROSPECTS & PROSPECTUS:** Japan's mighty electronics-electrical firm earned \$28 million on \$734 million sales in fiscal 1962, plots major expansion program; prospectus shows TV sets accounted for 13% of sales, consumer product sales totaled \$306 million (p. 11).

**MUNTZ TV ENDS CHAPTER 10:** Feb. 5 payout of \$295,581 liquidates \$5 million indebtedness dating to 1954, completes Chapter 10 reorganization plan (p. 12).

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**FCC SPONSORS 'CUB' FOR UHF PROMOTION:** That FCC-industry uhf-promotion program we alerted you to about a month ago (Vol. 3:2 p3) is now public—Commission confirming it with announcement last week. Comr. Lee will head up FCC participation, aided by Comr. Henry. Lee tells us he's aiming for first conference during NAB convention in Chicago March 31-April 3. Asked about his plans, he said:

"I think we should keep it open now, let everyone make his suggestions at the meeting. I'm very hopeful about it." Idea was hatched by EIA's L. M. Sandwick, who foresees major contributions from set-making industry.

"Committee for the Full Development of Uhf Broadcasting" is what FCC calls proposed organization (we suggest it be called CUB, for short), inviting all interested organizations to come on in. No commissioner dissented from establishing CUB, although Comr. Ford has long been concerned lest uhf stations proliferate too quickly—booming & busting as many did in years following end of freeze in 1952. Said FCC in announcing formation of CUB:

"Through such a committee, which would function over the coming critical years, the Commission could obtain insight into the problems as they arise and, where appropriate, take corrective rule making or

other actions. For example, Commission action might be taken to assure, as fully as possible within its jurisdiction, the technical development of uhf broadcasting and reception. As to these important technical aspects, the Commission believes it most desirable that there be a continuing forum for face-to-face exchanges between the uhf broadcasters and the TV set manufacturers during this critical period.

"The Committee could also perform the very useful function of collecting and disseminating information concerning the practical problems confronting the uhf broadcaster in differing market circumstances, the methods used by broadcasters to meet those problems, and whether a particular method was successful or effective. As to this latter function, the Commission representatives, in recognition of the fact that such practical marketing questions are matters for the broadcaster—and not the Commission—would not participate."

**PEACE CORPS COLOMBIA ETV PROJECT:** Plans for pilot ETV project in Bogota, Colombia, before end of 1963 are being pushed by Peace Corps. In addition, agency has been asked by govts. of other Latin American countries and some African & Asian nations to establish similar projects for them.

Initial plans are to program over existing facilities to classrooms in Bogota area, according to Corps Assoc. Dir. William Haddad. Govt. of Colombia has pledged \$200,000 toward project, asked Agency for International Development for additional \$320,000. Ford Foundation is also interested, will send survey team to Colombia this month to determine whether it will contribute.

Corps officials hope to extend service to 1,500 Colombian classrooms, telecasting initially in afternoons, eventually mornings also. Next phase would be programs to adults in evenings. Agency is recruiting personnel, plans to send 60-man teams to each station. About 7-10 of these will be technical & administrative people to teach local personnel to operate facilities; other 50 would go into field to show teachers how to use ETV in classrooms.

AID officials are enthusiastic about project, told us chances are good for quick action on Colombia's request for funds, which would be used to purchase monitors for classrooms. Somewhat similar plan by AID last year (Vol. 2:34 p8) ran into sharp criticism in Congress, but no problem is anticipated this time.

**ADVERTISING & GOVT. EXCHANGE SALES PITCHES:** Advertising's principal gripe against regulatory Washington—Federal Trade Commission's rambunctiousness—remained last week after 5th annual mid-winter govt.-industry conference sponsored by Advertising Federation of America and Advertising Assn. of the West.

FTC Chmn. Dixon remained unconvincing in his efforts to persuade industry to accept legislation providing for "temporary cease-&-desist" orders. These would enable FTC to stop alleged unfair business practices pending full investigation.

At opening session, AFA Gen. Counsel John J. Ryan reiterated opposition to pending bills: "The legislation gives to an administrative tribunal, responsible to no body of the electorate, an absolute power to enjoin the activities of any person, natural or corporate, whenever in its sole discretion it shall deem this advisable. And the only safeguard to liberty offered in this bill is the right to request the self-same Commission which issued the order to reverse its own judgment." (He also noted that House Commerce Committee Chmn. Harris (D-Ark.) may introduce legislation to give FCC direct regulatory power over networks.)

In lectern-pounding speech, Dixon insisted that cease-&-desist power is needed to protect honest businessmen against the unscrupulous few. He declared that both govt. & industry spokesmen are "creating suspicion & hostility where none should exist." Pending bills are HR-1105 by Rep. Patman (D-Tex.) & HR-594 by Rep. Steed (D-Okla.). Identical measures got nowhere last session.

FCC Chmn. Minow made no speech. In q-&-a period, he said Omaha-type local-live hearings "are desirable; they're like income tax returns; everybody should be audited occasionally." After Comr. Henry reports on Omaha, he said, Commission will decide whether to conduct more of same.

Westinghouse Bcstg. Pres. Donald H. McGannon told group that TV-radio must reach mass, aim for majority. A noble effort viewed by almost nobody isn't in public interest, he asserted. (McGannon is particu-

larly well suited to present that position, because he's noted for distinguished efforts to reach public with non-entertainment public-affairs programs.)

Among other speakers, whose remarks are covered in detail in your advertising trade press: (1) HEW Undersecretary Nestingen—on agency's role in food, drugs & cosmetics advertising. (2) Consumer Advisory Council member Persia Campbell—on her group's purpose ("I hope you will look upon this development not as a threat, but as an opportunity for more effective cooperation.") (3) Conference Chmn. Arthur Fatt—who reported that 11 of 16 ad agency presidents believe advertising's relationship with govt. has been as good under Kennedy as with Eisenhower. (4) Time Inc. Chmn. Andrew Heiskell—on values of free & competitive media & their ads. (5) *Denver Post* Publisher Palmer Hoyt—"the much maligned institution of American advertising is really a solid cornerstone of our freedom." Bell & Howell Pres. Peter Peterson—"My confidence in the brains & backbone of the consumer grows daily. . . . It behooves us to be extremely careful & skeptical about any legislation that proposes to restrict the free choice of consumers." (6) Grocery Mfrs. of America Pres. Paul S. Willis—on "Advertising: Lifblood of the Food Industry." (Full texts of most of foregoing available from AFA, 655 Madison Ave., N.Y.)

**OMAHA—FINIS:** Omaha "local-live" hearing was wrapped by FCC Comr. Henry last week, and he told newsmen that sessions had been "fruitful & helpful," that they had "made an impact on Omaha and the broadcast industry. . . . Leaders here, and the people, have been made much more aware of the nature of the FCC's role in broadcasting, as well as of broadcasters' responsibilities."

Hearing concluded with testimony by KETV & KMTV witnesses. FCC attorneys presented exhibit showing following amounts of local-live programming during Oct. 1962: WOW-TV, 11.6%; KMTV, 14.7%; KETV, 10.3%. KETV's Eugene Thomas argued that "prime time" is "one of the most misunderstood terms used in 1963." He said, for example, that a local program aired 9-10 p.m. competing with *Ben Casey*, would have "very unsatisfactory" time period. He said KETV telecast 2,379 local-live programs in year ending Nov. 30, 1962.

KMTV's Owen Saddler insisted that "talent is one of the scarcest commodities in Omaha" and that witnesses who had expressed desire for more local programming had done little to bring such material to stations.

FCC's contingent believes it did thorough job of exploring issues, and Omahans, generally, thought Comr. Henry conducted hearing in dignified & judicious fashion. Nonetheless, what may have sounded like a good theoretical concept to Commission has backfired from a political & public relations standpoint.

Public service programming requirements by govt. imposition would be "massive larceny . . . tantamount to robbing [broadcasters] of our right to do good," NAB Exec. vp Vincent T. Wasilewski said last week. He told luncheon of Public Service Institute, sponsored by NAB & American U. in Washington that to preserve meaning of public service, broadcasting must be kept free from coercion. At Institute banquet, Ruder & Finn PR agency Pres. William Ruder said PR can be "two-way street" between the people & management. If improperly handled, he warned, PR can be "enormously dangerous tool."

WFAA-TV Dallas got FCC renewal last week after Commission concluded that station's past record of handling local programs is indicative of future. Said Commission, in letter to station: "In your response to the Commission's letter, you indicated that your policy of preempting regularly scheduled programs during prime hours afforded sufficient flexibility in your program schedule to accommodate the particular needs and interests of the Dallas community. In this connection, you submitted a list of programs broadcast during such hours from July, 1961-June, 1962, which, according to your response, 'in most cases pre-empted network shows.' Additionally, in 1961 you instituted a program entitled 'Let Me Speak To The Manager,' which is regularly carried from 10:30-11:00 p.m. on Sundays and which specifically treats with the problem of ascertaining and serving the needs and interests of the community. We have assumed that these actions are a reasonable measure of your policy for the ensuing license period, and have renewed your license in reliance upon such an understanding." All commissioners (Henry absent) voted for renewal—but Hyde dissented on sending letter.

FCC rapped knuckles of Teleprompter and owners of 2 CATV microwave systems—because former took over substantial control of latter before getting FCC approval of transfers. However, Commission approved the sales, with a warning. Systems involved are Intermountain Microwave, Mont., and Major Electronics Inc., Ore. Commission said that parties' action "constitute a serious infraction of the Commission's processes and cannot be condoned. . . . The parties are hereby advised that any further infraction of the Commission's processes will not be tolerated and may result in the institution of revocation proceedings. However, since it appears that the aforesaid violation stems from an apparent confusion concerning the Commission's requirements, the Commission will not take any further action at this time."

Continued ban on TV-radio & photographic coverage of trials was voted by American Bar Assn. House of Delegates in New Orleans last week, as expected (Vol. 3:5 p4). Group elected to retain Canon 35, though NAB Gen. Counsel Douglas Anello & National Press Photographers Assn. Pres. Joseph Costa argued against it.

**GE PIONEERS 'STEREO WITHOUT MUSIC':** Novel experiment in FM stereo drama will be started next month by GE & QXR FM network, with their *Stereo Drama of the Month* series (Vol. 3:5 p5). Staged, taped dramas will be aired over 40 FM stations, broadcast in stereo by 26 of them.

"We feel this type of program will appeal to the trend-setters and opinion leaders we are trying to reach," we were told by George A. (Tony) Bradford, mgr. of GE's marketing operation. "We also hope it will extend the value of FM stereo." GE TV, radio & phonos will be plugged in the stereo commercials.

The 4 plays will be "Turn of the Screw," with Agnes Moorehead (March 6), "Billy Budd" with Peter Ustinov (March 27), "Fall of the House of Usher" with Joseph Cotton & Patricia Medina (April 17) & "Visit to a Small Planet" with Cyril Ritchard. Stereo listeners will be advised to separate their speakers more than usual for maximum staging effect. Two of the plays will be produced by Hy Brown, 2 by Helen Hayes' Equity Theatre.

GE frankly doesn't know if series will go over. It doesn't yet know how effective its weekly *Victor Borge Show* in FM stereo has been (it goes off air next month). But it feels that for the tiny cost (as measured by TV production standards) it may find some interesting by-products. At least one of dramas may be recorded on stereo LP disc and offered to FM network listeners to test audience reaction.

Bearing in mind that GE has petition pending with FCC for establishment of technical standards for stereophonic sound on TV, it's possible, too, that company may want to get public reaction to stereophonic aspects of drama. How about using FM stereo for simulcast sound with TV? "We may try that later with a special event or documentary," said Bradford.

ETV is "a lusty youngster" but still struggling for widespread acceptance, Feb. *Changing Times* reports in "Educational TV—What it is, Where it's Going." Despite lack of funds & occasional public apathy, medium has made healthy progress in past decade, but for continued development money must appear "in double and triple present amounts," magazine says. With more funds, trained personnel & higher pay, ETV's turning point may be just around corner, according to report.

FTC charged 2nd advertising agency in comparative analgesic study case (Vol. 3:3 p2). Commission cited Thompson-Koch Co., N.Y., along with Sterling Drug & Dancer, Fitzgerald, Sample, for making false claims in advertising an FTC-financed study of Bayer Aspirin & 4 other remedies.

New Voice of America 4.8 million-watt long-range transmitter complex at Greenville, N.C. went into service Feb. 8. Installation will double agency's overseas power, was inaugurated at ceremonies attended by USIA Dir. Murrow, a congressional delegation & other officials. Work on \$23,273,000 project began 3 years ago.

BBC ban on jokes on evening TV programs has been lifted. Fifteen-year-old code had prohibited gags about royalty, sex, religion, certain other sensitive subjects.

**TV's Fabulous Invalid:** Like Broadway legit theater, syndication is often viewed by alarmists as being on point of expiring, but like live theater keeps surprising everyone with periodic resurgence. Here are few highlights of current shape & direction of syndication:

Syndicated movie packages are getting closer to theatrical runs (particularly in such "art house" films as "Hiroshima, Mon Amour," now making TV rounds). Embassy Pictures, operated by astute Joseph E. Levine, now talks deals with stations in which as-yet-unproduced movies are discussed in TV-package terms.

Movies are also getting bigger & better. Coming up on Feb. 15, for example, is world TV premier of "From Here To Eternity," a Columbia Pictures Oscar-blockbuster of few seasons ago, on KTVT Dallas. MGM-TV is busily racking up sales on its 3rd group of post-1950 pictures, and Seven Arts is doing well with recent Warner product, about half of which is in color.

Half-hour action-adventure fare, typified by *Highway Patrol*, has almost vanished from new-product scene, although reruns still play on & on. Trend today is toward such product as station-produced documentaries sold by TV Affiliates Corp., Teledynamics' literate *Meet The Author* series, ABC Films' feminine-appeal *Girl Talk* daytime strip, Official Films *Biography*, Seven Arts' hour-long *Boston Symphony Orchestra Concert Specials*, etc.

Off-network shows continue to flow into syndication market. And, since trend at network level has been toward hour-long drama shows (apart from situation comedy), growing number of syndicated shows are of 60-min. length. In face of continuing shortage of low-priced feature packages, many stations use such rerun shows (*Surf-Side Six*, *Checkmate*, etc.) back-to-back as substitute or replacement for movies.

"More & more observers . . . are raising serious questions about the organization & procedures of our federal legislature. There are even those who argue that the Congress is running a bad third among the 3 coordinate branches of the govt., and that it is painting itself into a corner of relative obsolescence. I am sure that the Congress has a vitality & viability that can respond to the new demands of the New Age. But it can respond, and indeed evolve, only if the people themselves are brought into more direct contact with its processes. Radio & television can do just that."—CBS News Pres. Richard S. Salant, in *Bulletin* of American Society of Newspaper Editors.

"Broadcasting in a Free Society" will be subject of panel discussion at April 3 afternoon session of NAB annual convention in Chicago March 31-April 3. Erwin D. Canham, *Christian Science Monitor* editor & network radio commentator, will be moderator. Washington communications attorney Theodore Pierson will argue for less govt. control of broadcasting, U. of Cincinnati Law School Dean Roscoe Barrow will talk in support of more federal regulation. Four additional panelists, not yet selected, will participate.

NAB Broadcast Engineering Conference luncheon address in Chicago April 1 will be given by Sidney Metzger, RCA expert who headed development of equipment for "Relay" satellite.

**CATV—IN TEXAS, GEORGIA:** That strange Austin, Tex. CATV dispute (Vol. 3:5 p3) took another strange turn last week. City Council had finally franchised Capital Cable Co., in which Mrs. Lyndon Johnson has interest, to build system. Three other applicants weren't accepted—though Council said contract with Capital isn't exclusive. Last week, comes now new applicant—TV Cable of Austin, headed by John G. Campbell, operator of CATV in Mineral Wells—and also gets Council go-ahead. Campbell says he'll build \$1-million system, holding 25%, offering rest of stock to public.

Meanwhile, Bell System spokesman bounced back & forth regarding ability to put more than one CATV system on poles. At latest reading, Bell says it can handle more than one. But—city owns power system and  $\frac{2}{3}$  of city's poles, Bell the remainder. And Council said it will handle all CATV systems, install more poles if needed.

Good final questions: Can CATV be profitable in Austin? City has one station, but good antennas pick up 4 stations from San Antonio & Temple. And will more operators be franchised? If so, will there be wasteful duplication—eventual consolidation?

\* \* \* \*

In Georgia, Ga. Assn. of Bcstrs. TV vp Raymond E. Carow reports: (1) CATV interests plan 10-hop microwave from Griffin to Gulf, to feed CATVs in Crest, Butler, Americus, Dawson, Arlington, Donaldsonville and other towns along way. (2) CATV exists or is sought in Savannah, Tifton, Macon, West Point, Albany, Cordele, Fitzgerald, Brunswick, Bainbridge, Dublin, Athens "and dozens more." "In conclusion," he says, "CATV is a legitimate business enterprise and a friend to some 'behind the mountain' communities. It aids TV coverage in other areas, too. It has proven to be a money maker in many locations. However, it can be a foe to local AM-FM radio & TV and compete with local programming & commercials without regulation or licensing of any kind. . . . Regulation of CATV must come by legislation on either the federal or state level."

Rehearing in Court of Appeals, on W. Palm Beach site-move case, is sought by FCC (Vol. 3:4 p4). FCC had granted WEAT-TV & WPTV moves to location 12 miles nearer Miami, over protests of WTVJ Miami, which claimed that stations would serve public better at sites north of W. Palm Beach. Court reversed Commission, ordered evidentiary hearing on WTVJ's claims. Commission argues that it would have serious administrative problems if it must consider hypothetical sites for which no application has been made.

Favoritism to Congressmen in awarding of station licenses would be prohibited in bill (S-708) introduced by Sen. Proxmire (D-Wis.). Measure is identical to one he submitted last session, would forbid FCC to consider membership in Congress as factor in choosing licensee.

Small business share of communications satellite program would be assured under bill introduced by Rep. Multer (D-N.Y.). Under HR-3619, Small Business Administration would participate in drawing up procurement regulations.

Satellite-era U.N. telecasts of General Assembly & Security Council meetings are in planning stage, although Soviet Union doesn't think idea is particularly good. U.N. membership has voted go-ahead to plans of Secretary-General U Thant & information chief Tavares de Sa to build 2-level TV facility under present Secretariat building in N.Y. Telecasts of U.N. sessions would then be fed as regular edited-down, hour-long shows via worldwide satellite relays. Radio coverage of U.N. has been reality from start, with organization's own staffers preparing total of more than 37,000 taped shows in 30 languages for rebroadcast in over 100 countries last year, plus TV-taped *International Zone* series and special U.N. films. Soviet Union has indicated that it feels pamphlets & booklets would be better medium than TV to tell international organization's story.

Winner of Syracuse's Ch. 9 should be Onondaga Bestg. Inc., one of 9 competitors, according to 212-page initial decision issued by FCC Examiner David Kraushaar. Of Onondaga's 16 stockholders, holder of largest share, 20%, is Martin Sugarman, N.Y. TV film producer. Proposed gen. mgr. is 10% owner Vance Eckersley, former mgr. of WGBI-TV & WDAU-TV Scranton. William Lane, 3%, once managed WLTV Atlanta. Examiner concluded that Onondaga was most likely to meet needs of Syracuse—through "local ownership, integration of ownership with management, and fairly recent experience of a major stockholder in the management of a going TV station with a satisfactory performance record."

Candor didn't help radio KLIZ Brainerd, Minn. Operating on 1380 kc, 1-kw, daytime, it has pending a request for 5-kw, unlimited time. Greater Minn. Bestg. Corp. seeks 1340 kc, full-time, in Brainerd. KLIZ asked FCC for permission to amend to 1340 kc, go through comparative hearing with Greater Minn.—stating that town can't support 2 stations. Said FCC re KLIZ: "Petitioner candidly states that it seeks [to] prevent the construction of a second standard broadcast station in an area which it believes will only support one." Can't condone this, Commission said—setting KLIZ's 1380 kc application for hearing on "its tactics."

Equivalent of short-term renewal, remaining 17 months of term, has been granted to radio WMIS Natchez, Miss., and FCC charged station with violation of rules, including failure to have full time first class operator on duty and operating by remote control with inoperative meter.

Supplemental appropriations request for fiscal 1963 sent to Congress by President Kennedy last week includes \$9.6 million for construction of USIA Far East radio station, \$58,000 for Office of Telecommunications Management.

Radio Free Europe has launched \$11 million fund-raising campaign under Chmn. Charles H. Kellstadt, ex-Sears Roebuck chmn., drive by all media, including special effort by broadcasting industry.

CCA Electronics Corp., 542 Industrial Dr., Yeadon, Pa., is new manufacturer of broadcast & communications transmitters, formed by Bernard Wise, who had sold his ITA Electronics to Triangle Publications. U.S. distribution will be through reps, international through Telesco International, N.Y.

National Community Antenna Assn. of Canada holds annual convention at Chateau Laurier, Ottawa, May 7-10.

## Personals

Sen. Warren G. Magnuson (D-Wash.), chmn. of Commerce Committee, named chmn. of Democratic Senatorial Campaign Committee.

Frederick R. Kappel, chmn. & chief exec. officer of AT&T, builders of Telstar, given National Business Publications' annual Silver Quill Award for "distinguished service to the business community," at dinner in Washington Feb. 7.

Mark F. Cooper, ex-PR dir., General Telephone Co. of the Southwest, San Angelo, Tex., elected pres. of Advertising Federation of America, succeeding C. James Proud, resigned last Sept.

Charles H. Crutchfield promoted to Jefferson Standard Bestg. pres., succeeding Joseph M. Bryan, who moves up to chmn., a new post . . . Cleatus O. Brazzell, radio WELP Easley pres. & gen. mgr., elected S.C. Bcstrs. Assn. pres., succeeding Frank Hardin, radio WIS Columbia.

Pro Sherman, radio KOLN Lincoln, Neb., W. Thomas Daley, CFPL-TV London, Ont., & John P. Dillon, WBTW Charlotte, elected to Bcstrs. Promotion Assn. board, succeeding Don Curran, radio KGO San Francisco, John Paul Riopel, ex-CFCM-TV Quebec, & Doug Duperrault, radio WFLA Tampa, all resigned; Harold S. Meden, Franznick-Meden, reappointed BPA secy.-treas.

Willis Grant promoted to NBC corporate information coordinator, N. Y. . . . Norman Ginsburg promoted to CBS Radio Spot Sales dir. of sales promotion.

Elizabeth Bain, asst. to dir. of program services, CBS-TV, elected chmn. of Educational Foundation, American Women in Radio & TV, N.Y. . . . Ben Margolis promoted to a TvAR vp.

Phil Williams, ex-John Scott Fones PR Co. exec. vp, appointed Louis de Rochemont Associates planning vp . . . Steve Fox, ex-radio KHOW Denver promotion dir., named KOA-TV-AM-FM promotion-merchandising dir., succeeding Mike Schafbuch, who moves to sales dept.

Paul Adams, WCPO-TV Cincinnati chief engineer, buys radio WBBR E. St. Louis, Ill. from group headed by Larry R. Picus & Robert Walker, for assumption of \$305,000 mortgage, Hamilton-Landis broker.

Larry Zeman promoted to KTTV Los Angeles mid-western sales & mktg. mgr., Chicago . . . Bill Pfeiffer, ex-radio WRFD Worthington, O. promotion dir., named to similar post with WLOS-TV-AM-FM, Asheville, N. C. . . . Eric Mart, ex-NBC-TV Sales Planning Div., appointed Petry TV Div. asst. research dir.

Harold E. Reigert, promoted to WFRV Green Bay program dir., succeeding J. W. Vickery, resigned to accept post with U. of Wis. . . . Macey I. Schaffer, ex-WLBW-TV Miami advertising & promotion dir., named acct. exec. with radio WQAM there.

Joseph P. Costantino, KTVU San Francisco-Oakland promotion dir., named gen. chmn. of 1963 Bcstrs. Promotion Assn. convention Nov. 17-20 at Jack Tar Hotel, San Francisco . . . David Hart, ex-WLBZ-TV Bangor promotion mgr. & night dir., appointed WNBQ Chicago promotion mgr.

New officers of Jefferson Standard Bestg., Charlotte, N.C., elected at annual meeting last week: Wallace T. Jorgenson, vp; Paul B. Marion, J. William Quinn, William H. Melson Jr., asst. vps; D. L. Robbins, asst. secy.-treas.

**'The Late Show':** For a dozen years, N.Y.-area viewers have watched more than 1,800 feature movies unreel on *The Late Show*, flagship WCBS-TV's late-night movie showcase which celebrates its 12th anniversary Feb. 26. Series has become a classic success in local programming, having successfully battled various NBC late-night live shows, from early Steve Allen series to Johnny Carson's *Tonight*, plus rival movie & live shows on other N.Y.

*The Late Show* has piled up some staggering statistics during its dozen years:

- Advertising revenue from back-to-back commercials between reels (minute spot, I.D., another minute spot) has been late-night goldmine for WCBS-TV. We asked station for total gross, were told it was deep secret but was "in the multi-millions."

- Nightly audience is estimated at about 900,000 viewers, with cumulative total of 6.3 million every week. More than half watch weekend (Fri.-Sat.-Sun.) movies.

- Enormous appetite of long-run film show can be judged from fact that WCBS-TV maintains backlog large enough to screen at least 150 first-run (on TV) films each year for next 4 years. Features are bought by William Lacey, mgr. of station's film dept.

- Production-budget total of 1,825 features which will have been televised as of Feb. 26 is over \$2 billion by conservative estimate.

- In unlikely event all features shown on show so far were unreel and laid end-to-end, 16-mm footage would total 15,855,000 feet.

- If all viewers who have watched *The Late Show* movies in past dozen years went to see same pictures at Radio City Music Hall, crowd could only be handled by screening films 4 times daily for 472 years.

On occasion of anniversary, WCBS-TV plans to go whole hog on late-night movies, and will begin 24-hour telecasting schedule. Current *Late Show* will be followed by *Late-Late Show—Part One, Two, Three*, etc. for benefit of industrial shifts & insomniacs until usual sign-on time in morning. Base price per minute spot will be \$840.

Feature to be shown Feb. 26 is *Salome*, starring Rita Hayworth & Stewart Granger. Originally, WCBS-TV planned to revive movie with which it opened series, *Adventures of Casanova* starring Arturo de Cordoba. Checkup showed film was now in library of rival WOR-TV. Film programmers at WCBS-TV thought it over, decided *Casanova* was something of a clinker and not really worth the effort, will go with Rita Hayworth instead.

NAB engineering advisory committee, discontinued in 1961, has been reactivated by Pres. Collins. New members: John T. Wilner, WBAL-TV-AM-FM Baltimore, chmn.; Max Bice, KTNT-TV-AM-FM Tacoma; Richard K. Blackburn, Gannett Stations; Glenn G. Boundy, Storer Bestg.; William S. Duttera, NBC; George Hixenbaugh, WMT-TV & WMT Cedar Rapids; Thomas E. Howard, Jefferson Standard Bestg.; Leslie S. Learned, MBS; Carl E. Lee, Fetzer Bestg.; Frank Marx, ABC; James D. Parker, CBS-TV; David L. Steel, AFCCE.

Confirmation of Kenneth Cox as member of FCC may still be week or 2 off. Senate must first organize, after which Commerce Committee will schedule meeting to vote on him, submit nomination for final Senate vote.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**IMPORTS FROM JAPAN—THE 1962 STORY:** Japan's exports of consumer electronic products to U.S. were up sharply again in 1962, but further price erosion was apparent.

The tables below were obtained through courtesy of McGraw-Hill's *Electrical Merchandising Week*, in whose issue of today (Feb. 11) they will appear. The first table, compiled by McGraw-Hill's Tokyo Bureau, shows 1962 vs. 1961 Japanese exports to U.S. in selected consumer items. The other tables, compiled by McGraw-Hill from U.S. customs figures, list U.S. imports from Japan, Hong Kong & Okinawa.

Japan-to-U.S. export table shows transistor radios exceeding 10 million units, with multi-transistor sets up nearly 71%, while so-called "toy" radios (less than 3 transistors) dropped sharply to about the 1960 level—indicating maybe they've had their heyday (probably due to drop in price of multi-transistor sets). Only other category to show drop-off from 1961 is tube radio.

TV tally shows surprising figure of 154,467 sets shipped to U.S., although it's believed that only about 130,000 had cleared U.S. customs before year's end (Vol. 3:4 p10). Transistor TV category, new in 1962, totaled approximately 40,000, almost all Sony 8- & 5-in. receivers.

A look at average prices gives startling confirmation of abrasive effects of competition with U.S. manufacturers and between competing foreign set makers. Average billing price of transistor radio exported from Japan to U.S. last year was \$9.19, down from \$10.60 in 1961 and \$13.27 in 1960, despite increase in more costly multi-band & deluxe sets. Toy radios dropped to \$2.18 each from \$2.58 in 1961 and \$2.80 in 1960. Possibly because of increased proportion of FM sets, average cost of tube radio rose to \$6.76 last year from 1961's \$6.37, but was still below 1960's \$7.12.

Transistor TVs in 1962 averaged \$85.59 each, while tube TVs came out to \$44.60 (many were shipped without picture tube). Taking all TVs together, average price dropped to \$54.70 last year from \$74.20 in 1961, but increasing number of transistorized sets kept last year's figure above 1960's low of about \$51. Average radio-phono price increased to \$41.17 from \$36.16 in 1961 and \$32.10 in 1960.

Here's McGraw-Hill's compilation of Japanese govt. export data:

## JAPANESE EXPORTS TO U.S. — 1962 vs. 1961

Item	Units			Dollars		
	1962	1961	% change	1962	1961	% change
Total transistor radios .....	10,520,756	9,328,842	+ 12.8%	\$77,506,263	\$60,586,792	+ 27.9%
3 or more transistors .....	7,784,590	4,554,383	+ 70.9%	71,550,286	48,285,048	+ 48.2%
"toy" radios .....	2,735,166	4,774,037	- 42.7%	5,955,977	12,301,744	- 51.3%
Tube radios .....	1,608,574	2,224,229	- 27.7%	10,882,397	14,174,786	- 23.2%
Total TV .....	154,467	23,179	+564.4%	8,449,668	1,719,840	+391.3%
tube TV .....	118,498	—	—	5,285,491	—	—
transistor TV .....	36,969	—	—	3,164,177	—	—
Radio-phono .....	92,728	74,885	+ 23.8%	3,816,319	2,708,662	+ 40.9%

U.S. Customs Dept. import figures differ from Japanese export statistics for several reasons: (1) Different classification systems (U.S. didn't have TV classification for all of last year, but reports 127,067 sets imported from Japan during 2nd half). (2) Transshipments from U.S. ports to Latin American & other countries are included in Japanese, but not U.S. figures. (3) Import figures don't reflect items in transit or in bonded warehouses. Here are Customs import figures for '62 vs. '61:

**U.S. IMPORTS FROM JAPAN — 1962 vs. 1961**

	Units			Dollars		
	1962	1961	% change	1962	1961	% change
Transistor radios	9,819,195	9,699,038	+ 1.2%	\$64,105,656	\$62,247,251	+ 3.0%
Portable radios (tube)	264,824	389,832	-32.1%	1,089,667	1,415,326	-23.3%
Other radios	1,583,576	1,373,429	+15.3%	10,441,883	8,607,117	+21.3%
Radio-phono	81,924	75,764	+ 8.1%	3,641,455	3,264,283	+11.6%
Tape recorders	1,119,727	—	—	14,666,564	—	—

Hong Kong & Okinawa are becoming increasingly important sources for low-cost transistor radios— just how low the following table shows. Average cost of Hong Kong export radio dropped to \$5.19 last year from \$6.28 in 1961; Okinawa average dipped to \$5.15 from \$6.01. These exports probably represent radios with 6 transistors or more exclusively; there's no indication of any manufacture of toy sets in either Hong Kong or Okinawa.

**U.S. TRANSISTOR RADIOS FROM HONG HONG & OKINAWA — 1962 vs. 1961**

	Units			Dollars		
	1962	1961	% change	1962	1961	% change
Hong Kong	624,103	187,415	+223.0%	\$3,235,795	\$1,174,885	+175.4%
Okinawa	580,070	335,031	+ 73.1%	2,988,305	2,012,285	+ 48.5%

**SYLVANIA AIMS HIGHER WITH COLOR:** "We're raising our sights on color," said Robert G. Lynch, marketing vp of Sylvania Electronic Tube Div. "Last summer we were predicting sales of 600,000 color tubes in 1963. Now we think there'll be a market for 750-800,000."

There were indications that 50,000 color tubes is Sylvania's goal for this year, after it gets full-scale production going (scheduled in 4th quarter). Sylvania's bullishness for color came out last week at press get-together to introduce Tube Div.'s top management team, as revamped last year—senior vp Merle W. Kremer, picture tube vp-gen. mgr. Walter A. Weiss, receiving tube vp-gen. mgr. Gordon L. Fullerton, and marketing vp Lynch.

Forthright picture of where Sylvania stands now in color tubes was painted by Kremer, Weiss & Lynch: "Good pilot runs now," first production employes being hired this month, quantity production "conservatively" by 4th quarter. As to 50,000-tube goal this year, we got impression it's just that—a goal—and there's plenty opportunity for slippage in the complicated business of making color tubes.

"We'll be right with the others [Rauland & National Video] in color tubes," said Weiss. Sylvania's initial entry will be 21-in. round 70-degree tube similar to RCA type and the tube Sylvania made once before. Weiss explained: "The color program is so important, we want to be sure we're right before we step out with any innovations such as the 90-degree round or rectangular. Present color tube standards are very high. We've looked at other systems, made 23-in. color tubes ourselves, took a new look at the Lawrence tube, worked with the Land [2-color] system and checked the Harries projection system. But so far we believe the 70-degree round shadow-mask is the best from the standpoint of quality, producibility & public acceptance."

What's next size & shape? "When market & technology demand, we will have 90-degree round," said Lynch, "but this is not to say we won't be in rectangular, too. It may be the logical next step." Lynch predicted total picture tube business would remain fairly even for next 5 years, color taking up slackening b&w market. Replacement business, he said, is declining, probably due to improvement in tube life and low prices of new sets. "Independent rebuilders now have about 60% of this market."

"There's plenty of opportunity for innovation in b&w," said Weiss. "If the industry wants it, we can now go to wider deflection angles than 110 degrees; we can make shorter 125- or 130-degree tubes if needed. Low-drive and high-efficiency tubes are available, and we can make high-reliability tubes with 5,000-hour life."

As to replacement of receiving tubes by transistors in TV sets, Lynch saw no general trend to all-transistor sets within 4 years because of cost factor & development time. He thought, however, that hybrid tube-transistor sets would be showing up within that time as transistor circuits begin phasing into TV. One of big receiving tube problems is increasing rate of imports, which showed 50% gain in 1962 over 1961.

Biggest threat to domestic receiving tube industry now appears to be coming from Netherlands, rather than Japan. Fullerton predicted to us that about 45 million would be imported this year, about half of them from Holland.

On TV picture-tube implosion-shield scene, Weiss told us that Pittsburgh Plate Glass bonded tube is gaining adherents, although Corning twin panel "still is the standard." As to Kimcode, he predicted only about 200,000 tubes would be made this year, as set makers remain reluctant to pioneer in this field.

**MORE RADIO PRICE CUTS IN WORKS?** Repetition of last year's price cuts in brand-name transistor radios could be in store, as result of recent new levels established by several manufacturers.

GE, which started price cuts last year with 6-transistor set at \$16.95—later reduced to \$14.95, which became industry list-price floor for year—was first again this time when it introduced its 21-set transistor radio line (Vol. 3:5 p10). Featured were leader 6-transistor set with accessory gift pack at \$16.95 and 8-transistor with gift pack at \$19.95—both well below prevailing lists for U.S. brand-name sets.

Magnavox almost simultaneously cut its gift-packed 6-transistor to \$14.95 from \$16.95 and its gift-packed 8 to \$19.95 from \$22.95. The 2 moves aren't directly comparable, because Magnavox sets actually sell at list prices, while GE radios don't necessarily, and because Magnavox transistor radios are Japanese-made (Nippon Electric), while GE's are U.S.-made.

Nevertheless, it looks like another round of slashes is on the way, this time centered mainly around the popular gift-packed units, and including "de luxe" 8-transistor sets.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 1 (5th week of 1963):

	Jan. 26-Feb. 1	Preceding wk.	1962 wk.	'63 cumulative	'62 cumulative
TV	148,355	132,503	132,423	629,547	622,314
Total radio	337,704	331,188	334,491	1,546,004	1,688,928
auto radio	154,258	151,448	122,407	717,412	650,538

New solid-state device "combining the best properties of transistors and vacuum tubes" was hailed at week's end by RCA as "new fundamental building block" of integrated microelectronic circuits (Vol. 3:5 p7). Called a metal oxide semiconductor transistor, device can be fabricated on silicon in large interconnected arrays, promising "a wholly new kind of integrated circuit," according to RCA Labs vp Dr. James Hiller, which is "less costly, simpler & more reliable than anything yet devised." By varying input voltage the insulated-gate field effect transistor can be operated as switch, amplifier or current regulator in manner similar to pentode tube.

New heaterless tube, which can operate at room temperature and uses tunnel diode principles, is under study at GE receiving tube dept. Involving a "tunnel cathode," GE says such a tube would help improve reliability of space electronics because it may have higher tolerance to ionizing radiation than would semiconductor devices.

Another color tube size reported by Japanese: 16-in. square-corner, 90-degree deflection. Asahi Glass Co. reportedly is in small-scale production of bulk, which is 2-in. shorter than current Japanese 14-in. color tube.

GE Credit Corp. will enter construction equipment financing market. Vp John W. Stanger said new activity should enable company to push 1963 financing volume above \$1 billion mark.

More pre-recorded tape cartridges will be available March 15 for Minnesota Mining's 3M-Revere automatic tape recorder (Vol. 2:46 p9). 3M announced last week that Musictapes Inc., Chicago, will provide 12 jazz, popular & classical selections for the automatic cartridges. Musictapes has exclusive tape manufacturing & marketing rights for United Artists label, also markets pre-recorded tape under Elektra, Prestige, Caedmon, Monitor and other labels. Columbia Records previously had made available library of 48 tape cartridges. 3M also announced last week that its \$450 cartridge recorder will be marketed in Minneapolis-St. Paul (Vol. 3:2 p10) by the 3 Dayton dept. store outlets and 2 Schmitt Music Co. stores.

Rechargeable nickel-cadmium batteries for use in transistorized equipment are now in pilot production by Sylvania Electron Tube Div. New film-forming technique offers "significant advantages in compactness," according to receiving tube operations vp Gordon L. Fullerton. Initial production comprises long-life 700-ma cells suited for military applications, although Fullerton said batteries for various consumer uses will probably be developed later, using film-forming process.

American Music Guild, Space-Tone Electronics subsidiary, has opened Detroit sales office (Boulevard West Building, 2990 Grand Blvd.) for its home music library plan, which offers Space-Tone consoles & stereo records. Robert Bullitt will head Detroit office.

**COLOR 'PENETRATION' ESTIMATED:** Cincinnati is Colortown, USA—6.4% of its TVs are color sets—according to survey estimates in Jan. 21 *Television Age*. Magazine estimates there are now 1,220,000 color sets in use, of which 942,840 are in nation's top 50 markets.

Its ranking of top 20 color markets in order of percentage of penetration (color sets as percentage of total) shows variation of 0.9% to 6.4%, with 12 of the 20 higher than national average of 2%. Here are *Television Age's* rankings of color markets, with estimated number of color sets, followed by percentage of color penetration (in parentheses):

Cincinnati 46,000 (6.4%); Philadelphia 84,000 (4.3%); Milwaukee 24,500 (4%); Omaha 11,875 (3.7%); San Francisco 46,500 (3.5%); Chicago 86,200 (3.3%); Los Angeles 88,000 (3.1%); Minneapolis-St. Paul 23,750 (3.1%); N.Y. 163,000 (3%); Columbus 13,800 (3%); Atlanta 16,100 (2.8%); Dayton 12,600 (2.8%); Indianapolis 16,900 (2.6%); Detroit 34,000 (2.2%); Dallas-Ft. Worth 14,600 (2.1%); St. Louis 14,100 (1.9%); Cleveland 18,800 (1.5%); Washington 11,500 (1.5%); Pittsburgh 14,800 (1.3%); Boston 16,000 (0.9%).

Philco will boost printed circuits in nationwide series of meetings for some 55,000 TV dealers, technicians & independent servicemen. "We will emphasize our belief that printed circuits are the best," said Consumer Products Div. vp-gen. mgr. Larry Hyde, adding: "We think it is especially important that the men who sell & service the sets share with us our belief that eventually all sets will have circuit boards." Series of 130 service seminars began Feb. 5 in San Antonio, will end April 23 in Huntington, W.Va. Meanwhile, Philco intensified its newspaper attack on printed circuits by repeating in the trade press last week full-page ads on "misleading propaganda about 'hand wiring' in TV sets" which it ran earlier in consumer newspapers (Vol. 3:2 p10).

Emerson is establishing separate & autonomous sales & merchandising dept. for its phono div. & Telectro tape recorder div., headed by Alvin Barshop, who now is sales mgr. for both divisions. "We intend to get a high-powered drive under way which will move our products into new markets and improve our penetration of those markets where we are already firmly entrenched," said Barshop. Under plan, accelerated push for tape recorders can be expected, keyed to new market opened by FM stereo. Special sales staff is now being trained.

Four new TVs have been introduced for RCA's Feb. 19-March 9 "Bargain Bonanza" promotion: Two "tray-top" ensembles—23-in. metal table models with matching hardwood bases & serving tray-tops which lift up to become TV snack servers, at \$209.95; one open-list lowboy color console; 17-in. portable with rollabout base at \$139.95. Stereo consoles from regular line have been specially priced for event.

Another color show has been scheduled by ABC-TV—one-shot drama *Alcoa Premiere* 10-11 p.m. Feb. 28, "Hornblower," based on C. S. Forester character. It will be carried in color by ABC's 5 o&o's, and other affiliates equipped for color. CBS-TV recently announced it will run several *Lassie* episodes in color beginning Feb. 17.

## Trade Personals

Charles R. Denny, NBC operations exec. vp, appointed vp & managing dir. of RCA International Div., succeeding Douglas C. Lynch, resigned.

Joseph S. Wright, Zenith pres., elected a dir. of Continental Illinois National Bank & Trust, Chicago.

Milton J. Shapp, Jerrold Corp. chmn., receives 1963 Philadelphia Fellowship Commission Award for contributions to religious & racial understanding.

John S. Chamberlin appointed GE radio receiver dept. mktg. mgr., succeeding William B. Clemmens who joins GE Major Appliance Div. in managerial post.

Bernard H. Lippin, pres. of Lynch Corp. & chairman of its wholly & partly owned subsidiaries, Symphonic Electronic Corp. & Cox Instruments, also elected chairman of Lynch, succeeding Will Freeman, who resigned for health reasons.

Herbert Taber, former RCA corporate marketing development administrator, named administration services mgr., RCA Electron Tube Div. . . . David K. Elwell, ex-dir. of procurement & facilities services, appointed to new post of Sylvania dir. of new product planning.

Benjamin P. Ransom named supervisor of audio-video requisition engineering, GE Technical Products Operation, Syracuse, a new post.

John S. Reesor, Jensen Mfg. credit mgr., named 1963 chmn. of EIA credit committee.

Joseph S. DeMaio, former ad & sales promotion dir., Corning Glass Electrical Products Div., appointed production mgr. Corning Fiber Box Co.

Charles T. Lee named Philco International Div. mktg. & sales mgr., headquartering in N.Y.

John A. Marchese, now with Sears Roebuck, will join Warwick Mfg. as vp & business planning dir., a new post.

Henry J. Bechtold appointed RCA product news mgr.; Benjamin I. French Jr. named trade news editor.

William A. Rheinfelder, ex-Motorola semiconductor products div., named Ameco Product Development Dept. chief engineer, Phoenix.

Lorin C. Weiss appointed western district mgr. (Los Angeles), Sylvania Semiconductor Div., succeeding Roger A. Swanson, recently named divisional product mgr. for transistors.

Robert Gieb appointed engineering vp of Motorola's subsidiary Dahlberg Co.

Mark Shepherd Jr., Texas Instruments exec. vp, & S. T. Harris, senior vp, elected dirs.

Samuel Grode named Pentron Electronics exec. vp, succeeding Marshall Peiros, resigned.

David P. Wilkinson elected corporate planning vp, Electronic Associates.

Kenneth A. Waldron, former Amphenol-Borg Electronics vp, named Erie Resistor mktg. vp, succeeding Allen K. Shenk, resigned.

Direct energy conversion dept. has been established by RCA Electron Tube Div. Manager is Lloyd R. Day, previously mgr. of new business development.

**Toshiba—Prospects & Prospectus:** Robust, indeed, is picture of Japan's Tokyo Shibaura Electric Co. drawn by brokers Smith, Barney & Co. and Nomura Securities Co. in recent prospectus issued for \$20 million offering of Toshiba debentures.

One of Japan's 3 largest industrial firms in terms of sales, and one of its 2 largest producers of electronic & electrical equipment, Toshiba in its 1962 fiscal year ended last Sept. 30 (see financial table) racked up earnings of \$28 million on \$734 million sales. Consumer electronic products & home appliances accounted for 42% of sales. Foreign markets accounted for 8% of total sales.

Expansion-minded Toshiba has pegged \$63.5 million for improvement & expansion of facilities in 1963. In 3 years to Sept. 30, 1965, it will invest \$203 million in capital expenditures, prospectus noted, adding: Of these funds, "it is expected that \$23 million will be for additional home appliance manufacturing facilities, \$6 million for consumer electronic products facilities, and \$15 million for lamp, tube & semiconductor facilities."

In past 5 years, Toshiba's sales of appliances & consumer electronic products have soared 189% to \$306 million in 1962 from \$106 million in 1958. No other group of Toshiba products has grown as rapidly in the same period, prospectus emphasized. TV rates as Toshiba's No. 1 home product. TV sets accounted for 13% of 1962 net sales; radios, 2%. Last year some 50% of all Toshiba TV sales "were made on an installment basis."

Toshiba's consumer products are distributed in Japan principally through subsidiary Toshiba Shoji Co. Continued prospectus: "Sales are made directly to certain large customers & to approximately 1,000 wholesale dealers who service approximately 30,000 retail dealers, of which over 2,200 are Toshiba Stores. A Toshiba Store receives certain benefits, including an additional discount on sales, aid in financing store improvements & the use of a company owned delivery vehicle. A Toshiba Store must agree that at least 50% of its sales will be sales of Toshiba products."

Some 7,400 retail dealers, including all Toshiba Stores, "provide consumer installation sales plans financed by Toshiba & its sales subsidiary," prospectus pointed out. These plans, introduced in 1956, "generally required a down payment of 25% with the balance payable in 12 monthly installments. In March 1962 the down payment was reduced, in the case of TV sets, to 20% with the balance payable in 17-21 monthly installments. In the case of other consumer goods, the down payment remained at 25% but the balance was made payable in 13-17 monthly installments. In 1961 & 1962 approximately 9% & 10% respectively of Toshiba's net sales were made under consumer installment sales plans."

Toshiba closed in 1962 fiscal year last Sept. 30 with total current assets of \$686,606,000—including \$56,189,000 cash & \$133,731,000 accounts receivable. Total current liabilities were listed at \$638,447,000.

**Dividend News:** Oak Mfg. has resumed payment of regular quarterly dividends on common stock because of "continuing improvement in sales & earnings," reported Pres. E. A. Carter. Initial payout is 7½¢ a share, payable Mar. 15 to holders of record Mar. 1. Oak paid only one dividend of 10¢ a share in 1962.

**Distributor Notes:** Westinghouse appoints Wally Bressert Los Angeles district mgr. for radio-phono lines, succeeding Russ Keslinke, who becomes Los Angeles district mgr. for Westinghouse Appliance Sales; Maurice Guiheen appointed Philadelphia district mgr. for radios & phonos, succeeding Kimball Reyher, resigned • Sylvania appoints Hill-Soberg Co., 500 N. Conception St., Mobile, Ala. (L. W. Hill, pres.; A. M. Soberg, secy.-treas.) distributor for 10 Alabama & 7 Mississippi counties • Admiral names T & W Distributors Inc., 1909 Hi-Line Drive, Dallas, Texas, distributor for 75 counties in North Texas. Recently formed T&W is headed by Chmn. Gordon G. Tucker; Pres. Robert L. Wagner, formerly Dallas district mgr. for Westinghouse major appliance sales; Don E. McMillen, former Westinghouse regional financial manager, secy.-treas.; Elmo L. Bell, formerly Westinghouse major appliance sales gen. sales mgr. for Dallas district, sales vp.

**Mergers & acquisitions:** Loral Electronics plans to acquire for stock A & M Instrument Inc., Long Island City, N.Y. maker of electrical measuring instruments. Subject to approval of latter's stockholders, Loral will exchange one common share for each 2.6 shares of A & M • Maremont stockholders have authorized doubling number of common shares to 4 million to facilitate acquisition of additional shares of Gabriel Co. Maremont now owns 373,518 or 50.8% of Gabriel's common • Dynamics Corp. of America plans to acquire, for some \$8 million in stock, International Electronic Research Corp., Burbank, Cal. maker of heat-dissipating devices for tubes & transistors, precision electronic measuring instruments, other products. Merger is subject to approval of International's stockholders. • Avnet Electronics plans to acquire for more than \$4 million cash Fairmount Motor Products & 2 affiliated enterprises. Philadelphia-based Fairmount distributes automotive replacement parts throughout U.S. & Canada. Purchase is expected to be completed by end of March.

Litton Industries estimates that earnings in its fiscal-1963 first half, ended Jan. 31, rose to about \$10.8 million from \$7.4 million a year earlier. Sales soared to more than \$260 million from \$168.5 million. "We expect to continue growing," noted Pres. Roy L. Ash, adding: "Sales already are at an annual rate of \$520 million and, of course, we expect a better year" than in fiscal 1962 when company earned \$16.3 million on \$393.8 million sales. Ash said Litton Industries would sell 25% of fiscal-1963's production overseas, estimated that 15% of production would be made abroad.

Ling-Temco-Vought filed registration statement (SEC File 2-21062) for \$23,264,000 of 4¾% subordinated convertible debentures, due Sept. 1976, \$33,994,000 of 5½% subordinated debentures due Oct. 1971 & outstanding 5¼% convertible debentures originally issued by Temco Aircraft & assumed by Ling-Temco. Firm will issue \$40 of new convertible debentures & \$60 of non-convertibles for each \$100 of the old 5¼% bonds through underwriters headed by Lehman Bros. Company has 2,783,542 common shares outstanding, of which management officials own 4.2%.

Sonic Electronics, N.Y. maker of phonographs & hi-fi equipment, was granted 2-week extension to Feb. 19 to file Chapter 11 plan (Vol. 2:48 p11).

## 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
Electronic Communications	1962—qtr. to Dec. 31	\$ 7,387,415	—	\$ 121,098	\$0.15 <sup>2</sup>	755,809
	1961—qtr. to Dec. 31	7,052,000	—	146,000	.20 <sup>2</sup>	717,758
Fairchild Camera & Instrument	1962—year to Dec. 31	101,550,000 <sup>o</sup>	—	5,990,000 <sup>1,6</sup>	2.36 <sup>2</sup>	2,535,083
	1961—year to Dec. 31	92,254,000	—	5,252,000 <sup>2</sup>	2.07 <sup>2</sup>	2,498,272
	1962—qtr. to Dec. 31	27,922,000	—	1,754,000 <sup>6</sup>	.69 <sup>2</sup>	2,535,083
	1961—qtr. to Dec. 31	24,993,000	—	1,500,000 <sup>6</sup>	.59 <sup>2</sup>	2,498,272
Filmways	1962—qtr. to Nov. 30	2,990,000	\$ 78,480	44,880	—	568,554
	1961—qtr. to Nov. 30	2,547,634	87	87	—	568,554
General Tire & Rubber Story below	1962—year to Nov. 30	959,769,316 <sup>o</sup>	49,759,802	26,744,802	1.55	16,604,760
	1961—year to Nov. 30	809,020,262	51,998,341	27,343,341	1.62	16,251,861
Raytheon	1962—year to Dec. 31	580,721,000 <sup>o</sup>	19,248,000	10,078,000 <sup>7</sup>	2.44 <sup>7</sup>	4,017,488
	1961—year to Dec. 31	562,901,000	13,067,000	6,877,000	1.69	3,891,672
	1962—qtr. to Dec. 31	139,837,000	—	2,259,000	.55	4,017,488
	1961—qtr. to Dec. 31	155,759,000	—	2,030,000	.50	3,891,672
Serval	1962—year to Oct. 31	22,920,208	2,680,966	2,636,690	1.29 <sup>2</sup>	1,928,345
	1961—year to Oct. 31	20,651,054	2,338,501	2,356,142 <sup>9</sup>	1.13 <sup>2</sup>	1,925,345
Sparton Corp.	1962—6 mo. to Dec. 31	16,423,323	—	471,899	—	904,424
	1961—6 mo. to Dec. 31	11,174,932	—	(7,211)	—	904,424
Toshiba Story on p.11	1962—year to Sept. 30	748,673,000	53,498,000	28,131,000	—	—
	1961—year to Sept. 30	586,675,000	55,536,000	27,633,000	—	—
Transcontinent TV	1962—year to Dec. 31	15,644,254	—	1,620,583 <sup>9</sup>	.92 <sup>2</sup>	1,765,012
	1961—year to Dec. 31	15,464,000	—	1,331,179	.75	1,770,772
Walt Disney Productions	1962—qtr. to Dec. 29	15,300,000	2,700,473	1,304,473	.76 <sup>10</sup>	1,725,049 <sup>10</sup>
	1961—qtr. to Dec. 29	15,634,302	3,568,213	1,669,213	.97 <sup>10</sup>	1,725,049 <sup>10</sup>
Warner Bros. Pictures	1962—qtr. to Dec. 1	22,174,000	—	2,010,000	.41	4,837,052
	1961—qtr. to Dec. 1	20,613,000	—	1,939,000	.40 <sup>11</sup>	4,830,052 <sup>11</sup>

Notes: <sup>1</sup>Includes special tax benefit of \$1.7 million resulting from losses of Allan B. Du Mont Labs prior to merger. <sup>2</sup>After preferred dividends. <sup>3</sup>Includes special tax benefit of \$1.4 million. <sup>4</sup>Includes \$727,000 special tax benefit. <sup>5</sup>Includes \$529,000 special tax benefit.

<sup>6</sup>Record. <sup>7</sup>Before special charge of \$325,000 (13¢ a share) for losses of foreign subsidiaries. <sup>8</sup>After \$17,551 tax credit. <sup>9</sup>After non-recurring charge of \$218,000 (12¢). <sup>10</sup>Adjusted to reflect Jan.-1963 3% stock dividend. <sup>11</sup>Adjusted to reflect Feb.-1962 4-for-1 stock split.

**Muntz TV Ends Chapter 10:** Muntz TV officers lit a fire last week in Chicago chambers of U.S. District Court Judge Michael L. Igoe. Up in smoke went company's Chapter 10 reorganization plan. On Feb. 5, Muntz TV completed plan by paying out \$295,581 to liquidate \$5 million indebtedness dating to 1954.

"Creditors have received 100 cents on every dollar of indebtedness," reported Chmn. Floyd G. Dana. Muntz TV closed its 1962 fiscal year Aug. 31 with record sales (Vol. 2:44 p12). It opened its 1963 fiscal with highest first-quarter sales in 8 years (Vol. 2:53 p11) and is projecting total fiscal-1963 sales of \$15 million—up from \$11.4 million a year earlier.

RKO General posted record billings & earnings in 1962. No figures were released, but General Tire & Rubber Pres. M. G. O'Neil said billings of broadcasting subsidiary rose 15% above 1961. Over-all, tire company's profits declined to \$26.7 million from \$27.3 million despite 18.6% sales rise to \$959.8 million from \$809 million in 1961 (see financial table).

Lynch Corp. directors last week gave preliminary approval for purchase of Cox Instruments Corp. (formerly Peninsula Metal Products Corp.), which already is 54.7% owned by Lynch. Cox minority stockholders would receive 1.05 shares of Lynch common stock for each share of Cox. Lynch is parent company of Symphonic Electronic.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
CTS Corp.	Q	\$0.12½	Apr. 19	Mar. 29
Disney Productions	Q	.10	Apr. 1	Mar. 15
Gen'l Tire & Rubber	Q	.10	Feb. 28	Feb. 18
Magnavox	Q	.17½	Mar. 15	Feb. 25
P. R. Mallory	Q	.35	Mar. 11	Feb. 13
Oak Mfg.	Q	.07½	Mar. 15	Mar. 1
Screen Gems	Q	.15	Mar. 21	Feb. 25
United Artists	Q	.40	Mar. 29	Mar. 15

Philco's 1962 sales were in the area of \$400 million, compared with \$421 million in 1961. Estimate stems from comment of Ford Chmn. Henry Ford 2nd that Ford's 1962 volume rose 15% above 1961 level if Philco sales are excluded. Ford's consolidated 1962 sales rose 21% from 1961 to record \$8.089 billion. Earnings jumped 17% to record \$480.7 million.

Emerson Radio Pres. Benjamin Abrams reported to stockholders that 1962 TV sales increased by approximately 20% over 1961, while profits on these sales rose by 30%; profits on radios & phonos were "substantially higher," while sales of Emerson & Du Mont color sets "practically doubled in 1962" as did tape recorder sales.

Reports & comments: AB-PT & RCA, comments, A. M. Kidder & Co., One Wall St., N.Y. 5 • Cenco Instruments & RCA, discussions, Shields & Co., 44 Wall St.

# NAB LIBRARY WEEKLY **Television Digest**

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**MINOW LEAVING FCC—SOONER OR LATER**—but timing & destination still unknown. Possibilities include top jobs with Space Communications Corp., Encyclopedia Britannica (p. 1).

**VHF DROP-INS RUN INTO TROUBLE**, FCC splitting 4-3 in first discussions. WTEN & WAST Albany granted site shifts as Commission leans toward 'move-ins' (p. 2).

**FCC REGULATION OF CATV FORESHADOWED**, NCTA board voting to seek federal regulation. Quiet FCC-NCTA staff discussions expected to bring agreement on most points (p. 2).

**CHICAGO FILM MAVERICKS** at NAB meeting—17 film companies which will stage own syndication exhibit—put final touches on 'dignified' showcase, despite series of NAB peace feelers regarding exhibit space (p. 3).

**CELLER'S 'HONEST LABELING' BILL** would require FCC to hold 'public interest' hearings before granting or renewing TV licenses, require stations announce programs as fictitious (p. 4).

**FCC'S UHF MOBILE DATA** provides few surprises. Skrivseth notes that something seems to compensate for leaves' attenuation of uhf, points out need for care in home installation (p. 5).

**SYNCOM SATELLITE GOES ASTRAY**: Radio contact lost shortly after new high-altitude communications satellite goes into orbit. Telstar-Relay Senate hearings set (p. 6).

### Consumer Electronics

**OFFICIAL SALES FIGURES** for 1962 confirm all-time record in radio & phono unit sales, best TV sales since 1956. Good TV business continued in Jan., with sales 5% better than 1962, but radio showed slippage. Month-by-month statistical history of '62 (p. 7).

**NEW BONDED TELEGLAS**, riding high on 16-in. & color tubes, heads for big year; all tube manufacturers but one now equipped to make PPG-type bonded tubes. New higher-contrast version announced (p. 9).

**WESTINGHOUSE PLANS RETAIL STORE**: will open TV-appliance outlet in Columbus, O. in April to serve as sales lab for studying consumer buying habits; opens Toledo, O. as its 3rd sales & display city (p. 10).

**CBS NETS RECORD YEAR**: Closing 1962 with finest quarter in its history, CBS earned \$29.1 million on \$509.3 million sales—up sharply from 1961's \$22 million on \$473.8 million sales (p. 12).

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**MINOW LEAVING FCC—SOONER OR LATER**: FCC Chmn. Newton Minow is expected to leave Commission some time this year, probably for post in private industry. There was report published in a trade magazine last week that he had informed President Kennedy of intention to leave, that he'd go in May, that he'd become an official of Encyclopedia Britannica in home town of Chicago, that he had recommended Comr. E. William Henry to succeed him as chairman.

Minow wouldn't comment on the report—except to say that the magazine "frequently speculates about my future, and often engages in wishful thinking."

Minow hasn't told even his closest associates of specific plans. For example, Comr. Henry tells us that if Minow had recommended him for chairmanship "it's news to me."

Piecing together all we can find—none of which Minow will confirm or deny—here are what we believe are the facts: (1) Minow is planning to leave, probably this year, but date of his leaving isn't primarily his own choice. (2) Several attractive outside positions are available to him now. Others may be later. These include presidency of new Space Communications Corp., the Encyclopedia spot, others. We doubt the Encyclopedia job is it, think space position more likely—but not at all certain. (3) He has not recommended to the President that Comr. Henry be his successor—but this doesn't mean he will or won't.

Few ever expected the dynamic young (37) Minow to remain until term expires in 1968. First, because of his flair for public life, it's natural to speculate that he may seek elective office in native Illinois. Second, as an able attorney & administrator, now known nationally, he can earn far more than the \$20,500 he gets as FCC chairman.

**VHF DROP-INS RUN INTO TROUBLE:** Addition of new vhf channel to 8 cities—via short-spaced drop-ins (Vol. 3:5 p5)—isn't the shoo-in it was once thought to be.

FCC split approximately 4-3 on subject last week, will take it up again next week. Minow seeks to avoid tight 4-3 final vote on subject as important as this. It's understood that Comrs. Ford, Hyde & Craven argued for drop-ins, while Minow, Bartley, Lee & Henry were against. At one point of discussion, Minow offered compromise concept of allowing drop-ins temporarily—requiring operators to shift to uhf at some future date. Bartley is said to oppose drop-ins but favor "move-ins"—shifting stations to major cities, from smaller nearby cities, even if spacing would be substandard. Proposed Enid-to-Oklahoma City shift is one of these. (Pending drop-ins are for Knoxville, Johnstown-Altoona, Birmingham, Dayton, Jacksonville, Charlotte, Baton Rouge.)

Original reason behind drop-ins was to give each city a 3rd vhf, increasing service to cities, giving ABC-TV new outlets which would make it more competitive with CBS-TV & NBC-TV and thus able to improve its service nationally. However, drop-ins were to be very limited in number, regarded only as a stop-gap action until uhf became competitive nationwide through growth of uhf sets following passage of all-channel-set law. Opponents of drop-ins assert that addition of vhf's to the 8 cities would shut uhf out of them for many years—eliminating hundreds of thousands of homes as uhf prospects.

As if to punctuate the anti-drop-in position, Taft Bcstg. informed FCC it would file for uhf in Dayton if no vhf is added. Taft operates vhf's in Cincinnati & Columbus. Also seeking uhf in Dayton, William Putnam, of WWLP Springfield, Mass., asked Commission to put Ch. 38 there. New Assn. for Competitive TV (ACT) urged FCC to forget drop-ins, said they'd be inconsistent with Congressional mandate behind all-channel-set law.

There's considerable sentiment for "move-ins" at Commission. Last week, it voted to permit WTEN & WAST to move closer to Albany area, with 21-mile & 28-mile co-channel shortages, respectively. Commission put many conditions on grants—telling WTEN & WAST they must protect co-channel stations, use precision-offset, and must make certain they build vhf translators to supply service to any areas which would lose service through moves.

**FCC REGULATION OF CATV FORESHADOWED:** Vital new era for community antenna industry is about to begin. Last week, National Community TV Assn. board voted unanimously & publicly to seek federal regulation by FCC, as forecast in these pages (Vol. 3:2 p2). Hitherto violently opposed to new legislation giving Commission such power, NCTA has been quietly discussing proposed legislation with FCC staff, finally concluded that meeting of minds is possible. If FCC & NCTA come to Congress with joint proposal, Congress is expected to buy it promptly.

NCTA said nothing about what kind of legislation it will seek. Reason is that discussions with FCC are still going on. NCTA concluded it must have federal regulation, because local & state regulation is becoming constrictive & chaotic. CATV operators want FCC to pre-empt the field, giving industry uniform and (hopefully) mild regulation.

Move toward FCC-CATV agreement began last month. FCC Chmn. Minow, seeking to end controversy, asked Frank (Scoop) Russell to explore possibilities. Russell is retired NBC Washington vp, now a CATV owner and consultant to Jerrold Electronics, major CATV equipment maker. Russell says he undertook exploration—at FCC, industry & Congress—as an individual, not as representative of Jerrold, NCTA or anyone else.

In staff discussions, NCTA has been represented by its counsel Robert L'Heureux and special counsel E. Stratford Smith. For FCC, ball has been carried by Minow's assistants James Sheridan & John Cushman and deputy gen. counsel Henry Geller.

There are still important points separating negotiators. Most significant is question of "duplication." FCC has shown that it wants to prohibit CATV, using out-of-town signals, from duplicating programs carried

by local station 30 days before & after local station telecasts them. NCTA has been arguing for prohibition only against simultaneous duplication. The other major FCC proposals don't appear to offer serious problems: (1) CATV must carry local station's signal on cable, though CATV may boggle at carrying more than one. (2) Such signal must be carried with good quality. (3) FCC should have jurisdiction over a CATV even if system isn't in same city with station—perhaps embracing all systems within Grade A coverage of station.

If new law is enacted, CATV industry will have firm set of ground rules to live with. Most importantly, it would be protected from such things as the Twin Falls, Ida. court decision. This ruled that CATVs are foreclosed indefinitely from carrying programs for which stations have right of first run. It would protect CATV from situation it faces in Tifton, Ga., where city council may prohibit even the start of a system (Vol. 3:4 p3). Of course, CATVs fortunate enough to have no local problems now might have to give up something.

There's always possibility that FCC & CATV may not get together on some points. If this happens, probability is that Congress will accept areas of FCC-industry agreement then go ahead and decide for itself the controversial matters.

Neither FCC nor NCTA talks about rate regulation—for simple reason rates have presented no problems to date. If govt.—local, state or national—seeks to regulate rates, you can expect long court battle, because attorneys believe there's substantial Constitutional uncertainty about jurisdiction.

Legislation could have far-reaching results. Because uniformity of regulation would remove many uncertainties, it's to be expected that more & more conservative investors would be attracted to field. In a way, new law might be compared with Radio Act of 1927, which brought stability to chaotic field of broadcasting. Says veteran Russell: "This will make first class citizens of the CATV industry—and the FCC will treat them as such."

NCTA now will go to grass roots, hold series of regional meetings to acquaint members with plans.

**The Chicago Mavericks:** With Independent TV Corp. added as its latest member, at least 17 film syndicators will showcase their feature packages & syndication offerings at maverick "TV Film Exhibit—1963" during NAB's March 30-April 3 Chicago convention. Location will be at Pick-Congress Hotel.

Syndicators decided to stage own film exhibit late last summer, claiming NAB assoc. member status was that of "also-ran" and exhibit space was undesirable. NAB, for its part, has believed that film hoopla at conventions lacked dignity, although it has recently put forward peace feelers in form of offers of exhibit space and strong hint that NAB might add panel discussion on film buying to convention agenda.

Each of TFE-1963 exhibitors will have traditional hospitality suite, although film men have long since agreed to keep down razzle-dazzle during convention. Now that fall lineups on networks are virtually set and several long-run film series are due to exit, it's expected that sales push will be straight-faced on such due-for-syndication properties as *Dobie Gillis*, *77 Sunset Strip*, *Untouchables* & *The Jetsons*, and for new post-1948 packages from MGM-TV, Seven Arts, others.

Biggest holdout among non-TFE-1963 syndicators is MCA-TV, which does more network film business than any other firm and is planning to exhibit at NAB space. Also still in NAB camp are 3 network-owned syndication offshoots, which will use part of space allocation of parent networks. On other side of fence, in addition to ITC. participants in TFE so far include Allied Artists, Desilu, Four Star, Hollywood TV Service, Jayark, King Features,

MGM-TV, Official Films, Screen Gem, Seven Arts, Trans-Lux, 20th Century-Fox, UA, Video House, Walter Reade-Sterling & Warner Bros.

TFE has had a couple of drop-outs since original group was formed in N.Y. last Sept. (Vol. 2:39 p4). Trans-Lux offspring TV Affiliates Corp. (TAC), which distributes station-produced film & tape shows and which felt its allegiance lay more with NAB members than with film companies, withdrew although Trans-Lux itself is still in. Flamingo Films has also withdrawn, more for economic than political reasons. TFE space, however, is 95%-booked at moment.

Broadcasters attending TFE will find plenty of showmanship going, but on a highly moral plane. There'll be no bikini-clad models handing out sales literature under TFE ground rules. Said a TFE official in N.Y.: "Syndication is an adult member of the TV community, and we don't feel we have to conduct business in a Playboy Club atmosphere."

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FTC seeks injunction against Sterling Drug & agencies Dancer-Fitzgerald-Sample & Thompson-Koch to halt ad campaign exploiting results of FTC-financed comparative study on analgesics (Vol. 3:6 p4 et seq.). In complaint filed in N.Y. District Court, Commission charged "continued dissemination of the advertising will cause irreparable injury to the general public, including competitors of Sterling." Sterling spokesman said firm's defense will be that it accurately reported article which described study.

**Celler's 'Honest Labeling' Bill:** FCC would hold hearings on "public interest" operations before granting TV licenses or renewals under measure (HR-3283) introduced by Rep. Celler (D-N.Y.). Bill would amend Communications Act to give FCC authority to consider whether station had engaged in any deceptive practices—rigged quizzes, payola, etc.—before renewing license. (FCC now has such authority.) Networks & stations also would be required to announce "fictitious" programs as such. Persons claiming injury from "fictitious documentaries" would be permitted to sue.

Celler said many crime series give impression that they "are right out of the files of police agencies" and other govt. organizations. "If the viewers knew that the programs were entirely fictional," he stated, "at least a substantial proportion of them might choose to watch TV fare whose quality was more dependable." He said this might force producers to upgrade their shows.

No censorship is intended, Celler claimed, but he said that FCC already has authority to authorize stations to reject or refuse programs which is contrary to public interest, and that new law would merely spell out Commission's authority more clearly.

Bill to prohibit pay-TV (HR-3281) also was introduced by Celler.

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"Race, space, reds & feds" on TV information programs are beginning to bore public, according to *TV Guide* Editor Merrill Panitt. He told luncheon of International Radio & TV Society in N.Y. that medium has a "crisis fixation," tends to base about 75% of information shows on space, cold war, politics & integration—avoiding controversial subjects that might offend groups. Network public affairs depts. must overcome taboos & self-censorship restricting them, Panitt contended, adding "perhaps then they will decide that television now is strong enough to tackle truly controversial subjects."

Investigation by FCC of NBC-TV's Feb. 8 *Today* show was demanded by Rep. Whitten (D-Miss.), who said program was in poor taste, cast reflection on character of "the Governors of 2 States and a former Member of this body, now deceased." It's understood that "Premise" group of satirists depicted Governors Barnett (Miss.) & Faubus (Ark.) and Rep. Rankin (Miss.) going to Heaven and finding that God is a Negro and that they had a skit portraying children giving a "jazzed up" rendition of the Lord's Prayer.

Advertising's image can be improved by improving its substance, NAB Pres. LeRoy Collins told Houston Ad Forum last week. Despite "great improvements" in past few years, he said, ad industry must meet challenge of "enlarging and refining the quality and responsibility of advertising." Collins told group first step toward upgrading advertising's quality & ethics is to not make mistake of underrating public, which can discern between good & bad ads.

New Philadelphia rep office will be opened March 1 by Katz Agency to handle national TV spot business originating in Philadelphia agencies. Office will be headed by Edward Papazian, who has resigned as media dir. of Gray & Rogers' TV-radio dept. Location will be 1102 Land Title Building.

Affiliates-vs.-network rivalry is shaping up in ABC-TV ranks concerning ABC's *Sunday Night Movie* series. Reason: station with sizable film budget can buy features for local exposure that are every bit as good as movie product bought by networks. Thus, station can think in terms of 70¢ on spot dollar (after agency & rep commissions) rather than station-compensation share of network dollar in feature-film show. Example: On Feb. 17, ABC affiliate KATC Lafayette, La. pre-empted ABC's Sunday movie show to screen "Mr. Roberts," one of post-1950 films distributed by Seven Arts, as local special. Pre-emption of network shows other than features at local level to televise new movies is not unusual in such cities as Miami, Nashville, Hartford, Sacramento & Columbus, O. Network feature film shows, however, continue to attract national-level sponsors. NBC's new *Monday Night At The Movies* now has 23 participating sponsors, with Ford, Liggett & Myers, Lehn & Fink, Beech-Nut & Clairol buying into series in past fortnight.

Instant German version of recent "CBS Reports" interview with Chancellor Konrad Adenauer set new marks for speedy overseas distribution of U.S. network film show; it was televised in Germany, with no language barriers, only 2 days after U.S. telecast. How it was done: Dr. Adenauer answered questions, in German, asked by CBS newsman Daniel Schorr. In U.S. version, running translation of Adenauer's statements was done with English "voice-over." In German version, Schorr's questions were handled with German "voice-over" with Adenauer speaking his native tongue. German telecast, incidentally, was done with Eurovision feed from Amsterdam.

Success secret for women in communications industry was thumbnailed in N.Y. this month by a gal who ought to know: Sylvia Dowling, a vp of Benton & Bowles. Addressing N.Y. Chapter of American Women in Radio & TV, she cautioned AWRT-ites that "if you lose with grace & humor, you win in the end," and that way to get along with clients in business was to work "with each other, not at each other." Putting fresh touch on technique that has worked for Cleopatra, Madame Pompadour, et al., she urged "if you have to disagree, disagree without being disagreeable."

"Third-stage" of non-fiction TV has begun with programs such as manned space-shots, Telstar launching & election coverage, according to CBS-TV vp John Karol. He told Terre Haute Advertising Club that comprehensive depth coverage of public affairs has replaced first 2 stages in medium's growth, which were straight news reports & acceptance of news programs as permanent part of prime-time schedules. Karol said emphasis now is shifting to search for new forms of non-fiction programs, such as White House tour.

Political pollster Louis Harris has signed 6-year contract with CBS News. He'll work exclusively with CBS in political research. Harris was consultant to networks news election unit in 1962, devised Vote Profile Analysis techniques for reporting returns.

Suspension of equal time for 1964 Presidential & Vice Presidential elections was proposed in bill (H.J. Res. 247) by Rep. Harris (D-Ark.). Measure would permit programs such as Kennedy-Nixon debates in 1960 election. Harris said bill would receive quick action by his Commerce Committee.

**FCC's UHF MOBILE DATA:** New 101-page study of mobile-unit measurements of FCC's experimental uhf project in N.Y. has been released by Commission. Very little conclusionary material is offered by author Daniel B. Hutton. Report is comprised almost entirely of tables—and industry engineers hadn't had time to study them. Hutton had only this to offer in evaluating results:

"In general, it was found that TV signal strength drops faster with distance on uhf than it does on vhf, but where the signals are weak uhf is less subject to man-made noise than vhf. High vhf signal variations resemble uhf variations more than they do low vhf variations. Overall indications from the radial measurements are that the difference between winter & summer propagation of TV signals on either vhf or uhf on the average amounts to less than plus-or-minus one db."

Project director Arnold Skrivseth told us most results of measurements weren't surprising. However, he said, he was interested to find that uhf variations between summer & winter were no greater than vhf—that although leaves gives more trouble to uhf, "apparently there's another factor which tends to compensate for leaves' attenuation, on the average."

Skrivseth also pointed out that measurements show much greater variations in uhf signal strength within a small area—pointing up need for careful probing for "hot" spot when installing antenna in home. Copies of report are available from Office of Chief Engineer.

Assn. on Broadcasting Standards is new organization of AM operators, mostly of regional stations, formed with Washington hq, to protect coverage of members. FCC pre-sunrise and clear-channel proposals are among principal concerns. Co-founders are E. K. Hartenbower, KCMO Kansas City, and George Comte, WTMJ Milwaukee, elected pres. & vp, respectively. Treas. is Frederick Houwink, WMAL Washington; gen. counsel is Andrew Haley. A full-time paid secy. will be hired; temporary offices are at 4461 Connecticut Ave. NW. Jay Wright, KGW Portland, is chmn. of engineering committee, and special consultant is ex-FCC Comr. John Cross.

"Segregated" programming was attack leveled at new WOOK-TV (Ch. 14) Washington by group of prominent Negro leaders who objected to station's plans to appeal to large Negro audience in area. They went to FCC, conferred with Chmn. Minow & Comr. Lee, said that all stations should give Negroes employment & recognition in proportion to their segment of community. They were told they could file complaint, ask for rule-making, etc. WOOK-TV owner Richard Eaton asserted that staff is "integrated," said that radio WOOK was first in U.S. to hire Negro dj.

Far-reaching changes in Communications Act, recommended by members of an FCBA committee (Vol. 3:4 p7), will be published in FCBA's *Journal*, discussed at meeting of members after they've digested proposals.

MST holds annual meeting at Conrad Hilton March 31, 9:30 a.m., during NAB convention in Chicago; board meets March 30.

Russian expulsion of NBC from Moscow was termed obvious attempt at "indirect censorship" by U.S. State Dept. U.S.S.R. ordered network to close bureau in retaliation for recent programs, "The Death of Stalin" & "The Rise of Mr. Khrushchev," which Soviet govt. called "malicious anti-Soviet broadcasts." NBC Pres. Robert Kintner & CBS News Pres. Richard Salant protested move in wires to Moscow. Rep. Bob Wilson (R-Cal.) urged President Kennedy to use his office "to combat this obvious attempt to 'manage' the news." In similar incident in 1958, CBS was ordered out of country after televising play, "The Plot to Kill Stalin." Network was allowed to return in Nov. 1959. An order for expulsion of NBC newsman Welles Hangen from Pakistan last week was rescinded after Hangen apologized to Pakistani External Affairs Minister Z. A. Bhutto. Hangen had complained to Bhutto publicly that an interview film had been deliberately ruined because it presented unfavorable views of Pakistani policy.

TV-radio emergency alerting system will be studied by National Industry Advisory Committee at request of FCC & Defense Dept. emergency communications committee. Under proposed system, essential messages from North American Air Defense Command will be sent to stations via AP & UPI wires; stations then will send special signal which turns on individual TV & radio receivers. NIAC working group headed by NAB vp John F. Meagher will study development of a standard signal. Transmitter & receiver manufacturers interested in project should contact Meagher or John H. DeWitt, radio WSM Nashville.

TV-radio are draining emotions of Americans, leaving them incapable of the "strong loves and hates" necessary to preserve country, according to Most Rev. Fulton J. Sheen. He told communion breakfast of the Catholic Apostolate of Mass Media in Washington that citizens are sinking into "social apathy," are no longer moved by memories of nation's past. He suggested "national program" to remind Americans of their history & heritage, called on TV & radio to take on responsibility of being "educator of the world."

NAB State Bestrs.' Assn. Presidents 8th annual conference Feb. 26-27 at Shoreham Hotel, Washington will hear opening day address by Senate Communications Subcommittee member Hartke (D-Ind.). American Society of Assn. Executives Exec. vp Glenn B. Sanberg & NAB Code Authority Radio Mgr. Charles M. Stone will speak at Feb. 27 session.

Senate Commerce Committee will have 12 Democrats & 5 Republicans this session, compared with last Congress's 11-6 ratio. New Democrats added last week were Cannon (Nev.) & Hart (Mich.); Smathers (D-Fla.) moved to Foreign Relations Committee. Republican assignments haven't been completed.

Radio WHAS Louisville, 50-kw outlet which was CBS affiliate for 28 years, independent recently, joins ABC. WHAS-TV remains with CBS-TV.

Shift of Ch. 16 from Pittsburg, Cal. to ETV use in Cotati, Cal. was finalized by FCC at request of Sonoma State College Foundation, Cotati.

CP for Ch. 3, Sterling, Colo. has been granted to Frontier Bestg. Grant is subject to final action on renewal of license for Frontier's KFBC-TV Cheyenne.

CP for new ETV on Ch. 12, to U. of Me. at Orono, was granted by FCC.

## Personals

David Schoenbrun promoted to CBS News chief European correspondent, a new post, succeeded as Washington news mgr. by Bob Allison; Bill Small succeeds Allison as Washington news dir. . . .

Ralph O. Briscoe promoted to CBS controller . . . Robert S. Smith promoted to WOR-TV & WOR vp & station mgr. . . . Ray M. Stanfield promoted to Peters, Griffin, Woodward vp in charge of radio.

Dan Markham promoted to KTVR Denver gen. mgr. . . . Edward E. Benham, ex-Crowell-Collier Bcstg. engineering mgr., rejoins KTTV Los Angeles as chief engineer . . . Bob Sprouse promoted to WBNS-TV Columbus, O. national sales mgr.

Henry A. Gillespie promoted to CBS Films midwestern div. mgr., Carter Ringlep to southwestern div mgr., both new posts . . . Herbert R. Banquer promoted to UA-TV & UA Assoc. foreign operations vp, succeeding Manny Reiner, who assumes similar post with Four Star TV.

Sidney Kaufman promoted to CBS-TV network operations mgr., Washington.

Byron E. Harrison, ex-asst. chief, FCC Domestic Radio Facilities Div., Common Carrier Bureau, becomes an associate of Washington TV-radio attorney John H. Midlen.

Ron Maines, ex-WBAL-TV Baltimore acct. exec., appointed WTAP-TV & WTAP Parkersburg, W. Va. gen. mgr. . . . Jack Dunn promoted to WDAY-TV & WDAY Fargo gen. mgr., succeeding Thomas Barnes, who remains exec. vp. . . . George Diab promoted to WTRF-TV Wheeling asst. gen. mgr.

David J. Kelly promoted to KDKA-TV Pittsburgh news dir. . . . Alan Barrows, ex-J. Walter Thompson, named WFAA-TV Dallas sales development representative, a new post.

Albert Floersheimer Jr., ex-Theatre Owners of America PR dir., rejoins Walter Reade-Sterling Inc. as advertising & publicity dir. . . . Nicholas J. Pope Jr. named WAVY-TV & WAVY Portsmouth, Va. public affairs dir. . . . Sidney B. Dexter resigns as educational WHYI Philadelphia administration & development vp, no plans announced.

Albert Warren, editor & publisher of *Television Digest*, co-founder of new Independent Newsletter Assn., Washington, elected to its board.

## Obituary

George M. Nixon, 56, NBC engineering development dir., died Feb. 10 in Hollis, N.Y. He joined network in 1928, helped design its early radio studios, recently was active in color TV development. His widow, 2 sons survive.

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Tightened transfer rules are proposed by FCC to cover cases where parties have full quota of stations. Operator with 7 stations would no longer file to buy & sell simultaneously; he'd have to dispose of one before filing for acquisition of another. Same procedure would apply to anyone seeking to buy & sell stations in same market. Proposal would amend Sec. 1.307 of rules.

**Syncom Satellite Goes Astray:** High expectations for sophisticated new Syncom high-altitude Communications satellite (Vol. 2:42 p4) received setback last week when it went AWOL shortly after launching. Hughes-developed satellite was boosted into hovering orbit 22,300 miles above earth from Cape Canaveral by NASA, was to be used for transatlantic teletype & phone tests. Radio contact was lost after Syncom went into orbit; NASA failed to restore communications. Launch of 2nd Syncom, equipped to transmit TV, scheduled for May, may be postponed if experts fail to discover source of Syncom I's trouble.

Other space communications developments: (1) Senate Commerce Committee hearings on operations of Telstar & Relay were scheduled to begin Feb. 18. Opening day witnesses will include FCC Comrs. Hyde & Craven, top NASA officials & representatives from AT&T and RCA. (2) Confirmation hearings on incorporators of new Space Communications Corp. before Sen. Pastore's (D-R.I.) Communications Subcommittee have been postponed from March 4 to March 11. (3) FCC authorized the 12 incorporators to buy one share each of organization's stock, and ITT announced that it has applied to Commission to purchase shares.

TV audience characteristics & program preferences are analyzed in new study prepared by ARB's John R. Thayer. Age, sex and education of viewers and income & size of viewers' family was traced in relation to 25 different program types. Among findings: (1) Same program gets substantially different audience at different hours. (2) Male-female viewer ratio is about same during daytime or evening. (3) Members of large families watch TV more than members of small. (4) Most "educational" type programs attract persons from smaller families. Copies available from University Microfilms, Ann Arbor, Mich.

Worldwide ETV system patterned after U.S. setup is suggested as method of improving international understanding & educational opportunities—by Earl of Bessborough, an Associated TV director. He told meeting of National Assn. of Secondary School Principals in Pittsburgh that U.S. ETV leads rest of world, could offer quickest & most economical opportunity to expand learning throughout world.

"Decency code" for theatres & motion pictures will be imposed by Congress if industries don't establish one themselves, Rep. Kyl (R-Ia.) warned. He introduced resolution calling on the industries to set up "code of taste, decency, and morality," which is "at least as high" as Hays code of 1930. Resolution is H. Res. 255.

Renewal of network o-&o licenses, delayed by FCC's consideration of ancient payola problems, has been ordered by Commission. Other o-&o renewals remain pending because of other questions—e.g., NBC-Philco dispute in Philadelphia, now near resolution (Vol. 3:1 p1).

Spot TV gross billings in 4th quarter 1962 were \$197,759,000, up 11.2% from same 1961 quarter's \$177,827,000, TvB reports. Preliminary annual spot TV total for 1962 was \$721,212,000, 17% above 1961's \$617,398,000.

Fancy brochure celebrating 5th anniversary has been issued by WFGA-TV Jacksonville. Hard-cover 24-page booklet includes color photos, statistics & commentary on growth of station & Jacksonville market since 1957.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1962—THE STORY IN SALES FIGURES:** EIA made it official last week with release of final 1962 sales statistics: Last year set records in unit sales of radios & phonos, and it was TV's best sales year since 1956—whether you include color or not.

On heels of this report came preliminary Jan. sales figures, which showed good business was continuing in TV, if not in radio. Black-&-white TV started off year with distributor-to-dealer sales of 489,000 sets, 5% above Jan. 1961's 482,000. Radio sales, however, were down nearly 15% to 482,000 from 563,000 in Jan. 1961 (but still higher than Jan. 1960). In both TV & radio, inventories were at healthy levels at end of Jan.—TV 10% below year-ago and radio identical to year-ago, in terms of combined factory & distributor stocks. Lowered production of radios in Jan. (down more than 20%) indicated drastic inventory revision was under way.

Looking at 1962's sales & production figures, here's how last year stacked up in TV-radio-phonos:

Black-&-white TV: Best year in unit sales since the vintage years. Total distributor sales—6.3 million, increase of 9% over 1961 and first year since 1957 that they exceeded 6 million. (Throw in 400,000 color set sales and you have total of more than 6.7 million.) TV production totaled 6,471,160, increase of only 5% from 1961. In TV distributor sales, every 1962 month except May was better than corresponding 1961 month. Best month was Sept., when dealers bought a whopping 731,100 sets. Dec. was 2nd, with sales of 635,973, some 6% higher than Dec. 1961 sales. Uhf-equipped sets produced in 1962 totaled 598,446, up 61% from 1961's 370,977. It was biggest all-channel set year since 1957.

Radio: Sales ended about 240,000 short of 12-million mark (excluding auto), which some industry figures had predicted last fall. At 11,757,093, distributor-to-dealer sales were 5% ahead of preceding year's 11,225,010—enough for all-time record. In each of year's first 7 months, sales were higher than corresponding 1961 month—but in last 5 months of year, sales couldn't keep up with snappy pace set in latter 1961. During this period, only Nov. was better than 1961. Year closed out with Dec. sales a respectable 1,587,590—best monthly figure of year and only 2% below Dec. 1961's excellent 1,617,868.

Factory production of radios (again excluding auto) was also 5% above 1961—11,912,049 vs. 11,787,501. If you include auto radios, production totaled 19,161,906 (up from 17,373,846), exceeded only by the 20 million produced in 1947. With excellent auto sales year, car radio production set all-time record of nearly 7.3 million, 30% above 1961 figure and easily outstripping previous record of 6,864,000 (1955). FM radio production soared 36% to 1,227,081 from 915,297 in 1961.

Phonos: Year ended with real whammy—Dec. distributor sales of 865,269—nearly 40% above Dec. 1961 figure of 618,769! For full year, distributor sales (4,841,810) were up 22% (from 3,981,651). New seasonal pattern may be emerging in phonos. After trailing 1961 figures badly for first 5 months of 1962, distributor sales took off in May like ruptured stereophonic duck, with increases of 16, 18, 30, 52, 33, 31 & 40% over comparable 1961 months for rest of year. Sales wandered all over map. Banner Dec. sales were more than 4 times as great as those of May. Stereo-mono ratio continued pattern of preceding 3 years—72% of distributor sales were stereo last year vs. 73% in 1961.

Phono factory sales were up 24%—to 4,954,434 from 1961's 3,988,680. Here are complete month-by-month 1962-vs.-1961 production & sales comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	Black-&-White TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,670	662,869	471,518
February	521,275	428,705	697,893	640,379
March	680,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,766
May	310,799	349,098	772,479	735,692
June	480,610	461,974	1,040,698	997,321
July	449,628	409,561	921,089	754,960
August	618,461	466,600	848,881	897,411
September	731,100	683,302	1,266,346	1,310,156
October	611,763	583,917	1,063,014	1,105,449
November	630,487	541,833	1,280,599	1,068,313
December	635,973	598,704	1,587,590	1,617,868
<b>TOTAL</b>	<b>6,301,310</b>	<b>5,774,561</b>	<b>11,757,093</b>	<b>11,225,010</b>

BLACK-&-WHITE TELEVISION PRODUCTION

Month	Total		UHF	
	1962	1961	1962	1961
January	499,869	367,936	39,609	25,270
February	541,494	444,418	46,715	24,614
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	60,283	34,641
July	836,409	383,378	28,369	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,680	70,299	41,253
October	669,966	620,816	66,069	43,198
November	617,276	682,952	64,080	42,743
December	619,799	680,262	49,341	38,772
<b>TOTAL</b>	<b>6,471,160</b>	<b>6,177,797</b>	<b>598,446</b>	<b>370,977</b>

RADIO PRODUCTION

Month	Total		Auto Radio		FM	
	1962	1961	1962	1961	1962	1961
January	1,350,630	1,090,073	530,589	387,136	76,610	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	1,106,949	504,846	408,876	62,292	49,706
June	1,721,873	1,626,263	629,004	618,010	92,287	88,808
July	1,134,250	1,030,399	408,946	320,128	68,037	48,114
August	1,263,753	1,386,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	837,104	691,493	166,433	110,174
October	1,835,914	1,796,391	695,680	676,629	149,554	95,818
November	1,735,274	1,730,761	729,187	688,343	147,894	125,184
December	1,741,899	1,846,206	854,716	658,687	138,046	110,822
<b>TOTAL</b>	<b>19,161,906</b>	<b>17,373,846</b>	<b>7,249,857</b>	<b>5,586,345</b>	<b>1,227,081</b>	<b>915,297</b>

PHONO DISTRIBUTOR SALES

Month	1962			1961		
	Mono	St. reo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,663	188,857	239,420	64,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,677	201,192	48,632	173,585	222,117
May	65,192	130,372	195,564	56,057	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	293,688	391,386
October	133,182	426,033	609,215	133,245	324,654	457,799
November	136,660	446,178	632,838	145,045	336,762	481,817
December	232,373	632,696	865,269	183,060	436,709	618,769
<b>TOTAL</b>	<b>1,351,589</b>	<b>3,490,221</b>	<b>4,841,810</b>	<b>1,091,148</b>	<b>2,920,503</b>	<b>3,981,651</b>

PHONO FACTORY SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,646	191,014	269,559	80,336	211,383	291,749
February	62,666	202,346	265,412	60,710	204,638	256,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	46,152	137,960	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,637	61,633	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	606,651	688,354	124,142	328,045	452,187
October	194,699	494,435	689,084	161,580	350,254	501,834
November	201,312	466,325	667,637	141,033	358,285	499,368
December	176,042	414,084	590,126	132,822	314,086	446,908
<b>TOTAL</b>	<b>1,353,025</b>	<b>3,601,409</b>	<b>4,954,434</b>	<b>1,088,431</b>	<b>2,900,249</b>	<b>3,988,680</b>

GE's picture-tube operation has been split up and OEM tube manufacturing placed under TV receiver dept., while replacement picture-tube manufacturing will be conducted under receiving tube dept., and image orthicon and industrial & military CR tube responsibilities will be shifted to power tube dept. Sales of OEM & replacement picture tubes will be handled by receiving tube dept. Cathode ray tube dept. has been eliminated after resignation of Gen. Mgr. David C. Scott to join Fairbanks Whitney Co.; Wilfred L. Gorrell, former CR tube dept. plant operations & mfg. mgr., heads up new CR tube operation within TV receiver dept. No facilities of the former CR tube dept. will be moved, and GE officials said company would continue to seek outside OEM picture-tube business.

That proposed "hi-fi" definition was discussed by component hi-fi manufacturers in Washington and New York. In panel discussion at Washington High Fidelity Music Show, industry panelists agreed with FTC's Bryan H. Jacques that there was need for official definition to protect public, but industry representatives warned that definition shouldn't freeze progress in the art. In New York, Institute of High Fidelity board voted to poll its manufacturer members on whether to submit proposed hi-fi definition to FTC. Meanwhile, FTC's Bureau of Industry Guidance indicated it may hold trade practices conference for phono record industry next month.

America needs "an effective national philosophy & a sense of purpose flexible enough to accommodate the sweeping changes expected as science further pierces the unknown," Philco Pres. Charles E. Beck told Electric Institute in Boston Feb. 11. "The mind of the individual is still the key & the hope of the future," he declared, adding: "We are on the verge of breaking out of our present land & water limits. We are about to explore space with its unknown, unpredictable problems & opportunities. We know we have the potential technical competence. Do we have the intellectual & moral strengths necessary?"

No color TV for Canada in near future—that was ruling of BBG following extensive hearings. Board said that high costs to viewers & broadcasters, as well as absence of "appreciable" demand, ruled out early start for color. BBG also noted that an estimated million Canadian homes were now in range of U.S. colorcasts, but there were only about 4,500 color sets in use in Canada. Canada's 2 TV networks had opposed immediate start of colorcasting, while receiver manufacturers in EIA of Canada had sought plan for introduction of colorcasts.

Transistorized auto ignition systems for after market have been introduced by Motorola & Automatic Radio Mfg. Motorola says system improves high speed performance, cuts maintenance costs & eases cold-weather starting, will sell system through replacement-parts dealers at \$60 suggested list. Automatic will begin deliveries in 2-3 weeks of system adaptable to any model car. One type will sell for \$39.95, a 2nd for either \$49 or \$59. Motorola has had transistorized system for OEM market since 1961.

EIA is surveying tape recorder manufacturers for their suggestions on "format" for report on recorder market statistics, as recommended by its consumer products marketing services committee. Survey conducted by committee mgr. Clinton S. Lee asked for definitions of tape recorders, suggestions for format for periodic report and asked manufacturers if they were interested in receiving industry statistics.

**NEW BONDED TELEGLAS GAINS ACCEPTANCE:** Riding on twin booms in 16-in. & color sets, Pittsburgh Plate Glass believes 1963 will be first really big year for its bonded Teleglas picture-tube implosion shield.

PPG has just announced new type of glass for bonding process—"the first major new TV glass we've made in 12 years"—and its officials say tubes using its bonded glass in 1963 will be "far more than double" last year's figure.

In excitement over dramatic development of Kimcode, and recognition of acknowledged lead of Corning twin-panel bonding process in 23-in. size, it's easy to overlook inroads being made by PPG bonding system. Facts are, of course, that most manufacturers are still a little nervous about Kimcode (the implosion-resistant tube with no implosion shield) and everybody's waiting for someone else to make first move, and that PPG's bonding process has made biggest progress in tube sizes for which no Corning twin-panel bulbs are available.

On positive side, however, are these facts: All OEM picture-tube manufacturers except Westinghouse are currently set up, or setting up, to make PPG-type laminated tube; substantial percentage of color & 16-in. black-&-white tubes use PPG process; PPG laminated tubes sell for somewhat less than equivalent Corning twin-panel versions.

PPG's new glass is companion development to its recently introduced 1/8-in. Teleglas. It's new version of 1/8-in. glass with light transmission lowered to 55%. It has same color & transparency as present 1/8-in. glass (which has 70% transmission), and meets JEDEC standard for transmission for old 1/4-in. safety glass. Big advantage, of course, is greatly improved contrast, as compared with earlier 1/8-in. Teleglas. Tube manufacturers will receive samples by end of this month, with production scheduled to start by end of March.

Difference between PPG & Corning bonding processes is that PPG glass is plate glass curved to contour of picture tube, while Corning's is moulded glass cap. PPG, which makes raw glass for TV safety plates (independent glass-forming companies make actual implosion plates), has always had lion's share of external implosion-plate business, developed its lamination process when its leadership in implosion plates was threatened by Corning's twin panel. It claims its process results in lighter, cheaper & easier-to-build tube.

PPG's bonded Teleglas originally was 3/16-in., and its new thinner glass has now been approved by UL in 16-, 19- & 23-in. tube sizes (Vol. 2:51 p9). It has met with its first success in 16-in. size, and all U.S.-made 16-in. tubes except GE's (which have GE's bonded-plastic Lamilite shield) now use bonded Teleglas. Vast majority of color tubes now being made are equipped with 3/16-in. bonded Teleglas, and PPG hopes to develop 1/8-in. Teleglas for color, too. Neither Corning twin-panel nor Kimcode process is currently available for 16-in. or color tubes.

PPG is delighted with success of 16-in. sets, and believes that market will absorb 500,000 U.S.-built ones this year as almost every set maker enters 16-in. fold. PPG will also be ready to move with bonded Teleglas for 10-, 11- or any other smaller sizes which crop up this year (although GE's 11-in. tube will probably use GE's own Lamilite process).

Company is hoping its new higher-contrast glass will make inroads into 19- & 23-in. markets this spring—particularly 23-in. This is area where Corning's twin-panel has achieved acceptance and where PPG can increase its total business by greatest amount. PPG can be expected to give lower priority to 19-in. market, because Corning twin-panel approach has not captured large segment of this field, and most 19-in. sets already use another PPG product—external safety shields made of PPG Teleglas.

Thus latest report from picture-tube-shielding race indicates it's still largely a 2-way battle: Corning laminated twin panel vs. PPG's external glass & its up-&-coming laminated Teleglas. Owens-Illinois' Kimcode process seems to be a late starter, and GE's Lamilite entry has succeeded only within the GE stable.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 8 (6th week of 1963):

	Feb. 2-8	Preceding wk.	1962 wk.	'63 cumulative	'62 cumulative
TV	137,780	148,355	142,731	767,827	765,980
Total radio	333,793	337,704	372,325	1,878,797	2,063,082
auto radio	151,488	154,258	125,431	868,900	773,450

**WESTINGHOUSE PLANS RETAIL STORE:** Westinghouse edged deeper into retailing areas with 2 major moves last week but emphasized its oft-repeated disclaimer of any national retailing plans or ambitions. The moves:

(1) Announced it will open & operate a conventional TV-appliance store in suburban Columbus, O. to furnish Westinghouse market research experts with an authentic workshop for studying consumer buying habits, experimenting with new merchandising techniques, charting basic retailing & merchandising data for ultimate relay to all Westinghouse dealers. Company-owned store is slated for opening in April.

(2) Officially opened Toledo, O. as its 3rd sales & display city, after Salt Lake City & Minneapolis (Vol. 3:2 p7).

Westinghouse told us both moves are ramifications of 3-year-old consumer research program aimed at finding new ways to sell more & better merchandise. Company emphasized that 3,600-sq.-ft. appliance store for Kingsdale Shopping Center is the only such store contemplated.

"The response you get when shoppers know they're being tested just isn't the same as when they don't know they're involved in a research program," spokesman told us. "After the initial publicity on our store dies down, we expect that shoppers will forget the Westinghouse connection and regard the store as just another local appliance dealer." Store will carry no Westinghouse ownership identification, will be named simply Kingsdale Appliance Center.

Company store will operate in competition with local Westinghouse dealers, purchase its TVs, radios & appliances from local Westinghouse factory depot. Sales staff will differ, however. Kingsdale Appliance Center will be staffed with salaried saleswomen, "to determine if women sell best to women."

Westinghouse is not only major electronics firm with company-owned retail outlet. Admiral for past 3 years has owned Berg's TV & Appliance in plant city of Galesburg, Ill. It took over existing store, Admiral told us, to "provide a showcase for our products, to efficiently handle sales to employees and to experiment with new promotion ideas." Spokesman said Admiral "has no plans to expand" into other retail stores.

Westinghouse would only confirm that Toledo has officially become its 3rd sales & display city. We learned, however, that 2 major participants in Toledo program are multi-outlet LaSalle & Koch Department Store and the Woodville Electric Co.

"We're months away from the answers on this program," spokesman told us. "We're looking at other markets right now & could expand the program. On the other hand we could drop it completely. We're not committed to it. It's absolutely experimental at this stage & we won't know the direction or future of the program until we get some firm answers on its effect and benefits. A year from now we could have a completely different type of sales & display program—or nothing at all."

New quality stabilization bill (HR-3690) has been introduced in House by Rep. Harris (D-Ark.) and number of other Congressmen. Bills are similar to ones which got nowhere last session, would give brand name manufacturer power to revoke retailer's right to sell his goods if retailer used certain practices, including price cutting or bait advertising. Measures don't include provision contained in last year's bill—to restrict the legislation to use in states with laws permitting resale price maintenance practices.

Communications blackout which occurs during final moments of astronauts' reentry from orbit may have been solved. NASA officials report difficulty may be overcome simply by spraying water from capsule as it reenters atmosphere. Space Agency Electronics & Control Dir. Albert Kelley told an electronics industry conference that agency's Langley Research Center has conducted successful experiments in overcoming blackout.

Sony Corp. of America has opened new executive offices at 580 Fifth Ave., N.Y. 36. Warehousing & service facilities continue at 514 Broadway.

Piracy suit has been filed by Minnesota Mining & Mfg. against 2 former employees & the Winston Research Corp. they formed with others in Los Angeles early last year. Plaintiff charges that Wayne Johnson, ex-engineering mgr. of its Mincom Div., & former Mincom sales mgr. Charles Tobias plan to produce tape recorder similar to model developed at Mincom. The \$725,000 suit was filed in U.S. District Court, Los Angeles.

Magnavox's annual promotion, the Factory Authorized Sale, began Feb. 17 and runs 6 weeks, featuring reductions up to \$100 on 50 models, including radios, phonos, TV, stereo theaters and all-transistor high-end Astro-Sonic stereo consoles. One of price leaders will be 19-in. walnut cabinet table model marked down \$30 to \$149.90. National advertising will use FM radio spots as well as magazines.

Olympic has introduced 3 new U.S.-made 19-in. portables and 2 promotional portable stereo phonos. TVs include monopole & dipole models and set with built-in 3-hour timer; all are open list. Both stereo portables have tilt-down changers and detachable wing speakers: suggested retail prices are \$99.95 & \$119.95.

**Trade Personals**

Douglas Y. Smith named vp-gen. mgr., RCA Electronic Components & Devices, a new post. Former vp-gen. mgr. of RCA Electron Tube Div. will continue as executive head of that division and have over-all responsibility for both Tube Div. & Semiconductor and Materials Div.

Harrison Van Aken, head of GE's mobile radio activities since 1952, named gen. mgr. of computer dept., Phoenix, successor not yet announced.

Robert B. Sampson, ex-market research mgr., named head of newly created market development activity for distributor products of RCA Electron Tube Div. . . . Robert B. Franklin, ex-lighting products industrial relations mgr., named Sylvania dir. of procurement & facilities services, succeeding David K. Elwell, recently named dir. of new product planning (Vol. 3:6 p10).

Robert M. Andrews, ex-export sales mgr., named sales dir., Tung-Sol international div.

Norman Kormetz, one time engineering mgr. for Westinghouse's TV-radio Div., named engineering vp of Lear Siegler's Bogen Communications Div., a new post . . . Charles P. Smith appointed mfg. superintendent of Sylvania's Naugatuck, Conn., Parts Div. plant.

Lee D. Webster named Electro-Science Investors pres. & chief exec. officer, succeeding Joseph F. McKinney, elected exec. committee chmn; James H. Bond appointed chmn. Appointments follow James J. Ling's resignation as chmn., chief exec. officer, exec. committee chmn., and a dir.

Stanley D. Zemansky appointed administration vp of Standard Kollsman's Kollsman Instrument subsidiary . . . A. G. Bodoh named Seeburg vp and engineering dir., succeeding M. W. Kenney, advanced to vp & research dir.

Donald A. Sayles joins International Resistance as Plastic Products Div. mktg. mgr. . . . Emanuel Davis, ex-GE, joins General Instrument as Rectifier Div. quality control & reliability dir., a new post.

Dr. James J. Brophy advanced to technical development vp by Armour Research Foundation of Ill. Institute of Technology.

William S. Hepner Jr. promoted by EIA from Office of Information mgr. to Marketing Services Dept. as industrial electronics mktg. services mgr. & special projects & publications mgr.

George I. Harrison, vp-gen. mgr. of Montreal-based Tappan-Gurney Ltd., appointed vp of Canadian Electrical Mfrs. Assn. & chmn. of CEMA's newly formed Canadian Council of Appliance Mfrs.

Albert F. Cassevant named Raytheon Electronic Services Operation mgr., succeeding O. L. Dewey, who will devote full time as pres. of subsidiary Raytheon Service Co.

Paul W. Wheaton named vp of Noble-Oak Ltd., Japan-based TV tuner maker co-owned by Oak Mfg. & Teikoku Tsushin Ltd.

R. L. Moxley appointed Pentron Electronic pres., succeeding Osborn Andreas who continues as chmn. & treas.; Harold Ballonoff named corporate vp; Samuel Grode, Tape Recording Div. exec. vp, also named corporate vp.

Dean C. Bradford elected pres. of ITT's newly formed Electron Tube Div.; William C. Schmitt elected vp, Howard E. Cobb comptroller.

**Obituary**

Joseph E. Cain, 59, P. R. Mallory co-chmn. & exec. committee chmn., died Feb. 12 in crash of Northwest Orient Airlines jet in Florida Everglades. Cain joined Mallory in 1920's, was widely known in electronics parts industry.

Cyril Frank Elwell, 78, radio communications pioneer, died Feb. 11 in Palo Alto, Cal. after a long illness. In 1908, he teamed with Dr. Lee de Forest in early test of radiotelephone. Pioneering transmission covered 5 miles between Palo Alto & Los Angeles.

GT&E scored record revenues & earnings in 1962 & anticipates that 1963 "will bring further increases in revenues, sales & earnings," Chmn. Donald C. Power reported (see financial table). Earnings rose 17% to \$86.3 million from 1961's \$73.8 million as revenues climbed 8% to \$1.328 billion from 1961's record \$1.227 billion. Figures on Sylvania's performance were not released, but Power reported income from manufacturing operations rose 16% to \$29,025,000. GT&E invested \$277 million in new telephone & manufacturing facilities last year, will spend additional \$280 million in 1963.

RCA reported record Jan. home instrument sales, with dollar volume 23% higher than that of Jan. 1961. Marketing vp Raymond W. Saxon reported color TV dollar volume 45% higher than year-ago levels, total TV sales up 28%, tape cartridge recorder dollar volume up 20%, radio dollar volume up nearly 10%, with FM radios setting new sales records.

Experimental beam-plasma tube for amplification in frequencies near the infra-red range has been developed by RCA under Air Force contract. Noting that tube may "open new communications & radar channels," RCA Labs vp Dr. James Hiller explained that this development marks first time in Western Hemisphere that such high frequencies have been amplified by use of a beam-plasma tube.

ITT has formed an Electron Tube Div. to consolidate all phases of "special purpose tube business for ITT in the U.S.," reported vp & North American area gen. mgr. John J. Graham. Unit of new division will be located in \$3.5 million, 125,000 sq.-ft. plant to be erected this spring near Easton, Pa. Graham said ITT's special purpose tube business has doubled in past 3 years.

EIA membership has approved split-up of its Tube & Semiconductor Div. into 2 separate divisions. Tube Div. will be headed by George W. Keown, Tung-Sol; Semiconductor Div. by acting chmn. Stephen L. Levy, Lansdale.

"Scratch-proof" phono cartridges are spreading to hi-fi component field. Shure is producing "floating" cartridge for Garrard changers at \$49.50, is developing another for Miracord.

**Distributor Notes:** Emerson Radio appoints Mason Distributing Co., Kansas City, Mo. (Robert Mason, pres.) home electronics distributor in western Missouri & eastern Kansas • Emerson Radio appoints DeMambro Radio Supply, 169 Spring St., Springfield, Mass., distributor for Telectro tape recorders in western Massachusetts • Olympic appoints new sales mgrs at 2 factory branches: Robert Whitelaw, Olympic TV of Western N.Y. (94 Pearl St., Buffalo); Charles Corman, Olympic Mid-State Inc. (18 Interstate Ave., Albany).

## 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
Amphenol-Borg Electronics	1962—year to Dec. 31 <sup>1</sup>	\$ 93,082,750	\$ 5,175,298	\$ 2,345,298	\$1.69	1,387,677
	1961—year to Dec. 31	73,204,641	1,312,299	623,299	.45	1,388,677
	1962—qtr. to Dec. 31	27,168,520	—	752,134	.54	1,387,677
	1961—qtr. to Dec. 31	20,050,845	—	(268,834)	—	1,388,677
Avnet Electronics	1962—6 mo. to Dec. 31	22,823,864 <sup>1</sup>	—	1,621,347 <sup>2</sup>	.53	2,760,766
	1961—6 mo. to Dec. 31	19,403,243	—	1,564,265	.51	2,760,766
CBS Inc. Story below	1962—year to Dec. 31	509,269,813 <sup>2</sup>	—	29,053,734 <sup>2</sup>	3.27	8,889,932
	1961—year to Dec. 31	473,843,935	—	22,037,828	2.47 <sup>7</sup>	8,896,813
	1962—qtr. to Dec. 31	151,259,206 <sup>2</sup>	—	10,546,515 <sup>2</sup>	1.19	8,889,932
	1961—qtr. to Dec. 31	134,825,689	—	9,384,315	1.04 <sup>7</sup>	8,896,813
Corning Glass	1962—year to Dec. 31	262,199,886 <sup>2</sup>	—	28,096,609 <sup>2</sup>	4.11 <sup>2</sup>	6,789,000
	1961—year to Dec. 31	229,568,819	—	25,925,900	3.79 <sup>2</sup>	6,775,995
CTS Corp.	1962—year to Dec. 31 <sup>1</sup>	28,245,799	4,298,791	2,153,391	1.45	1,482,003
	1961—year to Dec. 31	21,468,189	3,813,134	1,822,734	1.26	1,447,003
	1962—qtr. to Dec. 31	7,593,336	—	558,321	.38	1,482,003
	1961—qtr. to Dec. 31	6,136,051	—	526,484	.36	1,447,003
GPE	1962—year to Dec. 31 <sup>1</sup>	222,862,126	9,643,504	4,373,504	2.40 <sup>2</sup>	1,643,101
	1961—year to Dec. 31	234,620,431	11,461,108	5,321,108 <sup>2</sup>	3.10 <sup>2</sup>	1,558,328
	1962—qtr. to Dec. 31	59,841,156	3,045,715	1,370,715	.77 <sup>2</sup>	1,643,101
	1961—qtr. to Dec. 31	63,424,341	3,548,826	1,677,326	.98 <sup>2</sup>	1,558,328
GT&E	1962—year to Dec. 31	1,327,925,000 <sup>2</sup>	—	86,269,000 <sup>2</sup>	1.15 <sup>2</sup>	74,611,000
	1961—year to Dec. 31	1,226,584,000	—	73,774,000	1.00 <sup>2</sup>	73,287,000
Giannini Controls (Conrac)	1962—year to Dec. 31	25,015,221 <sup>2</sup>	1,216,699	646,278	.58	1,122,126
	1961—year to Dec. 31	22,042,394	1,792,220	858,799	.81	1,065,268
International Resistance	1962—year to Dec. 31	29,423,449 <sup>2</sup>	—	2,481,698 <sup>2</sup>	1.70	1,462,209
	1961—year to Dec. 31	24,717,034	—	2,088,315	1.43 <sup>2</sup>	1,461,392 <sup>2</sup>
Indiana General	1962—year to Dec. 31	25,501,081	4,188,121	2,076,121	1.81	1,150,002
	1961—year to Dec. 31	22,034,915	3,724,663	1,790,663	1.56	1,150,002
Polarad Electronics	1962—6 mo. to Dec. 31	5,365,896	208,907	186,107	.13 <sup>2</sup>	1,403,517
	1961—6 mo. to Dec. 31	4,487,223	(2,468,972) <sup>2</sup>	(1,291,972) <sup>2</sup>	—	1,403,517

Notes: <sup>1</sup> Preliminary. <sup>2</sup> Recrd. <sup>3</sup> After preferred dividends. <sup>4</sup> Adjusted to reflect Dec.-1962 2% stock dividend. <sup>5</sup> After \$2 million inventory write-downs. <sup>6</sup> After \$1.2 million tax credit. <sup>7</sup> Adjusted to reflect Dec.-

1962 3% stock dividend. <sup>8</sup> Before net gain of \$545,258 from sale of property.

**CBS Nets Record Year:** Peak sales & profits were posted by CBS Inc. last year as volume & earnings in Oct.-Dec. period rose to highest level for any previous quarter (see financial table). Year's earnings soared to \$29.1 million from 1961's \$22 million as sales jumped to \$509.3 million from \$473.8 million. Dec.-quarter earnings rose to \$10.5 million from \$9.4 million a year earlier. Sales gained to \$151.3 million from \$134.8 million in Oct.-Dec. 1961.

CBS Treas. Samuel R. Dean forecast "excellent" results for 1963's opening quarter, said "approximately half the profit gain in 1962 over 1961 is attributable to the sale [in Sept. 1961] of the Electronics Div." which "penalized profits" in 1961.

Axe Science & Electronics mutual fund reported decline in net assets in 1962 to \$20,902,808 from 1961's \$22,707,087. Net assets per share at year's end slipped to \$10.49 on 1,993,330 capital shares from \$12.20 on 1,860,639 Dec. 31, 1961.

Dividend action: Minnesota Mining & Mfg. has boosted quarterly common stock cash dividend to 22½¢ from 20¢, payable Mar. 12 to holders of record Feb. 22.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AB-PT	Q	\$0.25	Mar. 15	Feb. 25
AT&T	Q	.90	Apr. 1	Mar. 1
CBS	Q	.35	Mar. 8	Feb. 25
GPE	Q	.30	Mar. 15	Feb. 28
GT&E	Q	.20	Mar. 31	Feb. 20
Warner Bros. Pictures	Q	.12½	May 6	Apr. 12
Minnesota Mining	Q	.22½	Mar. 12	Feb. 22
Movielab-"A"	Stk.	4%	Apr. 15	Mar. 18
Movielab-"B"	Stk.	4%	Apr. 15	Mar. 18
Indiana General	Q	.20	Mar. 11	Feb. 25
Sprague Electric	Q	.30	Mar. 14	Feb. 28

Oak Mfg. expects 1963 sales to jump 70% from 1962's "more" than \$30 million if present acquisition plans materialize. Pres. E. A. Carter said Oak has 4 possible acquisitions under "active" consideration & 2 that "have shown interest in further negotiations." Oak's present interest, he said, is in companies with "compatible component lines" that are producing annual sales of \$5-\$15 million. He estimated that Oak's 1962 earnings will climb to around \$1.25 a share from 1961's 85¢.

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WEEKLY **Television Digest**

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

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

**Broadcast**

**POSSIBILITY OF VHF DROP-INS** brings intense lobbying, some uhfs joining vhfs in opposition, other uhfs hoping for chance at new vhfs. FCC gears for uhf-development meeting (p. 1).

**STEINER STUDY IS BLOCKBUSTER**, and 'The People Look At Television' is likely to have long-lasting effects on TV industry. Most viewers like TV, make it part of their lives, often feel guilty about it, pay lip service to public affairs. Interview with author of new \$135,000 CBS-supported study (p. 2).

**PORTENTS OF HOUSE RATINGS PROBE:** Major services coming through well, but a few sensations expected via fly-by-nights (p. 3).

**TV IS MARKET YARDSTICK** in new list of 168 U.S. markets published by 'Sales Management,' likely to become important basic research tool. Survey scraps old-fashioned city boundaries, reflects suburban growth reached by TV, contains some real surprises (p. 4).

**DISPUTE OVER CATV MICROWAVE** proposal, in comments filed with FCC, foreshadows debate over expected CATV-regulation bills (p. 5).

**RACE TO SPACE COMMUNICATIONS**—Senate Communications Subcommittee checks FCC progress in establishing global satellite communications system. It could be ready in 3-4 years, committee told (p. 6).

**Consumer Electronics**

**RCA SHOWS 19-IN.-ONLY PORTABLE TV SETS:** In addition to 8 models that start at \$149.95, there's 'unofficial' open-list entry slated to sell in neighborhood of \$140. RCA drops 17-in. set, fails to show somewhat-expected 16-in. models (p. 7).

**FM CAR RADIOS ROLLING—BUT SLOWLY:** Consumer interest is rising but radio makers foresee slow rate of growth because of price & technical fact that FM in car is not same as FM in home (p. 7).

**UL SAFETY APPROVAL** or equivalent required by law in only 9 states, EIA survey shows. Importers see no particular problem (p. 8).

**GT&E TRANSMITS TV VIA LASER BEAM**, demonstrates experimental system with potential for simultaneously transmitting 160 TV programs vs. 10 with conventional equipment (p. 9).

**WE'RE MOVING**

We're shifting to expanded quarters in Washington this week end. New address & phone: 2025 Eye Street, N.W., Washington 6. Phone: 965-1985. Please change your records — and ask your public relations people to readdress their releases. Y'all come see us.

**VHF DROP-INS AND 'LINES OF FORCE':** Jockeying among vhf & uhf interests intensified last week, as FCC prepared to discuss again this week the famous vhf "drop-ins"—short-spaced additions to 8 substantial markets (Vol. 3:7 p2). With vote at Commission apparently very close, affected parties are really pulling & hauling, including lobbying on Capitol Hill.

Lineup of forces is as follows: AMST, representing major vhfs primarily, is fighting to ward off vhf short-spacing—which would eat into existing vhf coverage areas. ACT, representing uhfs, argues that addition of the 8 vhfs would kill chances of uhf in those markets. At same time, existing & former uhf operators in

those markets are hungry for crack at vhf channels; these hopefuls are joined by new entities eager to enter telecasting in such substantial markets where success is almost guaranteed. Latter are backed by ABC, which wants immediately competitive outlets in those markets.

Conflicting interests are epitomized by filings in Dayton case. Taft Bcstg. and WWLP Springfield, Mass. told FCC they will apply for uhf there if no vhf is added. These filings were opposed promptly by several prospective vhf applicants. There must be 50 or more prospective applicants for those markets, straining at leash.

FCC moved ahead, meanwhile, with plans for new committee to promote uhf (Vol. 3:6 p1). Happily, Commission reported that President Kennedy had given project his blessing, by saying: "The Committee you have established is an excellent forum for industry-govt. cooperative efforts." As indicated earlier, Comr. Lee is chmn., Comr. Henry vice chmn.

First meeting was called for March 12, 10 a.m. in Washington's Departmental Auditorium. Three subcommittees were suggested as a starter: technical development, uhf station operation, consumer information. Lee invited all with ideas to submit them to him at least a week before meeting. List of dozens of organizations invited was announced—but all interested parties are welcomed. List includes: govt. agencies; telecasting, manufacturing & advertising associations; manufacturers of sets, tuners, antennas, transmitters, etc.; unions.

Another uhf complication is educators' request for 6 permanent channels for airborne operations. MST last week urged FCC to hold off, noting sparse technical information on hand. Airborne group plans to submit more specific data shortly.

Senate Communications Subcommittee, under Sen. Pastore (D-R.I.), will get fill-in from FCC Feb. 27; it asked Commission for testimony on ETV and implementation of all-channel-set law.

Illustrative of uhf's problems, WCCB (Ch. 32) Montgomery, Ala. went dark last week after about a year's operation. It had ABC-TV, was sold by ABC to more than 90% of its accounts—but reports are that it was under-capitalized, might otherwise have made it. It competed with vhf WSFA-TV (Ch. 12) & uhf WCOV-TV (Ch. 20)—both doing well.

Mobile measurements of FCC's N.Y. uhf transmissions (Vol. 3:7 p5) seem to be what engineers expected; no great reaction has developed. Uhf proponents at FCC call attention to fact that uhf antenna had substantial electrical tilt—so that its ERP at greater distances was about 100 kw instead of the 800-900 kw of its major near-in lobe. Thus, they say, signal strength in outlying areas isn't what it would be with little or no tilt.

**STEINER STUDY IS RESEARCH BLOCKBUSTER:** Biggest conversational subject in TV industry last week was huge study of audience attitudes written by psychologist Gary A. Steiner and titled *The People Look At Television*, with CBS's pres. Dr. Frank Stanton as sponsor.

Impact of study will be felt in TV for long time to come. Too late to play much role in fall program planning outside CBS (which had early inkling of findings), Steiner's 422-page book contains gold mine of information likely to condition TV industry's attitudes & relationships concerning: (1) many of medium's harshest & outspoken critics, (2) development of future programming, (3) government, (4) station role within network structure.

Study findings are valid today, even though field work by National Opinion Research Center and Elmo Roper for Bureau of Applied Social Research at Columbia U. was made in spring of 1960—a time when quiz scandal still reverberated and Minow-coined "vast wasteland" phrase had not yet been heard. Steiner, a personable, slim, dark-suited model of a modern major researcher, told us in N.Y. that special follow-up study, a few months back, "showed results were holding up quite nicely in basic areas of importance."

Peculiar ambivalence of TV critics is detailed in study (available as hard-cover \$7.95 book from Knopf). As Steiner put it: "Those viewers who are least numerous & most influential are least positive in their attitude toward TV." This is no surprise to broadcasters, but what is likely to come as something of shock is study-revealed facts of actual viewing (as checked by ARB) vs. attitudes expressed about TV.

Consumption of information shows does not move up scale with increased education. At time of study, public affairs shows occupied about 15% of network airtime (they still do). Of TV consumption of view-

ers who had 0-8 years of grade-school education, only 5% was public affairs. Among viewers on opposite end of scale who had college-and-beyond educations, figure was still only 8%. Most of TV's best-known & most influential critics, it's interesting to note, fall in latter category. Practically everybody wants, primarily, to be entertained.

Redeeming factor of sorts discovered in study is that viewers tend to move outward & away from TV as a primary source of social & political "information" and toward specialized media (magazines like *Harpers*, etc.) with increased education, Steiner pointed out. Viewers with modest educations, in other words, see TV as a basic source of general knowledge; sophisticated viewers see it as an occasional source.

Guilt feelings are rampant in TV homes, and may well play important role in criticism of medium, and govt. attitudes & probes. Of viewers interviewed, nearly 50% associated TV with being "lazy," as compared with 12% who associated same concept with reading books. When it came to parents' attitude toward TV's effects on children, most family heads "conclude that TV's virtues outweigh its vices." However, there was greater tendency to rationalize educational benefits of TV for children with increased educational level of parents; 64% of grade-school-educated parents mentioned such benefits, vs. 89% of college-&-beyond parents.

Some such "benefits" are questionable, it's only fair to point out. Steiner cited one parent who told interviewer: "My kid has learned from watching westerns that when you sit in a saloon you should always face the door so you can see anyone who's coming in to shoot you."

Important point for planners of programming is, apparently, measure of guilt feelings by viewers toward TV. Although very few viewers watch heavily-educational shows (Steiner found that only one viewer in 5 was watching even one such show per month), "people like entertainment to be educational whenever possible." They do not, interestingly, like it the other way around.

In realm of TV commercials, largest single dislike mentioned by viewers interviewed (21%) was "interruptions" caused by commercial breaks during entertainment designed to catch audience at moments of peak interest. Relatively minor (4%) was "too loud." Asked for comment on fact that many agencies defend irritating commercials on basis of proven ability to sell patent medicines & other products, Steiner countered with: "How do agencies know they wouldn't be successful if they did not irritate viewers?"

Study itself was giant undertaking by any measure. Field study was done among nearly 2,500 adult viewers (18-70 years) throughout U.S. in 537 areas. Special check of 300 viewers in N.Y. area was made to compare attitudes vs. ARB-recorded viewing. Cost of study was underwritten by \$135,000 grant from CBS. Study is roughly comparable to study of more than decade ago, *The People Look At Radio*, by Paul F. Lazarsfeld. Steiner told us he had "tried to work in several questions to make the studies more directly comparable," but ran into blank wall in field on questions of govt. control of TV and spectrum allocation, decided to drop idea.

Steiner himself is TV viewer in his Chicago-area home, where he lives with wife and daughter, Linda. He has 2 TV sets, "one downstairs in the living room, and the best set, a console, upstairs in the bedroom." He described 6-year-old Linda as "a viewer with no great selectivity" who is "too old for *Romper Room*, in her opinion, and who is a great fan of *Alfred Hitchcock*." Steiner and his wife prefer, he told us, "to watch movies on *The Late Show*." He is one of the few adult American viewers who has never seen an episode of *The Beverly Hillbillies*. "I've been too busy working on the study," he told us sheepishly.

Research buff Dr. Frank Stanton appeared well-pleased with *The People Look at Television*. He said he considered it "first comprehensive & definitive effort to find out how public actually responds to TV." He noted the study's "surprising contradictions, especially on the part of more intelligent viewers." Stanton's summation of Steiner's project: "We've heard a lot of talk. Now, here are some facts."

**PORTENTS OF HOUSE RATINGS PROBE:** Rep. Harris's (D-Ark.) track record being what it is—as an exposé of trickery in rigged-quizzes, payola, etc.—you can expect a sensation or 2 in his hearings on ratings starting March 5. However, we expect the major rating services to come through reasonably well, as they did in consent agreements with Federal Trade Commission (Vol, 3:1 p2).

Real danger in hearings is that a few fly-by-night rating operators, who tailor their "surveys" to clients' pocketbooks, will be exposed—and public will associate respectable pros with tricksters. But this is almost inevitable in Congressional hearings.

New House Special Subcommittee on Investigations will conduct hearings, Harris as chmn. First witnesses will be NAB Pres. Collins—who has long fretted about misuse of ratings—and FTC Chmn. Dixon. Network probabilities: NBC's Exec. vp Walter Scott, CBS's TV Pres. James Aubrey, ABC's witness not yet identified. Plans don't yet call for FCC spokesman. And, of course, major rating services will testify: ARB, Nielsen, Pulse, Hooper, plus some smaller regional firms.

Hearing will cover the obvious: use of ratings, reliance placed on them, purported accuracy, etc. Charles Howze is chief counsel, and field work has been done by staff men Rex Sparger & Robert Richardson.

Membership of Committee is much same as former Regulatory Agencies Subcommittee which, in turn, succeeded Legislative Oversight unit: Democrats—Moss (Cal.), Rogers (Fla.), Long (La.), Hull (Mo.). Republicans—Bennett (Mich.), Springer (Ill.), Younger (Cal.) Brotzman (Colo.).

**TV AS MARKET YARDSTICK:** Old marketing concepts are changing, reflecting TV's importance as basic advertising medium. Seldom has this been clearer than in new "Survey of Television Markets" published by *Sales Management* as first of what will be annual studies.

You can expect extensive use of these SM figures to be made by TV industry—broadcasters, reps, networks, agencies, etc.—in all kinds of research studies & promotion campaigns, for they represent important yardstick in modern marketing.

Survey ranks 168 U.S. markets on basis of several characteristics, of which most important is TV. Unlike old methods of market determination on basis of population density, city boundaries, sales territories, newspaper circulation, etc. etc., measure in SM study—in which A. C. Nielsen cooperated—was average number of TV homes in prime-time quarter-hour segments watching stations originating in metro center. Cutoff point was 25,000 homes (exception: Las Vegas, which had 21,000-home figure but had 3 TV stations).

Some major jumps are achieved, both up & down, when TV becomes market yardstick. Prime example in SM survey is Charlotte, N.C., which ranks 93rd in U.S. markets on basis of simple metro-area population (285,000) but which leaps up to 24th place when TV-reached population in Charlotte area (2,291,000) is considered. Tampa-St. Petersburg, Fla. is 49th in usual population list, but 28th in TV terms. At same time, Johnstown-Altoona is often considered as integral part of 10th-ranking population area (because of Pittsburgh), but is ranked at only 27th spot in SM's TV-determined list.

In addition to TV yardstick, such factors as food sales, automotive purchases, furniture & household buying, general retail sales, effective buying income, etc. were used in achieving SM rankings. Not all TV markets are on list; about 50 single-station markets were dropped as home count wasn't above cut-off point.

TV-oriented marketing isn't new concept in either TV research or in actual marketing operations of major U.S. advertisers. A few seasons back, Westinghouse Bcstg. Co. promoted "Megatown" concept for its own TV stations, which stressed that Boston, San Francisco, etc. should be viewed in terms of urban & suburban homes covered by WBC stations in those markets. CBS has frequently stressed marketing areas covered by CBS-TV as basic tool in planning ad campaigns. ARB has been publishing "Market Digest & TV Audience Analysis," which ranks 245 markets by various criteria of which TV is prime, for past 3 years. Virtually every major ad agency has its own list of U.S. markets ranked by TV in combination with marketing patterns of agency's clients. And several major advertisers—notably Anheuser-Busch & Lestoil—have revised sales & marketing territories based on TV coverage rather than old-fashioned concepts of geography, factory sites, and the like.

TV agenda at NAB convention in Chicago March 31-April 3 will include (1) TvB presentation "Computers—Friend or Foe?" (2) Management panel on "The State Image—Local Programming & Public Service." (3) Informal discussion, between FCC Comr. Lee and TV Code Chmn. William Pabst, KTVU Oakland, on former's proposal that FCC adopt Code commercial standards as part of its rules. (4) Management panel discussion on problems of markets smaller than 100,000. (5) TIO discussion on use of its materials and report on upcoming projects.

Growth of over \$100 million in national spot TV gross time billings during 1962 as compared to 1961 level is cited proudly by TvB. Figure represents a 17% jump to new peak of \$721 million. Spot billings in last quarter of 1962 were nearly \$200 million. Unlike network TV, where talent & production costs are often as large (or larger) than gross time cost, spot figure is fairly close to actual dollar spending when modest talent costs in spot (about 15% of time value) are added and time discounts subtracted.

**CATV-MICROWAVE DISPUTE:** Foretaste of testimony & debate over prospective CATV-regulation bills (Vol. 3:7 p2) may be found in FCC's file of comments on its proposal to grant microwaves to CATV on "business radio service" frequencies.

Telecasters generally want Commission to be tougher than it proposes. For example: (1) ABC, NAB, NBC and many stations want CATV operators, when applying for microwave, to show FCC they have originating stations' consent to pick up signals. (2) FCC proposes that its restrictions on CATVs apply if systems are within Grade A coverage of stations involved. Many stations ask that this be extended to Grade B. (3) FCC says CATVs shouldn't duplicate local-stations' programs for 30 days before & after they're telecast—and stations must give CATVs 30 days' notice of program schedule. Several station comments to Commission urged cutting notice period to 7 days or less. (4) Make CATV stations on same dial position as telecast. (5) Spell out standards for quality of signal of local station which CATV must carry.

NCTA attacked FCC proposal as effort to regulate CATV, "to do what the Senate refused to allow," said that rules would be "used as the greatest tool fashioned in our century to preserve & increase the gains of the vested interests and to roll back the philosophy & contributions to our economy of the anti-trust laws."

Entron Corp. argued that FCC doesn't have power to protect stations as it proposes, that it's impossible to comply with a 30-day non-duplication rule. Midwest Video also insisted that FCC doesn't have the jurisdiction it claims, asserted that proposed rule would interfere with "contractual relationship" between CATV operators & their customers.

Conference on news-handling by Administration, sought by NAB Pres. Collins following outcries over "management" of news during Cuban crisis, has been set for April 5-6 at Airlie House, near Warrenton, Va. NAB vp Howard Bell suggested details of conference in discussions with White House News Secy. Salinger. Salinger will be accompanied by top news officers of State Dept., Defense Dept., etc. Among those invited to attend are one or 2 representatives of NAB, RTNDA, Radio-TV Correspondents Assn., ANPA, ASNE, Sigma Delta Chi, National Editorial Assn., Magazine Publishers Assn., White House Correspondents Assn., State Dept. Correspondents Assn.

Assn. for Competitive TV, new uhf-promotion group, holds membership meeting March 31, 4-6 p.m., at Conrad Hilton Hotel, Chicago, during NAB convention. ACT has established hq, headed by Thad H. Brown Jr., vp-exec. dir., at DeSales Bldg., DeSales St. NW, Washington (Metropolitan 8-0210).

Top communications scientists will address 3 luncheon sessions at NAB convention's Broadcast Engineering Conference: April 1, Edward E. David Jr., computing & information research center dir., Bell Labs; April 2, Sidney Metzger, astro-electronics div., RCA; April 3, Simon Ramo, vice chmn., Thompson Ramo Wooldridge.

Senate Commerce Committee added Republican Beall (Md.) to replace Keating (N.Y.), who moved to space committee.

L'affaire Nixon-Hiss was closed by FCC in anticipated fashion. Triangle's WFIL-TV Philadelphia & WNHC-TV New Haven had refused to carry ABC-TV's Howard K. Smith program on Nixon, which included statement by Alger Hiss (Vol. 2:47 p1, 2:51 p7). In addition, a later ABC-TV news program mentioning the controversy was interrupted by WFIL-TV. FCC last week answered complaints of number of viewers who objected to the deletions. Said Commission: (1) In refusing the show, licensee made a judgment which is "properly its to make." (2) News show was interrupted because of misunderstanding of instructions by a "subordinate employee"—and station later telecast the deleted portion.

Precision offset operation, specified by FCC for WTEN (Ch. 10) WAST (Ch. 13) when it granted them permission to move closer to Albany (Vol. 3:7 p2), is remarkably precise. Robert Kennedy, consulting engineer for WTEN, said variation achieved in tests is one cycle in 200 million, produces substantial interference reduction. NBC has used system between its N.Y. & Washington Ch. 4 stations.

Allocation of frequencies to govt. users now comes under Office of Emergency Planning, delegable to Dir. of Telecommunications Management—via order issued by President Kennedy. Heretofore, allocation was job of Inter-department Radio Advisory Committee. President also gave OEP & Dir. of Telecommunications Management the authority to assign radio frequencies to foreign embassies here, for communication with their home countries.

Higher grades for several top FCC staff members have been approved by Civil Service Commission: GS 18 (\$20,-000), Edward Allen & James Sheridan; GS 17 (\$18-\$20,000) Bernard Strassburg, Henry Geller & James Cunningham; GS 16 (\$16-\$18,000) Arnold Skrivseth, Robert Cox, Hyman Goldin.

Automatic transmitter logging rules have been finalized by FCC, adopted substantially as proposed June 6, 1962. Rules permit use of automatic devices for keeping operating & maintenance logs. NABET petition for a hearing was denied, FCC noting that no change was made in operator requirements.

Radio Liberty launches first Western Hemisphere service with daily broadsides to Russian troops in Cuba, using radio WBT Charlotte. It's also first time this privately-owned network—which broadcasts in 17 languages to Soviet Union & satellites—will use services of independently-owned station.

"Television Network Program Procurement," the 197-page report issued by FCC's Office of Network Study (Vol. 2:50 p2), will be printed under aegis of House Commerce Committee, is expected to be available in a few weeks from Govt. Printing Office.

Two radio stations fined by FCC: KVOB Bastrop, La., \$1,000 for airing teaser announcements without identifying sponsor; KVOC Casper, Wyo., \$1,500 for holding equipment & program tests without notifying Commission, and for using unauthorized power.

Ch. 77 ETV station, with transmitter in West Orange, studios in Glen Ridge, is sought in application filed by N.J. ETV Corp. Station will radiate 500 kw, use tower of radio WJRZ. Three more stations are planned.

CATV equipment maker Ameco opens new Dallas office at 2516 Pine Bluff, headed by W. E. Dart Jr.

## Personals

Julian Bercovici promoted to ABC-TV daytime programming dir. . . . George H. Newi, ex-McCann-Erickson daytime programming dir., moves to ABC-TV as asst. daytime sales mgr.

Jack Webb appointed executive in charge of TV production, Warner Bros., succeeding William Orr, who takes over feature film production . . . Lloyd Knight promoted to public affairs dir., WGAN-TV & WGAN Portland, Me.

FCC Comr. Lee will be key speaker at annual meeting March 7, of California Bcstrs. Assn. in San Francisco. NAB General Counsel Douglas Anello will speak, conduct editorializing panel.

Daniel Taylor, on-air production mgr., CBS-TV, Hollywood, promoted to network station promotion mgr., succeeding Leonard Broom, resigned to go to New Zealand. Gerald Taylor replaces Daniel Taylor.

Johnny Johnston, ABC-TV *Make That Spare* m.c., also named national sales dir., Official Films . . . Earl W. Hickerson promoted to asst. station mgr., KOCO-TV Enid-Oklahoma City.

Film Producers Assn. of N.Y. elects: pres., Peter Mooney, Audio Productions; vp, Robert Bergmann, Filmex; secy., Lou Mucciolo, Gerald Productions; treas., Sanford Greenberg, MPO.

Robert Kleiman, ex-CBS News Paris bureau chief, resigns to become member of editorial board, *N.Y. Times*.

Louie L. Lewis, ex-RCA ETV planning administrator, forms own consulting firm to assist educational institutions in planning & installing electronic systems, with offices at 23 Wesley Ave., Cherry Hill, N.J.

Herman Kenin, pres. of American Federation of Musicians, named vp & member of exec. council of AFL-CIO, filling 1 of 2 existing vacancies.

Richard N. Jacobson, ex-asst. gen. sales mgr., WOR-TV N.Y., named sales mgr., William McNicol promoted to sales mgr., radio WOR . . . John Pfeiffer, formerly with newspaper rep Moloney, Regan & Schmitt, appointed marketing mgr., Edward Petry & Co. central div., Chicago.

Jon Poston, ex-radio KFEQ St. Joseph, Mo., named news dir., KTIV Sioux City, Ia., succeeding David Schoumacher . . . Edward J. Pfister promoted to NET information services chief, N.Y. . . . Mary Neal promoted to publicity dir., WTRF-TV Wheeling.

Bob Patt, ex-promotion & advertising mgr., WNBC-TV & WNBC, N.Y., named sales promotion & marketing dir., Blair TV. Dick Gideon, ex-Young & Rubicam asst. research dir., appointed research mgr.

Richard DuMont, ex-producer-dir., ABC, Chicago, named TV, radio, motion pictures dir., American Medical Assn.

W. Richard Guersey, ex-vp & gen. mgr., Philippine Advertising Counselors, named head of new McCann-Erickson (Philippines) Inc., Manila.

Rex Morgan promoted to news & special events dir., WFIL-TV-AM Philadelphia, succeeding Les Crystal, who joins NBC, Chicago, as documentary writer-producer.

Vic Piano, ex-radio vp, Peters, Griffin, Woodward, opens own rep firm, Vic Piano Assoc., March 1 . . . Martin Davis elected adv.-publicity vp, Paramount Films Distributing Corp.

Edward M. Kelly, former operator of direct-mail advertising-promotion firm in Buffalo 1951-1961, joins Television Digest Inc. as gen. mgr. in charge of business operations. He's 39, graduate of Hamilton College, has taken graduate work at Georgetown U., served as industrial relations representative of Mene Grande Oil Co., Venezuela, and as advertising & public relations dir. of Glen Echo Amusement Park, Glen Echo, Md.

## Obituary

Morton Wishengrad, 49, veteran TV & radio writer, died Feb. 13 of heart attack at home in N.Y. He scripted NBC's *Eternal Light* for 18 years. Two daughters and 2 sons survive.

**Race to Space Communications:** "Significant progress" towards establishment of single global system of satellite communications has been made by FCC since enactment of Communications Satellite Act last August, FCC Acting Chmn. Hyde told Senate Communications Subcommittee last week. Hearing was called for status report.

Comr. Craven predicted that operational space system could come by 1966-67. This view was supported by James Dingman, AT&T vp, who said commercial system could be ready by 1967.

Based on results of Telstar experiment, Eugene O'Neill, Bell Labs dir., said "there does not appear to be any technical obstacle to designing a communications satellite repeater with a life of 5 to 10 years in orbit." Significance of Relay & lost Syncom satellite also were reviewed.

Need for "broadest possible international agreement" on frequency allocation was stressed by Hyde, who said Commission will have "realistic" proposals to offer at international conference Oct. 7 in Geneva.

Commission last week authorized 7 smaller telephone companies to buy stock in company. Hyde noted that some 2,700 independent companies are eligible, 24 having already made application.

Pastore asserted that millions of dollars of taxpayers money were being spent on experiments that may be turned over free to a private monopolistic firm for profit-making purposes. Substantial part of hearings was taken up by Committee criticism of FCC for rate increases affecting news services & "short haul" phone calls.

Early lock-up for fall of CBS-TV nighttime schedule was subject of letter from Pres. James T. Aubrey Jr. to network affiliates last week. He said it was first time CBS had firmed-up fall lineup "so early in the year," hinted broadly that knowledge of new schedule should help stations "speed up clearances so essential to continued audience leadership" & aid broadcasters in "mapping your own local programming & sales plans for next fall." Newcomers to CBS lineup include shows packaged around Danny Kaye, Judy Garland & Phil Silvers, and a new filmed-in-N.Y. series, *East Side, West Side*, starring George C. Scott.

KHOL-TV Kearney-Holdrege, Neb., is now operating from improved facilities—boosting antenna from 552 to 1,173 ft., power from 204 to 316 kw.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA SHOWS 19-IN.-ONLY PORTABLE TV SETS:** First 1963-64 portable TV line debuted last week, and it went 19-in. all the way. RCA's largest portable line ever totaled 8 models starting at \$149.95, plus "unofficial" open-list entry that distributors can thrust into competitive situations to sell, we understand, in neighborhood of \$140. Unlike official models, optional portable does not contain RCA's "New Vista" tuner, will not be shown in literature, won't be included in national ad program.

Gone at long last from RCA line is 17-in. portable, and somewhat-expected 16-in. models failed to materialize. Bottom-of-line Highlander at \$149.95 is priced on par—on paper, at least—with year-ago tailender. However, 1962-63's \$149.95 set was reduced in distributor cost shortly after introduction and rode out season at \$139.95. As with 1962-63 line, models step-up in \$10 segments to \$179.95. Two remote models are included in line: open-list Wayfarer & \$239.95 Campaigner. All manually-operated models can be factory-installed with all-channel tuner for \$20 more. Number of sets have power transformers vs. one a year ago.

RCA Sales Corp. mktg. vp Raymond W. Saxon told distributors at St. Louis meeting that portable TVs will account for more than 65% of industry's total 1963 b&w TV unit sales, and, amid indications that profit margins have been increased, said "it's time for distributors & dealers to get a better return on their portable & TV & radio investment."

RCA also introduced 5 transistor radios, priced from \$14.95 to \$34.95, gift packaged. Carryovers run top-of-the-line price to \$49.95. "We have found the transistor radio market to be essentially one of certain popular price brackets," Saxon said. "One of our recent surveys indicated that consumers favored transistor radios with accessories in the approximate \$20 & \$30 price range."

**FM CAR RADIOS ROLLING—BUT SLOWLY:** Consumer interest in FM car radios is on rise, but this relatively new market can be expected to grow slowly over next few years. Into foreseeable future it will remain but a fraction of over-all car radio volume, keyed to ratio of AM to FM stations. That's consensus of FM car radio manufacturers for both OEM & after markets whom we interviewed.

Size of current FM car radio market is pretty much anybody's guess. However, one conservative estimate (Vol. 3:1 p9) is that 55,000 FM auto sets were sold last year—out of total 7.2 million car radios—and volume will nearly double to 100,000 this year. Granco Pres. Henry Fogel told us "fewer than 100,000 FM car radios were sold in 1962, and the figure probably was no higher than 70-80,000." He believes volume will climb to 150,000 to 200,000 units this year.

This is really first big year for FM-AM car radios. Tuners & adaptors have been around for several years. Motorola got into field in 1960 with an FM-only unit, and German & Italian imports began to pick up in 1961-62. Last year, however, was first year that major U.S. radio makers got into FM-AM car radio market. Today, FM-AM radios are available as original equipment on virtually all models of Ford, General Motors & Chrysler cars (Vol. 2:45 p9). Prices average about double those for standard AM car radio.

Bendix, volume car radio maker & Ford supplier, has scheduled about 5% of its 1962-63 production in FM-AM models. "It's going to be a slow buildup," we were told by Radio Div. sales mgr. Larry H. Jones. "I don't think there's going to be much of a rise in demand in a year. Two years hence we might see a rise. For the next 5 years I think it's going to be a slow rate of growth." Bendix is making its FM-AM radios for Ford & Volkswagen.

Ford's factory installations of FM-AM radios, we learned, have averaged 3% on all 1963 Galaxies produced to date, range up to 17½% on Thunderbirds. However, Ford told us, "installations on the T-Birds

have leveled off at better than 20% in the last 3 months, indicating that these cars will do better than 17½% for the year."

Delco, probably largest maker of car radios, told us "there's obviously a growing interest in FM car radios but we won't be able to assess this interest until after the year's sales results are in. FM-AM radios won't be a heavy portion of our production this first year." Delco is making radios for GM & Chrysler.

Motorola, another car radio major, and reportedly first U.S. maker to introduce FM-only car unit, told us "we're watching the growth of FM radio stations very closely." Motorola currently markets \$125 FM-only car radio & \$69 tuner package for use with car's AM radio.

Automatic Radio Mfg., which makes line of universal & custom FM-AM car radios, is "expanding our line this year," we were told by sales mgr. Edward L. Housman. "Last year, FM was a negligible percentage of total car radio sales," he said, "but it will certainly be a growing figure this year."

Granco looks for "promotion by OEM manufacturers to help establish this new trend to FM car radios," Henry Fogel told us, adding: "We haven't yet scheduled any increase in production. We're waiting for the sales to materialize. This is a bad time of the year for auto accessories. The big demand usually comes in the spring." Granco makes an FM adaptor that converts a car's AM radio for FM. It's sold in car agencies & in auto supply and installation stores.

Two factors rate as major deterrents to sudden mass market for FM car radios: price & customer dissatisfaction. Because FM-AM radio is actually 2 radios in 1, price is 2 to 2½ times higher than for AM-only car radio. Motorists may be agreeable to paying price, but only if they understand that FM car radio has certain drawbacks.

"FM in the car is not the same thing as FM at home," Bendix's Jones told us. "It's not comparable. Not only do you have station range & antenna limitations to contend with, FM in a moving car passes through a series of phenomena. This affects reception adversely. People who appreciate FM in a car are those who are technically knowledgeable & understand its limitations. Those who don't understand, and are educated only to FM in the home, will be disappointed. They're disappointed now."

**9 STATES REQUIRE UL SAFETY APPROVAL:** Proof of safety is required for sale of TVs, radios & phonos in at least 9 states, recent survey discloses. In most cases, Underwriters' Lab seal is required. In addition, at least 4 major cities also insist that sets must pass safety inspections.

There's been increasing interest in this subject because most imports don't carry UL seal (although many importers claim their products meet same safety specs). While UL has plans to set up labs in Japan, best information indicates it has no facilities there yet.

Survey by EIA shows UL listing (or similar safety approval) is required by states of Ala., Colo., Del., N.H., N.C., Tenn., Wash., W.Va., & Wis. Five additional states declined to specify whether or not they had such laws: Ark., Conn., N.M., Okla. & R.I. Remaining 36 states said they had no such laws on their books.

Some cities in the 36 states without such regulation have their own TV-radio-appliance safety laws. Prime example is Los Angeles, which has own lab & own safety requirements, but doesn't require UL approval as such. Others are Richmond, Va.; Cleveland, O.; Portland, Ore. In some cities, and possibly some states, approval by Los Angeles city lab carries as much weight as UL seal, and importers have used L.A. approval as proof of safety in cities such as Cleveland.

Major "key-account" customers, such as Macy's, Gamble-Skogmo & Sears Roebuck, have their own labs, and check equipment for performance as well as safety before ordering.

Safety requirements weren't of major importance to consumer electronics importers until they entered TV field, since safety approval isn't required for transistor radios, which operate on low voltage.

Looking at list of the 9 states which require approval, it's obvious that none of these is big enough to be vital to TV importers. Nevertheless, Japanese manufacturers who export are looking hopefully to the day when they can get UL seal at their own home base.

**GT&E TRANSMITS TV VIA LASER BEAM:** Long-range look at unique TV system with potential for simultaneously transmitting more than 160 TV programs, compared with 10 via conventional techniques, was furnished by GT&E last week. In what is believed to be a "first," lab model of new communications system transmitted & received TV pictures on a light beam generated by a laser device.

Cautioning that 5-10 years of research & development are required before system "can be considered for application on a practical basis," GT&E Labs Pres. Dr. Lee L. Davenport pointed out: "The method of optical laser communications demonstrated establishes the ultimate potential of optical links [but] a number of scientific breakthroughs are required before earth-to-earth communications can be considered feasible." Among major problems to be solved: long-distance transmission of laser beams.

In demonstration at GT&E Bayside, L.I. labs, conventional TV signal & continuous microwave signal were applied to traveling wave tube. Resultant video-modulated microwave signal was fed into electro-optic light modulator through which laser beam was being projected. When laser beam emerged from modulator it carried video information superimposed on microwave signal. Transmitter beam was relayed to experimental optical receiver in same room, and the detected video picture was shown on TV monitor.

Key receiver component is Sylvania-developed traveling wave tube photodetector. It converts laser light signals into microwaves which are amplified, demodulated & displayed on TV picture tube. Photodetector was designed by Dr. Burton J. McMurtry, head of Sylvania Microwave Device Div.'s optical device dept., and Prof. Anthony E. Siegman, Stanford U. electrical engineering dept.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 15 (7th week of 1963):

	Feb. 9-15	Preceding wk.	1962 wk.	'63 cumulative	'62 cumulative
TV	142,838	137,780	135,567	910,665	902,035
Total radio	313,074	333,793	273,224	2,192,871	2,432,286
auto radio	142,792	151,488	121,117	1,011,692	887,302

Crestmark Electronics Inc. has been established at 170 Michael Dr., Syosset, N.Y. as a division of Vanity Fair Electronics, to produce & market radio-phonograph consoles under Crestmark label. Stanley Cohen is division pres. Other executives: Seymour Mintz, recently resigned Madison-Fielding gen. mgr. (Vol. 3:4 p13), sales vp; Leonard Feldman, former Madison-Fielding engineering dir., engineering vp. Mintz also will serve as sales vp of Vanity Fair's Gotham Electronics Div., maker of Gotham brand portable radio-phonos.

Portable color TV sets within 18-24 months were predicted last week by Admiral sales vp Ross D. Siragusa Jr. "It's now in sight," he said, but "we'll need 19-in. tubes" to make prediction a reality. He said Admiral's color sales "so far have doubled the first month of 1962," added that Jan. TV sales gained 7%, and stereo sales "currently are running close to 70% ahead." Siragusa also said Admiral "will have a new 16-in. portable weighing less than 25 pounds on the market" in March.

Motorola has licensed Caracas-based Casa Ultramar Carlos A. Blohm to assemble & distribute Motorola TVs, radios & phonographs in Venezuela. Motorola will furnish parts & technical assistance to licensee with 70 principal dealers in 15 cities.

Zenith has introduced as 45th anniversary specials for spring promotion 2 console color TVs, 4 b&w consoles, an AM/FM/FM stereo table radio with \$139.95 list. Suggested lists for TVs were not announced.

Consumer buying plans for home instruments & appliances are up over last year, Jan. poll of 17,000 families by Census Bureau showed. Preliminary report indicated that 16.3% of surveyed families plan to buy within 6 months one or more of 8 household items, including TVs, radios, phonos. This compares with Jan.-1962's 15.2%.

FM stereo facilities were incorporated in nearly 46%, or 767,539 of 1,677,385 TV-radio & radio-phono combinations produced in 1962, EIA reported. About 55%, or 162,208 of 298,816 TV-radio combos were capable of receiving new broadcast service, as were some 44%, or 605,331 of 1,380,569 radio-phono combos.

Philco's newest customer for TV-radio line is Gimbel's, Pittsburgh, Consumer Products Div. vp-gen. mgr. Larry H. Hyde reported, adding: "We feel that the presentation of our products in Gimbel's will add an immense amount of prestige to our line."

Emerson Radio will promote new 16-in. portable TVs with spring ad campaign built around weekly insertions for 9 weeks, beginning first week in March, in *Life*, *Look*, *SatEvePost*.

Sylvania will display at March 25-28 IEEE Convention new silicon micropower transistor "believed to be the world's fastest switch."

Blonder-Tongue Labs has introduced new closed-circuit TV camera, Observer-2, with 8-inch viewfinder screen. It's available in 3 models priced from \$4,225 to \$4,995.

## Trade Personals

Dr. Alexander Ellett appointed Zenith special projects vp, a new post, succeeded as research vp by Dr. Robert Adler; Dr. Bertrand Miller named asst. research dir., Erwin M. Roschke asst. dir. & administrative mgr. of research, both new posts.

Ross Siragusa Jr., formerly sales vp of Admiral Sales Corp. which has been dissolved, named Admiral sales vp; Carl Lantz, Sales Corp. pres., becomes Admiral mktg. vp.

Frank B. Rogers Jr. resigns March 9 as Reeves Soundcraft exec. vp, will continue as consultant; John S. Kane appointed vp-gen. mgr. of Magnetic Tape Products Div.

C. Harvey Bradley, a P. R. Mallory dir., elected exec. committee chmn.; Charles A. Barnes, administrative vp, elected a dir. Elections fill vacancies created by Feb. 12 death of Joseph E. Cain in plane crash (Vol. 3:7 p11).

William E. Knox named Westinghouse Electric International chmn., succeeded as pres. by Jose de Cubas.

John J. Scanlon, AT&T planning & revenue vp, also named treas., succeeding L. Chester May who resigns Feb. 28.

Sol Sparer elected pres. & chief exec. officer of Pacotronics Inc., Glendale, N.Y. maker of hi-fi kits & other electronic instruments and test equipment, succeeding Solomon Weingast, who continues as chmn.; Sy Diamond appointed mktg. dir., Victor I. Robinson engineering dir., a new post.

John J. Graham, ITT vp & North American area gen. mgr., and Ted B. Westfall, vp & Latin America area gen. mgr., elected ITT dirs.

Charles C. Ellis, onetime Ford, appointed Philco asst. controller, succeeding T. A. Turner, named Philco Western Development Labs controller.

John A. Henning appointed Allied Radio quality standards mgr., a new post . . . Kenneth L. Freeland, ex-Zenith and General Dynamics, joins Symphonic Electronic as national service mgr., headquartering at Lowell, Mass. . . . Joseph E. Baker appointed Adler Electronics distributor sales mgr., Industrial Products Div.

J. S. Webb, Thompson Ramo Wooldridge vp, named head of electronic components activities, succeeding Warren B. Hayes, resigned . . . Edmond A. Roelof, ex-Eldon Industries mfg. vp, appointed mfg. vp of Pacific Industries' Midland Mfg. Co. Div., a new post.

Donald A. Strauss appointed Beckman Instruments employe relations vp.

F. J. La Manna named pres. of Phillips Electronics & Pharmaceutical Industries' new Industrial Circuits Co. Div.

## Obituary

George Elmer Pingree, 86, retired 1925-1936 pres. of ITT's International Standard Electric Corp., renamed from International Western Electric, died Feb. 16 in Portland, Me. after 2 years of failing health. He joined Western Electric in 1903, served as managing dir. of company's English firm in London from 1909 to 1919, and was vp, dir. & gen. mgr. of International Western Electric when it was purchased by ITT in 1925.

**Distributor Notes:** Emerson Radio appoints 3 new regional managers, all ex-Webcor—Frank Augustin, hq South Bend, Ind.; John Phillips, Houston; Samuel Ball, Kansas City, Mo.



Corporate profits "probably reached a peacetime record" in 1962's final quarter, reported Feb. 20 *Wall St. Journal*, "and in the current 3 months they seem likely to continue close to that rate." Aggregate earnings of 538 companies in Oct.-Dec. period rose 11.3% from 1961's Dec. quarter to \$3.609 billion from \$3.244 billion. Combined earnings of 24 electronics-electrical equipment firms rose 6.6% to \$62.5 million from \$58.7 million. Of these, 13 were specialty companies. Their earnings soared 25.7% to \$11.2 million from \$8.9 million. Other 11 were broad-line companies, and their income gained 3.2% to \$51.3 million from \$49.7 million.

GE billed record sales in 1962 & posted 2nd-highest earnings (see financial table), Chmn. Ralph J. Cordiner reported. Earnings rose to \$265.8 million from 1961's \$242.1 million as sales jumped to \$4.793 billion from \$4.457 billion. He said 1962 earnings failed to duplicate sales' record performance because of continuing squeeze between increasing costs & depressed prices. Cordiner said sales of consumer goods & industrial equipment showed healthy gains, but added: "GE products on the average are now selling at price levels that prevailed in the 1953-55 period, in spite of greatly improved product features & performances."

Mergers & acquisitions: Advance Ross Electronics, Chicago maker of TV components, will be acquired for stock by diversified H. M. Byllesby & Co. if former's stockholders approve at April 24 meeting. Byllesby presently owns 32% of Advance Ross stock, would acquire balance in 1-for-1 exchange for Byllesby common • United Artists will acquire film-producer Mirisch Co. next month for 62,069 shares of Class B common stock • Wometco Enterprises has acquired for stock Shanks Distributing Co., Columbia, S. C., will operate vending & in-plant feeding firm as subsidiary.

Republic Corp.'s earnings in 1963's first fiscal quarter, ended Jan. 26, climbed to approximately \$540,000 from \$414,696 a year earlier as revenues rose to \$11 million from \$10.7 million. Chmn. Vincent A. Carter forecast for total fiscal year, ending next Oct. 2, per-share earnings of "around 80¢ to 85¢" (vs. fiscal-1962's 56¢) & sales of \$45 million (vs. \$43.3 million). Part of profit gain, he said, will stem from firm's leasing agreement with CBS, effective May 1, for Republic's 70-acre North Hollywood Studio. Property lost \$150,000 for Republic last year, will earn some \$90,000 on the lease.

Packard Bell Electronics is negotiating to sell \$5 million in convertible debentures to Electronics International Capital Ltd., Bermuda-based investment firm headed by Charles E. Salik, Feb. 20 *Wall St. Journal* reports, adding: "Packard Bell's long-term debt consists of \$1.6 million in mortgages on land & buildings. Its short-term bank borrowings total \$11 million." Packard Bell dropped plans after market drop last year to offer some \$5 million in convertible debentures publicly (Vol. 2:20 p12).

Loral Electronics has been listed for trading on New York Stock Exchange. Symbol: LOR.

**Officers & Directors** stock transactions as reported to SEC for Dec.:

AB-PT. Simon B. Siegel sold 2,500, held 6,626.  
 Allied Artist. Roger W. Hurlock bought 500, held 36,600.  
 Ampex. Herbert L. Brown bought 1,125, held 4,923. Robert L. Pappas sold 1,000 in Nov., held 39. Robert Sackman bought 5,250 in Nov., held 17,250. Walter Selsted bought 1,500 in Nov., held 5,125.  
 Arvin Industries. Eugene Anderson bought 150, held 743. Eldo Stonecipher bought 300, held 2,950.  
 CTS Corp. Emil Schram sold 160, held 1,090.  
 Clevite. S. J. Begun bought 500, held 8,000. Matthew Fleming Jr. bought 500, held 1,630. O. P. Gokay bought 1,000, held 2,800. William Laffer bought 2,200, held 5,183. C. Carver Pope bought 100, held 400. Wilbur Prescott bought 167, held 1,000.  
 Decca Records. MCA bought 15,100, held 1,322,815.  
 Electro-Voice. Walter Schirmer bought 300 in Jan., held 1,350.  
 Emerson Radio. Louis Abrams sold 2,083, held 46,994.  
 Fairchild Camera & Instrument. John Carter sold 38,000, held 41,676. Edgar Hill sold 3,000, held 1,000.  
 Hoffman Electronics. C. E. Underwood bought 1,000, held 7,100.  
 Lear Siegler. Robert Gollhardt bought 129, held 382.  
 Macfadden-Bartell. David Bartell bought 6,250 in Nov., held 325,907. Gerald Bartell bought 7,358 in Nov., held 326,629. Lee Bartell bought 6,250 in Nov., held 324,611. Melvin Bartell bought 6,250 in Nov., held 118,567.  
 Magnavox. Warren Frebel sold 587, held 3,014. David Martin sold 200, held 3,304. Albert Nelson bought 211 in Nov., held 373. Gerald Ungaro sold 5,000, held 31,621.  
 Metromedia. Marcus Austad bought 200 in Nov., held 9,950.  
 Motorola. Edward R. Taylor sold 300, held 7,300.  
 National Video. A. D. Giacchetti sold 1,000 Class A, held 333.  
 Packard Bell Electronics. Robert S. Bell sold 4,300, held 8,480.  
 Pentron Electronics. R. L. Moxley sold 1,000, held 194,380. Theodore Rossman sold 1,000 in Nov., 1,000 in Dec., held 111,000.  
 RCA. Douglas Lynch bought 2,653, held 2,742. T. A. Smith bought 2,000, held 6,086. W. W. Watts bought 8,701, held 11,866. Robert Werner bought 637, held 4,969.  
 Reeves Bcstg. & Development. Morris Schechter bought 200 in Nov., held 300.  
 Republic Corp. Victor M. Carter bought 5,800, held 55,800.  
 Rollins Bcstg. O. Wayne Rollins bought 100 in Nov. as guardian, held 7,780; sold 1,000 Class B, held 609,400.  
 Terminal-Hudson Electronics. Irwin Hecht sold 1,000 in Nov., held 7,500.  
 Texas Instruments. Jay Rodney Reese bought 500, held 1,905. H. J. Wissemann bought 2,000, held 6,922.  
 Thompson Ramo Wooldridge. James H. Doolittle sold 200 in Nov., 650 in Dec., held 13,281. Dean E. Wooldridge sold 500, held 37,007.  
 Travler Industries. Hubert Larson bought 200 in Nov., held 875.

Warner Bros. Wolfe Cohen sold 5,000, held 10,000. Benj. Kalmenson sold 20,000, held 30,000. Herman Starr sold 27,000, held 7,300. Stephen Trilling sold 15,000, held 18,500.  
 Webcor. Robert Moffat bought 175, held 880. Robert Woodward bought 100 in Nov., sold 100 in Dec., held 405.  
 Zenith. Albert J. Franczak sold 320, held 1,040.

**Reports & Comments:** Magnavox, analysis, Schweickart & Co., 29 Broadway, N.Y. 4 • Avco, analysis, Dreyfus & Co., 50 Broadway, N.Y. 4 • International Resistance & Sprague Electric, analysis, L. F. Rothschild & Co., 120 Broadway, N.Y. • RCA, analysis, Reynolds & Co., 120 Broadway, N.Y. 5 • CBS & Walt Disney Productions, discussions, Bache & Co., 36 Wall St., N.Y. 5 • AT&T and Columbia Pictures, comments, D. H. Blair & Co., 42 Broadway, N.Y. 4 • Fairchild Camera & Instrument, comments, H. Hentz & Co., 72 Wall St., N.Y. 5 • AB-PT, comments, Josephthal & Co., 120 Broadway, N.Y. 5 • Standard Kollsman & Loral Electronics, comments, Edward A. Viner & Co., 26 Broadway, N.Y. 4 • AT&T, comments, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • Wellington Electronics, prospectus, Wellington Electronics, 65 Honeck St., Englewood, N.J. • CBS, analysis, Orvis Brothers, 15 Broad St., N.Y. 5 • GT&E, review, Courts & Co., 11 Marietta St. N.W., Atlanta 1 • Walt Disney & Corning Glass, reports, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • Emerson Electric, prospectus, Blyth, 14 Wall St., N.Y. 5.

TV-Electronics Fund's recovery from 1962's market break has been "particularly sharp" in recent weeks and "is accelerating," reported vp John Hawkinson, who's also pres. of TV Shares Management Corp. He said Chicago-based mutual fund's net assets declined to some \$376 million (\$7.31 a share) at close of first fiscal quarter, Jan. 31, from \$439.8 million (\$8.56) a year earlier. However, assets were up markedly from \$6.07 low following market drop.

Sonic Electronics 27½% Chapter 11 plan (Vol. 3:6 p11) has been approved by creditors' committee, it was reported at hearing before Referee Asa S. Herzog last week. Plan would start 60 days after confirmation, be payable in 48 equal monthly instalments. Hearing was adjourned to March 21. Sonic, N.Y. maker of phonographs & hi-fi equipment, earned \$26,347 from Feb. 1962 through Jan. 31, 1963, company counsel said.

RCA Chmn. David Sarnoff sold 20,000 shares of RCA common in Jan. "to discharge a private indebtedness & to adjust my personal affairs," he noted in report to N.Y. Stock Exchange. Sarnoff still owns 30,745 RCA shares, or "7,288 shares more than I had a year ago," he said.

Closed-circuit TV system for Eastern Air Lines at Logan Airport (Boston) has 4 channels, uses flying-spot scanner to pick up arrival & departure information. The 8- & 27-in. monitors were supplied by Conrac, scanners by TV Utilities Corp., switching equipment by General Communications Div., EMI/US Ltd.

**Common Stock Dividends**

Corporation	Period	Amt.	Payable	Stk. of Record
Consol. Electronics	Q	\$0.25	Apr. 5	Mar. 20
Emerson Radio	Q	.10	Mar. 20	Mar. 6
GE	Q	.50	Apr. 24	Mar. 15
Republic Corp.	Q	.25	Apr. 1	Mar. 15

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Ampex	1963—9 mo. to Jan. 31	\$ 66,789,000	—	\$ 3,163,000	\$0.40	7,812,532
	1962—9 mo. to Jan. 31	58,808,000	—	1,311,000	.17	7,785,707
	1963—qtr. to Jan. 31	23,669,000	—	994,000	.12	7,812,532
	1962—qtr. to Jan. 31	22,328,000	—	819,000	.11	7,785,707
AT&T	1962—year to Dec. 31	8,980,208,000 <sup>1</sup>	—	1,388,175,000 <sup>1</sup>	5.79	239,586,722
	1961—year to Dec. 31	8,414,426,000	—	1,284,586,000	5.52	232,627,389
Barnes Engineering	1962—6 mo. to Dec. 31	4,664,593	—	89,290	.24	372,050
	1961—6 mo. to Dec. 31	3,418,471	—	152,691	.41	372,050
Bendix	1962—qtr. to Dec. 31	209,261,562	\$ 11,264,686	5,156,610	.95	5,423,808
	1961—qtr. to Dec. 31	187,741,209	11,513,376	5,041,782	.94	5,390,926
Canadian Marconi	1962—year to Dec. 31	—	—	1,553,900	.34	4,554,682
	1961—year to Dec. 31	—	—	48,573 <sup>11</sup>	.01	4,554,682
Canadian Westinghouse	1962—year to Dec. 31	—	—	1,230,605	2.01	—
	1961—year to Dec. 31	—	—	(2,607,340)	—	—
Eitel-McCullough	1962—year to Dec. 31 <sup>2</sup>	—	—	750,000	.40	1,842,288
	1961—year to Dec. 31	—	—	486,671	.26	1,842,288
Electronic Associates	1962—year to Dec. 31	21,306,000	—	1,821,000	2.01	907,719
	1961—year to Dec. 31	18,684,000	—	1,112,000	1.20	924,314
Electronics Capital Corp.	1962—6 mo. to Dec. 31	987,452	399,167	13,495	.01	2,449,852
	1961—6 mo. to Dec. 31	877,480	351,198	19,411	.01	2,449,852
Erie Resistor	1962—year to Dec. 31	—	—	1,032,449	1.14	798,806
	1961—year to Dec. 31	—	—	495,050	.49	798,806
Federal Pacific Electric	1962—6 mo. to Dec. 31	47,844,741	1,503,709	726,709	.13 <sup>3</sup>	2,420,991
	1961—6 mo. to Dec. 31	48,507,868	3,311,090	1,954,690 <sup>4</sup>	.60 <sup>3</sup>	2,371,127
	1962—qtr. to Dec. 31	24,001,135	774,271	406,271	.08 <sup>3</sup>	2,420,991
	1961—qtr. to Dec. 31	24,425,994	1,558,809	912,409 <sup>5</sup>	.27 <sup>3</sup>	2,371,127
Gabriel	1962—year to Dec. 31	31,649,503	—	1,032,594	1.40 <sup>3</sup>	735,000
	1961—year to Dec. 31	30,304,892	—	591,049	.82 <sup>3</sup>	678,238
GE Story on p. 10	1962—year to Dec. 31	4,792,732,530 <sup>1</sup>	521,596,376 <sup>6</sup>	265,843,769	2.97	89,453,687
	1961—year to Dec. 31	4,456,815,169	495,094,242 <sup>7</sup>	242,078,957	2.72	88,962,489
	1962—qtr. to Dec. 31 <sup>8</sup>	1,309,579,000	—	86,348,000	—	89,453,687
	1961—qtr. to Dec. 31 <sup>8</sup>	1,316,954,000	—	91,506,000	—	88,962,489
Hewlett-Packard	1962—year to Oct. 31	109,167,354	14,572,486	7,089,343	.62 <sup>9</sup>	10,800,557
	1961—year to Oct. 31	87,266,934	11,946,704	6,037,361	.53 <sup>9</sup>	10,660,698
Industrial Electronic Hardware	1962—9 mo. to Dec. 31	4,592,675	—	68,428	.10	716,307
	1961—9 mo. to Dec. 31	3,482,060	—	101,033	.14	661,199
International Rectifier	1962—6 mo. to Dec. 31	8,769,398	866,603	510,369	.21	2,414,542
	1961—6 mo. to Dec. 31	7,748,801	1,116,353	555,343	.23	2,412,028
Lab for Electronics	1963—9 mo. to Jan. 5	45,547,000	789,000	294,000	.22	1,298,087
	1962—9 mo. to Jan. 5	44,350,000	1,093,000	445,000 <sup>9</sup>	.34 <sup>9</sup>	1,298,087
Lafayette Radio & Electronics	1962—6 mo. to Dec. 31	15,974,879	—	482,092	.45	1,061,675
	1961—6 mo. to Dec. 31	12,131,076	—	338,897	.32	1,061,675
MPO Videotronics	1962—year to Oct. 31	8,231,917	189,631	102,631	.22	468,600
	1961—year to Oct. 31	8,328,662	375,688	210,688	.50	420,000
National Union Electric	1962—year to Dec. 31 <sup>2</sup>	39,488,498	—	1,151,694	.20	5,747,479
	1961—year to Dec. 31	36,517,713	—	962,214	.17	5,747,479
	1962—qtr. to Dec. 31	11,170,559	—	294,073	.05	5,747,479
	1961—qtr. to Dec. 31	10,702,619	—	480,907	.09	5,747,479
Screen Gems	1962—6 mo. to Dec. 29	—	3,262,826	1,655,508 <sup>1</sup>	.65	2,538,400
	1961—6 mo. to Dec. 29	—	2,744,741	1,372,727	.54	2,538,400
Seeburg	1963—qtr. to Jan. 31	12,523,258	472,850	472,850 <sup>1</sup>	.25	1,891,454
	1962—qtr. to Jan. 31	11,728,923	222,530	222,530 <sup>12</sup>	.11	1,964,802
Spencer-Kennedy Labs	1962—6 mo. to Dec. 31	963,177	98,545	68,345	.31	216,965
	1961—6 mo. to Dec. 31	794,801	118,807	72,288	.33	216,965
Texas Instruments	1962—year to Dec. 31	240,692,588 <sup>1</sup>	16,380,830	8,557,200	2.13	3,948,238
	1961—year to Dec. 31	233,223,325	19,892,199	9,446,386	2.36	3,944,575
Transitron Electronic	1962—13 wks. to Dec. 29	6,033,624	—	(297,101) <sup>10</sup>	—	7,503,368
	1961—14 wks. to Dec. 30	7,737,258	—	211,948	.03	7,503,368
Tung-Sol	1962—year to Dec. 31	64,683,240	—	842,139	.68	926,826
	1961—year to Dec. 31	65,946,154	—	1,510,577	1.40	925,858
Western Electric	1962—year to Dec. 31	3,762,000,000	—	135,216,000	—	—
	1961—year to Dec. 31	2,608,000,000	—	122,244,000	—	—

Notes: <sup>1</sup> Record. <sup>2</sup> Preliminary. <sup>3</sup> After preferred dividends. <sup>4</sup> Includes \$563,122 non-recurring income. <sup>5</sup> Includes \$323,722 non-recurring income. <sup>6</sup> Includes GE Credit Corp. net of \$3,666,884. <sup>7</sup> Includes GE Credit

Corp. net of \$9,539,960. <sup>8</sup> Indicated. <sup>9</sup> Before special credit of \$108,000 (9¢ a share). <sup>10</sup> After \$315,000 tax credit. <sup>11</sup> After \$1.3 million loss from TV operations. <sup>12</sup> Before \$150,000 tax credit.