

# WEEKLY **Television Digest**

OCTOBER 1, 1962

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NEW SERIES VOL 2, No. 40

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### **Consumer Electronics**

**PICTURE TUBE PRICES** going up, as manufacturers claim profitless prosperity. Increases announced to customers by National Video, Rauland & RCA; others expected to follow suit later (p. 8).

**GE PLANS 3RD 'SALES & DISPLAY' CITY** this year on basis of excellent results in Salt Lake City & Memphis. Salt Lake sales are ahead of a year-ago & GE's over-all national average (p. 9).

**NEW U.S. COLOR TUBE**, shunned by manufacturers here, being developed in Japan for export to U.S. Two-color phosphors said to produce full spectrum in 'b&w set which can receive color' (p. 9).

**GOOD SALES CONTINUE** into fall. August distributor TV sales 6% above 1961, with cumulative 8-month radio & TV sales up 9% for period. Full-year sales of 6.3 million TVs seen (p. 10).

**PENNEY SETS TV TEST FOR NOV;** first private-brand sets, originally slated for debut this month, will appear in 18 test stores around Nov. 1; name not yet selected but "P" is good bet (p. 10).

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**TEXANS STORM CANON 35 IN ESTES TRIAL:** Brilliant coup, perhaps genuine breakthrough for TV-radio freedom-of-access, came last week in Tyler, Tex. when Judge Otis Dunagan ruled that TV could cover Billie Sol Estes trial.

WFAA-TV did the pickup, carried full proceedings live Sept. 24 & 25 until trial recessed to Oct. 22, fed it to KLTW Tyler. CBS & NBC leased lines, taped full proceedings, excerpted them for newscasts. WFAA-TV did tape-editing for ABC.

Long spadework had been done by the 2 TV stations plus radio outlets in area. Elated broadcasters are now on tenterhooks, however, because Tex. judges meet in Austin Oct. 5 & 6, will discuss adoption of "Canon 35" which bans court broadcasting. Several times in past, judges have rejected ban, left rulings up to individual judges. Judge Dunagan has permitted cameras in before. But if Austin session is adverse, he said he'll comply, bar cameras & mikes when trial resumes.

WFAA-TV said telecasts were "first time such a nationally-publicized trial of criminal charges has been televised." And gen. mgr. Mike Shapiro vowed that he'd carry every minute of trial live, cancelling entire normal schedule—"for days, weeks, as long as it lasts." Court sessions usually run 9-5 daily.

Judge Dunagan said: "Now we have watched television, of course, grow up from its infancy now

until its maturity. But it is a news medium. So I really do not see any justified reason why it shouldn't be permitted to take its proper seat in the family circle. . . . I had the privilege yesterday morning of sitting in my home and viewing a sermon from the First Baptist Church over in Dallas and certainly there wasn't any circus in that church. And I feel that if it's a proper instrument in the House of the Lord it's not out of place in the courtroom properly supervised. . . .

"I can assure you now that this court is not going to be turned into a circus—with TV or without it. . . . Under proper supervision I am unable to see how it would prejudice the defendant for the public to actually look in and get an eye view of what's actually going on. They're going to be reading about it in the newspapers. Going to be hearing about it on radio, and I do not care to discriminate between the news mediums."

Estes' attorneys protested bitterly, said TV would prevent fair trial anywhere in U.S.—"or even the UN." They put TV crew chiefs on stand, quizzed them in effort to show equipment would be distracting. For last week's sessions, WFAA-TV had 15 men on hand, will have many fewer if telecasts resume.

NAB vp Howard Bell, association's "freedom man," said he was greatly pleased by judge's ruling and that NAB was standing by to assist if its help is needed. Industry is concerned lest use of too many cameras, live & film, and excess of microphones, cool judge's enthusiasm. Pooled coverage, including possible construction of booth in courtroom, is under consideration.

**3-NETWORK COLOR—IT ALL LOOKS GOOD:** Last week marked a "first" in network TV history—although TV's historians probably won't mark it down in their books. It was first week in which all 3 networks broadcast color programs.

We had pleasure of monitoring all 3 over N.Y. flagship stations, and we can only report decisively that color is better than ever—because there's more of it. And we can add that despite NBC's lead in color experience, reproduction of color films on ABC & CBS was in no way inferior.

NBC's color, so far this fall season, has been excellent—both live and film. Prime examples are *Disney* and *Bell Telephone Hour*, whose color rendition & beauty would be difficult to beat—particularly last week's versions. Color tape, while it shows up as spectacular at NAB conventions, still leaves something to be desired under broadcast conditions—as witness *Mitch Miller & Tonight* shows, the latter comparison perhaps unjustified since it employs low-light color cameras.

ABC started color programming last week, and we watched 2 shows Sun., Sept. 23—*The Jetsons* and Hollywood movie show. Former, being cartoon, showed nothing except that there was color on tube. Latter, being squeezed-in Vistavision color movie ("The Big Country") was good test under relatively adverse conditions. We found flesh tones warm, scenery spectacular and color rendition exciting. Show was carried in color by ABC-TV's 5 o-&-o's, 43 other affiliates.

CBS sneaked in a color show Mon. Sept. 24 with little advance publicity. That is, it was carried in color by affiliates in N.Y., Chicago, Los Angeles & Washington. It was 60-min. special, "The Road to Button Bay," dealing with Girl Scout jamboree, filmed by Time-Life Broadcasters. Color of film itself was pleasing pastel variety associated with CBS's previous colorcasts of several years ago. General Foods commercials in show were among best we've seen—and no pastels, either. On our set, products stood out sharply, in true colors. We don't know how these commercials looked in monochrome, but in color they were truly arresting.

ABC, incidentally, is going about color seriously & studiously. It has distributed to all film makers & affiliated stations its manual, "Recommended Practices for Color TV Slides & Films," only book of its kind now available—specifying density values & other technical requirements for color TV prints on ABC-TV network.

At week's end, neither ABC nor CBS said it had heard any appreciable viewer reaction to its color.

NBC, meanwhile, swings into "color week" today, broadcasting more than 66 hours of color this week, including World Series games. Newspapers seem to be taking more cognizance of color. N.Y. Sunday papers, *Times* & *Herald Tribune*, both had special articles on color TV Sept. 23, and this week end Trib will have supplement geared to color TV & FM stereo, partially sponsored by Consolidated Edison Co.

**MINOW WARNS ON SATELLITE RESPONSIBILITY:** Private-enterprise TV faces new responsibilities in age of international satellite communications in which "the penalty for irresponsibility will be more serious for the nation than revocation of a station license." So warned FCC Chmn. Newton N. Minow in N.Y. Sept. 27 before capacity crowd (nearly 1,000) membership of International Radio & TV Society.

New ways must be found to work together within U.S. communications industry, Minow said, suggesting that "networks may want to join hands and rotate the carrying of some international events live on one network at a time"—an echo of earlier FCC pleas to avoid competitive scheduling of public-affairs specials. Minow went so far as to say that govt. cooperation in such alliances "is yours for the asking."

New responsibilities for FCC have also been created with fast-developing private-ownership satellite communications program. Key problems for FCC, as cited by Minow: (1) Approval of rates. (2) Competition in equipment procurement. (3) Govt. access to system "in the national interest." (4) Approval of stock & financial transactions. (5) Watchdog role on additions to corporation formed under Communications Satellite Act.

Track record of FCC since last fall was reviewed briefly by Minow, who pointed to a number of "tangible accomplishments": (1) ETV in N.Y. and Los Angeles; with N.Y. station operating, "that job is now half-done." (2) Uhf-equipped receivers will "change the face and voice of TV in the present decade," and uhf will "become a commercial success in the years ahead."

Other FCC gains since last fall include the winding up of 6-year study of network operations, tightening-up on advertising practices in TV (in consultation with FTC), joint-operation TV stations in markets where networks were cramped for outlets, a review of Chicago local TV (after "substantial complaints"), start of a pay-TV experiment in Hartford, a clampdown on "trafficking" in licenses, more on-air controversial programs, FM stereo, and more streamlined practices within FCC, according to Minow.

Minow also chided networks for practice of scheduling much of new crop of children's TV series "at the identical time Saturday afternoons," cracking that it seemed designed for "that minority group of children who have 2 TV sets in their playrooms, or who are bi-focal." Minow, however, found trend to more and better shows for children "heartening."

Comrs. Lee, Hyde, Bartley, Craven & Ford attended. Address was covered extensively by TV, radio, & press, and was fed to overseas shortwave facilities of commercial outlet WRUL.

In post-speech news conference Minow had praise for Eurovision system as a breakthrough in international communications. He pointed out, however, that FCC had no regulatory powers concerning program material bounced internationally from Telstar, since Telstar functioned essentially as a domestic relay and domestic broadcast criteria applied. He stressed that govt. can't "censor" U.S. material sent overseas—to offset criticism prompted by "Meyers memo" (Vol. 2:36 p. 2).

**'ELMAR' — NEW INSTANT-RESEARCH SYSTEM:** There's some quiet excitement along Madison Ave.—among the few who have seen it demonstrated—about potential of new automatic instantaneous system of measuring viewer reactions to TV programs, commercials, pilot films, etc. Strangely, the system is almost accidental byproduct of pay TV.

System goes under code name of "Elmar" (for "Electronic Measurement of Audience Reaction"). It's not a new idea—viewer in his home presses buttons in response to questions—but it has some intriguing variations. And its backers claim real breakthrough is the way end-result is accomplished, making it a low-cost system.

Elmar is brainchild of engineer Ira Kamen, exec. vp of Teleglobe Pay TV System, whose application for pay-TV test in Denver is now pending with FCC. It's byproduct of Teleglobe billing system, which determines which pay-TV loud-speakers are turned on for each program and automatically computes bill, in central office.

For use as research tool, system employs small instrument in viewer's home, plugged into extension telephone outlet but not connected to TV set or radio. Instrument has on-off switch (to measure how many people are home & participating in research) and from 4 to 10 numbered pushbuttons. In response to ques-

tions asked on air (or over special loudspeaker which could be installed as part of home instrument), viewer in home presses buttons to express preference.

Home reactions are recorded on punched paper tape at central office via telephone line, can be read out directly or transferred to IBM cards for sorting & tabulating. IBM cards can be sorted automatically for tabulations according to income, ethnic group or any other classification, since each respondent can be identified.

Researchers and telecasters who have seen device demonstrated see it as potentially useful tool for product research in test markets, qualitative ratings of TV programs, pilot film tests, reactions to commercials, "instant polls" in connection with forum programs, etc.

System works on area basis—that is, each metropolitan area might have its own "test panel" of respondents selected on scientific-sampling basis, and these panels hooked together for nationwide sample, if desired, by long-distance phone line.

Kamen says system is remarkably inexpensive, claiming its cost is less than 25% that of present "instant-rating" systems, which only tell which station viewer is watching, without "qualitative" or pushbutton feature. He gives these potential cost estimates: Home respondent devices, \$10 or less in quantities of 1,000; central-office scanner, to serve up to 10,000 respondents, \$3,500 or less; telephone lines (to each respondent's home), \$6 per month, assuming average distance of home to telephone central office is one mile. "Under these conditions," says Kamen, "the technical costs [would] be up approximately \$10 per month per respondent, including amortization of all equipment within one year."

Teleglobe says it's negotiating with 2 groups interested in becoming licensees to operate Elmar system. (Teleglobe itself, being involved with pay TV, says it prefers not to enter research business.)

Among those who have seen Elmar demonstration is Theodore Granik, veteran TV-radio forum show producer. "The idea fascinated me because of the kind of programs I do," Granik told us last week. He envisioned forum programs in which large viewer panels at home are asked to state their views on subject by pressing buttons, with the answer recorded in few minutes right on the program. He said he felt system had "great potential" in both ad research & program fields.

System undoubtedly will get more intensive evaluation in next few months—from engineering, research & economic standpoints. So far, there seems to be some genuine interest in it.

**MOBILE RADIO STALKS CH. 14 & 15:** Hungry for spectrum lebensraum, 2-way radio manufacturers are about to ask FCC to give them uhf's Ch. 14 & 15. FCC sources say they haven't slightest chance, but, as one attorney put it, "I suppose it will dramatize their needs for space, possibly get them more attention from the Commission." In attempt to sugarcoat plan for telecasters (little chance of that), petition will propose that operating Ch. 14 & 15 stations be left undisturbed and that no mobile transmitters be allowed within 150 miles of them.

EIA's Land Mobile Communications Section (William J. Weisz, Motorola vp, chmn.) is expected to file petition within 10 days. EIA is split on matter, its Consumer Products Div. opposing move—but EIA allows its limbs to tangle with each other in such affairs.

Land mobile radio includes fire, police, taxi, business—host of users—whose authorized transmitters have increased from 86,000 in 1948 to 1.7 million today. They now use parts of 25-50, 152-174, 450-470 mc bands. Last is contiguous with Ch. 14 (470-476 mc).

This isn't first demand for piece of uhf by non-broadcast services, but none has had any luck to date. Still pending at Commission is request of radio astronomers for Ch. 37. FCC has avoided showdown on that by substituting another channel whenever TV application for Ch. 37 came in. But FCC may have to face decision soon. There are several applications for Ch. 37, Paterson, N.J., and substitution may not be possible there, according to Commission sources.

Mobile equipment makers are determined to impress Commission, are expected to seek help of all users, particularly those responsible for public safety.

**CURRENT CAPSULES**

Confirmed by Senate as FCC commissioner last week, E. William Henry will be sworn in Oct. 2, 9 a.m., in Commission meeting room. Supreme Court Justice Byron White will administer oath. All Commission staff was invited, at Henry's request.

In rare contest between educator & commercial applicant, for Ch. 12, Wilmington, Del., FCC Examiner Walther Guenther preferred former. In initial decision, he said WHY Y Inc., which operates non-commercial WHY Y-TV (Ch. 35) Philadelphia, should get nod over Rollins Bcstg. (radio WAMS). WHY Y-TV proposes to keep its uhf if it wins Ch. 12. Guenther's reasoning:

"As to the vital factor of needs, the record establishes that there is a distinctly greater need for the educational-instructional programs proposed by WHY Y than for the additional entertainment programs proposed by Rollins. In so concluding, no judgment is passed on the value of entertainment programs, but where there is a choice to be made as in the instant proceeding the public interest would be better served by a preponderance of programs which educate and instruct, and, as to the latter, likewise entertain."

"Minow Should Watch His Step in the Wasteland" captions article in Oct. *Fortune* by attorneys Harry Kalven Jr. & Maurice Rosenfield. Theme: "Using legal power to police program content is not only unwise but altogether futile." Excerpts: "We agree that the current marketing mechanisms in TV may make it impossible for minority tastes to buy proportionate representation as they can in the publishing industry. . . . If there is anything at all wrong with TV at present, this must be it. . . . One line of attack is for the govt. itself to intervene and to police programming in some way. But this line leads rapidly to a dilemma for the [FCC]. If it polices effectively, through direct specific control of individual programs, the face of current programming would undoubtedly change but at a price in Goebbelsian censorship that no one—least of all the Commission—is willing to pay. If the Commission seeks to avoid the evils of such censorship, the result must be futility. Today . . . the result is futility."

Solution? Pay-TV, they say. "When any minority of consumers is thus free to express a demand by buying its way onto the airwaves or into entertainment-at-home services, there is no problem of program content remaining that warrants govt. concern. Once pay-TV is operative, the TV market should function sufficiently like the book, newspaper, and magazine markets to put its critics to rest. . . . If there is a vast wasteland in TV today, it is because of the current waste of the enormous pay-TV potential."

First Negro on a federal regulatory agency was named to 7-year FTC term last week. He's A. Leon Higginbotham Jr., 34, Philadelphia attorney and pres. of Philadelphia branch of National Assn. for the Advancement of Colored People. A Democrat, he succeeds William Kern, whose term expired Sept. 25. New appointee was born in Trenton, N.J., graduated from Antioch (O.) College in 1949, Yale Law School in 1952.

FCC program-form discussion in special meeting last week reportedly got nowhere—commissioners unable to agree. Comrs. Minow, Ford & Bartley were appointed special committee to work out decision acceptable to majority. Commission is trying to avoid actions based on bare 4-3 majority.

Denver pay-TV test on KTVR is due for FCC consideration this week—approval likely, though some commissioners are said to have questions or objections, nature undisclosed.

Annual outing of Federal Communications Bar Assn.: Oct. 15, Washingtonian Country Club, near Gaithersburg, Md.

Blackmail via broadcast editorials—that's allegation against a station being investigated by FCC.

FCC-industry radio "overpopulation" conference has been tentatively set for Dec. 5-7 at FCC. For NAB, conferees will be George Hatch, KALL Salt Lake City; Carl E. Lee, WKZO Kalamazoo; NAB Pres. Collins & staff. For FCC: Comrs. Minow, Hyde, Craven, Ford, Bartley & staff.

Summary judgment—decision based on papers filed, dispensing with oral presentations—is sought by Justice Dept. in its suit against CBS incentive compensation plan for affiliates. Justice Dept. argued that plan is per se anti-trust violation.

The 1,000th Hartford pay-TV subscriber since start 3 months ago was to be identified last week end, will get Zenith TV set, free decoder installation, 4 General tires, catered party.

**WHDH-TV WINS CH. 5—AGAIN:** The 4-1 FCC vote permitting WHDH-TV Boston to keep Ch. 5 was particularly notable for Chmn. Minow's dissent. It ran 15 pages vs. decision's 6. Comrs. Bartley & Craven didn't participate.

Though Commission let WHDH-TV keep Ch. 5, it gave it short 4-month license—which in similar cases amounted to an invitation to others to apply at renewal time. However, "possession is nine-tenths of the law" still seems to apply to such situations, and WHDH-TV probably has strong hold on facilities.

Situation was another of those "influence" cases uncovered by Rep. Harris (D-Ark.) and his investigative subcommittee. It went to court which ordered FCC to re-examine applicants in light of Harris' disclosures.

Commission concluded that WHDH-TV principal Robert Choate and Massachusetts Bay executive Forrester Clark attempted to influence former Chmn. McConaughy's vote and that Greater Boston's proposed gen. mgr. Michael Henry offered false testimony during hearing.

With all applicants culpable to some degree, FCC said, comparison has to be made on "conventional criteria." So it picked WHDH-TV primarily for quality & length of its broadcast experience; it held that this outweighed "concentration" demerit (WHDH-TV's common ownership with *Herald-Traveler* and radio WHDH).

But Commission said it couldn't give WHDH-TV full 3-year license. First, it said, station has been operating 5 years under various temporary permits without going through renewal process. And, finally: "Even though the inroads made by WHDH upon the rules governing fair and orderly adjudication have been concluded to result in compromise and impairment of comparative standing only, the Commission's concern with these matters extends to the point that it believes that the public interest would be best served" by a 4-month license.

Minow questioned, in great detail, whether any of the applicants should have won. He found Choate's activities much more serious than Henry's. In addition, he believes WHDH-TV represents too powerful a communications media combine in area. However, he said that he's glad new applicants can come in soon—and that he wouldn't give WHDH-TV any preference in next go-round.

Comr. Ford issued concurring statement saying he couldn't agree that Choate was trying to influence McConaughy with 2 luncheon discussions — though the meetings were "an error in judgment." Comr. Cross also issued statement, said he voted with majority primarily to put an end to long litigation. He said he would have preferred to open Ch. 5 to new applicants, allowing WHDH-TV to operate pending new final decision. However, he concluded, the 4-month license does almost same thing.

New application-signing procedure adopted by FCC (Vol. 2:39 p5) has been modified already—after NAB protested. Commission changed it to require, when applicant is a subsidiary, that executive officers of licensee and of ultimate parent (controlling 50% or more of licensee) must sign. Officers of intervening subsidiaries needn't. If top officer is absent, highest officer present signs. If corporation has non-broadcast activities but operates a broadcast division, head of latter division must sign.

## Personals

Herbert J. Siegel, General Artists Corp. chmn., also becomes pres., succeeding Lawrence W. Kanaga, retiring to begin graduate study in biophysics. Kanaga will continue as a dir. & advisor; Josh Meyer promoted to GAC Equity & Motion Picture Div. N.Y. vp, Donald G. Wolff advances to vp, N.Y. Dramatic TV & Motion Picture Dept.

Douglas S. Cramer, ex-Ogilvy, Benson & Mather, appointed ABC-TV program planning dir. . . . Milton Brown named NBC News information services coordinator.

Winston Linam, KSLA-TV Shreveport gen. mgr., elected La. Assn. of Bestrs. pres., succeeding John F. Screen, radio WDSU New Orleans . . . Bob Wright, ex-radio WMRI Marion, Ind. sales mgr., appointed local sales mgr. of WTAF there, due to start Oct. 1 . . . Neal J. Edwards, WMAL-TV Washington sales mgr., promoted to station mgr.

Robert D. Kasmire promoted to NBC corporate information dir., Merrylye S. (Bud) Rukeyser Jr. to NBC Press Dept. program publicity dir., N.Y., is succeeded as Washington news information coordinator by Mal Oettinger Jr., ex-Broadcasting.

Robert D. Swezey, NAB Code Authority dir., receives American Humane Assn. merit award for "establishing procedures to assure compliance with high standards for the care and handling of animals in TV."

Wallace F. Wurz, ex-WTVH Peoria chief engineer, named to similar post with KMBC-TV Kansas City, succeeding Henry Goldenberg . . . Raymond A. Gilvard promoted to WGAN-TV Portland, Me. chief producer-dir. & unit mgr. of new Tele-Gan div. of Gannett Bcstg. Services.

Richard Kline, WFBG-TV-AM-FM Altoona, Pa. chief engineer, appointed div. engineer for special engineering projects at new WFIL Philadelphia studios for 15 months; John Grimme, WFBG supervisor, will be acting chief engineer during period.

## Obituary

David G. Taft, 46, Taft Bcstg. vice chmn., died of heart attack Sept. 27 while vacationing at Biddeford Pool, Me. He was cousin of late Sen. Robert A. Taft Sr., brother of Taft Bcstg. pres. Hulbert Taft Jr., & son of late *Cincinnati Times-Star* pres. & publisher Hulbert Taft Sr. His widow, 2 sons, 4 daughters survive.

FCC Comr. Cross, succeeded by E. William Henry, said his plans "are to go forward with the consulting business." He said he had in August turned down offer of a top job with National Aeronautics & Space Administration. No new NASA offer has been made, he said, but apparently there's still possibility of position there. On Sept. 28, Scripps-Howard gave heavy play to reporter Dickson Preston's story describing Cross's letter to prospective clients, offering to serve as engineering consultant at \$5,000 plus expenses per year for each. Story reported Cross said he checked legality of proposal.

John Harrington, chief of FCC's Complaints & Compliance Div., is due to become asst. gen. counsel for regulation & enforcement—his successor not yet selected.

Clara M. (Tillie) Iehl, chief of FCC's License Div., with FCC & predecessor FRC since 1929, is subject of laudatory feature in Sept. 25 *Washington Star*.

"Piggyback" TV commercials are overwhelmingly disliked by TV stations, according to survey by Station Representatives Assn. SRA queried 509 stations about these multi-product non-integrated commercials, got replies from 46% in markets representing more than 78% of all TV homes. Asked their views on commercials advertising 2 products of different manufacturers, 92% polled expressed disapproval, 8% qualified approval. Even if the 2 products are "logically related and smoothly bridged," 72% are against such commercials, but 28% felt they might be acceptable. Advertising of 2 or more products of one sponsor got nod from 52%, thumbs-down from 28%, "yes and no" answers from 20%. Of 52% who approved, however, 87% specified products would have to be "integrated" to give appearance of one continuous announcement. Just over half—55%—of respondents said present NAB code is too lenient on piggyback & integrated announcements, 43% felt it's fair, 2% considered it too restrictive. Of those who consider code too lenient, 88% stated code has authority to specify that not more than 2 products can be advertised in 60-second or shorter commercial, and that they must be integrated unless audio-video treatment produces appearance of one continuous announcement.

WNBT-AFTRA dispute ended last week when station and union signed contract. No details were available, but it's believed pact calls for 6-month moratorium, with union election 30 days later. If AFTRA loses election, it will retain jurisdiction only over traditionally-covered performing personnel such as announcers & masters-of-ceremonies. Strike actually was broken Sept. 25 when union engineers crossed AFTRA picket lines, followed next day by stagehands. Station went back on air Sept. 26, continued to telecast during negotiations.

Graham, Tex. CATV system has been sold to Texas Video Inc. by Brown Walker, who also is majority stockholder in Roswell, N.M. system. Texas Video, headed by Royal Little, also announced purchase of Palestine, Tex. system from Ray Barnes. Graham system has over 2,000 subscribers, Palestine over 1,400. Charles Williams continues as Graham mgr.; Chic Williams, formerly with Tyler, Tex. system, becomes Palestine mgr. Daniels & Assoc. handled both transactions.

Video Corp. of Ocala (Fla.), CATV system serving 650, with potential of over 4,000, has been purchased from L. J. Duncan & Oscar Lamb by Bcstg. Co. of the South, exec. vp G. Richard Shafto announced. Shafto also heads Trehan Co., holders of CATV franchises in Myrtle Beach, Conway & Georgetown, S.C., latter 2 still under construction. Charles A. Dunbar, Palm Beach, Fla. & Denver, handled Ocala transaction.

FTC ordered Lanolin Plus to stop TV-radio commercials extolling "Rybutol" preparation as panacea for tiredness, loss of well-being, host of other symptoms. Commission confirmed Feb. 2 initial decision by Hearing Examiner Walter K. Bennett which found that in majority of cases, these symptoms are caused by conditions Rybutol can't remedy.

City of N.Y. will get FCC's WUHF. That's definite, now that Board of Estimates has granted funds to buy transmitter and to lease Empire State Bldg. space. Call letters will be changed to WNYC-TV.

Films of first Telstar transatlantic broadcasts July 10-11 have been presented to Library of Congress by CBS News chief Washington correspondent David Schoenbrun.

Liston-Patterson bout was nothing compared to disputes that broke out when closed-circuit TV failed in several theaters. Patrons in movie houses in N.Y., New Jersey & St. Paul, paying up to \$7.50, never saw any of the ½-round fight due to power failure. Robert Rosencrans, the Graff, Reiner & Smith Enterprises closed-circuit booking operations chief, said firm anticipated power failure of 1%. Many customers received refunds next day. Meanwhile, Internal Revenue Service, with speed of a Liston left hook, moved in with liens tying up entire gate & TV take from fight, estimated at from \$3.8 to \$5 million. IRS charged fight promoters with failure to pay past taxes.

First coast-to-coast world series, between N.Y. Yankees and Los Angeles Dodgers or San Francisco Giants will be seen in Canada, Mexico & Hawaii, as well as continental U.S. NBC-TV will televise series over 220 U.S. stations, 188 in color, fly color tapes to Hawaii immediately following each game. Sixty Canada TV outlets will carry series, and Monterey, Mex. region will pick it up via microwave from Weslaco, Tex. B&W kinescopes also will be sent to Alaska and distributed to Armed Forces TV service.

Some 70 countries pay \$55 million yearly to U.S. distributors for American TV shows, Oct. 1 *Newsweek* reports. Article points out that foreign TV pays \$25 to \$1,500 for half-hour program that may have cost \$600,000 to produce. "U.S. TV plays second fiddle to the local product in virtually every country where it appears," *Newsweek* comments, "but it is the loudest second fiddle in the history of show business." Among favorites abroad: *Gunsmoke*, *Perry Mason*, *77 Sunset Strip*, *Ben Casey*.

New large-screen projection unit is offered by Tele-Measurements Corp., 72 N. Mitchell St., Livingston, N.J., headed by veteran broadcaster Jack Poppele. Equipment is made by Tele-Beam Co., Waltham, Mass.; Tele-Measurements has distribution rights. Poppele claims high-contrast advantage for gear, said price is \$2,500, also offers lease arrangement. He said Boston Catholic educators are expected to install equipment in 25% of their 187 schools. System projects up to 12x16 ft.

Institute of Bcstg. Financial Management will hold 2nd annual general meeting Oct. 17-19 at Coach House Motor Inn, Milwaukee. Speeches will include "How Much is Your Station Worth?" by H. W. Cassill, Blackburn & Co., and "Dollars and Decisions in the Broadcasting Industry," by Ariz. State College asst. prof. Robert E. Hill. WCCO-TV Minneapolis-St. Paul asst. treas. Henry W. Dornseif is IBFM pres.

KLOR-TV (Ch. 11) Provo, Utah, becomes an ETV outlet, with FCC's approval of transfer to Brigham Young U. Station had been bankrupt, off air since March 15, 1960, was sold under court order. Purchaser pays \$10,000 for out-of-pocket expenses of predecessor, plus \$140,000 for equipment. FCC also granted new ETV CP, Ch. 14, to San Mateo Junior College Dist., San Mateo, Cal.

New CTV broadcast center in Toronto hq went into operation Sept. 23. Studios are transmitting all network programs except CTV National News, which originates in Ottawa. CTV formerly fed affiliates from CFTO-TV Toronto.

East End Productions has been formed by 3 former CBS-TV executives, Charles R. Fagan, David Moore, and Charles Romine who is pres.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**PICTURE TUBE PRICES GOING UP:** First picture-tube price increases in more than year have been announced—as forecast 3 weeks ago in these pages (Vol. 2:37 p6). With tube makers unanimously claiming they're losing money at today's prices, at least 3 major manufacturers now have started notifying customers of increases of varying amounts and effective at different dates. It's safe prediction that by year's end black-&-white tube prices will have recovered some (but not all) of what they lost in the last year.

Increases in tube prices, and threats of some rises in other electronic components inevitably will have their effect on prices of TV sets—but probably not for some time, possibly not until spring or summer. Virtually every tube maker which has not yet raised prices is studying situation, and they're refusing long-term orders at present price. Here's score on tube price increases to date:

National Video, independent tube maker (unaffiliated with a set manufacturer), seems to have been first to announce increase, telling its customers it will raise prices 6% on all tubes Oct. 8. RCA is understood to have notified customers of price hikes averaging out to about \$1 per tube. Rauland, although withholding public comment, has informed customers of \$1-a-tube increase effective Oct. 1. Sylvania is "considering an increase" and Westinghouse is "studying the price situation."

Prices are real touchy matter in industry as competitive as picture-tube field, which for years has been plagued with over-capacity. Two big recent fatalities—Thomas Electronics & Tung-Sol, both of which have dropped out of OEM picture-tube manufacturing field—are illustrative of shake-out which is going on. These drop-outs, along with curtailments by other manufacturers, (and switchover of some black-&-white capacity to color) might tend to reduce continuous threat of overproduction.

Commentary on picture-tube price situation is found in latest financial statement of National Video, largest independent manufacturer, whose quarter ended Aug. 31 saw profits drop to \$86,690 from \$325,000 one year before (Vol. 2:39 p11).

"We need this increase to stay in business," National Video Pres. Asher Cole told us. "This [6%] isn't the full increase we really need to put us back into healthy condition. Much more than the 6% has been taken away in the past year. A tube which formerly sold for \$24.25 dropped to \$21.25, a \$15.50 tube decreased to \$14—all within a year." (National's 6% increase would bring \$21.25 tube up to \$22.53, the \$14 tube to \$14.84.)

"People in the picture-tube business today are making no money," was typical comment by a tube maker. "Anybody who is doing any development work is in the red. This is not good for the TV set industry, the tube industry, or the country. It is essential that an upward price adjustment be made."

"There's no money in picture tubes today," said an RCA official. "We didn't start this rat-race to lower prices, and we're not leaders in any movement to raise them. We're watching to see what the boys do who depressed the prices in the first place." At week's end, another RCA spokesman, asked about tube prices, replied: "As a result of gradually increasing costs, we anticipate it will be necessary to increase black-&-white picture tube prices in the OEM market on a by-type basis. Since the increases will vary by type, it is meaningless to come up with an average figure." It was understood RCA's customers had already been notified of increase.

In picture-tube industry, there's unanimous view that prices have sunk too low. First bold moves have been made, and readjustment is under way.

**GE PLANS 3RD 'SALES & DISPLAY' CITY:** Enthused by performance of its controversial "sales & display" plan for franchised dealers in Salt Lake City & Memphis (Vol. 2:30 p8), GE is readying move into a 3rd test market, we learned last week. Upcoming market is well guarded secret, will be limit of plan's expansion this year.

"After that we'll digest the facts and make haste slowly," GE told us. "It would be a great mistake to move too quickly. We have never visualized one pat national program. This is a custom plan that has to be modified to serve the characteristics and nature of the given market. As we go forward into new areas you will see major variations of the plan."

Results in Salt Lake City, which has had plan since April, have been very gratifying. Sales there are "very favorable" in comparison with year-ago results & GE's over-all national average. Same upbeat pattern is evident in Memphis, where plan has been operating since August.

"There's been some degree of dealer reluctance," GE told us, "but we were able to obtain complete cooperation & participation by explaining merits of program. I don't think we have a single case of a franchised dealer bolting the traces in either market."

GE pooh-poohs competitive claims that "sales & display" plan destroys dealer initiative & deprives him of traditional responsibilities & decision-making. "A dealer is in business to make money," is GE's answer. "If this plan can't help him make more money than before, then it's no good for him. But if it does make him money, these objections and negative opinions fade away."

Salt Lake experience has demonstrated that "dealers are delighted to free-up capital they formerly invested in service departments, delivery and inventory," GE said. "They're also delighted to be free of inventory & delivery worries, and of concern that products will arrive at customers' homes damaged or in-operative. They're delighted to be free to concentrate on selling and merchandising."

GE concedes plan "may not be answer for all markets," adding: "For a variety of reasons such a plan may be unworkable in some areas. We know that. We know, too, that some markets function so well that there's no need for such a plan. Any program as fundamental as this has to fit into a market, has to be modified to meet special market conditions. That's why we're moving slowly—and carefully."

Westinghouse continues to maintain silence on reports it is polishing for Salt Lake City area a dealer assistance plan that will out-assist GE's program. Westinghouse Appliance Sales' newly appointed (Sept. 1) Salt Lake area district mgr., J. F. (Fil) Ogden, former Whirlpool dealer development mgr., told us "we have absolutely nothing to release at this time."

**NEW U.S. COLOR TUBE — FROM JAPAN:** Relatively low-cost color receiver system, developed in U.S., is now in pilot production in Japan, and will be aimed at U.S. market next year. At least, so says new importing firm, Spica International Corp., owned equally by Japanese manufacturer Sanritsu Denki and importer Benjamin Fishoff.

Set is built around color tube developed in 1955 and patented in U.S., according to Spica engineering consultant Sam Phillips, one of developers of tube. He says tube is 2-gun shadow-mask type using only 2 color phosphors, instead of 3, but is not to be confused with so-called "2-color sets" developed in Japan making use of 2-color vision phenomenon discovered by Polaroid's Edwin Land.

Phosphors in tube are blue & red-orange. Under proper excitation, blue phosphors can be made to glow green, red-orange ones yellow, giving good segment of color spectrum. Phillips also claims unique shadow-mask design & screening process help give tube added brightness at relatively low voltage.

"It's a black-&white set which will receive color," Phillips told us—a b&w set with 4 tubes added for color separation. He said it will be built first in 16- & 17-in. sizes, later in 8-in. as "portable." Deflection will be 90-degrees on first sets, with possibility of attaining 110 degrees later. He hopes first sets imported will sell at \$150-\$160 manufacturer cost, about \$250 list.

Prototypes have been built, he said, and Sanritsu plans limited production at end of first quarter,

with full-scale output in 2nd quarter of next year. Company hopes to sell them in U.S. under Spica brand-name and to private-label them to other U.S. importers of Japanese TV. Tubes use special envelopes made by Asahi Glass Co. in Japan.

Although this system may be cheaper way of achieving color, when last seen in U.S. its color fidelity was inferior to that of existing sets.

We've seen many so-called color systems & new-design color sets & tubes come & go in last decade, and we foresee new wave of them now that color has become profitable industry in U.S. In past, most of them have been false-alarms or have gone back to drawing boards. As new ones come up, we'll continue to report as many details as we can get. And don't worry—there'll be plenty more.

**GOOD SALES CONTINUE AS FALL BEGINS:** There's reason to believe EIA's predictions of 1962 consumer electronic sales weren't over-optimistic. (The manufacturers' organization estimated factory sales of 6.8 million TVs, 12.9 million home radios, 4.3 million phonos.) Distributor-to-dealer sales held up well during summer, and industry sees continuing good business ahead.

Both TV & radio sales at distributor level are about 9% ahead of last year for first 8 months. Phono sales have passed last year's level and can be expected to expand their lead in remainder of year. If TV-radio trend continues in same proportion, distributor-to-dealer sales of TVs could approximate 6.3 million (up from 5.8 million), radios 12.2 million (up from 11.2 million) in 1962.

August sales estimates show another 6% increase in TV sales over same 1961 month—to 497,000 from 466,000—after good 10% rise in July (Vol. 2:38 p10). Radio sales for August were estimated down about 4% to 859,000 from 897,000 in Aug. 1961. After 22% statistical increase in July over last year, dip isn't considered significant.

Interesting analysis of product-mix trends is to be found in recent "Christmas issues" of Electrical Merchandising Week, incidentally. That publication points out that color TV this year "will be bigger than the [TV-phono] combination business," accounting for 5% of market (vs. about 4% for combos).

Tallying first-half 1962 TV mix, EM Week finds portables accounted for 52% of market (vs. 47% in first-half 1961), table models 11% (vs. 13%), consoles 33% (vs. 37%), combos 3.8% (vs. 3.5%).

In radio, table models were 24.3% of total (vs. 26.3% last year), clock radios 26.3% (vs. 23.6%), portables 49.4% (vs. 50.1%). In phono consoles, radio combinations took big climb to 67.8% (from 56.1%), while, conversely, phono-only sets dropped to 32.2% (from 43.9%). In portable phono field, mono sales increased to 39.1% of market (from 35%).

**PENNEY SETS TV TEST FOR NOV.:** Debut of J. C. Penney's private-label TVs (Vol. 2:34 p7) in 18 test stores throughout country has been delayed until around Nov. 1. Initial sales had been expected to start this month. Delay has no significance, spokesman told us, noting that October target date never was absolute, and kickoff will come when all details are completed.

Arrangements for installation & servicing of TV sets are now being made with "top companies" in each of the 18 market areas. Looking ahead, however, Penney chain is contemplating its own service operation. "In the long run we would want to have our own servicing organization," one executive told us, pointing out that Penney already sells radios & hi-fi sets, will introduce white goods in spring (Vol. 2:30 p8). "The big companies in this industry," he added, "install & service what they sell." He indicated that Penney may experiment with TV installation & servicing at several of 18 pilot stores.

Penney has not settled on private-label name, but it's a fair bet that first TV sets will be simply branded with letter "P" & distinctive symbol. This is one of choice candidates. Contrary to trade reports, spokesman told us, naming of TV line was not subject of employe contest. Company will name TV line. Contest, now over, was held recently to have employes select private-label name for upcoming white goods line. Judges are still mulling over several prime entries.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Sept. 21 (38th week of 1962):

	Sept. 15-21	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	154,643	154,126	141,662	4,709,978	4,243,554
Total radio	469,943	420,917	411,264	13,274,777	11,547,357
auto radio	208,827	153,489	96,977	4,717,055	3,616,876

**Trade Personals**

**James J. Shallow**, former vp-gen. mgr. of defunct CBS Phonograph Dept., appointed mktg. coordinator of Magnavox Consumer Products Div., with hq in Fort Wayne, Ind.

**Gibson B. Kennedy**, recently resigned merchandising mgr. of Philco's consumer products div. (Vol. 2:38 p11), finds time to serve United Fund as a district director while exploring new job opportunities. He's discussing posts with several companies, he told us, but has made no commitments.

**Valentine Hechler** named Webcor Recorder Div. vp-gen. mgr., a new post . . . **Myron C. Pogue**, ex-Philco, joins Ampex as mktg. research mgr.

**Robert Y. Nevius**, formerly with National Telephone Cooperative Assn., joins EIA as industrial electronics div. staff dir., succeeding **Donald H. Stover** who will devote full time to managing industrial relations dept.; **William T. Ellis**, onetime newspaperman & former govt. official, appointed international dept. mgr., succeeding **Tyler Nourse**, named full-time staff dir. of parts div.; **Thomas H. Creighton III**, ex-Structural Clay Products Institute, named parts div. staff asst., a new post.

**John F. Whitcomb** named a corporate vp of Minnesota Mining & Mfg., succeeded as gen. mgr. by **Donald R. Guthrie**. . . **W. W. Roodhouse**, Collins Radio vp, elected a dir.; **John M. Boyle** appointed vp-gen. mgr. of Communication & Data Systems Div.

**Eugene W. Swenarton** named military mktg. sales engineer, Allen B. Du Mont Labs' Electronic Tube Div.

**William L. Maxson Jr.** elected Maxson Electronics pres., succeeding **Joseph A. Frabutt**, resigned.

**Lloyd L. Kelly** elected exec. vp of General Precision's Link div.; **John M. Hunt** named senior vp & technical dir.

**Alexander M. Mood** appointed C-E-I-R corporate staff vp for technical services, a new post.

**Tucker T. Madawick**, RCA Sales Corp., industrial design mgr., elected exec. vp of Industrial Designers Institute.

**Robert L. Bieser** elected vp of Cenco Instruments' Central Scientific Co. div. . . **Rodney W. Clukey**, Sylvania semiconductor div. advanced development engineer, awarded patent for automatic testing & sorting apparatus for semiconductor devices.

**Obituary**

**William P. Langworthy**, 77, founder & pres. of Magnetic Metals Co., Camden, N.J., maker of transformers & other devices, died of heart attack Sept. 22 while vacationing in Whitefield, N.H.

Newly introduced **Andrea** color sets (Vol. 2:36 p11) are priced at \$895 & \$995.

Pilot science program conceived by RCA Chmn. **David Sarnoff** to stimulate student interest in scientific careers will be tested during current school year at 4 selected junior & senior high schools in Brooklyn. More than 50 lectures on scientific subjects will be presented in classroom & after-school seminars by RCA scientists & engineers. In launching program Sept. 27, Gen. Sarnoff said: "Out of a lifetime of collaboration with scientists, I developed the deep conviction that if our young people in high schools could share my experience, they might also be influenced in the selection of their life's work. I became convinced that student contact with scientists would stimulate intellectual curiosity and encourage the pursuit of further scientific knowledge."

"European electronics stocks look mighty interesting to us," noted Electronics International Capital Ltd. exec. vp **Richard T. Silberman** in Sept. 24 *N.Y. Times*. "The electronics industry over there is just about at the point where we were 10 years ago, so this really gives us a 2nd chance to profit from experience." EICL, Bermuda-based international banking institution, concentrates its investments in foreign electronics companies. He said TV potential in Europe is great, noted that saturation there is only about 25-35% vs. 60-75% in Great Britain. West Germany is about 50% saturated. "We are also very much interested in the potential in France & Italy," Silberman said, adding, "possibly later something will open in the electronics field in Spain, too."

**New drop-ins:** (1) Magnavox introduces 19-in. portable at new low of \$149.95, similar to its \$159.95 set but without handle. (2) Emerson adds two 23-in. table models, one at new low of \$169.95 (competing with Motorola set at same price), the other open list. Also introduced by Emerson: Color set in hardwood cabinet (traditional or modern) at \$750, and 7 phonos. Latter include portable radio-phono, hi-fi mono portable & \$99.95 drop-down stereo unit. (3) Western Auto cuts prices on 4 Truetone TVs for fall TV promotion—19-in. portables at \$128.88 & \$158.88, 23-in. sets at \$168.88 & \$198.88. Price reductions are \$20 & \$30.

Color set sales to employees via 80-week payroll deductions, with no down payment, are being offered by N.Y. utility Consolidated Edison. Company pays full price for set on delivery, under arrangement with manufacturers & distributors. Participating in plan are distributors for Admiral, Emerson, GE, RCA & Philco. Dealers are compensated according to "pool" formula established by each distributor.

Canadian TV sales by distributors rose to 204,078 units in 1962's first 7 months—42% ahead of 1961's Jan.-July total of 143,282. EIA of Canada also reported 12% gain in radio sales—to 260,549 from 232,999. Stereo sales improved 20% to 40,051 from 33,271 in Jan.-July 1961.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1962—year to July 31	\$ 51,963,444	—	\$ 1,186,698	\$1.10	1,065,098
	1961—year to July 31	40,504,283	—	986,049	.91	1,019,739
Avco	1962—9 mo. to Aug. 31	288,908,388	\$ 25,893,933	12,390,933 <sup>1</sup>	1.14	10,885,903
	1961—9 mo. to Aug. 31	233,558,320	17,632,648	8,797,648	.85	10,402,071
Bell Electronic	1962—year to June 30	6,633,223	—	183,855	.38	478,360
	1961—year to June 30	5,393,423	—	312,227	.65	478,360
Espey Mfg. & Electronics	1962—year to June 30	5,136,631	—	192,205	.71	270,721
	1961—year to June 30	5,139,089	—	189,495	.70	270,721
Loral Electronics	1962—qtr. to June 30	9,895,000	630,000	322,000	.15	2,205,397
	1961—qtr. to June 30	9,606,000	741,000	350,000	.20	1,766,512
Outlet Co. (WJAR, Providence)	1962—year to July 28	19,353,693	2,091,398	990,827	1.99	497,100
	1961—year to July 28	18,450,928	1,669,511	801,311	1.61	497,100
	1962—6 mo. to July 28	8,142,373	702,012	336,347	.68	497,100
	1961—6 mo. to July 28	8,118,119	633,841	304,341	.61	497,100
Schlumberger (Daystrom)	1962—6 mo. to June 30	127,131,000 <sup>1</sup>	17,843,000	9,748,000 <sup>1</sup>	1.83	5,333,587
	1961—6 mo. to June 30	113,728,000	15,478,000	7,985,000	1.50	5,331,587
Universal Controls	1962—qtr. to June 30	9,792,968	2,179,360	1,060,083	.10	10,979,378
	1961—qtr. to June 30	9,695,890	2,161,963	1,030,797	.09	10,979,378
Wometco Enterprises	1962—12 wks. to Sep. 8	4,184,841	—	400,834	.36	1,006,757
	1961—12 wks. to Sep. 8	3,797,053	—	297,462	.27	896,980

Notes: <sup>1</sup> Record.

### Officers & Directors stock transactions as reported to SEC for July:

Allied Artists. Samuel Broidy held 74,506, bought 500 in trust in June, held 500. Roger W. Hurlock bought 500, held 33,600.

American Bosch Arma. William P. Smith bought 500 in June, held 2,419.

Ampex. Charles P. Ginsberg sold 500 in June, held 2,515. John Jipp sold 3,000 in June, held 1,500.

Amphenol-Borg Electronics. John L. Woods sold 550, held 2,000.

Avco. Martin W. Clement bought 150, held 1,500. James R. Kerr bought 5,000, held 14,834. John Mihalic Jr. bought 1,000, held 3,766. Kendrick R. Wilson Jr. sold 2,500, held 14,800.

Columbia Pictures. Irving Briskin sold 200 in May, held 8,737.

Desilu. Dixon Q. Dern bought 100 in June, held 100.

General Bronze. S. S. Baron bought 200, held 200.

GE. L. Berkley Davis bought 326, held 382.

General Instrument. Herman Fialkov sold 1,000 in June, held 17,950.

Hewlett-Packard. Robert M. Brown bought 300 in June, held 1,050.

Hoffman Electronics. H. S. Hazeltine bought 100 in June, held 120.

MPO Videotronics. Gerald Hirschfeld sold 4,889, held 49,714. Arnold Kaiser sold 4,889, held 49,714. Gerald Kleppel sold 2,444, held 24,856. Judd L. Pollock sold 4,889, held 49,584. Marvin Rothenberg sold 4,889, held 49,714.

Magnavox. David W. Martin sold 100, held 3,504. George F. Smith bought 1,500, held 1,626.

P. R. Mallory. Leon Robbin sold 400, held 1,310.

MovieLab. Herbert S. Camitta bought 200, held 200.

Pentron Electronics. R. L. Moxley sold 900 in June, 100 in July, held 200,050.

RCA. Charles R. Denny sold 872, held 4,668.

Rollins Bestg. O. Wayne Rollins bought 200 as guardian, held 7,680.

Stanley Warner. Charles F. McKhann sold 200 in June, held 300.

Telectro Industries. Harry Sussman sold 100 in June, held 175,450.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 500, held 36,143.

TrAVler. Joe Friedman bought 200 warrants for common, held 6,400.

20th Century-Fox. Robert Lehman bought 7,500, held 15,823.

Warner Bros. Benj. Kalmenson sold 1,200, held 58,800. Herman Starr sold 2,000, held 19,000. Jack L. Warner bought 1,000, held 1,134,260.

Zenith. Donald MacGregor bought 2,700, held 8,850.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Schlumberger Ltd.	Q	\$0.15	Dec. 1	Nov. 15
Terminal-Hudson	Q	.06	Oct. 26	Oct. 4
Transcontinent TV	—	.12½	Nov. 15	Oct. 31

### New Address for Our N.Y. Office

Our N.Y. office (Managing Editor David Lachenbruch and Contributing Editor Charles Sinclair) has moved to 580 Fifth Ave., N.Y. 36 (Suite 403). The new telephone number is CIRCLE 6-2215.

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# WEEKLY **Television Digest**

OCTOBER 8, 1962

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NEW SERIES VOL. 2, No. 41

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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

**HENRY ABOARD—CRAVEN-COX SPECULATION** sprouts anew. FCC Comr. Craven expected to get big space job by Jan., succeeded by Cox. Top staff slots likely to stay open until then (p. 1).

**HOPES FOR DENVER PAY TV IN 6 MONTHS** voiced by Bartell after FCC approval. Theaters aim to block test through appeals to FCC, Courts, Colo. utilities agency (p. 2).

**SATELLITE SYSTEM INCORPORATORS NAMED:** names of 13 sent to Senate, rapid approval expected. Telstar scores again (p. 2).

**ATTACK ON CH. 14 & 15—NO BLOCKBUSTER**—merely 3 pages filled with FCC by Land Mobile group of EIA. FCC not expected to take proposal seriously (p. 3).

**NEW RELIGIOUS-SHOW FORMULA** being tested by Westinghouse Bcstg. Co. in syndicated series. Policy-in-nutshell: Make every show with broadest possible appeal to avoid frictions (p. 4).

### Consumer Electronics

**ANOTHER TUBE MAKER** raises prices; Westinghouse tells customers of increases averaging 6-7%. Raises now set by firms accounting for 50% of OEM market (p. 7).

**SET MAKERS OOZE 4TH QUARTER CONFIDENCE:** Buoyed by strong 3rd-quarter & 9-month sales, TV-radio manufacturers move into 1962's final turn confidently expecting banner year (p. 7).

**HI-FI COMPONENTS** being 'humanized,' with more furniture, more 'packages.' Trends at N.Y. Hi-Fi Show indicate reliance on FM stereo for sales increase, more high-priced units, gradual transistorization (p. 8).

**JAPAN'S TINYVISION DRIVE** begins in U.S. as Sony opens sales on 5-in. 8-lb. TV at \$129.95, claiming goal of 20,000 a month. Uncharted market seen bucking all past U.S. trends (p. 9).

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**HENRY ABOARD, CRAVEN-COX SPECULATION:** New FCC Comr. E. William Henry stepped in quickly after swearing in Oct. 2, participating in Commission meeting next day—asking questions which showed he'd studied agenda. Day thereafter, he joined group of commissioners' legal assistants in trip to AT&T's Telstar station at Andover, Me. He has retained predecessor Comr. Cross' staff.

At swearing-in ceremony, after Supreme Court Justice Byron White administered oath, Henry spoke briefly, noting: (1) He's happy to learn about good spirit of give & take among commissioners, that disagreements don't produce "cross words" or "personal ill will." (2) He's surprised to see depth of trade press coverage—including his clothing and hobbies. (3) High quality of FCC staff. (4) "I'm glad to be a bureaucrat and it's unfortunate that the word 'bureaucrat' has fallen into disrepute."

Speculation will now concentrate on Comr. Craven. His term expires next June 30, but he reaches mandatory retirement age of 70 in January. Though lawyers disagree on interpretation of law—whether Craven would need presidential waiver to remain beyond January, we're told that top Administration officials believe waiver is needed. At any rate, dominant current belief is that he will be offered and will accept prominent govt. position in space communications, before January, and that Broadcast Bureau Chief Kenneth Cox will succeed him.

Possible elevation of Cox raises questions about some top FCC staff jobs. Best bet is that Commission won't move on them until Craven-Cox issue is settled. Other major slots open: chiefs of Opinions & Review, Renewals & Transfers, Complaints & Compliance (John Harrington going to General Counsel's office), Secretary.

**HOPES FOR DENVER PAY TV IN 6 MONTHS:** Start of pay-TV experiment over KTVR Denver within 6 months, with at least 2,000 subscribers, is hope of toll proponents, now that FCC has given test go-ahead (Comr. Bartley dissenting).

Theater groups will exhaust all avenues to block test, as they've done for RKO-Zenith Hartford experiment. Movie exhibitors are likely to work 3 avenues—ask FCC to reconsider decision then conduct a hearing, appeal to courts, protest to Colo. public utilities regulators that phone company's tariff doesn't permit pay-TV service.

The simple Teleglobe system will be used. Picture is sent by station, straight, unscrambled, no sound. Sound is sent over telephone wire to home speaker separate from TV receiver. No connection is made to TV set. Theory is that set owner will pay to get audio. Of course, for such things as World Series and boxing, radio would have to be blacked out in area, because viewers could get all the sound they want that way—if indeed they need sound.

Subscriber will pay \$10 for initial connection (to be refunded if test lasts less than a year) and minimum monthly charge not more than \$3.25. For programs, prices will run 25¢ to \$3.50.

KTVR is owned by Elroy McCaw's Gotham Bcstg., and sale for \$2 million to CATV broker Bill Daniels is pending (Vol. 2:6 p5). Pay-TV franchise holder is Teleglobe-Denver Corp., 2/3 owned by radio broadcaster Macfadden-Bartell Corp. which is paying \$350,000 for 600 shares, 1/3 by patent holder Teleglobe Pay-TV System Inc. (Sol Sagall) which holds 300 shares. Pres. is Gerald A. Bartell who, after FCC announced approval, said this about programming: "To the fullest extent that such programs are available on a practical basis, we plan to offer the best of legitimate theater, musical shows, opera, ballet, concerts by renowned orchestras & first-run movies"—etc.

From Hartford came word from RKO-Zenith that some 50 N.Y. & Boston pro basketball & hockey games plus some Yale football games including Oct. 20 Yale-Cornell contest, had been locked up for pay telecasts in Hartford. Heretofore, the only non-movie fare carried were Bolshoi ballet, Kingston Trio, Patterson-Liston fight.

In Toronto, Telemeter, which runs wired pay system, has bought Eidophor big-screen projector from Theater Network TV, installed it in a theater, carried Patterson-Liston fight, will get other events—supplementing its toll-TV take.

**SATELLITE SYSTEM INCORPORATORS NAMED:** The organizing group to launch nation's futuristic communications satellite corporation (Vol. 2:36 p4 et seq.) was named by President last week. Both Senate Commerce & Space committees received names; prompt confirmation was expected.

The 13 nominees, officially "incorporators of the Communications Satellite Corp.": John T. Connor, pres., Merck & Co., N.J.; George J. Feldman, vp, Mastan Co., N.Y.; Beardsley Graham, pres., Spindletop Research, Lexington, Ky.; Philip L. Graham, publisher, *Washington Post*; Sam Harris, N.Y. attorney; Edgar F. Kaiser, pres., Kaiser Industries, Lafayette, Cal.; David M. Kennedy, chmn., Continental Illinois National Bank & Trust Co., Chicago; George L. Killion, pres., American Steamship Lines, San Francisco, & MGM chmn.; A. Byrne Litschgi, Tampa, attorney; Leonard H. Marks, Washington, attorney; Bruce G. Sundlun, Washington, attorney; Sidney J. Weinberg, Goldman, Sachs & Co., N.Y. partner, and dir. of several corporations, including GE & Ford; Leonard Woodcock, vp, United Auto Workers.

Broadcasting is represented in some form by Kaiser, Graham, Killion & Marks—possibly others.

New group will be incorporated in Washington, act as board of directors until regular 15-man board is named by stockholders & President Kennedy. Task of incorporators—drafting of articles of incorporation, determining scope and form of satellite firm, setting of stock prices, etc.—probably will take year minimum. Incorporators won't be paid by govt. but could vote themselves salaries while engaged in setting up corporation.

Meanwhile Telstar did it again last week—flashing tapes of Comdr. Schirra's orbital shot to Europe 40 minutes after Oct. 3 launching. TV viewers in England, France, West Germany, Italy, Yugoslavia & Swit-

zerland received good overall reception, although blurred at times. CBS fed 8 min. of launch to London, got 8 min. of London reaction back to U.S. Because of sync problems, high-persistence-phosphor monitor was used to display Britain-to-U.S. picture, and camera picked up picture from the tube.

U.S. networks gave comprehensive coverage to Schirra shot, NBC-TV having special problem because of National League playoff game. Network attacked this by using "traveling" news sign superimposed on screen, which flashed continuous news of space shot throughout game.

**ATTACK ON CH. 14 & 15—NO BLOCKBUSTER:** Assault on TV's Ch. 14 & 15, by EIA's Land Mobile Communications Section (Vol. 2:40 p4), is scarcely massive. Its petition to FCC runs 3 pages. However, the mobile people do hope to impress FCC with their needs—and all major-user organizations have been invited to confer in Washington Oct. 18.

Mobile services need more space, may double number of transmitters within 5 years, according to petition. NAB and Ch. 14 & 15 stations and CP-holders can be expected to oppose petition. As for EIA's Consumer Products Div., it's unlikely to bother unless FCC gets serious enough to issue the proposal in a rule-making proceeding—which is improbable. Here's what petition has to say about Ch. 14 & 15 stations:

"A change as proposed here would involve a minimum of shifting. Because adequate time for moving to a new channel must be allowed the TV broadcaster, it is imperative that proper rule-making be accomplished now. It is also timely that this issue be determined now so that 'all channel' TV receivers which will be on the market in the next few years may be properly designed so as not to include these channels. It is proposed that in the interim period before the frequency shift of the existing users, the use of Ch. 14 & 15 by the Land Mobile Radio Services be allowed in those areas which do not contain such a TV broadcasting station. No mobile systems would be permitted to operate within a reasonable distance of any existing Ch. 14 or 15 TV transmitter, based on sound engineering practice, thereby affording the existing TV viewers necessary interference protection."

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## **CURRENT CAPSULES**

FCC received \$14,486,000 appropriation for fiscal 1963 last week when President Kennedy signed independent agencies appropriations bill. Figure was compromise between \$14,617,000 requested by agency and \$14,355,000 recommended by House. Commission got \$12,525,000 last year. Most of increase was for computer system. FTC, which originally asked \$11,845,000 for upcoming fiscal year, ended up with \$11,282,500 compared with last year's \$10,345,000. USIA's request for \$125 million came out of conference late Friday pared to \$120.5 million. Health, Education & Welfare Dept., seeking \$4.75 million to start its aid-to-ETV program, got only \$2 million from House; Senate hadn't yet acted at week's end. Telecommunications Office's bid for \$118,000 also still hadn't cleared upper house.

Hemorrhoids troubled broadcasters again last week—this time in radio. In 1959, more than 20 telecasters lost NAB Code status for refusing to drop "Preparation H" commercials. Now, 4 radio stations face same treatment for same ailment. NAB announced that final action on Code Board recommendations for expulsion will come at NAB Radio Board meeting in Phoenix Jan. 16. In addition, NAB said its "get tough" policy calls for more monitoring and more administrative staff.

There were 34 radio stations carrying offending commercials; 21 dropped them; 9 resigned from Code membership; 4 were left to be expelled. None was identified. Original TV showdown over the commercials marked notable stiffening of Code spine under Chmn. Donald McGannon, Westinghouse (Vol. 15:25 p3).

New FM allocations proposal, in highly detailed presentation, has been offered to FCC by Washington engineers Kear & Kennedy. Firm argues that FCC's goals of more & better coverage won't be reached by Commission's proposals. Among other things, K&K suggests closer spacing, allowing existing stations in some areas to have maximum power & height (precluded by FCC plan), permitting both Class B & C stations in Zone II. Those seriously interested may obtain copy from firm, 1302 18th St., N.W., Washington 6; supply limited.

Old New England ran for its muskets to defend its virtue after NBC's David Brinkley charged widespread "irregularities" and dishonesty in highway projects in Vt., N.H. and Maine, in his Oct. 1 *David Brinkley's Journal*. N.H. Gov. Wesley Powell declared heatedly that show's allegations about his state contained not "an iota of truth," and demanded equal time on NBC to reply. Officials in Vt. and Maine also reared up. Replying to protests, Brinkley said entire program is supported by official records and every fact can be proved. Late Friday, he had nothing to add except that "99% of the comments we've received were favorable."

**FORMULA FOR RELIGIOUS TIME:** A new approach to old problem of dividing up TV airtime among major religious groups without causing frictions on "equal time" is quietly being tried by Westinghouse Bcstg. Co.

In past, networks have generally used formula of making religious airtime roughly equal to percentage of adherents to a particular denomination, and aiming their religious shows (apart from sponsored religious packages) squarely at particular segment. WBC's tack is based on broad appeal for all such shows, and to play the "equal time" matter by ear.

Latest example of WBC thinking is *Legacy of Light*, 10-episode, 30-min. taped series produced in association with Union of American Hebrew Congregations. It makes little or no attempt to be "Jewish" TV. Instead, it borrows (with lower budgets but with possibly better taste) from Cecil B. DeMille's book of dramatic tricks by relating series of dramas and other works ("Faust," "Everyman," "Anna Karenina," etc.) to Biblical Ten Commandments. Series will be offered in syndication.

WBC's philosophy concerning show is that "the program content appeals to all religions which have the Ten Commandments as a beacon precept, and to all Western cultures which have the literary heritage from which the books and plays have been selected." Host of program is Rabbi Maurice N. Eisendrath, pres. of UAHF, but there's no attempt to proselytize in religious vein.

Previously, WBC has used a similar approach to Catholicism with the syndicated *Face of the World* series, 13 half-hour shows done in conjunction with Jesuit Mission, which are much more TV travelogue series than religious show. Protestant faiths are represented in "Man and His Problems," another low-pressure series done in conjunction with Protestant Council of Churches. A WBC official told us last week: "We've found, in practice, that the wider the entertainment and cultural appeal a religious show has, the less likely it is to arouse any inter-faith TV jealousies."

Network TV gross time billings rose 16% in August to \$64,274,198, compared with \$55,385,728 in the same 1961 month, TvB reports. Billings for first 8 months of 1962 were \$516,443,077, up 12.7% from year ago's \$458,068,236. CBS-TV billings totaled \$200,402,561 for the period, up 17.6%; NBC-TV, \$183,566,316, an increase of 11.8%; ABC-TV, \$132,474,200, up 7.3%. Jan.-Aug., 1962 nighttime network billings were \$356,696,436, up 10.4% from a year ago; daytime rose 18.3% to \$159,746,641.

Keep TV out of Congress, Rep. Celler (D-N.Y.) urged in letter in Sept. 30 *N.Y. Herald Tribune*. Celler is chmn. of House Judiciary Committee, plans to hold hearings on newspaper ownership of TV stations (Vol. 2:3 p4). In letter, he disputed views expressed by CBS News Pres. Richard Salant that congressional committee hearings should be televised. Hearings are held to inform legislature, not entertain public, Celler stated, and TV cameras would be unfair to witnesses and incentive toward grandstanding by committee members. Declaring "government business is not show business," he said he would continue to support the ban on TV instituted by late Speaker Rayburn.

Broadcasters Promotion Assn. new slate of suggested officers & directors for membership approval at annual convention in Dallas Oct. 29: Dan Bellus, Transcontinent TV Corp., pres.; Clark Grant, WOOD-TV Grand Rapids, first vp; Caley Augustine, WIIC Pittsburgh, 2nd vp. Nominated to board: Clayton Kaufman, radio WCCO Minneapolis; John J. Kelly, Storer Bcstg.; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, radio WIND Chicago; George Rodman, KGO-TV San Francisco; Art Garland, WRGB Schenectady.

"Wild invasion of Georgia" by new CATV system near Fitzgerald has just taken place, according to Raymond Carow, WALB-TV Albany, who will moderate CATV seminar in Atlanta Oct. 16. Under aegis of Ga. Assn. of Bcstrs., seminar will have panel including: FCC Broadcast Bureau Chief Kenneth Cox; NCTA Pres. William Dalton; NAB vp Hollis Seavey; Washington attorney Russell Eagan; WIS-TV Columbia vp Charles Batson, Rust Craft Bcstg. vp Fred Weber.

Public service announcements for non-profit groups may continue to be carried as "sustaining," even though the groups make contributions to a trade assn. of which station is a member, FCC advised Southern Cal. Bcstrs. Assn. last week. Commission stated that although rules "would appear" to require such airtime to be identified as sponsored, public interest is served by waiving requirement. Comr. Ford dissented.

"Local notice" rules of FCC—requiring stations to publish & broadcast fact they've filed applications or are designated for hearings—were amended in several respects. Among them: TV station must have camera on announcer giving notice orally. FCC said "flashing a printed notice on the TV screen" won't do.

New composite week for program log analyses is specified by FCC, superseding recent list which it now finds "atypical" (Vol. 2:38 p5). New dates: Aug. 5, 1962; Sept. 25, 1961; Jan. 23, 1962; Nov. 15, 1961; April 26, 1962; May 11, 1962; Feb. 24, 1962.

Appointment to FTC of A. Leon Higginbotham Jr. (Vol. 2:40 p5) was confirmed by Senate Oct. 5.

## Personals

John T. Murphy elected Crosley Bestg. exec. vp. . . . Ilya Lopert, Eric Pleskow & Alfred Katz named United Artists Corp. vps, N.Y.

Jack Michael, WREC-TV & WREC Memphis program dir., elected Tenn. Assn. of Bestrs. pres. . . . E. Berry Smith, ex-WFRV-TV Green Bay, Wis. vp & gen. mgr., named Marine Capital Corp. management div. media section head . . . Paul K. Taff promoted to NET asst. programming dir., will continue as exec. producer of children's programming.

James Parks promoted to KRCA Los Angeles station mgr. . . . Thomas E. Paro promoted to WRC-TV Washington station mgr.

Charles Kelly, WCKT Miami station mgr., elected vp of parent Biscayne TV Corp. . . . Ted Froming promoted to KEYT Santa Barbara, Cal. chief engineer, succeeding Lloyd Jones, resigned.

Michael Abbott, ex-Talent Assoc. producer & exec. asst., appointed Karzmar Productions TV vp, Hollywood. . . . Robert W. Melahn, ex-Pelican Productions, named sales vp, Rose-Magwood Productions, N.Y.

Serge Bergen, ex-Kear & Kennedy senior engineer, Washington, establishes own practice at 103 Fairchester Dr., Fairfax, Va., phone 273-2191.

Pat Trese, ex-NBC News, appointed KYW-TV Cleveland news dir. . . . Austin Heywood, ex-Davis, Johnson, Mogul & Colombatto agency, appointed advertising, promotion & publicity mgr., KTLA Los Angeles . . . Bob Vanche, ex-KTAR-TV Phoenix-Mesa program dir., promoted to dir. of new sports & special events dept., Dick Covey to program dir.

James H. Burgess promoted to WLWT Cincinnati gen. mgr., elected a vp of parent Crosley Bestg. . . . Michael Hind-Smith promoted to CTV TV Network programming vp, Toronto . . . Larry G. Spangler promoted to Niles Communication Center TV & radio programs supervisor.

John E. Hinkle Jr., ex-WISN-TV-AM-FM Milwaukee chief accountant, appointed WTAE Pittsburgh business mgr., succeeding James Gormly, who becomes Hearst Magazines chief accountant, N.Y.

John A. Thackaberry, Robert E. Eastman & Co. Los Angeles mgr. and Frank L. Boyle, Detroit mgr., promoted to vps, Lee A. Lahey to secy., N.Y.

George A. Scharmen, ex-KENS-TV San Antonio news dir., named to similar post with KBTW & radio KBTR Denver.

### Obituary

Stanley J. Reulman, 54, Katz Agency Western div. vp & San Francisco mgr., died there Sept. 28. His wife died Aug. 19. Two sons, a daughter, survive.

Alleged blackmail by a station, being investigated by FCC (Vol. 2:40 p5), involves operator who approaches people with suggestion that they might have "public relations" problems with station editorials unless they ante up.

Date for 1965 convention of National Community TV Assn. is June 10-14, Denver Hilton Hotel. Seattle is site of 1963 convention, June 7-14; Boston is tentative selection for 1964.

Reversing examiner, FCC finally gave Greensboro-High Point, N.C. Ch. 8 to Southern Bestrs. Examiner Elizabeth Smith had favored TriCities Bestg. in March 1961 decision. Also denied were Jefferson Standard & High Point TV. Southern was favored primarily for local control, experience and better prepared proposal. Comr. Ford dissented, Chmn. Minow joining him, favored Tri-Cities for "clear-cut superiority in the areas of local ownership, integration of ownership with management and diversification of media of mass communication." Majority comprised Bartley, Hyde & Craven. Lee was absent, Henry didn't participate.

Automatic logging got FCC approval last week. Commission granted petition of ITA Electronics Corp., and amended rules to permit such logging with following requirements: (1) If used, station must be able to furnish FCC with all required log information. (2) Each recording, tape or other automatic log must be accompanied by certificate of operator that it represents what actually was broadcast. (3) Station must extract from log any information FCC might require, submit it in written form with the automatically recorded log. ITA is developer of "Documentor," 9-in. 2-rpm disc which records 24 hours of programming on 2 sides (Vol. 2:15 p4).

Ford Foundation ETV grants totaling \$109,800 were announced last week: Philadelphia Board of Education: \$30,000, for 4 experimental videotape lessons; Southwestern Ind. ETV Council: \$15,000, for TV teacher training program; U. of Tenn.: \$12,500, to plan use of 3 reserved ETV channels; Twin City Area ETV Corp.: \$28,500, for course in earth & space science; U. of Utah: \$8,800, for statewide ETV plan; Language Research Inc.; \$15,000, for films for Harvard U. visual communications course.

Slow-scan TV on amateur 21 & 28 mc bands, sought in petition to FCC by American Radio Relay League, is due to be acted on by Commission in next month or 2. Use of 3-kc band is proposed. In Nov. 1959 experiments, amateur Copthorne Macdonald, WA2BCW, Elmira, N.Y., sent pictures to England where they were recorded on ordinary voice tape. Conventional TV transmissions are allowed on amateur band 420-450 mc and higher.

Speed record in preparing & arranging multi-city closed-circuit business meeting is claimed by Theatre Network TV. Agricultural equipment manufacturer Massey-Ferguson's request for TV presentation of its new marketing requirements was made to TNT at 4 p.m. Sept. 26. TNT arranged 25-city U.S. & Canadian hookup, and presentation was made at noon Sept. 30—just 92 hours later.

NAB backed FCC proposal to allow up-to-10 kw AM stations & 25 kw FMs option of employing part-time first class operator or full-time operator as required under present rules, said it might offer financial relief to small stations. But rule-making proposal which would require complete transmitting apparatus inspection at least daily 6 days a week was termed unnecessary by NAB.

Italian antenna firm, CO. EL. (Complementi Elettronici, S.P.A.), Milan, has opened U.S. sales offices at 24 Carol Rd., Westfield, N.J., headed by R. J. Rainey, former RCA International Div. broadcast & TV marketing mgr.

Palm Springs Translator Stations Inc. has been acquired by H & B American Corp., owner of Palm Springs CATV system. Three channels carried by translators will be continued, in addition to 7 supplied by CATV.

Decision on TV music licenses will be sought in U.S. Supreme Court by All-Industry TV Station Music License Committee, as final round of 2-year battle to revise present system of ASCAP licenses. Committee, headed by Hamilton Shea, has rejected settlement conference opinion of Judge Sylvester J. Ryan who tried to work out compromise when ASCAP insisted that divestiture by broadcasters of BMI holdings should be part of a new deal. No Supreme Court ruling is expected by Shea's group before May or June of next year. TV stations will meanwhile pay existing ASCAP rates, with no reduction but with provision that final rate will be retroactive to start of 1962. Stations were informed of Committee's decision in letter from group's N.Y. office last week.

Rising VD rate in N.Y. is target of new public service drive by city's TV outlets. Touchy topic will be handled in series of ID and station-break film announcements produced by Klaeger Productions for Grey advertising agency & N.Y. Dept. of Health. Airtime will be donated by the 3 network flagships, and probably by WNEW-TV & WPIX. Only WOR-TV, among city's commercial stations, has declined. Visual element of anti-VD films is almost abstract (petals falling from flower, etc.), and copy stresses importance of contacting health centers in early stages. Problem is no minor medical matter; city's VD rate has bounded up 400% since 1957. The film announcements, with new copy, may be used in other cities.

Video tape as gridiron aid is being used by Dallas Texans. Coach Hank Stram has arranged with WFAA-TV Dallas & Ampex for closed-circuit feed of key plays, taped from network telecast during first half of game, to be fed to Texans' locker room during half-time for "discussion & analysis." Additionally, Stram has had closed-circuit monitor installed near his team's bench so he can call for immediate playback of action during game.

"Ultimate solution of all TV's problems," suggested by *TV Guide* publisher James T. Quirk in speech before Philadelphia TV-radio advertising club: 6-month moratorium on self-analysis of TV by people in the industry. "If the people in the business stopped talking and started listening," he stated, "they might become aware of a strange and long-neglected sound—the voice of the viewer."

More Chicago-style hearings will be held early next year, according to FCC Comr. Lee who presided at Chicago sessions. He told meeting of National Assn. of Broadcast Employes & Technicians international executive council in Chicago that FCC attorneys advised him not to identify cities.

One-year license, instead of revocation, was meted radio WMPP Chicago Hts., Ill. by FCC. In April 1961, Commission had proposed revocation because of station's failure to report 40% stock transfer. Station assured FCC that omission was "misunderstanding" by a WMPP officer and that it would watch itself from now on.

New CATV advertising & promotional service has been formed by Telesystem Services Corp., Glenside, Pa. Headed by former Philadelphia ad agency pres. Sam Street, new organization will supply consultation, research & promotional aides to CATV industry.

WZZM-TV is new call of Ch. 13 interim operation in Grand Rapids, planning Nov. 1 start. Group dropped WIIM-TV designation after WJIM-TV Lansing complained to FCC about similarity of calls.

An "Office of Satellite Communications" in Common Carrier Bureau has been established by FCC, will be headed by attorney Bernard Strassburg. In Office of Chief Engineer, Technical Research Div. is split into 2 divisions—Technical Div. to "handle most immediate technical requirements of current concern," and Research Div. to "handle forward-looking research." Technical Div. will have these branches: Technical Standards, Experimental Services, RF Devices. Research Div. will comprise: Space Systems, Special Projects, Applied Propagation.

"Resignation" of AFA Pres. C. James Proud was "forced" because he was "too aggressive" in seeking "to make AFA a strong voice in the behalf of advertising in Washington." So said Proud last week in statement "to clarify the issues." The 5-year chief of the national ad club organization said his resignation was demanded by 7 of the 12 members of executive committee because of his insistence that AFA make strong stand on legislation affecting advertising.

TV-radio censorship to protect public's morals has been urged by Vatican. Vatican Secretary of State sent letter in name of Pope to Archbishop of Genoa, Italy, declaring such censorship "cannot be considered an exaggerated imposition upon individual liberty; it constitutes instead for the State a legitimate exercise of its functions in tutoring and promoting the common good in a sector ever so delicate."

Australia seeks TV transmitting equipment for 20 stations. Documents listing equipment & specifications are available for review in Room 4125 of Commerce Dept., Washington. U.S. firms may bid on any or all equipment, until 3 p.m., Melbourne time, Nov. 8. Bids should be sent to: Controller, Stores & Contracts, Postmaster General's Dept., 7th Floor, 114 Russell St., Melbourne, C.1.

TV is hurting movie attendance in Japan, *International Commerce* reports. Theater attendance skidded from 1.127 billion in 1958 to 863 million in 1961, but box-office receipts remained constant because of increased prices. Although TV is prime culprit, *Commerce* notes, competing attractions, sports & travel may also be factors in drop.

Kenya TV began Oct. 1, and 2,500 set-owners were treated to *Bonanza* in English, Swahili & Hindustani. Nairobi station, East Africa's first, will be on 4½ hours nightly. First week's programs included *Dr. Kildare*, *Loretta Young Show*, *Hopalong Cassidy*, *Lassie*.

Space communications session at International Scientific Radio Union meeting in Ottawa Oct. 15-17 includes discussion of Telstar by Bell Labs' R. H. Shennum and study of commercial satellite systems, 1965-1975, by RCA Labs' J. S. Greenberg, S. Gubin & M. Handelsman.

National Foreign Policy Conference for broadcasters & press will be held at State Dept. Oct. 15 & 16. President Kennedy & Secretary of State Rusk will head list of speakers. Theme: "Five Goals of U.S. Foreign Policy."

Bill authorizing foreign radio stations in Washington embassies (Vol. 2:34 p5 et seq.) was passed by Senate last week, sent to President for signature.

Sale of KVOG-TV (Ch. 9) Ogden, Utah, for \$170,000, to city's Board of Education, has been approved by FCC. Station quit Jan. 16, will be converted to ETV.

Storer's radio WHN N.Y. (formerly WMGM) becomes MBS flagship Oct. 14, bringing Mutual affiliations to 502.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**ANOTHER TV TUBE MAKER HIKES PRICES:** At least 4 picture-tube makers, representing about half of total OEM tube output, now have announced price increases in their product.

At week's end, Westinghouse had notified its customers of boosts in original-equipment tube prices. Increases vary by tube size & type, Westinghouse said, but estimated average rise at between 6% & 7%.

Other companies already reported to have notified customers of boosts are National Video, Rauland & RCA, with Sylvania "considering an increase" and GE withholding comment (Vol. 2:40 p8).

There are indications, too, that prices of some other components have begun to rise. Set makers, while reluctant to comment on future prices, indicate they're in no position to eat any increases in either labor or material costs, and rising costs will be reflected in new models—but not in any boosts in present sets.

Some set makers feel tube makers won't be able to sustain rise when demand slackens off this winter. So they're reserving comment on their own future pricing plans.

**SET MAKERS OOZE 4TH QUARTER CONFIDENCE:** TV-radio manufacturers breezed into 1962's final turn with rising momentum of strong 3rd-quarter & 9-month sales. Banner year indicated by rousing first-half (Vol. 2:34 p7) is clearly in making, and 7 industry leaders with whom we spoke last week exuded optimism & confidence for final quarter.

RCA posted record sales of TVs, radios and phonos in first three quarters with 36% boost over Jan.-Sept. 1961. September's consumer products volume was up 24%. Sales Corp. Chmn.-Pres. W. Walter Watts said color TV sales paced 9-month gains with 118% leap in unit sales & 110% gain in dollar volume. Radio sales were up 48%, stereo phonos 76%. "The outlook for the 4th quarter is extremely encouraging in all product categories," he said. "We feel our color TV sales will be limited only by the supply." Sept. color sales were 69% ahead of Sept. 1961, and "we are unable to fill all orders we have on hand."

Record 3rd quarter already is in the books at Magnavox. Pres. Frank Freimann reported 78% jump over 1961's 3rd quarter to \$49 million from \$27 million. July-Sept. sales splurge shot Magnavox's 9-month sales 53% ahead of a year ago to \$136,560,000 from \$89,290,000. True, govt. & industrial division chalked up major gains, but consumer products also chipped in "significant" increases.

Motorola is forecasting record 1962 sales & 33% jump in net operating income. Pres. Robert Galvin said 3rd-quarter sales will be up 10% from year-ago quarter's record \$79 million, predicted final 1962 figures of \$3.14 a share earnings on \$340 million sales vs. 1961's \$2.36 on \$298 million. He said 3rd-quarter unit sales of TVs are up 50%, stereo & radio "substantially" ahead of 1961's 3rd quarter. Motorola Consumer Products Pres. Edward R. Taylor told us "we're very bullish about the public's buying mood for the balance of the year."

Similar optimism was evident across the board. Emerson Pres. Benjamin Abrams told us: "Business is very good. Our sales are running 30% ahead of last year. The 4th quarter looks much better than last year's quarter." GE also reported business "good," told us "if sales continue through balance of the year at the present rate, EIA's 6.8 million set forecast is not unreasonable."

Slight downbeat note was sounded at Admiral. Spokesman told us "business is spotty right now, but we're guardedly optimistic about the 4th quarter. We had a very good 4th quarter last year and we don't know if we're going to beat it. We'll be happy if we come close."

Philco checked in with optimistic report. Charles Hakimian, consumer products div. gen. sales & mktg.

mgr., told us company racked up good 3rd quarter business and is anticipating fine 4th quarter. "TV, hi-fi & laundry equipment paced our consumer product sales in the 3rd quarter," he said, "and we expect the pattern to continue through the 4th quarter."

Muntz TV, which had a rousing 1962 fiscal year ended Aug. 31 (Vol. 2:38 p12), expects sales to continue upward spiral balance of calendar year, we were told by vp Jack Simberg. "We're very optimistic about the sales picture and the business outlook." Other optimistic notes:

Zenith Pres. Joseph Wright is "encouraged by the way business is going," notes company had a record August & a "very good" September. Zenith had record sales for first 8 months (Vol. 2:39 p12), said it has been necessary to "increase 4th quarter production schedules on all Zenith products." Zenith Sales Corp. Pres. Leonard C. Truesdell, in Oct. 5 Chicago Chamber of Commerce speech, said Zenith is planning increase on all product lines for entire 1963. He said industry will benefit from obsolescence of TV & radio sets 8 years or older, from growth of 2-or-more TV-receiver homes, from minimum of 100% increase in color sales (which average some \$700 retail), from stereo hi-fi & radio.

Webcor Chmn. Titus Haffa anticipates "a record" 4th quarter.

Wells-Gardner Pres. Grant Gardner believes 1962's 4th quarter will be "biggest" in firm's history, points out that customers of company's private-label TV sets "are enjoying good business."

**'HUMANIZING' COMPONENT HI FI:** Just as package radio-phono makers are adapting "the component look" to their instruments, hi-fi component manufacturers are swinging in opposite direction, removing the cold, steely computer appearance from their products.

Line which separates "package" from "component" equipment, in fact, is getting less distinct. This was one of our observations last week at N.Y. Hi-Fi Show. Among other trends: (1) Runaway excitement by audiophile manufacturers over FM stereo. (2) Increasing number of fully transistorized components being offered. (3) New emphasis on higher-priced equipment—such as tuners & amplifiers in the over-\$250 bracket.

There's no doubt components are getting "humanizing" treatment. The decibels, watts & response curves are still there for those who want them—but there's much more appeal this year to "the ladies" and to those who find it a major engineering triumph to plug a lamp in a socket. Examples: more manufacturers offering complete tuner-amplifiers (hi-fi radio without speakers); more equipment packed in attractive furniture; more small "packaged components," such as portable phonos, table radios.

Among interesting new "packaging-trend" products: Rek-O-Kut's "Sonorama" speaker shelf, 67-in. wide, for wall mounting, designed to avoid the bulky speaker-cabinet look. It's a complete speaker but serves also as shelf (\$149.95 & \$179.95). Then there's brand new all-transistor portable stereo phono by KLH at \$199.95, weighing only 28 lb. And KLH's "Model 8" table FM radio, now also available in FM stereo (partly transistorized) in 4 small matching walnut cabinets (at a breathtaking \$308). Or United Audio's imported stereo portable, using dual changer, at \$189.95. Then there's Heath's FM stereo table radio kit at \$109.90.

Two packaged hi-fi manufacturers announced new record-changers designed for component market, meanwhile. Zenith, exhibiting at hi-fi show (only major non-component manufacturer to do so), announced availability of its 2-gram record changer on component market next month at \$95 (including cartridge). RCA Parts & Accessories announced that its "Studiomatic" changer, is available by itself, too, gave no prices.

One of biggest attention-getters at show was wireless remote-control FM tuner unit displayed by Fisher. Using signal-seeking motorized tuning device in FM tuner, it tunes stations, turns set on & off and continuously adjusts volume from tiny hand-held TV-type ultrasonic unit. Bill for this convenience is high: Motorized FM tuner (wired remote is also available with this) costs \$360; transistorized receiver & hand unit for wireless remote adds another \$99.50.

FM stereo was everywhere, and signals were good—due in large part to fact that they were piped in by distribution system from temporary WTFM studio right in Trade Show Bldg. Everywhere there were new & more deluxe FM stereo tuners, tuner-amplifiers & adapters, and manufacturers were counting on FM stereo to supply large slug of the 10-15% industry-wide increase in sales which is being predicted this year. Privately, however, some tuner makers were confiding that they had expected too much too soon from FM stereo, that sales so far this year, while good, had been somewhat slower than expected, but momentum is increasing.

**TINYVISION TV—FAD OR FALLACY?:** Unveiling of 5-in. personal portable transistor TV last week by Sony Corp. of America signals starting gun in race to carve real niche here for TV imports in the way Japanese manufacturers opened whole new business with their transistor radios.

Crowds gathered 10 & 12 deep around windows of Sony showroom at 585 Fifth Ave. to view the tiny receiver—not much larger than a telephone—and Sony announced grandiose plans for imports. All other Japanese TV manufacturers have been making me-too sounds. Sony reported heavy interest by U.S. dealers.

Sony's 8-in. battery portable hasn't been notable success at \$249.95—except among the Abercrombie & Fitch crowd. History of U.S. TV has shown no great desire for small-screen sets. At \$229.95 excluding battery, we think 5-in. TV will be bucking trend if it succeeds, despite its undeniable appeal to the \$14.95-transistor-radio fan.

Set itself gives good, bright, sharp picture on new square-cornered 70-degree 5-in. tube, weighs about 8 lb. without battery. Available as extra accessories: Battery pack (same one used with 8-in. portable), \$39.95; leatherette carrying case, \$12.95; car bracket (for viewing from back seat), \$3.95; car battery cord, which plugs into lighter socket, \$17.95; car antenna, which mounts on window, \$24.95; plug-in continuous uhf tuner, no price quoted.

U.S. shipments of Sony's "Micro TV" began last week and company says it hopes to sell 10,000 sets a month here by January, 20,000 monthly by July. This would seem somewhat optimistic estimate in view of fact that Sony is believed to have sold less than 10,000 sets here so far this year.

There undoubtedly will be other tinyvision sets here this year. Sharp Electronics (Hayakawa) has already announced 10-lb. 6-in. set due here next month, to sell for less than \$200. If market should rise to the 20,000-a-month (or 240,000-a-year) figure mentioned by Sony, this would be start of brand-new industry for U.S. as well as Japanese manufacturers.

U.S. manufacturers will be watching closely for any signs of Japanese success in tinyvision market. GE, which several years ago did extensive field testing of 6-in. transistor portable, frankly confirms it's playing again with idea of small-screen battery set. In response to question, GE TV receiver dept. marketing mgr. Marshall Bartlett said: "Introduction of a transistorized 10-in. portable TV set is being considered, but no specific marketing plan has been resolved as yet. We have been studying the market for some time, and recent Japanese introductions of transistorized portables have encouraged us to speed up activities on this program."

As to Sony's claim of potential existence of 20,000-set-a-month market for 5-in. set at \$229.95 plus battery: there may be such a market, but past experience shows no evidence of it.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Sept. 28 (39th week of 1962):

	Sept. 22-28	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV .....	159,180	154,643	150,901	4,869,158	4,393,768
Total radio .....	483,494	469,943	448,769	13,758,271	12,001,488
auto radio .....	196,820	208,827	124,724	4,913,875	3,744,786

"New Growth—New Jobs for Pennsylvania" is brochure by Jerrold Corp. Chmn. Milton J. Shapp and economist Ernest H. Jurkat. The 65-page volume is subtitled "A Dynamic Program to Revitalize the Economy of the Keystone State." Copies are available at \$2 each (less in quantities) from The Shapp Foundation, Suburban Station Bldg., 1617 Pennsylvania Bldg., Philadelphia 3.

Westinghouse has entered toy market with a talking doll priced at "less than \$40" & a "little garden" experimental botanical kit priced at \$12.95. Westinghouse said it will produce additional toys if it gets good response to initial line.

Andrea stated its color-TV case with Sept. 30 *N.Y. Times* full-page ad that headlined succinctly: "If you ask us why did Andrea take so long to make color TV?, we'll ask you why did you take so long to buy color TV?" Continued ad: "Sure we're late with color . . . we've been working with it for years, to get all the kinks out. That's why we waited. That's why you waited, too. Right? Right!"

Increase in uhf converter prices was announced last week by Blonder-Tongue, along with new line of restyled & re-engineered models. Converters are now priced at \$26.95, \$42.95 & \$47.95, up from \$24.95, \$39.95 & \$42.50.

## Trade Personals

William H. Beaubien, ex-GE, joins Warwick Mfg. as radio products div. engineering dir. . . . Paul M. Hachigian named engineering dir., ITT's International Electric Corp.

Harold W. Schaefer, formerly Philco consumer & commercial products vp & engineering dir., elected vp-gen. mgr. of National Union Electric's Eureka Williams div., maker of vacuum cleaners & floor polishers.

Robert S. Alexander, ITT vp, elected pres. of ITT Arkansas, new electronics mfg. div. established by ITT in Camden, Ark.

Ricardo Muniz retired Oct. 1 as Magnavox mfg. & engineer coordinator. Prior to joining Magnavox in 1957, he had been gen. mgr. of Canadian Westinghouse's Radio-TV div.

John W. Belanger, GE customer relations vp, retired Oct. 1 after 45 years with company . . . Cyril L. Fernquist appointed engineering vp, Transistor Electronics, Minneapolis.

Joseph W. Skehan named pres.-gen. mgr. of Raytheon's Machlett Labs subsidiary . . . G. C. Brewster appointed RCA electron tube div. administrative services mgr., a new post.

Selman M. Kremer, ad & sales promotion mgr. of Jerrold Electronics, named ad mgr. of parent Jerrold Corp.

Howard E. Wolfson, Maremont chmn., elected chmn. of newly-acquired Gabriel Co., succeeding Thomas J. Dolan, resigned; Jerome M. Comar, Maremont exec. vp, named Gabriel pres.

Leslie M. Maxim resigns as pres. of Standard Kollsman Industries' Stankolls subsidiary, whose operations will be coordinated with subsidiary Casco Products; Lloyd F. Taylor, Casco vp-gen. mgr., will assume responsibility for Stankolls operation.

Howard L. Richardson, former Sylvania senior vp of electronics systems div., elected General Dynamics vp for corporate planning; Edward H. Heinemann elected vp for corporate engineering.

M. E. Morrow, Telex dir. & ex-chmn., elected pres. & chief exec. officer, succeeding Stephen A. Keller who remains with firm in post yet to be determined; Edgar N. Greenebaum Jr., Chicago financier & a dir., elected chmn. of finance committee.

William H. Graham, former Magnavox of Tenn. exec. vp, elected chief exec. officer & a dir. of North Electric Co., Galion, Ohio maker of electronic & telecommunication equipment, succeeding William Tucker, who has resigned as pres. & chmn.

Julius R. Pascuzzo, former Curtis-Wright vp & electronic div. gen. mgr., joins General Instrument as vp-gen. mgr. of radio receptor div.

Burton Kallick, Chicago Dial Sales vp, & Ken Soda, engineering vp, elected dirs.

## Obituary

Anthony J. Vasselli, 73, inventor & pres. of Zenith Engineering Co., Hanover, N.J., died Sept. 30 at St. Vincent's Hospital, Montclair, N.J. He held numerous patents on electrical & electronic devices. In 1924, he patented & sold to Zenith Radio Corp. a forerunner of push-button tuning for radios.

Factory transistor sales in July rose above year-earlier levels both in units & dollars. EIA reported July sales of 15,434,205 transistors—up from 11,227,388 in July 1961. Dollar value rose to \$19,476,017 from \$17,506,011. Cumulatively, Jan.-July unit sales totaled 138,460,120 vs. 99,910,270 in 1961's first 7 months. Dollar value, however, continued to trail—\$169,713,246 vs. \$174,626,160. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January .....	17,238,376	\$ 21,459,598	12,183,931	\$ 22,955,167
February .....	20,239,880	24,151,155	13,270,428	25,699,625
March .....	22,932,655	28,202,422	15,129,273	29,815,291
April .....	19,621,048	25,097,960	15,072,064	27,388,278
May .....	21,217,919	24,951,738	15,128,181	25,113,042
June .....	21,776,037	26,374,356	17,899,005	26,148,746
July .....	15,434,205	19,476,017	11,227,388	17,506,011
Totals .....	138,460,120	\$169,713,246	99,910,270	\$174,626,160

GE has agreed in proposed consent decree to avoid any arrangement that restricts export of TV & radio sets to Canada (Vol. 2:32 p11). Similar decrees were signed by Westinghouse & Phillips earlier this year. All 3 were defendants in 1958 civil antitrust suit brought by Justice Dept. on charges that they had operated patent pool since 1926 to block importation of U.S.-made radio & TV sets by Canada. Proposed GE decree becomes effective in 30 days, barring objections by interested parties.

New plants & expansions: Westinghouse will build plant in Baltimore to consolidate molecular electronics activities now carried on in Baltimore & in Pittsburgh & Youngwood, Pa. Construction will get underway this year, is slated for completion next spring. Plant involves investment of "several million dollars" • MCA will build 14-story, 160,000-sq.-ft. hq building at Universal City, Cal., on site of MCA-owned Universal-Revue studios. Construction will start next year.

Color TV sales this year will approximate 400,000 sets, October *Fortune* forecast, adding: "RCA itself will sell about 275,000 sets." Industrywide, magazine estimated total 1962 sales of \$200 million from color TV sets, broadcasting equipment & air time. *Fortune* also said "about 400,000 color TV tubes will be made this year," said tube 7 year ago "cost about \$195 to make, today it can wholesale for around \$85, including a profit for the manufacturers."

Sony Corp. is investigating possibility of building U.S. plant, it's indicated by *International Commerce*, published by U.S. Commerce Dept. Publication states that Sony of Japan has inquired about "areas where plants may be established, available grants for land, machinery, buildings, tax exemptions, credit facilities, and any restrictions that may be placed on operations and use of Japanese personnel."

GE's new color line, being shown to dealers beginning this week, starts with black metal table model at about \$495, has 5 basic models (in 10 variations) ranging to \$795. Previous line had 3 models, starting in \$595 range.

Admiral is picking up tab for 7-day trip to Switzerland for 288 dealers who qualified in room air conditioner promotion conducted recently. First group takes off Oct. 18.

Frank G. Gleason appointed Texas Instruments corporate mktg. mgr.; C. R. Rockwood named corporate mktg. mgr. for Washington, D. C., a new post, with hq at 1925 K St., N.W.

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

Allied Artists. R. W. Hurlock bought 400, held 34,000.  
 American Bosch Arma. Ralph F. Peo sold 571, held 100.  
 Ampex. Phillip L. Gundy sold 4,000, held 8,927. A. E. Ponting bought 500, held 500.  
 Amphenol-Borg Electronics. E. A. Stephan bought 100 in July, held 1,800.  
 Audio Devices. Bryce Haynes bought 400, held 3,088.  
 Avco. John Milhalic Jr. bought 1,666, held 5,432.  
 Curry W. Stoup sold 700, held 4,990.  
 Collins Radio. R. M. Matthews bought 100, held 200.  
 Edward A. Williams bought 100, held 100.  
 Decca Records. MCA bought 10,000, held 1,278,315.  
 Electronic Assistance. Malcolm A. Angus sold 222 in July, held 300. J. Raymond DeRidder sold 400, held 5,634.  
 Electronics Communications. Donald D. King sold 1,000, held none.  
 Federal Pacific Electric. Mack Johnson sold 300 Class B, held none.  
 Gabriel. John H. Briggs sold 44,289, held none.  
 General Bronze. Sydney S. Baron bought 500, held 700.  
 GE. C. W. LaPierre sold 1,585, held 17,747.  
 Globe-Union. William M. Wanvig bought 200, sold 100, held 3,200.  
 Hewlett-Packard. W. F. Cavier bought 5,004, held 20,229. Bernard M. Oliver sold 114, held 31,564.  
 Indiana General. John H. Bouwmeester sold 1,500, held 7,488. Ivan A. Dickey sold 500, held 4,500.  
 ITT. Robert S. Alexander bought 200, held 600.  
 Lab for Electronics. Eugene D. Stirlen sold 500, held 10,836.  
 Lear Siegler. Robert T. Campion bought 300 in June, 1,200 in July, held 1,500.  
 Ling-Temco-Vought. James J. Ling sold 18,060, held 11. Ling Investment Co. sold 39,500, held 13,440. Robert McCulloch sold 12,000, held 14,876.  
 Litton Industries. Charles B. Thornton sold 1,400, held 493,664 after 2-for-1 stock split Aug. 15, 1962. Roy L. Ash sold 2,000, held 199,066 after Aug. 15 split.  
 Loral Electronics. A. R. Merlin sold 100 in July, held 2,652.  
 Metromedia. Percy M. Stewart bought 300, held 3,500.  
 Motorola. Edward R. Taylor sold 300, held 7,700.  
 Muter Co. Harold C. Mattes bought 500, held 36,002.  
 RCA. Charles R. Denny sold 507, held 4,161.  
 Raytheon. Thomas H. Johnson sold 200 in July, held 2,098.  
 Schlumberger Ltd. Pierre Schlumberger sold 100,000, held 303,385. Enders M. Voorhees sold 1,800, held 6,000.  
 Silicon Transistor. Randolph Bronson sold 300 in July, 700 in August, held 17,850.  
 Stanley Warner. Harry M. Kalmine bought 100 in July, held 800.  
 Stewart-Warner. Frank A. Ryder bought 200, held 3,248.  
 Taft Bcstg. Hulbert Taft Jr. sold 2,345, held 118,897.  
 Telectro Industries. Stanley Rosenberg sold 300 in July, held 173,150. Harry Sussman sold 200, held 175,250.  
 Travler Industries. Joe Friedman bought 1,000 warrants for common, held 1,000.  
 United Artists. Louis Lober sold 600, held 400.  
 Zenith. Hazel M. Chesser bought 150, held 4,380.

**Mergers & acquisitions:** Fairchild Camera & Instrument will acquire for \$1,250,000 cash the Davidson Div. of Mergenthaler Linotype (Vol. 2:37 p12). Latter's stockholders overwhelmingly approved sale. Davidson makes small offset presses, other printing equipment. • Maremont obtained "working control" of Gabriel Co. by acquiring an additional 100,000 shares of latter's common stock, extending holdings to 42%. Maremont has said it would consolidate 2 companies if it won control of Gabriel. • ITT has acquired for stock National Computer Products, Lawrence, Mass. manufacturer of diodes & other semiconductor products. National Computer will operate as an ITT subsidiary under its current management. Acquisition will operate under name of its former division, National Transistor. • Pacific Industries, Midland Mfg. Co. div. has purchased for cash Itek's Electro-Products div., manufacturer of crystal filters for electronic components. Midland, with hq in Kansas City, Kan., makes quartz crystals for frequency control in communications equipment.

RCA's successful 13-year, \$130-million struggle to establish color TV as profit producer is detailed in October *Fortune* tribute aptly titled: "The General Never Got Butterflies." Magazine points out that "the heavy investment in color TV has been made and paid for," but RCA since 1958 has been carrying another loss load, data processing, which so far has cost more than \$100 million and is not expected to produce profit for another 2 years or so. "The toll of pioneering was paid by the established & prosperous members of RCA's family," *Fortune* said. Among them: NBC. "It is estimated that RCA in 1961 winnowed 40% of its net earnings, or around \$14 million, from NBC." Summed up *Fortune*: "RCA, which has had its troubles, now exudes confidence. Says General Sarnoff, who went through the long pioneering journeys without a lepidopteral quiver: 'We are approaching escape velocity. This is going to be our record year.'"

Reports & comments available: Motorola, Hayden, Stone & Co., 25 Broad St., N.Y. 4. RCA, report, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Westinghouse Electric discussion, Purcell & Co., 50 Broadway, N.Y. 4 • "Consumer Electronics Companies," report, Courts & Co., 11 Marietta St., N.W., Atlanta 1 • Seeburg, discussion, Sincere & Co., 231 S. La Salle St., Chicago 4 • IBM, memo, Reynolds & Co., 120 Broadway, N.Y. 5.

Endevco Corp., San Francisco maker of electronic amplifiers & other components, and parent of Video Instruments, anticipates rise in sales to about \$5 million from \$3.7 million in 1961. Pres. H. Dudley Wright forecast earnings of between 50¢ & 60¢ a share, compared with last year's 53¢ on fewer shares. Indicated earnings range from \$372,000 to \$447,000—up from 1961's \$366,690.

GE & Justice Dept. have agreed to settle 18 price-fixing civil suits on terms far less severe than those originally proposed by govt. Consent decree submitted for court approval goes beyond products involved in price-fixing cases, but is restricted to GE's heavy electrical equipment product lines. Justice Dept. initially sought decree covering all of GE's 250,000 products.

More FM auto radios: FM will be available as optional extra on most makes of 1963 cars. Meanwhile, Heath Co. has added to its kit line a transistorized FM car radio kit at \$64.95. Another recent entry in field is Metravox, Italian-made hybrid tube-transistor FM-AM-marine band car radio.

## 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
AT&T	1962—year to Aug. 31	\$8,822,666,000 <sup>1</sup>	—	\$1,366,557,000 <sup>1</sup>	\$5.65	237,189,000
	1961—year to Aug. 31	8,228,314,000	—	1,253,584,000	5.49	228,491,000
	1962—qtr. to Aug. 31	2,255,690,000 <sup>1</sup>	—	355,024,000 <sup>1</sup>	1.47	240,768,000
	1961—qtr. to Aug. 31	2,106,176,000	—	321,241,000	1.36	235,560,000
Federal Pacific Electric	1962—year to June 30	97,285,128	\$ 2,292,724	1,504,688	.29 <sup>4</sup>	2,417,711
	1961—year to June 30	88,212,691	(7,911,664)	(5,456,423) <sup>7</sup>	—	2,371,127
Four Star Television	1962—year to June 30	19,962,980	—	734,077	1.20	600,000
	1961—year to June 30	24,193,715	—	647,422	1.06	600,000
International Rectifier	1962—year to June 30	17,882,213	—	1,207,282	.50	2,414,542
	1961—year to June 30	14,512,735	—	1,108,216	.46	2,410,348
Narda Microwave	1962—year to June 30	2,870,337	—	66,729	.10	600,000
	1961—year to June 30	2,651,435	—	150,026	.25	600,000
Official Films	1962—year to June 30	—	433,000	205,000	.07	2,829,328
	1961 <sup>8</sup>	—	—	—	—	—
General Tire & Rubber	1962—9 mo. to Aug. 31	663,866,488	33,701,394	17,201,394 <sup>2</sup>	.99 <sup>4</sup>	16,570,394
	1961—9 mo. to Aug. 31	563,936,813	35,811,334	18,061,334 <sup>2</sup>	1.07 <sup>4</sup>	16,211,220
Republic Corp.	1962—39 wks. to July 28	31,985,093	—	1,128,632	.34 <sup>4</sup>	2,443,448
	1961—39 wks. to July 28	20,867,953	—	1,565,978	.63 <sup>4</sup>	2,002,495
Transitron Electronics	1962—year to June 30	28,831,539	(1,543,755)	(763,755) <sup>6</sup>	—	7,503,369
	1961—year to June 30	37,059,866	(2,930,146)	(1,451,792) <sup>6</sup>	—	7,502,500

Notes: <sup>1</sup> Record. <sup>2</sup> Includes \$4,041,921 from RKO General. <sup>3</sup> Includes \$3,744,152 from RKO General. <sup>4</sup> After preferred dividends. <sup>5</sup> After \$780,000 tax credit & \$265,000 special credit. <sup>6</sup> After \$1,478,354 tax

credit. <sup>7</sup> After \$3.5-million tax credit. <sup>8</sup> Not available because of acquisitions.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco .....	Q	\$0.17½	Nov. 20	Oct. 26
G-L Electronics ....	Stk.	2%	Dec. 12	Nov. 21
National Co. ....	Stk.	2%	Dec. 21	Dec. 7
National Union Electric .....	New	.05	Oct. 30	Oct. 15
A. C. Nielsen .....	Q	.15	Nov. 1	Oct. 12
Outlet Co. ....	Q	.25	Nov. 1	Oct. 19
Howard W. Sams ...	Q	.15	Oct. 25	Oct. 10
Universal Controls ..	Q	.05	Oct. 31	Oct. 15

Ainslee Corp., South Braintree, Mass. designer & manufacturer of microwave antennas & other electronic products, was listed for trading Oct. 2 on National Stock Exchange. Ainslee had 1961 sales volume of about \$1.4 million.

G-L Electronics, Westville, N.J. maker of magnetic components, has declared an initial dividend—2% in stock, payable Dec. 12 to holders of record Nov. 21. G-L said it plans to pay annual stock dividend.

Fairchild Camera & Instrument has slated special stockholders meeting Nov. 9 "to extend & amend" company's incentive stock option plan.

National Union Electric has declared its first dividend in its 33-year history—5¢, payable Oct. 30 to holders of record Oct. 15.

Collins Radio has registered with SEC 557,515 common shares to be offered to stockholders on basis of one new share for each 4 held.

Whirlpool has offered to buy one million of its outstanding 6,270,000 shares from stockholders at \$28 a share. Move opens way for RCA to sell bulk of its 1,158,563 shares. RCA recently dropped plans to put one million shares up for public sale because of depressed market conditions (Vol. 2:38 p12). Whirlpool offer expires Oct. 15, and Chmn. Elisha Gray said company's purchase of RCA's holdings would not affect relationship between 2 companies, including use of RCA-Whirlpool brand on Whirlpool products.

Electronic Wholesalers initial common stock offering 100,000 shares at \$12.50 each was oversubscribed. The Washington, D.C. firm distributes TV, hi-fi & other electronic components, will use proceeds to reduce short-term loans. Underwriters were headed by Bear, Stearns & Co.

Radio Condenser, acquired by Thompson Ramo Woolridge early last year (Vol. 17:19 p20) and operated as a subsidiary, merged with parent company Sept. 29, became an operating division.

### NEW AM-FM RADIO DIRECTORY

EXTRA COPIES of our updated 1962 AM-FM Radio Station Directory are now available. Full TV-AM-FM service subscribers have received the directory as part of their service. The directory lists all North American AM & FM stations by state & frequency (with company names, addresses, frequencies, powers, DAs, FM antenna heights, network affiliations, stereo operation), plus all AM & FM applications by state & frequency, AM & FM stations by call letters, FCC's officially approved AM & FM transmitters. Copies are \$7.50, \$5 each for 5 or more.

OCT 15 1962

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# WEEKLY **Television Digest**

OCTOBER 15, 1962

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NEW SERIES VOL. 2, No. 42

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

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**THEATER-TV 'IMAGE'** battered by poor reports of closed-circuit pictures of Liston-Patterson fight; 2 leading producers point to excellent performance of medium under proper operation (p. 2).

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**HIGH COURT UPHOLDS FCC** on pay TV & 'needs survey,' letting Court of Appeals decisions stand (p. 3).

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### **Consumer Electronics**

**ALL-TIME LOW** in factory b&w TV prices marked first-half 1962, as portable & table models accounted for 63.5% of sales. Phono prices rose sharply; radio virtually unchanged (p. 7).

**STUDEBAKER MOVES INTO APPLIANCES:** moves to acquire for upwards of \$40 million private-label giant Franklin Mfg., Minneapolis maker of refrigerators, washers, dryers, other products. Auto maker tells us it has no plans to move into TV (p. 7).

**RENEWAL MARKET** in picture tubes is mystery, with estimates varying from 3.7 to 8 million yearly; some 300 'rebuilders' turn out TV tubes of widely varying quality. Twin-panel tubes being rebuilt for first time (p. 8).

**TV KIT COMEBACK** gathers momentum as Heath Co. introduces 23-in. build-it-yourself TV in response to 'popular demand' (p. 9).

**2-COLOR SETS** provide better picture than b&w for a small additional cost, according to inventor, but production in U.S. is unlikely (p. 10).

**TV UP, RADIO DOWN** in EIA distributor-to-dealer sales report for August. Sales of both are nearly 10% ahead of 1961 for first 8 months (p. 11).

**RCA SETS RECORD PACE:** posts new sales & profit highs for 9 months & record sales in 3rd quarter. GE's 9-month & 3-quarter record sales (p. 12).

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**ABC'S 'NATURALISTIC' VIEW OF COLOR:** "The only color in color TV is what's in front of the lens." This is ABC-TV's color philosophy in a nutshell, as expounded by engineering vp Frank Marx.

ABC-TV is 2nd network to institute regular schedule of color programs—its color activity so far is confined to films—and response of color viewers to quality of its reproduction has been excellent. We asked Marx to give us ABC's views on color technique.

"We've been working with color a long time," he told us, "even though we've just started broadcasting in color. One of the important things in color broadcasting is to get the fear of complexity out of your mind. Color is a visual phenomenon, not an electronic one. The electronic version of the color picture is merely three black-&-white pictures.

"We look at color that way, and it makes no difference whether the subject is live or on film. All color work is done before shooting. Once shooting has started, we make no adjustments to the picture. When you start adjusting color electronically, you lose your point of reference, your standard. For this reason, all

of our color corrections are made before the shooting. This is one reason for our manual, "Recommended Practices for Color TV Slides & Films," which had the backing of several color film labs and was well-received. We've also developed a new lab technique which optically improves color prints of feature films. If you fiddle with the controls after the show starts, you're lost."

ABC has had "large amount" of favorable viewer reaction to its color, Marx told us, but presently has no plans to expand into live color production. The 48 affiliates carrying ABC's color reported no problems, he added—"because they were well prepared."

**STATION HIT ON PROGRAM-PLAN 'GOOD FAITH':** Rough & unusual action on "program promises" was meted out by FCC last week to KEYC-TV Mankato, Minn. Commission gave station one-year license because it questioned whether program plans were submitted "in good faith."

Station had applied last May 1 for authority to become satellite of KGLO-TV Mason City, Ia., cutting back staff and changing main studio to Mason City. FCC said station then reduced local programming, cut staff—provoking complaints from viewers (Commission staffer says 7,000 letters were received). At FCC, much stress is placed on these public complaints.

FCC questioned station about staff & programming; KEYC-TV reported it had reduced staff from 35 to 16, local live programming from 19½ hours weekly to about 13½ hours for 2 weeks. In July, station amended program plans to drop satellite proposal, go back to heavier live schedule—but with 17 employees instead of 35. Said FCC last week:

"The Commission believes that your actions in reducing local live programming and staff substantially, without prior notification to the Commission, and during a period when requests were pending before the Commission for authority to operate as a satellite of [KGLO-TV], fall far short of the degree of responsibility which the Commission has a right to expect of its licensees, and also raise a question as to whether your proposals for local live programming now before the Commission have been made in good faith." Commission concluded that it would give station a year, to test "bona fides" of its plans. Comrs. Hyde & Craven concurred in sending letter—but would have given 3-year renewals.

In another crackdown last week, FCC ordered \$1,000 fine against WRVB-FM Madison, Wis., for unauthorized assignment of license. NAB, meanwhile, jumped into defense of the Minneapolis TV stations which FCC seeks to fine \$500 each—for carrying spot without identifying sponsor (Vol. 2:37 p2). NAB noted that discrepancy was due to pressure of deadline, certainly wasn't "willful or repeated"—therefore should be excused, in line with Congressional intent when forfeiture provisions of Communications Act were adopted.

**THEATER TV FEARS BATTERED 'IMAGE':** Professional boxing wasn't the only industry which emerged from Liston-Patterson fight with blackened eye. Closed-circuit TV producers are currently assaying the pasting their medium took—from those who viewed bout on theater screens and from newspaper sports pages—and they're setting out to try to repair damage.

Theater-TV version of heavyweight bout hardly received rave notices from those attending—despite what was probably highest average admission charge in history for nationwide closed-circuit event. Reports from many of the 200-plus theaters carrying event described picture as fuzzy & dark—and, of course, in some locations there was no picture at all. *N.Y. Daily News* summed up its reaction to televised fight: "It gave the theaters back to Rock Hudson & Mickey Mouse."

What worries leading closed-circuit producers is that fight was witnessed, or accounts of fight read, by many of nation's business "influentials," who may have gotten extremely bad impression of closed-circuit TV. Since closed-circuit large-screen TV's biggest market today is in business meetings & sales conventions, these producers fear adverse reaction will cause slackening in upward course of business use of CCTV.

Closed-circuit TV of fight was handled by Graff, Reiner & Smith—a firm which was formed after promoter Championship Sports decided not to handle closed-circuitcasts itself, as originally planned. Poor pictures and outages have been attributed to: Use of obsolete projection equipment in some locations; "overdriving" projectors intended for smaller screens by using them in theaters & arenas; failure to have spare-parts protection in case of failures; "compromise" lighting at ring.

"This has been bad for the industry," said Pres. Nathan L. Halpern of Theatre Network TV (TNT). He pointed out that TNT is having record year in business meetings. "Closed-circuit TV is undergoing the first technical revolution in the 14 years of its existence as a business," he said, referring to TNT's addition of 30-40 super-bright large-screen Eidophor units to its network (Vol. 1:14 p3), and its recent introduction of new Philips theater-sized color projectors (Vol. 2:31 p2).

Fight viewers at most locations can have no idea of excellence of today's theater-TV equipment properly used, Halpern said, pointing out that many large companies have used closed-circuit year after year, and other firms have been signing up for their first use of medium when they see quality of picture obtainable with new projectors.

"This reflects on our medium and we're pretty unhappy about it." That was comment on fight TV from spokesman for TelePrompTer, another large closed-circuit producer. Though not directly involved in Liston-Patterson fight deal, TelePrompTer did lease some equipment to Graff, Reiner & Smith—but remainder of equipment was scraped up from other sources. TelePrompTer attributed poor reports of fight TV to lack of experience by producers, lack of engineering capability, failure to have spare parts on hand, lighting problems in ring. Even so, TelePrompTer noted that there were reports of good pictures in areas where its equipment was used.

Graff, Reiner & Smith, which handled fight TV, has since changed name to Smith-Reiner Productions, and holds closed-circuit rights to upcoming Clay-Moore fight. Efforts to locate the new firm, or anyone connected with it, were unavailing last week.

**'WITNESS RULE' BLOCKS ESTES TRIAL COVERAGE:** Freedom-of-access "breakthrough" for TV-radio in Billie Sol Estes trial (Vol. 2:40 p1) was short-lived—plugged up by a legal stopper which couldn't be pulled. The foundering point: Texas rules prohibit witnesses from hearing each others' testimony. Hence, live cameras will be permitted for preliminary proceedings when trial resumes in Tyler, Tex. Oct. 22, but only film cameras, without sound, will be allowed for questioning of jurors and witnesses' testimony. This, of course, cuts heart out of the coverage. Live TV coverage will be permitted near end of trial, when attorneys make summations.

Presiding Judge Dunagan made clear, however, that the "witness rule" is only thing that prevents him from continuing his open-door policy, that it would be "the rankest kind of discrimination" to bar TV-radio otherwise.

Broadcasters achieved something of a victory, now hollow, when Tex. judges meeting in Austin declined to invoke Canon 35—which flatly prohibits coverage of court proceedings.

Coverage will be pooled when trial resumes, judge allowing one film camera for each network plus KLTV Tyler. AP, UPI & local paper are allowed one camera each. KLTV Mgr. Marshall Pengra heads TV-radio pool; he and Mike Shapiro, gen. mgr. of WFAA-TV Dallas, have done lion's share of work in case.

**HIGH COURT UPHOLDS FCC ON PAY TV & 'NEEDS SURVEY':** FCC authority in 2 areas—to allow pay-TV tests and to require that station applicants survey programming needs of their communities—was upheld by U.S. Supreme Court last week. Court simply declined to review the cases, letting stand Court of Appeals rulings supporting Commission.

Supreme Court action was anticipated generally. Very few lawyers thought Court would get into toll-TV case, but some thought it might be concerned with "censorship" angle of needs-survey matter.

Though some quarters are interpreting Court ruling in latter case as resounding support for stronger FCC hand in programming matters, preponderant view is that it doesn't mean great deal. Appeal concerned FM application of Suburban Bcstrs. for Elizabeth, N.J. Noting that applicant had specified same program schedule as it did in Berwyn, Ill. & Alameda, Cal. applications, Commission rejected the bid on grounds that nothing had been done to determine programming needs of Elizabeth.

Upholding Commission, Court of Appeals said FCC action didn't impinge on freedom of speech:

"It may be that a licensee must have freedom to broadcast light opera even if the community likes rock & roll music, although that question is not uncomplicated. Even more complicated is the question wheth-

er he may feed a diet of rock & roll music to a community which hungers for opera. These are questions, however, that we need not here decide. As we see it, the question presented . . . is simply whether the Commission may require that an applicant demonstrate an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them." Court also harked back to Supreme Court 1943 NBC decision which said that FCC "may impose reasonable restrictions upon the grant of licenses to assure programming designed to meet the needs of the local community."

**NEXT IN SATELLITE TV PARADE:** With AT&T's Telstar such a brilliant success, industry & nation look toward next satellite communications efforts—particularly in TV, most dramatic of signals carried.

This week, NASA plans to launch Ranger 5 toward moon, carrying b&w cameras. Shot will attempt to do what unsuccessful Rangers 3 & 4, launched earlier this year, failed to do because of malfunctions.

NASA will orbit RCA's entry "Relay" before year's end. Like Telstar, it's a low-altitude bird (500-3,000 miles). But it's more complex—more "sophisticated," as spacemen put it—emitting 10 watts vs. Telstar's 2.75. It's designed for North-South American relays as well as U.S.-European, will have somewhat longer transmission time per pass—26-28 minutes vs. Telstar's approximately 20.

Early next year, Cal. Tech's Jet Propulsion Labs & RCA are due to fire Ranger 6, a "kamikaze" moon vehicle carrying 6 TV cameras, including one in color. It's intended to crash on moon, transmitting pictures for 10 minutes before impact.

Hughes Aircraft's "Syncom" is bird of different plumage. Due next year, it's meant to orbit at 22,300 miles, remaining stationary relative to point on earth. Syncom I will be phone-only. Although equipped to handle marginal (4-mc) TV signal, Hughes spokesman explained initial launching will be mainly to test positioning. Three Syncoms could cover all of inhabited world, compared with 30-40 low-altitude jobs needed for similar coverage. Another expected advantage is that it would be above most destructive radiation belts, thus have longer life. Disadvantages include greater weight & complexity, and need for mechanism to maintain position.

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Senate put off until next session action on the 13 nominees for new Communications Satellite Corp. (Vol. 2:41 p2). Sen. Commerce Committee spokesmen said President Kennedy is certain to give incorporating group recess appointments until new Senate confirms them. One of the incorporators, Washington attorney Leonard H. Marks, said last week that new space firm, rapidly becoming known as "Comsat Inc.," probably will issue first stock next year, eventually will need between \$200 and \$500 million.

Old Reliable Telstar, meanwhile, flashed opening minutes of historic Ecumenical Council in Rome to millions of U.S. homes. CBS's Ralph Paskman, pool coordinator, said transmission, compared with other Telstar broadcasts, was "best quality we've ever seen."

## **CURRENT CAPSULES**

Progress on editorializing was outlined to FCC members Minow, Bartley & Ford last week by 3 members of NAB editorializing committee: Daniel Kops, WAVZ New Haven; Frank Abbott, WWGP Sanford, N.C. & Frederick Houwink, WMAL Washington. Commissioners expressed hope industry will provide set of voluntary "fairness" guidelines. Recently, FCC adopted new policy of rendering opinion on "fairness" questions as they arise; previous practice was to consider allegations of editorial unfairness when station renewal came up. Plan now is to work up body of Commission actions in a primer similar to one issued for political broadcasting—including questions-&-answers format.

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Staunch opponent of govt. influence on programming, FCC Comr. Rosel Hyde, in speech prepared for Oct. 13 delivery before Utah Bcstrs. Assn. meeting in Ogden, concludes with: "Seek not what your government can do for you in terms of setting guidelines and prescribing program elements, but rather seek what you can do for your government and do for your country in terms of providing unsubservient communication of the truth."

Slashing attack on Kenneth Cox, FCC Broadcast Bureau chief, characterizes brief by National Community TV Assn. supporting plea to participate in "Carter Mountain" case in Court of Appeals. NCTA asserts that FCC policy of granting microwaves to feed CATV systems was reversed because of Cox's influence. "Certainly," it said, "the people who invest heavily in microwave equipment or CATV systems to serve the public have a right to expect that the Commission as an agency of the government will not vacillate with the variable winds of changing staff or Commission membership in such important policy matters. . . . This is still a government of laws and not of men." Brief notes that Cox favored close CATV regulation when he was a "young lawyer" on staff of Senate Commerce Committee.

## Personals

Lawrence White, former CBS-TV daytime programs vp, named Goodson-Todman Productions program administration dir., N.Y. . . . Don Joannes, ex-ABC Films western div., appointed 20th Century-Fox TV western div. mgr., succeeding William L. Clark, who becomes eastern div. mgr.

Marion Stephenson promoted to NBC Radio administration vp, first woman vp in network's history . . . Howard D. Sturm, retired Navy PR officer, named KRCA Los Angeles public affairs mgr.

Lew Grade promoted to managing dir., Associated TV Ltd., London, succeeding Val Parnell, who continues as board member & consultant . . . Ralph Foster, former newspaperman & independent film producer, named CTV TV PR & advertising dir, Toronto.

Paul Levitt promoted to CBS-TV Hollywood dir. of daytime programs.

Howard G. Gardner promoted to NBC Radio sales administration & development dir., Robert C. Hitchens to sales planning dir., Joseph Kelly to sales development mgr., Jack Bernstein to sales presentations mgr., Herbert Brotz to business affairs mgr.

Dr. Frank G. Back, Zoomar Inc. pres., and "father" of zoom lens, receives 1962 Society of Motion Picture & TV Engineers Progress Award, given for technical contributions to the progress of engineering phases of the motion picture-TV industries.

Bruce G. Sundlun, Washington attorney named to new Satellite Communications Corp. incorporating group (Vol. 2:41 p2), is also indentified with TV-radio—as secy. & gen. counsel of WJAR-TV & WJAR Providence, R.I., and secy. & dir. of Salt City Bestg. Corp., one of applicants for new WNYS-TV Syracuse.

Ted Cott, National Academy of TV Arts & Sciences exec. vp, appointed chmn. of Academy's new international relations committee . . . William Karnes, ex-Americanantenna Corp. vp, appointed mgr., Telesystem Services Corp.'s new Dallas regional technical office.

Harry H. Averill, ex-Bartell Bestg. national sales dir., joins RAB as executive in national & retail sales and member development.

Vance L. Eckersley, WTEV New Bedford, Mass. consultant, appointed gen. mgr. . . . Les Keiter, ex-radio WINS N.Y. sports dir., named to similar post with WFIL-TV-AM-FM Philadelphia.

Bud Foster appointed KGO-TV San Francisco sports editor . . . Jerry Birge, ex-radio WJPS Evansville, news dir., appointed sports dir., WTVW there.

Franklin C. Wheeler promoted to Katz Agency San Francisco mgr., succeeding Stanley J. Reulman, who died Sept. 28 . . . William O. Tulloch promoted to WTMJ-TV Milwaukee regional sales dir.

Tony Arnone, former KHJ-TV Los Angeles PR dir., rejoins station as PR & exploitation dir. . . . Pat Visik, promoted to KUTV Salt Lake City sales promotion, development & research mgr., a new post.

Fred M. Wood, radio WMVB Millville, N.J., elected N.J. Bestrs. Assn. pres. . . . Hugh DeSamper, Colonial Williamsburg Inc. radio-TV mgr., appointed Va. Assn. of Bestrs. exec. secy.

Members of new NAB Research Committee named last week by Pres. Collins: Donald H. McGannon, Westinghouse Bestg., chmn.; William Schroeder, WOOD Grand Rapids; Nathan Lord, WAVE Louisville; Charles H. Crutchfield, WBTV Charlotte; William Grant, KOA-TV Denver; Thomas K. Fisher, CBS; David C. Adams, NBC; Simon B. Siegel, ABC; Robert F. Hurleigh, MBS.

## Obituary

Henry J. Zittau, 70, United Artists senior vp & treas., died Oct. 5 at home in N.Y. He was born in Prague, was one of Europe's youngest bank vps before coming to U.S. in 1941. His widow and a son survive.

Newspaper mogul Samuel I. Newhouse confirmed that he wants to buy World Publishing Co., publisher of *Omaha World-Herald*, owner of KETV Omaha and other properties. Reported offer is \$40 million. World officials had no comment except that property "has not been sold." A major shareholder, Mrs. Gilbert M. Hitchcock of Washington, said she wouldn't sell.

Radio KRIZ Phoenix has been sold by Radio Denver Inc. for \$500,000 to Shamrock Bestrs. Inc. Radio Denver is owned by ex-Sen. Burton K. Wheeler (D-Mont.) and 2 sons, also operates radio KTLN Denver. Shamrock is headed by Frank Flynn, ex-radio KYOS Merced, Cal. gen. mgr. Hamilton-Landis was broker.

First 2 of NAB's fall conferences take place this week—1½ days each, starting Oct. 15 in Atlanta's Dinkler-Plaza, Oct. 18 in New York's Biltmore. Top NAB officers, staff members and major panels will cover research, editorializing, govt. & public relations, labor-management problems, Codes, access to public proceedings, defense role, music licensing negotiations, uhf, etc.

New automatic logging system approved by FCC (Vol. 2:41 p5) will be put into operation immediately by 10 Triangle stations—5 TV & 5 radio. Equipment will be "Documentor" made by ITA, Triangle subsidiary.

Equal-time primer outlining broadcasters' and candidates' obligations & rights under Sec. 315 has been issued by FCC. Entitled "Use of Broadcast Facilities by Candidates for Public Office," document is 28 pages, in question-&-answer form, intended to reduce individual inquiries to Commission. In Senate last week, Freedom-of-Communications ("Watchdog") subcommittee Chmn. Yarborough (D-Tex.) warned that his group also will have eye on broadcasters during campaigns. He said subcommittee will send questionnaire to TV-radio stations after elections for summary of their records in presenting candidates. Group will be available during races for consultation & advice to candidates with complaints of discrimination or unfair treatment, he said.

Construction of WTEV (Ch. 6) Providence (at Tiverton, R.I.) may continue, U.S. Court of Appeals ruled last week, denying request for stay sought by Rhode Island TV Corp. Latter was Ch. 6 applicant for Providence, is fighting FCC's approval of WTEV move from New Bedford. Though Judges Bazelon, Edgerton & Fahy said there seem to be "serious questions" involved, they didn't think Rhode Island TV would suffer "irreparable injury" if WTEV builds. They noted that WTEV said it's willing to build regardless of ultimate court decision and they ordered FCC to ignore money spent in construction, in any further proceeding.

A quickie slipped through Congress, to chagrin of broadcasters and FCC. Bill designed to prohibit dissemination of indecent material in District of Columbia (HR-4670) passed both House & Senate with no mention of TV-radio. However, after House-Senate conferees finished settling differences between respective bills, word "televises" appeared in final measure voted. Move is on now to get pocket veto—which is probable. Measure would allow police to seize any equipment used to disseminate purportedly obscene material. Federal law already prohibits broadcast of such matter.

FCC donated antenna of WUHF N.Y. to city, which begins operating station as WNYC-TV Nov. 1. In letter to Mayor Wagner, FCC said antenna has been declared "unusable surplus" by govt. and cost of removal would exceed its salvage value as scrap—and wished N.Y. "long & successful operation."

First final decision by FCC's new Review Board granted new daytime AM in Roswell, N.M. to Neil N. Levitt, affirming examiner's initial decision. Issues in case were Nevitt's financial qualifications and the need for new station vs. loss of service from interference it would create.

FCC allocations actions: (1) Denied shifting WTTV's Ch. 4 from Bloomington to Indianapolis, also denied reserving it or another vhf for ETV in Indianapolis (Minow & Lee dissenting). (2) Shifted KLRJ-TV's Ch. 2 from Henderson to Las Vegas. (3) Proposed reserving Ch. 12 for ETV in Moscow, Ida., making Ch. 15 commercial.

"Radio Free Dixie," English-language anti-American propaganda program, has begun broadcasting from Havana. Show is directed toward U.S. Southern Negroes, attacks Southern "racists." Principal announcer is believed to be an American defector.

FCC denied 28 petitions to reconsider its May 10 order imposing partial freeze on new AM applications or major changes in existing AM stations until rules are reexamined. Comr. Hyde dissented.

European broadcasters assembling in N.Y. next week for first meeting of EBU ever held outside of Europe will be confronted with rugged schedule including visits to Washington & Andover, Me. Telstar ground station, in addition to prepared agenda. Priority topics at special meeting will be use of space satellites, program exchange, video tape, TV news & coverage of important events, children's programs. There will be separate meeting for program, legal & engineering groups. Meetings begin Oct. 22, with address by FCC Chmn. Minow. Group will travel to Washington Oct. 24, attending luncheon as guests of USIA dir. Edward R. Murrow, with principal address by NASA chief James Webb. Attending the luncheon will be senators, congressmen, ambassadors, FCC members, NAB pres. LeRoy Collins, other notables. Delegates will fly to Andover Oct. 27. In N.Y., they'll attend luncheons hosted by the 3 networks.

Dick Clark vs. Dick Clark programming will occur in several major markets after Dec. 1. Network deejay Clark has packaged a 2-hrs.-daily syndicated radio show which is being sold by Mars Bestg. Inc. of Stamford, Conn. Mars sales pitch urges purchasing radio stations to program the taped Clark series in a 4-6 p.m. slot, a peak afternoon listening period. Those who do will find it up against 4-4:30 p.m. "American Bandstand" Dick Clark show on some 150 ABC-TV stations. Clark's ABC show was originally a 90-min. daily package in late 1950's, was trimmed to 60-min., and this season to 30-min. show. Will Clark show on radio, "localized" with aid of special taped features, newscast intros, call letters of purchaser, etc., steal audience from Clark show on TV? Is move designed to needle ABC for cutbacks in TV Clark series? Last week, ABC declined comment in N.Y. So did Clark.

NBC-TV paid an undisclosed amount for rights to photograph digging of secret tunnel under Berlin wall, producer Reuven Frank said last week. But he made it clear that tunnel would have been dug even without payment, that tunnel project was well under way before network discovered it. NBC's documentary, filmed during digging of tunnel and while refugees were using it to escape from East Berlin, will be televised 7:30-9 p.m. Oct. 31. Asked about reports CBS-TV was also preparing tunnel documentary, CBS News Pres. Richard S. Salant said such a show was "in preparation" last summer, but "after receiving from the State Depart. certain intelligence information on the U.S. national interest aspect of the Berlin wall tunneling operation, CBS News stopped preparation of its report and has not resumed it."

New summer TV records were set this year in TV advertising and home viewing, TvB reported late last week. The box score: Network TV gross time billings in June-August were \$192,357,400—a gain of nearly \$25 million over same period a year ago. Spot TV billings this summer were at "new highs." Average TV home spent 4 hrs., 20 mins. daily watching TV, a gain of 3 mins. per day over summer of 1961. Network CPM figure for "all programs" was 35.9% less this summer than in 1958.

NET's 66 ETV affiliates meet at Park Sheraton, N.Y. for 3 days starting Oct. 17, to discuss federal & Ford grants, all-channel law, ETV programming, etc.

AP elected record 136 TV-radio stations to membership recently, bringing total to 2,371.

New Trinidad & Tobago TV, starting in Nov. at Port of Spain, names Intercontinental Services Ltd., U.S. rep.

# Consumer Electronics . . . .

MANUFACTURING DISTRIBUTION, FINANCE

**PRICES: B&W RECORD LOW, PHONO RECORD HIGH:** Average factory price of black-&-white TV set dropped to record low during first half of this year, while phono prices hit what probably is a record high. Radio prices stayed about same.

First-half figures show 63.5% of all TV distributor-to-dealer sales were in portable-&-table-model category—up from 59.7% in first-half 1961—so TV's average price drop of about 6% isn't surprising.

Based on EIA figures for first-half 1962 & first-half 1961 (excluding manufacturer excise tax in both instances), average factory price of black-&-white TV dropped to \$125.76 this year, from \$134.15. If color TV were included, we estimate average factory price for first half of this year would have been around \$145. Average b&w price for full year 1961 was about \$135 (Vol. 2:18 p7). If color TV were included, we estimate average factory price for first half of this year would have been between \$145 & \$150.

Phono factory sales price went to \$88.10 during first-half 1962 from \$85.73 in same 1961 period (average factory price for all of 1961 was \$83.88). Increasing proportion of phonos sold with FM & FM-stereo tuners probably accounts for much of the increase.

Average radio price was slightly lower this year than last—\$17.22 vs. \$17.71 (compared with \$18.05 for all of 1961). Despite lower prices for 6-transistor sets this year, average price dipped very little—presumably due to rise in sale of FM sets and deluxe 7-and-more-transistor sets.

First-half factory sales dollar volume was up in all 3 categories: TV, \$397,029,000 vs. \$361,000,000 year earlier; radio, \$95,847,000 vs. \$84,696,000; phono, \$138,045,000 vs. \$128,338,000.

In TV, portables & table models represented biggest proportion of business since 1956—and, at other end of ladder, combinations were at all-time high. Here is TV mix, at distributor sales level, for first-half 1962 compared with first-half 1961:

	Table & Portable	Console	TV-Phono Comb.
1961 .....	59.7%	36.8%	3.4%
1962 .....	63.5%	32.7%	3.8%

**STUDEBAKER MOVES INTO APPLIANCES:** Automotive industry cut another wedge of appliance pie with Studebaker's move last week to acquire for upwards of \$40 million (\$29 million cash, 1,333,333 common shares) private-label giant Franklin Mfg. Co. Minneapolis-based Franklin operates 7 plants in U.S. & Canada, produces broad line of home appliances—from refrigerators, freezers, washers & dryers to upcoming portable dishwasher—netted pre-tax earnings of \$7.2 million on some \$70-million sales in 1962 fiscal year ended March 31.

Auto maker also moves into electronics field for first time via acquisition, which is subject to approval of stockholders at special Nov. 16 meeting. Franklin's "R&D people have moved steadily into electronics work," Studebaker noted, and "engineering & development phases have been completed on an improved microwave power pack now being used in industrial food preparation." Franklin also makes transformers, battery chargers & electrical testing equipment.

"We have no plans to get into TV, radio or other home electronics lines," Studebaker told us, "but this is not to say that we won't. We have a very active acquisition program and we're looking at all kinds of companies. If the profit picture is right, we won't bar any field—and that includes home electronics & TV."

Company doesn't plan "at this time" to introduce Studebaker-branded line of appliances, or to promote Studebaker-Franklin link. It will continue present private-label policies & practices of Franklin, which would become an operating division. Among its volume customers: Montgomery Ward, Western Auto Supply, Gamble-Skogmo. Jasper C. Hammond would continue as pres. of new Franklin div.; Robert H. Quayle, who joined Franklin Oct. 1 from Borg-Warner's Norge div., remains as exec. vp.

Studebaker's move puts "Big 5" of auto industry in appliance field. General Motors has Frigidaire line; Ford, Philco; American Motors, Kelvinator. Chrysler doesn't market line of major appliances, but is in field with its Air-Temp air conditioners.

**DIMENSIONS OF RENEWAL TUBE MARKET:** How many replacement picture tubes are sold yearly? Is this market drying up, as EIA appears to believe, totaling only little over 3.7 million tubes last year (as opposed to 6 million tubes for new sets)—or does actual figure lie somewhere between 5 & 8 million, as many in tube industry assert?

EIA recently revised downward its estimates of renewal tube sales on basis of special Dun & Bradstreet survey. EIA's statistics (as reported in its new Electronic Industries Yearbook) show 1961 renewal tube sales of 2,112,000 by large firms which report sales to EIA, and an estimated 1.6 to 1.8 million additional sales by non-reporting manufacturers.

There's no question that renewal sales by manufacturers reporting to EIA have declined in last few years—dipping from peak of 2,779,100 in 1957. But if you accept EIA's figures, they show another surprising trend. In 1959, about 8.5% of TV set owners replaced their picture tubes; in 1960, only 7.5% replaced tubes, and last year percentage dropped to 5%. In essence, figures indicate replacement tube sales declined by 25% from 1957 to 1961, while total number of TV sets-in-use were increasing by more than 20%. This is generally attributed to improved life of picture tubes and lower price of sets (which induces some people to replace entire set rather than tube).

. . . .

While replacement tube market may be shrinking, many in tube industry say it's much larger than EIA says it is—perhaps double EIA's estimated 3.7 million. It's almost impossible to keep track of picture-tube industry because of large number of independent rebuilders, and, indeed, there isn't agreement on definition of "renewal tube."

At least 80% (more probably over 90%) of replacement tubes are "rebuilt" in one way or another (although big tube makers resent use of this word). Some—including those made by the 7 manufacturers who also make original equipment tubes—are of the "new-tube-used-glass" category. In this type of tube everything is brand new except the bottle. Other rebuilders merely replace electron gun, re-evacuate tube & put it on market. Then there are tubes which are "rejuvenated"—shorts are blown out with high-speed electron gun, without even opening tube. Nobody knows real extent of this practice. Tubes retreaded this way might not be technically considered "replacement" or "rebuilt" tubes, but "repaired" tubes. Nevertheless, since many are sold as replacement tubes, they must be counted in this category. Excise tax payments might be good method of making tube census—except that many small rebuilders are understood to be under investigation now for possible evasion, and anyway, "rejuvenated" (unopened) tubes aren't subject to excise.

One high tube industry authority estimates that about 65% of renewal tubes are sold by "independent rebuilders," 35% by tube makers who also supply OEM market. There are believed to be about 300 independent tube rebuilders in market at any given time—and mortality rates are high. Majority of these are small "garage" operators, producing less than 200 tubes per week. However, big rebuilders are highly reputable & reliable firms turning out quality products.

Of the approximately 300 independent rebuilders, about 100 are believed to do 75% of the business. Only 5 or 6 are considered "majors"—2,500 tubes per week or more. The remaining 94 or 95 make perhaps 800-1,000 weekly.

By far the biggest is Channel Master, long-time leading antenna manufacturer & radio importer, which also has best distribution for its picture tubes. Channel Master's ultra-modern Empire Tube Div., Port Jervis, N.Y., is believed to turn out some 5,000 tubes weekly, does complete new-tube-used-glass job. Among

other important rebuilders are American Standard TV Tube Co., Jamaica, N.Y.; Superior Tube & Electronics, Philadelphia; Calvideo, Compton, Cal.; Polaris Engineering, Chicago; Standard TV Tube, Jacksonville, Fla.; Theta Electronics, Greensburg, Pa.; Saturn Electronics, Tacoma, Wash.; Continental Electronics.

Replacement tube manufacturers, both independent & major, obtain glass by means of "dud" allowance on bad tubes, of course. There's no limit on number of times glass can be re-used, so long as it isn't damaged. Some rebuilders estimate average glass TV tube bulb is used 4 times.

Until recently, it was believed Corning-type twin-panel (bonded) bulb couldn't economically be re-used. However, equipment & instructions are now available for re-use of this type of glass, including cap. Problem in salvaging bonded bulb & cap is in removing laminated cap from bulb itself. New equipment & techniques are said to involve painstaking and slow process, but glass can be re-used economically. In addition to traditional "rebuilders," several OEM picture-tube manufacturers now have this equipment (or have developed their own processes) for re-using good glass from rejected tubes. Since bonded tube is relatively new, market for replacements is still small.

Dud allowance is being offered for Corning-type bonded tubes for first time—by Channel Master, which is beginning to offer bonded tubes on replacement market.

Renewal picture tube market may well be shrinking—as many major tube makers agree (Vol. 2:26 p12)—but there seems to be no agreement on its actual size. In addition to EIA's estimate of 2.7-3.9 million a year, we've heard figures of 5 million, 6 million, 7 million & 8 million. There's no question it's a big business—shared by many small businesses.

**TV KIT COMEBACK GATHERS MOMENTUM:** Nation's biggest build-it-yourself electronic kit manufacturer—Daystrom subsidiary Heath Co.—is moving into TV, thus confirming TV kit comeback which we first noted last April (Vol. 2:17 p8).

For TV industry, this is no earth-shaking trend—but it is interesting illustration of how far kit-building fever is spreading. Back in 1949, kits were said to account for 7% of all TV sets sold (which would place them at about 184,000 units that year). Then there was rather steady decline, and only one TV kit manufacturer remained in the business from then to present day. That's Transvision Inc., Yonkers, N.Y.

Transvision was joined early this year by Conar Instruments, div. of National Radio Institutes, Washington, with 19-in. table TV kit at \$135. Transvision, meantime, was offering 23- & 27-in. kits at \$199-\$228, recently added color-TV kit at \$439 (Vol. 2:36 p10).

Heath's entry into TV kit business was "by popular demand." At recent N.Y. Hi-Fi Show, where it was displayed for first time, company spokesman told us that TV kit was No. 1 request in survey of company's customers for potential new products.

TV Heathkit will go on sale in mid-November, with price of \$169.95 (chassis only). It includes 23-in. bonded tube, nuvistor tuner, 17-tube circuit. Attractive walnut console cabinet is \$89.95 extra, wall-mount accessories \$25.95, uhf tuner \$27.95.

Sherman Fairchild, Fairchild Camera & Instrument exec. committee chmn., profiled in Oct. 7 N.Y. *Herald Tribune*, remarked: "I do things that I think are interesting & useful. The fact that other people find them useful is just the way things turned out. . . . It's no fun for me just to make money."

Sylvania's TV sales are up, Home & Commercial Electronics Senior vp George C. Connor told us last week in postscript to our business roundup (Vol. 2:41 p7). He said company's 1962 unit sales are expected to be 25-35% ahead of 1961. "Business has been very good, and our outlook for the 4th-quarter is excellent," he added.

New Packard Bell color line has 3 basic models in 8 styles, starting with table model (legs optional) at \$695, with consoles at \$795 & \$950 (tambour doors). All have hardwood cabinets and are easily convertible to 2 types of remote control. Featured this year are automatic chroma control, automatic brightness control, synchronized color cut-off & color convergence control. Company says its color sales jumped 500% this year and plant has been expanded to increase color output another 700%.

Ampex has formed a service & customer training subsidiary in West Germany, at Beoeblingen, near Stuttgart, to serve Europe, North Africa & Middle East.

**2-COLOR SETS, ANYONE?** Is there market for a 2-color TV set at a price slightly higher than black-&-white? This question comes up every once in a while—generally inspired by developments across the Pacific.

We took look at 2-color set last week, and our conclusion is that 2-color TV is better than b&w. Whether public would accept this type set at marketplace, and whether it would give true high-fidelity color a black eye is anyone's guess—but we know of no U.S. manufacturer contemplating going into 2-color business, although several Japanese firms are said to be looking into it.

Set we observed was developed by Kendon Electronics (Warren Oestreicher, pres.), East Elmhurst, N.Y., in the 1950s. It's relatively simple, has 2-gun 90-degree 21-in. picture tube with specially developed shadow-mask tube, which has ruled screen with alternate lines of red-orange & blue-green phosphors. Since shadow-mask openings are wide, good brightness is obtained at standard b&w voltages.

Only 4 tubes are added to b&w circuitry to produce 2-color image, and Oestreicher estimates that color console could be produced to sell at about \$170 at factory.

Colorvision being at least partly a subjective phenomenon, it's possible that some people will find 2-color picture more realistic than others. As we viewed it, color gave more depth to pictures, showed up realistically in sky & water scenes, with flesh tones tending to be ruddy. Most obvious in picture is complete lack of yellow. Blue-green & red-orange are same colors used in old-time Cinecolor 2-color movies.

Kendon circuit, incidentally, is the one which Sanritsu Denki was reportedly investigating in Japan—and which newly formed Spica International Corp, previously stated it would import (Vol. 2:40 p9). It turns out, however, that Spica's statement was at least premature, since Sanritsu denies any firm plans to produce 2-color set.

Kendon is currently exploring possible military use of its 2-color tube for radar displays, etc.—where its real future may lie because of simplicity, brightness & flexibility.

First complete report on FCC's uhf experiment in N.Y., by Jules Dietz who supervised study, will be highlight of EIA's annual Radio Fall Meeting technical sessions Nov. 12-14 in Toronto's King Edward Hotel. Other highlights: Panel on microelectronics in consumer products; session on reliability & quality control; papers on DC restoration (Hazeltine's Stephen P. Ronzheimer), unsolved radio design problems (Bendix's E.D. Hasty & H. B. Dorsey), adjacent-channel interference surveys (Okla. State U.'s William L. Hughes), uhf translators (Adler Electronics' Stanley P. Lapin).

Bids for 25,000 TV sets are being sought by Syria. Nation is seeking 20,000 17- or 19-in. and 5,000 21- or 23-in. receivers, 625-line, 110-volt, 50-cycle AC. Copies of bidding conditions & specifications are available for about \$59 from General Organization for Executing the 5-year Industrialization Plan, Syrian Ministry of Industry, Damascus.

Canadian-made Fleetwood line designed for sale in U.S. features 4 stereo consoles, at \$389.50, \$499.50, \$549.50 & \$599.50. All include built-in FM stereo.

TV sales increases in 4th quarter are anticipated by 71% of dealers, it was indicated by survey of NARDA members conducted by NARDA with cooperation of Corning Glass Works. In talk to Corning TV dept. sales personnel, NARDA exec. vp Jules Steinberg gave these results of 250 retailer responses: (1) The 71% predicting TV sales increases in 4th quarter thought business would be an average of 12% better than last year in b&w consoles, 13.6% in portables, 30% in color sets. (2) Current inventories were reported lower than last year by 40%, same as last year by 31%, higher by 29% of respondents. (3) Replacements were reported to account for average of 62% of new-set sales, 2nd sets 17%, new family formations 14%. (4) Greater demand for color sets was attributed to more & better color programs by 92 respondents, better set performance by 22, advertising & promotion by 14, greater number of manufacturers by 10. (5) Some 58% said ETV would help sell 2nd & 3rd sets.

Master antenna distribution systems designed to accommodate FM stereo are coming in for attention as result of Jerrold installation at recent N.Y. High Fidelity Music Show (Vol. 2:41 p8). First system of its kind installed exclusively for FM stereo, hookup connected powerful Taco roof-mounted antenna beamed at WTFM Fresh Meadows, N.Y., to 4,000-ft. of coaxial cable, with outlets in all 150 exhibit rooms at N.Y. Trade Show Bldg. Although WTFM had special studio in building, distribution system used off-air pickup. Meanwhile, Pres. Raymond V. Pepe of Institute of High-Fidelity Manufacturers last week called show "most successful in history" and announced that 32,000 had attended, including some 2,000 dealers.

**Mergers & acquisitions:** Servel will acquire control of Sonotone by purchasing 700,000 of latter's 1,220,340 outstanding common shares at \$10 each. (Vol. 2:29 p12). Servel's offer produced tenders for approximately 800,000 shares by Oct. 10 deadline. Servel Pres. Duncan C. Menzies said his company had spent \$50,000 over past 2 years researching Sonotone • Hallcrafters will acquire for undisclosed stock Radio Industries Inc., Kansas City • Gulton Industries' subsidiary West Instrument Corp. has purchased for cash the Technical Associates div. of Duncan Electric.

Raytheon has developed portable commercial communications system that can transmit voice via infrared light beams. System has practical range of 10 miles, Raytheon said, also can be used in applications where radio waves interfere with electronic equipment.

**New plants & expansions:** Motorola will add \$5-million, 360,000-sq.-ft. addition to its Phoenix, Ariz. semiconductor plant. Expansion is slated for completion next April, will increase plant's total size to more than one million square feet.

"Audio Master," added to Blonder-Tongue line is designed to add sound channels to master antenna & CATV systems, enabling any TV receiver on line to receive piped-in audio. Net price is \$175.

Second edition of *Public Relations Handbook* has been published by Prentice-Hall, Englewood Cliffs, N.J. (960 pp., \$12.50). It's edited by Philip Lesly, includes contributions by 37 PR experts.

Philco will plug its 16-in. courier with one-min. participations in 10 ABC-TV & NBC-TV programs during Oct. & Nov.

**TV UP, RADIO DOWN IN AUG.:** Official EIA distributor-to-dealer sales statistics last week verified preliminary estimates of August business—TV was well up from last year, radio down a little.

Actually, TV sales turned out to have been better than originally estimated—the increase over Aug. 1961 was 11%, bringing 8-month distributor TV sales to nearly 10% ahead of 1961's pace. Radio sales were down almost 5½% from good pace set in Aug. 1961, but on cumulative basis radio sales were also almost 10% ahead of 1961 for the year.

TV-radio production figures for August, released by EIA, reflect inventory-consciousness by manufacturers. Pipelines now well filled with new merchandise, both total TV & total radio production were at lower level in Aug. 1962 than year ago, although cumulative 8-month production was well ahead of last year. FM radio & uhf TV output continued to show marked increases from year-earlier levels. Here are EIA's official statistics for August & year-to-date, with 1961 monthly comparisons:

**TV-RADIO DISTRIBUTOR SALES**

Month	TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
<b>TOTAL</b>	<b>3,692,017</b>	<b>3,366,805</b>	<b>6,570,544</b>	<b>6,023,224</b>

**TELEVISION PRODUCTION**

Month	Total		UHF	
	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,468	48,233	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,283
August	500,693	514,674	44,862	33,946
<b>TOTAL</b>	<b>4,132,603</b>	<b>3,699,188</b>	<b>348,667</b>	<b>205,011</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	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	408,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
<b>TOTAL</b>	<b>11,652,448</b>	<b>9,952,790</b>	<b>4,103,170</b>	<b>3,153,293</b>	<b>626,154</b>	<b>473,799</b>

August factory sales of both TV picture tubes & receiving tubes declined markedly in both units & dollars from August 1961. Unit sales of TV picture tubes dropped to 795,121 from Aug.-1961's 870,578, EIA reported, and dollar value fell to \$15,035,830 from \$17,239,228. Cumulatively, Jan.-Aug. unit sales maintained slight lead—5,916,286 vs. 5,902,956—over a year earlier, but dollar value trailed by more than \$4 million—\$113,432,881 vs. \$117,575,111 in 1961's first 8 months. August factory sales of receiving tubes showed 34,646,000 units valued at \$29,222,000—down from Aug.-1961's 36,907,000 at \$31,347,-

000. Unit sales for Jan.-Aug. totaled 242,271,000—almost a million less than the 243,227,000 sold in 1961's first 8 months. Dollar value, however, increased to \$203,174,000 from \$202,826,000 in Jan.-Aug. 1961. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,318	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
April	758,539	14,253,425	31,016,000	26,838,000
May	703,255	13,676,659	30,341,000	26,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
August	795,121	15,035,830	34,646,000	29,222,000
Jan.-Aug. 1962	5,916,286	\$113,432,881	242,271,000	\$203,174,000
Jan.-Aug. 1961	5,902,956	117,575,111	243,227,000	202,826,000

**Trade Personals**

John Hawkinson elected pres. of TV Shares Management Corp., succeeding William H. Cooley who continues as a dir. (Vol. 2:39 p10) . . . Paul J. Hemschoot, Tung-Sol Electric secy., also appointed J.S.

Robert M. Macrae appointed RCA staff vp for southwestern distributor & commercial relations, succeeding Harold (Hal) Maag who retires at year's end after nearly 35 years with company. Latter will handle special assignments for RCA's distributor & commercial relations organization.

H. Leslie Hoffman, Hoffman Electronics chmn., re-appointed chmn. of EIA's Spectrum Committee for 1962-63.

E. Willard Gentz appointed mfg. vp, ITT Kellogg Telecommunications div. . . . George R. Jones appointed Capitol Records corporate vp; Daniel C. Bonbright elected vice chmn. & pres. of Capitol subsidiaries EMI Corp. & Capitol Record Club.

Harper Q. North named Thompson-Ramo-Wooldridge research & development vp, succeeding Ralph P. Johnson, resigned . . . Herbert A. Finke, vp-gen. mgr. of Bomac Labs div. of Varian Associates, elected Varian Assoc. vp.

Louis W. Clark named GE Audio Products ad & sales promotion mgr., succeeding Vincent F. Novak, recently appointed TV receiver ad & sales promotion mgr. . . . Henry K. Kindig named general mfg. mgr. for Sylvania b&w TV picture tubes, headquartering at Ottawa, O. plant.

Eugene T. Toner named PR project mgr., Sylvania Home Electronics, succeeding Neal H. Johnson, now assigned to photolamp operation. Both Toner & Johnson will hq in N.Y.

**Obituary**

Arthur L. Milk, 56, retired Sylvania govt. relations vp, died unexpectedly Oct. 10 in Cocoa Beach, Fla. He joined Sylvania in 1925, served as asst. gen. mgr. of tube div. and in 1947 organized Sylvania's govt. relations dept. in Washington. He retired in 1960, becoming consultant & special representative for Sylvania in Cape Canaveral area. His widow survives.

John R. Howland, 61, consultant on closed-circuit TV & onetime Dage TV gen. sales mgr., died Oct. 6 in St. Joseph's Hospital, Reading, Pa., of injuries received in automobile accident. He lived in Philadelphia, was special rep for past 2 years of John M. McCarthy Inc., Philadelphia electronics firm.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics	1962—year to June 30	\$ 16,624,000 <sup>1</sup>	—	\$ 440,000 <sup>1</sup>	\$0.65	670,504
	1961—year to June 30	8,963,000	—	234,000	.35	670,504
GE Story below.	1962—9 mo. to Sep. 30	3,483,153,000 <sup>1</sup>	\$370,459,000	179,495,000	2.01	89,453,687
	1961—9 mo. to Sep. 30	3,138,046,000	304,045,000	150,994,000	1.70	88,962,489
	1962—qtr. to Sep. 30	1,164,317,000 <sup>1</sup>	121,395,000	59,518,000 <sup>2</sup>	.67 <sup>2</sup>	89,543,687
	1961—qtr. to Sep. 30	1,063,621,000	116,646,000	57,516,000	.65	89,962,489
General Instrument	1962—6 mo. to Aug. 31	41,194,131	477,609	355,309	.14	2,565,401
	1961—6 mo. to Aug. 31	41,271,892	1,265,559	775,559	.31	2,476,714
	1962—qtr. to Aug. 31	20,005,693	153,259	153,259	.06	2,565,401
	1961—qtr. to Aug. 31	20,850,638	194,699	92,699	.04	2,476,714
Jerrold	1962—6 mo. to Aug. 31	10,413,495 <sup>1</sup>	—	190,312 <sup>2</sup>	.10	1,999,682
	1961—6 mo. to Aug. 31	5,953,074	—	11,150	.01	1,884,569
P. R. Mallory	1962—9 mo. to Sep. 30	73,957,409	6,587,099	3,192,401	2.03 <sup>3</sup>	1,501,941
	1961—9 mo. to Sep. 30	63,116,688	5,954,361	2,801,008	1.77 <sup>3</sup>	1,501,941
Pacific Industries	1962—year to Aug. 31	24,500,000	—	510,000	.27	1,887,239
	1961—year to Aug. 31	17,930,545	—	1,406,733	.99	1,427,021
Polarad Electronics	1962—qtr. to Sep. 30	2,948,000	—	131,000	.09	1,403,517
	1961—qtr. to Sep. 30	2,278,000	—	(125,000)	—	1,325,692
RCA Story below.	1962—9 mo. to Sep. 30	1,265,500,000 <sup>1</sup>	69,900,000	34,300,000 <sup>2</sup>	1.88 <sup>3</sup>	16,947,000
	1961—9 mo. to Sep. 30	1,090,100,000	44,300,000	23,800,000	1.29	16,559,000
	1962—qtr. to Sep. 30	411,600,000 <sup>1</sup>	21,300,000	10,300,000	.56	16,947,000
	1961—qtr. to Sep. 30	368,300,000	10,900,000	6,200,000	.32	16,559,000
Radio Shack	1962—year to June 30	18,174,503 <sup>1</sup>	—	(1,217,073)	—	683,949
	1961—year to June 30	16,711,833	—	(501,253)	—	683,949
Raytheon	1962—9 mo. to Sep. 30	440,884,000	—	7,819,000	1.89 <sup>3</sup>	4,014,550
	1961—9 mo. to Sep. 30	407,142,000	—	4,847,000	1.18 <sup>3</sup>	3,890,578
	1962—qtr. to Sep. 30	128,125,000	—	2,483,000	.60 <sup>3</sup>	4,014,550
	1961—qtr. to Sep. 30	126,962,000	—	1,838,000	.43 <sup>3</sup>	3,890,578
Rek-O-Kut	1962—year to June 30	1,385,450	—	(61,592)	—	652,666
	1961—year to June 30	1,512,809	—	(105,690)	—	652,666
Howard W. Sams	1962—year to June 30	13,025,702	—	860,061	1.59	535,718
	1961—year to June 30	11,782,407	—	745,138	1.40	526,950

Notes: <sup>1</sup> Record. <sup>2</sup> Net earnings reduced by \$3.7 million (4¢ a share) after voluntary price adjustment on products involved in antitrust

cases. <sup>3</sup> After preferred dividends.

**RCA Sets Record Pace:** Peak sales & profits this year were forecast by RCA last week as it wrapped up 1962's first 9 months with record volume & earnings (see financial table). Profits climbed 44% to \$34.3 million from \$23.8 million in Jan.-Sept. 1961. Sales rose 16% to \$1.266 billion from \$1.090 billion. Third-quarter sales also set record with 12% jump to \$411.6 million from \$368.3 million a year ago. Profits soared 66% to \$10.3 million from \$6.2 million.

"We believe RCA is nearing realization of the best year in its 43-year history," Chmn. David Sarnoff & Pres. Elmer W. Engstrom notified stockholders. Emphasizing "continued strong improvement in color TV & other home instrument sales" (Vol. 2:41 p7), NBC's "record pace" and "increased profitability" of other divisions, they said "this upward trend should continue throughout the 4th quarter, barring a severe reversal of present economic trends."

Reports & comments available: RCA, comments, Shields & Co., 44 Wall St., N.Y. 5 • Westinghouse, comments, Jacques Coe & Co., 39 Broadway, N.Y. 6 • Columbia Pictures & Screen Gems, comments, Divine & Fishman, 2 Broadway, N.Y. 6.

**GE Nets Big Gains:** Record 9-month & 3rd quarter sales were posted by GE, along with sizable profit gains, despite outlays of \$7.8 million to settle several of the damage suits arising from anti-trust conspiracy. Settlement payments are being charged against current sales as "voluntary price adjustments," with resultant reduction in current earnings (see financial table). In 1962's first 9 months, GE earnings rose 19% to \$179.5 million on an 11% sales gain to \$3.483 billion. Earnings in the September quarter improved 3% to \$59.5 million on a 9% sales rise to \$1.164 billion.

Chmn. Ralph J. Cordiner attributed sales gains to the 4 major segments of GE's business, including consumer products. He noted that subtraction of anti-trust settlements from 3rd quarter sales had "the effect of decreasing net earnings for the quarter by \$3.7 million or 4¢ a share." He termed "voluntary price adjustments" an "equitable disposition of any possible claims arising from the sales of products involved in the Philadelphia anti-trust cases."

Dynamics Corp. of America was listed for trading on New York Stock Exchange Oct. 9 after 31 years on American Stock Exchange. Symbol: DCA.

# WEEKLY **Television Digest**

OCTOBER 22, 1962

© 1962 TELEVISION DIGEST

NEW SERIES VOL. 2, No. 43

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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

**NAB'S STOCK-TAKING TOUR IN FULL SWING**, staff giving regional meetings full fill-in on major problems—Codes, govt. relations, etc. (p. 1).

**TV FINALLY WINS ONE FROM FTC** as agency throws out 3-year-old charges against Pepsodent commercial on 3-2 vote (p. 3).

**GE SEEKS STEREO AUDIO ON TV**, filing petition for "compatible" system with FCC, aiming for economic receiving & telecasting equipment (p. 3).

**NEW SYNDICATION TRENDS** include more 60-min. former-network film shows, new techniques in overseas selling, more color movies for local telecasts, better liaison with reps (p. 3).

**'STATE ETV CAMPUS'** in Florida scheduled to expand from present 6-station to 12-station network. Some 367,000 students in 888 state schools now get some TV instruction (p. 4).

**MOBILE RADIO STILL TRACKING CH. 14 & 15**. Users urged to launch PR program to bring spectrum needs to attention of FCC, Congress, etc. (p. 4).

**STATIONS & CATV EDGING CLOSER**, seminar in Atlanta pointing up room for agreement. FCC's Cox & NAB's Seavey still push for federal regulation (p. 6).

### Consumer Electronics

**BEST TV SALES YEAR** since 1956 shapes up for 1962. Distributor sales of b&w & color sets will approach 7-million mark. Sept. was best TV month in 2 years (p. 7).

**TV PRICE RISES** probable at new-model time next year if picture-tube increases stick. Although there's some doubt about tube & component hikes, set makers say they can't eat any cost boosts (p. 7).

**100% CHANGEOVER TO NEW COLOR TUBE** due for completion in first quarter 1963. Production of current 70-degree tube ends in March. Serious shortage of color tubes during changeover period possible (p. 8).

**1962 TV JUNKPILE**: 4.3 million sets due to be scrapped this year—meaning 2/3 of new set sales are replacements, according to figures compiled by Frank Mansfield (p. 9).

**COLOR TV WAR IN PHILA.?** Silo Discount Centers, 7-store chain, buys 2 freight carloads of "closeout" RCA color sets from distributor Raymond Rosen, plans to "rock this town" with intensive promotion & "very attractive prices" (p. 10).

**PHONO SALES JUMPED 30%** in August, EIA figures show, bringing 8-month sales 11% ahead of same 1961 period (p. 11).

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**NAB'S STOCK-TAKING TOUR IN FULL SWING:** Both policy and nuts-&-bolts operating problems were given excellent run-through by NAB staff & panels at first 2 fall conferences last week—in Atlanta & N.Y. Among highlights:

(1) Pres. LeRoy Collins pounded away at 2 major themes—adherence to Codes and broadcasting's freedom-of-access to public proceedings. In Atlanta, he harked back to his basic position: "No amount of public relations posturing is going to convince the American people that broadcasting is anything different from what they hear it and see it to be in their own homes." He also said stations need to share local-programming know-how, added that plans are underway for industry-wide clinic on subject in February.

Knocking at the closed doors of public proceedings, Collins asserted: "No force in America is better equipped than is broadcast journalism to help shed light on community problems, point ways to their solution and help equip the people of this nation to fulfill their individual responsibilities as citizens."

(2) Code Authority Dir. Robert Swezey was riled about attacks on Codes: "The cry has been raised

that the Code Authority represents a peril to the industry as a potential censor and stifler of creative talent. I honestly think this is specious nonsense and doubt that anyone can point to a single instance in which we have thwarted or impeded any legitimate broadcast effort."

Pleasing govt. bureaus is not job of Code Review Board, its chmn., William D. Pabst of KTVU Oakland, stated flatly. "We are concerned with what is best for the industry in the long, long pull," he said. He also admitted that non-Code-subscribing stations which nevertheless followed the general pattern of its self-imposed guidelines were "a problem," and that the problem will be discussed at a December meeting of Board. Meanwhile, he urged managers "to go to the Board with your problems, and we'll be glad to help."

(3) Howard Bell, planning & development vp, said broadcasters aren't getting far enough fast enough with govt. officials, in their fight to cover public proceedings—so case must be taken to the public. "Freedom of the press," he said, "is a right to protect the people, not the journalist."

(4) Paul Comstock, govt. affairs vp, noted plethora of attacks on TV-radio in books & magazines, urged broadcasters to work with their congressmen to counter fictitious presentations. Comstock's assistant, Hollis Seavey, forecast that new Congress will see drive for network regulation, that Dodd Juvenile Delinquency Subcommittee will come up with "very strong language" attacking TV-influence-on-youth. He also fore-saw new CATV-regulation dispute, increased investigation of program ratings, and suspension of political equal-time rules only for Presidential & Vice Presidential campaigns. General Counsel Douglas Anello analyzed Copyright Act and its prospects for revision in next Congress.

(5) James Hulbert, mgr. of broadcast management, predicted construction of up to 250 uhfs, competing with 500 uhfs, by 1970—fostered by all-channel-set law. He expects tough going for uhf for 3-4 years but: "In the long run, the impact of uhf may be as substantial as the impact that TV has had on radio." He also gave tips for holding on to good employees.

(6) John Couric, public relations mgr., described NAB's stepped-up PR-aid program—aiming at "grass roots"—told, for example, that there's been demand for more than 40,000 copies of Speakers' Bureau booklet listing 400 people available for speeches.

(7) Big job among "influentials" remains to be done by TV industry, TV Information Office Dir. Roy Danish stated. TIO, he said, has received, researched, answered more than 14,000 individual requests for TV information since it began in 1959 as industry supported spokesman to public. But TIO cannot do job alone, and broadcasters must tackle problem of improving TV image at local level as well. It's unfortunate, Danish said, that TV screens "are not lit up in homes where criticism is the loudest."

At separate TIO meeting in N.Y., Chmn. Clair McCollough reported expanded program in works—more staff visits to stations, more participation in industry conventions & conferences, increase in publications, films, slides, articles, etc. He also reported addition of 7 station TIO sponsors since April.

(8) Research can be a valuable hedge against problem of being caught short by new industry developments, according to Melvin A. Goldberg, vp & dir. of research. To illustrate, he produced new Sony "personal portable" TV receiver which he described, with sly dig at Nielsen, as being "not much larger than an Audimeter." If TV becomes "personal medium, like radio," he said, it may well have to be re-evaluated by researchers since "there may be a drop in viewers-per-set, and a fractionalizing of the audience."

(9) Always-touchy political problem was tackled by a panel consisting of Daniel W. Kops (WAVZ New Haven and WTRY Troy), who is chmn. of NAB Editorializing Committee, Anello and Bell. Kops warned stations not to editorialize "until equipped to do so," pointing out that WAVZ had been active in this area since 1949. Anello similarly warned stations that stations faced a grey area when they editorialized in favor of a political candidate. His recipe: Offer the opposition candidate an equal opportunity to express his views—but only through a spokesman, not in person.

Atlanta meeting attracted 269, N.Y. 309. This week's sessions: Chicago, Oct. 22-23, Edgewater Beach Hotel; Washington, Oct. 25-26, Statler. Balance: Dallas, Nov. 8-9; Kansas City, Nov. 12-13; Denver, Nov. 15-16; Portland, Ore., Nov. 19-20.

**TV FINALLY WINS ONE FROM FTC:** It was a rare event, but the FTC last week actually dismissed charges of deceptive & misleading TV advertising against Lever Bros. and Foote, Cone & Belding.

FTC originally cited company in January 1960, for TV commercials purporting to demonstrate how Pepsodent toothpaste could remove smoke stains from teeth. Demonstration showed Pepsodent scrubbing yellow stains off white plate. FTC said this didn't prove the toothpaste would remove tobacco stains from teeth of all smokers, especially accumulated stains of habitual smokers.

However, Examiner Harry Hinkes decided FTC hadn't proved Pepsodent wouldn't remove them, recommended Commission drop charges. By 3-2 vote last week, FTC agreed, dismissed complaint.

Chmn. Dixon & Comr. MacIntyre dissented, said most that could be said for the commercial is that it's ambiguous. They said that deeply imbedded tobacco stains on teeth are difficult if not impossible to remove with ordinary dentifrices, including Pepsodent, and commercial should have stated so.

Commission last week also dropped case against American Radiator and Standard Sanitary Corp., charged with soliciting discriminatory allowances for its TV program from suppliers. Commission found that although it had been proven that allowances were solicited & received, there was no determination as to whether they were discriminatory, nor were the allegedly injured competitors satisfactorily identified. Vote was unanimous.

**GE SEEKS STEREO AUDIO ON TV:** With stereo developing nicely, GE sees no reason why TV shouldn't get a lift out of stereo too—audio only, not video 3-D. It filed petition for rule-making with FCC last week, citing 3 objectives of its proposed system:

(1) "No way diminish nor degrade" service to existing TV receivers. (2) Inexpensive receivers. (3) No "unreasonable economic burden" on existing telecasters. System was developed by Robert Dome, who has described it at technical meetings (Vol. 16:45 p16).

Petition reports lab and limited field tests, considers them encouraging. Thick document gives mass of technical detail. It also contains summary of "psychological effects." Test was made with man & woman speaking alternately—with (A) stereo, (B) monaural, and (C) reversed stereo. Results:

"If stereo was to mean anything, there should not be too much difference between A, B and C to the listener. The tests proved that A gave a more pleasing effect than B, a result that might not be unexpected. But the biggest surprise came when condition C was tried! The fact that the people spoke from the wrong sides of the picture created almost exactly the same impression as is observed when the sound track of a movie film is not synchronized with the picture. The girl's lips moved, but her voice seemed to come from the man, even though his lips were closed. Then when her lips stopped moving, she began to speak in a man's voice while the man's lips moved!" (Details of system may be obtained from GE's Radio & TV Div., DeWitt 14, N.Y.)

**NEW TRENDS IN FILM SYNDICATION:** Multi-million-dollar business done annually in sale of non-network TV programming is developing interesting trends as 1962-63 season gets into high gear. A few:

Longer shows—Five years ago, as many as 90% of syndicated film shows offered stations were 30-min. Increasing number of former 60-min. network shows seeking residual income in syndication market, along with decreasing amount of first-run programming, is causing definite swing toward more hour-long packages. Initial ice was cracked by MCA with "Cimarron City," "Riverboat" and others. Then came Warner Bros. with several series. Now, Four Star, MGM, Desilu and others are adding to 60-min. product flow for syndication.

International public affairs—Last week, NBC International announced it had started "Public Affairs Assn." in Latin-American TV markets. NBC, whose news division will supply whopping total of nearly 700 hours of programming to network this season (not counting spot news), will furnish stations in plan with "at least one" NBC public affairs show for telecasting each week. Shows will be "dubbed" by means of local voice-over Spanish narration, since flow of programming—actually, a form of international syndication—will be sizable. Similar NBC arrangement exists in Far East.

Colorcasting new features—Many post-1948 movies were filmed in color to provide extra sales value

against rival TV. Ironically, many of these features are winding up on TV—in color. Latest Seven Arts packages ("Vols. 4 & 5") of Warner and 20th-Fox features, for example, contain total of 93 movies, of which almost half—43—are in color and available in color to stations. To encourage use of color movies, syndicators generally charge little more than actual lab costs on color prints, and even this figure is dropping with sales volume.

"Live" syndicated drama—With some 85% of nighttime network fare unreeling from film cans each week, there's been slow-but-noticeable trend toward more "live on tape" programming in syndication. New series of children's specials and "Legacy of Light" series from Westinghouse Bcstg. Co. are good examples. Storer's "Divorce Court" series is another. Currently making rating headway in major markets is package of 26 hour-long taped dramas from Showcorporation under title "On Stage." This is actually CBC-TV drama show originally sponsored by General Motors in Canada. Film-weary critic Jack Gould of *N.Y. Times* has compared series to "golden age" of TV drama.

Other syndication trends at work include closer liaison between syndicators and station reps, more station-developed public-affairs programs reaching market, small-but-expensive feature packages.

**FLORIDA'S 'STATE ETV CAMPUS' EXPANDING:** With 6-station ETV network in operation and 6 more stations planned in next 2 years, Florida is now demonstrating how TV can be used in schools & colleges to cope with expanding populations and shortage of top teachers.

Last year, TV was part of curriculum of 5,700 classrooms in 888 Florida public schools & state universities. Out of 1.2 million enrollment in state, some 367,000 students now receive some of their credit instruction by TV.

Florida's unique "ETV Network" is operated on low budget by state Educational TV Commission, which owns no stations but is responsible for networking credit programs among ETV stations owned by local school boards, state universities and non-profit community groups. ETV Commission, founded in 1957 on recommendation of then Gov. LeRoy Collins (now NAB pres.), was charged with "establishing a state TV network," one of whose principal functions would be to interconnect all state universities & junior colleges.

Original plans called for microwave interconnections so that every one of state's colleges would have access to what is taught in any one of others. However, development of video-tape recorder now has made possible "tape interconnections" and has made need for actual simultaneous hookups far less urgent. Each Florida ETV outlet has at least one recorder.

Florida's newest ETV station is WSEC (Ch. 17) Miami—site also of oldest in state—7-year-old WTHS (Ch. 2). Latter station is used mainly for college & adult education, while new uhf outlet is beamed principally at elementary & high schools. Both Miami stations are owned by local school board, while WJCT (Ch. 7) Jacksonville & WEDU (Ch. 3) Tampa-St. Petersburg are owned by community corporations, and WUFT (Ch. 5) Gainesville & WFSU-TV (Ch. 11) Tallahassee are owned by state universities.

Hopefully scheduled for activation in next 2 years are community-supported uhf outlets in Orlando, Cape Canaveral, Daytona Beach & Pensacola areas, and university-owned uhfs at Florida Atlantic U. (Boca Raton) & U. of South Florida (Tampa). Orlando application (Ch. 24) is due to be filed next, but during the interim, 3 commercial outlets (WBDO-TV & WLOF-TV Orlando, WESH-TV Daytona Beach) are cooperating with state's ETV Network to help fill in gap by donating time & facilities for classroom programs.

Despite much talk by other states about elaborate proposed ETV systems, Florida is still only state to achieve anything like real statewide network with programs available to significant number of major population areas.

**MOBILE RADIO STILL TRACKING CH. 14 & 15:** Public-relations assault on Ch. 14 & 15, by mobile radio users cramped for space, was given impetus last week. In meeting called by EIA's Land Mobile Communications Section (Vol. 2:41 p3), some 50 radio-users representatives (police, fire, business, etc.) were urged to become "walking, talking, writing fighters for the cause." Section Chmn. William Weisz, Motorola vp, outlined other spectrum hunts—share vhf TV channels, etc.—said Ch. 14 & 15 evolved as most logical quarry.

As indicated before, prospects for plan at FCC level seem remote—but a lively PR program might eventually produce some results, though not necessarily at expense of uhf TV.

EIA itself maintains "no position" in controversy. But spokesmen for major manufacturers of both TV and mobile radio equipment said their companies won't oppose the petition. These include RCA, GE & Motorola. (Among major TV set producers, Admiral & Zenith are not EIA members.)

Weisz said action is needed now because passage of all-channel-receiver law: "We must get reallocation before millions of sets get out with Ch. 14 & 15 built into them."

Some mobile radio users, notably those represented by National Assn. of Manufacturers, are well aware of telecasters' political power. NAM representative Victor Reis reminded group of stations' success in fighting deintermixture.

Operators of Ch. 14 & 15 stations, plus CP-holders & applicants—total of 16—are loading guns for counterattack, won't stand by while these choice lowest uhf channels are under fire.

## **CURRENT CAPSULES**

Despite strong protests from State Dept. and East & West German govts., NBC-TV still plans to show controversial 90-min. documentary film about digging of escape tunnel between East & West Berlin (Vol. 2:42 p6). State Dept. charged that showing of film could jeopardize safety of refugees and complicate Berlin problem, cited NBC for "risky, irresponsible, undesirable" action, said network was warned before it started on project. On Oct. 18, East German govt. banned some NBC personnel for "criminal behavior." Program is scheduled for Oct. 31.

Humphrey-Scott debate, featuring the Minn. Democrat and Pa. Republican, patterned on the 4th Kennedy-Nixon debate in 1960, has been scheduled for 8:30-9:30 p.m. Oct. 29 by NBC for TV & radio. Participants, selected by chairman of their parties, will give 8-min. opening statements, 3-min. closing remarks, will be questioned by 4 NBC newsmen.

Federal aid-to-ETV program got setback, Congress adjourning without getting to supplemental appropriations bill, which included initial funds to HEW Dept. for project. Senate had voted \$3 million, House \$2 million, but they never got into conference to compromise. Dr. John Bystrom, Asst. to HEW Secretary (ETV), declined to speculate on amount which will be requested in new supplemental appropriation bill when Congress convenes in January, but said it probably would be less than \$4.75 million originally requested.

Shift to uhf will be undertaken by KERO-TV (Ch. 10) Bakersfield as quickly as possible, it announced, ending long deintermixture fight. It has ordered equipment. Shift will leave Transcontinent TV with 3 vhf's, 2 uhf's, and it is actively seeking the 2 additional vhf's permitted by FCC rules.

Resist govt. intrusion into programming, Storer Bestg. Chmn. George B. Storer urged industry, speaking at Pulse luncheon in N.Y. last week, at which he was given Pulse's "Man of the Year" award for "bringing responsibility in broadcasting to the level of a high art."

New ETV channels reserved: Ch. 20, Chicago, sought by Chicago Educational TV Assn. which operates WTTW (Ch. 11); Ch. 12, Hatch, N.M., deleting it from Silver City, at request of N.M. State U.

KXTV Sacramento lost to AFTRA last week in NLRB decision which held that station didn't bargain in good faith. Corinthian Pres. C. Wrede Petersmeyer said station was appealing to Ninth Circuit Court of Appeals, added: "We were shocked & disappointed by the Board's decision. Throughout the long negotiations, we intended and did bargain in good faith and I believe the station will be vindicated by" the courts.

Paramount's Telemeter pay-TV system (Vol. 2:38 p2) was demonstrated to members of parent Home Theatres Inc. at recent meeting of principal stockholders in Calif. Officers elected were Chicago White Sox co-owner John W. Allyn, pres.; Lloyd B. Sands, Hunt Oil Co., vp; R. A. Lile, representing Winthrop Rockefeller, secy.; A. B. Cobb, investment banker, treas.

**STATIONS & CATV EDGING CLOSER:** Lively Georgia Assn. of Bcstrs. last week provided a forum which punctuated fact that telecasters & system operators are finding more & more common ground, less & less reason to fight.

Not that some broadcasters believe CATV should remain unregulated. However, the urgency seems to have diminished somewhat. FCC Broadcast Bureau Chief Kenneth Cox, at the Atlanta meeting, repeated his long-held view that some regulation is needed—to protect service provided by smaller stations. He urged CATVs to recognize that central federal regulation is much to be preferred over mish-mash of state & local controls.

But William Dalton, pres. of CATV's National Community TV Assn., warned telecasters that federal regulation would bring FCC probing into station economics & operations. He welcomed recent trend of telecasters into CATV ownership, urged NAB & NCTA committees to work out problems without govt. intervention.

NAB's Hollis Seavey assured CATVs that broadcasters don't oppose CATV blindly but "we do believe they should be subject to federal regulation. They're an integral part of the American communications system rather than merely an antenna service." This reflects a less militant approach than NAB maintained for some years.

Charles Batson, WIS-TV Columbia, S.C., whose principals have moved strongly into CATV, put it this way: "CATV is here to stay and to grow. Our greatest danger as broadcasters is to underestimate the public's interest in this." He said that systems fill voids in station service areas, helps meet public demand for more & better signals. Fred Weber, Rustcraft Bcstg., described problems of smaller stations—which can suffer from diversion of audience through duplication. Washington attorney Russell Eagan reviewed legal battles over signal and program-distribution rights.

U.S. TV advertising spending is 76.7% of free world's total, TvB reports. According to International Advertising Assn., U.S. accounted for \$1.615 billion of free world's \$2.1 billion. U.S. ranks 6th in TV as percentage of total ad expenditures, however, U.S. advertisers put only 13.6% of their budgets into TV, compared with Iran's 59.6%, Peru's 27.5%, Japan's 26.0%, Curacao's 18.9%, & UK's 18.8%.

Metromedia's WRUL, nation's only commercial short-wave station, has been sold for \$1.75 million to International Educational Bcstg. Corp., owned principally by Mormon Church. Metromedia bought station in 1960 for about \$1 million. International pres. James B. Conkling said station wouldn't be used heavily for propagation of Mormonism.

Unusual job of research has been filed by Onondaga Bcstg. in Syracuse Ch. 9 comparative hearing—analysis of composite-week program-category percentages of all TV network affiliates. Material filed at FCC by 448 stations, with their latest renewal applications, was tabulated in terms of percentages given to entertainment, religion, agriculture, etc.

Big-city uhf: Ch. 26, Chicago, granted to Weigel Bcstg. Co.; application for Ch. 37, Paterson, N.J., filed by Bartell Bcstrs.

## Personals

Sigurd Larmon, Young & Rubicam chmn., retires at end of year . . . Paul M. Hancock promoted to NBC Radio eastern sales mgr.

Dick Powell, ill with cancer, resigns as Four Star TV pres., becomes chmn., succeeded by exec. vp Thomas J. McDermott.

Max E. Youngstein, Cinerama Inc. exec. vp, named TV Industries Inc. pres. & chief executive officer, succeeding Basil Estreich, who becomes chmn. . . . Norman A. Lunenfeld promoted to NBC merchandising mgr.

James Gerity Jr., WNEM-TV Flint-Saginaw-Bay City pres., honored by Grocer's Manufacturing Representatives of Mich. for civic efforts and betterment of individual communities.

Edward V. Cheviot promoted to WOAI-TV San Antonio vp & station mgr., Rex Preis to same post with radio WOAI . . . Frank Lewis promoted to WITN-TV Washington, N.C. production mgr., succeeding Bob McCoy, who moves up to asst. operations dir.

James L. Snyder promoted to Westinghouse Bcstg. national news dir. . . . Bernard P. Bohunicky promoted to WNAC-TV Boston chief engineer.

Andrew Jaeger promoted to UA TV Latin American sales supervisor, Mexico City, succeeding Ira D. Beck, resigned to enter private business . . . Dave Lundy, Blair TV Assoc. exec. vp, named pres. of Blair TV, new TV sales div. of John Blair & Co.; Ed Shurick, Blair-TV exec. vp, resigns.

John P. Sholar, WJHG-TV Panama City, Fla. station mgr., resigns after purchase of 50% interest in *Western Carolina Tribune*, Hendersonville, N.C. . . . J. Michael Collins promoted to WNED-TV Buffalo (ETV) asst. station mgr., Anthony R. Cherubini to program mgr.

Jack Gregory promoted to KGO-TV San Francisco sales mgr. . . . Richard Christenson appointed WXIX-TV Milwaukee operations dir. . . . Kershaw Burbank promoted to WNDT N.Y. development vp, G. Edward Hamilton to engineering vp.

George A. Scharmen, ex-KENS-TV San Antonio news dir., named to similar post with KBTB & KBTR Denver; Richard J. Braun advanced to promotion mgr.

Communications Satellite Corp. incorporators were given recess appointments by President Kennedy last week. *Washington Post* Publisher Philip L. Graham has been named chairman. Senate is expected to confirm 13 appointees (Vol. 2:41 p2) shortly after it convenes in January.

Sports results, from Federal Communications Bar Assn. Oct. 15 outing: Softball—FCC 18, FCBA 7. Tennis—Gilbert Hatfield, FCC, and Andrew Ockershausen, WMAL Washington. Golf—Low net of 74, attorney Morton Wilner; low gross of 78, law clerk Marvin Singman.

Bill banning indecent material in District of Columbia (Vol. 2:42 p6) was vetoed by President Kennedy, as expected. He questioned constitutionality of search-&-seizure provisions of measure, said subject should be dealt with by next Congress.

WDAU-TV (Ch. 22) Scranton has been granted waiver to identify itself as Scranton-Wilkes-Barre station.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BEST TV SALES YEAR SINCE 1956:** TV sales to retailers this year will be within spitting distance of 7 million sets for first time since 1956. On basis of sales for first 3 quarters of 1962, we guesstimate full year's distributor-to-dealer sales at 6.7-6.9 million—6.25-6.5 million black-&-white sets plus around 400,000 color sets.

September was socko month, from all reports—beating last year's booming September by more than 7%. Traditionally year's biggest month in distributor-to-dealer sales, initial estimates indicate b&w sales totaled around 720,000 sets last month. This would bring year-to-date sales well above 4.4 million. If 4th-quarter sales are on level with last year's good business during that period, total b&w sales for year will be around 6.25 million. They could even be higher.

Of course, it's color that's making the real difference by pushing total sales close to 7-million mark of TV's boom days. It also makes the difference in dollar volume, boosting average TV set factory price this year to above \$145, highest since 1953, while b&w prices by themselves are lowest in history (Vol. 2:42 p7).

In b&w sets alone, Sept. distributor sales were highest for any month in 2 years. Specific color-set sales estimates aren't available, but RCA has reported 69% Sept.-to-Sept. increase in color sales.

Phono sales also have taken tremendous lift in last couple months. After lagging behind 1961 for 6 months, cumulative unit sales (distributor-to-dealer) pulled ahead of last year in July (Vol. 2:39 p9). Official EIA figures, released last week, show August phono sales a thumping 30% ahead of Aug. 1961, with cumulative 8-month sales figures now 11% above last year. And this at highest average phono prices in history (Vol. 2:42 p7). Details of phono increases will be found on p. 11.

**TV PRICE RISES PROBABLE NEXT YEAR:** Increase in TV set prices is almost certain to follow any real & sustained rise in OEM picture tube & component costs. Although at least 4 tube manufacturers have informed set-making customers of impending price increases (Vol. 2:41 p7), it will be December or January before it can be determined whether these hiked prices actually will stick.

Some set makers doubt whether any announced price rise will be sustained—in view of fact that not all tube manufacturers have announced increases (although all say they need it to make any profit). Some tube manufacturers have long-term commitments at old prices, and this, too, is having effect on efforts to put through increases now. At any rate, here's summary of set manufacturer opinions on what a 6% or \$1-a-tube price increase (plus small increases in component prices) could do to set prices:

Rises are not expected to affect current lines. Any higher prices would come with drop-ins & 1963 lines—and early outlook is that purchasers of these sets will pay \$5 or \$10 more than for comparable 1962 models, in keeping with industry tradition of rounding off costs to next highest \$5-\$10 level.

"I don't see how it is possible to absorb any more increases in material costs," Emerson Pres. Benjamin Abrams told us. "Whether some manufacturers do absorb these increases will be a matter to see. Competition will tell."

"Nobody in this industry can eat a \$1-a-set cost increase," we were told by vp of major set producer. "This means an increase of \$3 to \$6 at retail on just the \$1 increase in cost of picture tube. Other component prices also have gone up. These increases can't be absorbed. The margin's not there. I'll tell you this—many manufacturers aren't making any profit on their sets that list for \$140."

Muntz TV vp Jack Simberg was equally categorical: "There's no question that these increases can

not be absorbed. They'll have to be passed on, but I doubt that they'll make a difference in our current line." Simberg told us "suppliers sometimes try to put through an increase during a sellers' market such as we have now—but it could be a different story after the first of the year if other suppliers say 'no' to a price rise. That would force these increased prices right back down again."

We found most manufacturers less than loquacious on always-touchy subject of price increases. Here's sampling of nutshell comments we collected: Admiral told us "we'll cross that bridge when we come to it," but added: "However, we certainly can't continue to eat these price increases." Philco said it is "evaluating" rise in tube prices. James Shallow, Magnavox marketing coordinator, told us: "We purchase tubes from several vendors, including National Video. We haven't yet received word of a general industry-wide price increase. Until that develops, we have no plans. At this moment we do not expect the increase to be reflected in our prices." GE parried set rise question, noted simply: "GE hasn't announced an increase in tube prices."

Industry's "profit squeeze" was noted by Zenith Sales Corp. Pres. Leonard C. Truesdell in recent analysis of 1963 business prospects (Vol. 2:41 p8). "Although there is a very favorable opportunity for business volume," he said, "we believe 1963 will be a very competitive year—and, of course, we are all experiencing the well-known 'profit squeeze.'"

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Speculation about size-price re-alignment of TV sets is on rise. Some manufacturers believe 16-in. set eventually will replace 19-in. as \$140 price leader, with latter becoming step-up at \$150 or \$160. There's vehement disagreement from others, however, including GE, who believe 16-in. should be full-feature set. Tube-components price rises could hasten industry's decision on 19-in.'s future as leader or ladder.

**100% CHANGEOVER TO NEW COLOR TUBE:** Switchover to new shorter 90-degree color tube in first quarter of next year (Vol. 2:16 p7) will be a complete one. Production of current 70-degree tubes will be discontinued in March.

In notifying its customers of impending cut-off of 70-degree tube production, RCA Tube Div. supplied answers to some questions. It said, in effect, there will be no dual output of picture tubes in the 2 lengths after first quarter. When the 90-degree comes in, the 70-degree goes out. Both tubes, of course are 21-in. round shadow-mask type, major difference between the 2 being about 6 in. in depth.

Timing means new shorter tube will be ready for June lines. Three other picture-tube manufacturers planning color production—Rauland, Sylvania & National Video—are expected to start with new 90-degree round tube shortly after first of year.

There may actually be serious shortage of color picture tubes for couple of months, while RCA curtails 70-degree tube production to change over to 90-degree. Curtailment will start before end of this year, with first output of 90-degree tubes expected early in first quarter. After discontinuance of 70-degree tube output in March, remainder of RCA's capacity will be shifted to 90-degree production.

Complete & rapid changeover to new type tube in one fell swoop is unprecedented in TV industry, but there seems to be little worry about obsolescence & liquidation of present-type 70-degree sets, because demand is so high. Also, the necessary curtailment of 70-degree tube production during changeover may result in set shortages rather than liquidations commonly associated with major changeovers.

Thus new short-tube color set will completely replace present set in mid-1963. Just one year later, sets with new 25-in. & 19-in. rectangular color tubes could begin appearing on market, if present schedules are met. Whether these will immediately replace 21-in. round tube will depend largely on pricing.

RCA now is preparing for major change in product which already is selling like the proverbial hot-cakes. There seems little question that color demand & sales will now continue to increase. In fact, one sharp observer of the TV scene—Corning Glass TV products vp Allen W. Dawson—suggests "the possibility that by the end of 1965 between one-third & one-half of all TV sets sold will be color."

**1962 TV JUNKPILE—4.3 MILLION SETS:** Two out of every three TVs sold this year will be replacements for worn-out sets, as TV's scrapage rate continues its sharp climb. It's estimated that about 4.3 million TV sets will wind up on junkpile this year—a record total, and up sharply from 3.7 million last year.

These intriguing figures are estimates made by Frank W. Mansfield, Sylvania marketing research dir. and dir. of EIA's Marketing Data Dept., for our forthcoming 1962-63 Television Factbook. They will appear in new Factbook as part of overall statistical summary of the TV industry, prepared for us by Mansfield.

Increase in TV set scrapage figures shows why TV selling opportunities in coming years should increase. Many sets now being junked were sold in TV's "golden era" of 6.6-7.4 million sales, 1954-57. Fact that somewhere around 4.3 million sets sold this year will be replacements indicates that greater exploitation of 2nd-set market could easily bring TV sales over magical 7-million set mark in immediate future. (They'll come close to that figure this year, as explained in story on p. 7).

Only since 1959 have replacement sets accounted for more than half of TV set sales. Here are revised TV set scrapage estimates by years, 1950-62:

1950 .....	27,000	1957 .....	2,745,000
1951 .....	100,000	1958 .....	1,990,000
1952 .....	275,000	1959 .....	2,759,000
1953 .....	911,000	1960 .....	3,585,000
1954 .....	1,492,000	1961 .....	3,700,000
1955 .....	2,836,000	1962 .....	4,300,000
1956 .....	1,400,000		

These estimates indicate that more than 26 million TV sets have been scrapped to date, out of cumulative total of nearly 89 million manufactured and about 85.8 million sold to American consumers. Cumulative value of factory production of TV sets from 1946 through end of 1962 will be more than \$13 billion.

Sets-in-use at end of 1962 are estimated by Mansfield at about 60.2 million—and 77% of them are now 19-in. or larger. Another 20% are in 16-18-in. category, and only 3% are 15-in. & smaller.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Oct. 12 (41st week of 1962):

	Oct. 6-12	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV .....	145,383	150,513	152,841	5,165,054	4,702,185
Total radio .....	475,759	441,844	441,971	14,675,874	12,895,705
auto radio .....	187,932	162,195	127,907	5,264,002	4,017,986

Opposition to extended warranties was expressed by NARDA executive committee last week in resolution making these arguments: (1) They "tend to be misleading" in conveying impression that today's appliances require less service than formerly; actually, additional features increase service requirements. (2) They "represent an additional drain on the dealer's already poor profit structure in that there is little opportunity for him to recoup labor charges." (3) They fail to take into account regional marketing differences. NARDA group urged manufacturers to "leave to their dealers the decision as to whether or not to offer extended warranties."

Exceptions to all-channel set rules proposed by FCC, sought by Motorola in comments filed with Commission: receivers used by schools, hospitals, hotels, motels and similar setups employing master receiving antennas. Motorola notes that such systems convert uhf signals to vhf channels—for inexpensive distribution to sets which needn't have uhf tuners.

More than 26 million loudspeakers have been used in TVs, radios, phonos & other equipment produced in U.S. during first 8 months of 1962, according to Hawley Products Co., maker of speaker cones. This year's 26,393,443 speakers is increase of 3,128,117 (or 13.4%) over number used in same 1961 period. Breakdown: Majority of speakers, or 13,459,543 (24.1% more than last year) were under 8-in.; 5,827,120 were ovals (up 22% from last year); 1,855,466 were 8-in. & over (down 1.8%); 5,251,314 were tweeters (down 8.8%).

Ad campaign aimed at OEM market has been instituted by Admiral for its newly named "Ensign" record changers. Theme: "Design & performance backed by million-unit production and 25 years' know-how." Changer is merchandised by new Ensign Div. of Admiral Corp.

Regency Electronics has established within its electronic equipment div. a new operation for private-label production of consumer products. New private-label div. will be headquartered at Indianapolis, Ind. plant.

**COLOR TV WAR IN PHILA.?** Opening gun of color TV war in Philadelphia may have been fired last week with purchase by big, 7-store Silo Discount Centers of 2 freight carloads of RCA color sets that are free of fair-trade restrictions. Buy from RCA distributor Raymond Rosen & Co. is described by Silo as "largest RCA color TV set order ever placed in the Greater Philadelphia area & possibly in the country." Sets will go on sale in few weeks "at very attractive prices," Silo said.

"This was a special closeout," Silo Exec. vp Paul Dinnerman told us. "We bought all their 1962 merchandise and we can sell it at any price—within reason. They don't want us to wreck their price structure. We're really going to promote this merchandise—and we're really going to rock this town."

Silo Pres. Sidney A. Cooper said he plans \$20-25,000 newspaper ad campaign on color sets between now & balance of year. "Our 1963 goal," he told us, "is to sell one color set for each b&w set—and last year we sold some 10,000 b&w sets."

Raymond Rosen TV sales mgr. Larry Crevey told us he knows no reason why sale to discount chain should produce repercussions from other RCA color dealers. "Silo is a dealer, too, and has been for some time," he added. He said that prior-year TV models are not covered by fair-trade agreements. Silo has carried RCA color sets before, also Zenith & Admiral.

Silo's volume order came as surprise to Mort Farr, NARDA chmn. & RCA's "Mr. Color" in Philadelphia area. "If they start cutting prices," he told us, "it will be a real challenge. However, discounters may be moving too fast. Color TV may not be quite the sales field they think it is. Some of us who did the pioneering are running behind in sales. There's still a lot of status in buying color TV."

\* \* \* \*

There's little profit in TV servicing these days, NARDA Chmn. Mort Farr told us last week. "We surveyed our service operation recently," he said, "and found that on an 8-hour shift our men average only 3.32 hours in the home. The rest of the time is chewed up on the road." Re warranties, he said "the cost of doing business is so high that many times we find it's cheaper for us to pay for a new tube or component instead of going through the paperwork & time of getting warranty replacements. We just throw them away."

GE color combination at \$795 is believed to be lowest-priced U.S.-made color combo. Unit is actually 3-piece hutch-type home entertainment center, built around GE's new \$495 color table model, combined with stereo-AM-FM "Decorator" combination (\$279.95 list) and hutch cabinet (\$89.95 list).

Olympic adds 4 color consoles—all open list—bringing color line to 10 basic models. Also introduced by Olympic last week were deluxe stereo radio-phono console in genuine hardwood at \$299.95 and 6-transistor portable AM clock radio (open list).

Eastman Kodak has entered laser field with introduction of neodymium-doped rare-earth glass rods for lasers.

## Trade Personals

L. Berkley Davis, former EIA pres. & vp-gen. mgr. of GE's Electronic Components Div., re-appointed chmn. of EIA's management policy committee for reliability; Ben Edelman, asst. mgr. Western Electric govt.-industry relations, renamed chmn. of EIA's educational coordinating committee.

A. J. D'Apolito, Sprague Electric senior market analyst, joins EIA's Marketing Services Dept. as mgr. of semiconductor & parts mktg. services.

L. S. Hudgins Jr. appointed Philco Finance Corp. operations vp; M. E. Strawn named sales & mktg. mgr.

Wendell B. Sell, Packard Bell Electronics group vp, elected a dir. . . . John Milhalic elected Avco group vp of Electronics, Ordnance & Aerospace Structures Divs.

Sir Gordon Radley appointed British Marconi chmn., succeeding Lord Nelson of Stafford, who remains a dir.; F. N. Sutherland named board deputy chmn.

Arnold K. Weber promoted to vp-gen. mgr., RCA Data Processing Div.; Edwin S. McCollister named division's vp for business planning & mktg.

William F. Chase & Harold I. Ross appointed Allied Electronics product mgrs.

Francis J. Gundersen elected finance vp of Standard Kollsman subsidiary Kollsman Instrument Corp. . . . George E. Comstock III elected engineering vp of Potter Instrument.

Thaddeus L. Dmochowski promoted to exec. vp, ITT Information Systems Div.

David C. Langworthy elected Magnetic Metals pres., succeeding late William P. Langworthy (Vol. 2:40 p11).

Richard J. Cleary, ex-Collins Radio, appointed asst. chief engineer of McMartin Industries.

Robert M. Wood named vp-gen. mgr. of Lab for Electronics subsidiary Keleket X-Ray . . . J. Paul Ahlbrandt appointed exec. vp of Pacific Industries subsidiary National Plastics, a new post.

## Obituary

George E. Geyer, 46, Bulova Research & Development Labs engineering sales dir., died Oct. 13 at his home in Islip, L.I., N.Y. Prior to joining Bulova in 1959 as senior project engineer, he had been pres. of All-Tronics Inc., Westbury, N.Y.

Clinton B. Allsopp, 75, retired ITT vp & a colonel in Army Signal Corp. during World War II, died Oct. 12 at his Angwin, Cal. home. He went on active duty after Pearl Harbor, helped organize Army Communication Service, later established & became chief of communications security branch under office of Chief Signal Officer. He retired from ITT in 1949.

Motorola has teamed with a French firm to form a new company to manufacture electronic alternator systems for European market. Motorola owns "more than a third but less than half" of Paris-based S.E.V. Motorola S.A., formed with Societe Anonyme Pour L'Equipment Electrique des Vehicules. New concern already is "in limited production" at new plant in Bois, ultimately will make & market other automotive electronic products, such as electronic ignition systems.

**AUG. PHONO SALES UP 30%:** August set all kinds of records in distributor-to-dealer phono sales, according to official EIA figures released last week.

By far 1962's biggest month in sales (441,455 units), August set record for both mono & stereo unit sales. Total August sales were 30% above Aug. 1961 and brought year-to-date sales 11% over first 8 months of last year.

Here are EIA's data on monthly phono distributor & factory sales, together with 1961 figures for comparison:

#### PHONO DISTRIBUTOR SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
TOTAL	579,441	1,559,334	2,138,775	492,090	1,539,790	2,031,880

#### PHONO FACTORY SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
TOTAL	598,369	1,720,864	2,319,233	538,804	1,549,579	2,088,383

Motorola's "Decorator & Designer" collection of deluxe TV & stereo in unusual Drexel & Heritage cabinets, which attracted attention at Chicago furniture shows last January (Vol. 2:3 p9), is now being offered to dealers through Motorola distributors. Company introduced line last week at Southern Furniture Market in Drexel, N.C. It consists of 14 pieces, including TV in wall-hanging spice cabinet (\$535), stereo in 77-in. long hall piece (\$1,338), coffee table & window-bench stereo unit. Motorola Consumer Products Pres. Edward R. Taylor noted that line caters to "special segment of the market, which we believe is becoming increasingly important."

"Magnavox makes sweet music," is headline of profile in Oct. 17 *Financial World*. "Company has had an impressive growth pattern despite keen competition in TV set field," noted publication, adding: "Although still identified primarily with its consumer goods, Magnavox now derives more than 40% of total revenues from defense & industrial products. These operations are also becoming more profitable." Summed up *Financial World*: "At current deflated levels of around 33, Magnavox's stock represents one of the most attractively-priced issues in the electronics group, selling at around 16 times estimated 1962 earnings. . . . The chief appeal of these shares, however, is for long-range growth."

Jerrold Corp., which posted record sales & profits in fiscal-1963's first 6 months ended Aug. 31 (Vol. 2:42 p12), expects sharp improvement to continue through 2nd half. Pres. Sidney Harman forecast total year earnings of 50¢ a share on \$26-million sales—up markedly from fiscal-1962's 30¢ on \$18-million sales.

Globe-Union was slated for listing on New York Stock Exchange Oct. 22. Symbol: GLB.

Disputed merger of Macfadden Publications & Bartell Betsg. (Vol. 2:29 p12) moved closer to settlement last week with new agreement between contesting minority stockholders & Macfadden-Bartell Corp. New terms, subject to court approval, provide that unidentified "certain officers" of M-B surrender for retirement 350,000 shares of the corporation stock they own. Initially, M-B officers, including Chmn.-Pres. Gerald A. Bartell, were to surrender 175,000 shares to company treasury. However, last July, court-appointed referee David W. Peck termed earlier agreement inequitable, said it was "not a significant amount compared to the Macfadden stockholders' stake in the case." Dissident stockholder group is led by former Macfadden Pres. Irving S. Manheimer.

Motorola distributors' September TV unit sales jumped 25% ahead of a year earlier & posted best September since record year of 1955. Motorola Consumer Products Pres. Edward R. Taylor termed September showing "doubly encouraging because the sales seem to indicate through movement." He explained: "Warranty card returns from our dealers were up 42% through June, 52% in July & August, and 55% during the latest week reported in September. This means that dealers are selling to consumers as well as distributors selling to dealers." He said stereo sales picture "is equally as bright." Distributors' September stereo sales rose 17.2% from a year earlier. Sales during October's first 2 weeks jumped 101.5%.

Davega Stores has been authorized to borrow \$300,000 to purchase additional inventory. Leonard Ginsberg, court-appointed bankruptcy trustee, said loan will enable Davega chain to buy merchandise with retail value of \$750,000 to \$1.5 million. Chain is now operating at weekly loss of \$2,700, compared with \$62,000 weekly loss when Chapter 10 proceedings were initiated June 11. Ginsberg forecast sales of at least \$3.2 million from Oct. 15 to end of year, said operations should begin to show profit "in the middle of November." He said Davega should have minimum cash balance of \$559,400 before repayment of loan on Dec. 29. Loan is expected to be made by Commercial Bank of North America, at 6% interest.

Internal Revenue Service is "expected to rebuff any bid by GE to reduce its taxable income by amounts paid in settling damage suits for price fixing on electrical equipment," reported Oct. 17 *Wall St. Journal*. In recent financial report (Vol. 2:42 p12), GE said it had applied some \$7.7 million of such payments as "voluntary price adjustments" against 3rd-quarter sales, reducing earnings for period by \$3.7 million. Noted *Journal*: "IRS can be expected to maintain that such adjustments are payments made as a result of anti-trust actions and that to allow them as deductions would 'frustrate national policy.'"

Studebaker has obtained \$25-million credit from 6 banks to help finance cash portion (\$29 million) of its purchase of Franklin Mfg. (Vol. 2:42 p7). Purchase also involves 1,333,333 shares of Studebaker common. Financing is under revolving credit expiring Jan. 29, 1965. Credit will be reduced to \$17.5 million after Jan. 31, 1964. Studebaker stockholders will vote on acquisition at special Nov. 16 meeting.

Packard Bell consumer product sales jumped 48.3% in 1962's first 9 months from same 1961 period. Home Products Div. vp-gen. mgr. Kenneth R. Johnson said September volume alone was up 77% from September 1961. For 9 month, b&w rose 34.2%, stereo 76.6%.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists	1962—year to June 30	—	—	\$ (1,580,000)	—	931,608
	1961—year to June 30	—	—	529,000	\$0.54 <sup>1</sup>	911,278
Taft Bestg.	1962—6 mo. to Sep. 30	\$ 5,729,398	\$ 2,128,018	964,036	.61	1,568,938
	1961—6 mo. to Sep. 30	4,894,030	1,554,580	744,188	.47	1,539,162
	1962—qtr. to Sep. 30	2,671,423	861,661	385,495	.25	1,568,938
	1961—qtr. to Sep. 30	2,287,868	597,688	283,505	.18	1,539,162

Notes: <sup>1</sup> After preferred dividends.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Allied Radio	Q	\$0.08	Nov. 27	Nov. 13
Allied Radio	Stk.	2%	Nov. 27	Nov. 13
Avnet Electronics	Q	.10	Nov. 1	Oct. 22
Crowell-Collier	Stk.	4%	Dec. 7	Nov. 14
Dominion Electrohome	SA	.10	Nov. 30	Nov. 15
Ford Motor	Q	\$0.45	Dec. 1	Nov. 1
Gross Telecasting	Q	.40	Nov. 10	Oct. 25
Gross Telecasting—B	Q	.07½	Nov. 10	Oct. 25
Lear Siegler	Q	.10	Dec. 3	Nov. 13
Medallion Pictures	Stk.	6%	Dec. 5	Nov. 16
Metromedia	SA	.10	Nov. 30	Nov. 16
Metromedia	Ex.	.10	Nov. 30	Nov. 16
Paramount Pictures	Q	.50	Dec. 14	Nov. 29
Republic Corp.	Q	.15	Nov. 15	Oct. 29
Taft Bestg.	Q	.10	Dec. 14	Nov. 15
Whirlpool	Q	.35	Dec. 31	Dec. 8
Wometco—A	Q	.17½	Dec. 14	Dec. 1
Wometco—B	Q	.06½	Dec. 14	Dec. 1
Wometco—A & B	Stk.	30%	Dec. 21	Dec. 1

Reports & comments available: RCA, Westinghouse & Whirlpool, notes, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Sprague Electric, review, Laidlaw & Co., 25 Broad St., N.Y. 4 • "Major Consumer Electronic Issues," comments, H. Hentz & Co., 72 Wall St., N.Y. 5 • MGM, review, Howard, Weil, Labouisse, Friedrichs & Co., 222 Carondelet St., New Orleans 12 • "Small Business Investment Companies; How To Achieve Tax Savings," discussion, Shields & Co., 44 Wall St., N.Y. 5 • Electronic Specialty, study, Bear, Stearns & Co., One Wall St., N.Y. 5 • Audio Devices & Philips Lamps, analyses, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • GT&E, review, Dean Witter & Co., 14 Wall St., N.Y. 5.

Sonotone Pres. Irving I. Schachtel reported that he & "members of my family have tendered virtually all of our stock" in response to Servel's offer to buy 700,000 common Sonotone shares at \$10 each (Vol. 2:42 p10). Holdings of Schachtel & family approximate 8% of Sonotone's 1,220,340 outstanding shares.

Collins Radio has postponed its planned offering of 557,515 common shares to stockholders on basis of one new share for each 4 held (Vol. 2:41 p12).

Mergers & acquisitions: Packard Bell Electronics & Marquardt Corp. are discussing merger, a Marquardt official reported, "but the talks are so preliminary we haven't reached the stage of negotiations." Financial data has been exchanged and "it's just a matter now of seeing whether there's any mutual interest" in merging, he said. Marquardt makes ram-jet engines and other missile & space vehicle propulsion & control systems. It also has an Electronics Div. that produces aerospace components. Marquardt Pres. Roy E. Marquardt said his company wants to expand further in electronics and Packard Bell has "some technical things that are of interest to us."

Raytheon is "giving very serious consideration" to issuing its first cash dividend on common stock next year, reported exec. vp Thomas L. Phillips, adding: Raytheon "hasn't wanted to declare a cash dividend until we are sure we can continue them regularly. Now it appears we may be able to pay them, sustain them and still have enough left over to plow back." Company has paid stock dividends frequently. Initial cash dividend, if paid, could amount to 20-25¢ a share quarterly, another Raytheon official said.

Entron net sales rose 127% to \$1,519,644 in 6-month period ending Aug. 29 over same 1961 period. In interim report to stockholders, Silver Spring, Md. firm reported net income of \$142,600, compared with net loss of \$146,950 a year ago, with earnings of 52¢ a share vs. loss last year of 54¢. Pres. James L. Lahey attributed part of business increase to 35% gain in sales to CATV systems and completion of major construction projects.

Corning Glass anticipates record sales & earnings this year, notes unusually good sales gains in color TV tube envelopes & glass electronic components. "Color TV sales are beginning to take off," Pres. Amory Houghton said, "and this rapid rise should continue into next year, barring any economic downturn."

Elmar Electronics, Oakland, Cal. electronics parts distributor, anticipates record sales & earnings for its 1962 fiscal year ending Oct. 31. Pres. Elvin W. Feige forecast a sales rise to \$9 million from \$7.1 million in fiscal 1961, a profit gain to \$450,000 (65¢ a share on 700,000 shares) from \$394,602 (66¢, on 600,000 shares).

RCA has sold 991,816 of its 1,158,563 Whirlpool common shares to Whirlpool, in connection with latter's offer to purchase one million shares from stockholders at \$28 a share (Vol. 2:41 p12).

OCT 29 1962

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WEEKLY

# Television Digest

OCTOBER 29, 1962

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NEW SERIES VOL. 2, No. 44

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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

**TV-RADIO—READY, WILLING, ABLE**, in Cuban emergency. Ten stations help get govt. messages through to Cubans. Security guide issued. Conelrad remains in effect. President Kennedy, White House News Secy. Salinger, praise broadcasters (p. 1).

**U. S. EXTENDS GLOBAL HAND TO EBU**, networks proposing "World Broadcasting Union," "Town Meeting of the World," supplying new TV stations with world's best. Networks, USIA welcome foreign broadcasters at first U. S. meeting (p. 2).

**FIRST NATIONAL NIELSENS** give CBS top score and over-all edge. Other networks predict CBS victory may be short-lived on basis of later audience trends. Meanwhile, numbers game is major indoor sport at network hq's (p. 3).

**NAB CONFERENCES—COLLINS' STOCK RISING** as he belts FCC for Chicago-type hearings, pries crack in House door against TV-radio, attacks radio overcrowding, pushes for moderate program form, etc. (p. 3).

**CATV REGULATION—HIGH FCC & NAB PRIORITY** shown in Commission staff recommendations, NAB conference discussions. Chances of new law good in Senate, poor in House (p. 4).

### Consumer Electronics

**INDUSTRY READY** for quick mobilization in case of 'limited war.' Minimum dislocation seen because of currently idle capacity; Korean War framework and regulations, still in effect, could be adapted quickly (p. 7).

**COLOR-TV DATA**, released by Census Dept., indicate 147,000 sets were made last year, but data is challenged as inaccurate or misleading (p. 7).

**ALL-CHANNEL-SET REACTIONS** filed in comments on FCC proposed rules range from "reasonable" through "good beginning" to "electronic junk" (p. 9).

**SEMICONDUCTOR MARKET STILL BEARISH:** Texas Instruments, Thompson Ramo Wooldridge & Clevite note profit squeeze and latter says 4th-quarter prospects are "tempered" by "difficulties" in semiconductor business (p. 10).

**GLOWING FINANCIAL REPORTS** continue to pour in. Magnavox and GT&E score record sales and earnings in both first 9 months and September quarter; Westinghouse nets 60% profit gain for first 3 quarters; Muntz TV closes fiscal year with record sales and sharp profit jump (p. 10).

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**TV-RADIO—READY, WILLING, ABLE:** TV-radio is doing itself proud in Cuban crisis, found its contributions acknowledged quickly & fully at highest govt. levels. (For manufacturer activities, see p. 7.)

Most direct contribution was enlistment of 10 broadcasters' facilities for beaming of Voice of America messages to Cuba in Spanish and Portuguese—using range of frequencies which greatly enhanced probabilities of reception there. Participating stations: WGBS, WMIE & WCKR Miami, WSB Atlanta, WCKY Cincinnati, WKWF Key West, WWL New Orleans, KAAY Little Rock—plus international stations WRUL N.Y. & WGEI San Carlos, Cal.

FCC Chmn. Minow, at NAB fall conference luncheon in Washington Oct. 25, described how, in minutes, White House News Secy. Salinger had station owners' or managers' assurance that their full facilities were at govt. disposal. Evening prime time and night have been used for the VOA programs. "It's a proud moment for the broadcasting industry," Minow said, "in the highest standards of public interest." Similar commendation was offered by Salinger to same group that morning, as he took time to come over and address meeting. And President Kennedy wired thanks to stations involved.

Foregoing is in addition, of course, to basicly brilliant job of news coverage presented by in-

dustry. A few security bobbles were reported, before the White House issued 12-point guide to media, describing kind of data to be blacked out. NAB quickly reproduced guide, sent copies to all stations.

Old Conelrad system remains in force, FCC Defense Comr. Bartley said, noting that it's still under review. Basically, it provides that in an alert all TV & FM stations go off air, while participating AMs go to 640 & 1240 kc. All govt. & industry executives with emergency responsibilities were alerted, and dispersal plan was warmed up. FCC monitors taped Cuban broadcasts, sent text to State Dept. & USIA. President's Oct. 23 address was beamed to Europe via Telstar. VOA massed its heaviest barrage of transmitters to get its messages behind Iron Curtain Oct. 25—52 transmitters repeating 30-min. program 7 times.

There were no sudden new orders to industry. Speaking generally, industry stood by, ready to supply President, Defense Dept. and civilian defense officials with facilities to reach public.

**U.S. EXTENDS GLOBAL HAND TO EBU:** Presence of European Broadcasting Union members in U.S. stimulated broadcast industry & govt. into amplexness—of ideas & hospitality. Score of European countries were represented, as were Canada, Australia & Japan, in the discussions & festivities—first EBU conference outside Europe.

Each of the TV networks gave visitors a lunch, as did USIA in Washington. NBC Chmn. Robert Sarnoff led off with proposal for "World Broadcasting Union" comprising broadcasters, including private & govt. operators. He suggested that new WBU could serve as "nerve center" for handling program availabilities, for coping with time differentials, for arranging translations, for smoothing out differences in technical standards, for "development of uniform measures affecting artistic, business and labor interests."

Next luncheon featured Donald Coyle, pres. of ABC International TV Inc., who urged EBU to supply their best programs to new TV nations—and he outlined ABC's own overseas activities (see p. 6).

"Town Meeting of the World" program, via Telstar, is scheduled by CBS for next spring—CBS Pres. Frank Stanton disclosed to EBU guests. "We will enlist the wisest, best-informed men & women from all the participating nations," he said, "select a moderator who elicits the respect of the world and, in counsel with the best advisors we can find, choose a subject of world-wide interest & urgency. It will be frankly experimental, but we hope that it will set a pattern or at least establish a precedent for broadcasts of similar intent in the future." Though regular satellite TV service may be 4-5 years away, he said, "it's too important to leave entirely to chance evolution."

Stanton also touched on one of toughest problems—getting right kind of machinery in U.S. to achieve "more expeditious" handling of program exchanges. This was reference to different functions of American TV-radio and govt.—which sometimes confuses foreign broadcasters accustomed to dealing with central authority, usually govt.

And don't forget the commercial aspects, TvB Pres. Norman Cash warned, just returning from Europe, saying that American & foreign telecasters can learn from each other, that countries with non-commercial TV should use TV's economy-stimulating impact.



Greater European-American program cooperation seems certain as result of this first EBU meeting held in U.S. American host group, consisting of the 3 commercial networks, NET and USIA, was continued to study feasibility of setting up structure here for world-wide broadcast cooperation. NET Pres. John F. White continues as chairman, with first meeting scheduled Dec. 5.

Other EBU actions: (1) Proposed "project of truly international programming" for July 23, 1963, to celebrate first anniversary of Telstar. (2) Adopted procedures for TV transmissions via Telstar, subject to final arrangements to be worked out jointly in U.S., Canada & Europe. (3) Program committee studied proposals for greatly expanded non-live program exchanges via film & tape. (4) Technical committee discussed problems of standards conversion, color, FM stereo—although final standards in Europe for color & stereo await further field-testing. U.S. FM stereo system is being tested now; most European countries are field-testing French Secam and American NTSC systems.

Delegates agreed that meeting paved way for expanded world-wide program exchanges. Following session, EBU Pres. Olof Rydbeck, dir. gen. of Swedish Bcstg. Corp., put it this way: "The results were extremely encouraging for the first meeting of European & American broadcasters."

**SEASON'S FIRST NATIONAL RATINGS:** Nielsen numbers game was being played busily in N.Y. last week among broadcast executives & admen. Those networks and shows which scored big numbers pointed to them joyfully. Those with smaller numbers busied themselves explaining the big numbers, or pointing to trends. Here are highlights from first of the October national Niensens:

- The Grand Yardstick: When the average-audience ratings for each network's nighttime lineup were combined, pattern looked like this on a Mon.-Sun. 6-11 p.m. basis: CBS-TV—19.7; NBC-TV—18.0; ABC-TV—13.0. To CBS, such figures were more than current victory in Nielsen sweepstakes. Year ago, CBS's night-time rating level was 1% behind NBC, and 27% ahead of ABC. This year, it was 9% ahead of NBC, 51% ahead of ABC.

- CBS ("We have the top shows"): CBS seems to have regained its touch in picking click shows. Paced by top-rated "The Lucy Show" and "Beverly Hillbillies" in a tie with "Bonanza" for 4th place, CBS's new and old shows did well indeed, scoring 4 in top 5, 8 in top 10, and 25 in first 40.

- NBC (We're catching up fast"): NBC officials, last week, sounded not unlike their ABC counterparts back in days when ABC put heavy stress on ratings in key 3-market stations to predict greater strength in future. NBC turned from national Nielsen to Multi-Network Area Niensens, which covered longer period (to Oct. 14 for MNA's, vs. Oct. 7 for nationals). NBC's point: Several new shows on NBC give indication of rating growth. "Sam Benedict" (Sat. 7:30-8:30 p.m.) started with 17.0 audience share, built it to 25.0 in last week of MNA's. "Du Pont Show of the Week," "Joey Bishop," "Ensign O'Toole" were among others apparently growing at CBS's expense.

- ABC ("We started late"): Heavily-film nighttime lineup on ABC was still in summer rerun cycle when CBS and NBC shows began to debut, ABC officials explained last week. Also, ABC is convinced that start of new comedy shows on CBS will bring lots of "sampling curiosity," and that audiences will drop as season progresses. Like NBC, ABC cites "trend strength" in the MNA reports, is betting that action shows such as new hour-long "Combat" and "Gallant Men" series will work up rating ladder, since their audience shares are growing at expense of NBC and CBS.

Just how significant early Niensens were was largely matter of where your paycheck came from, it seemed. Last week, CBS sources were confident that lead would be held, NBC sources predicted a close race by season's end, and ABC sources stated flatly "The ball game's far from being wrapped up." Time, and more Niensens, would tell all.

**NAB CONFERENCES—COLLINS' STOCK RISING:** NAB fall conferences proceeded at brisk clip in Chicago & Washington last week—distinguished particularly by Pres. Collins' stronger & stronger championship of TV-radio vis-a-vis govt.

In Chicago, Collins blasted—as he did before—hearings such as Commission conducted on Chicago TV stations' programming. "It was," he said, "and still is, my judgment that it was indefensible for the FCC to bring a group of TV stations to a local side show public whipping post, when their applications for license renewals were pending, and in a proceeding which did not conform to the requirements of license renewal hearings."

Among other Collins' projects welcomed by broadcasters: (1) FCC-industry study of too-many-radio-stations—but pitched to tighter engineering standards, not to FCC weighing of economics or programming. (2) FCC program-form revisions—expected to be much-tempered from original proposals, because of NAB-sponsored FCC-industry "shirt-sleeve" sessions. (3) Strengthened Codes, to keep govt. off industry's neck. (4) Research into public's programming & commercial wants & needs—providing "life insurance" for future profits. (5) Editorializing—increasing prestige & influence of TV-radio.

But what particularly tickled Washington audience was Collins' disclosure that he & NAB vp Howard Bell had chipped a chink, at least, in House wall against TV-radio coverage. They've had "cordial & useful" talks with Speaker McCormack (D-Mass.) and Rules Committee Chmn. Smith (D-Va.), he said, and latter has promised hearings next session on proposals to ease ban, at least experimentally. And for windup, Collins stated: "Broadcasting is still the noblest career any man can choose."

Pleasing conferees in Washington, too, was appearance by White House News Secy. Salinger, who

commended broadcasters for speed & efficiency of cooperation in Cuban crisis—a view echoed by FCC Chmn. Minow at luncheon (see p. 1).

Many of last week's presentations were reruns of previous week's (Vol. 2:43 p1), but among added attractions were Code presentations:

(1) TV Code Mgr. Edward Bronson was delighted to sound "a happy note about crime, violence & prurient sex, which were subjects of great hue & cry during the 2-year period ending last Spring. . . . One reason you do not hear the shrill screams of the past about these subjects on TV is because rarely nowadays are there occasions warranting such complaints." Bronson also reported on plans of TV Code Review Board to give Code's commercial standards "major review."

(2) Radio Code Mgr. Charles Stone, with far tougher job of trying to reach stone-deaf ears of some hard-scrabbling radio operations, warned again of efforts within FCC to freeze Code's commercial limitations in Commission's rules and apply them as law-of-the-land. (Comrs. Lee & Minow, incidentally, brought subject up in Commission meeting again last week—got no majority support, yet.)

NAB isn't trying to scare radio broadcasters into Code membership by citing this FCC activity, Stone said: "This visible, disembodied spirit is not a goblin conceived by NAB. We have not raised the spectre of fear, but we are spectators who see an ever-growing ghost of things to come—if the utterances of some eventually become the law of the broadcasting land."

Hemorrhoid commercials will be dropped by 3 of the 4 radio stations facing expulsion from Radio Code (Vol. 2:41 p3), NAB announced; 4th station resigned from Code. Actions by the 4 ended NAB drive against 34 radio stations carrying commercial; 21 previously dropped the spots, 9 resigned from Code.

**CATV REGULATION—HIGH FCC & NAB PRIORITY:** Control of CATV systems, to reduce or eliminate possible economic impact on TV stations, has become a major goal of FCC & NAB. Commission staff has told commissioners they believe CATV systems will seriously jeopardize some existing stations and prevent establishment of many new ones. They assert that, of all FCC recommendations for new laws to next Congress, CATV control bill should have highest priority of all. Staff also says that legislation sought should differ from that proposed before—in S-1044 & HR-6849—but that details are yet to be spelled out.

NAB is giving CATV important attention in its fall conferences—featuring discussions by Exec. vp Vincent Wasilewski, Gen. Counsel Douglas Anello and Asst. to vp for Govt. Affairs Hollis Seavey. Last week, Wasilewski again asserted that NAB isn't against CATV "as such," rather seeks to protect small stations. Anello reviewed 5 pieces of CATV litigation, said telecasters are ahead in 2, behind in 2, even on other.

Seavey pointed out vital fact that Chmn. Harris (D-Ark.) of Commerce Committee has made it clear he doesn't go for CATV bill. He said chances of passage in Senate are good.

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Marriage of pay-TV and CATV features in plans of International Telemeter, Pres. Howard Minsky said in N.Y. Oct. 26. He said firm's labs had been working on "compatibility of CATV with Telemeter" and that system was ready to go. He estimated U.S. CATV systems now have 1.1 million subscribers.

Series of Telemeter-CATV meetings has been held in past 10 days with at least 3 top (unidentified) CATV operators, said Minsky. Future of pay-TV "rests with wired systems, rather than on-the-air," he said, although he added that Telemeter—which was originally planned as on-air system—had broadcast version which might be used overseas.

First U.S. wired pay-TV system will probably be Telemeter deal with Home Theatres Inc. in southwest (Vol. 2:38 p2). HTI, Minsky said, "has its sights on 4 major cities, and one has already been mapped." No target date for a start was given, and Minsky said it would take "at least 10 months" to set up system.

Other Telemeter plans for future involve proposed pay-TV system for England, France, W. Germany; theatre-TV deals on major sports & special events; continuation of Toronto area pilot operation, and establishment of a "pay-TV newsletter" for trade. Minsky described Etobicoke experiment as "screaming success," while admitting "we have not made money but never expected we would."

## Personals

State broadcaster assns. presidents elected: Ala., Hugh M. Smith, WCOV-TV Montgomery; Ind., Don Menke, WFBM-TV-AM-FM Indianapolis; Ky., William M. Whitaker, radio WMOR Morehead; Tex., Jack J. Roth, radio KONO San Antonio.

William Self, production executive, promoted to head of 20th Century-Fox TV activities, replacing Peter G. Levathes.

FCC Comr. Frederick W. Ford speaks at Nov. 9 luncheon of Ohio Bcstrs. Assn. annual convention . . . Philip Conway promoted to ABC Films eastern div. mgr.

Donald H. McGannon, Westinghouse Bcstg. pres., named to special committee to establish a coeducational Catholic college in Bridgeport, Conn. Diocese.

Herbert F. Solow, ex-CBS Daytime Programs Hollywood dir., appointed NBC-TV West Coast Daytime Programs dir.

A. Prose Walker, onetime NAB engineering dir., promoted to asst. to vp, Cedar Rapids Div., Collins Radio.

Ronald M. Gilbert promoted to CBS Radio spot sales N.Y. mgr., succeeding Ralph L. Glazer, who becomes Westinghouse Bcstg. national radio sales mgr. . . . Bill O'Donnell, ex-G. H. Walker Co., appointed CBS Radio spot sales St. Louis mgr.

Art Gilmore, Hollywood TV announcer, reelected national pres. of AFTRA . . . Jack Garrison, ex-NTA midwest mgr., appointed Teledynamics Corp. midwest sales mgr., St. Louis.

William Schrank promoted to Avery-Knodel TV-radio research dir., succeeding John F. Wade, who takes similar post at WFIL-TV-AM-FM Philadelphia . . . Donald A. Norman, former KRCA Los Angeles gen. mgr., appointed sales coordinator, Broadcast Clearing House, N.Y.

William C. Wendt, ex-Radio Advertising Bureau, named Metromedia corporate advertising mgr. . . . Jack Hardingham leaves own market development firm to become Meeker Co. TV sales development dir.

George Norford, NBC policy editor, named a consultant to N.Y. State Commission for Human Rights . . . Marge Injasoulian, ex-WISN-TV Milwaukee, named KOOL-TV & KOOL Phoenix promotion dir.

Lilly Perez, ex-Aceros del Norte Steel Corp., Mexico City, appointed KMEX-TV Los Angeles program mgr. . . . Jack Belt, ex-WRDW-TV Augusta, Ga. news dir., named to similar post at WLOS-TV Asheville, N.C.

Harold Heath, ex-WHO-TV-AM-FM Des Moines asst. mgr., named WOC-TV Davenport sales mgr. . . . John M. Snyder promoted to WFBG-TV-AM-FM Altoona business development dir., a new post.

Scott Avery, ex-WKTV Utica publicity dir., named to similar post with KCOP Los Angeles . . . Sheldon Fisher promoted to WTHI-TV-AM-FM Terre Haute publicity dir.

Broadcasters' Promotion Assn. convention Oct. 28-31 at Holiday Inn Central, Dallas, includes sessions on 19 topics ranging from "Building the Station Image" to "On-The-Air Promotion." Top-level broadcasters will speak at each session—NAB Pres. Collins keynoter at Oct. 29 luncheon.

Two more political-time rulings by FCC last week: (1) Commission ruled "news event" must be construed narrowly, in weighing exemptions to equal-time requests. Cal. Prohibition Party candidate for governor, Robert Wyckoff, asked for time equal to that given by many Cal. stations to a Nixon-Brown debate at a UPI convention in San Francisco. CBS & NBC argued that they didn't stage the debate and that it was a bona fide news event. Commission answered that almost any candidate's appearance could be called "news event," under that reasoning, and thereby emasculate Sec. 315. Commission also said it couldn't agree that staging of debate by UPI made any difference. (2) Spokesman for Cal. Gov. Brown asked for time on KTTV Los Angeles to answer attacks by station commentators Tom Duggan & George Putnam, was refused, complained to FCC. Commission ruled that "fairness doctrine" demands that station send transcript immediately to candidate attacked, give him time to respond on air. In past, Commission hasn't evaluated "fairness" so quickly; rather, it considered station's performance over longer period of time.

U.S. govt. restrictions on TV program exports to Communist Bloc nations is great boon to Russia, TV program Export Assn. contends. TPEA Pres. John C. McCarthy urged USIA's Informational Media Guarantee Div., which must okay U.S. TV program shipments to bloc countries, to reconsider criteria for shows for Poland & Yugoslavia. He said IMG permits export only of non-entertainment shows, which these countries won't use, and Russian productions get the air time instead. IMG officials agreed, said they would reconsider some earlier judgments.

RCA's transistorized TV tape recorder, shown at NAB conventions in 1961 & 1962, is now in commercial production, and initial shipments were made last week. Bcstg. & Communications Products Div. vp C. H. Colledge said first 2 broadcast units went to ABC-TV News, Washington, and first non-commercial recorder was delivered to Navy Photo Labs, for use in producing training films. Camden plant is committed to 2-shift basis "well into next year" to fill orders, he said. The modular-built 750-transistor unit is "in \$60,000 price range."

"Closed-circuit theater TV scored a comeback after the knockout blow" of Liston-Patterson bout (Vol. 2:42 p2), wrote *N.Y. Daily Mirror* sports editor Dan Parker after viewing Gene Fullmer-Dick Tiger middleweight fight Oct. 23. Handled by Graff, Reiner & Smith Enterprises and using TelePrompter facilities, fight was piped to 53 big-screen locations in 48 cities, plus 71 CATV systems. TelePrompter Pres. Irving B. Kahn cited reports that picture quality was "excellent" and "there were no outages" as in Liston-Patterson fight.

Big shindig at Gracie Mansion Nov. 1 is planned by N.Y. Mayor Wagner for takeover of FCC's uhf station (WNYC-TV)—ceremony to be attended by N.Y. congressional delegation, leaders of House & Senate Commerce Committees, FCC members, managers of N.Y. TV stations, et al.

"American Pageant of the Arts," Nov. 29 2-hour closed-circuit telecast to raise funds for proposed National Cultural Center (Vol. 2:39 p6), will also be carried by CATV systems. Theatre Network TV, handling telecast, termed it "most important special TV program ever available to community antenna systems."

"Most ambitious program-buying & sales-representation services ever conceived internationally" is now being operated by ABC International TV Inc., Pres. Donald W. Coyle told ABC luncheon for EBU meeting delegates last week. He said ABC International now has 22 associated stations in 14 countries, and outlined these expansion plans: (1) Venezuela's 5-station VeneVision network will soon add "at least 2 more stations." (2) "In Ecuador, we introduced TV to Guayaquil and have tentative plans to add another station in the capital city of Quito." (3) In Philippines, where ABC has "relationship with the Republic Bestg. System which currently operates 3 radio stations and the leading TV station in Manila," addition of at least 2 more stations is anticipated in "very near future." (4) ABC is affiliated with News Ltd. in operation of Adelaide, Australia station, and TV holdings may be expanded "shortly."

Denial of license renewal for Arizona microwave facility serving CATV system has been recommended by FCC Examiner Asher H. Ende. Microwave is owned by Irving W. Brayer, serves his CATV system in Douglas. In initial decision, Ende said that since facility is not used by public subscribers who are not affiliated with Arizona Microwave, company hasn't demonstrated necessity for continuing to hold itself out as a common carrier.

Dynamic demonstration of new Tele-Beam projection TV equipment (Vol. 2:40 p7) was arranged hastily Oct. 22 at Philadelphia convention of National Assn. of Educational Bcstrs., when set was hooked up to let delegates see & hear President Kennedy's emergency address on Cuban situation. Jack Poppele, who heads Tele-Measurements, distributor of the \$2,500 system, said 7 orders were received for TV projectors from educators at convention.

Washington politicians should keep hands off TV, leave it to FCC & public, KDKA-TV's Marie Torre told Pittsburgh Ad Club last week. Former *N.Y. Herald Tribune* columnist said that "all too frequently a politician will use TV as the whipping boy when he finds himself in need of a publicity boost rather than leaving the affairs of broadcasting in the capable hands of the governmental agency responsible."

NBC's controversial tunnel program (Vol. 2:43 p5), scheduled to be telecast Oct. 31, has been postponed "indefinitely" due to the "critical international situation," network announced last week. Although State Dept. hadn't asked NBC to cancel show, showing construction of escape tunnel between East & West Berlin, network said it's "not an appropriate time" to show film.

Catholic Apostolate of Radio, TV & Advertising, N.Y., will hold 15th annual Communion & Breakfast Nov. 11. Mass is at St. Patrick's Cathedral at 9 a.m., breakfast at Waldorf Astoria Grand Ballroom at 10. Speakers will be "Project Hope" Pres. Dr. William B. Walsh & actress Irene Dunne.

U.S. TV homes have reached 50-million mark, TvB reports, stating that sets in use total over 59 million, will soon surpass newspaper circulation of 59.3 million. TvB said more than 91% of homes have TV—Northeast area leading with 94%, East & Central 92%, West Central 91%, South 85%.

FCC seeks \$16,118,980 budget for fiscal 1964, has made its pitch to Budget Bureau which recommends final sum requested of Congress by President. Congress granted Commission \$14,486,000 for fiscal 1963 (Vol. 2:41 p3).

Young TV audience is target of 2 new books. *For the Young Viewer* (McGraw-Hill, \$5.95), by Dr. Ralph Garry, Frederick B. Rainsberry & Charles Winick, describes recent children's programs, suggests methods of improving content. *Television and How It Works* (Prentice-Hall, 72 pp., \$2.95) by Eugene David, describes medium's workings to 8-11 age group. Career of broadcasting pioneer Ira Hirschmann is reviewed in autobiography, *Caution to the Winds* (David McKay Co., \$4.95).

ETV control console requiring only one operator has been introduced by GE. It's designed for school districts starting ETV systems, handles broadcast & closed-circuit operations. At NAEB convention in Philadelphia, Conrac TV showed new display equipment designed as "demonstration center" for group instruction of 100 or more students.

Wide diversity of product preferences in various sections of country is outlined in 1962 Brand Comparison Report released by TvAR. Study gives market-by-market comparisons of 500 brands in 12 major product categories in 8 major markets. Copies available from: Robert M. Hoffman, TV Advertising Representatives, 666 Fifth Ave., N.Y. 19.

Nuclear sub *U.S.S. George Washington* is subject of NBC News color special, "Polaris Submarine: Journal of an Undersea Voyage," scheduled for Dec. 19, 10 p.m. Six-man network crew, first ever permitted on extended mission with an atomic sub, spent 16 days aboard.

Commercials won't be carried on France's 2nd TV channel, due to start in March 1964. Robert Bordaz, head of state-owned TV-radio system, hinted he believes commercials might cut into revenues of newspapers & magazines, also lower quality of new station's programs.

First World Educational Broadcasting Assembly will be held in Europe in May 1963 with theme "Enlightenment through Broadcasting." Purpose is to study & exchange information and ideas on educational broadcasting. NAEB Pres. William G. Harley is WEBA pres.

Broadcast Development Corp., headed by Robert G. Baal & John E. Upston, has been formed with hq at 342 Madison Ave., N.Y. It plans acquisition of TV & radio properties, other communications activities.

"Two Before Zero," first feature film released by Fred Niles Communications Centers will premiere at N.Y.'s Palace Oct. 31. It's 90-min. "dramamentary" on Communism, starring Basil Rathbone & Mary Murphy.

NBC International's Public Affairs Assn. has been joined by stations in Argentina, Guatemala, Panama, Puerto Rico & Venezuela. Members televise at least one NBC public affairs program weekly.

New editorialists: WCBS-TV N.Y., planning to take positions frequently presented by Gen. Mgr. Norman E. Walt, Jr.; WJW-TV & WJW Cleveland, daily, through voice of Editorial Dir. Norman Wagdy.

History & status of ETV are outlined in 4-page informational bulletin (No. 16-B), available from FCC, New Post Office Bldg., Washington 25.

Two new CATV systems to serve Lafayette, Alamo & Danville, Cal., will be built by Cable-Vision of Walnut Creek, Cal., construction to begin about Dec. 1.

"The Viewer" is new name of "NAB Newsletter," published monthly by National Audience Board; change reduces confusion with National Assn. of Bcstrs.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**INDUSTRY READY FOR QUICK MOBILIZATION:** If new "limited war" situation should arise—over Cuba, Berlin, or any other cold-war hot spot—electronics industry would find itself far better prepared now than it was at time of Korean outbreak. Short of really extensive hostilities, it's unlikely there would be serious shortages of consumer electronic items or panic over raw materials.

Industry currently is operating far below capacity—EIA estimates production could be raised 15-20% on single-shift basis, without curtailing consumer-product output. On 2 shifts, many firms' military output could be doubled without cutting into consumer capacity.

When Korean war broke out in 1950, confusion & dislocation resulted in this & other industries, principally over raw materials & parts. There was a year of pandemonium before allocations & priorities were settled equitably and relatively smooth-running system was set up.

Govt. officials say this can't happen again. For one thing, raw materials capacity has been increased, new sources & substitutes developed. For another, govt. materials regulation system finally evolved through travail of Korean limited war has never been disbanded. Defense Materials System (DMS), self-allotment plan for priority military & atomic energy orders, is still in effect and in everyday use. System controls use of all materials through 3 major metals—steel, copper, aluminum.

DMS is now on simplified cold-war basis, but machinery can accommodate any immediate requirements of stepped-up mobilization & expansion of military production, while protecting against dislocation in civilian market. In event of hotter war or all-out mobilization, emergency measures—such as complete allocation of military & civilian material—could be accomplished through framework of Defense Production Act, still in effect.

Another asset to quick mobilization is govt.'s "executive reserve," in which more than 2,500 industry officials are ready for assignment either in Washington or locally to assist in changeover to more military-oriented economy. Some 1,400 of these officials are in Commerce Dept. reserve, and they're top officials—largely production executives—of every U.S. industry. About 40 electronics industry executives are in this group, already cleared for govt. work. From these ranks would come the \$1-a-year men & top salaried industrial mobilization officials. By coincidence, Commerce Dept.'s civilian reserve held its annual meeting in Washington last Mon., Oct. 22, day of President Kennedy's emergency message on Cuba.

Electronics Industry's point of contact with govt. in case of industrial mobilization—for materials allocations & protection of civilian industry—is Electronics Div. of Commerce Dept.'s Business & Defense Services Administration (BDSA). Division is headed by E. MacDonald Nyhen. So smoothly is machinery running in govt.'s industry liaison branches, that even during worst of last week's crisis there was no necessity to issue special preparatory orders or mobilization plans.

**CONTROVERSY OVER GOVT. COLOR-TV DATA:** Unpublicized report issued by govt. last August is causing some raised eyebrows in industry, and controversy at Census Dept. It's based on survey of all TV manufacturers and gives factory shipments of color sets in 1961 as 147,000 units at \$55,766,000, or average value of \$379.36 per set.

Report wasn't secret—it's available to anyone for 10¢. It's Bureau of Census' Current Industrial Report series M36M(61)-1, subtitled "Home-Type Radio Receivers & Television Sets, Automobile Radios, Phono-

graphs & Record Player Attachments." What's surprising about it is: (1) that it lists color TV factory sales, apparently in contravention of govt. policy not to disclose information about any individual company (RCA is only company making color tubes), and (2) that figures are lower than industry had assumed. Figure generally used for 1961 color TV sales is 180,000.

It's understood one TV manufacturer has protested to Census Dept. that color TV figure is incorrect, and asked for recount. We asked Dir. Maxwell R. Conklin of Census Bureau's industry Div. about the figure. He said it was obtained from replies to questionnaires sent all TV manufacturers.

"There's some question whether all reports were correctly submitted. There's a possibility that when we look into it further, it might be necessary to revise it. We did discuss this with one producer of color TV in an attempt to get clarification. After all, this is the first time we've counted color TV separately."

Color TV statistics are presented as sub-item under "Console & Consolette Models" heading, leading to some speculation that presentation in questionnaire may have caused some manufacturers not to include color table models—but Conklin maintained it was complete census of color TV factory shipments.

RCA had no comment at week's end, but another manufacturer of TV sets said govt. figure for 1961 was "25% below the estimate on which we had based our color plans" and it was determining now whether to make revisions.

#### TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 19 (42nd week of 1962):

	Oct. 13-19	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	137,618	145,383	156,060	5,302,672	4,857,198
Total radio	461,783	475,759	448,697	15,137,657	13,345,045
auto radio	172,799	187,932	160,009	5,436,801	4,176,813

#### TOPICS & TRENDS

Magnavox introduced its first FM stereo table model last week. New "Premiere" at \$149.95 has trapezoid-shaped wood cabinet similar to that used on previous Magnavox AM-FM radios, with 8-in speakers on both sides. For greater separation, extension speaker with 20-ft. cord is priced at \$39.95; it contains two 8-in. speakers for 2nd channel, while both speakers in radio reproduce first channel. Also introduced was wood-cabinet "Savoy" monophonic AM-FM radio at \$59.95.

AT&T has developed device for facsimile transmission of charts, documents & drawings over regular telephone lines. Equipment will become available in limited quantities during 1963's first quarter, will enable owners of compatible facsimile machines to transmit printed material at regular telephone rates.

Electronic Automatic Exchange has been developed by GT&E to supplant conventional mechanical means for telephone switching operations. Pilot model is being manufactured for field test installation next year at Portage, Ind. It promises new telephone services as well as faster, more economical operation.

Seminar on uhf set servicing & installation, addressed by FCC Comr. Lee and his engineering asst. Robert Weston, is scheduled in Washington Nov. 20 by EIA and Electric Institute. EIA plans summary for national distribution. Lee said he hopes idea catches on in other cities.

GE's 3rd "sales & display" city (Vol. 2:40 p9) is Kansas City, Mo. Jack Saur, GE dealer sales mgr., said plan will be fully operative there by year's end. Plan is in operation in Salt Lake City & Memphis.

Resigning from Institute of High Fidelity Mfrs. as of year's end, Fisher Radio Corp. criticized group's pre-occupation with campaign to repeal hi-fi excise taxes with "no hope of success," methods in which its component hi-fi promotion campaign is being conducted, and "consistent failure" to represent all segments of component hi-fi industry.

"Penncrest" is J. C. Penney's private-label name (Vol. 2:40 p10) for Hotpoint-manufactured major appliances which will be introduced in selected stores next spring.

**ALL-CHANNEL REACTIONS:** Comments on FCC's proposed all-channel-receiver rules (full text, Sept. 17 Special Supplement) were relatively few at deadline last week. Among comments:

(1) Zenith Pres. Joseph Wright said that April 30, 1964 cut-off date for manufacture of vhf-only sets is "reasonable." However, he said there should be no cut-off date of Dec. 31, 1964—or any other time—beyond which there should be no interstate movement of vhf-only sets. "It seems unlikely," he said, "that a significant number of such non-complying receivers would remain unsold 8 months after their manufacture, and any restriction on the sale or resale of such receivers . . . could be confiscatory." He also urged that present radiation limits on uhf tuners be retained at least until Dec. 31, 1965.

(2) Philco's E. S. Brotzman, dir. of product engineering, consumer products div., urged exemption for receivers used in places served by multiple-distribution systems—such as hotels & motels.

(3) EIA's L. M. Sandwick, staff dir. of consumer products div., noted that uhf oscillator tube 6AF4A has been found to have short life. He said manufacturers are aware of this, working on it, and "in my opinion, these measures will prove successful." He also said that work on semi-conductors for uhf tuners is proceeding rapidly.

(4) J. G. Rountree, Austin, Tex. broadcast consulting engineer, asserted flatly that FCC's proposed standards are for "electronic junk." He said uhf broadcasters will be "sadly disappointed and disillusioned." "I can only hope," he said, "that the expected improvement will come about. . . . The effect of 'normal competitive forces' appears to have been in the direction of forcing reductions in cost leading to reduction in design quality as a means of meeting price competition."

(5) W. L. Putnam, chmn. of uhfers' Committee for Competitive TV, caustically said FCC "would appear to be bending over backward in appeasing the manufacturing industry." He urged FCC to require that uhf be just as easily tunable as vhf and that performance at high end of uhf band be good.

(6) AMST, through counsel Ernest Jennes & Edgar Czarra, termed standards a "good beginning," said target dates seem reasonable. AMST said, however, that standards proposed actually aren't as high as found in uhf sets examined by TASO several years ago.

Factory transistor sales in August gained in unit volume but declined in dollar value. Same pattern prevailed in year-to-date sales. EIA's August report shows sales of 20,369,281 transistors valued at \$24,128,668—compared with Aug. 1961's 17,193,860 units at \$25,155,627. Cumulatively, Jan.-Aug. sales totaled 158,829,401 units—up from year-earlier's 117,104,130. Dollar value, however, trailed by nearly \$6 million—\$193,841,914 vs. \$199,781,787 in Jan.-Aug. 1961. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January .....	17,238,376	\$ 21,459,598	12,183,931	\$ 22,955,167
February .....	20,239,880	24,151,155	13,270,428	25,699,625
March .....	22,932,655	28,202,422	15,129,273	29,815,291
April .....	19,621,048	25,097,960	15,072,064	27,388,278
May .....	21,217,919	24,961,738	15,128,181	25,113,042
June .....	21,776,037	26,374,356	17,899,005	26,148,746
July .....	15,434,205	19,476,017	11,227,388	17,506,011
August .....	20,369,281	24,128,668	17,193,860	25,155,627
Totals .....	158,829,401	\$193,841,914	117,104,130	\$199,781,787

**Trade Personals**

R. L. Beam elected Hazeltine pres. & chief exec. officer; W. M. McFarland named chmn. They succeed W. H. Wilson, resigned, who held both posts.

Richard T. Orth appointed Eitel-McCullough vp & gen. mgr., a new post . . . Hoyt P. Steele, mgr. of GE's anti-trust settlement & litigation operation, and Dr. Lyman R. Fink, Atomic Products Div., gen. mgr., elected vps.

Donald S. Parris advances to asst. dir., Office of Scientific & Technical Equipment, Commerce Dept.

Larry L. Malin, former Sylvania Home Electronics district sales mgr. in Los Angeles & onetime Admiral Sales Corp. vp, has acquired half interest in Seaman Industries, Los Angeles electric housewares manufacturer, and assumes new post of exec. vp.

Gene H. Kile, ex-Warwick Mfg., appointed Sylvania Home Electronics design mgr. . . . W. W. Garey appointed publisher of *Electronics* magazine.

Mark Edwin Richardson II, ex-FTC trial attorney, joins EIA Oct. 29 as asst. gen. counsel.

S. David Feir, onetime Sylvania & Allen B. DuMont Labs, has joined sales staff of BSR (USA) Ltd.

G. H. Myers, RCA Tube Div. field salesman retires Oct. 31 after 32 years with company . . . Frank X. Banko named RCA Tube Div. distributor ad & sales promotion mgr.; Harvey M. Slovik named equipment ad & sales promotion mgr.

L. S. Hudgins Jr. named Philco Finance Corp. operations vp . . . Robert L. San Soucie, ex-Sylvania, appointed vp & technical dir. of Emerson Electric's renamed Electronics & Space Div.; Richard L. Loynd appointed programs vp.

Dr. Brian Dale, ex-Transitron Electronic, named Sylvania Semiconductor Div. advanced device research mgr.

Edward J. Gannon elected vp & operations mgr. of Raytheon subsidiary Machlett Labs; Rodney E. Nelson named vp & mktg. mgr.; Dr. Howard D. Doolittle promoted to technical dir.; John F. McGovern named treas. in addition to controller.

J. C. Courtney Jr. named Philco Consumer Products Div. asst. sales & mktg. mgr.

Ray Gates promoted to Matsushita Electric Corp. of America consumer products dir., a new post, succeeded as sales mgr. by Harold Tullman.

Murray J. Siegel elected Vornado exec. vp . . . David B. Monoson appointed Standard Radio gen. sales mgr., headquartering in N.Y.

**Obituary**

Charles A. Heiss, 84, retired AT&T controller, died Oct. 20 in Morristown, N.J. Memorial Hospital. He joined AT&T in 1913, was appointed controller 7 years later, retired in 1943.

Philco Finance Corp. has established 5 new offices: Philadelphia (headed by J. C. Royalty); Atlanta (W. D. Smith), Dallas (J. R. Rodfong), Chicago (W. R. Cowger), Los Angeles (J. F. Lawler).

Westinghouse has appointed Burns detective agency to market its Teletronics security system.

**Semiconductor Market Still Bearish:** Profit squeeze in semiconductor industry is reflected in financial reports released last week by Texas Instruments, Thompson Ramo Wooldridge & Clevite (see financial table). Latter attributed its 3rd-quarter profit decline to disappointing semiconductor business. Texas Instruments fell short of projected 3rd-quarter profit goal and blamed it, in part, on "continued pricing pressures in most segments of the semiconductor market."

Thompson Ramo Wooldridge noted that subsidiary Pacific Semiconductors moved into black in May for first time since general collapse of semiconductor market & prices early last year. TRW said it expects subsidiary to continue its recovery & to show a profit for the year.

Less optimistic was Clevite's report: "Prospects for the 4th quarter are good although tempered by the difficulties in the domestic semiconductor business," noted Chmn. James L. Myers & Pres. William G. Laffer. Commenting on Jan.-Sept. business, they said: "Our domestic semiconductor business experienced a shrinkage in physical volume as well as further price declines. These developments accentuated difficulties experienced earlier in the year. Major adjustments, including a realignment of operations to fit demand, are being made to meet this situation."

Clevite & Texas Instruments reported good semiconductor business in Europe.

**Westinghouse Posts Big Gains:** Westinghouse earnings soared 60% to \$40.1 million on 3% sales rise to \$1.428 billion in 1962's first 3 quarters (see financial table). Earnings in 3rd quarter nearly tripled to \$14.6 million from \$5.5 million on sales gain to \$470.8 million from \$467.1 million.

Increased profits were attributed to "continued effective cost & expense control and higher volume." Pres. Mark W. Cresap Jr. said 3rd-quarter orders increased "substantially" and total orders for 9-month period "are 12% ahead of the 1961 period." All major product groups contributed to the increases, he said.

**Magnavox's Record Pace:** Magnavox breezed into 1962's final period with record sales & earnings for both the September quarter & year's first 9 months (see financial table). Jan.-Sept. sales soared 53% to \$136.5 million as earnings climbed 58% to \$6.9 million. Sales in September quarter skyrocketed 78% to \$49 million, profits rose 45% to \$2.6 million.

Pres. Frank Freimann noted that Magnavox historically earns approximately half of its annual profits in final quarter of year. "Current sales indicate that Magnavox will reach another sales peak this last quarter in its consumer stereo hi fi & TV products," company said. Freimann reported that Magnavox's Astro-Sonic stereo hi-fi "is in such great demand that total sales may be limited only by [our] production capacity."

**Mergers & acquisitions:** Loral Electronics & Astrex Corp. have abandoned their merger discussions (Vol. 2:38 p10). No explanation was given for termination of plan to acquire Astrex for some \$10 million in Loral stock.

Ampex Corp. filed registration statement (SEC File 2-20826) for 200,000 shares of common stock, to be offered pursuant to its restricted stock option plan.

**AB-PT Sets 9-Month High:** "Continued record earnings" by ABC Broadcasting Div. contributed to peak operating profits scored by AB-PT in 1962's 3rd quarter and first 9 months (see financial table). Jan.-Sept. earnings rose to \$8 million from \$7.6 million a year ago on sales rise to \$17.2 million from \$16.1 million. Profit in Sept. quarter increased to \$2.5 million from \$1.9 million on sales gain to \$5.2 million from \$4 million.

Pres. Leonard H. Goldenson also notified stockholders that ABC International TV Inc. on Oct. 31 will make major presentation to leading international broadcasters and advertisers. "This presentation, the first of its kind in this country," he said, "will highlight the growth & potential of international TV, as well as the pioneering & leading position that our company has taken through its current association with 21 stations in 14 foreign countries."

**GT&E Nets Profit & Sales Highs:** Peak sales & profits were scored by GT&E in 1962's first 9 months & September quarter (see financial table). Sylvania contributed to surge with 44% profit gain in first 9 months. No Sylvania figures were released, but GT&E said sales of home and commercial electronic products were ahead of comparable 1961 period. Total GT&E 9-month sales rose 9% to \$970.8 million, profits increased 14% to \$59.3 million. July-Sept. sales gained 5% to \$321.4 million, profits jumped 16% to \$20.9 million.

GT&E's manufacturing subsidiaries, including Sylvania, produced record 9-month sales of \$543,730,000—up some 8% from \$505,560,000 in Jan.-Sept. 1961. Their earnings rose to \$19,243,000 from \$16,909,000 a year earlier. In September quarter, manufacturing operations posted sales of \$174,519,000 (vs. \$174,469,000 in July-Sept. 1961) & earnings of \$6,244,000 (vs. \$5,540,000).

**Muntz TV's Boom Year:** Muntz TV closed its 1962 fiscal year Aug. 31 with record sales & a sharp jump in profits (see financial table & Vol. 2:38 p12). Sales rose 26% to record \$11.4 million from \$9 million in fiscal 1961. Earnings climbed to \$1 million from \$662,267. Chmn. Floyd G. Dana reported "present income & sales are the highest since Muntz TV discontinued selling through company-owned stores in 1954 & began selling direct to dealers."

Company now has some 1,800 dealers, including 40 who are exclusively Muntz TV dealers & purchase upwards of 65% of production. TV-radio-stereo combos account for some 45% of total Muntz TV production; radio-stereo combos, 10-15%. Dana said newly-introduced 27-in. TVs "eventually will account for 5-10%" of Muntz TV's production. He repeated previously announced plan to introduce color TVs next year, said "we are waiting for the 90-degree picture tube."

Alpha-Omega Corp., with assets in "multi-million dollar" range, has been formed as a personal holding company by Ling-Temco-Vought vice chmn. James J. Ling & D. Harold Byrd, a L-T-V dir. Alpha-Omega's principal assets are Ling-Temco common & preferred shares and convertible debentures.

Reeves Soundcraft expects to report a 3rd-quarter profit of \$38,400 vs. year-ago loss of \$103,000, reported Pres. Hazard E. Reeves, Sales rose to \$2.2 million from \$1.5 million in July-Sept. 1961.

## 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
AB-PT Story on p. 10	1962—9 mo. to Sept. 30	\$ 17,196,000	—	\$ 8,003,000 <sup>12 17</sup>	\$1.83	—
	1961—9 mo. to Sept. 30	16,117,000	—	7,850,000 <sup>16</sup>	1.74	—
	1962—qtr. to Sept. 30	5,220,000	—	2,450,000 <sup>12 19</sup>	.56	—
	1961—qtr. to Sept. 30	4,009,000	—	1,886,000 <sup>21</sup>	.43	—
Amphenol-Borg Electronics	1962—9 mo. to Sept. 30	65,914,230	3,253,164	1,593,164	1.15	1,388,677
	1961—9 mo. to Sept. 30	53,153,796	1,731,333	892,133	.64	1,403,678
	1962—qtr. to Sept. 30	22,579,659	1,113,891	577,891	.42	1,388,677
	1961—qtr. to Sept. 30	18,512,742	786,363	428,663	.31	1,403,678
Capitol Cities Bcstg.	1962—9 mo. to Sept. 30	10,947,768	2,170,784	990,169	.83	1,149,798
	1961—9 mo. to Sept. 30	6,637,160	1,356,276	606,410	.51	1,149,798
CTS Corp.	1962—9 mo. to Sept. 30	20,652,463	3,191,652	1,595,070	1.08	1,482,003
	1961—9 mo. to Sept. 30	15,332,138	2,664,553	1,296,250	.90	1,447,003
	1962—qtr. to Sept. 30	6,979,142	1,101,461	560,250	.38	1,482,003
	1961—qtr. to Sept. 30	5,750,659	1,170,665	551,195	.38	1,447,003
Clevite	1962—9 mo. to Sept. 30	75,839,150	9,751,006	4,721,006	2.44 <sup>1</sup>	1,893,033
	1961—9 mo. to Sept. 30	67,777,288	7,040,971	3,431,971	1.75 <sup>1</sup>	1,887,512
	1962—qtr. to Sept. 30	22,283,656	1,790,000	842,000	.43 <sup>1</sup>	1,893,033
	1961—qtr. to Sept. 30	21,076,543	2,063,000	1,008,000	.51 <sup>1</sup>	1,887,512
Collins Radio	1962—year to July 31	207,775,637	5,477,697	2,677,324	1.20 <sup>1</sup>	2,230,063
	1961—year to July 31	215,768,922	5,303,283	2,545,352 <sup>2</sup>	1.15 <sup>1</sup>	2,212,881
Corning Glass Works	1962—40 wks. to Oct. 7	198,625,161	39,412,732	21,332,732	3.12 <sup>1</sup>	6,789,000
	1961—40 wks. to Oct. 7	170,115,129	33,923,194	18,481,194	2.71 <sup>1</sup>	6,775,995
Columbia Pictures	1962—year to June 30	—	—	2,655,000 <sup>3</sup>	1.60	1,535,027
	1961—year to June 30	—	—	212,000 <sup>4</sup>	—	1,449,030
Eitel-McCullough	1962—9 mo. to Sept. 30	22,776,900	—	429,800	.23	1,842,288
	1961 <sup>16</sup>	—	—	—	—	—
Electro-Voice	1962—6 mo. to Aug. 31	5,189,047	(10,476)	(4,232) <sup>5</sup>	—	497,332
	1961—6 mo. to Aug. 31	5,236,942	175,963	91,984	.19	497,332
Erie Resistor	1962—9 mo. to Sept. 30	20,656,000	—	816,000	.90	798,806
	1961—9 mo. to Sept. 30	17,500,000	—	290,000	.28	798,806
Fairchild Camera & Instrument	1962—9 mo. to Sept. 30	73,628,000	3,308,000	4,236,000 <sup>6</sup>	1.68	2,528,583
	1961—9 mo. to Sept. 30	67,261,000	2,848,000	3,752,000 <sup>7</sup>	1.48	2,491,466 <sup>10</sup>
	1962—qtr. to Sept. 30	24,142,000	914,000	1,392,000 <sup>8</sup>	.55	2,528,583
	1961—qtr. to Sept. 30	22,691,000	864,000	1,453,000 <sup>9</sup>	.57	2,491,466 <sup>10</sup>
Ford Motor Co.	1962—9 mo. to Sept. 30	5,790,700,000	717,600,000	350,400,000	3.18	110,193,467
	1961—9 mo. to Sept. 30	4,843,400,000	587,700,000	289,200,000	2.63	109,933,508
	1962—qtr. to Sept. 30	1,747,800,000 <sup>12</sup>	169,100,000	82,100,000	.74	110,250,313
	1961—qtr. to Sept. 30	1,504,000,000	159,700,000	79,800,000	.73	109,995,010
GT&E Story on p. 10	1962—9 mo. to Sept. 30	970,770,000 <sup>12</sup>	—	59,276,000 <sup>12</sup>	.79 <sup>1</sup>	74,224,000
	1961—9 mo. to Sept. 30	792,348,000	—	51,877,000	.70 <sup>1</sup>	73,266,000
	1962—qtr. to Sept. 30	321,432,000 <sup>12</sup>	—	20,889,000 <sup>12</sup>	.27 <sup>1</sup>	75,019,000
	1961—qtr. to Sept. 30	307,229,000	—	17,981,000	.24 <sup>1</sup>	73,285,000
Globe-Union	1962—9 mo. to Sept. 30	48,768,783	3,238,095	1,733,095	1.99	871,262
	1961—9 mo. to Sept. 30	42,941,563	2,586,520	1,202,520	1.40	859,173
	1962—qtr. to Sept. 30	16,887,676	—	500,963	.57	871,262
	1961—qtr. to Sept. 30	16,551,022	—	336,825	.39	859,173
Goodwill Stations	1962—9 mo. to Sept. 30	5,669,172	—	456,146	.67	631,903
	1961—9 mo. to Sept. 30	4,254,533	—	221,926	.33	632,143
Hazeltine	1962—9 mo. to Sept. 30	35,220,000	3,063,000	1,428,000	.91	1,568,363
	1961—9 mo. to Sept. 30	33,139,000	2,330,000	1,142,000	.73	1,568,029
Leor Siegler	1962—year to June 30	190,782,798	12,384,015	6,005,006	1.56	3,803,896
	1961 <sup>11</sup>	—	—	—	—	—
Littelfuse	1962—9 mo. to Sept. 30	4,759,335	486,987	237,879	.74	323,043
	1961—9 mo. to Sept. 30	3,801,665	263,514	130,612	.40	323,043
Magnavox Story on p. 10	1962—9 mo. to Sept. 30	136,500,000 <sup>12</sup>	14,046,000	6,856,000 <sup>12</sup>	.94	7,324,786
	1961—9 mo. to Sept. 30	89,293,000	8,980,000	4,333,000	.61	7,121,037
	1962—qtr. to Sept. 30	48,997,000 <sup>12</sup>	5,111,000	2,571,000 <sup>12</sup>	.35	7,324,786
	1961—qtr. to Sept. 30	27,501,000	3,636,000	1,774,000	.25	7,121,037
Metromedia	1962—39 wks. to Sept. 30	38,200,266 <sup>12</sup>	—	1,292,691 <sup>12</sup>	.72	1,707,682
	1961—39 wks. to Sept. 30	34,542,552	—	402,278	.24	1,707,057
	1962—13 wks. to Sept. 30	11,993,434	—	271,036	.14	1,707,682
	1961—13 wks. to Sept. 30	11,144,972	—	(44,309)	—	1,707,057

(Continued on Next Page)

## (Continued From Preceding Page)

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Muntz TV Story on p. 10	1962—year to Aug. 31	11,391,265 <sup>12</sup>	—	1,047,841	.73 <sup>1</sup>	1,409,982
	1961—year to Aug. 31	9,032,186	—	832,948	.58 <sup>1</sup>	1,382,651
Reeves Soundcraft	1962—9 mo. to Sept. 30	6,173,700	99,300	49,800	.02	3,235,515
	1961—9 mo. to Sept. 30	4,695,000	(322,000) <sup>13</sup>	(322,000) <sup>13</sup>	—	3,231,390
	1962—qtr. to Sept. 30	2,181,300	80,400	38,400	.01	3,235,515
	1961—qtr. to Sept. 30	1,485,700	(103,000)	(103,000)	—	3,231,390
Stewart-Warner	1962—9 mo. to Sept. 30	89,438,613	11,742,361	5,756,361	1.65	3,482,449
	1961—9 mo. to Sept. 30	81,137,198	9,545,266	4,570,266	1.31 <sup>14</sup>	3,482,449
	1962—qtr. to Sept. 30	28,840,015	4,009,385	1,943,385	.56	3,482,449
	1961—qtr. to Sept. 30	26,995,347	3,204,534	1,537,534	.44 <sup>14</sup>	3,482,449
Storer Bcstg.	1962—year to Sept. 30	—	—	4,499,919 <sup>21</sup>	\$1.85	2,438,503
	1961—year to Sept. 30	—	—	2,735,085	1.11	2,474,943
	1962—qtr. to Sept. 30	—	—	881,553	.36	2,438,503
	1961—qtr. to Sept. 30	—	—	702,584	.28	2,474,943
Texas Instruments	1962—9 mo. to Sept. 30	175,461,000	11,238,000	5,832,000	1.45 <sup>1</sup>	3,948,161
	1961—9 mo. to Sept. 30	171,937,000	14,856,000	7,063,000	1.77 <sup>1</sup>	3,941,463
	1962—qtr. to Sept. 30	55,725,000	2,016,000	1,048,000	.26 <sup>1</sup>	3,948,161
	1961—qtr. to Sept. 30	52,077,000	1,574,000	689,000	.17 <sup>1</sup>	3,941,463
Thompson Ramo Wooldridge	1962—9 mo. to Sept. 30	342,197,271	18,802,502	9,108,902	2.62	3,417,265
	1961—9 mo. to Sept. 30	301,334,313	10,912,456	3,794,356	1.10	3,237,855
	1962—qtr. to Sept. 30	110,607,417	5,471,836	2,694,236	.77	3,417,265
	1961—qtr. to Sept. 30	100,454,635	3,742,219	1,723,019	.50	3,298,328
Transcontinent TV	1962—9 mo. to Sept. 30	—	—	1,117,862 <sup>15</sup>	.63	1,766,212
	1961—9 mo. to Sept. 30	—	—	798,341	.45	1,768,612
Westinghouse Story on p. 10	1962—9 mo. to Sept. 30	1,427,749,000	71,829,000	40,129,000	1.09 <sup>1</sup>	35,622,369
	1961—9 mo. to Sept. 30	1,387,512,000	44,912,000	25,012,000	.67 <sup>1</sup>	35,604,393
	1962—qtr. to Sept. 30	470,777,000	26,015,000	14,615,000	.40 <sup>1</sup>	35,622,369
	1961—qtr. to Sept. 30	467,131,000	10,251,000	5,451,000	.14 <sup>1</sup>	35,604,393

Notes: 1 After preferred dividends. 2 Before special credit of \$538,553 (24¢ a share). 3 Includes profit of \$413,000 (27¢) on sale of studio property. 4 Includes \$1,617,000 profit on sale of studio property. 5 After \$6,244 tax credit. 6 Includes \$928,000 tax benefit resulting from losses incurred by Allen B. Du Mont Labs prior to merger. 7 Includes \$904,000 tax benefit. 8 Includes \$478,000 tax benefit. 9 Includes \$589,000 tax benefit. 10 Adjusted to reflect Nov.-1961 2-for-1 stock split. 11 Unavailable because of merger of Lear & Siegler. 12 Record.

13 Before \$1.2 million gain on sale of investment. 14 Adjusted to reflect 5% stock dividend Sept. 1962. 15 Before non-recurring loss of \$87,451 (5¢) on sale of land in San Diego. 16 Year-ago report wasn't issued. 17 Before capital loss of \$97,000 (2¢). 18 Before capital gain of \$6,178,000 (\$1.43). 19 Before capital gain of \$60,000 (1¢). 20 Before capital gain of \$29,000 (1¢). 21 Includes net capital gain of \$911,492 from sale of radio WWVA Wheeling.

## Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Canadian GE	Q	\$0.05	Jan. 2	Dec. 12
Canadian GE	Ex.	.10	Jan. 2	Dec. 12
Electronics Investment	—	.02	Nov. 30	Nov. 1
Emerson	—	.10	Dec. 14	Nov. 14
Magnavox	Q	.17½	Dec. 15	Nov. 23
P. R. Mallory	Q	.35	Dec. 10	Nov. 13
P. R. Mallory	Stk.	2%	Dec. 20	Nov. 13
National Video—A	Q	.12½	Nov. 19	Nov. 5
Stanley Warner	Q	.30	Nov. 23	Nov. 8
Stewart-Warner	Q	.35	Dec. 8	Nov. 16
TV Electronics Fund	—	.25	Nov. 30	Nov. 1
Thompson Ramo Wooldridge	Q	.35	Dec. 15	Nov. 30
Yardney Electric	Stk.	2%	Nov. 30	Nov. 5

Globe-Union stockholders approved a 3-for-2 stock split & authorized increase in common shares to 2 million from 1,250,000. After split, 1,306,893 shares will be outstanding. Additional shares will be distributed Nov. 6 to holders of record Oct. 31. Pres. C. O. Wanvig Jr. said cash dividend will be increased 10% with Dec. payment.

Metromedia Inc. "is a relatively unfamiliar name to the investing public" since it was renamed from Metropolitan Bcstg. Corp., noted Oct. 24 *Financial World*, "but in view of its proven ability to reach mass audiences, its name change should prove no major obstacle to the fast-growing communications company." Profile said Metromedia this year "will derive about 40% of its operating profits from TV, 35% from radio & the remaining 25% from outdoor advertising." Pres. Richard L. Geismar was quoted reporting Metromedia "negotiating for [TV & radio] properties and looking for facilities in major markets."

Reports & comments available: Magnavox, review, McMahon, Lichtenfeld & Co., 25 Broad St., N.Y. 4 • Westinghouse, comments, Pershing & Co., 120 Broadway, N.Y. 5 • Automatic Radio Mfg., review, Thomson & McKinnon, 11 Wall St., N.Y. 5 • Electronic Associates, study, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • Taft Bcstg., comments, Bache & Co., 36 Wall St., N.Y. 5 • Siemens & Halske and Philips Lamp, reviews, Arnold & S. Bleichroeder Inc., 30 Broad St., N.Y. 4 • Schlumberger, comments, Thomson & McKinnon, 11 Wall St., N.Y. 5 • Motorola, analysis, Josephthal & Co., 120 Broadway, N.Y. 5 • International Resistance, review, Pennington, Colket & Co., 70 Pine St., N.Y. 5.

# WEEKLY **Television Digest**

NOV 7 1962  
NOVEMBER 5, 1962

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NEW SERIES VOL. 2, No. 45

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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

**ARB'S UPDATED TV SET COUNT** shows 1,143,100 TV homes increase in year. County-by-county breakdown now available (p. 1 & Special Supplement).

**LAW CHANGE PROPOSALS BEFORE FCC**, offered by staff, include CATV controls, network regulation, removal of "anti-AVCO" rule, premature-construction "forgiveness," etc. (p. 2).

**TV-RADIO & 'NEWS DISTORTION'**—newsmen attack Administration policies in Cuban crisis, urge parleys to restore traditional access (p. 2).

**LOCAL-PROGRAM QUIZ OF O-&O'S** up for FCC consideration. Proposal would seek "Chicago-type" data via questionnaire (p. 3).

**ABC 'WORLDVISION' SALES PITCH** is launched in N.Y., designed to sell admen the concept of worldwide commercial TV buying on ABC's international affiliates in 17 countries (p. 3).

**NEARLY ALL FILM PRODUCERS** have now signed with American Federation of Musicians to use domestic, rather than foreign,

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

**PROMOTING THE PROMOTERS**, at BPA convention, features Collins, Lewis, et al., stressing emphasis on TV-radio's best (p. 6).

### Consumer Electronics

**RETAIL TV OUTLETS INCREASING SHARPLY:** RCA-sponsored survey finds number of TV retailers increased to about 72,000 in April 1962 from some 65,000 a year earlier—and that increase came from "little" stores with annual sales volume of less than \$100,000 (p. 7).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **CURRENT CAPSULES**

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

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

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

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

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

## Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

## Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Trade Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Allied Artists.** Roger W. Hurlock bought 1,300, held 35,300.

**American Bosch Arma.** V. C. Schorlemmer sold 500 in August, held 2,025.

**AB-PT.** John H. Regazzi bought 100, held 100.

**American Electronics.** Robert C. Loomis sold 1,000, held 100.

**Ampex.** Nathan W. Pearson bought 750, held 2,500.

**Avco.** Matthew A. McLaughlin sold 1,200, held 8,966.

**Electronic Communications.** Hal A. Kroegeer sold 500, held 575.

**Fairchild Camera & Instrument.** Kenneth P. McNaughton bought 1,000 in August, held 4,040.

**Friendly Frost.** Joseph Giordano bought 8,500 in August, sold 600 in August, held 11,100.

**Gabriel.** Leonard H. Davis sold 4,725, held none. William R. Donnelly sold 830, held 100.

**GE.** Gerald L. Phillippe bought 1,500, held 14,010.

**General Instrument.** Monte Cohen bought 5,000, held 17,718.

**Hazeltine.** Wilfred M. McFarland bought 100, held 744.

**International Resistance.** Walter W. Slocum bought 200, held 2,200.

**ITT.** Charles D. Hilles Jr. sold 200, held 11,321.

**Lear Siegler.** James V. Bitner Jr. bought 200, held 241.

**Litton Industries.** Roy L. Ash sold 2,000, held 197,006.

**P. R. Mallory.** J. E. Cain sold 400, bought 400, held 23,552.

**Metromedia.** Benedict Gimbel Jr. sold 696, held 17,000.

**Microwave Associates.** Richard M. Walker sold 500 in August, held 31,056.

**National Co.** Louis C. Lerner bought 1,400, held 143,100.

**Pacific Industries.** Fred Bernstein sold 304 in August, held none.

**Reeves Bcstg. & Development.** Harry L. Petersen bought 200, held 2,130.

**Rollins Bcstg.** Henry B. Tippie bought 750, held 5,000.

**Sonotone.** Irving L. Schachtel tendered 53,600 to Servel, held 1,000.

**Standard Kollsman Industries.** Arthur Richenthal sold 500, held 24,497.

**Taft Bcstg.** Lawrence H. Rogers II sold 1,000, held 5,421.

**Texas Instruments.** E. O. Vetter sold 300, held 3,152.

**Thompson Ramo Wooldridge.** Dean E. Wooldridge sold 500 in August, 500 in September, held 35,143.

**Trans-Lux.** Harry Brandt bought 2,900 in August, held 92,196.

**Twentieth Century-Fox.** Spyros P. Skouras sold 2,000, held 80,760.

**Webcor.** Robert M. Woodward bought 200, held 305.

**Zenith.** Francis W. Crotty sold 1,000, held 2,165. Sam Kaplan bought 4,500, held 13,380. Hugh Robertson bought 4,500, held 29,999. Edwin M. Schroeder bought 360, held 780. Leonard C. Truesdell bought 2,250, held 9,850.

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

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

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

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

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

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

#### Common Stock Dividends

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

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1962—9 mo. to Sept. 30	\$ 91,349,790	—	\$ 2,184,368	\$1.14 <sup>1</sup>	1,902,041
	1961—9 mo. to Sept. 30	99,560,909	—	1,477,763	.76 <sup>2</sup>	1,902,041
Arvin Industries	1962—9 mo. to Sept. 30	63,541,704	—	1,747,813	1.47	1,186,270
	1961—9 mo. to Sept. 30	50,858,262	—	1,180,930	1.00	1,137,609
	1962—qtr. to Sept. 30	23,433,286	—	740,876	.62	1,186,270
	1961—qtr. to Sept. 30	19,723,722	—	720,309	.61	1,137,609
Beckman Instruments	1962—qtr. to Sept. 30	18,324,365	\$ 2,072,273	1,117,273	.73	1,534,800
	1961—qtr. to Sept. 30	18,558,100	1,833,861	973,861	.64	1,528,583
Cohu Electronics	1962—9 mo. to Sept. 30	4,769,135	12,699	8,699	.01	1,423,301
	1961—9 mo. to Sept. 30	7,233,351	653,802	413,802	.29	1,426,851
Dynamics Corp. of America	1962—9 mo. to Sept. 30	55,125,873 <sup>2</sup>	5,798,985	2,712,060 <sup>2</sup>	.80 <sup>1</sup>	2,996,219
	1961—9 mo. to Sept. 30	32,948,496	2,040,408	1,162,851	.30 <sup>1</sup>	2,787,027
Electronic Associates	1962—9 mo. to Sept. 30	13,448,309	2,291,737	1,090,406	1.27	860,621
	1961—9 mo. to Sept. 30	12,218,189	1,262,068	609,888	.69	886,565
Electronic Communications	1962—year to Sept. 30	36,885,199	1,434,147	708,147	.95 <sup>3</sup>	719,728
	1961—year to Sept. 30	22,280,994	566,153	306,153	.46 <sup>3</sup>	617,482
Electronic Specialty	1962—9 mo. to Sept. 30	48,356,297	2,903,994	1,953,994	1.39	1,407,685
	1961—9 mo. to Sept. 30	20,241,290	1,015,180	887,180	1.01	878,608
Gabriel	1962—9 mo. to Sept. 30	23,895,303	1,891,419	940,419	1.28 <sup>1</sup>	735,000
	1961—9 mo. to Sept. 30	22,942,153	749,820	450,368	.65 <sup>1</sup>	678,238
	1962—qtr. to Sept. 30	7,107,218	—	246,657	.34 <sup>1</sup>	735,000
	1961—qtr. to Sept. 30	7,482,903	—	105,226	.15 <sup>1</sup>	678,238
General Bronze	1962—9 mo. to Sept. 30	13,788,303	28,554	28,554	.07	391,820
	1961—9 mo. to Sept. 30	13,749,498	(1,278,651)	(678,651) <sup>3</sup>	—	391,820
Globe-Union	1962—9 mo. to Sept. 30	48,768,783	—	1,733,095	1.99	868,232
	1961—9 mo. to Sept. 30	42,941,563	—	1,202,520	1.40	853,775
	1962—qtr. to Sept. 30	16,887,676	—	500,963	.57	868,232
	1961—qtr. to Sept. 30	16,551,022	—	336,825	.39	853,775
Indiana General	1962—9 mo. to Sept. 30	19,937,207	3,257,579	1,605,529	1.40	1,150,002
	1961—9 mo. to Sept. 30	15,799,749	2,277,340	1,120,250	.97	1,150,002
International Rectifier	1962—qtr. to Sept. 30	4,277,644	583,077	297,423	.12	2,414,542
	1961—qtr. to Sept. 30	3,529,631	601,413	295,443	.12	2,414,542
Ling-Temco-Vought	1962—9 mo. to Sept. 30	249,807,938	—	6,639,164	2.39	—
	1961—9 mo. to Sept. 30	114,572,426	—	(12,500,592) <sup>4</sup>	—	—
Loral Electronics	1962—6 mo. to Sept. 30	224,700,845 <sup>2</sup>	—	659,000	.30	2,173,305
	1961—6 mo. to Sept. 30	207,703,769	—	762,700	.41	1,738,944
Motorola (Story on p. 11)	1962—9 mo. to Sept. 30	85,051,498 <sup>2</sup>	19,396,488	9,098,080 <sup>7</sup>	2.26	4,026,872
	1961—9 mo. to Sept. 30	78,981,545	13,910,156	6,416,892	1.59	4,028,652
	1962—qtr. to Sept. 30	19,390,000	7,272,937	3,412,104	.85	4,026,872
	1961—qtr. to Sept. 30	19,238,000	7,483,495	3,354,363	.83	4,028,652
Muter	1962—9 mo. to Sept. 30	11,934,232	397,734	197,161	.16	1,199,094
	1961—9 mo. to Sept. 30	10,047,200	219,651	111,119	.09 <sup>5</sup>	1,142,961
Sonotone	1962—9 mo. to Sept. 30	15,981,000	—	253,406	.20 <sup>1</sup>	1,220,430
	1961—9 mo. to Sept. 30	16,396,000	—	(148,402)	—	1,158,745
Textron Electronics	1962—9 mo. to Sept. 30	20,377,000	—	1,236,000	.41	3,011,093
	1961—9 mo. to Sept. 30	16,068,000	—	(1,091,000) <sup>6</sup>	—	3,006,093
Trans-Lux	1962—9 mo. to Sept. 30	—	—	532,235	.72	743,837
	1961—9 mo. to Sept. 30	—	—	465,815	.63	743,837
Tung-Sol	1962—39 wks. to Sept. 29	49,640,309	1,480,514	713,514	.60 <sup>1</sup>	926,826
	1961—39 wks. to Sept. 29	47,583,074	1,807,620	910,620	.81 <sup>1</sup>	925,858
Victoreen Instrument	1962—9 mo. to Sept. 30	16,609,000	—	1,303,000	.61	2,139,540
	1961—9 mo. to Sept. 30	13,417,000	—	7,984	—	2,215,540
Wells-Gardner	1962—9 mo. to Sept. 30	19,024,000	—	722,000	1.69	422,400
	1961—9 mo. to Sept. 30	16,945,000	—	487,000	1.15	422,400
	1962—qtr. to Sept. 30	9,717,000	—	476,000	1.11	422,400
	1961—qtr. to Sept. 30	7,318,000	—	282,000	.67	422,400

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

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

ARB Estimates

## Television Households by States and Counties

As of January 1, 1962

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

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

### SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

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

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

(Continued on next page)

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>ARKANSAS—(Continued)</b>				Crowley	1,200	1,100	90	Lafayette	900	500	59
Polk	3,900	2,900	74	Custer	400	400	73	Lake	19,500	16,800	86
Pope	6,400	5,400	83	Delta	5,100	4,100	80	Lee	19,400	16,400	85
Prairie	3,100	2,500	79	Denver	167,700	151,000	91	Levy	20,400	16,700	82
Pulaski	74,800	67,600	91	Dolores	600	300	48	Liberty	3,200	2,000	61
Randolph	3,800	2,900	75	Douglas	1,500	1,500	97	Madison	900	700	69
St. Francis	8,200	6,300	76	Eagle	1,300	1,000	73	Manatee	3,800	2,200	57
Saline	7,700	7,000	91	Elbert	1,200	1,000	82	Marion	26,600	23,400	88
Scott	2,300	1,800	75	El Paso	44,700	41,500	93	Matrow	16,000	11,900	75
Searcy	2,400	1,800	71	Fremont	6,200	5,100	82	Martin	6,200	5,200	84
Sebastian	21,500	19,300	90	Garfield	3,900	3,100	78	Monroe	14,600	10,100	69
Sevier	3,300	2,800	84	Gilpin	300	300	88	Nassau	4,800	4,200	86
Sharp	2,000	1,300	61	Grand	1,100	800	70	Okaloosa	17,500	15,600	89
Stone	1,800	1,300	71	Gunnison	1,500	1,100	69	Okeechobee	1,900	1,600	84
Union	15,200	12,800	85	Hinsdale	100	100	96	Orange	87,000	77,800	90
Van Buren	2,300	1,900	81	Huerfano	2,400	1,800	74	Osceola	7,200	6,000	82
Washington	17,700	14,000	79	Jackson	500	500	85	Palm Beach	82,300	70,200	86
White	9,900	8,300	84	Jefferson	39,400	37,900	96	Pasco	13,200	11,300	86
Woodruff	3,800	2,900	75	Kiowa	800	600	74	Pinellas	154,800	138,100	90
Yell	3,700	3,100	81	Kit Carson	2,100	1,600	72	Polk	61,000	52,800	87
Totals	528,500	435,300	82	Lake	2,000	1,600	79	Putnam	9,800	8,100	83
<b>CALIFORNIA</b>				La Plata	5,600	4,400	78	St. Johns	9,200	7,700	84
Alameda East	10,200	9,400	92	Larimer	16,900	15,200	90	St. Lucie	13,000	10,800	83
Alameda West	298,900	273,800	92	Las Animas	5,900	4,100	70	Santa Rosa	8,100	7,200	89
Alpine	100	100	68	Lincoln	1,700	1,500	85	Sarasota	30,500	26,600	88
Amador	3,200	2,800	87	Logan	6,000	5,100	84	Seminole	17,200	15,200	88
Butte	28,400	24,900	88	Mesa	15,700	13,800	88	Sumter	3,600	2,800	77
Calaveras	3,500	3,100	88	Mineral	200	100	58	Suwannee	4,200	2,800	65
Colusa	4,000	3,500	87	Moffat	2,200	1,600	69	Taylor	3,800	2,600	68
Contra Costa E	63,300	59,600	95	Montezuma	4,100	3,200	78	Union	1,200	900	74
Contra Costa W	60,300	56,800	95	Montrose	5,400	4,500	82	Volusia	48,100	41,900	88
Del Norte	5,700	4,700	82	Morgan	6,300	5,800	93	Wakulla	1,400	1,200	81
El Dorado	10,500	9,700	92	Otero	7,100	6,100	86	Walton	4,600	3,300	72
Fresno	111,600	100,300	90	Ouray	500	400	67	Washington	3,200	2,300	72
Glenn	5,400	4,900	90	Park	600	600	81	Totals	1,670,200	1,449,700	87
Humboldt	33,400	29,600	89	Phillips	1,500	1,400	92	<b>GEORGIA</b>			
Imperial	19,000	15,400	81	Pitkin	800	500	57	Appling	3,200	2,200	68
Inyo	4,100	3,000	72	Prowers	4,000	2,800	70	Atkinson	1,500	800	49
Kern West	76,300	69,000	91	Pueblo	33,400	30,900	93	Bacon	2,200	1,600	71
Kern East	12,900	11,700	91	Rio Blanco	1,500	1,300	83	Baker	1,100	700	62
Kings	14,500	12,700	88	Rio Grande	3,100	2,300	73	Baldwin	5,600	4,200	74
Lake	5,400	4,400	80	Routt	1,900	1,300	65	Banks	1,700	1,300	74
Lassen	4,800	3,600	82	Saguache	1,200	900	69	Barrow	4,200	3,600	85
Los Angeles	2,121,300	1,965,800	93	San Juan	200	300	85	Bartow	7,700	6,800	88
Madera	11,900	10,500	88	San Miguel	900	700	68	Ben Hill	3,900	2,700	68
Marin	47,400	43,400	92	Sedgwick	1,300	1,200	86	Berrien	3,200	2,200	68
Mariposa	1,700	1,400	80	Summit	700	600	81	Bibb	41,000	35,500	87
Mendocino	15,500	12,400	80	Teller	900	800	90	Bleckley	2,600	1,900	72
Merced	26,600	23,800	90	Washington	2,000	1,600	79	Brantley	1,500	1,200	77
Modoc	2,600	2,200	80	Weld	21,200	19,500	92	Brooks	3,900	2,900	75
Mono	900	600	63	Yuma	2,900	2,400	80	Bryan	1,500	1,200	79
Monterey	55,300	49,600	90	Totals	544,700	486,700	89	Bulloch	6,200	5,000	80
Napa North	3,300	3,000	91	<b>CONNECTICUT</b>				Burke	5,100	3,400	65
Napa South	16,500	15,000	91	Fairfield	202,600	193,400	96	Butts	2,300	1,900	82
Nevada	7,500	6,600	88	Hartford	214,300	201,100	94	Calhoun	1,900	1,000	49
Orange North	184,400	175,900	96	Litchfield	37,700	35,000	93	Camden	2,600	2,200	84
Orange South	42,400	40,500	96	Middlesex	26,700	24,800	93	Candler	1,800	1,300	72
Placer	18,100	16,300	90	New Haven	205,700	194,700	95	Carroll	10,300	9,000	88
Plumas	3,900	3,200	82	New London	55,200	50,500	92	Catoosa	5,900	5,500	93
Riverside East	5,400	4,900	90	Tolland	19,000	17,600	93	Charlton	1,300	1,000	75
Riverside West	96,800	86,900	90	Windham	21,400	19,800	93	Chatham	54,400	47,300	87
Sacramento	162,400	150,700	93	Totals	782,400	736,900	94	Chattahoochee	1,300	1,300	92
San Benito	4,700	4,100	87	<b>DELAWARE</b>				Chattooga	5,600	4,700	84
San Bernardino E	3,700	3,400	92	Kent	19,100	17,100	90	Cherokee	6,400	5,700	89
San Bernardino W	157,700	144,100	92	New Castle	91,900	87,100	95	Clarke	12,600	10,400	83
San Diego	330,800	305,900	93	Sussex	22,300	18,600	84	Clay	1,200	800	65
San Francisco	296,500	246,000	83	Totals	133,300	122,800	92	Clayton	12,900	12,100	94
San Joaquin	77,500	68,700	89	<b>DIST. OF COLUMBIA</b>				Clinch	1,700	1,200	69
San Luis Obispo	27,100	24,000	89	Washington	254,400	219,600	86	Cobb	32,900	31,000	95
San Mateo	145,800	138,700	96	<b>FLORIDA</b>				Coffee	5,600	4,000	71
Santa Barbara	55,700	49,800	90	Alachua	20,300	15,200	75	Colquitt	9,100	7,400	81
Santa Clara East	7,100	6,600	93	Baker	1,800	1,500	83	Columbia	3,500	2,900	82
Santa Clara West	194,600	180,900	93	Bay	19,400	16,900	87	Cook	3,200	2,400	74
Santa Cruz	31,900	28,300	89	Bradford	3,400	2,800	81	Coweta	7,900	6,300	80
Shasta	19,500	17,900	92	Brevard	36,700	32,300	88	Crawford	1,400	900	60
Sierra	800	700	81	Broward	121,400	112,700	93	Crisp	5,000	3,600	72
Siskiyou	11,100	9,100	82	Calhoun	2,000	1,300	64	Dade	2,200	2,000	86
Solano East	17,200	16,200	94	Charlotte	5,200	4,300	82	Dawson	1,000	800	74
Solano West	22,800	21,500	94	Citrus	3,300	2,500	76	Decatur	6,600	5,200	78
Sonoma North	33,900	30,000	89	Clay	5,600	4,800	84	De Kalb	77,600	73,700	95
Sonoma South	15,800	14,000	89	Collier	5,300	3,900	74	Dodge	4,400	3,300	75
Stanislaus	49,800	43,400	88	Columbia	5,700	4,400	77	Dooley	3,000	2,200	73
Sutter	10,400	9,600	93	Dade	336,600	299,000	89	Dougherty	21,000	17,500	83
Tehama	8,400	7,700	93	De Soto	3,200	2,500	78	Douglas	4,600	4,200	89
Trinity	3,400	2,700	80	Dixie	1,300	800	55	Early	3,400	2,400	70
Tulare	49,800	44,200	89	Duval	138,700	124,200	90	Echols	500	300	61
Tuolumne	5,200	4,500	86	Escambia	50,100	45,000	90	Effingham	2,500	2,000	79
Ventura	58,700	54,900	94	Flagler	1,400	1,100	78	Elbert	5,000	4,200	85
Yolo	20,900	18,900	90	Franklin	2,200	1,500	68	Emanuel	4,900	3,500	72
Yuba	10,300	9,500	92	Gadsden	8,900	6,200	70	Evans	1,900	1,600	81
Totals	5,270,000	4,821,100	91	Gilchrist	800	700	77	Fannin	3,700	2,800	76
<b>COLORADO</b>				Glades	900	600	65	Fayette	2,100	1,800	84
Adams	33,400	32,300	97	Gilmer	800	700	77	Floyd	19,800	17,100	87
Alamosa	2,800	2,200	77	Glades	900	600	65	Forsyth	3,400	3,100	91
Arapahoe	33,300	31,700	95	Gulf	2,900	2,200	74	Franklin	3,800	3,300	86
Archuleta	700	500	65	Hamilton	2,100	1,300	64	Fulton	165,900	149,800	91
Baca	2,000	1,100	52	Hardee	3,800	3,200	84	Gilmer	2,400	1,800	74
Bent	2,000	1,700	84	Hendry	2,500	1,700	68	Glascock	800	600	76
Boulder	23,200	20,400	88	Hernando	3,800	3,100	80	Glynn	12,100	10,300	85
Chaffee	2,600	2,100	79	Highlands	7,300	5,800	80	Gordon	5,500	4,800	87
Cheyenne	800	600	73	Hillsborough	130,700	114,400	88	Grady	4,700	3,800	80
Clear Creek	1,000	900									

State and County	Total Households	TV Households Number Percent	State and County	Total Households	TV Households Number Percent	State and County	Total Households	TV Households Number Percent
Haralson	4,200	3,500 84	Bonner	4,900	4,300 86	Morgan	10,500	9,100 87
Harris	2,800	2,200 76	Bonneville	13,400	12,600 95	Moultrie	4,300	3,700 86
Hart	4,100	3,500 85	Boundary	1,700	1,400 79	Ogle	12,000	11,000 92
Heard	1,400	1,200 78	Butte	1,000	1,000 94	Peoria	58,900	54,100 92
Henry	4,400	3,600 81	Camas	300	300 96	Perry	6,400	5,500 87
Houston	10,700	9,500 89	Canyon	17,400	15,300 88	Piatt	4,700	4,500 95
Irwin	2,400	1,800 73	Caribou	1,600	1,400 86	Pike	6,900	6,100 89
Jackson	5,100	4,300 83	Cassia	4,500	4,100 92	Pope	1,400	1,100 76
Jasper	1,600	1,100 68	Clark	300	300 83	Pulaski	3,400	2,700 79
Jeff Davis	2,200	1,600 72	Clearwater	2,600	2,200 84	Putnam	1,500	1,300 84
Jefferson	4,400	3,200 72	Custer	900	700 75	Randolph	8,600	7,700 90
Jenkins	2,400	1,900 75	Elmore	4,700	4,300 92	Richland	5,200	4,500 85
Johnson	2,200	1,800 78	Franklin	2,200	2,000 88	Rock Island	46,900	44,800 96
Jones	2,100	1,700 76	Fremont	2,400	2,200 93	St. Clair	80,100	73,300 92
Lamar	2,800	2,200 80	Gem	2,900	2,600 89	Saline	9,400	8,100 86
Lanier	1,900	900 67	Gooding	2,800	2,600 91	Sangamon	48,300	42,900 89
Laurens	8,600	6,100 71	Idaho	4,000	3,100 76	Schuyler	2,900	2,700 91
Lee	1,400	1,100 73	Jefferson	3,000	2,900 97	Scott	2,100	2,000 94
Liberty	3,600	2,900 78	Jerome	3,300	3,100 93	Shelby	7,500	6,400 85
Lincoln	1,400	1,100 77	Kootenai	9,500	8,900 93	Stark	2,500	2,400 93
Long	1,000	700 71	Latah	6,200	5,300 84	Stephenson	14,700	13,400 91
Lowndes	13,700	10,400 76	Lemhi	1,800	1,200 66	Tazewell	30,700	28,600 94
Lumpkin	1,800	1,600 85	Lewis	1,300	1,200 90	Union	5,200	4,700 89
McDuffie	3,400	2,700 79	Lincoln	1,100	1,000 89	Vermilion	30,600	27,800 91
McIntosh	1,600	1,200 71	Madison	2,400	2,300 94	Wabash	4,500	3,900 86
Macon	3,200	2,200 67	Minidoka	4,000	3,600 88	Warren	6,800	6,300 93
Madison	3,100	2,500 79	Nez Perce	8,700	7,800 90	Washington	4,500	3,800 85
Marion	1,300	800 56	Oneida	1,000	1,000 90	Wayne	6,200	4,800 77
Meriwether	5,000	3,800 75	Owyhee	1,900	1,700 90	White	6,400	5,000 78
Miller	1,900	1,300 68	Payette	3,900	3,500 90	Whiteside	18,300	16,900 93
Mitchell	4,900	3,600 72	Power	1,200	1,000 81	Will	55,900	52,900 95
Monroe	2,600	2,100 78	Shoshone	6,300	5,600 89	Williamson	15,600	13,700 88
Montgomery	1,600	900 57	Teton	700	700 98	Winnebago	65,300	61,100 94
Morgan	2,700	2,000 73	Twin Falls	13,000	12,000 93	Woodford	7,300	6,500 89
Murray	2,800	2,200 78	Valley	1,100	900 80	Totals	3,158,700	2,912,100 92
Muscogee	44,000	38,900 89	Washington	2,600	2,300 84			
Newton	5,700	4,800 84	Totals	198,400	179,200 90			
Oconee	1,700	1,600 91						
Oglethorpe	2,000	1,500 73	ILLINOIS			INDIANA		
Paulding	3,600	3,300 89	Adams	21,900	20,300 93	Adams	7,100	6,400 91
Peach	3,500	2,900 81	Alexander	5,300	4,300 80	Allen	70,400	65,500 93
Pickens	2,500	2,100 83	Bond	4,500	3,800 84	Bartholomew	14,700	13,600 93
Pierce	2,500	1,900 73	Boone	6,200	5,700 92	Benton	3,400	3,200 91
Pike	1,800	1,300 71	Brown	2,100	1,800 87	Blackford	4,700	4,300 93
Polk	8,000	6,800 86	Bureau	12,000	10,400 91	Boone	8,700	8,200 94
Pulaski	2,300	1,600 70	Calhoun	1,800	1,700 88	Brown	2,100	1,900 93
Putnam	2,000	1,500 77	Carroll	6,100	5,700 93	Carroll	5,300	5,000 93
Quitman	600	400 66	Cass	4,700	4,200 88	Cass	12,400	11,100 90
Rabun	2,000	1,500 75	Champaign	37,300	33,600 91	Clark	18,300	16,900 93
Randolph	2,900	1,900 66	Christian	11,900	10,800 91	Clay	8,100	7,600 93
Rockford	36,700	32,300 88	Clark	5,500	4,800 88	Clinton	9,900	9,200 94
Rockdale	2,800	2,400 85	Clay	5,200	4,200 80	Crawford	2,600	2,100 80
Schley	800	700 73	Clinton	6,900	6,300 92	Daviess	8,100	6,900 86
Screven	3,800	2,700 70	Coles	13,700	12,400 91	Dearborn	8,500	7,900 93
Seminole	1,800	1,400 76	Cook	1,636,200	1,515,000 93	Decatur	6,000	5,500 91
Spalding	10,200	8,700 85	Crawford	7,000	6,400 91	De Kalb	8,500	8,100 95
Stephens	5,200	4,200 80	Cumberland	3,200	2,800 86	Delaware	33,800	31,700 94
Stewart	1,800	1,100 56	Dekalb	15,100	14,000 93	Dubois	7,500	6,400 86
Sumter	6,600	4,500 68	De Witt	5,700	5,200 91	Elkhart	32,800	29,300 90
Talbot	1,700	1,200 67	Douglas	6,100	5,600 92	Fayette	7,400	6,800 93
Taliaferro	900	600 65	Dupage	92,500	89,500 97	Floyd	15,600	14,700 94
Tattnall	3,600	2,800 77	Edgar	7,500	6,900 91	Fountain	6,000	5,600 92
Taylor	2,100	1,600 72	Edwards	2,700	2,200 80	Franklin	4,500	3,900 86
Telfair	3,100	1,900 59	Effingham	6,900	5,600 82	Fulton	5,500	5,000 92
Terrell	3,300	2,300 69	Fayette	6,800	5,800 86	Gibson	9,500	8,500 90
Thomas	9,300	7,400 80	Ford	5,200	4,800 92	Grant	22,800	20,700 91
Tift	6,300	4,700 75	Franklin	14,000	12,100 87	Greene	9,000	8,000 90
Toombs	4,500	3,000 66	Fulton	13,800	12,500 90	Hamilton	12,400	11,800 95
Towns	1,100	1,000 81	Gallatin	2,500	2,000 79	Hancock	8,300	7,800 95
Treutlen	1,600	1,100 65	Greene	5,600	5,200 92	Harrison	5,500	5,000 90
Troup	13,200	10,300 79	Grundy	7,000	6,600 95	Hendricks	12,500	11,900 95
Turner	2,300	1,700 74	Hamilton	3,400	2,500 75	Henry	14,800	13,800 93
Twiggs	1,800	1,300 69	Hancock	7,900	7,300 92	Howard	21,300	19,900 94
Union	1,800	1,400 79	Hardin	1,900	1,700 88	Huntington	10,400	9,800 94
Upson	6,600	5,500 83	Henderson	2,600	2,300 88	Jackson	9,300	8,600 92
Walker	12,900	11,500 90	Henry	15,800	14,900 94	Jasper	5,300	4,800 91
Walton	5,500	4,600 83	Iroquois	10,600	9,500 90	Jay	7,200	6,400 88
Ware	9,800	7,800 80	Jackson	12,800	10,900 85	Jefferson	6,700	6,000 90
Warren	1,800	1,300 67	Jasper	3,600	3,100 85	Jennings	4,500	4,000 90
Washington	4,900	3,000 60	Jefferson	10,600	8,900 85	Johnson	13,000	12,600 97
Wayne	4,700	3,800 80	Jersey	5,000	4,500 89	Knox	13,400	12,200 91
Webster	800	400 51	Jo Daviess	6,500	5,600 86	Kosciusko	12,700	11,600 91
Wheeler	1,300	800 60	Johnson	2,300	1,900 84	La Grange	4,800	3,700 78
White	1,800	1,400 77	Kane	61,500	57,600 94	Lake	148,000	139,600 94
Whitfield	11,800	10,400 88	Kankakee	24,500	22,600 93	La Porte	27,600	26,200 95
Wilcox	2,100	1,600 75	Kendall	5,200	5,000 96	Lawrence	11,300	10,400 91
Wilkes	3,100	2,000 63	Knox	19,200	18,100 95	Madison	38,900	36,700 95
Wilkinson	2,400	1,800 74	Lake	83,000	80,100 97	Marion	218,100	203,800 94
Worth	4,000	3,100 77	La Salle	34,500	31,200 91	Marshall	9,800	9,000 91
Totals	1,089,700	918,200 84	Lawrence	6,000	5,300 88	Martin	2,900	2,600 88
			Lee	10,600	9,800 93	Miami	11,500	10,500 91
HAWAII			Livingston	11,900	10,400 88	Monroe	17,100	14,800 87
Hawaii	15,700	10,800 69	Logan	9,200	8,400 91	Montgomery	10,200	9,600 94
Honolulu	125,100	110,400 88	McDonough	9,200	8,400 91	Morgan	10,100	9,400 94
Kauai	8,100	2,000 25	McHenry	25,700	24,900 97	Newton	3,500	3,200 92
Maui	11,300	8,900 79	McLean	26,300	23,500 90	Noble	8,500	7,700 91
Totals	160,200	132,100 82	Macon	38,000	35,000 92	Ohio	1,300	1,300 95
			Macoupin	14,200	12,900 91	Orange	5,100	4,500 87
IDAHO			Madison	68,700	64,300 94	Owen	3,700	3,400 91
Ada	29,800	27,200 92	Marion	12,900	11,500 89	Parke	4,800	4,500 93
Adams	900	800 80	Marshall	4,200	3,800 89	Perry	4,900	4,200 85
Bannock	14,200	12,700 90	Mason	5,000	4,600 92	Pike	4,200	3,600 85
Bear Lake	2,000	1,800 86	Massac	4,700	4,000 85	Porter	17,400	16,400 94
Benewah	1,900	1,700 88	Menard	3,000	2,600 88	Posey	5,900	4,900 84
Bingham	7,300	6,900 94	Monroe	4,700	4,300 91	Pulaski	3,800	3,300 85
Blaine	1,400	1,200 82	Mercer	5,400	5,100 95	Putnam	6,900	6,400 92
Boise	500	500 88	Montgomery	10,400	9,200 89	Randolph	9,100	8,300 92

(Continued on next page)

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>INDIANA -- (Continued)</b>				Poweshiek	5,700	5,300	93	Russell	3,700	3,200	87
Ripley	6,000	5,300	88	Ringgold	2,600	2,400	92	Saline	17,300	15,700	91
Rush	6,100	5,800	95	Sac	5,300	4,800	90	Scott	1,600	1,500	89
St. Joseph	71,400	67,000	94	Scott	36,400	34,300	95	Sedgwick	110,200	102,800	94
Scott	4,300	3,700	85	Shelby	4,500	4,200	94	Seward	5,000	4,500	89
Shelby	10,700	10,100	95	Sioux	7,500	6,400	85	Shawnee	45,800	42,300	93
Spencer	4,600	4,100	88	Story	14,400	13,200	92	Sheridan	1,200	1,100	86
Starke	5,300	4,800	90	Tama	6,700	6,200	92	Sherman	2,200	2,000	89
Steuben	5,300	4,900	93	Taylor	3,500	2,900	84	Smith	2,700	2,400	87
Sullivan	7,300	6,700	91	Union	4,600	4,200	90	Stafford	2,600	2,300	89
Switzerland	2,200	1,900	85	Van Buren	3,200	2,800	87	Stanton	600	500	80
Tippecanoe	25,400	22,400	88	Wapello	14,600	13,500	93	Stevens	1,300	1,100	77
Tipton	4,900	4,700	95	Warren	6,200	5,900	94	Sumner	8,400	7,600	91
Union	1,900	1,700	88	Washington	6,000	5,200	87	Thomas	2,300	1,900	82
Vanderburgh	51,500	46,500	91	Wayne	3,500	3,000	85	Trego	1,600	1,400	83
Vermillion	6,000	5,600	93	Webster	15,100	13,900	92	Wabunsee	2,200	1,900	83
Vigo	35,100	32,200	92	Winnebago	4,000	3,700	92	Wallace	600	600	84
Wabash	10,000	8,800	88	Wineshiek	6,000	5,300	88	Washington	3,600	2,900	82
Warren	2,600	2,300	88	Woodbury	33,400	31,300	94	Wichita	800	700	82
Warrick	7,000	6,200	89	Worth	3,100	2,900	92	Wilson	4,500	3,700	81
Washington	5,400	4,600	85	Wright	6,100	5,700	93	Woodson	1,900	1,600	80
Wayne	22,400	20,700	92	<b>Totals</b>	<b>850,600</b>	<b>786,300</b>	<b>92</b>	Wyandotte	57,400	53,300	93
Wells	6,500	6,000	91	<b>KANSAS</b>				<b>Totals</b>	<b>694,200</b>	<b>628,200</b>	<b>90</b>
White	6,200	5,700	91	Allen	5,600	4,700	84	<b>KENTUCKY</b>			
Whitley	6,300	6,000	94	Anderson	3,000	2,700	87	Adair	4,200	2,600	61
<b>Totals</b>	<b>1,414,800</b>	<b>1,306,000</b>	<b>92</b>	Atchison	6,300	5,900	93	Allen	3,800	3,100	80
<b>IOWA</b>				Barber	2,900	2,500	85	Anderson	2,600	2,300	87
Adair	3,600	3,400	94	Barton	10,100	9,600	95	Ballard	2,700	2,400	88
Adams	2,400	2,100	85	Bourbon	5,800	5,100	88	Barren	8,600	7,100	83
Allamakee	4,500	4,100	91	Brown	4,600	4,000	88	Bath	2,600	1,800	67
Appanoose	5,600	4,900	87	Butler	12,400	11,300	92	Bell	8,900	6,600	74
Audubon	3,400	3,200	94	Chase	1,400	1,200	83	Boone	6,400	6,100	95
Benton	7,200	6,900	95	Chautauqua	2,200	2,000	89	Bourbon	5,500	4,600	83
Black Hawk	36,400	34,400	95	Cherokee	7,600	7,000	92	Boyd	15,300	14,200	93
Boone	8,500	8,000	94	Cheyenne	1,500	1,400	88	Boyle	6,000	4,900	82
Bremer	6,200	5,700	92	Clark	1,200	1,100	91	Bracken	2,300	2,000	87
Buchanan	6,100	5,600	92	Clay	3,700	3,000	79	Breathitt	3,500	1,500	42
Buena Vista	6,600	6,200	93	Cloud	4,800	3,900	81	Breckinridge	4,200	3,400	79
Butler	5,400	4,900	89	Coffey	2,900	2,400	79	Bullitt	4,400	4,000	90
Calhoun	5,000	4,600	92	Comanche	1,100	900	78	Butler	2,700	2,100	77
Carroll	6,700	6,300	95	Cowley	12,400	11,000	89	Caldwell	4,200	3,100	73
Cass	6,000	5,500	92	Crawford	13,100	11,900	91	Calloway	6,600	5,600	85
Cedar	5,500	5,200	94	Decatur	1,900	1,700	88	Campbell	26,200	24,900	95
Cerro Gordo	15,500	14,500	94	Dickinson	7,200	6,400	88	Carlisle	1,900	1,700	90
Cherokee	5,300	4,900	92	Doniphan	3,000	2,700	89	Carroll	2,400	2,100	85
Chickasaw	4,300	3,900	91	Douglas	12,900	11,300	88	Carter	5,300	4,200	78
Clarke	2,800	2,600	90	Edwards	1,700	1,500	90	Casey	3,800	2,400	62
Clay	5,700	5,100	88	Elk	1,900	1,500	82	Christian	14,700	12,500	85
Clayton	6,700	5,800	87	Ellis	5,800	5,400	92	Clark	6,400	5,200	81
Clinton	16,800	16,000	95	Ellsworth	2,600	2,200	85	Clay	4,500	2,600	57
Crawford	5,600	5,300	93	Finney	4,800	4,300	91	Clinton	2,400	1,600	68
Dallas	7,800	7,300	94	Ford	6,500	6,000	92	Crittenden	2,700	2,200	78
Davis	2,900	2,700	91	Franklin	6,600	5,900	89	Cumberland	2,200	1,500	64
Decatur	3,300	2,700	81	Geary	8,100	7,400	91	Daviess	20,600	18,000	87
Delaware	5,200	4,800	92	Gove	1,200	1,000	80	Edmonson	2,300	1,600	68
Des Moines	14,400	13,300	93	Graham	1,700	1,600	91	Elliott	1,500	1,300	82
Dickinson	4,000	3,500	87	Grant	1,500	1,300	89	Estill	3,500	1,900	52
Dubuque	21,800	19,400	90	Gray	1,300	1,200	89	Fayette	40,900	35,600	88
Emmet	4,500	3,700	82	Greeley	700	600	87	Fleming	3,300	2,500	77
Fayette	8,600	7,800	91	Greenwood	3,900	3,400	86	Floyd	9,800	7,400	75
Floyd	6,500	6,000	92	Hamilton	1,000	800	80	Franklin	9,000	7,800	87
Franklin	4,900	4,600	94	Harper	3,300	3,000	89	Fulton	3,500	2,900	82
Fremont	3,400	3,200	95	Harvey	8,300	7,300	88	Gallatin	1,200	1,100	86
Greene	4,700	4,500	95	Haskell	900	800	90	Garrard	3,000	2,300	76
Grundy	4,500	4,300	95	Hodgeman	900	800	83	Grant	2,900	2,400	83
Guthrie	4,500	4,100	92	Jackson	3,400	3,000	87	Graves	9,800	8,600	87
Hamilton	6,300	5,900	93	Jefferson	3,500	3,100	88	Grayson	4,500	3,400	74
Hancock	4,400	4,000	92	Jewell	2,500	1,900	74	Green	3,400	2,500	74
Hardin	7,400	6,900	93	Johnson	44,100	42,700	97	Greenup	8,000	7,100	89
Harrison	5,500	5,100	92	Kearny	900	900	91	Hancock	1,600	1,200	76
Henry	5,500	4,700	85	Kingman	3,100	2,900	93	Hardin	14,000	12,500	89
Howard	3,700	3,100	83	Kiowa	1,500	1,200	77	Harlan	12,700	9,300	73
Humboldt	4,000	3,600	90	Labette	9,000	7,900	88	Harrison	4,400	3,700	84
Ida	3,300	3,100	93	Lane	1,000	900	90	Hart	4,100	3,400	82
Iowa	5,000	4,600	91	Leavenworth	12,800	11,900	93	Henderson	10,300	8,800	85
Jackson	6,200	5,600	90	Lincoln	1,900	1,600	80	Henry	3,400	2,800	83
Jasper	11,200	10,500	94	Linn	3,000	2,600	87	Hickman	2,100	1,800	85
Jefferson	5,000	4,500	89	Logan	1,200	1,000	81	Hopkins	11,800	9,500	81
Johnson	15,400	13,400	87	Lyon	8,600	7,200	84	Jackson	2,700	1,200	44
Jones	5,900	5,600	94	McPherson	7,700	6,400	83	Jefferson	184,000	170,200	93
Keokuk	5,000	4,300	87	Marion	4,800	4,100	84	Jessamine	3,800	2,800	73
Kossuth	7,200	6,700	94	Marshall	5,300	4,400	84	Johnson	5,200	4,000	76
Lee	13,400	12,400	93	Meade	1,700	1,700	97	Kenton	37,100	35,300	95
Linn	44,700	42,200	95	Miami	6,100	5,700	94	Knott	3,800	2,100	53
Louisa	3,200	2,900	91	Mitchell	2,900	2,400	82	Knox	6,300	4,000	63
Lucas	3,700	3,200	85	Montgomery	15,400	13,300	86	Laure	3,100	2,600	84
Lyon	4,200	3,700	89	Morris	2,500	2,100	83	Laurel	6,400	4,400	68
Madison	4,000	3,800	95	Morton	1,000	900	85	Lawrence	3,200	2,600	81
Mahaska	7,600	6,800	90	Nemaha	3,900	3,500	89	Lee	1,900	900	45
Marion	7,700	7,100	92	Neosho	6,500	5,800	89	Leslie	2,300	1,000	40
Marshall	12,100	11,600	96	Ness	1,800	1,600	88	Letcher	7,300	4,600	63
Mills	3,600	3,400	93	Norton	2,700	2,300	87	Lewis	3,500	2,600	73
Mitchell	4,100	3,800	92	Osage	4,300	3,800	88	Lincoln	4,600	3,200	70
Monona	4,400	4,000	91	Osborne	2,600	2,100	80	Livingston	2,200	1,800	82
Montgomery	4,900	4,500	92	Ottawa	2,400	1,900	80	Logan	6,300	5,300	83
Monroe	3,300	3,000	91	Pawnee	3,000	2,800	89	Lyon	1,500	1,200	77
Muscatine	10,900	10,300	94	Phillips	2,900	2,300	78	McCracken	18,600	16,600	90
O'Brien	5,800	5,500	94	Pottawatomie	3,700	3,300	88	McCreary	2,900	1,800	60
Osceola	3,000	2,700	90	Pratt	4,100	3,800	91	McLean	2,900	2,400	84
Page	6,700	6,100	90	Rawlins	1,600	1,400	86	Madison	9,500	6,800	71
Palo Alto	4,200	3,600	85	Reno	19,400	18,000	93	Magoffin	2,600	1,700	64
Plymouth	6,800										

State and County	Total Households	TV Households Number	Percent
Menifee	1,100	800	67
Mercer	4,600	3,800	80
Metcalf	2,500	1,900	76
Monroe	3,400	2,800	82
Montgomery	4,000	2,700	67
Morgan	2,900	2,000	67
Muhlenberg	8,100	6,700	83
Nelson	5,400	4,700	87
Nicholas	2,100	1,600	73
Ohio	5,400	4,300	80
Oldham	3,200	2,900	90
Owen	2,600	2,000	78
Owsley	1,400	500	34
Pendleton	3,000	2,800	91
Perry	8,100	4,800	60
Pike	16,200	12,200	76
Powell	1,700	900	49
Pulaski	9,900	6,000	61
Robertson	800	700	84
Rockcastle	3,300	1,800	53
Rowan	3,300	2,500	75
Russell	3,100	2,200	69
Scott	4,500	3,700	81
Shelby	5,500	4,900	88
Simpson	3,600	3,000	84
Spencer	1,600	1,400	88
Taylor	4,800	3,600	76
Todd	3,300	2,800	82
Trigg	2,600	2,200	83
Trimble	1,500	1,300	86
Union	4,300	3,600	83
Warren	13,600	11,400	84
Washington	3,000	2,600	85
Wayne	3,800	1,800	48
Webster	4,700	3,500	76
Whitley	7,000	5,200	74
Wolfe	1,600	900	53
Woodford	3,500	2,800	80
Totals	867,300	721,400	83

#### LOUISIANA

Acadia	13,500	11,500	85
Allen	5,500	4,500	81
Ascension	7,400	6,000	81
Assumption	4,500	3,600	79
Avoyelles	10,500	8,500	81
Beauregard	5,500	4,200	77
Bienville	4,700	3,700	79
Bossier	16,000	14,300	90
Caddo	69,000	61,500	90
Calcasieu	41,100	37,300	91
Caldwell	2,500	2,000	78
Cameron	1,900	1,700	85
Catahoula	3,000	2,100	68
Claiborne	5,700	4,500	77
Concordia	5,700	4,100	72
De Soto	6,700	5,100	76
East Baton Rouge	64,000	58,300	92
East Carroll	3,700	2,600	69
East Feliciana	3,600	2,600	71
Evangeline	8,800	6,500	74
Franklin	6,600	5,400	81
Grant	3,800	3,100	79
Iberia	14,000	12,300	88
Iberville	7,700	6,400	83
Jackson	4,600	3,900	83
Jefferson	60,200	56,700	95
Jefferson Davis	8,200	7,000	85
Lafayette	23,100	20,700	90
Lafourche	14,500	13,000	90
La Salle	3,900	3,100	79
Lincoln	7,200	6,400	89
Livingston	7,400	6,100	82
Madison	4,500	3,200	71
Morehouse	9,000	7,400	83
Natchitoches	9,300	6,300	69
Orleans	192,800	173,200	90
Ouachita	30,000	26,900	90
Plaquemines	5,800	5,200	89
Pointe Coupee	5,600	4,400	79
Rapides	30,300	27,000	89
Red River	2,800	2,000	71
Richland	6,100	4,900	80
Sabine	5,200	3,500	68
St. Bernard	8,900	8,700	98
St. Charles	5,500	5,000	90
St. Helena	2,100	1,500	70
St. James	4,200	3,600	84
St. John The Bapt.	4,500	3,800	84
St. Landry	20,100	15,500	78
St. Martin	7,200	6,200	86
St. Mary	13,000	11,600	89
St. Tammany	10,800	9,600	89
Tangipahoa	16,200	13,200	82
Tensas	3,100	2,100	68
Terrebonne	15,400	13,500	88
Union	5,000	4,300	86
Vermilion	11,100	9,800	88
Vernon	5,300	4,100	76
Washington	12,400	10,000	80
Webster	11,700	9,800	84
West Baton Rouge	3,800	3,200	84
West Carroll	3,800	3,000	79
West Feliciana	2,200	1,600	74
Winn	4,700	3,600	76
Totals	916,700	796,200	87

State and County	Total Households	TV Households Number	Percent
MAINE			
Androscoggin	26,900	25,400	95
Aroostook	26,700	23,900	90
Cumberland	56,500	53,200	95
Franklin	5,800	5,100	87
Hancock	10,400	9,700	93
Kennebec	26,200	24,200	92
Knox	9,200	8,200	89
Lincoln	5,900	5,500	92
Oxford	13,000	12,200	94
Penobscot	35,900	33,400	93
Piscataquis	5,200	4,800	93
Sagadahoc	7,100	6,500	91
Somerset	11,800	10,800	92
Waldo	6,800	6,100	90
Washington	16,200	9,000	89
York	30,500	29,000	95
Totals	288,200	267,000	93

#### MARYLAND

Allegany	25,800	22,900	89
Anne Arundel	55,500	52,100	94
Baltimore	422,100	396,800	95
Calvert	3,900	3,300	85
Caroline	6,100	5,100	84
Carroll	14,500	13,600	94
Cecil	12,600	11,800	94
Charles	8,100	7,000	87
Dorchester	9,100	7,600	84
Frederick	20,500	18,800	92
Garrett	5,500	4,300	79
Harford	21,300	19,800	93
Howard	10,000	9,400	94
Kent	4,700	4,200	89
Montgomery	99,500	94,700	96
Prince Georges	101,500	97,100	96
Queen Annes	5,000	4,300	86
St. Marys	9,300	8,400	90
Somerset	5,800	4,500	78
Talbot	6,900	6,200	90
Washington	27,800	24,900	90
Wicomico	15,100	13,200	88
Worcester	7,300	5,700	78
Totals	897,400	835,900	93

#### MASSACHUSETTS

Barnstable	23,200	21,600	93
Berkshire	43,800	40,800	94
Bristol	125,700	120,300	96
Dukes	2,100	1,800	84
Essex	177,500	169,900	96
Franklin	17,200	15,200	88
Hampden	133,000	125,100	95
Hampshire	28,100	25,700	92
Middlesex	361,300	345,500	96
Nantucket	1,200	1,100	88
Norfolk	149,600	144,400	97
Plymouth	76,000	72,400	96
Suffolk	251,600	228,100	91
Worcester	175,300	165,900	95
Totals	1,565,400	1,477,800	94

#### MICHIGAN

Alcona	1,900	1,600	83
Alger	2,600	2,400	89
Allegan	16,700	15,700	94
Alpena	8,100	6,600	82
Antrim	3,100	2,800	90
Arenac	2,900	2,700	91
Baraga	2,100	1,900	90
Barry	9,600	9,100	94
Bay	31,600	30,000	95
Benzie	2,400	2,100	88
Berrien	45,500	41,800	92
Branch	10,000	9,300	93
Calhoun	42,500	40,300	95
Cass	11,100	10,300	93
Charlevoix	4,000	3,600	91
Cheboygan	4,100	3,500	84
Chippewa	9,000	8,000	89
Clare	3,500	3,200	89
Clinton	10,500	10,100	96
Crawford	1,500	1,300	85
Delta	9,900	8,800	89
Dickinson	7,500	7,000	94
Eaton	14,500	13,700	95
Emmet	4,700	4,100	87
Genesee	109,100	104,100	96
Gladwin	3,100	2,900	90
Gogebic	7,800	6,900	89
Grand Traverse	9,200	8,300	90
Gratiot	10,600	9,800	92
Hillsdale	10,300	9,300	90
Houghton	10,800	9,000	84
Huron	9,500	8,500	90
Ingham	61,800	57,700	94
Ionia	11,600	11,100	96
Iosco	5,100	4,800	94
Iron	5,300	4,900	92
Isabella	8,900	8,100	91
Jackson	38,800	36,800	95
Kalamazoo	50,000	46,900	94
Kalkaska	1,300	1,200	87
Kent	109,100	101,000	93
Keweenaw	800	800	90
Lake	1,800	1,600	84
Lapeer	10,900	10,400	95

State and County	Total Households	TV Households Number	Percent
Leelanau	2,700	2,400	89
Lenawee	22,400	20,900	94
Livingston	11,100	10,700	96
Luce	1,700	1,400	84
Mackinac	3,000	2,700	88
Macomb	115,400	112,600	98
Manistee	5,900	5,300	91
Marquette	15,800	14,900	94
Mason	6,800	5,700	84
Mecosta	5,800	5,200	91
Menominee	7,100	6,600	93
Midland	14,100	13,600	96
Missaukee	1,900	1,600	84
Monroe	28,400	27,100	96
Montcalm	11,000	10,200	93
Montmorency	1,400	1,100	80
Muskegon	44,200	41,500	94
Newaygo	7,100	6,500	91
Oakland	201,200	195,500	98
Oceana	4,800	4,100	86
Ogemaw	2,900	2,600	90
Ontonagon	3,100	2,500	80
Oscoda	4,000	3,600	91
Osceola	1,100	900	77
Otsego	2,200	2,000	91
Ottawa	28,200	26,300	94
Presque Isle	3,500	2,800	79
Roscommon	2,500	2,400	95
Saginaw	54,400	51,600	95
St. Clair	31,700	29,800	94
St. Joseph	13,300	12,600	94
Sanilac	9,400	8,600	91
Schoolcraft	2,600	2,200	83
Shiawassee	15,600	14,700	94
Tuscola	12,000	11,200	93
Van Buren	15,000	14,100	94
Washtenaw	48,400	43,200	90
Wayne	795,500	753,700	95
Wexford	5,500	5,100	93
Totals	2,297,300	2,163,500	94

#### MINNESOTA

Aitkin	3,800	3,400	89
Anoka	23,100	22,600	98
Becker	6,700	5,700	85
Beltrami	6,400	4,300	67
Benton	4,500	4,100	91
Big Stone	2,600	2,300	89
Blue Earth	12,800	11,500	90
Brown	8,100	7,000	87
Carlton	7,700	7,300	94
Carver	5,900	5,700	96
Cass	5,000	3,400	68
Chippewa	4,900	4,200	84
Chisago	4,100	3,700	91
Clay	10,900	10,400	96
Clearwater	2,600	1,800	70
Cook	1,100	900	81
Cottowood	4,900	3,500	72
Crow Wing	9,700	8,200	84
Dakota	21,700	20,800	96
Dodge	3,800	3,400	88
Douglas	6,300	5,500	87
Faribault	7,000	6,400	91
Fillmore	7,100	6,400	91
Freeborn	11,300	10,400	92
Goodhue	9,900	9,100	92
Grant	2,600	2,500	90
Hennepin	266,400	248,300	94
Houston	4,600	4,200	91
Hubbard	3,000	2,100	67
Isanti	3,500	3,100	89
Itasca	11,000	9,500	86
Jackson	4,600	4,000	86
Kanabec	2,600	2,300	86
Kandiyohi	8,500	7,200	85
Kittson	2,500	1,900	75
Koochiching	5,100	3,900	75
Lac Qui Parle	3,900	3,400	87
Lake	4,200	3,900	93
Lake of the Woods	1,300	600	46
Le Sueur	5,900	5,400	91
Lincoln	2,900	2,500	87
Lyon	6,400	5,400	84
McLeod	7,200	6,700	94
Mahnomen	1,600	1,400	84
Marshall	4,000	3,400	84
Martin	8,100	7,300	90
Meeker	5,400	4,800	89

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
<b>MINNESOTA—(Continued)</b>				Wilkinson	3,200	1,700	53	Shannon	2,200	1,300	57
Redwood	6,300	5,000	80	Winston	4,900	3,300	67	Shelby	3,200	2,800	87
Kenville	6,600	5,600	84	Yalobusha	3,400	2,100	62	Stoddard	8,800	7,600	87
Rice	9,800	8,900	91	Yazoo	8,000	5,500	69	Stone	2,600	2,000	76
Rock	3,300	3,200	95	<b>Totals</b>	<b>577,500</b>	<b>423,700</b>	<b>73</b>	Sullivan	3,200	2,800	87
Roseau	3,400	1,900	56	<b>MISSOURI</b>				Taney	3,400	3,000	87
St. Louis	73,100	66,900	92	Adair	6,600	6,000	90	Texas	5,500	4,100	73
Scott	5,800	5,600	97	Andrew	3,600	3,300	91	Vernon	6,500	5,500	84
Sherburne	3,300	3,100	91	Atchison	3,000	2,800	90	Warren	2,800	2,400	85
Sibley	4,600	4,200	91	Audrain	8,400	7,700	91	Washington	4,000	3,400	84
Stearns	19,300	17,100	89	Barry	6,300	5,400	85	Wayne	2,800	2,200	77
Steele	7,500	7,000	93	Barton	3,900	3,400	87	Webster	4,400	3,700	83
Stevens	3,100	2,800	89	Bates	5,600	4,700	84	Worth	1,400	1,300	92
Swift	4,300	3,700	86	Benton	3,100	2,400	77	Wright	4,600	3,500	76
Todd	6,700	5,400	80	Bollinger	2,800	2,200	79	<b>Totals</b>	<b>1,393,800</b>	<b>1,246,000</b>	<b>89</b>
Traverse	2,200	2,000	89	Boone	16,300	14,400	89	<b>MONTANA</b>			
Wabasha	4,800	4,500	92	Buchanan	30,700	27,600	90	Beaverhead	2,300	1,700	70
Wadena	3,400	2,600	74	Butler	10,900	8,600	79	Big Horn	2,500	1,900	74
Waseca	4,800	4,400	92	Caldwell	3,200	2,900	91	Blaine	2,300	1,500	66
Washington	14,400	13,700	96	Callaway	6,500	5,800	89	Broadwater	800	700	77
Watonwan	4,300	3,700	86	Camden	3,200	2,600	82	Carbon	2,700	2,300	84
Wilkin	2,900	2,700	93	Cape Girardeau	13,100	11,700	89	Carter	800	500	66
Winona	11,800	10,400	88	Carroll	4,700	4,100	87	Cascade	22,900	21,000	92
Wright	8,400	7,600	90	Carter	1,300	800	56	Chouteau	2,200	1,900	87
Yellow Medicine	4,600	3,400	73	Cass	9,500	8,800	93	Custer	4,100	3,000	72
<b>Totals</b>	<b>1,009,800</b>	<b>915,900</b>	<b>91</b>	Cedar	3,300	2,800	83	Daniels	1,100	1,000	81
<b>MISSISSIPPI</b>				Chariton	4,300	3,500	81	Dawson	3,600	2,900	81
Adams	10,500	7,400	71	Christian	4,000	3,500	88	Deer Lodge	5,100	4,600	91
Alcorn	7,400	5,500	74	Clark	2,900	2,500	87	Fallon	1,200	900	77
Amite	3,900	2,500	63	Clay	27,600	26,300	95	Fergus	4,200	3,200	75
Attala	5,700	3,700	65	Clinton	4,000	3,600	89	Flathead	10,100	8,600	85
Benton	1,800	1,800	69	Cole	11,700	11,000	94	Gallatin	7,900	6,500	83
Bolivar	13,300	6,700	51	Cooper	4,900	4,400	88	Garfield	600	300	42
Calhoun	4,300	3,100	70	Crawford	4,200	3,100	74	Glacier	3,100	2,300	75
Carroll	2,700	1,800	48	Dade	2,600	2,400	88	Golden Valley	400	300	71
Chickasaw	4,500	3,100	69	Dallas	3,200	2,800	87	Granite	1,000	900	87
Choctaw	2,800	1,500	52	Daviess	3,400	3,000	88	Hill	5,400	4,600	86
Claiborne	2,700	1,500	57	De Kalb	2,500	2,100	85	Jefferson	1,100	900	81
Clarke	4,400	3,300	74	Dent	3,500	2,400	68	Judith Basin	1,000	800	76
Clay	5,100	3,700	72	Douglas	2,900	2,500	82	Lake	3,900	3,300	85
Coahoma	12,000	7,100	59	Dunklin	11,700	9,600	83	Lewis & Clark	9,000	7,500	83
Copiab	7,100	5,100	72	Franklin	13,900	12,800	92	Liberty	700	700	87
Covington	3,500	2,500	70	Gasconade	4,000	3,300	82	Lincoln	3,800	3,000	80
De Soto	5,600	3,800	67	Gentry	3,200	2,700	84	McCone	900	700	75
Forrest	15,200	12,800	84	Greene	42,400	38,900	92	Madison	1,700	1,600	91
Franklin	2,500	1,600	61	Grundy	4,400	3,700	84	Meagher	800	600	71
George	2,900	2,600	87	Harrison	4,200	3,600	87	Mineral	900	800	87
Greene	2,100	1,300	62	Hickory	6,700	5,800	86	Missoula	13,800	11,600	84
Grenada	5,100	3,400	65	Holt	1,600	1,300	82	Musselshell	1,600	1,200	76
Hancock	4,000	3,200	79	Howard	2,800	2,300	80	Park	4,400	3,600	83
Harrison	32,800	28,500	87	Howell	3,500	3,100	88	Petroleum	300	200	67
Hinds	53,000	45,900	87	Iron	7,000	4,700	68	Phillips	1,800	1,200	64
Holmes	6,800	4,000	59	Jackson	2,400	1,900	78	Pondera	2,100	1,900	87
Humphreys	4,500	2,800	62	Jasper	214,300	194,700	91	Powder River	700	400	55
Issaquena	900	500	53	Jasper	27,400	24,500	90	Powell	2,000	1,700	81
Itawamba	4,200	3,200	75	Jefferson	19,800	18,700	94	Prairie	700	500	58
Jackson	15,700	13,400	86	Johnson	8,800	8,000	90	Ravalli	4,000	3,400	84
Jasper	4,200	3,200	75	Knox	2,300	2,000	89	Richland	3,000	2,600	84
Jefferson	2,500	1,200	46	Laclede	6,100	5,200	85	Roosevelt	3,100	2,700	86
Jefferson Davis	3,300	2,000	61	Lafayette	8,200	7,500	91	Rosebud	1,700	1,300	70
Jones	16,200	13,700	85	Lawrence	7,700	6,600	85	Sanders	2,300	1,600	68
Kemper	3,000	1,900	61	Lewis	3,500	3,100	87	Sheridan	1,900	1,700	88
Lafayette	5,100	3,800	74	Lincoln	4,900	4,400	88	Silver Bow	15,300	13,600	89
Lamar	3,800	2,900	76	Linn	6,000	5,100	85	Stillwater	1,700	1,600	93
Lauderdale	19,700	16,600	85	Livingston	5,300	4,600	85	Sweet Grass	1,100	800	67
Lawrence	2,700	1,800	66	McDonald	4,000	3,500	87	Teton	2,100	1,900	87
Lee	4,800	3,600	75	Macon	5,800	5,200	88	Toole	2,200	2,000	87
Leflore	12,000	9,300	78	Madison	3,000	2,500	82	Treasure	400	300	74
Lincoln	7,400	5,400	73	Maries	2,200	1,800	82	Valley	4,900	3,700	75
Lowndes	12,500	10,100	81	Marion	9,900	9,100	92	Wheatland	900	800	77
Madison	7,600	5,100	67	Mercer	2,000	1,700	81	Wibaux	500	500	83
Marion	6,200	4,300	68	Miller	4,400	3,900	87	Yellowstone	24,900	22,900	92
Marshall	5,300	3,600	68	Mississippi	5,700	5,000	87	<b>Totals</b>	<b>205,200</b>	<b>174,200</b>	<b>85</b>
Monroe	9,400	7,200	77	Moniteau	3,500	3,100	88	<b>NEBRASKA</b>			
Montgomery	3,600	2,200	60	Monroe	3,600	3,300	91	Adams	9,000	8,400	93
Neshoba	5,700	4,400	76	Montgomery	3,800	3,300	87	Antelope	3,200	2,600	82
Newton	5,300	4,100	77	Morgan	3,200	2,800	86	Arthur	200	200	85
Noxubee	4,000	2,100	51	New Madrid	8,200	6,800	83	Banner	400	400	92
Oktibbeha	6,200	4,000	64	Newton	9,700	8,800	91	Blaine	300	300	63
Panola	7,200	5,200	73	Nodaway	6,800	5,900	88	Boone	2,700	2,500	89
Pearl River	6,200	4,900	78	Oregon	3,200	1,900	58	Box Butte	3,600	3,200	89
Perry	2,300	1,700	72	Osage	3,100	2,500	79	Boyd	1,400	1,200	83
Pike	9,800	6,800	70	Ozark	2,100	1,700	76	Brown	1,500	1,200	77
Pontotoc	4,900	3,700	75	Pemiscot	10,400	8,400	80	Buffalo	8,100	7,500	92
Prentiss	5,100	3,900	77	Perry	4,200	3,500	84	Burt	3,300	3,200	94
Quitman	4,900	3,100	63	Pettis	11,900	10,300	87	Butler	3,200	2,800	86
Rankin	7,900	6,300	79	Pbelps	7,700	6,100	79	Cass	5,500	5,200	94
Scott	5,500	4,200	76	Pike	5,600	4,800	86	Cedar	3,600	3,300	92
Sharkey	2,600	1,600	60	Platte	7,300	6,800	94	Chase	1,400	1,300	91
Simpson	5,200	4,100	78	Polk	4,700	3,900	83	Cherry	2,500	2,200	86
Smith	3,700	2,700	71	Pulaski	8,700	7,400	85	Cheyenne	4,500	3,900	87
Stone	1,900	1,500	77	Putnam	2,500	2,400	93	Clay	2,900	2,900	98
Sunflower	10,300	5,300	51	Ralls	2,600	2,400	92	Colfax	3,200	2,800	86
Tallahatchie	5,800	3,100	53	Randolph	7,800	6,900	89	Cuming	3,700	3,300	89
Tate	4,400	3,100	71	Ray	5,400	4,900	91	Custer	5,300	4,400	83
Tippah	4,100	3,300	79	Reynolds	1,600	1,100	68	Dakota	3,600	3,500	97
Tishomingo	4,100	2,800	68	Ripley	3,000	1,800	60	Dawes	3,000	2,400	81
Tunica	4,000	2,500	61	St. Charles	15,600	14,700	94	Dawson	6,100	5,600	91
Union	5,400	4,600	86	St. Clair	3,100	2,400	78	Deuel	1,000	1,000	90
Walthall	3,400	2,200	65	St. Francois	11,100	9,900	89	Dixon	2,400	2,000	94
Warren	12,600	9,400	75	St. Louis	467,000	428,600	92	Dodge	10,600	10,100	95
Washington	21,000	14,000	67	Ste. Genevieve	3,300	3,0					

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	
Frontier	1,400	1,300	91	Hudson	198,300	187,800	95	Ulster	37,300	33,000	89	
Furnas	2,600	2,200	84	Hunterdon	16,700	15,700	94	Warren	13,700	12,500	91	
Gage	8,200	7,400	91	Mercer	79,100	74,300	94	Washington	13,900	12,900	93	
Garden	1,100	900	74	Middlesex	128,100	123,900	97	Wayne	20,000	18,700	93	
Garfield	800	700	83	Monmouth	101,400	97,000	96	Westchester	249,700	237,900	96	
Gosper	800	800	95	Morris	76,400	74,100	98	Wyoming	9,700	9,300	96	
Grant	300	300	68	Ocean	35,800	34,500	97	Yates	5,700	5,200	91	
Greeley	1,300	1,100	79	Passaic	129,900	123,800	96	Totals	5,347,000	4,927,000	92	
Hall	11,500	10,700	93	Salem	17,500	16,500	94	<b>NORTH CAROLINA</b>				
Hamilton	2,800	2,600	93	Somerset	42,200	40,600	97	Alamance	24,400	22,100	91	
Harlan	1,700	1,600	91	Sussex	15,200	14,200	94	Alexander	4,200	3,600	85	
Hayes	600	600	88	Union	155,700	150,600	97	Alleghany	2,200	1,700	74	
Hitchcock	1,600	1,500	93	Warren	19,700	18,500	94	Anson	6,200	4,700	75	
Holt	4,100	3,000	73	Totals	1,871,600	1,789,300	96	Ashe	5,200	3,700	71	
Hooker	400	400	96	<b>NEW MEXICO</b>					Avery	3,000	2,200	72
Howard	2,100	1,900	89	Bernalillo	77,300	71,200	93	Beaufort	9,600	8,000	83	
Jefferson	3,900	3,500	89	Catron	800	500	50	Bertie	5,700	4,000	70	
Johnson	2,100	1,900	89	Chaves	16,400	14,900	91	Bladen	6,700	4,600	68	
Kearney	2,100	2,100	97	Colfax	3,900	2,900	73	Brunswick	5,000	4,000	78	
Keith	2,500	2,400	93	Curry	9,700	8,500	88	Buncombe	39,500	33,100	84	
Keya Paha	500	500	86	De Baca	900	800	82	Burke	13,700	12,000	88	
Kimball	2,400	2,400	96	Dona Ana	15,600	13,000	84	Cabarrus	19,600	17,800	92	
Knox	4,000	3,200	78	Eddy	14,600	13,000	90	Caldwell	13,200	11,500	88	
Lancaster	49,500	46,000	93	Eldorado	5,200	3,900	74	Camden	1,500	1,300	87	
Lincoln	9,000	8,200	91	Grant	5,200	3,900	74	Carteret	7,900	6,600	84	
Logan	300	300	75	Guadalupe	1,400	1,000	70	Caswell	4,500	3,600	80	
Loup	300	300	88	Harding	500	400	58	Catawba	20,800	19,000	92	
McPherson	200	200	74	Hidalgo	1,400	1,100	71	Chatham	7,000	5,800	83	
Madison	7,900	6,800	86	Lea	16,000	14,300	90	Cherokee	4,300	3,200	73	
Merrick	2,600	2,400	89	Lincoln	2,300	1,900	79	Chowan	3,000	2,500	82	
Morrill	2,100	1,800	82	Los Alamos	3,700	3,500	93	Clay	1,500	1,000	68	
Nance	1,700	1,500	87	Luna	2,800	2,400	82	Cleveland	17,400	15,200	88	
Nemaha	2,900	2,600	88	McKinley	8,000	5,100	64	Columbus	12,000	9,000	75	
Nuckolls	2,700	2,300	86	Mora	1,500	600	40	Craven	15,300	13,500	88	
Otoe	5,300	4,900	92	Otero	10,400	9,200	89	Cumberland	35,500	30,200	86	
Pawnee	1,800	1,500	81	Quay	3,600	2,800	77	Currituck	1,900	1,400	72	
Perkins	1,300	1,300	98	Rio Arriba	5,500	3,700	66	Dare	1,900	1,300	69	
Phelps	3,200	3,100	96	Roosevelt	4,800	4,100	85	Davidson	22,700	19,900	88	
Pierce	2,600	2,400	90	Sandoval	3,000	2,200	71	Davie	4,700	3,700	78	
Platte	7,100	6,600	93	San Juan	14,300	10,200	72	Duplin	10,200	7,900	77	
Polk	2,300	2,200	96	San Miguel	5,400	3,500	64	Durham	31,500	26,600	85	
Red Willow	4,200	3,900	91	Santa Fe	12,000	10,200	85	Edgecombe	13,100	10,900	83	
Richardson	4,600	4,100	89	Sierra	2,500	1,800	70	Forsyth	55,700	49,600	89	
Rock	800	700	84	Socorro	2,700	2,400	87	Franklin	7,100	5,300	75	
Saline	4,300	4,000	91	Taos	3,800	2,200	57	Gaston	35,300	31,500	90	
Sarpy	8,400	8,200	98	Torrance	1,700	1,400	78	Gates	2,300	1,600	71	
Saunders	5,500	5,200	93	Union	1,800	1,200	67	Graham	1,600	1,200	73	
Scotts Bluff	10,300	9,100	88	Valencia	9,900	8,400	85	Granville	7,600	6,000	78	
Seward	4,100	3,600	86	Totals	263,500	222,100	84	Greene	3,700	3,000	81	
Sheridan	2,700	2,400	87	<b>NEW YORK</b>					Guilford	72,100	65,100	91
Sherman	1,700	1,500	86	Albany	88,100	82,100	94	Halifax	14,000	10,100	72	
Sioux	800	700	84	Allegany	12,500	11,100	89	Harnett	12,300	10,200	82	
Stanton	1,700	1,500	85	Bronx	462,700	432,800	94	Haywood	11,300	9,100	80	
Thayer	3,000	2,700	89	Broome	64,700	60,900	95	Henderson	10,900	9,000	82	
Thomas	400	300	65	Cattaraugus	23,800	21,800	92	Hertford	5,400	4,400	81	
Tburston	2,000	1,800	88	Cayuga	21,600	19,700	91	Hoke	3,500	2,600	73	
Valley	2,100	1,800	81	Chautauqua	46,300	43,000	93	Hyde	1,500	1,000	61	
Washington	3,700	3,600	97	Cbenung	29,900	27,300	92	Iredell	17,700	15,400	87	
Wayne	2,900	2,800	96	Chenango	12,600	11,600	92	Jackson	4,500	3,100	70	
Webster	2,000	1,900	93	Clinton	18,500	17,600	95	Johnston	16,600	13,500	82	
Wheeler	400	300	78	Columbia	14,700	13,500	92	Jones	2,500	2,100	82	
York	4,500	3,900	86	Cortland	12,100	11,200	93	Lee	7,200	6,100	85	
Totals	441,200	404,400	92	Delaware	12,800	11,100	86	Lenoir	14,200	11,900	85	
<b>NEVADA</b>				Dutchess	48,600	44,600	92	Lincoln	7,700	7,000	91	
Churchill	2,600	2,400	91	Erie	323,900	308,800	96	McDowell	7,300	6,100	83	
Clark	44,000	40,100	92	Essex	10,100	9,300	93	Macon	4,200	2,600	63	
Douglas	1,200	1,000	81	Franklin	12,600	11,300	90	Madison	4,400	2,900	66	
Elko	3,800	2,500	66	Fulton	16,700	15,600	93	Martin	6,500	5,400	83	
Esmeralda	200	100	41	Genesee	15,900	15,100	95	Mecklenburg	79,400	71,400	90	
Eureka	300	200	52	Greene	9,900	9,200	93	Mitchell	3,700	2,900	77	
Humboldt	1,900	1,600	83	Hamilton	1,400	1,200	89	Montgomery	4,900	4,200	85	
Lander	500	400	64	Herkimer	20,400	18,900	93	Moore	10,000	7,800	78	
Lincoln	800	600	77	Jefferson	26,300	24,600	94	Nash	15,300	12,600	82	
Lyon	2,000	1,600	79	Kings	847,500	785,000	93	New Hanover	21,200	18,400	87	
Mineral	1,900	1,700	85	Lewis	6,300	5,800	92	Northampton	6,100	4,400	72	
Nye	1,600	1,000	60	Livingston	12,200	11,300	93	Onslow	18,400	16,600	91	
Ormsby	2,500	2,300	89	Madison	15,600	14,600	94	Orange	11,000	8,700	79	
Pershing	1,100	1,000	83	Monroe	182,300	172,200	95	Pamlico	2,500	2,200	85	
Storey	200	200	75	Montgomery	18,400	16,800	92	Pasquotank	6,900	5,700	83	
Washoe	29,700	26,100	88	Nassau	374,200	366,500	98	Pender	4,600	3,200	70	
White Pine	3,000	2,500	83	New York	693,600	542,100	79	Perquimans	2,400	2,000	83	
Totals	97,400	85,500	88	Niagara	72,400	69,100	96	Person	6,600	5,500	84	
<b>NEW HAMPSHIRE</b>				Oneida	78,700	73,900	94	Polk	17,200	14,400	84	
Belknap	8,800	8,400	95	Onondaga	127,800	121,200	95	Randolph	3,400	2,600	76	
Carroll	5,100	4,800	93	Ontario	19,700	18,600	95	Richmond	17,800	15,500	87	
Cheshire	13,600	12,100	89	Orange	55,400	51,200	93	Rockingham	10,300	8,600	83	
Coos	11,000	10,400	94	Orleans	19,900	19,500	98	Robeson	19,500	17,200	88	
Grafton	14,400	12,600	88	Oswego	24,700	23,400	95	Rockingham	24,000	21,300	89	
Hillsborough	55,400	52,700	95	Otsego	15,600	13,900	89	Rowan	12,600	11,100	88	
Merrimack	20,100	18,500	92	Putnam	9,800	9,200	94	Rutherford	11,800	9,300	79	
Rockingham	30,200	28,700	95	Queens	595,900	571,100	96	Sampson	6,000	4,800	79	
Strafford	17,700	16,500	93	Rensselaer	43,600	40,300	93	Scotland	11,800	10,300	87	
Sullivan	8,800	7,700	88	Richmond	63,000	60,800	97	Stanly	5,900	5,100	85	
Totals	185,100	172,400	93	Rockland	36,500	34,500	95	Stokes	13,600	11,400	84	
<b>NEW JERSEY</b>				St. Lawrence	29,500	27,300	93	Surry	2,200	1,300	56	
Atlantic	54,900	50,400	92	Saratoga	26,500	25,200	95	Swain	4,400	3,600	80	
Bergen	242,500	236,300	98	Schenectady	49,800	47,100	95	Transylvania	1,200	900	71	
Burlington	58,800	56,800	97	Schoharie	6,600	6,000	90	Tyrrell	11,700	9,800	84	
Camden	118,400	114,200	97	Schuyler	4,500	4,000	89	Union	8,200	6,800	83	
Cape May	16,600	15,500	93	Seneca	8,700	8,300	96	Vance	46,600	40,600	88	
Cumberland	32,600	30,900	95	Steuben	28,900	26,20						

State and County	Total Households	TV Households Number	Percent
<b>NORTH CAROLINA—(Continued)</b>			
Wayne	20,700	17,200	83
Wilkes	11,700	9,500	81
Wilson	14,800	12,100	82
Yadkin	6,300	5,300	83
Yancey	3,600	2,300	63
<b>Totals</b>	<b>1,222,100</b>	<b>1,032,400</b>	<b>84</b>

State and County	Total Households	TV Households Number	Percent
<b>NORTH DAKOTA</b>			
Adams	1,300	1,100	85
Barnes	4,700	4,500	94
Benson	2,500	2,100	83
Billings	400	400	92
Bottineau	3,100	2,800	88
Bowman	1,200	1,100	85
Burke	1,700	1,500	86
Burleigh	10,100	9,300	92
Cass	20,000	18,700	94
Cavalier	2,700	1,900	70
Dickey	2,400	2,000	85
Divide	1,600	1,300	82
Dunn	1,500	1,300	83
Eddy	1,400	1,300	92
Emmons	2,100	1,900	90
Foster	1,500	1,400	90
Golden Valley	900	800	91
Grand Forks	13,500	12,600	93
Grant	1,600	1,400	85
Griggs	1,400	1,300	92
Hettinger	1,600	1,500	89
Kidder	1,400	1,400	94
La Moure	2,400	2,200	90
Logan	1,400	1,200	85
McHenry	3,000	2,700	90
McIntosh	1,900	1,600	79
McKenzie	2,000	1,800	90
McLean	3,900	3,500	91
Mercer	1,900	1,600	82
Morton	5,700	5,200	91
Mountrail	2,800	2,500	87
Nelson	2,100	2,000	93
Oliver	700	600	90
Pembina	3,500	2,700	77
Pierce	1,900	1,700	86
Ramsey	3,700	3,300	88
Ransom	2,400	2,200	92
Renville	1,300	1,300	95
Richland	5,300	4,800	91
Rolette	2,400	1,700	70
Sargent	1,900	1,800	92
Sheridan	1,200	1,100	87
Sioux	800	600	68
Slope	500	500	90
Stark	4,800	4,300	89
Steele	1,300	1,300	94
Stutsman	6,500	6,200	95
Towner	1,500	1,400	85
Traill	3,000	2,900	95
Walsh	4,800	4,400	91
Ward	13,700	12,500	92
Wells	2,600	2,400	89
Williams	6,500	5,900	90
<b>Totals</b>	<b>175,900</b>	<b>159,600</b>	<b>91</b>

State and County	Total Households	TV Households Number	Percent
<b>OHIO</b>			
Adams	6,000	4,800	79
Allen	31,300	28,700	92
Ashland	12,000	11,400	95
Ashtabula	27,600	25,600	93
Athens	12,500	10,700	86
Auglaize	10,700	9,900	92
Belmont	25,800	24,100	93
Brown	7,500	6,500	87
Butler	57,800	54,600	95
Carroll	5,900	5,500	94
Champaign	8,900	8,400	94
Clark	39,500	37,500	95
Clermont	22,700	21,400	95
Clinton	9,100	8,500	94
Columbiana	32,200	30,100	94
Coshocton	10,100	8,700	86
Crawford	14,700	13,600	93
Cuyahoga	508,000	480,700	95
Darke	13,900	12,900	93
Defiance	9,100	8,500	93
Delaware	10,300	9,900	96
Erie	20,600	19,500	95
Fairfield	19,400	18,500	96
Fayette	7,700	7,000	92
Franklin	208,200	197,000	95
Fulton	8,600	7,800	91
Gallia	6,900	6,000	87
Geauga	13,300	12,400	94
Greene	26,400	25,100	95
Guernsey	11,500	10,200	89
Hamilton	272,900	254,000	94
Hancock	16,900	16,000	95
Hardin	8,900	8,100	91
Harrison	5,400	5,000	91
Henry	7,600	7,300	96
Higbland	9,400	8,400	88
Hocking	6,100	5,500	90
Holmes	5,500	4,000	72
Huron	13,900	12,900	93
Jackson	8,600	7,700	89

State and County	Total Households	TV Households Number	Percent
Jefferson	28,900	27,300	95
Knox	11,900	11,100	94
Lake	43,200	42,000	97
Lawrence	16,000	14,600	91
Licking	27,800	26,400	95
Logan	10,800	10,100	93
Lorain	61,900	59,100	96
Lucas	141,800	134,800	96
Madison	7,200	6,500	90
Maboning	88,200	84,000	96
Marion	18,200	17,300	95
Medina	18,900	18,000	95
Meigs	6,600	5,800	88
Mercer	8,900	8,300	93
Miami	22,800	21,600	95
Monroe	4,600	4,000	86
Montgomery	161,400	154,300	96
Morgan	3,800	3,300	85
Morrow	5,600	5,300	94
Muskingum	23,900	21,800	92
Noble	3,400	2,700	80
Ottawa	10,700	10,200	95
Paulding	5,000	4,600	92
Perry	8,300	7,600	92
Pickaway	9,500	9,100	96
Pike	5,300	4,600	86
Portage	25,000	23,800	96
Preble	9,500	9,100	96
Putnam	7,600	6,900	92
Richland	35,300	33,000	94
Ross	17,100	15,400	90
Sandusky	16,700	16,000	96
Scioto	25,200	22,700	90
Seneca	16,800	15,800	94
Shelby	9,700	9,100	95
Stark	102,000	96,200	95
Summit	156,400	149,200	96
Trumbull	60,900	58,000	96
Tuscarawas	23,600	21,300	91
Union	6,900	6,400	93
Van Wert	8,900	8,400	94
Vinton	2,900	2,600	88
Warren	18,400	17,400	95
Washington	15,500	13,500	87
Wayne	21,000	18,500	88
Williams	9,300	8,500	91
Wood	20,700	19,600	95
Wyandot	6,400	5,900	91
<b>Totals</b>	<b>2,923,400</b>	<b>2,745,600</b>	<b>94</b>

State and County	Total Households	TV Households Number	Percent
<b>OKLAHOMA</b>			
Adair	3,800	2,700	72
Alfalfa	3,000	2,600	84
Atoka	3,100	2,600	84
Beaver	2,200	1,900	86
Beckham	6,100	5,000	81
Blaine	4,000	3,600	88
Bryan	7,900	6,300	79
Caddo	9,000	7,900	88
Canadian	7,600	7,100	93
Carter	13,000	11,400	88
Cherokee	5,100	4,200	83
Choctaw	5,200	3,500	66
Cimarron	1,400	1,100	77
Cleveland	13,400	12,000	90
Coal	1,800	1,600	86
Comanche	24,400	22,400	92
Cotton	2,600	2,400	91
Craig	4,600	4,000	87
Creek	13,100	11,400	87
Custer	6,800	6,000	87
Delaware	4,100	3,200	76
Dewey	2,100	1,700	81
Ellis	1,900	1,400	70
Garfield	17,200	15,700	92
Garvin	8,800	8,000	91
Grady	9,700	8,600	88
Grant	2,900	2,600	90
Greer	2,900	2,400	79
Harmon	1,900	1,600	84
Harper	1,900	1,700	87
Haskell	2,800	2,400	83
Hughes	5,100	4,200	82
Jackson	9,200	8,400	91
Jefferson	2,900	2,600	88
Johnston	2,700	2,200	81
Kay	17,000	15,200	90
Kingfisher	3,500	3,300	93
Kiowa	5,100	4,500	88
Latimer	2,400	1,700	69
Le Flore	9,200	7,400	80
Lincoln	6,200	5,700	92
Logan	6,100	5,400	88
Love	1,900	1,600	84
McClain	4,000	3,700	94
McCurtain	7,700	5,800	75
McIntosh	3,800	3,200	84
Major	2,600	2,000	73
Marshall	2,500	2,100	82
Mayes	6,400	5,500	87
Murray	3,600	3,100	85
Muskogee	19,400	16,800	87
Noble	3,500	3,300	92
Nowata	3,500	3,200	91
Okfuskee	3,700	2,900	79
Oklahoma	146,600	135,500	93
Okmulgee	11,900	10,700	90

State and County	Total Households	TV Households Number	Percent
Osage	10,400	9,600	93
Ottawa	9,400	8,600	91
Pawnee	3,700	3,300	90
Payne	13,600	11,900	88
Pittsburg	10,800	9,200	85
Pontotoc	9,200	8,200	88
Pottawatomie	13,600	12,200	90
Pushmataha	3,000	2,000	67
Roger Mills	1,600	1,300	77
Rogers	6,700	5,900	88
Seminole	9,100	7,800	86
Sequoyah	5,200	4,100	79
Stephens	12,500	11,400	91
Texas	4,400	3,800	86
Tillman	4,800	4,200	89
Tulsa	116,000	107,800	93
Wagoner	4,800	4,300	88
Washington	13,900	13,200	95
Washtita	5,400	4,900	91
Woods	4,000	3,500	85
Woodward	4,200	3,300	78
<b>Totals</b>	<b>750,300</b>	<b>669,100</b>	<b>89</b>

State and County	Total Households	TV Households Number	Percent
<b>OREGON</b>			
Baker	5,700	4,900	85
Benton	11,300	9,300	82
Clackamas	35,700	32,600	92
Clatsop	9,400	8,000	85
Columbia	7,000	6,300	90
Coos	17,300	13,700	79
Crook	2,900	2,500	86
Curry	4,600	3,700	79
Deschutes	7,400	6,300	85
Douglas	20,600	18,000	88
Gilliam	1,000	800	83
Grant	2,400	1,600	65
Harney	2,100	1,700	78
Hood River	4,300	3,500	82
Jackson	24,100	22,000	91
Jefferson	2,100	1,900	87
Josephine	10,000	8,400	84
Klamath	15,000	13,600	91
Lake	2,300	1,900	81
Lane Inner	32,800	29,600	90
Lane Outer	17,700	15,900	90
Lincoln	8,300	6,500	79
Linn	17,800	16,000	90
Malheur	6,700	5,900	89
Marion	36,300	32,400	89
Morrow	1,500	1,200	80

State and County	Total Households	TV Households Number	Percent
Mifflin	13,500	11,700	87
Monroe	12,400	11,600	93
Montgomery	154,300	147,800	96
Montour	4,200	3,700	88
Northumberland	32,600	28,800	89
Northampton	61,600	57,500	94
Perry	7,800	7,100	90
Philadelphia	614,200	569,100	93
Pike	3,200	2,800	87
Potter	4,900	4,400	88
Schuylkill	54,000	49,200	92
Snyder	7,100	5,900	83
Somerset	22,300	20,200	91
Sullivan	1,800	1,600	90
Susquehanna	9,500	8,800	92
Tioga	10,600	9,200	87
Union	6,600	5,500	82
Venango	18,900	16,500	88
Warren	13,200	11,400	87
Washington	64,900	60,900	94
Wayne	8,100	7,000	86
Westmoreland	104,300	99,200	96
Wyoming	4,900	4,500	91
York	75,300	69,700	93
<b>Totals</b>	<b>3,408,100</b>	<b>3,174,000</b>	<b>93</b>

#### RHODE ISLAND

Bristol	11,000	10,700	98
Kent	33,800	32,800	97
Newport	21,100	20,100	96
Providence	177,500	169,100	96
Washington	16,400	15,400	94
<b>Totals</b>	<b>259,800</b>	<b>248,200</b>	<b>96</b>

#### SOUTH CAROLINA

Abbeville	5,700	4,500	77
Aiken	22,600	20,000	89
Allendale	2,900	1,800	63
Anderson	28,000	24,300	87
Bamberg	4,000	2,800	70
Barnwell	4,500	3,400	75
Beaufort	9,400	7,700	81
Berkeley	8,900	6,700	75
Calhoun	2,900	2,000	66
Charleston	59,000	50,400	86
Cherokee	9,300	8,000	86
Chester	8,000	6,600	83
Chesterfield	8,300	6,300	75
Clarendon	6,200	3,400	56
Colleton	7,100	4,700	66
Darlington	12,800	10,300	81
Dillon	6,800	5,200	76
Dorchester	6,000	4,900	81
Edgefield	3,800	3,000	78
Fairfield	4,900	3,400	69
Florence	20,700	17,300	84
Georgetown	8,000	5,800	72
Greenville	60,300	53,600	89
Greenwood	12,700	10,900	86
Hampton	4,300	2,900	67
Horry	16,800	12,900	77
Jasper	3,000	2,000	66
Kershaw	8,300	6,500	78
Lancaster	10,200	8,900	87
Laurens	12,300	10,300	84
Lee	4,700	3,100	66
Lexington	16,800	13,700	82
McCormick	2,000	1,500	73
Marion	7,600	5,400	71
Marlboro	6,900	5,100	74
Newberry	8,200	6,600	81
Oconee	10,400	9,100	87
Orangeburg	16,400	11,300	69
Pickens	13,100	10,800	82
Richland	48,900	40,800	84
Saluda	3,700	2,900	78
Spartanburg	43,400	37,900	88
Sumter	18,300	14,300	78
Union	7,900	6,800	86
Williamsburg	8,600	5,500	64
York	20,100	17,000	85
<b>Totals</b>	<b>614,900</b>	<b>502,500</b>	<b>82</b>

#### SOUTH DAKOTA

Aurora	1,400	1,200	81
Beadle	6,600	5,800	87
Bennett	800	700	75
Bon Homme	2,900	2,400	82
Brookings	5,700	5,200	90
Brown	10,000	9,500	95
Brule	1,900	1,700	88
Buffalo	400	200	57
Butte	2,600	2,300	87
Campbell	1,000	800	77
Charles Mix	3,200	2,500	77
Clark	2,200	2,000	91
Clay	3,000	2,800	92
Codington	5,900	5,600	94
Corson	1,400	1,000	66
Custer	1,500	1,300	82
Davison	5,100	4,300	84
Day	3,100	2,900	91
Deuel	2,000	1,800	88
Dewey	1,400	1,000	67
Douglas	1,500	1,200	81
Edmunds	1,700	1,500	83
Fall River	3,200	2,700	84

State and County	Total Households	TV Households Number	Percent
Faulk	1,300	1,100	86
Grant	2,900	2,500	87
Gregory	2,200	1,900	86
Haakon	1,000	900	86
Hamlin	1,900	1,700	89
Hand	1,900	1,700	90
Hanson	1,300	1,200	88
Harding	700	600	80
Hughes	3,800	3,500	92
Hutchinson	3,400	2,900	85
Hyde	800	800	93
Jackson	600	500	76
Jerauld	1,200	1,100	87
Jones	600	600	85
Kingsbury	2,800	2,600	91
Lake	3,500	3,300	93
Lawrence	5,100	4,500	87
Lincoln	3,800	3,500	93
Lyman	1,200	1,200	92
McCook	2,400	2,300	95
McPherson	1,700	1,400	81
Marshall	2,000	1,600	81
Meade	3,300	2,900	86
Mellette	700	500	73
Miner	1,600	1,400	88
Minnehaha	26,000	24,900	96
Moody	2,400	2,200	91
Pennington	17,300	15,800	92
Perkins	1,700	1,300	75
Potter	1,400	1,300	87
Roberts	3,600	3,100	84
Sanborn	1,400	1,200	84
Shannon	1,200	700	50
Spink	3,200	3,000	92
Stanley	1,200	1,000	82
Sully	700	700	92
Todd	1,100	700	61
Tripp	2,500	2,200	88
Turner	3,500	3,200	91
Union	3,000	3,000	97
Walworth	2,400	1,900	79
Washabaugh	300	200	72
Yankton	4,700	4,200	90
Ziebach	600	400	54
<b>Totals</b>	<b>198,200</b>	<b>177,600</b>	<b>90</b>

#### TENNESSEE

Anderson	16,500	14,500	88
Bedford	7,000	6,000	85
Benton	3,300	2,600	79
Bledsoe	1,900	1,400	71
Blount	5,900	13,900	87
Bradley	11,000	9,700	88
Campbell	7,300	5,300	72
Cannon	2,500	2,000	80
Carroll	7,300	5,500	76
Carter	11,300	9,400	84
Cheatham	2,700	2,400	87
Chester	2,700	2,200	80
Claiborne	5,000	3,300	66
Clay	2,000	1,400	70
Cocke	6,300	4,700	74
Coffee	8,400	7,400	88
Crockett	4,300	3,500	81
Cumberland	4,900	3,500	71
Davidson	119,300	109,500	92
Decatur	2,500	1,900	72
De Kalb	3,200	2,500	78
Dickson	5,500	4,900	88
Dyer	9,000	7,400	82
Fayette	5,400	3,400	64
Fentress	3,100	2,100	66
Franklin	6,900	5,800	83
Gibson	13,900	11,200	81
Giles	6,600	4,900	75
Grainger	3,300	2,300	69
Greene	12,000	9,900	82
Grundy	3,000	2,100	71
Hamblen	9,700	8,000	82
Hamilton	71,800	64,600	90
Hancock	2,000	1,400	69
Hardeman	4,900	3,600	73
Hardin	5,000	3,400	68
Hawkins	8,200	6,300	76
Haywood	5,600	4,000	71
Henderson	4,700	3,600	76
Henry	7,100	5,400	77
Hickman	3,400	2,800	82
Houston	1,400	1,100	74
Humphreys	3,400	3,000	87
Jackson	2,600	1,900	72
Jefferson	6,000	5,100	84
Johnson	2,900	2,200	76
Knox	74,500	65,500	88
Lake	2,600	2,000	76
Lauderdale	5,900	4,800	80
Lawrence	7,800	6,200	79
Lewis	1,800	1,400	77
Lincoln	6,900	5,400	78
Loudon	6,800	6,000	89
McMinn	9,600	8,200	85
McNairy	5,200	3,900	75
Macon	3,600	2,900	81
Madison	18,000	14,800	82
Marion	5,500	4,800	87
Marshall	5,100	4,400	86
Maury	12,300	10,500	85

State and County	Total Households	TV Households Number	Percent
Meigs	1,300	1,100	84
Monroe	6,000	4,700	78
Montgomery	14,600	13,100	90
Moore	1,000	800	76
Morgan	3,400	2,600	76
Obion	8,500	7,200	84
Overton	4,000	2,900	71
Perry	1,500	1,300	78
Pickett	1,200	900	69
Polk	3,200	2,600	80
Putnam	8,100	6,500	80
Rhea	4,300	3,400	78
Roane	11,000	9,200	84
Robertson	7,900	6,900	87
Rutherford	14,300	12,700	89
Scott	3,700	2,400	65
Sequatchie	1,500	1,300	81
Sevier	6,700	5,100	76
Shelby	183,200	160,800	88
Smith	3,700	3,100	84
Stewart	2,200	1,900	83
Sullivan	32,800	29,400	90
Sumner	10,700	9,300	87
Tipton	7,300	5,700	78
Trousdale	1,400	1,200	82
Unicoi	4,200	3,400	81
Union	2,200	1,600	69
Van Buren	900	600	66
Warren	6,900	5,300	78
Washington	17,700	15,700	89
Wayne	3,200	2,000	63
Weakley	7,700	6,100	79
White	4,500	3,500	78
Williamson	6,900	5,800	84
Wilson	8,400	7,200	86
<b>Totals</b>	<b>1,024,100</b>	<b>871,200</b>	<b>85</b>

#### TEXAS

Anderson	8,900	7,300	82
Andrews	4,100	3,700	89
Angelina	12,300	10,600	86
Aranas	2,200	2,100	90
Archer	1,900	1,900	94
Armstrong	700	600	90
Atascosa	4,900	4,000	81
Austin	4,500	3,400	74
Bailey	2,700	2,400	89
Bandera	1,400	1,300	88
Bastrop	5,300	4,100	78
Baylor	2,000	1,900	94
Bee	6,300	5,000	80
Bell	26,200	23,800	91
Bexar	189,700	168,500	89
Blanco	1,200	1,000	83
Borden	300	300	83
Bosque	3,800	3,300	85
Bowie	18,700	16,500	88
Brazoria	21,500	19,700	92
Brazos	12,400	10,600	86
Brewster	1,800	1,300	67
Briscoe	1,100	1,000	90
Brooks	2,200	1,800	80
Brown	8,500	6,700	79
Burleson	3,500	2,500	70
Burnet	3,000	2,700	90
Caldwell	5,100	4,200	82
Calhoun	4,500	3,700	82
Callahan	2,800	2,500	89
Cameron	36,500	28,500	78
Camp	2,500	1,900	76
Carson	2,300	2,200	96
Cass	7,000	5,900	85
Castro	2,500	2,100	86
Chambers	3,100	2,900	91
Cherokee	9,700	7,600	78
Childress	2,800	2,400	85
Clay	2,800	2,600	93
Cochran	1,800	1,600	90
Coke	1,100	1,000	89
Coleman	4,400	3,900	88
Collin	13,000	11,500	89
Collingsworth	2,000	1,400	69
Colorado	5,000	4,400	77
Comal	5,900	5,200	87
Comanche	4,400	3,300	75
Concho	1,200	1,100	87
Cooke	7,100	6,300	89
Coryell	6,100	5,500	90
Cottle	1,400	1,100	80
Crane	1,400	1,400	95
Crockett	1,200	900	77
Crosby	3,		

State and County	Total Households	TV Households Number Percent	State and County	Total Households	TV Households Number Percent	State and County	Total Households	TV Households Number Percent
TEXAS—(Continued)			Morris	3,700	3,300 87	Summit	1,600	1,500 92
Ector	27,900	25,700 93	Motley	1,000	700 68	Tooele	4,800	4,600 95
Edwards	700	500 68	Nacogdoches	8,500	6,500 76	Uintah	3,000	2,500 82
Ellis	13,200	11,700 88	Navarro	11,300	9,300 82	Utah	27,200	24,800 92
El Paso	82,500	75,500 92	Newton	2,800	2,100 72	Wasatch	1,400	1,300 85
Erath	5,700	5,100 90	Nolan	6,000	5,500 91	Washington	2,800	2,100 73
Falls	6,600	5,400 82	Nueces	60,000	53,100 89	Wayne	500	500 91
Fannin	8,100	6,500 80	Ochiltree	2,900	2,700 90	Weber	31,800	29,800 94
Fayette	6,700	3,800 56	Oldham	600	500 89	Totals	252,500	231,000 91
Fisher	2,500	2,200 85	Orange	17,000	15,600 92	VERMONT		
Floyd	3,700	3,400 92	Palo Pinto	7,000	6,000 85	Addison	5,300	4,800 90
Foard	1,000	1,000 90	Panola	5,000	4,200 82	Bennington	7,600	6,900 91
Fort Bend	10,700	9,200 86	Parker	7,300	6,600 91	Caledonia	6,800	6,300 92
Franklin	1,700	1,400 78	Parmer	2,900	2,600 88	Chittenden	20,600	19,300 94
Freestone	4,000	3,200 77	Pecos	3,300	2,900 86	Essex	1,700	1,600 94
Frio	2,500	1,800 71	Polk	4,100	3,100 75	Franklin	8,200	7,900 96
Gaines	3,600	3,300 92	Potter	35,800	33,300 93	Grand Isle	900	900 98
Galveston	43,400	38,900 90	Presidio	1,500	900 58	Lamoille	3,100	2,900 94
Garza	2,000	1,800 89	Rains	1,200	1,000 83	Orange	4,500	4,100 90
Gillespie	3,300	2,300 69	Randall	10,500	10,300 98	Orleans	5,600	5,300 94
Glasscock	400	400 96	Reagan	1,100	1,100 96	Rutland	13,700	12,400 91
Goliad	1,600	1,200 75	Real	700	400 53	Washington	12,400	11,600 93
Gonzales	5,400	4,300 81	Red River	5,100	3,600 71	Windham	9,100	7,400 81
Gray	10,700	9,600 94	Reeves	4,800	4,100 85	Windsor	12,800	11,400 89
Grayson	23,700	20,800 88	Refugio	3,100	2,800 89	Totals	112,200	102,700 92
Gregg	21,900	19,300 88	Roberts	400	400 96	VIRGINIA		
Grimes	3,900	2,900 73	Robertson	4,900	4,000 81	Accomack	9,500	6,900 72
Guadalupe	8,300	6,900 83	Rockwall	1,800	1,600 85	Albemarle	17,800	13,400 76
Hale	10,800	9,700 90	Runnels	4,700	4,200 88	Alleghany	8,200	7,100 86
Hall	2,400	1,800 74	Rusk	11,200	9,500 85	Amelia	1,900	1,300 65
Hamilton	3,100	2,500 81	Sabine	2,200	1,500 67	Amherst	5,300	4,200 79
Hansford	1,900	1,800 93	San Augustine	2,200	1,600 69	Appomattox	2,500	2,100 83
Hardeman	2,800	2,300 82	San Jacinto	1,800	1,200 62	Arlington	86,300	80,100 93
Hardin	7,300	6,300 85	San Patricio	11,400	9,500 83	Augusta	20,700	17,600 85
Harris	385,800	352,200 92	San Saba	2,200	1,800 80	Bath	1,500	1,200 80
Harrison	13,100	10,900 83	Schleicher	900	800 82	Bedford	8,400	6,900 82
Hartley	700	700 95	Scurry	5,900	5,300 90	Bland	1,500	1,200 78
Haskell	3,600	3,100 86	Snackelford	1,400	1,200 84	Botetourt	4,600	4,000 86
Hays	5,300	4,500 85	Shelby	6,400	4,900 77	Brunswick	4,300	3,100 73
Hemphill	1,000	900 86	Sherman	800	800 90	Buchanan	8,200	5,600 69
Henderson	6,900	5,700 82	Smith	26,600	23,200 88	Buckingham	2,700	1,900 69
Hidalgo North	37,100	28,000 76	Somervell	900	900 89	Campbell	25,500	22,000 87
Hidalgo South	4,500	3,400 76	Starr	3,800	2,300 61	Caroline	3,100	2,400 78
Hill	8,100	6,900 86	Stephens	3,100	2,600 83	Carroll	6,300	4,700 75
Hockley	6,200	5,900 95	Sterling	400	300 81	Charles City	1,200	800 68
Hood	1,900	1,700 89	Stonewall	1,000	900 93	Charlotte	3,500	2,700 77
Hopkins	6,400	5,300 83	Sutton	1,100	700 63	Chesterfield	23,300	21,600 93
Houston	5,400	3,900 71	Swisher	3,200	3,000 94	Clarke	2,200	2,000 89
Howard	11,800	11,200 94	Tarrant	171,700	159,200 93	Craig	1,000	800 73
Hudspeth	900	600 66	Taylor	30,600	28,200 93	Culpeper	4,200	3,600 84
Hunt	12,800	11,000 86	Terrell	800	500 64	Cumberland	1,600	1,100 66
Hutchinson	10,300	9,800 95	Terry	4,800	4,300 90	Dickenson	4,600	3,700 80
Irion	400	400 77	Throckmorton	1,000	800 81	Dinwiddie	15,300	12,300 81
Jack	2,600	2,400 90	Titus	5,400	4,500 82	Essex	1,800	1,300 73
Jackson	4,000	3,200 79	Tom Green	19,700	17,600 90	Fairfax	76,500	73,000 96
Jasper	6,400	5,300 82	Travis	62,000	55,200 89	Fauquier	6,500	5,400 84
Jeff Davis	500	300 60	Trinity	2,500	1,700 66	Floyd	2,900	2,300 79
Jefferson	74,600	69,400 94	Tyler	3,200	2,400 75	Fluvanna	1,900	1,400 75
Jim Hogg	1,300	900 68	Upshur	5,900	5,000 84	Franklin	6,700	5,500 81
Jim Wells	8,900	7,200 81	Upton	1,800	1,600 86	Frederick	11,200	9,700 87
Johnson	11,200	10,200 92	Uvalde	4,700	3,600 76	Giles	4,600	4,000 87
Jones	6,300	5,700 90	Val Verde	6,500	4,600 70	Gloucester	3,600	3,100 86
Karnes	3,900	3,100 79	Van Zandt	6,400	5,300 82	Goochland	2,100	1,600 76
Kaufman	8,500	7,100 84	Victoria	13,500	11,000 82	Grayson	6,500	5,200 79
Kendall	1,900	1,500 77	Walker	5,100	3,600 71	Greene	1,100	700 54
Kenedy	200	200 86	Waller	3,100	2,500 79	Greensville	4,000	3,100 77
Kent	600	600 93	Ward	4,200	3,800 90	Halifax	9,900	7,600 77
Kerr	5,200	4,100 78	Washington	6,000	4,100 67	Hampton-Newprt Nws	56,500	51,500 92
Kimble	1,300	900 62	Webb	15,200	12,400 82	Hanover	7,400	6,000 81
King	200	200 71	Wharton	10,800	8,900 83	Henrico	102,700	91,200 89
Kinney	700	400 53	Wheeler	2,700	2,000 73	Henry	16,000	13,800 86
Kleberg	7,700	6,700 86	Wichita	36,800	34,800 95	Highland	900	800 81
Knox	2,500	2,100 84	Wilbarger	5,700	5,400 95	Isle of Wight	4,400	3,700 84
Lamar	11,400	7,800 69	Willacy	4,600	3,500 77	James City	4,300	3,700 84
Lamb	6,500	6,000 92	Williamson	10,700	9,100 85	King and Queen	1,500	1,100 70
Lampasas	3,100	2,700 88	Wilson	3,600	2,700 76	King George	2,000	1,700 85
La Salle	1,500	1,100 68	Winkler	4,100	3,700 90	King William	2,000	1,700 84
Lavaca	6,300	4,000 62	Wise	5,500	5,000 91	Lancaster	2,700	2,200 80
Lee	2,800	2,200 78	Wood	5,800	4,900 84	Lee	6,600	4,600 69
Leon	3,100	2,100 67	Yoakum	2,400	2,300 94	Loudoun	6,600	5,600 85
Liberty	9,400	7,800 83	Young	5,800	5,200 89	Louisiana	3,400	2,400 70
Limestone	6,100	4,900 79	Zapata	1,000	600 52	Lunenburg	3,400	2,700 79
Lipscomb	1,100	800 74	Zavala	2,800	1,700 59	Madison	2,200	1,600 71
Live Oak	2,100	1,700 82	Totals	2,862,700	2,523,700 88	Mathews	2,300	1,800 80
Llano	1,900	1,600 82	UTAH			Mecklenburg	7,900	6,000 76
Loving	100	100 96	Beaver	1,200	1,100 88	Middlesex	1,900	1,500 79
Lubbock	46,300	42,600 92	Box Elder	6,800	6,500 95	Montgomery	11,300	9,700 86
Lynn	3,100	2,800 90	Cache	10,000	8,800 88	Nansemond	12,000	9,500 79
McCulloch	3,000	2,100 69	Carbon	5,900	5,200 88	Nelson	3,400	2,400 71
McLennan	46,400	41,800 91	Daggett	400	300 62	New Kent	1,100	1,000 82
McMullen	400	300 81	Davis	16,600	15,900 96	Norfolk	138,000	123,100 90
Madison	2,100	1,600 72	Duchesne	1,800	1,500 80	Northampton	5,000	3,800 77
Marion	2,400	1,900 77	Emery	1,500	1,400 89	Northumberland	2,900	2,400 82
Martin	1,400	1,400 93	Garfield	1,000	600 61	Nottoway	4,100	3,400 82
Mason	1,300	900 64	Grand	2,000	1,300 62	Orange	3,600	2,600 72
Matagorda	7,600	6,300 83	Iron	3,000	2,200 73	Page	4,500	3,700 82
Maverick	3,300	1,800 52	Juab	1,400	1,300 89	Patrik	4,100	3,100 75
Medina	5,000	4,100 81	Kane	800	400 52	Pittsylvania	28,800	23,700 83
Menard	1,000	500 48	Millard	2,100	1,900 88	Powhatan	1,500	1,200 81
Midland	21,300	19,800 93	Morgan	800	700 86	Prince Edward	9,400	2,800 77
Milam	7,100	5,600 79	Piute	400	400 83	Prince George	9,700	8,300 88
Mills	1,600	1,300 76	Rich	500	400 81	Princess Anne	23,700	21,800 92
Mitchell	3,400	2,900 86	Salt Lake	114,700	106,800 94	Prince William	12,900	11,900 93
Montague	5,200	4,700 89	San Juan	2,200	1,400 62	Pulaski	7,400	6,300 85
Montgomery	8,100	6,700 82	Sanpete	3,300	3,000 89	Rappahannock	1,400	1,100 78
Moore	4,200	4,000 92	Sevier	3,000	2,800 92			

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

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Television Digest, 911 - 13th St., N.W., Washington 5, D. C.

NOV 13 1962

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# WEEKLY **Television Digest**

November 12, 1962

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NEW SERIES VOL 2, No. 46

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

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

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

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

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

### **Consumer Electronics**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Conclusion: “I’m really enjoying myself.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## CURRENT CAPSULES

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

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

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

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

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

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

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

## Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Pre-Publication Orders for Factbook No. 33

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

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**BLACK-&-WHITE TELEVISION PRODUCTION**

Month	Total		UHF	
	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,580	70,299	41,253
<b>TOTAL</b>	<b>4,864,120</b>	<b>4,393,768</b>	<b>418,966</b>	<b>246,264</b>

**RADIO PRODUCTION**

Month	1962	1961	Auto Radio		FM	
			1962	1961	1962	1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	887,104	591,493	165,433	110,174
<b>TOTAL</b>	<b>13,848,819</b>	<b>12,001,488</b>	<b>4,990,274</b>	<b>3,744,786</b>	<b>791,587</b>	<b>583,973</b>

**PHONO DISTRIBUTOR SALES**

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
<b>TOTAL</b>	<b>749,374</b>	<b>1,985,414</b>	<b>2,734,788</b>	<b>599,788</b>	<b>1,823,478</b>	<b>2,423,266</b>

**TV-RADIO DISTRIBUTOR SALES**

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

**PHONO FACTORY SALES**

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
September	182,703	505,651	688,354	124,142	328,045	452,187
<b>TOTAL</b>	<b>781,072</b>	<b>2,226,515</b>	<b>3,007,587</b>	<b>662,946</b>	<b>1,877,624</b>	<b>2,540,570</b>

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

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

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

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

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

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

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

**Trade Personals**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Common Stock Dividends**

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

September factory sales of both TV picture & receiving tubes declined sharply in both units & dollars from September 1961. Unit sales of TV picture tubes dropped to 866,512 from 946,405, EIA reported, and dollar value slumped to \$16,537,417 from \$18,981,210. For year to date, unit sales trailed by more than 60,000—6,782,798 vs. 6,849,361 in 1961's first 9 months. Dollar value lagged by more than \$6 million—\$129,970,298 vs. \$136,553,233 a year earlier. Receiving tube picture was no brighter. September unit sales trailed 31,640,000 to Sept.-1961's 37,611,000. Dollar value was down \$5 million to \$25,327,000 from \$30,472,000. Cumulatively, Jan.-Sept. unit sales trailed 273,911,000 to 280,838,000 a year earlier. Dollar value dropped to \$228,501,000 from \$233,298,000 in Jan.-Sept. 1961. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,680,149	34,884,000	29,748,000
April	758,539	14,253,425	31,016,000	25,888,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
August	795,121	15,035,830	34,646,000	29,222,000
September	866,512	16,537,417	31,640,000	25,327,000
Jan.-Sept. 1962	6,782,798	\$129,970,298	273,911,000	\$228,501,000
Jan.-Sept. 1961	6,849,361	136,553,233	280,838,000	233,298,000

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Andrea Radio	1962—9 mo. to Sept. 30	\$ 3,851,920	—	\$ 216,010	\$0.85	254,136
	1961—9 mo. to Sept. 30	4,623,972	—	199,782	.79	251,036
General Dynamics	1962—9 mo. to Sept. 30	1,498,642,793	\$ 35,312,890	33,992,194	3.40	9,997,064
	1961—9 mo. to Sept. 30	1,555,689,708	(83,576,496)	(56,915,183)	—	9,997,064
	1962—qtr. to Sept. 30	441,247,089	—	11,147,777	1.11	9,997,064
	1961—qtr. to Sept. 30	544,801,971	—	(1,240,804)	—	9,997,064
General Precision Equipment	1962—9 mo. to Sept. 30	163,000,000	6,595,000	3,000,000	1.63 <sup>1</sup>	1,643,101
	1961—9 mo. to Sept. 30	171,196,090	7,879,241	3,610,741 <sup>2</sup>	2.11 <sup>1</sup>	1,496,795
	1962—qtr. to Sept. 30	55,000,000	2,405,579	1,105,579	.61 <sup>1</sup>	1,643,101
	1961—qtr. to Sept. 30	52,292,533	2,438,837	1,122,037	.61 <sup>1</sup>	1,496,795
Granco Products	1962—qtr. to Sept. 30	548,270	—	20,500	—	—
	1961—qtr. to Sept. 30	498,481	—	(38,490)	—	—
H & B American	1962—year to July 31	3,845,768	—	225,928 <sup>3</sup>	—	2,582,192
	1961—year to July 31	1,928,773	—	(259,188) <sup>4</sup>	—	2,573,160
Hoffman Electronics	1962—9 mo. to Sept. 30	30,076,397	—	(243,003)	—	1,538,888
	1961—9 mo. to Sept. 30	44,462,097	—	358,623	.23	1,537,388
	1962—qtr. to Sept. 30	8,010,034	—	(175,446)	—	1,538,888
	1961—qtr. to Sept. 30	13,125,101	—	8,966	.01	1,537,388
Lear Siegler	1962—qtr. to Sept. 30	46,977,939	—	1,379,623	.35 <sup>1</sup>	3,917,864
	1961 <sup>5</sup>	—	—	—	—	—
Litton Industries	1962—year to July 31	393,807,709	30,849,499	16,315,952	3.36 <sup>1</sup>	4,833,857
	1961—year to July 31	250,114,456	19,687,457	10,158,323	2.24 <sup>1</sup>	4,868,273
Meredith Publishing	1962—qtr. to Sept. 30	18,790,157	—	854,921	.64	1,331,212
	1961—qtr. to Sept. 30	18,055,889	—	1,055,812	.80	1,323,866
Minnesota Mining & Mfg.	1962—9 mo. to Sept. 30	505,759,118	118,815,685	58,815,685	1.13	51,823,123
	1961—9 mo. to Sept. 30	452,298,927	104,796,604	53,496,604	1.03	51,722,837
	1962—qtr. to Sept. 30	171,246,746	39,065,425	20,065,425	.39	51,823,123
	1961—qtr. to Sept. 30	158,723,022	37,677,421	19,027,421	.37	51,722,837
Movielab	1962—9 mo. to Sept. 29	5,047,638	—	261,030	.78	334,466
	1961—9 mo. to Sept. 29	4,221,742	—	194,299	.58	334,466
	1962—qtr. to Sept. 29	1,703,230	—	90,214	.27	334,466
	1961—qtr. to Sept. 29	1,395,293	—	64,225	.19	334,466
Oak Mfg.	1962—9 mo. to Sept. 30	22,373,367	1,285,171	641,606	.93	687,074
	1961—9 mo. to Sept. 30	16,617,689	571,077	305,877	.46	655,794
	1962—qtr. to Sept. 30	6,603,411	22,153	21,038	.03	687,074
	1961—qtr. to Sept. 30	5,608,551	238,557	118,357	.18	655,794
Oxford Electric	1962—9 mo. to Sept. 30	6,970,312	—	71,661	.16	436,466
	1961—9 mo. to Sept. 30	6,253,245	—	59,007	.14	412,393
	1962—qtr. to Sept. 30	2,223,991	—	17,549	.04	436,466
	1961—qtr. to Sept. 30	2,451,646	—	50,716	.12	412,393
Pentron Electronics	1962—qtr. to Sept. 30	2,687,578	120,525	120,525	.05	2,532,644
	1961—qtr. to Sept. 30	2,606,729	93,360	79,460	.03	2,532,644
Howard W. Sams	1962—qtr. to Sept. 30	3,339,845	—	201,621	.37	536,081
	1961—qtr. to Sept. 30	3,296,352	—	241,389	.45	526,950
Standard Kollsman Industries	1962—9 mo. to Sept. 30	67,656,430	3,796,979	2,138,899	.98	2,179,904
	1961—9 mo. to Sept. 30	76,262,873	4,928,536	2,435,515	1.12	2,086,588
	1962—qtr. to Sept. 30	21,499,286	1,464,182	718,402	.33	2,179,904
	1961—qtr. to Sept. 30	24,517,166	1,611,165	819,548	.38	2,086,588
Webcor	1962—year to May 31	49,375,681	—	11,995	—	940,737
	1961 <sup>6</sup>	—	—	—	—	—
Zenith (Story on p. 13)	1962—9 mo. to Sept. 30	227,005,532 <sup>7</sup>	—	11,590,672 <sup>7</sup>	1.28	9,033,177
	1961—9 mo. to Sept. 30	187,784,403	—	9,926,723	1.10	8,989,197
	1962—qtr. to Sept. 30	81,008,762 <sup>7</sup>	—	4,608,063 <sup>7</sup>	.51	9,033,177
	1961—qtr. to Sept. 30	71,085,730	—	4,533,479	.50	8,989,197

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

because of merger of Lear & Siegler. <sup>6</sup> Unavailable because of change in fiscal year. <sup>7</sup> Record.

# WEEKLY **Television Digest**

NOVEMBER 19, 1962

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NEW SERIES VOL. 2, No. 47

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

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**OMAHA NEXT LOCAL-HEARING POSSIBILITY,** based on recommendations of FCC staff which reports increase in Chicago local-live programming since hearing there (p. 2).

**FTC COOKING SETTLEMENT ON RATINGS,** reportedly innocuous agreement requiring services to spell out limitations. Harris sub-committee hunting for livelier results (p. 3).

**FCC's HOPEFUL UHF ANALYSIS** finds uhf within 10% of vhf in N.Y., up to 25 miles, with indoor antennas. Outdoor installations about equal. Bureau of Standards preparing short-spaced vhf plan doubling assignments (p. 3).

**TV BY UNDERSEA CABLE** becoming practical as result of research pointing way to '100,000-year transistors,' according to Western Electric Pres. Romnes (p. 3).

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

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

### **Consumer Electronics**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \* \*

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

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

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

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

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

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

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

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

## Trade Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**United Artists** has placed with small group of institutional investors \$10 million of 5¼% subordinated notes due 1977. Proceeds will be used for liquidation of short-term debt and expansion.

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

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

#### Common Stock Dividends

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

## Financial Reports of TV-Electronics Companies

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

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

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

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

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

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

# WEEKLY **Television Digest**

NOVEMBER 26, 1962

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NEW SERIES VOL. 2, No. 48

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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**

**COLLINS SPARKS UPROAR ON TOBACCO & YOUTH** with attack on commercials influencing youngsters to smoke despite 'mounting evidence of serious hazard to health' (p. 1).

**NIXON SHOW COOLING-OFF PERIOD** finds ABC backed by Kennedy, Minow, media generally, on speech-freedom basis (p. 2).

**TV COMMERCIAL MAKERS WIN BIG ONE OVER FTC**, as U.S. Court of Appeals sets aside Rapid Shave 'sandpaper' ruling. Court concedes TV's technical limitations deserve special considerations, also calls FTC action too broad (p. 3).

**CHURNING ON UHF FRONT** includes MST critique of FCC N.Y. uhf receiver study, finalization of FCC all-channel-set rules, Washington clinic for dealers, distributors, servicemen (p. 3).

**OMAHA HEARING VOTED, LEE CODE PLAN REJECTED**, as FCC punches out major actions—including: reaffirmation of clear-channel decision; requiring stations to open applications for local public inspection (p. 4).

### **Consumer Electronics**

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

**RADIO-PHONO '63:** Industry leaders predict about 5% increase in phono sales next year, little change in radio sales. Consensus: Phonos, 4.5 million; radios, 11.5. FM stereo impact seen in both products (pp. 8 & 9).

**SET MAKERS NERVOUS** about Kimcode, putting off decision until 'someone else' makes move; new sets designed to accommodate alternate picture tube designs (p. 8).

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

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

**UHF SALES & PROMOTION** project launched in N.Y. by EIA with WNYC-TV; manufacturers seek to get all-channel sets on dealers' floors (p. 11).

**ADMIRAL EARNINGS SINK:** 3rd-quarter loss of \$309,842 cuts 9-month profit to \$548,216 from \$1.4 million in Jan.-Sept. 1961; sales rise to \$146.6 million from \$135.9 million (p. 11).

**SCREEN GEMS' GEM YEAR:** Record earnings, backlog, program residuals & overseas distribution posted in 1962 fiscal year (p. 11).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **CURRENT CAPSULES**

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

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

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

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

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

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

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

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

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

## Personals

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Obituary

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

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

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

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

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

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

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

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

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

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

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

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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

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

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

	General Instrument Corp.	Oak Mfg. Co.	Standard Kollsman Ind.
<b>Capitalization</b>	2/28/62	12/31/61	12/31/61
Long-term debt .....	\$ 1,562,000	\$ 255,000	\$ 3,685,000
Minority interest .....			139,000
Common & surplus .....	32,604,000	10,123,000	23,922,000
Common shares .....	2,483,000	656,000	2,151,000
<b>Annual Earnings Per Common Share</b>			
1958 .....	\$ .93	\$ .95	\$ .26
1959 .....	1.23	1.51	.71
1960 .....	1.26	.54	1.61
1961 .....	.42	.85	1.48
1962 (a) .....	.25	1.31	1.29
<b>Stock Market Data</b>			
Common traded .....	NYSE	ASE	NYSE
1962 price range .....	30 - 10 $\frac{1}{8}$	19 $\frac{3}{4}$ - 12 $\frac{1}{8}$	35 $\frac{3}{8}$ - 15 $\frac{1}{4}$
Recent price .....	11 $\frac{5}{8}$	13 $\frac{3}{4}$	17 $\frac{7}{8}$
Dividend, annual rate (b) .....	—	10¢	—
Price earnings ratio (a) .....	46.5	10.5	13.9

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

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

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

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

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

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

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

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

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

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

Lest this appear to be 2-way battle between twin-panel & Kimcode, don't forget that Pittsburgh Plate Glass is still in there slugging, with its new lower-cost ½-in. laminated Teleglas, and it's telling customers that there's very little price differential between tubes using its method and Kimcode approach, and that prices could come down further with more widespread use.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Factory transistor sales in Sept. & year to date continued usual pattern: up in unit volume, down in dollar value. Unit sales increased to 20,568,110 from 19,386,202 in Sept. 1961, EIA reported. Dollar value dipped to \$24,729,997 from \$27,220,248. Jan.-Sept. unit sales rose to 179,397,511 from 136,490,332. Despite gain of nearly 43 million unit sales, cumulative transistor value dropped \$8.4 million to \$218,571,911 from \$227,002,035 in 1961's first 3 quarters. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January .....	17,238,376	\$ 21,459,598	12,183,931	\$ 22,955,167
February .....	20,239,880	24,151,155	13,270,428	25,699,625
March .....	22,932,655	28,202,422	15,129,273	29,815,291
April .....	19,621,048	25,097,960	15,072,064	27,388,278
May .....	21,217,919	24,951,738	15,128,181	25,113,042
June .....	21,776,037	26,374,356	17,899,005	26,148,746
July .....	15,434,205	19,476,017	11,227,388	17,506,011
August .....	20,369,281	24,128,668	17,193,860	25,155,627
September .....	20,568,110	24,729,997	19,386,202	27,220,248
Totals .....	179,397,511	\$218,571,911	136,490,332	\$227,002,035

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

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

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

## Trade Personals

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

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

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

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

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

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

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

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

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

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

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

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

## Obituary

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

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

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

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

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

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

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

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

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

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

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

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

## Financial Reports of TV-Electronics Companies

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

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

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

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

### Common Stock Dividends

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

### Pre-Publication Orders for Factbook No. 33

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

WEEKLY

# Television Digest

DECEMBER 3, 1962

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NEW SERIES VOL. 2, No. 49

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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**

**'WEED-OUT' TIME** at hand in network prime-time programming; shows on all 3 networks due for mid-season ax in wake of newest Niensens. Network-by-network details, and reasons, are reported (p. 1).

**COLLINS & TOBACCO—CHAPTER II** has ABC & NBC disagreeing with him, CBS waiting for Code Board discussion. NAB members generally wish Collins had consulted leadership before talking (p. 2).

**PLUMMER NEW FCC STAFF STRAW BOSS**—named Executive Director with job of expediting work. Ray appointed Complaints & Compliance chief. Koteen & Heister shift as Comr. Craven is still expected to leave in Jan. (p. 3).

**WAVY-TV SALE BLOCKED**, FCC ordering hearing, asserting principals reneged on promises of heavy participation in running station (p. 4).

**'PAGEANT' MAY SPUR PAY-TV-TYPE SYSTEMS**, many of nation's leaders impressed by brilliant performance (p. 4).

### **Consumer Electronics**

**90-DEGREE COLOR TUBE**: Shelved by RCA for '9 to 15 months' as result of technical difficulties & reliability problems. Action stuns tube & set manufacturers (p. 7).

**SET MAKERS NET BIG 9-MONTH GAINS**: 6 of 12 companies set sales records, 4 post peak profits; combined sales of 8 volume producers jump to \$850.1 million from \$700.9 million in Jan.-Sept. 1961, earnings rise to \$31.5 million from \$24.2 million (p. 8).

**CONSUMER ELECTRONICS** expansion by \$200 million to new record predicted by EIA Pres. Horne. EIA takes action on hi-fi definition, uhf educational drive, FM stereo monitoring (p. 8).

**CUSTOMS WHACKS IMPORTERS** with scale of minimum valuations for Japanese radios; wide implications here & in Japan (p. 10).

**RCA SEES RECORD '62**: Pres. Elmer W. Engstrom says sales will top 1961's peak \$1.5 billion, profits will exceed 1955's record \$47.5 million. NBC will set new earnings record this year (p. 12).

**SCREEN GEM'S RECORD QUARTER**: Profits climb to peak \$467,717 from \$341,735 in July-Sept. 1961 (p. 12).

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**'WEED-OUT' TIME AT NETWORKS**: Like football coaches during half-time, program executives at all 3 networks last week busied themselves revising attack strategy and picking fresh substitutes for balance of season's rating ball game. Many changes were triggered by appearance of season's third National Nielsen—a report considered significant since it helps greatly to establish basic trends.

Two networks were announcing changes to coincide with important affiliate meetings. Top echelon of ABC-TV met with affiliate mgrs. in trio of regional meetings (N.Y., San Francisco, Chicago) last week, NBC-TV brass readied pep-rally speeches for Dec. 4-5 N.Y. meeting of its affiliates, CBS affiliates board meets Dec. 4-6 with network affiliates in Palm Springs.

Although CBS-TV still leads in nationwide Niensens, CBS is not content to rest on rating laurels and is scheduling almost as many mid-season changes as NBC & ABC. CBS's score in latest National Nielsen (for 2 weeks ended Nov. 11): 6 out of top 10 programs, and week-long average national audience level of 19.7 against NBC's 17.9, ABC's 14.1. However, program switches on other networks, Nielsen trends in 30 multi-network competitive markets which showed gains for NBC and ABC, helped keep CBS on its toes.

Here are key switches as well as key reasons-why in the mid-season program revisions, network-by-network:

• ABC Changes: Roy Rogers-Dale Evans Show (Sat. 7:30-8:30 p.m.), a sort of western vaudeville series, has yet to rope a rating, will be yanked Dec. 22. In its place, moving from similar time period on Fri. is *The Gallant Men*, Warner Bros. entry in current crop of WW II-revisited shows. Although latter show has not sparked strong ratings, or even full-network clearance, ABC hopes switch will do trick, is even returning Sun. 6:30-7:30 p.m. hour to stations as added lure.

Into vacated Fri. slot will go pair of reruns which ABC considers strong attractions for family (i.e., strong sprinkling of teen-agers in audience) viewing: *Winston Churchill-Valiant Years* and new crop of "selected episodes" from *Father Knows Best*, a series on which ABC holds network rerun rights. ABC is also yanking Warner-produced *Cheyenne* (Mon. 7:30-8:30 p.m.), but apparently hasn't lost its taste for horse opera; replacement, eff. Jan. 7, is *The Dakotas*, also from Warner Bros.

• CBS Changes: CBS has been blessed with some of season's new-show hits (*Beverly Hillbillies*, *The Lucy Show*) and plagued with some new series which have never gotten into rating orbit because of strong competition on NBC-ABC. Main CBS strategy, therefore, is matter of juggling shows into new time periods, with reluctant use of cancellation ax.

Sole clear-cut cancellation on CBS, at moment, is the Lever-Toni-sponsored *New Loretta Young Show*, apparently regarded as old-hat by viewers in Mon. 10-10:30 p.m. period. Eff. March 18, Loretta bows to *Password*, which will then bring number of Mon.-night "game shows" on CBS to total of 4, plus 3 situation comedies. *Fair Exchange*, transatlantic Desilu-produced situation comedy with a cute premise, is scheduled for yanking Dec. 28 from Fri. 9:30-10:30 p.m. slot, but is due to return next March in 30-min. format.

Friday slot on CBS across from ABC's durable 77 *Sunset Strip*, vacated by *Fair Exchange*, will be filled by hour-long *Alfred Hitchcock Show* as part of CBS's grand program-rescue design. Chief reason for this move is that it opens Thu. 10-11 p.m. slot occupied by Hitchcock, enabling CBS to schedule *The Nurses* (Thu. 9-10 p.m.) an hour later—thus removing the soap-operaish hospital show from necessity of competing, for first half-hour, against NBC's high-rated *Dr. Kildare* (Thu. 8:30-9:30 p.m.). Fair-to-middling rating pattern so far on *Nurses* has shown distinct audience jump when *Kildare* goes off. Into Thu. 9-10 p.m. slot will go new hour-long *Twilight Zone*.

• NBC Changes: Most drastic shakeup in mid-season switches is due to occur at NBC-TV, which has decided that major strategy change is needed to battle game-&-comedy lineup on Mon. nights on CBS, and western-&-hospital lineup on ABC. Out are going pair of hour-long film shows in late Jan. which have dubious distinction of being among lowest-rated network evening series: *It's A Man's World* (Mon. 7:30-8:30 p.m.) and *Saints & Sinners*, a warmed-over version of "The Front Page" (Mon. 8:30-9:30 p.m.).

Into vacated 2-hour block will go new-to-TV feature movie package, programmed much as NBC's *Saturday Night At The Movies* is handled, eff. Feb. 4. Source of the movies is 20th Century-Fox. All the films are post-1957, most in color; titles include "Boy On A Dolphin," "The Enemy Below," and "Heaven Knows, Mr. Allison." Participation price is less than \$25,000 per spot—a network bargain.

How will changes pay off? CBS is confident that it will hold lead, strengthened by judicious shuffles. NBC likes to point to rating edge in recent election coverage, growing strength for shows like *Eleventh Hour* and *Du Pont Show of the Week*. ABC, too, feels it has "trend strength" in shows like *Wagon Train*, *Combat*, *Dickens-Fenster* and *McHale's Navy*. In short, 2nd half of season's ball game is likely to be as hotly contested as opening periods.

**COLLINS & TOBACCO—CHAPTER II:** Outcome of Collins-tobacco controversy is quite unpredictable at the moment. NAB president's personal view that broadcasters should not run cigaret commercials "aimed at youth," because of "a serious hazard to health" (Vol. 2:48 p1), has brought him both antagonism & support from NAB membership.

ABC & NBC stated flatly that they disagree with Collins, while CBS said merely that matter is best handled by Code Board, which meets Dec. 11. Anti-Collins forces have seized on episode to urge non-renewal of Collins' contract, which has a year to run but must be renegotiated by end of this year. NAB Chmn. Clair McCollough, asked if there's any substantial move to unseat Collins, said: "Not that I know of." He said issue will be considered by Code Board and by NAB Board, latter meeting mid-Jan.

Basic issue is whether Collins should take personal positions on matters directly affecting TV-radio, without consulting NAB leaders. Rumors of NAB resignations proved false last week; one Code subscriber resigned, but it had indicated withdrawal plans before tobacco fracas.

One leading NAB member summed up situation in what is probably pretty good consensus of membership: "I can't imagine anyone would be so dumb as to demand his resignation. You've got to be against sin—against kids smoking, kids drinking, and so forth. Collins is entitled to his personal opinion. We have free speech. But the issue is who makes major policy and how to implement it. If you think that tobacco commercials are wrong, there's an easy way to go about it. You go to the tobacco people and they'll change it in a minute. They're glad to talk about it. That's what we did about beer commercials—and it worked out fine. I don't think the industry should get into a big public controversy about it."

There was speculation that Collins had inkling of report coming soon from special committee appointed by Surgeon General Luther Terry—that its conclusions would be bad for smoking. However: (1) Committee had first meeting few days ago, and Terry said initial report won't come for 6 months, final report about a year. (2) Public Health Service is already on record with warning on smoking.

Another top broadcaster concluded: "Collins was really sounding like a broadcaster lately. Why did he have to go and do that? The man certainly isn't timid. That's wonderful. But why didn't he check with the industry first?"

Collins' comment last week: "I haven't changed my views. I plan to recommend Code changes to the Code Board. Has anyone mentioned CBS's splendid documentary "The Teen Age Smoker"? It furnished substantial documentation which underlies my views. No one has indicated to me that he wants me out of the job. In fact, we have received a great many commendations—many of them from broadcasters."

**PLUMMER NEW FCC STAFF STRAW BOSS:** One of more controversial recommendations regarding FCC organization, proffered by management team of Booz, Allen & Hamilton (Vol. 2:18 p3), was establishment of an "Executive Director." But Commission apparently shares not at all the concern of some that man in slot will become an all-powerful policy maker.

It resolved situation in least controversial way, by unanimously voting job to one of most respected staff members—Curtis B. Plummer, chief of Safety & Special Radio Services Bureau—and by making him "directly responsible to the Commission under the supervision of the Chairman." BA&H had recommended he be "located in the personal Office of the Chairman." FCC gave Plummer 3 duties:

(1) "To provide sustained administrative leadership & coordination of staff activities in carrying out the policies of the Commission, through over-all supervision & coordination, but not control, of such staff activities . . .

(2) "To review with the Commission and with the heads of the several bureaus & offices, the program & procedures of the Commission and to make recommendations . . .

(3) "To assist the Chairman in carrying out the administrative & executive responsibilities delegated to the Chairman as the administrative head of the Agency . . ."

FCC officials say, informally, that job is virtually 100% what BA&H recommended, noting that consultants' report said that Executive Director "should not create or determine policy, but he should insure that Commission policies are carried out faithfully & efficiently."

Fact is, of course, that position is bound to have some impact on policy—if merely through timing & scheduling of work. But commissioners are understandably wary about impingements on their prerogatives, will keep close tabs.

No staff member has had broader high-level experience at FCC than Plummer. An engineer, he joined FCC in 1940 as radio inspector in Boston. He became chief TV engineer in 1945, chief engineer of Commission in 1950, chief of Broadcast Bureau in 1955, before heading Safety & Special Bureau. He's 50—and a Republican.

FCC also abolished its Office of Administration, named its head, Executive Officer Robert W. Cox, Asst. Executive Director, placed his staff under Plummer.

Another FCC appointment was designation of William Ray as chief of Complaints & Compliance Div., succeeding John Harrington (now Asst. Gen. Counsel). Ray joined FCC in Sept. 1961 after 26 years as top-notch NBC newsmen in Chicago, 2 as owner of radio KASI Ames, Ia.

With Comr. Craven expected to leave post before long, his legal asst. Robert Koteen was assigned to general counsel's office in administrative laws & treaties div., his engineering cast. Fred Heister to new space communications office.

Probabilities are that Craven will leave when he reaches retirement age of 70 Jan. 31—taking top space-consulting job with govt.—succeeded as commissioner by Broadcast Bureau Chief Kenneth Cox.

**WAVY-TV SALE BLOCKED; FCC ASSAILS 'PROMISES':** "This should end blue-sky promises in comparative hearings." That's comment of high-level FCC staff member, following Commission's action last week, ordering a hearing on application of WAVY-TV (Ch. 10) Portsmouth, Va. to Gannett Co. Hearing will explore, FCC said, promises made by WAVY-TV principals, during original comparative hearing, about their plans to participate in operation of station.

Commission asserted that testimony of many WAVY-TV principals, regarding their plans for spending substantial time (15-20 hours weekly) on station problems, was of "critical importance" in decision giving them Ch. 10. Now, FCC said, it looks as if few of promises were carried out. Then, Commission laid it on:

"The Commission has long held that a licensee cannot act improperly in the broadcast field and, when challenged, simply sell his station at a profit or without a loss; if this were permitted, such a licensee would have little reason to obey the Act, the Commission rules or policies, or serve the public interest, since the worst that would happen to him is that he might have to sell his station. We believe that this principle, while not directly in point, is applicable here. We do not believe it to be in the public interest to permit a licensee to sell his station (particularly at a profit), when there is a serious question as to whether the licensee failed to carry out integration [of ownership & management] representations, with apparent serious consequences on fulfillment of programming representations. To permit such an assignment, with the knowledge or serious possibility that important representations made in the comparative hearing were not kept, would subvert the integrity of our comparative hearing process. Representations made to us in that process are not to be put forth as a part of 'gamesmanship' or for tactical advantage: They must be seriously advanced and seriously regarded in actual operation."

Attack on WAVY-TV sale had been led by Beachview Bcstg., WAVY-TV's original Ch. 10 opponent. However, Beachview recently told FCC it was ready to quit fight—upon payment by WAVY-TV of \$98,750 for expenses—but Commission flatly turned down the deal, called it "wholly improper."

To drive home its point in WAVY-TV case, FCC in separate action started rule-making, applicable to everyone, designed to make stations keep Commission better informed of changes. It proposed amending Sec. 1.304 of rules "to make clear that the applicant is responsible for the continuing accuracy and completeness of his material representations to the Commission and that this requirement applies not just to the application but also to any matter of decisional significance in any Commission proceeding involving the application."

**'PAGEANT' MAY SPUR PAY-TV-TYPE SYSTEMS:** Brilliant success of Nov. 29 closed-circuit "American Pageant of the Arts" telecast—most publicized & elaborate event of its kind—may well have long-range impact on theater TV, pay TV, CATV. Purpose of affair was to kick off fund-raising campaign for \$30-million National Cultural Center in Washington.

Some 350,000 viewers, including many of nation's civic, business & cultural leaders, witnessed some 2½ hours of performances by nation's best, and you can expect them to be receptive to more & more pay-TV-type approaches.

In addition to big screens in auditoriums, ballrooms, etc., in some 65 cities, there were 22 CATV systems, plus pay TV in Hartford & Toronto. It was a technical tour de force for Nate Halpern's Theater Network TV, an artistic triumph for producer Robert Saudek. Only complaints were "too long" and, in Washington's massive Armory (attended by President & Mrs. Kennedy), "can't hear." Next day, Halpern said that nationwide reports were "excellent."

NAB decided to fight FCC's Omaha local-live hearing (Vol. 2:48 p4) by participating—rather than by attempting court block. NAB counsel met with Omaha station principals and their counsel last week, decided on plan. It's expected NAB staff will advise station witnesses. Said NAB Pres. Collins: "It should be made clear that the objections relate to the nature of the proceedings. I am confident that the hearing will demonstrate that the Omaha stations have done an outstanding job of service to the public in their community." FCC made important change in Omaha procedure, compared with Chicago case—by giving station witnesses considerable legal protection—counsel at their side, having right to advise and to object to questions but not to examine or cross-examine. In dissent to FCC action ordering Omaha hearing, Comr. Hyde said: "I know of no reason why Omahans should require the assistance of the Commission in seeing that what they look at and hear is what they need. On the other hand, I think there are many reasons why the Commission should not interfere in the operation of competitive services or in the process of democratic choice. There may be reasons at times to be impatient with the process; however, as opposed to the results which could reasonably be expected under the controls of paternalism, it conduces to vitality & independence of expression."

ABC-TV's Nixon "obituary" on Howard K. Smith program (Vol. 2:48 p2) brought comment from House Commerce Committee member Avery (R-Kan.), who defended broadcasting's freedom from govt. censorship but urged public to "express their displeasure and understandable indignation" to ABC-TV & affiliates. He attacked Smith for editorializing in news presentations, said show was "simply another way of portraying his contempt for Richard Nixon and conservatives generally." Network's management will now have to "weigh its public responsibility against such program policy," Avery concluded.

ETV & telecommunications are probable prospects for Senate Communications Subcommittee hearings early next session. Group wants to check on progress of HEW's ETV program, presently dormant due to lack of appropriations, also will call on FCC and Telecommunications Dir. Irvin Stewart for recommendations for formulating orderly communications policy. Plans were reported in Senate Commerce Committee report of activities during 87th Congress, available from Govt. Printing Office, Washington 25.

Direct TV satellite broadcasts could begin before 1970 if development begins soon on satellite transmitter, team of RCA engineers reported at recent American Rocket Society meeting (Vol. 2:28 p4). Group said transmitter is only major component of such a system not now under development. Lack of air or water for cooling of transmitters' high-powered tubes makes necessary the development of new technique—possible radiation cooling—study group reported.

Average TV station wages rose 7%, radio stations 4%, over past 2 years, NAB reports. Nationwide TV average this fall ranged from \$76 for floorman to \$276 for sales mgr.; radio average ran from \$69 for traffic mgr. to \$174 for sales mgr. NAB Broadcast Management Dept. Mgr. James H. Hulbert said largest increase during period was for TV news directors, whose salaries rose 11.3% to \$167 weekly.

Double-pronged attack on bans on broadcast coverage of govt. proceedings came from NAB last week. Pres. Collins told Me. Bcstrs. Assn. that freedom to hear & see, as well as to speak & write, comprises "right of communication" which must be protected. Asserting that blocks to broadcasting exist at all levels of govt., he said that whenever right of equal access is denied, people's right of communication is more seriously impaired. Speaking on Westinghouse Bestg's *Focal Point Forum* in Boston, he called microphone & camera "the extended eyes & ears of the public," said where the people have right to go, broadcaster should be allowed to go in their place. NAB Planning & Development vp Howard H. Bell urged Miami Beach meeting of judges to throw their weight into battle against Canon 35. He told panel at National Assn. of Municipal Judges convention that ban on broadcasters in courtrooms is outdated & discriminatory, deprives public of its right to know.

Narrowing of cultural gap between fine arts and mass entertainment is due in part to TV and radio, CBS Pres. Frank Stanton indicated in "Great Issues" lecture at Dartmouth College Nov. 26. He pointed out that new techniques of mass communications—paper-back books, long-play records, etc.—had brought great art, great writings, great music, within reach of mass audience. TV can take credit, he said, for boom in national popularity of N.Y. Philharmonic, and he doubted that "awareness of the Philharmonic extended much beyond the Hudson 50 years ago." He countered argument that TV provides so much escapist fare that people are reading better books, cited a library boom in classics, histories, commentaries because of TV dramas & documentaries. He also promised that "this whole question of how tastes are created & developed" will get considerable CBS "research attention."

Less secrecy by federal regulatory agencies could be boon to govt. & public, according to a U.S. Administrative Conference committee. Group contended agencies could speed up their work by releasing some of information they gather during investigations. Committee said much data is "routinely classified as confidential," although disclosure would bring "overall gain to the administrative process." Conference is an advisory "watchdog" group of govt. & industry lawyers and others, seeking methods of streamlining federal agencies.

Disclosure of Congressional holdings in private firms would be required under proposal by Sen. Case (R-N.J.). He criticized "double standard" of ethics which allows Congressmen to own interest in businesses which can be affected by legislative action, while requiring cabinet officers & others to divest themselves of possible conflict-of-interest holdings.

FCC let stand \$4,000 forfeiture against WCUY(FM) Cleveland Heights, O. (Vol. 2:26 p7). Pointing out that it had already reduced fine from \$8,000, Commission denied station's application for further reduction. Station was charged with testing new transmitter without notification and broadcasting on new frequency without authorization.

Existing stations will be exempt from part of new FM rules (Vol. 2:31 p2), FCC announced. Commission said new limitations on antenna height & power will apply only to new stations or changes in present facilities, because "tremendous losses in existing service which would result would outweigh the possible gains."

## Personals

James L. Middlebrooks, ex-broadcast consulting engineer and former King Bestg. engineering & planning dir., rejoins ABC as engineering facilities dir. . . . Hank Davis promoted to Storer Programs Inc. national marketing mgr.

Henry Grossman, ex-NTA vp, appointed ABC-TV national film & video recording services dir. . . . Bruce McLeod promoted to CTV TV station relations mgr., a new post.

Donald L. Chapin, Taft Bestg. sales vp, elected to TvB board . . . Don B. Curran, ex-ABC-TV o-&o stations advertising & publicity mgr., named gen. mgr., radio KGO San Francisco.

Gloria Coe, confidential asst. to FCC Chmn. Minow, marries N.Y. attorney Paul Klein Dec. 30, will live in N.Y.; she'll be succeeded by Dorothy Counts, secy. in Minow's office.

Joseph Goodfellow, WRC-TV-AM-FM Washington vp & gen. mgr., elected Md.-D.C. Bcstrs. Assn. pres. . . . James C. Hanrahan, WEWS Cleveland gen. mgr., elected Ohio Bcstrs. Assn. pres. . . . Henri Audet, CKTM-TV Three Rivers, Que., re-elected French-language Bcstrs. Assn. pres.

George C. Huntington promoted to exec. vp, Jack O'Mara, Jacob A. Evans, William B. Colvin & William B. MacRae elected vps, of TvB . . . Leo M. Brody, ex-T.V. Stations Inc., appointed TV Affiliates Corp. station relations mgr.

Francis H. Conway, ex-WDAU-TV & radio WGBI Scranton, Pa. gen. sales mgr., named to similar post with WTEV Providence, R.I. . . . Eric S. Bremner promoted to asst. to vp, King Bestg. Co. broadcast div., Seattle.

David L. Morris, ex-Monsanto Chemical product promotion supervisor, appointed KMOX-TV St. Louis sales service mgr. . . . Jack Jacobson promoted to KGUN-TV Tucson production mgr.

Allan Wallace, ex-Video Tape Productions, appointed Video Tape Unlimited sales vp, N.Y. . . . John F. Wade, ex-Avery-Knodel, named WFIL-TV-AM-FM Philadelphia research dir., Lou Frankel appointed publicity dir.

## Obituary

Roy S. Durstine, 75, a founder of BBDO and pres. of Roy S. Durstine Inc. agency, died in N.Y. Nov. 28. A 1908 Princeton graduate, he was PR dir. for Theodore Roosevelt's Bull Moose Party Presidential campaign in 1912. He was American Assn. of Advertising Agencies pres. 1925-26, received first annual Radio Advertising Award in 1936. His widow, a son, 2 daughters, survive.

U.S. broadcasters who beamed VOA messages to Cuba during emergency come to Washington Dec. 4 to receive thanks in person from President Kennedy & USIA Dir. Murrow.

American Legion's Americanism Award has been presented to Crosley's WLWI Indianapolis, only TV station ever to receive the award.

Mort Bassett & Co., radio-TV reps, opens new office, 400 N. Michigan Ave., Chicago, with John Erickson & John Shelton.

"TV's 'honest eye' may be deceptive," *Washington Post* TV Editor Lawrence Laurent opines in recent column. He questions contention of *Meet the Press* moderator Lawrence Spivak that TV camera unfailingly reveals true character of a person. Prime example of fallacy of this argument, Laurent notes, was Charles Van Doren, of quiz show scandal notoriety. Conceding that TV will be big factor in future political campaigns, he says it will be found that medium is "only one index" to true character or ability of a candidate.

Telstar called it quits last week, as its communications unit ceased functioning, apparently for good. Bell engineers first reported trouble 2 weeks ago in turning satellite's receiver & transmitter, which handles TV, on and off. Last week, system stopped working completely. Unless Telstar unexpectedly comes back to life, transatlantic telecasts will be out until RCA's Relay is launched this month (Vol. 2:42 p4). A second Telstar may be launched next spring, Bell said.

FCC reversed 1954 decision allowing WSPA-TV (Ch. 7) Spartanburg, S.C. to move transmitter from Hogback Mt. to Paris Mt. In supplemental decision, Commission supported protest by WAIM-TV Anderson, S.C., and agreed with examiner's earlier supplemental decision that WSPA-TV failed to justify move to Paris Mt.—"which would result in the curtailment of service from that originally proposed." Station is operating from Paris Mt. under FCC authority until Dec. 10.

FCC denied WTEN Albany's petition to relocate 31 miles southeast of present site. Noting that move would put transmitter less than required 170 miles from co-channel WJAR-TV Providence, Commission refused to waive rules despite WTEN's contention that it would protect WJAR-TV's signal. FCC said public interest wouldn't be served because WTEN would lose about 43,192 viewers in making move.

N.Y. statewide ETV network has been proposed to Board of Regents in special study calling for 10-year, \$15-million program to establish stations in 27 areas, build microwave facilities. Study made by Glenn Starlin, consultant on TV in higher education, also recommended development of closed-circuit systems on state university campuses and some other colleges. He suggested state grant \$2,270,500 initially in 1963-64 fiscal year.

Pay TV & communications satellites are featured in Fall *Journal of Broadcasting*, FCC General Counsel Max Paglin outlining satellite regulatory and international problems. James A. Brinton & Richard F. Carter discuss effects of pay TV in changing TV industry's image. *Journal* is available for \$6 per year from Assn. for Professional Bestg. Education, U. of Southern Cal., University Park, Los Angeles 7.

TV-radio role in Miss. riots has been investigated by FCC. Commission is readying report on actions of 25 stations in dozen Miss. communities, after receiving complaints that broadcasters helped flame riots. FCC said 3 types of complaint were examined: (1) Stations used to incite riots. (2) Unbalanced reporting by stations. (3) Illegal use of walkie-talkies by some rioters.

NBC's controversial program on Berlin tunnel (Vol. 2:43 p5, 44 p6) will be telecast 8:30-10 p.m. Dec. 10. Originally scheduled for Oct. 31, show was postponed because of "critical international situation."

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA SHELVES 90-DEGREE COLOR TUBE:** TV set & tube manufacturers were thrown into turmoil at week's end by totally unexpected announcement from RCA Tube Div. that deliveries of 90-degree round color tubes will be held up for "approximately 9 to 15 months."

Telegram to RCA's set manufacturing customers Fri. afternoon (Nov. 30) informed them that delay is "due to technical difficulties encountered during pilot production." Official RCA statement said introduction was postponed because "it is now recognized that the goals of reliability established for the 90-degree tube have not been fully realized." Announcement said RCA will continue to produce current 70-degree tube.

RCA telegram caught set makers with their tooling down. New short tube was to have started flowing from RCA plants during first quarter, in time for mid-year set introductions. Every manufacturer had been designing chassis & cabinets for new short color tube. Now they'll have to use older designs to accommodate present 70-degree tube, which was to have been discontinued.

RCA's competitors & picture-tube business were stunned. National Video, Sylvania & Rauland had announced they would start color production next year, in 90-degree round version. Had they run into same problems as RCA? How would decision affect their plans? Could they possibly go it alone with 90-degree design which is giving RCA so much trouble? Or would they start production with old 70-degree version? Or postpone start of color tube output? Initial reactions at National Video & Sylvania were non-committal, and Rauland officials were unavailable.

Even if no "technical difficulties" with 90-degree round tube are encountered by RCA's competitors, there's some question whether they can economically produce this tube type now, in view of fact that their orders for 90-degree bulbs—at least during first year—would be in relatively low quantity, thereby vastly increasing costs.

There was speculation in industry last Fri. whether 90-degree round tube would ever be produced. Corning told tube makers last summer that it hoped to have sample quantities of 25- & 19-in. rectangular color bulbs early next year, production quantities a year later if wanted. Does this make it more desirable to drop 90-degree round and concentrate on developing rectangular tube? Or will far more severe problems crop up in rectangular tube designing? It's long, hard road from bulb to tube, particularly in color. (RCA's statement concluded: "Our efforts are being intensified to solve these technical problems in order to achieve our goal of a 90-degree tube which will provide the TV industry with the same high standards of quality as the present 70-degree tube.") There were no immediate answers, and there will be none for some time.

What went wrong to cause such a lengthy postponement at final stages of development program which started 2 years ago? One source indicated problems were in color registration & convergence at outer edges of wide-angle tube's screen. It's known that final decision was made last Wed. night or Thu. morning after re-evaluation which one source close to RCA termed "most agonizing."

There's one silver lining—if you belong to the camp which thinks that tube shortage will be bottleneck in color TV next year: With discontinuance of pilot production & tooling up for 90-degree, more of RCA's tube capacity is now released to make greater quantities of color tubes.

**EIA SEES EXPANDING CONSUMER FIELD:** EIA Pres. Charles F. Horne predicted last week that 1963 consumer electronics sales will set new record at factory level, exceeding 1962's record by \$200 million. Consumer product members of EIA, meanwhile, at group's winter meeting in San Francisco, made plans to aid this expansion in fields of uhf, FM stereo & hi fi.

Horne said factory sales of entire electronics industry should hit a walloping \$15.1 billion next year, and gave these year-by-year comparisons of 4 major industry segments:

	1961	1962	1963
Consumer .....	\$2.1 billion	\$2.3 billion	\$2.5 billion
Industrial .....	2.2 billion	2.4 billion	2.7 billion
Military .....	7.0 billion	7.6 billion	9.0 billion
Replacement .....	.8 billion	.8 billion	.9 billion
TOTAL .....	\$12.1 billion	\$13.1 billion	\$15.1 billion

Among EIA's actions touching on consumer field:

Definition of "high fidelity" was approved by phono manufacturers and will be submitted to FTC in January. Designed to apply to packaged phonos, it would become effective with 1965 lines, if accepted by FTC. Definition wasn't made public, but it's understood to qualify as high fidelity all phonos with frequency response of 100-8,000 cycles or better and music power rating of 5 watts or more. Vote favoring definition was 17-3, and it's believed that some objections were aimed at minimum power ratings by manufacturers who claimed that power has little bearing on fidelity.

Go-ahead for voluntary program of set manufacturer monitoring of FM stereo stations to assist FCC in checking adherence to its standards was given by consumer products div. & broadcast equipment section. Details must be worked out & submitted to FCC.

EIA's radio section heard plea for support of FM stereo stations by set manufacturers—in terms of sponsorship & promotional assistance—by Gary Gielow & James Gabbert, co-owners of San Francisco's KPEN-FM, who pointed out that more than 70% of FM stereo stations are operating in red.

Public relations campaign aimed primarily at consumer & dealer understanding of uhf, but also geared to entire consumer electronics field, will be studied by task force consisting of Olympic's Morris Sobin, chmn. of EIA consumer products div., Philco's Armin Allen, Motorola's Edward R. Taylor & unnamed representative of private-label manufacturers. EIA consumer products staff dir. L. M. Sandwick announced that he has completed full study of all present & past uhf telecasters, CP-holders & applicants, to be made available to members after printing.

Consumer products div. will oppose filing by EIA's land mobile communications section with FCC—first time one EIA group has fought another before govt. body. Issue is petition by latter group to have Ch. 14 & 15 deleted from uhf TV band and assigned to mobile communications. Commented consumer products Chmn. Sobin: "TV has a long-range need for all channels assigned to it."

**SET MAKERS NET BIG 9-MONTH GAINS:** TV-radio manufacturers barreled into 1962's final quarter at record-making pace, propelled by impressive 9-month sales & profit gains over 1961's corresponding Jan.-Sept. period. With big holiday buying season dead ahead, and reports of booming Oct. & Nov. sales coming in, peak sales and/or profits obviously loom for majority of set makers.

Our analysis of 12 TV-radio set manufacturers produced this salubrious capsule of 9-month performance: (1) Six set sales records. (2) Four had peak profits. (3) Only one of 12—Andrea Radio—failed to increase sales over year-earlier period. Andrea, however, did improve earnings. (4) All but one—Admiral—netted profit gains. Admiral had impressive sales gain, but declined in profits largely because of "unprecedented investment in expanded color TV facilities" (Vol. 2:48 p11).

Eight manufacturers who concentrate on home electronic products—Admiral, Andrea, Arvin, Magnavox, Motorola, Muntz TV, Wells-Gardner, Zenith—produced combined 9-month sales of \$850,102,381—up more than \$149 million from \$700,856,397 in 1961's Jan.-Sept. period. Their profits rose by more than \$7 million to \$31,485,111 from \$24,237,380. Motorola, Magnavox & Zenith scored record sales. Magnavox & Zenith also had record profits.

Equally impressive were sales & profit gains of 4 giant multi-product companies in which TV-radio products account for only a portion of over-all volume. Combined 9-month sales of GE, GT&E (Sylvania), RCA & Westinghouse boomed to \$7,147,172,000 from \$6,408,006,000. Their combined profits soared to \$313,200,000 from \$251,683,000. GE, GT&E & RCA had record sales. GT&E & RCA also had record earnings.

Sizable sales gains were registered by 11 of 12 companies that improved over Jan.-Sept. 1961. Magnavox shot ahead 53% to record \$136.5 million from \$89.3 million. Zenith jumped 21% to record \$227 million from \$187.8 million. Motorola gained 18% to record \$244.7 million from \$207.7 million. RCA increased 16% to record \$1.266 billion from \$1.090 billion. GE gained 11% to record \$3.483 billion from \$3.138 billion. GT&E moved up 9% to record \$970.8 million from \$792.3 million. Admiral declined in earnings but boosted sales by more than \$10 million to \$146.6 million from \$135.9 million. Only sales decline was posted by Andrea—to \$3.9 million from \$4.6 million.

Muntz TV, which operates on fiscal year, closed its 1962 year Aug. 31 with record sales & sharp jump in profits (Vol. 2:44 p10). For comparative purposes, Pres. Wallace Kiel furnished us with special 9-month, Jan.-Sept. figures. They show 25.9% sales jump to \$8.9 million from \$7.8 million in Jan.-Sept. 1961. Earnings rocketed 133.6% to \$706,320 from \$302,389.

Profit gains of 11 companies that topped year-earlier earnings also were impressive. Westinghouse was up 60% to \$40.1 million from \$25 million. Magnavox boomed 58% ahead to record \$6.9 million from \$4.3 million. RCA gained 44% to record \$34.3 million from \$23.8 million. Motorola rose 42% to \$9.1 million from \$6.4 million. Zenith was up 17% to record \$11.6 million from \$9.9 million. GE rose 19% to \$179.5 million from \$151 million. GT&E climbed 14% to record \$59.3 million from \$51.9 million. Wells-Gardner rose sharply to \$722,000 from \$487,000. Only profit decliner, Admiral, dropped to \$548,216 from \$1.4 million. Andrea, despite sales slip, pushed profits to \$216,010 from \$199,782.

With only a few major TV-radio manufacturers still to be heard from—Emerson, TraVler, Pacific Mercury, Packard Bell—here's 9-month performance of 8 volume producers, compared with 1961's first 3 quarters:

	Sales		Earnings	
	1962	1961	1962	1961
Admiral .....	\$146,566,985	\$135,877,427	\$ 548,216	\$ 1,390,664
Andrea Radio .....	3,851,920	4,623,972	216,010	199,782
Arvin .....	63,541,704	50,858,262	1,747,813	1,180,930
Magnavox .....	136,500,000	89,293,000	6,856,000	4,333,000
Motorola .....	244,700,845	207,703,769	9,098,080	6,416,892
Muntz TV .....	8,911,395	7,770,564	706,320	302,389
Wells-Gardner .....	19,024,000	16,945,000	722,000	487,000
Zenith .....	227,005,532	187,784,403	11,590,672	9,926,723
<b>TOTALS</b> .....	<b>\$850,102,381</b>	<b>\$700,856,397</b>	<b>\$31,485,111</b>	<b>\$24,237,380</b>

Here's 9-month performance of 4 multi-product giants:

GE .....	\$3,483,153,000	\$3,138,046,000	\$179,495,000	\$150,994,000
GT&E (Sylvania) .....	970,770,000	792,348,000	59,276,000	51,877,000
RCA .....	1,265,500,000	1,090,100,000	34,300,000	23,800,000
Westinghouse .....	1,427,749,000	1,387,512,000	40,129,000	25,012,000
<b>TOTALS</b> .....	<b>\$7,147,172,000</b>	<b>\$6,408,006,000</b>	<b>\$313,200,000</b>	<b>\$251,683,000</b>

**TV-RADIO PRODUCTION:** EIA statistics for week ended Nov. 23 (47th week of 1962):

	Nov. 17-23	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV .....	109,260	117,781	133,303	5,931,753	5,597,533
Total radio .....	358,880	431,255	381,856	17,416,781	15,528,648
auto radio .....	180,686	185,107	139,078	6,395,028	4,909,658

**CUSTOMS WHACKS IMPORTERS:** Importers of low-priced Japanese radios were clobbered last week by U.S. Customs Dept. ruling which establishes minimum valuations for duty purposes. Although values were set for all types of Japanese radios (through 10-transistor units) and other electronic equipment, it apparently is minimum valuations on 6-transistor radios which will hurt most, perhaps to point of bankrupting some smaller importers—since new valuations are understood to be retroactive to April 1961.

Customs obviously suspects hanky-panky such as double-billing by radio importers. Its minimum valuations on 6-transistor radios, based on Japanese quality rating scale: Class A radios, \$7.30; Class B, \$6.80; Class C, \$6.30. Class C radios currently are coming in from Japan with FOB billing of \$4.50-\$5.50. The 12½% duty had been computed at this price. Now Customs will bill duty—retroactively—on \$6.30 minimum.

Move is a delayed answer to Japanese govt.'s discontinuance in April 1961 of "check prices"—minimum prices at which radios could be sold for export. If Customs ruling sticks, it could be big boon for transistor radio industry in Hong Kong & Okinawa, whose products so far appear unaffected by ruling, since these areas never had check prices in first place.

Some of larger brand-name importers appeared happy with ruling, since they specialize in more profitable, higher-priced radios. Although Japanese govt. & some U.S. importers probably will try to persuade Customs to rescind or modify action, best appraisal is that next move is up to Japan. It could re-establish check prices or take other action to reassure U.S. govt. that it is policing integrity of prices on which duties are levied.

Characteristics of 10 TV receivers, as determined by FCC Labs, are reported in Report L-6201, available from Chief Engineer's office. Commission had asked manufacturers to give samples of best-performing sets. It said purpose was to get idea of what public might hope for "at some future time." Sets were received from Du Mont, Emerson, GE, Motorola, Philco, RCA, Sylvania, Westinghouse, Zenith, one private label. Tabulations cover noise, selectivity, image ratio, intermodulation interference, oscillator drift, oscillator radiation, sweep circuit interference, VSWR.

EIA is trying to woo parts manufacturers who are now members of smaller trade groups. At last week's winter meeting in San Francisco, EIA board approved plan to develop new division for "distributor-oriented manufacturers"—those who sell primarily through parts jobbers. EIA estimates there are 200 such firms. Board also approved split up of tube & semiconductor div. into 2 divisions—reflecting increasing divergence of interests between makers of tubes & semiconductors.

Excellent roundup of consumer electronics industry in Far East is featured in Nov 26 *Electrical Merchandising Week*; written by consumer electronics editor Don Rubin (whose Japanese name is "Swift Dragon"), it's based on his observations & interviews during recent trip to Japan & Hong Kong. Reprints available from McGraw-Hill.

Cartridge tape recorder will be introduced next June by Webcor, stockholders were told last week in Chicago. However, unlike Minnesota Mining's cartridge recorder (Vol. 2:46 p9), this one will be designed for personal use, battery-operated, and not primarily for music reproduction, according to Webcor officials. Webcor Div. Sales Mgr. George Simkowski predicted that within year "75% of our volume will be realized in tape recorder products," including console instruments with tape recorders. He said company's Montgomery Ward contract has already resulted in \$250,000 worth of sales, and that Webcor will soon have complete hi-fi component line. Company has operated at break-even point for first 5 months of fiscal year, stockholders were told.

**Kimcode tubes are in pilot production** by Sylvania, according to company's cautious announcement. Tubes now being made are in 23-in. size and "19- & 16-in. tubes will become available in the near future." Sylvania has been identified as one of 3 tube makers (others: GE, National Video) supplying Curtis Mathes with Kimcode tubes. No other set manufacturers are known to have decided on the new tube type. Sylvania also announced last week pilot production of 2 low-drive 19-in. tubes, in 114- & 92-degree deflection, offering alternatives of brighter pictures or lower video drive.

**Good business (continued):** Motorola reports 10% increase in Oct. business over Oct. 1961, and projects Nov. business 25% ahead of last year. Motorola Consumer Products Inc. Pres. Edward R. Taylor praised industry for refraining from "widespread liquidation" in face of relatively slow business in first 3 weeks of Oct., forecast "very strong" business rest of year. Packard Bell reports 48% increase in Oct. consumer product sales, correcting error in its statement of last week (Vol. 2:48 p9). Arvin radio sales are running 30% ahead of year ago, phonos 50% ahead.

Chicago will be scene of most distributor conventions and new-set showings. Admiral was first to hold convention, showing wares to distributors at plant Nov. 30. Among others, Philco will meet distributors in Chicago this month; Zenith, Dec. 3-4, Drake Hotel; Motorola, Dec. 7, Edgewater Beach Hotel; RCA, Dec. 13, Edgewater Beach. Magnavox will be showing as usual at next month's International Home Furnishings Market, Merchandise Mart.

Heavy advertising for Minnesota Mining's \$450 cartridge tape recorder (Vol. 2:46 p9) has broken in St. Louis test market, with 4-page ad in Nov. 25 roto section of *Post-Dispatch* and 4-page inserts in St. Louis county circulation of *Saturday Evening Post* Nov. 24. Famous-Barr & Aeolian Co. stores are carrying the recorder. AM & FM stereo radio spots will also be used.

Motorola's TV unit sales climbed 10% in Oct. from year-ago month & are expected to jump 25% in Nov. from Nov. 1961. Consumer Products Pres. Edward R. Taylor said stereo sales followed similar pattern. He said Oct.'s TV volume was 2nd highest Oct. in Motorola history, compared 10% gain with "1.7% increase over Oct. 1961" by "industry as a whole." Noting sales spurt in Oct.'s final week, Taylor said "now it looks like sales for the rest of the year should be at very strong levels."

Canadian TV set sales rose 21.5% in first quarter 1962 to 127,138, TvB of Canada reports. Only 6%—7,885 sets—were imports. Radio sales dropped 11.9% in quarter.

**Mergers & acquisitions:** Studebaker stockholders approved acquisition of Minneapolis appliance maker Franklin Mfg. (Vol. 2:42 p7) and \$40-million sale (\$29 million cash, 1,333,333 Studebaker common shares) became effective Nov. 16 • ITT plans to acquire for \$17.8 million in common & preferred stock "substantially all the assets" of General Controls Co., Glendale, Cal. maker of automatic control devices. General Control would operate as subsidiary of ITT's U.S. Commercial Group and give ITT "a broad base of electro-mechanical devices on which to build for worldwide position," Pres. Harold S. Geneen said • Corning Glass has acquired "a substantial minority interest" in Signetics Corp., closely-held Sunnyvale, Cal. manufacturer of electronic circuits • Maremont Corp. will ask stockholders at special Nov. 28 meeting for authority to increase its holdings of Gabriel shares. Maremont now holds 50.8% or 373,518 of Gabriel's 734,991 outstanding common shares. Ownership of at least 80% is needed to permit consolidation of the 2 companies, Maremont official said • Emerson sold its Emertron subsidiary to Litton Industries (Vol. 2:47 p11) for estimated \$7,961,000 in stock & debentures. Subject to approval of Emertron stockholders at Nov. 30 meeting, Litton will acquire Emertron's assets for \$3.2 million of subordinated convertible debentures, 79,000 common shares, 1,975 shares representing a 2½% stock dividend payable Dec. 17. Transfer date is scheduled for Dec. 3. Emertron will retain \$1 million cash, which will be distributed to stockholders. Emertron is 86% owned by Emerson • Avnet Electronics has completed purchase of substantially all assets of Hamilton Electro, Los Angeles distributor of electronic components & devices (Vol. 2:39 p11) • Packard Bell Electronics & Marquardt Corp. have terminated their merger discussions (Vol. 2:43 p12) because "a mutual exchange of information indicates that our respective operations could not be joined in the manner we had hoped," Packard Bell Pres. Robert S. Bell & Marquardt Pres. Roy E. Marquardt reported • Beckman Instruments plans to acquire Vector Mfg., Southampton, Pa. manufacturer of telemetry components, for stock valued at more than \$7 million. Merger is subject to approval of Vector stockholders.

Appliance sales, "in defiance of seasonal trends, promise to wind up a strong year with an extra-strong finish," noted Nov. 29 *Wall St. Journal*, adding: "Survey of appliance makers & retailers across the country show their appliance sales currently running anywhere from 5% to 20% ahead of a year ago, with the average up about 10%. If these gains continue, as most sellers now think they will, full-year volume could be the industry's best since record 1956." Appliance sales traditionally "start to decline or at least level off at this time," *Journal* noted, but "this year, to the surprise of both manufacturers & retailers, quite the opposite is happening."

Philco has started \$500,000 modernization program at its Watertown, Pa. TV-radio-phono cabinet plant. Renovation is slated for completion by late spring. Watertown plant also builds cabinets on contract for other manufacturers.

International Electrohome, U.S. company formed by Canada's Dominion Electrohome Ltd., will open N.Y. office & showroom at One Park Ave. Dec. 3. Charles W. Gavin has been named sales mgr. Warehouse will be opened in Jersey City, N.J.

## Trade Personals

George Haggerty, Univac, elected to EIA board, representing industrial electronics div.; J. A. (Shine) Milling, Howard W. Sams & Co., named by EIA parts div. as representative on board of Electronics Parts Show, succeeding John Thompson, formerly of Raytheon, now with ITT.

Charles E. Beck, Philco pres., appointed expansion program chmn. of Junior Achievement of Delaware Valley Inc., will head fund-raising campaign to establish additional Junior Achievement Centers for instruction of high school students in fundamentals of American business system.

James L. Myers, 72, Clevite chmn. & one of 4 founders 43 years ago of predecessor Cleveland Graphite Bronze Co., plans to retire, will not stand for re-election as a dir. at annual meeting in April.

George W. Dick, former RCA division vp, appointed C-E-I-R exec. vp.

Donald O. Corvey named RCA Electron Tube Div. purchasing agent, succeeding Thomas J. Scaulon who will handle special assignments for vp-gen. mgr. D. Y. Smith; William C. Dove succeeds Corvey as kinescope operations purchasing mgr.

John J. Graham, ITT vp, appointed area gen. mgr.-North America, which embraces ITT's U.S. Commercial Group & U.S. Defense Group. Former RCA executive will be responsible for ITT's consolidated U.S. & Canadian manufacturing, marketing, research & service operations.

Jack Dubler, Churchill Stereo pres., also appointed chmn. of newly formed exec. committee.

William L. Houlihan named pres. of P. R. Mallory's Radio Materials Co. Div., succeeding Richard D. Bourgerie, resigned; Robert M. Merritt appointed division exec. vp.

John J. Bohrer elected International Resistance vp; Robert J. Reigel appointed northeast regional mgr.

Jack Rigsby, ex-RCA, joins Allen B. Du Mont Labs as southeast regional mgr., a new post; Jerry McCarthy named northeast regional mgr.

Milton Selkowitz, former national sales mgr. of defunct CBS Electronics' Columbia Phonograph Dept., appointed Sealy Mattress gen. mgr. . . . Robert Moffat, Webcor exec. vp, elected a dir.

Citizens radio service rules will be tightened by FCC. Commission reported that number of licensees has risen from 40,000 to about 350,000 since creation of new Class D category in 1958, said operating violations have become so widespread "as to threaten the continued usefulness of the service." Comments are invited until Jan. 5, 1963, reply comments until Jan. 31. Proposal is Public Notice 62-1174, available from Commission.

Aid for electronics industry management is offered in 2 new publications: *A Study of the Problems of Small Electronics Manufacturing Companies in Southern California*, prepared by San Diego State College under Small Business Administration grant, is available from the school for \$3.75. Summary of study *Management Problems in the Electronics Industry* can be obtained free from any SBA office.

## 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
Hallicrafters	1962—year to Aug. 31	\$ 66,741,111	\$ 4,123,061	\$ 1,993,061 <sup>1</sup>	\$0.82	2,437,500
	1961—year to Aug. 31	59,475,078	3,524,328	1,699,428	.70	2,240,700
Harvey Radio	1962—9 mo. to Oct. 31	5,275,938	—	261,173	.34	770,000
	1961—9 mo. to Oct. 31	3,129,366	—	154,013	.20	770,000
Lab for Electronics	1962—6 mo. to Oct. 26	22,992,000	—	82,000	.06	1,298,087
	1961—6 mo. to Oct. 26	29,678,000	—	408,000 <sup>2</sup>	.31 <sup>2</sup>	1,298,087
Lafayette Radio Electronics	1962—qtr. to Sept. 30	6,381,124	—	179,161	.17	1,061,675
	1961—qtr. to Sept. 30	5,034,818	—	150,657	.14	1,045,750
Paramount Pictures	1962—9 mo. to Sept. 30	—	—	594,000	.36	1,681,681
	1961—9 mo. to Sept. 30	—	—	5,310,000 <sup>3</sup>	3.15	1,684,481
	1962—qtr. to Sept. 30	—	—	(1,107,000)	—	1,681,681
	1961—qtr. to Sept. 30	—	—	890,000 <sup>4</sup>	.53	1,684,481
Reeves Bcstg. & Development	1962—9 mo. to Sept. 30 1961 <sup>5</sup>	3,508,300	72,100	24,100	.02	1,408,893
Rollins Bcstg. Story below	1962—6 mo. to Oct. 31	3,948,919 <sup>1</sup>	683,842	323,200 <sup>1</sup>	.34	956,783
	1961—6 mo. to Oct. 31	2,999,289	511,317	258,006	.27	954,851
Screen Gems Story below	1962—qtr. to Sept. 29	—	—	467,717 <sup>1</sup>	.18	2,538,400
	1961—qtr. to Sept. 29	—	—	341,735	.13	2,538,400

Notes: <sup>1</sup> Record. <sup>2</sup> Before special tax credit of \$108,000 (9¢ a share).  
<sup>3</sup> Before investment profit of \$980,000 (58¢ a share). <sup>4</sup> Before investment

profit of \$558,000 (33¢). <sup>5</sup> Comparison unavailable.

**RCA Sees Record 62:** RCA will score record sales & profits this year and, "at the moment, we don't see anything on the horizon that could disturb our continued progress into 1963," reported Pres. Elmer W. Engstrom. Previous sales high was 1961's \$1.5 billion. Top profit was 1955's \$47.5 million. He said 1962-over-1961 profit gain would be sharper than sales increase, noted that "all of our groups of businesses have performed better this year than last year." NBC also will top its record 1961 earnings, he said.

Color set sales this year are more than double those of 1961, Dr. Engstrom reported. RCA's color profits produced by sets, tubes, equipment and service, are "nearly 5 times greater" this year than last, he estimated. Demand for color sets, he said, continues to outrun manufacturers' ability to produce.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
American Bosch Arma	—	\$0.50	Dec. 31	Dec. 10
Amphenol-Borg Elect	Q	.20	Dec. 28	Dec. 14
Axe Science & Elect	—	.10	Dec. 21	Nov. 30
Bendix	Q	.60	Dec. 28	Dec. 7
Rollins Bcstg.	Q	.10	Jan. 25	Dec. 26
Wells-Gardner	Q	.30	Dec. 15	Dec. 7
Wells-Gardner	Ex.	.30	Dec. 15	Dec. 7
Zenith	Q	.25	Dec. 28	Dec. 7
Zenith	Ex.	.35	Dec. 28	Dec. 7

Packard Bell Electronics has revised upward its Oct. consumer products sales (Vol. 2:48 p9), now reports volume shot ahead of Oct. 1961 by 48% instead of 18% initially reported.

**Screen Gems' Record Quarter:** Screen Gems continued fiscal-1962's record ways (Vol. 2:48 p11) with peak earnings in fiscal-1963's opening quarter ended Sept. 29 (see financial table). Net income climbed to \$467,717 from \$341,735 in July-Sept. 1961. Finance committee chmn. & first vp Leo Jaffee forecast fiscal-1963 profit record, said earnings in upcoming 3 quarters should "continue the same pattern" of year-to-year growth posted in first quarter.

Salary & stock ownership of Screen Gems officers as reported in proxy notice for Nov. 27 annual meeting: Pres. A. Schneider, \$52,000 & 9,571 shares; Jaffee, \$30,083 & 2,033; Exec. vp & Gen. Mgr. Jerome Hyams, \$52,000 & 5,640; vp William Dozier, \$54,960 & 1,750; vp John H. Mitchell, \$55,000; vp Harry Ackerman, \$70,200; vp William Sackheim, \$57,200. Schneider & Jaffee, pres. & exec. vp respectively of Columbia Pictures, which owns 89% of Screen Gems, serve both organizations. Under their employment contracts, Columbia is reimbursed by Screen Gems "to the extent of 1/3 of each weekly salary." Their respective \$52,000 & \$30,083 SG salaries represent reimbursements to Columbia during 1962 fiscal year ended June 30, 1962. All salaries noted are for 1962 fiscal year. Stock holdings are as of Sept. 30, 1962.

Rollins Bcstg.'s record first-half sales & earnings (see financial table) resulted from improved performance by company's 3 major operations—TV, radio & outdoor advertising—Pres. O. Wayne Rollins told group of security analysts in N.Y. last week. He said rate increases had been instituted by firm's 3 TV & 7 radio outlets, and that company's new radio KDAY Los Angeles is already producing a "pre-depreciation profit."

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# WEEKLY **Television Digest**

DECEMBER 10, 1962

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NEW SERIES VOL. 2, No. 50

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

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**IN THIS ISSUE:** List of 200 FM stations now broadcasting stereophonically, and 66 stations equipped to begin stereocasting.

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**FCC PROGRAM POLICY**—and its letter-writers' interpretation—to be hashed over this week; staff's zealouslyness may be toned down (p. 1).

**FCC'S NEW-LAW DESIRES** congealed, giving top priority to CATV control, regulation of common carrier charges to other carriers, direct regulation of networks (p. 2).

**PROSPECTS FOR GREATER NETWORK CONTROLS**, offered by FCC staff, not strong. A few have a chance when Commission's New Frontier cast is strengthened (p. 2).

**SLIM CHANCE OF SHORT-SPACE VHF PLAN** visualized as AFCCE hears Bureau of Standards' Kirby argue that reduction of spacings to 100 miles can more than double number of stations. Ch. 14-15 argument at peak (p. 3).

**CBS VETOES COLOR PLUNGE** on basis of new survey indicating little demand from advertisers or public (p. 4).

**UHF CP-HOLDERS MUST BUILD—OR ELSE**. FCC warns that no extensions will be granted for reasons of low uhf-set circulation or limited revenue potential (p. 4).

**UHF TEST RESULTS** as viewed by receiver engineers: Results about as predicted, show uhf can work well; no quarrel with FCC's methodology (p. 4).

**40% OF RADIO STATIONS HAD 1961 LOSSES** as industry before-tax profits totaled \$29.4 million, lowest since 1939, final FCC AM-FM figures show (p. 5).

**AFFILIATE MEETINGS** of 3 networks have pep-rally atmosphere in face of general strong business outlook for TV. Each cites strengths, paints optimistic picture (p. 6).

### Consumer Electronics

**COLOR TUBE TIMETABLE** may see elimination of 90-degree round step, going directly to rectangular in 1964 or 1965, some industryites think, pondering effects of RCA's cancellation of new tube (p. 9).

**1962 COLOR SALES** will top 400,000, RCA's Watts says flatly; indicates RCA's color tube capacity will be 'flexible' next year in anticipation of demand for up to million tubes (p. 10).

**SYMPHONIC TO IMPORT TV** in 16-, 19- & 23-in. sizes, becoming 2nd U.S. TV manufacturer to turn to Japan for sets (p. 10).

**COMPONENTS MAKERS SET FAST 9-MONTH PACE:** 22 representative components & tube firms boost Jan.-Sept. sales by \$128.8 million to \$1.203 billion from \$1.075 billion in 1961's first 3 quarters; aggregate profits rise to \$40.6 million from \$29.8 million (p. 11).

**200 STEREO STATIONS** now on air, according to special survey. Year's end will see close to 250 FM stations in stereo field. Stereo stations and 66 upcoming operations listed (p. 12).

**MOTOROLA TV SALES** up 50% in 1962, Taylor tells distributors, predicting continued good business in 1963, but warning of possible price increases (p. 14).

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**FCC PROGRAM POLICY—AND LETTER WRITERS:** Most unusual dispute peaked & subsided at FCC last week. It revolved around extent of staff's powers to inquire into station program plans.

Comr. Ford has for many months expressed concern, even irritation, with the kinds of inquiries Broadcast Bureau has been mailing, under Chief Kenneth Cox's direction. Matters came to head in Nov. 28 Commission meeting, when staff reported there were many questions pending regarding some 100 California stations—and recommended renewal deferrals. Ford asked to see what kinds of questions staff was sending stations, and staff is due to bring them up this week. Dec. 3 *Broadcasting* magazine went into mat-

ter in great detail, reported that commissioners appear to believe that staff is seeking, by letter-pressure, to force certain kinds of programming on stations—notably regular discussion of local issues in prime time.

Here's what it's all about: In July 1961, FCC delegated to staff a certain amount of authority in station renewal & transfer matters. Ford was in Seattle making speech at the time—never became fully aware, until last week, that extent of delegation was greater than he thought. It's understood that he now believes he has long been unfair to Cox, that he considers Cox's efforts were conscientious effort to carry out instructions.

No one at FCC denies, however, that some letters did go beyond FCC instructions—and this is attributed to inadequate supervision of letter writers.

Problem is further explained at FCC thus: Commission has adopted a program policy statement, but there's no real machinery for implementing it. That awaits revision of application forms.

What will be considered this week is "clarification" of Commission's instruction to staff, likely toning down its zealotry somewhat.

**FCC'S NEW-LAW DESIRES:** Legislative proposals submitted to FCC by staff, as reported in these pages (Vol. 2:45 pl), have been weighed by Commission, adopted much as proposed. Priority is in this order:

(1) CATV control. Commission considers growth of CATV serious threat to development of local TV stations, says that systems can't serve outlying areas and that some people can't afford to pay.

(2) Regulation over common carrier charges and terms of service to other carriers. Commission believes there's gap in law that permits discrimination by one carrier against another.

(3) Direct regulation of networks—a revision of last year's proposal is in works.

(4) Give FCC jurisdiction over painting & lighting of abandoned towers.

(5) Control of manufacture, sale & shipment of devices which may radiate excessively. Commission believes present authority—to specify radiation limits—is ineffective way of getting at unwanted radiations.

(6) Reinstatement of "AVCO-like" transfer rule, to give FCC power to consider whether persons other than proposed transferees should have crack at buying station.

(7) Change "party intervention" rules to require that persons wishing to join a hearing must do so within 30 days after hearing issues are published.

(8) Soften blow against those who build stations prematurely through misunderstanding of FCC rules—by letting Commission excuse them.

(9) Amend Sec. 402(h) of Act to permit FCC, in considering cases reversed & remanded by courts, to reopen record for new evidence or new parties.

**PROSPECTS FOR GREATER NETWORK CONTROLS:** Tightened controls on networks—with aim of increasing competition—have been recommended to FCC by its Office of Network Study, headed by Ashbrook Bryant. Prospects of some of the proposals are nil, but a few might have some chance—particularly after FCC's New Frontier majority increases early next year with replacement of Comr. Craven, presumably by Broadcast Bureau Chief Kenneth Cox. The recommendations:

(1) Create a broadcasters' trade association with power to enforce rules, under FCC supervision. All stations would have to join, and association would have virtual life-&-death authority. It would be patterned on National Assn. of Securities Dealers, which operates under supervision of SEC. This has no chance of FCC endorsement, though Chmn. Minow, for one, would go for such arrangement for commercials, but not for programs.

(2) Get direct regulation of networks. FCC continues to ask for this, may well be granted it by Congress.

(3) Get networks out of program syndication. FCC will give this some thought, could move that direction.

(4) Allow no more than 50% network ownership of prime-time entertainment programs. Commission may give this some thought, probably not much.

(5) Try to get networks to scale rates to circulation, to get sponsor support of low-rated minority-appeal programs. Not much chance.

An important aspect of foregoing is how they get involved with option time. If FCC abolishes option time, it's not likely to press for legislation giving direct regulation over networks. If it decides to allow option time, it would be inclined to seek direct regulation on theory that more regulation would be justified because networks would be protected from competition to some degree.

No quick FCC action on recommendations is anticipated. Look for months of digesting & debating.

**SLIM CHANCE OF SHORT-SPACE VHF PLAN:** Mighty skeptical audience listened to Bureau of Standards' Robert Kirby last week, as he outlined short-spaced vhf plan for entire nation. Meeting of Assn. of Federal Communications Consulting Engineers in Washington, heavily attended by FCC contingent including commissioners, heard Kirby assert that re-do of whole vhf scheme—using co-channel spacing of 100 miles (vs. today's 170-mile minimum)—would yield 1,303 stations vs. today's allocation of 535.

With FCC & Congress committed to fostering uhf and preserving rural vhf coverage, engineers' consensus is that Kirby's proposal is "a nice exercise" but little more. Some observers believe, however, that a few vhf drop-ins, plus improvement of existing stations' coverage, may eventually come from use of cross-polarization, precision offset, and receiver DAs, as recommended by Kirby. But radical reworking of vhf allocation isn't in cards in visible future.

Kirby's thesis, similar to that advanced by Bureau of Standards' Kenneth Norton years ago, is that present use of vhf just isn't efficient. Among figures he cited: present plan gives 289 markets at least one station, whereas new plan could give at least one to 400; 2 stations, 128 markets with present plan, 280 with new; 3 stations, 68 vs. 221; 4 stations, 35 vs. 166; 5 stations, 10 vs. 135; 6, 3 vs. 102. Kirby would also reduce N.Y. & L.A. from 7 to 6 stations each; that alone would generate enough litigation to block plan for about 5 years.

Kirby suggests testing plan, which also recommends increase to 1,000 kw for vhf, by putting co-channel stations in such cities as Denver (Ch. 5, 100 miles from Cheyenne & Pueblo Ch. 5 stations) or Peoria (Ch. 4, 100 miles from Chicago & St. Louis). Suggestion of Peoria brought large chuckle from audience which was thinking of the pain & strain that went into deleting a vhf from Peoria, making it all-uhf.

One of most provocative questions came from Robert Weston, engineering asst. to uhf enthusiast Comr. Lee: "What happens to uhf?" Kirby: "I don't know." (Copies of proposed city-by-city allocation plan are available from Kirby, Central Radio Propagation Lab, Boulder, Colo.—or we'll get you copy.)

Assault on uhf's Ch. 14 & 15 by mobile radio users seeking spectrum space (Vol. 2:43 p4) reached peak last week as hundreds of such users urged Commission to give them the space, while NAB, EIA's Consumer Products Div. and uhf stations filed opposition. Said NAB: "With uhf facing its most severe test and poised on the brink of possible success, it seems to us that it would be contrary to sound reasoning to strip it of 2 of its most desirable channels . . . a crippling blow." NAB suggested land-mobile users could best be served by common carriers or coordinated systems. EIA's Consumer Products Div. pointed to hardship which would be sustained by Ch. 14 & 15 stations and public using their signals, also noted "will of Congress" which seeks to foster uhf growth through all-channel-set law. Said EIA's L. M. Sandwick, after hearing Kirby: "Boy! After what we've gone through with the all-channel law, now they want to change everything again. It's beyond me."

Little support for proposal can be found at FCC. For example, it's understood that FCC chief engineer's office advised Commission: "Even if [shift of Ch. 14 & 15] could be accommodated, it wouldn't meet the long-term requirements of the land-mobile services, both common carrier & private, in this order of the spectrum. In order to make provision for the continued expansion of the most essential radio services in the limited spectrum, more efficient methods of modulation & information theory techniques will have to be studied."

**STUDY BY CBS VETOES COLOR PLUNGE:** New survey of color TV has convinced CBS there's little demand from advertisers or public—and it is "postponing any major and regular schedule of color programming." Details of study, it was learned, were presented last week to CBS-TV Affiliates Advisory Board meeting in Palm Springs, Cal. by vp William B. Lodge.

CBS recently made specific offer of color "for only a nominal surcharge" of 4% to 17 of its advertisers who sponsor 12 hours of programming, he revealed, and received only 2 takers. Only Ford and Chemstrand, sponsors of Feb. 17 *Tour of Monaco*, accepted.

Lodge claimed most of NBC's color sponsors aren't interested enough to put color commercials on color programs. He said monitoring of NBC color programming Oct. 21-27 showed only 16% of commercials in color programs were in color. Other points made by Lodge:

- (1) CBS projection of figures from utility companies indicates 350,00 color sets were sold in 1962.
- (2) Recent Television Digest survey was cited to show manufacturers think about 550,000 color sets will be sold next year (Vol. 2:46 p7).
- (3) CBS has spent more than \$13 million since 1950 on color facilities & operations, and a major color schedule during last 6-7 years could have cost it \$20-40 million more.
- (4) "We will continue to update our technical facilities, keeping them ready to originate color programs on short notice."

"We believe that we should not plow large sums of money into color TV at this time," added Lodge. "To sacrifice the interest of the 98% of America's viewers who currently can receive only black-&-white TV for the 2% who own color sets would, in our judgment, clearly violate our responsibilities."

**UHF CP-HOLDERS MUST BUILD—OR ELSE:** No channel-squatting from here on, FCC warned uhf CP-holders & applicants last week. Commission has given such ultimatums before, but they usually fuzzed away in time. But FCC sounds right tough about it—now.

Commission announced that it's delighted to see increased interest in uhf, but that it's aware of tendency of applicants to grab channels and sit on them until prospects of operating success are reasonable.

From now on, FCC said, all CP-holders, old & new, won't get extension of time to build—except for reasons beyond grantees' control. Such reasons, it said, do not include: (1) Too few uhf sets. (2) Limited revenue potential of market.

Chmn. Minow dissented emphatically, said new policy will encourage uhf construction only by big outfits capable of sustaining losses for long time. He said FCC should ask for industry suggestions on how to handle problem of hastening uhf success.

**RECEIVER ENGINEERS' VIEW OF UHF TEST:** "This confirms what we knew all along." That's summation of responses of top TV set manufacturing engineers to FCC's report on receiver performance in its N.Y. uhf test.

Unlike their broadcast engineering brethren, by & large they're not taking sides on FCC's methodology & approach (Vol. 2:47 p2, 48 p3). Several we contacted declined to comment on grounds they hadn't had time to read report—they were too busy recently preparing for new-receiver introductions. Most of the engineers are old-time veterans of uhf wars; nearly all participated in drafting FCC's all-channel set standards.

Most outspoken is Emerson Radio Exec. vp Dorman D. Israel. "The job was very well put together," he said. "The outcome was exactly as we predicted, and what TASO's report indicated—that uhf works well if you put enough into it. Of course, uhf doesn't travel as far, but that's no problem—we just need more stations." As to objections raised that too many of FCC's test locations were close to transmitter, etc., Israel said: "The FCC did exactly what it said it was going to do in advance; it followed its outline exactly. Those people who are complaining should have objected before the project began."

"It's proper that FCC should have had more close-in test locations. The worst reception areas are close-in. I'm sure that the signal at 34th & Madison is worse than in Greenwich, Conn. The nice thing about uhf is that you can fill in holes with translators. I'm very much in favor of uhf and always have been. It's a shame we didn't start with an all-uhf allocation. We'd just need more stations, but there's room for them. The entrenched interests would lose something in the interest of getting more for the public."

A GE TV receiver engineer commented that FCC's results "looked a lot better than we expected." Commission's test findings, he said, "don't coincide with the field tests we've been conducting in the N.Y. area on a limited basis."

Admiral vp-engineering dir. William L. Dunn called test "valuable, but not entirely conclusive." However, he said, "in all, it indicates uhf is not going to be too much of a problem. We think it would be well-advised to have additional tests ranging beyond 25 miles. In large measure, it is encouraging and shows no reason to oppose expansion of uhf."

Test "showed about what would be expected," commented Zenith engineering vp J. E. Brown. Stressing limited nature of test, he said "it shows uhf works within the range they tested it; nothing beyond."

This view was seconded by Olympic chief engineer E. Lee Siegmund. "It seems to show what we knew already," he told us, but commented: "The results might have been much different if a higher channel were used and the test had been made in different terrain."

It's not unnatural that receiver industry engineers look upon uhf test report less critically and with less emotion than broadcast people. For them, the die is cast, and there's nothing to do about it but make uhf receivers—stations or no.

**40% OF RADIO STATIONS HAD 1961 LOSSES:** Highest percentage of AMs & FMs since FCC began collecting financial data in 1937—40%—reported losses in 1961, while radio industry as a whole had lowest profits since 1939, \$29.4 million, according to annual AM-FM financial report issued last week by Commission.

Of 3,469 stations operating for full year, 1,372 reported losses. More than half were in red \$10,000 or less, but 55 dropped \$100,000 or more. Despite large number of outlets annually reporting deficits, only 36 have left air since 1955. FCC Research & Education Div. Chief Hy Goldin said there probably is no single major reason for apparent inconsistency. He noted that many stations suffer losses for only single year, also that owners often hold unprofitable outlets because of potential resale value.

Bright spot in picture was network radio, which ended up with \$206,000 profit, after dropping \$3 million in 1960 and \$4.5 million in 1959. Profits before taxes of non-network-owned stations skidded 38% to \$31.8 million from 1960's \$51.3 million.

FM stations had revenues of \$10 million, compared with 1960's \$9.4 million. FMs operated by AM licensees had FM revenues of \$2.9 million, down \$700,000 from 1960. Independent FMs reported \$7.1 million revenue, up \$1.3 million from 1960; expenses rose \$1.5 million, however, resulting in 1961 loss of \$2.6 million vs. \$2.4 million a year earlier. (Copies of report, containing 14 tables with great variety of income-expense breakdowns, are available from Commission—or we'll be glad to get you copy).

Even as FCC was releasing downbeat figures, NAB radio "overpopulation" committee was meeting in Washington. Its aim remains: tighten engineering standards to restrict proliferation of stations—and steer absolutely clear of using economic criteria which might get FCC into stations' business affairs.

Miami Ch. 7 agreement, under which Sunbeam TV Corp. will purchase physical assets of WCKT from Biscayne TV Corp. for \$3.4 million, has been approved by FCC. Biscayne also agreed to drop pending suit in Court of Appeals. Biscayne has been ordered to cease operations on Ch. 7 by Jan. 4, 1963, and Sunbeam gets 4-month license.

FCC granted Purdue U. temporary authority for 2 ground-based translators on Ch. 79 & 83 to carry its airborne ETV programs to Chicago. New stations will supply 4 million formerly unable to pick up signals.

New ABC-TV trademark debuted last week. Symbol, consisting of "abc" in circle, was created by designer Paul Rand, will be in full use on network by Jan. 1.

**BACKSTAGE AT AFFILIATE MEETINGS:** Most network affiliates never had it so good; despite customary criticisms, despite sharp rating duels among season's new shows, despite growing competitive strength of local independent stations armed with off-network shows & feature films, business is booming at both network & spot levels.

Thus, gatherings of affiliates or affiliate boards in past fortnight by all 3 networks tended to be hail-fellow, back-slapping pep rallies which reflected optimism & strength. At each of network-affiliate sessions—a 3-city series of meetings by ABC-TV, a Palm Springs huddle of key affiliate brass with CBS-TV officials and full-scale conclave of NBC TV & radio affiliates in N.Y.—network executives had good news for station management.

Most elaborate session was NBC's, at N.Y.'s chrome-plated Americana. Highlights: RCA's new communications satellite was ballyhooed to stations as means "to share great moments in history of other nations." NBC pointed to "largest & most experienced news staff in broadcasting," with twice as many foreign correspondents as 5 years ago, as factor in NBC's strong position in news/actuality programming wherein "87% of NBC's prime-time actuality programming was sponsored."

NBC put strong merchandising emphasis on its color pioneering, stressing that color content of this season's NBC evening schedule is "71% more than just 2 seasons ago . . . supplemented by daytime schedule of 2½ hours of color each day." ABC was twitted publicly by NBC before affiliates for fact that ABC "is asking affiliates to pay color connection charge, some \$450 per station per month," and CBS was chided for present color status wherein "neither its affiliates, its advertisers nor its audiences have the opportunity to enjoy the impact of color."

Rating strength of NBC in news-type shows, revamps of NBC schedule to meet competition of CBS-ABC (Vol. 2:49 p1), advances in TV engineering and election of new officers (see *Personals*) also highlighted NBC's session.

In speech which fairly well caught the upbeat spirit of NBC meeting, Chmn. Robert Sarnoff took a polite swing at TV critics, professional & amateur, by pointing to improvements in children's shows, fewer westerns & crime shows, gains in news programming, better TV "balance." Without mentioning FCC, Sarnoff noted that "as we get better, those who act in judgment expect more & more of us." He warned against a "double standard" wherein TV had growing freedom to cover controversial issues, but faced official restraints & pressures on entertainment shows.

ABC's tri-city meetings placed nearly all their emphasis on long-range plans for new ABC-TV shows which will be on view in 1963-64 season, including new Jerry Lewis show which will be first weekly 2-hour TV event. ABC's growing public-affairs & news activities headed by Jim Hagerty—which still run 3rd in competitive-event ratings (such as election coverage) among networks, but which are gaining strength—were also showcased for affiliates. There was little talk about color TV, current industry controversies or changes in affiliate compensation patterns, insiders told us.

CBS 3-day session at Palm Springs gathered directors of affiliates assn. under outgoing Chmn. Tom Chauncey (KOOL-TV Phoenix) for regular fall meeting. Network

program chief Hubbell Robinson Jr. reviewed program successes of season (*Beverly Hillbillies*, etc.), and explained reasons for current changes. Robinson also gave sneak previews of pilots of next season's shows.

Sales chief William Hylan pointed to healthy sales curve, now standing at some \$226 million in billings for first 9 months, and predicted that network might well score one of its best years. Engineering-affiliate relations boss Bill Lodge told affiliate brass that CBS color policy hadn't changed, and wouldn't until set saturation had reached level considered "worthwhile" by network to make major color plunge.

Viewers-per-set variations show up markedly in ARB's network top-10 rankings for Oct. 14-27 period. For example, *Beverly Hillbillies* ranked 5th in number of homes—but first in total viewers. Here's ranking by total homes (in thousands): 1, *Bob Hope*, NBC, 19,637; 2, *Bonanza*, NBC, 18,621; 3, *Ben Casey*, ABC, 18,309; 4, *Red Skelton*, CBS, 17,810; 5, *Beverly Hillbillies*, CBS, 16,562; 6, *Lucille Ball*, CBS, 16,469; 7, *Dr. Kildare*, NBC, 15,627; 8, *World Series*, NBC, 15,388; 9, *Danny Thomas*, CBS, 15,346; 10, *Ed Sullivan*, CBS, 15,221. Ranking by total viewers: 1, *Beverly Hillbillies*, CBS, 43,227; 2, *Bonanza*, NBC, 43,015; 3, *Red Skelton*, CBS, 41,854; 4, *Bob Hope*, NBC, 40,059; 5, *Lucille Ball*, CBS, 37,220; 6, *Ben Casey*, ABC, 35,153; 7, *Jackie Gleason*, CBS, 34,269; 8, *Walt Disney*, NBC, 34,090; 9, *Dr. Kildare*, NBC, 33,598; 10, *Ed Sullivan*, CBS, 33,486.

Increased billings were registered for all major network TV product classifications in first 9 months of 1962, TvB reports. Food advertising rose 6.4% over same 1961 period—\$94,498,837 to \$100,536,706; toiletries 20.9%, \$89,282,651 to \$107,985,397; automotive 8.1%, \$31,932,955 to \$34,513,683; household equipment 17.1%, \$20,346,928 to \$23,833,742; smoking materials 3.6%, \$62,883,103 to \$65,148,504; soaps 9.3%, \$59,346,545 to \$64,889,857. Toiletries took over top spot in billings; Proctor & Gamble was leading network advertiser, with 9-month billings of \$39,573,853; Anacin was top brand advertiser, with \$8,042,171.

ABC-TV's first color special will be Bing Crosby-Mary Martin Christmas show, 10-11 p.m. Dec. 24. Taped in Hollywood, it will be colorcast by network's 5 o-&o's and 50-plus other affiliates equipped to carry color. Meanwhile, Sports Network is inaugurating new series of live weekly colorcasts from leading racetracks, starting 4:30-5 p.m. Sat. Dec. 8 from Florida's Tropical Park. Among stations carrying show in color will be WNEW-TV N.Y., which will be presenting color for first time since it was purchased by present owners from Du Mont Bestg. Co.

Half-speed TV tape recorder conversion kits, to permit TV tape recording & playback at 7½ inches per second instead of conventional 15 ips, are now being shipped by RCA. First kits have been shipped to NBC, Anaheim (Cal.) public school system, and S.C. ETV network. Announced earlier this year, new narrow recording head cuts width of transverse track to 5 from 10 mils. RCA says new speed can also be used for color recording with "no discernible difference in color quality."

International "Emmy" for foreign productions has been created by Academy of TV Arts & Sciences, will be presented along with U.S. Emmies, to recipient picked by panel of past Emmy winners.

## Personals

A. Louis Read, WDSU-TV New Orleans exec. vp & gen. mgr., elected NBC-TV Network Affiliates board of delegates chmn., succeeding Jack Harris, KPRC-TV Houston; Lyell Bremser, radio KFAB Omaha, elected NBC Radio Network Affiliates exec. committee chmn.

T. B. Baker, Jr., WLAC-TV Nashville, elected chmn. of CBS-TV Network Affiliates Advisory Board, succeeding Tom Chauncey, KOOL-TV Phoenix. Replacing Baker as secy. is Thomas S. Murphy, Capital City Bestg. Board passed resolution commending CBS-TV Pres. James T. Aubrey, Jr. and associates for "outstanding" record during past year.

Elmer W. Lower, NBC News gen. mgr., elected a vp.

Robert Taft Jr. (R-O.), Congressman-elect, resigns as a dir. & secy. of Taft Bestg., Cincinnati, succeeded as secy. by ex-Taft, Stettinius & Hollister attorney Charles S. Mechem Jr.; Roger B. Read, Taft administrative vp, elected a dir., replacing late David G. Taft.

Louis F. Sanman promoted to ABC-TV live production & facilities mgr., Hollywood, a new post . . . Francis R. Montalbano, ex-ABC legal dept., named Desilu Productions legal affairs dir. . . James H. Gardner, ex-radio WBNB Buffalo, named WHEC-TV Rochester sales mgr.

Douglas Lovelace, AP regional membership executive, Louisville, named special N.Y. broadcasting membership executive; Frank Stearns transfers to Los Angeles as Southern Cal.-Ariz. regional membership executive, succeeding Fred Beaton, resigned; Ralph Allgood succeeds Stearns in Washington.

Joe W. MacConkey, KTVH Wichita news & special events executive dir., becomes exec. secy. to Sen. James B. Pearson (R-Kan.).

Sylvan Taplinger & Norman Gladney form new TV-radio advertising firm, Taplinger, Gladney Co. Inc., 415 Madison Ave., N.Y.

John H. Louis, ex-Ziv-UA midwestern spot sales mgr., appointed Official Films eastern sales mgr . . . Donald E. Lowstuter promoted to MBS research dir.

Symon B. Cowles, ex-Metropolitan Bestg. TV advertising & promotion dir., named to similar post with ABC-TV o-&o stations, succeeding Don B. Curran, promoted to radio KGO San Francisco gen. mgr.

Cecil M. Sansbury, WHP-TV-AM-FM Harrisburg gen. mgr., also elected a dir. and named exec. vp of WHP Inc. . . . Herb Hobler promoted to Videotape Center production operations dir.

Franklin G. Bouwsma appointed Delta College, University, Mich., community affairs dir. & special asst. to pres.; William J. Ballard promoted to director of TV.

E. Mitchell Shulman, ex-World Radio Labs chief design engineer, new transmitting & receiving equipment, appointed KETV Omaha public service & promotion mgr., succeeding Robert F. Coats, resigned.

Harry W. Reith, radio WKST New Castle, Pa., gen. mgr., named to similar post with WKST-TV Youngstown, succeeding Philip J. Richtscheidt, who resigns as WKST-TV vp & gen. mgr. and plans to dispose of holdings in parent Communications Industries Corp.

Frank McMann, ex-Mogul, Williams & Saylor project dir., named RAB research dir.

Worldwide alliance of writers for TV, radio, movies & other media is moving toward reality. From first joint meeting in N.Y. recently of Writers Guild of America and British Screen Writers Guild (which represents TV writers in U.K.) came word, via WGA Natl. Chmn. David Davidson, that "affiliation is a fact" between 2 organizations. Affiliation with similar writers groups in Europe, Far East, Commonwealth countries is in works. Initial step toward implementing alliance during 3-day, closed-door meeting was decision to: (1) Establish "no scab" policy where, in event of strike in either country, producers will be unable to seek material from foreign writers. (2) Seek international system of residuals for TV writers on export programs. Cracked British TV-movie writer Leigh Vance, vice chmn. of British SWG, at luncheon meeting Nov. 12: "The difference is less between the British and N.Y. writer delegations than between Hollywood and N.Y."

Britain's Royal College of Art has set up special dept. of TV & film, whose "reader" (professor) is Peter Newington, a graduate and first producer of BBC's *Monitor*; staff will include senior tutor and technical instructor, with 16 students enrolled for 3-year diploma course. If dept. thrives & expands, says *London Telegraph*, Newington may become "first professor of TV in the country." Also announced in London was \$14 million endowment of TV-news-publishing foundation by Roy Thomson, Canadian-born publishing & TV-radio tycoon—apparently a counterpart of Annenberg and Newhouse schools at Penn and Syracuse, respectively.

TV for Liberia is scheduled for mid-1963, according to *International Commerce*. Commercial & educational service will be begun by Overseas Rediffusion, operators of Liberian Bestg. Service. The publication also reports growing market for electronic products, TV sets excluded, in Denmark. Big demand is for sophisticated communications devices; country has 30 computers on order, is expected to need additional 300 in next decade.

New Canadian theatrical distribution company has been established by Seven Arts Productions Ltd., which recently acquired assets of Trans-Canada Distribution Enterprises. Reg Wilson, ex-MGM, has been named theatrical sales mgr., Irving Seigle, ex-United Artists, will be theatrical sales representative.

Intertel has added 7 countries to its international TV series. Japan, Sweden, Finland, Switzerland, Luxembourg, New Zealand & Austria will air the bi-monthly, hour documentaries, bringing estimated total viewers to 100 million. In U.S., programs are carried by the 62 NET ETV stations, Westinghouse Bestg. and many other commercial stations.

Israel may not get TV station offered as gift by Rothschild Fund (Vol. 2:46 p7). Although govt. had accepted offer, Israeli parliament voted for full debate on introduction of TV into country before final agreement is concluded. Station was to have been ETV, to help cope with shortage of teachers.

Transatlantic telecast via new "Relay" satellite, due for launching Dec. 13, is scheduled by combined TV networks Dec. 19, under direction of NBC's Robert Northshield. American scenes will be telecast in 17 EBU countries, then transmissions will be reversed immediately for east-to-west telecast.

Congo Republic's first TV station has started in Brazzaville, operating 2 hours daily.

GE license renewals of Schenectady stations—in light of anti-trust convictions in electrical equipment field—are up for FCC consideration this week. Broadcast Bureau recommends grant, on basis of good broadcast record and station management's non-involvement in anti-trust matter. General Counsel still wants a hearing, stating that GE case differs from Westinghouse (which has been granted renewals) in seriousness of anti-trust violations, broadcast record and organizational structure.

Underestimation of audiences probably is one reason why TV hasn't improved more in last year, according to FCC Chmn. Minow. Appearing on *Youth Wants to Know*, he said TV has shown some improvement since he labeled it a "vast wasteland," but "still has a long way to go." He said he suspects broadcasters think the public isn't "terribly bright," when in fact a constant rise in the level of education & information, partially due to TV's influence, has produced increasingly intelligent audiences.

Ten-channel CATV system will be built in Globe-Miami, Ariz. by Antennavision Inc., Phoenix. Present 5-channel system will be replaced with \$250,000 transistorized all-band equipment, first section expected to be in operation within 2-3 months. Antennavision Gila County operations mgr. William Reynolds said finished system will provide Globe-Miami subscribers with more good channels than are available in any other U.S. town—a claim likely to be disputed by other system operators, some of which assert they distribute more channels.

Alfred I. duPont TV-radio award nominations will be accepted until Dec. 31—\$1,000 awards to a large and a small TV-radio station for outstanding public interest programming and to a TV-radio commentator for news gathering & interpretation. Entries to: Alfred I. duPont Awards Foundation, c/o Prof. O. W. Riegel, Lee Memorial Journalism Foundation, Washington & Lee U., Lexington, Va.

New consumer-liason post has been set up in FTC to foster closer contact between Commission & consumer groups. Gale P. Gotschall, asst. to the dir., Bureau of Deceptive Practices, also will be Consumer Relations Representative. He'll also be liaison with President's Consumer Advisory Council.

Off-air uhf KVDO-TV (Ch. 22) Corpus Christi should get Ch. 3, according to initial decision by FCC Examiner Forest L. McClenning, who would deny Nueces Telecasting. He favored KVDO-TV because of broadcast experience & record, ownership-management integration, mass-media diversification.

FCC's political broadcasting questionnaires (Vol. 2:46 p7) are being sent to all licensees, and Commission announced that staff representatives will be available Dec. 11 at 10 a.m. in Rm. 7134, New Post Office Bldg., Washington, to help licensees answer questions.

Awards & luncheon speakers subcommittees have been named for NAB 1963 Broadcast Engineering Conference March 31-April 3 in Chicago. George Bartlett, NAB engineering mgr., is chmn. of awards subcommittee; Leslie S. Learned, MBS, heads speakers subcommittee.

NBC-TV has contracted for 2 Eidophor TV projection units for use in programming, Theatre Network TV announced last week.

Use of closed-circuit ETV in classrooms is examined in new booklet by Conrac, available from sales dept., 19217 E. Foothill Blvd., Glendora, Cal.

Broadcasters must expect criticism because it's impossible to please everybody, NAB Code Dir. Robert Swezey told Radio-TV Executives Club of Canada in Toronto last week. He said attacks on industry, even when unjustified, can serve useful purpose of keeping broadcasters alert. Criticism of TV & radio for failure to turn out higher-quality product than other media is unrealistic, he contended, especially in view of volume of material required. Swezey added that while broadcasters should heed complaints, they have obligation to defend themselves "vigorously & articulately" against unwarranted attacks.

President Kennedy last week personally thanked executives of 10 radio stations which beamed programs to Cuba during recent crisis (Vol. 2:44 p1): WSB Atlanta, WWL New Orleans, WCKY Cincinnati, WKWF Key West, WCKR, WGBS & WMIE Miami, KAAV Little Rock, WRUL N.Y., KGEI San Carlos, Cal. Though stations haven't asked to be reimbursed for lost business and costs, govt. spokesman said they'd be compensated to some extent.

TV will ride with astronaut Leroy Cooper on 18-orbit Mercury flight scheduled for next April. Pictures will be flashed to scientists on ground at slow scan speed, probably shown on commercial TV later. This will be first U.S. manned space flight to carry TV; Russians used on-board transmitters in last 2 shots.

FCC has asked networks whether information they provided during Chicago local-live inquiry is typical of operations of their other o-&-o's. Commission requested reply by Dec. 17 stating whether operations are similar, and if not, how they differ in each community.

FCC has assigned Ch. 67 to Independence and Ch. 70 to Ottawa, Kan. Cities had been deprived of their only channels by Nov. 8 Commission action.

Purchase of 50% of KCTV San Angelo, Tex., by present 50% owners Edward H. & Houston H. Harte, for \$226,000, has been approved by FCC (Vol. 2:47 p6).

Transcontinent TV Corp. names Doremus & Co., N.Y., financial PR consultants.

### Pre-Publication Orders for Factbook No. 33

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

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA'S DECISION—AND FUTURE OF COLOR:** RCA's abrupt decision to send 90-degree color tube back to labs for "9 to 15 months" (Vol. 2:49 p7) raises question of future timetable for color receiver development—evolution of new sizes & shapes. After discussions with many people in industry—both in engineering & administration—it's possible to see pattern emerging.

First of all—there's quite a bit of admiration for RCA from competitors for its refusal to be pushed into inferior product. Eating crow is difficult for anyone, and RCA waited till last possible moment before deciding to call it off because of "technical difficulties" & reliability problems.

Color engineers with other companies confirm that RCA wasn't making alibis—that there are indeed serious problems in developing wide-deflection color tubes. But they indicate these problems aren't insurmountable.

Other picture-tube manufacturers planning to begin color tube production this year (National Video, Sylvania, Rauland) vary from vague to uncommunicative about their plans in light of RCA announcement. But no matter how good their research, these companies are still fledglings in color-TV production compared with RCA—and best guess is that no one will have 90-degree round color tube next year. It may not even be far afield to guess that there were some sighs of relief last week among its tube-making competitors when RCA dropped the bomb.

Will there ever be a 90-degree round tube? Last week there was growing belief that final answer would be negative. Sample 25-inch 90-degree rectangular color bulbs are due from Corning within about 3 months, and logical assumption is that there'll be crash program to develop this as next color size—for 1964 or 1965. Work done on 90-degree round tube is applicable to 90-degree rectangular. Engineering opinion is that receiver circuitry should be simpler for 90-degree rectangular than for 90-degree round, although tube development will be more difficult.

Capsule history of recent color tube size & shape developments may shed some light on where color goes from here: It started in June 1961 when Motorola's Ed Taylor showed distributors developmental model of color set with 23-in. rectangular 90-degree tube and said his company would offer color when it could present such a set. Working with National Video, it developed samples and went to work on program aimed at eventual production of rectangular tube. Under barrage of Motorola statements, RCA announced last April that it would produce shorter tube, but in 21-in. round size. Then, in following July, Corning announced it would offer 25- & 19-in. rectangular 90-degree color bulbs in hopes of clearing the air as to color's future shape.

Corning's design subsequently received informal engineering acceptance by Joint Electron Devices Engineering Council. Meantime, it was becoming obvious that it wasn't going to be simple matter for National Video to produce 23-in. rectangular color bulbs. Thus, as matters stood, there were 4 new sizes & shapes on horizon—RCA's 90-degree round, Motorola-National Video's 23-in. rectangular, Corning's 2 rectangular bulbs.

National Video is still working on 23-in. rectangular color tubes as well as round types. Motorola's Ed Taylor said last week that RCA's announcement "doesn't change our plans—we're still looking at everything else available—and we will be in the market next year with a color TV receiver of our own design & engineering." The announcement's "real significance," said Taylor, "is that it decreases by one the number of alternatives open to us in 1963."

Unforeseen developments could come up, of course—but as of this date, future of color tube sizes appears to look like this: Round 70-degree 21-in. tubes of present type throughout 1963 and well into 1964,

at least (with possible smattering of very high-priced 23-in. rectangular tubes on basis of token production); 25-in. (and possibly 19-in.) rectangular tubes coming in by 1965 to become the "new standard" in color, and remaining the standard as long as the 3-gun shadow-mask principle is used in color display devices.

**1962 COLOR SALES—'MORE THAN 400,000':** RCA, which is traditionally reticent about giving figures on color TV sales, now says the industry will sell "in excess of 400,000" color sets this year.

The words are those of W. Walter (Wally) Watts, RCA's colorful group exec. vp, whose authority covers Home Instruments, Electron Tube, Semiconductor & Materials and Sales Corp. Divisions. As for next year, Watts was more positive than ever that industry "could sell 750,000 to 1 million." The "could" means "if there's no shortage of color picture tubes." This year's production of picture tubes probably will total more than 450,000.

Despite shelving of 90-degree round color tube (see p. 9), there's still substantial logistical problem in planning 1963 color tube production, Watts explained. For first time since color's boom began, RCA expects to have competition in color tube business—presumably from National Video, Rauland & Sylvania. But it has no firm knowledge when this competition will begin, or how many tubes these companies will make—or, indeed, what type color tubes they will produce.

"We have appropriated more than \$10 million to expand capacity at our Lancaster, Pa. & Marion, Ind. tube plants," he told us. "We could conceivably support the entire industry's requirements for 750,000-1 million color tubes, but we don't know what others will do and we don't want to be in a position of over-capacity. So at this date we're trying to plan a program which can support this over-all industry requirement. If other tube sources don't open up when expected, we'll still have some latitude, in night shifts & weekends. We hope to be in a flexible position to make maximum use of our facilities."

Like other TV-radio-phono manufacturers, RCA is cheered by high level of business, which shows no sign of slackening, and which Watts predicted would continue at least through first quarter of 1963. As to industry-wide inventories, he said they should now be eyed "cautiously," adding: "It depends on the outlook for the next few months. If you think there's going to be a depression, you're in a helluva fix. But we think business will be good, and industry inventories aren't excessive. Of course, we're in a good inventory position ourselves; we adjust our production weekly to sales & inventories."

On the hot current issue of black-&-white picture-tube design (Vol. 2:48 p8), Watts predicted "the future of Kimcode will be settled on the economic battlefield." Noting that its UL listing indicates it meets safety requirements, he expressed doubt that the customer cares what kind of tube he's looking at. Although Kimcode promises cost savings, he said ultimate success of process will be determined in part by what happens to price structure of competitive processes.

Watts and others in RCA's team are radiating confidence, optimism these days. Their long-predicted color boom is here and contributing strongly to company earnings. Other company operations are increasing their profitability, and company appears headed for best of its 43 years. Even semiconductor operations have turned profit corner—no mean accomplishment in today's highly competitive marketplace.

We tossed in a final question, one touching on sore spot of recent past: Where does RCA stand in industry TV sales ranking? Question failed to produce the ire of former days. Watts & associates disclaimed knowledge of who occupies No. 1 spot in TV unit sales, but Watts shot back: "I'm willing to bet \$25,000 here & now that we're selling a greater dollar volume of TV merchandise than anybody else in the business—and that's what counts."

**SYMPHONIC TO IMPORT TV LINE:** Another American manufacturer—Symphonic Electronic Corp.—is going to Japan for a substantial part of its TV line. First shipment is in transit, due to arrive this month.

Nippon Electric Corp. will manufacture sets to Symphonic's specifications—including 16-in. leader with antenna & carrying handle and 19-in. portable, with step-ups in both sizes. NEC will also make series of 23-in. chassis to be integrated into domestically-made Symphonic radio-phono combos and console cabinets. Symphonic currently is manufacturing 19-in. portables domestically, and these will be retained in line.

A large factor in phono business, Symphonic is expected to sell its TVs under own and private-brand names. "Of particular interest," said Symphonic Pres. Max J. Zimmer, "is the fact that we are enabled to sell TV products to our private-label phono accounts at highly competitive prices." Symphonic also is "investigating transistor battery-operated TV portables, which, at this time are in prototype stage," according to Zimmer. It was understood that current prototype is 8-in. model.

Symphonic thus becomes 2nd American manufacturer to simultaneously manufacture & import TVs. Olympic was first, and is importing 19-in. portables & table models manufactured by Nippon Columbia.

At just about same time as Symphonic's announcement, imports of Japanese sets reached big landmark. The year's 100,000th Japanese TV arrived on the dock.

**COMPONENTS MAKERS SET FAST 9-MONTH PACE:** Clearly headed for banner year, components & tube manufacturers moved into 1962's final quarter with sales & earnings markedly ahead of a year earlier. Combined 9-month sales of 22 representative companies shot \$128.8 million ahead of Jan.-Sept. 1961. Their aggregate earnings were up \$10.8 million.

Reflecting industry's accelerating pickup, 20 firms were ahead \$59 million in sales & \$2.9 million in profits at first-quarter's end; 19 were up nearly \$90 million in sales, \$7.4 million in earnings at the half.

Many of 22 companies we analyzed for 9-month performance are major factors in military production of components & tubes. Some also produce other than tube & component products. However, these companies are representative of TV-radio components industry and are bellwethers of sales & profit trends. We analyzed Amphenol-Borg Electronics, CTS Corp., Clevite, Dynamics Corp. of America, Erie Resistor, Gabriel, General Bronze, Globe-Union, Indiana General, International Resistance, Littelfuse, P. R. Mallory, Muter, National Union Electric, Oak Mfg., Oxford Electric, Sangamo Electric, Sonotone, Standard Kollsman, Texas Instruments, Thompson Ramo Wooldridge, Tung-Sol.

Combined 9-month sales of these firms climbed to \$1,203,843,916 from \$1,075,080,522 in Jan.-Sept. 1961—a whopping \$128.8 million gain. Their profits jumped \$10.8 million to \$40,642,947 from \$29,804,711. Profit figures are after deducting Sangamo's 9-month 1962 loss of \$447,000 & combined \$827,053 loss in 1961's first 3 quarters suffered by General Bronze (\$678,651) & Sonotone (\$146,402).

Record sales & earnings were posted by Dynamics Corp. of America & International Resistance. Only 2 of 22 failed to boost sales over 1961's first 9 months. Profit gains were registered by 18 of 22. Sangamo was only company in red, and its \$447,000 loss was after a \$1,030,000 write-off of non-recurring charges. General Bronze & Sonotone rebounded smartly into the black from their Jan.-Sept. 1961 losses.

Most of 18 firms that boosted earnings did it impressively. Thompson Ramo Wooldridge, for example, soared to \$9.1 million from \$3.8 million. Erie Resistor jumped to \$816,000 from \$290,000. Clevite gained more than \$1.2 million to \$4.7 million from \$3.4 million. Dynamics Corp. of America rose from \$1.2 million to record \$2.7 million. Oak Mfg. more than doubled earnings to \$641,606 from \$305,877. International Resistance climbed to record \$2.1 million from \$1.5 million. Gabriel more than doubled to \$940,419 from \$450,368. Globe-Union was up more than a half-million dollars to \$1.7 million from \$1.2 million. Indiana General improved to \$1.6 million from \$1.1 million.

Sales gains also were solid. Thompson Ramo Wooldridge jumped nearly \$41 million to \$342.2 million from \$301.3 million. Dynamics Corp. of America soared to record \$55.1 million from \$32.9 million. International Resistance gained more than \$5.5 million to record \$23.9 million from \$18.2 million. CTS Corp. gained more than \$5.3 million to \$20.7 million from \$15.3 million. Other impressive gains: Amphenol-Borg—\$65.9 million from \$53.2 million. P. R. Mallory—\$74 million from \$63.1 million. Clevite—\$75.8 million from \$67.8 million. Oak Mfg.—\$22.4 million from \$16.6 million. Globe-Union—\$48.8 million from \$42.9 million. Indiana General—\$20 million from \$15.8 million.

Only one company—Standard Kollsman—slipped in both sales & profits. Sonotone also lagged in sales, but reversed Jan.-Sept. 1961's \$148,402 loss with \$253,406 profit. Other 3 profit decliners boosted sales—Texas Instruments to \$175.5 million from \$172 million, Tung-Sol \$49.6 million from \$47.6 million, Sangamo \$36.2 million from \$35.6 million.

Here's 1962-vs.-1961 9-month performance of 22 representative components & tube manufacturers:

	Sales		Earnings	
	1962	1961	1962	1961
Amphenol-Borg Electronics	\$ 65,914,230	\$ 53,153,796	\$ 1,593,164	\$ 892,133
CTS Corp.	20,652,463	15,332,138	1,595,070	1,296,250
Clevite	75,839,150	67,777,288	4,721,006	3,431,971
Dynamics Corp. of America	55,125,873	32,948,496	2,712,060	1,162,851
Erie Resistor	20,656,000	17,500,000	816,000	290,000
Gabriel	23,895,303	22,942,153	940,419	450,368
General Bronze	13,788,303	13,749,498	28,554	(678,651)
Globe-Union	48,768,783	42,941,563	1,733,095	1,202,520
Indiana General	19,937,207	15,799,749	1,605,529	1,120,250
International Resistance	23,853,000	18,200,000	2,100,000	1,522,000
Littelfuse	4,759,335	3,801,665	237,879	130,612
P. R. Mallory	73,957,409	63,116,688	3,192,401	2,801,008
Muter	11,934,232	10,047,200	197,161	111,119
National Union Electric	28,317,939	25,815,094	857,621	481,307
Oak Mfg.	22,373,367	16,617,689	641,606	305,877
Oxford Electric	6,970,312	6,253,245	71,661	59,007
Sangamo Electric	36,165,000	35,571,000	(447,000)	1,171,000
Sonotone	15,981,000	16,396,000	253,406	(148,402)
Standard Kollsman	67,656,430	76,262,873	2,138,899	2,435,515
Texas Instruments	175,461,000	171,937,000	5,832,000	7,063,000
Thompson Ramo Wooldridge	342,197,271	301,334,313	9,108,902	3,794,356
Tung-Sol	49,640,309	47,583,074	713,514	910,620
<b>TOTALS</b>	<b>\$1,203,843,916</b>	<b>\$1,075,080,522</b>	<b>\$40,642,947</b>	<b>\$29,804,711</b>

**200 FM STATIONS NOW STEREOCASTING:** Number of U.S. FM stations broadcasting in stereo hit 200 last week. It's likely that total will go close to widely-predicted 250 by year's end. However, broadcast equipment manufacturers say new orders for stereo equipment were relatively scanty, and there are indications that perhaps only another 200 at most will start stereo operations during 1963.

Our own list of stereo stations, compiled from FCC notifications, canvass of broadcast equipment makers and other sources, shows exactly 200 on air. Second list, of stations reported to have received equipment necessary to begin stereocasting, shows at least 66 more could start just about any time.

Transmitting equipment manufacturers agreed that buying of FM stereo generating equipment has slowed down to "routine" pace—slower than most of them had anticipated. There was general feeling that receiver manufacturers hadn't promoted stereo enough, or given enough support to stations.

Here are some sample comments from transmitter makers: "We had expected a pickup in interest in the fall based on anticipated acceleration in promotion by receiver manufacturers, but it didn't come." (Gates Radio sales vp Larry Cervone.) "On-air stations are reluctant to buy stereo equipment, and many of them are waiting until they need a whole new transmitter." (Standard Electronics customer relations mgr. Joseph M. Noll.) "We've seen some pickup, but more new FM stations are buying transmitters without stereo than with. Stereo broadcasting is like a drink of whiskey—it only brings temporary warmth. When you're the first in your community, it helps you, but soon your competition has it, too." (General Electronic Labs bcst. sales mgr. Sal Fulchino.)

Our new lists show some interesting trends. Chicago now has 6 FM stereo stations, San Francisco, Detroit & Seattle 5 each. Network-owned FMs are beginning to go stereo. NBC's WMAQ-FM was first to start stereocasting, and now CBS is equipping its o&o stations in Los Angeles, San Francisco & St. Louis for stereocasting. Several educational FMs are on air in stereo or about to begin—including U. of Kansas's KANU, Boston's educational WGBH, Okla. State's KOSU-FM Stillwater, U. of Wisconsin's WHA-FM Madison.

In addition to the U.S. stations below, several Canadian stations are now stereocasting or preparing to start. These include CKVL-FM & CFCF-FM Montreal, CFRB-FM & CHFI-FM Toronto, CFFM Kamloops, CFRA-FM Ottawa, CKY-FM Winnipeg, CHRC-FM Quebec & CHQM-FM Vancouver.

Here are our new up-to-date lists of stations now stereocasting and stations equipped to start:

**STATIONS BROADCASTING IN FM STEREO**

<b>ALABAMA</b>		<b>KANSAS</b>		Columbus	WBNS-FM
Birmingham	WCRT-FM, WSFM	Lawrence	KANU	Findlay	WFIN-FM
Huntsville	WNDA	<b>KENTUCKY</b>		Kettering	WKET-FM
<b>ALASKA</b>		Lexington	WVLK-FM	Mansfield	WVNO-FM
Anchorage	KBYR-FM	<b>LOUISIANA</b>		Middletown	WPFB
<b>ARIZONA</b>		Monroe	KMLB-FM	Port Clinton	WRWR
Phoenix	KEPI, KNIX	New Orleans	WWMT	Portsmouth	WPAY-FM
Sun City	KTPM	<b>MARYLAND</b>		<b>OKLAHOMA</b>	
<b>CALIFORNIA</b>		Bethesda (Washington, D. C.)	WHFS, WJMD	Oklahoma City	KFNB
Beverly Hills	KCBH	Towson (Baltimore)	WAQE-FM	Stillwater	KOSU-FM
Coachella	KCHQ	<b>MASSACHUSETTS</b>		Tulsa	KOCW, KRAV
Fresno	KCIB, KXQR	Boston	WBCN, WGBH	<b>OREGON</b>	
Garden Grove	KGGK	Lynn	WUPY	Eugene	KFMY, KWFS-FM
Los Angeles	KFMU, KMLA, KPOL-FM, KRHM	Waltham	WCRB-FM	Portland	KGMG, KPFM
Monterey	KHFR	<b>MICHIGAN</b>		Springfield (Eugene)	KEED-FM
Riverside	KDUO	Bay City	WNEM-FM	<b>PENNSYLVANIA</b>	
Sacramento	KHIQ, KFSM	Detroit	WABX, WDTM, WGRF-FM, WLDM, WOMC	Braddock (Pittsburgh)	WLOA-FM
San Diego	KFMX, KGB-FM, KLRO, KPRI	East Lansing	WSWM	Chambersburg	WCHA-FM
San Francisco	KBAY-FM, KBCO, KMPX, KPEN, KSFR	Flint	WGMZ	Johnstown	WJAC-FM
San Jose	KSJO-FM	Grand Rapids	WJEF-FM, WOOD-FM	Philadelphia	WFLN-FM, WHAT-FM, WIFI, WQAL
San Luis Obispo	KVEC-FM	Midland	WQDC	Pittsburgh	WKJF
Santa Barbara	KMUZ	Mt. Pleasant	WCEN-FM	<b>RHODE ISLAND</b>	
Santa Maria	KEYM	<b>MINNESOTA</b>		Providence	WPFM, WXCN
Turlock	KHOM	Minneapolis	KRSI-FM, KWFM, WAYL	<b>SOUTH CAROLINA</b>	
Ventura	KUDU-FM	<b>MISSOURI</b>		Beaufort	WBEU-FM
Visalia	KONG-FM	Joplin	KSYN	North Charleston	WKTM
Walnut Creek	KWME	Kansas City	KCMO-FM, KMBC-FM	Spartanburg	WSPA-FM
<b>COLORADO</b>		St. Louis	KCFM, KSHE	<b>TENNESSEE</b>	
Colorado Springs	KLST	Springfield	KTXR	Kingsport	WKPT-FM
Denver	KLIR-FM	<b>NEBRASKA</b>		Nashville	WNFO-FM, WSIX-FM
<b>CONNECTICUT</b>		Omaha	KQAL-FM	Tullahoma	WJIG-FM
Brookfield	WGHF	<b>NEVADA</b>		<b>TEXAS</b>	
Hartford	WTIC-FM	Las Vegas	KORK-FM	Amarillo	KCHO
Meriden	WBMI	<b>NEW HAMPSHIRE</b>		Austin	KTBC-FM
<b>DELAWARE</b>		Mt. Washington	WMTW-FM	Beaumont	KHGM
Wilmington	WJBR	<b>NEW JERSEY</b>		Corpus Christi	KTOD-FM
<b>DISTRICT OF COLUMBIA</b>		Dover	WDHA-FM	Dallas	KIXL-FM, KVIL-FM
Washington	WASH	Long Branch	WRLB	Ft. Worth	WBAP-FM
<b>FLORIDA</b>		Trenton	WBUD-FM	Gainesville	WGAJ-FM
Cocoa Beach	WRKT-FM	<b>NEW MEXICO</b>		Houston	KFMK, KODA-FM, KRBE, KXYZ-FM
Coral Gables	WVCG-FM	Albuquerque	KHFM	Port Arthur	KFMP
Ft. Lauderdale	WFLM	<b>NEW YORK</b>		San Antonio	KEEZ
Miami	WAEZ, WWPB	Babylon, L. I.	WQMF	Wichita Falls	KNTO
Orlando	WHOO-FM	Buffalo	WDCX	<b>UTAH</b>	
Pensacola	WPEX-FM	Fresh Meadows, L. I. (N.Y.C.)	WTFM	Salt Lake City	KSL-FM
St. Petersburg	WTCX	Garden City	WLIR	<b>VIRGINIA</b>	
Sarasota	WYAK	New York	WQXR-FM	Martinsville	WMVA-FM
<b>GEORGIA</b>		Pachogue, L. I.	WPAC-FM	Norfolk	WTAR-FM, WYFI
Athens	WGAU-FM	Riverhead, L. I.	WAPC-FM	Richmond	WFMV
Atlanta	WKLS, WSB-FM	Rochester	WCMF	Roanoke	WLSL-FM
Gainesville	WDUN-FM	Schenectady	WGFM	<b>WASHINGTON</b>	
<b>HAWAII</b>		Syracuse	WSYR-FM	Seattle	KETO-FM, KGMJ, KISW, KLSN, KZAM
Honolulu	KAIM-FM	Utica	WUFM	Tacoma	KLAY-FM
<b>ILLINOIS</b>		<b>NEW HAMPSHIRE</b>		<b>WEST VIRGINIA</b>	
Chicago	WEFM, WFMQ, WFMT, WKFM, WMAQ-FM, WSBC-FM	Burlington	WBBB-FM	Charleston	WKNA
Joliet	WJOL-FM	Charlotte	WBT-FM	Martinsburg	WEMP-FM
Quincy	WGEM-FM	Greensboro	WMDE, WQMG	<b>WISCONSIN</b>	
Rock Island	WHBF-FM	<b>NORTH CAROLINA</b>		Madison	WISM-FM, WMFM
<b>INDIANA</b>		<b>OHIO</b>		Milwaukee	WFMR, WMKE, WTMJ-FM
Columbus	WCSI-FM	Barberton (Akron)	WDBN	West Bend	WBKV-FM
Indianapolis	WISH-FM	Canton	WCNO	<b>PUERTO RICO</b>	
Terre Haute	WVTS	Cleveland	WDGO, WNOB	Rio Piedras	WFID

**STATIONS EQUIPPED FOR STEREO**

(Due to begin stereocasting soon)

Huntsville	<b>ALABAMA</b>	WAHR	Cedar Rapids	<b>IOWA</b>	WMT-FM	Columbus	WMNI-FM
Tucson	<b>ARIZONA</b>	KSOM	Wichita	<b>KANSAS</b>	KCMB-FM	Dover	WJER-FM
Los Angeles	<b>CALIFORNIA</b>	KBMS, KNX-FM	Louisville	<b>KENTUCKY</b>	WLVL	Springfield	WBLV-FM
Oceanside		KUDE-FM	Prestonsburg		WDOC-FM	Toledo	WTOL-FM
Palm Springs		KDES-FM	Caribou	<b>MAINE</b>	WFST-FM	<b>PENNSYLVANIA</b>	
San Bernardino		KRCS	Worcester	<b>MASSACHUSETTS</b>	WTAG-FM	Hanover	WHVR-FM
San Francisco		KAFE, KCBS-FM	Lansing	<b>MICHIGAN</b>	WMRT-FM	Philadelphia	WDVR
Santa Barbara		KDB-FM	St. Joseph	<b>MISSOURI</b>	KUSN-FM	Pittsburgh	WWSW-FM
Woodland		KATT	St. Louis		KADI, KMOX-FM, KWIX	Warren	WRRN
Denver	<b>COLORADO</b>	KFML-FM	Las Vegas	<b>NEVADA</b>	KLUC-FM	Wilkes-Barre	WYZZ
Manitou Springs		KCMS-FM	Atlantic City	<b>NEW JERSEY</b>	WFPG-FM	<b>SOUTH CAROLINA</b>	
Hartford	<b>CONNECTICUT</b>	WCCC-FM	Paterson		WPAT-FM	Seneca	WSNW-FM
Cocoa Beach	<b>FLORIDA</b>	WXBR	Trenton	<b>NEW YORK</b>	WADD, WYSL-FM	Lebanon	WCOR-FM
Gainesville		WRUF-FM	Buffalo		WNYC-FM	<b>TENNESSEE</b>	
Miami		WMIE-FM	New York	<b>NORTH CAROLINA</b>	WIRC-FM	Dallas	KRLD-FM, KSFM,
Columbus	<b>GEORGIA</b>	WRBL-FM	Hickory		WAEF-FM	Gainesville	KGAF-FM
Honolulu	<b>HAWAII</b>	KPOI-FM	Cincinnati	<b>OHIO</b>	WDOK-FM	Houston	KQUE
Boise	<b>IDAHO</b>	KBOI-FM	Cleveland		WCUY	Lubbock	KBFM
Evansville	<b>INDIANA</b>	WIKY-FM	Cleveland Heights			Midland	KNFM
						Richmond	<b>VIRGINIA</b>
						Seattle	<b>WASHINGTON</b>
						Eau Claire	<b>WISCONSIN</b>
						Green Bay	WIAL
						Madison	WBAY-FM
						Isabella	WHA-FM
							<b>PUERTO RICO</b>
							WISA-FM

**TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 30 (48th week of 1962):**

	Nov. 24-30	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	98,551	109,260	114,724	6,030,304	5,715,365
Total radio	412,185	358,880	393,981	17,828,966	15,930,123
auto radio	196,427	180,686	141,748	6,591,455	5,050,659

**MOTOROLA TV SALES UP 50%:** A confident Motorola management team faced distributor meeting in Chicago at week's end, pointing with pride to 50% increase in TV sales, claiming No. 1 position in all but cheapest stereo merchandise, and predicting continued good business next year, although with possible price increases.

Motorola Consumer Products Pres. Edward R. Taylor said company increased its share of TV market more than any other year during 1962. Consumer Products Marketing vp S. R. (Ted) Herkes said Motorola's 50% TV unit sales increase over 1961 compared with industry increase of 9.1%.

Taylor claims Motorola "now stands clearly the No. 1 purveyor" of stereo priced at \$79.95 & higher. For next year, he predicted industry sales of 6.3-6.4 million b&w TVs, 550,000 color sets. He said he expects economy to "continue on a high plateau," approximately at same level in first 3-6 months of 1963 as in last half of 1962. He warned, however, that "the cost of components and other

parts have risen sharply, and industry leaders will have to consider price increases in the year to come."

Motorola announced new auto radio line, starting with all-transistor set at \$29.95 and featuring precedent-setting 2-year warranty covering parts, labor & re-installation.

There were 10 TV drop-ins—23-in. sets at \$169.95-\$199.95, 19-in. table models at \$159.95-\$189.95 and 19-in. portables at \$139.88 & \$149.95.

Case of the "Zenith" tradename has been settled in consent decree filed in Chicago Federal Court. Duluth appliance manufacturer Marshall-Wells Co. will cancel its "Zenith" trademark in consideration of payment of \$550,000 by Zenith Radio Corp. Decree terminates \$5-million suit filed in 1958 by Zenith, and counterclaim by Marshall-Wells that Zenith was using trade name illegally.

Armour Research Foundation of Ill. Institute of Technology, nation's 3rd largest private scientific research institution, changes its name June 1 to IIT Research Institute. Armour is one of prime developers of magnetic tape recording in U.S., and holds basic patents in field.

## Trade Personals

Thaddeus L. Dmochowski, ex-RCA, named pres. of ITT Information Systems Div. . . . William M. Duke, ITT Federal Labs pres., also named pres. of ITT Intelcom, a new subsidiary; Albert E. Cookson appointed vp-gen. mgr.

Sidney M. Robards promoted to RCA staff vp, news & information.

Charles E. Shalvoy appointed Philco International Div. controller, succeeding E. G. Lagercrantz, named banking, credit & exchange dept. mgr.

Charles E. Belzer Jr., ex-Sylvania, named Warwick Mfg. product sales mgr., succeeding Fred Kopesky, resigned.

E. Bruce McEvoy appointed asst. to Sylvania Tube Div. mktg. vp Robert G. Lynch, succeeded as distributor sales mgr. by William T. Buschmann . . . George T. Scharfenberger elected a Litton Industries senior vp.

Joseph P. Nolan, former RCA PR executive who joined Chase Manhattan Bank early this year as PR dir., appointed a vp.

Glen A. Burdick, a Sylvania Tube Div. senior engineer, awarded patent for "image display device" pertaining to fabrication of color TV screen; Henry J. Zwald, senior technician, awarded patent for mechanism for feeding eyelets or similar parts on stem leads.

Gary Buhrow named special mkt. sales mgr., GE Auto Products, a new post.

## Obituary

David Wald, 71, pres. of United Scientific Labs' DeWald Radio Div., died Dec. 5 in N.Y. An industry pioneer, he also founded Radio, TV, Electronics & Allied Industries Div. of Federation of Jewish Philanthropies.



EIA's proposed definition of "high fidelity" (Vol. 2:49 p8) will be turned over to FTC Jan. 9, according to consumer products staff dir. L. M. Sandwick. "We'll turn over all letters and critiques, both for & against the definition," Sandwick told us. We're just trying to come up with a minimum definition; there's no attempt to freeze the state of the art. The definition may well change as the art improves." Hi-fi is defined as applicable to any instrument with relatively constant response of 100-8,000 cycles and power output of at least 5 watts. Some objections, mainly by component hi-fi manufacturers, argued that standards were too low; others said they were too high, possibly removing hi-fi label from any instrument selling for under \$150. There were also objections that standard disregards phono pickup & speaker characteristics. Consumer products div. approved it by 17-3 vote.

"Most comprehensive merchandising program ever developed" by Westinghouse TV-radio div. will be announced to dealers next month. Ad & promotion mgr. Russell W. Johnson said plan is "new concept" geared to seasonal patterns. Program will include special product packages, local advertising, point-of-sale materials. First-quarter plans include "winter clearance" push, a new 23-in. TV, 6 new radio & phono products. Models to be dropped in throughout year will be brand new, according to TV-stereo product mgr. J. J. Eagan, "and each will have an entire merchandising program built around it."

**Distributor Notes:** Olympic Radio & TV appoints William D. Goldberg, ex-Admiral, gen. mgr. of Olympic Appliances Inc., Glendale, N.Y., succeeding David Rubinger, resigned (Vol. 2:47 p10) • Philco Distributors' Washington, D. C. office has been expanded to embrace Baltimore area, replacing Piedmont Distributors. Washington office will cover 7 Md. & 8 W.Va. counties • Viscount Electronics appoints Paul Fishman Associates sales rep for Viscount radios in Ind. & Ky. • Olympic Radio & TV appoints Dore Schwab pres. of Olympic of Northern Cal., San Francisco • Emerson's Du Mont Div. appoints H. Joseph Sarlin regional sales mgr. for Conn., headquartering in Hartford • David Brody resigns as James M. Otter Co. sales vp; Richard Dale named key accounts rep by the Philco distributor, succeeding Joseph Lagore, resigned • Jack Cherry, onetime Philco vp, resigns as mgr. of Philco's Boston branch • Viscount Electronics appoints Les A. Morrow Co. as rep for Viscount radios in Ohio, West Virginia & western Pennsylvania • Olympic Radio & TV names Steel City Wholesalers (John W. Hamilton pres. & gen. mgr.), Birmingham, Ala., distributor for northern & central Alabama; Leif Svance appointed district rep for southern Wisconsin • Phillips Audio Sales appoints Auerbach Sales Chicago area rep for its imported Kuba radio-phonos • Sylvania will hold regional distributor meetings in Denver Dec. 11 & Washington, D. C. Dec. 14.

What is a "new" picture tube? This question will get FTC airing when Westinghouse contests FTC charge that it misrepresented "TV tubes containing used parts" as "new & fresh from the factory." Westinghouse denied charges, pointing out that all parts inside its replacement tubes are new, and that tubes are labeled to indicate that envelope is re-used.

Solid-state molecular circuits are now being offered in production quantities by Westinghouse, which is advertising them at \$14.70-\$19.50 each in lots of 1,000. Circuits offered include RF amplifier, IF amplifier, 2 audio amplifiers, video amplifier, oscillator-mixer, nand gates, R-S flip-flop.

Electronic traffic aids could increase capacity of existing roads, according to Bureau of Public Roads research & development dir. Robert F. Baker. He told Miami Beach meeting of American Assn. of State Highway Officials' Committee on Electronics that almost "unlimited potential" exists in this field of electronics for private industry.

Zenith Pres. Joseph S. Wright expects industry's first-half 1963 TV sales to top Jan.-June 1962 by 3%. Guesting on First National Bank of Chicago's Annual Outlook Panel, Wright also predicted similar rise for radios & phonos.

"Closed Circuit Guide for Business & Industry" is new booklet now available from Blonder-Tongue, 9 Alling St., Newark 2, N.J.

Sylvania's regional marketing meetings to announce plans and show new models will be held Dec. 11 in Denver, Dec. 14 in Washington.

Zenith has increased its quarterly dividend to 25¢ from 20¢ & declared an extra 35¢ payment. Both are payable Dec. 28 to holders of record Dec. 7.

Blonder-Tongue expands into line of professional electronic instruments & test equipment. First product is transistor field strength meter.

Olympic 16-in. Japanese-made portable is in initial-delivery stage, at list price of \$119.95.

## 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
Hawley Products	1962—9 mo. to Sept. 30	\$ 5,477,930	—	\$ 282,551	\$1.08	238,450
	1961—9 mo. to Sept. 30	4,263,106	—	65,843	.25	238,450
Litton Industries	1962—qtr. to Oct. 31	127,000,000	—	5,200,000	.52	4,833,857
	1961—qtr. to Oct. 31	73,385,000	—	3,436,000	.35	4,368,273
Lynch Corp. (Symphonic)	1962—9 mo. to Sept. 30	21,628,179	\$ 354,111	97,129	.11	918,025
	1961—9 mo. to Sept. 30	16,554,909	775,968	361,635	.48	692,772
	1962—qtr. to Sept. 30	10,658,750	314,337	223,062	.23	918,025
	1961—qtr. to Sept. 30	7,669,604	482,132	360,233	.48	692,772
Stanley Warner	1962—year to Aug. 25	136,150,525	4,818,532	2,853,532	1.40	2,033,924
	1961—year to Aug. 25	134,720,744	7,981,873	4,301,873	2.12	2,026,574
Technicolor	1962—9 mo. to Sept. 29	42,689,527	—	433,850	.16	2,640,478
	1961—9 mo. to Sept. 29	40,460,178	—	1,438,945 <sup>1</sup>	.55	2,598,218
	1962—qtr. to Sept. 29	15,079,972	—	(394,757) <sup>2</sup>	—	2,640,478
	1961—qtr. to Sept. 29	14,418,552	—	33,945 <sup>1</sup>	.01	2,598,218
Times-Mirror	1962—40 wks. to Oct. 7	108,492,592	—	4,106,128	.95	4,300,492
	1961—40 wks. to Oct. 7	93,352,567	—	3,610,729	.84	4,282,534
	1962—12 wks. to Oct. 7	33,610,888	—	1,799,129	.41	4,300,492
	1961—12 wks. to Oct. 7	29,738,533	—	1,211,526	.28	4,282,534
Transitron Electronic	1962—13 wks. to Sept. 29	5,450,623	—	(691,674) <sup>3</sup>	—	7,503,368
	1961—13 wks. to Sept. 29	8,487,715	—	204,653	.03	7,503,368
United Artists	1962—9 mo. to Sept. 30	91,502,000 <sup>4</sup>	—	3,103,000 <sup>4</sup>	1.78	1,741,473
	1961—9 mo. to Sept. 30	85,310,000	—	3,014,000	1.73	1,729,373
	1962—qtr. to Sept. 30	33,636,000	—	1,210,000	.68	1,741,473
	1961—qtr. to Sept. 30	33,884,000	—	1,336,000	.72	1,729,373

Notes: <sup>1</sup> After \$604,000 inventory write-downs & additional reserves against doubtful accounts. <sup>2</sup> Before non-recurring income of \$517,000

(20¢ a share) from British affiliates. <sup>3</sup> After \$730,000 tax credit. <sup>4</sup> Record.

Reports & comments: GT&E, reviews, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5; Dean Witter & Co., 14 Wall St., N.Y. 5 • Fairchild Camera & Instrument, comment, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Schlumberger, review, L. F. Rothschild & Co., 120 Broadway, N.Y. 5; analysis, Loewi & Co., 225 E. Mason St., Milwaukee 2 • Westinghouse, review, J. C. Wheat & Co., 1001 E. Main St., Richmond 19 • Hallicrafters & Loral Electronics, comments, Purcell & Co., 50 Broadway, N.Y. 4 • International Resistance, study, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • RCA, report, Shields & Co., 44 Wall St., N.Y. 5 • "Consumer Electronics—Progress & Promise," discussion, Thomas & McKinnon, 11 Wall St., N.Y. 5 • Westinghouse, comment, Edward D. Jones & Co., 300 N. 4th St., St. Louis 2; report, Courts & Co., 11 Marietta St. N.W., Atlanta 1 • Electronic Specialty, report, Stanley Heller & Co., 30 Pine St., N.Y. 5 • Giannini Scientific, analysis, Kidder, Peabody & Co., 17 Wall St., N.Y. 5 • Westinghouse, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • Cleveite, analysis, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • RCA, discussion, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • CBS, discussion, Abraham & Co., 120 Broadway, N.Y. 5 • Lafayette Radio Electronics, memo, Purcell & Co., 50 Broadway, N.Y. 4 • Avco, comment, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Toshiba, report, N.Y. Hanseatic Corp., 120 Broadway, N.Y. 5 • RCA, report, Edwards & Hanley, 100 N. Franklin St., Hempstead, N.Y. • GT&E, analysis, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • Giannini Scientific, report, Draper, Sears & Co., 50 Congress St., Boston 2.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Clarostat	Stk.	3%	Dec. 28	Dec. 17
Consol. Elec. Indus.	Q	\$0.25	Jan. 4	Dec. 14
Corning Glass	Q	.37½	Dec. 26	Dec. 14
Corning Glass	Ex.	.50	Dec. 26	Dec. 14
Decca Records	Q	.30	Dec. 28	Dec. 17
Heli-Coil	Q	.20	Dec. 21	Dec. 14
Newark Electronics-A	Q	.06¼	Dec. 31	Dec. 14
RCA	Q	.25	Jan. 28	Dec. 17
RCA	Stk.	2%	Feb. 4	Dec. 17
Times-Mirror	Q	.12½	Dec. 21	Dec. 7
Times-Mirror	Stk.	2%	Jan. 18	Dec. 21
Trans-Lux	Q	.15	Dec. 28	Dec. 14
United Artists	Q	.40	Dec. 28	Dec. 14
Universal Pictures	Q	.25	Dec. 27	Dec. 14
Universal Pictures	Ex.	.25	Dec. 27	Dec. 14

Kansas City Southern Industries will purchase approximately 40% of TV Shares Management Corp.'s outstanding 1,018,500 shares, subject to reaffirmation of contracts between latter & TV-Electronics Fund. TV Shares is latter's investment manager & principal underwriter. Fund stockholders will meet Jan. 17. Kansas City Southern Industries was formed by Kansas City Southern Railway to permit diversification outside railroad industry.

Emertron stockholders have approved company's sale to Litton Industries for approximately \$8 million in stock & debentures (Vol. 2:49 p11).

DEC 17 1962

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# WEEKLY **Television Digest**

DECEMBER 17, 1962

© 1962 TELEVISION DIGEST, INC.

NEW SERIES VOL. 2, No. 51

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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

**POWER SHIFT WITH COX FCC APPOINTMENT** gives 'strong Commission' school a working majority, starting early next year (p. 1).

**FCC THINKING—MINOW, HENRY, BARTLEY** give current views on major topics in interviews, speeches (p. 2).

**CODE BOARD CIGARET DECISION—STUDY** it and report to TV Board in Jan. No violent debate. Meeting with ANA covers "man-in-white" commercials, "clutter," etc. (p. 3).

**N.Y. NEWSPAPER BLACKOUT** sparks increase of up to 30% in news & feature schedules of N.Y. TV-radio outlets. Newspapers make star columnists available in burst of cooperation. There's little ad boom for TV-radio, however (p. 4).

**UHF's SPARK NEW TRADE ASSN.—'ACT'**—with Thad Brown as full-time Washington vp-exec. dir. Putnam heads group stimulated by all-channel-set law (p. 4).

**'RELAY' POWER FAILS, DIMS TV POTENTIAL**—scientists uncertain about possibilities of correction (p. 5).

**DEALER-CONSUMER FM STEREO EDUCATION** urged by EIA's AM/FM Broadcast Equipment Section (p. 6).

**LEAKY REPORT ON FTC—TEAPOT TEMPEST:** Supposedly confidential report criticizing FTC procedures raises commissioner's hackles (p. 7).

### Consumer Electronics

**CONSUMER DEMAND BOOMS EUROPEAN ELECTRONICS:** Chase Manhattan Bank report finds total European TV production ahead of U.S., total consumer electronics output on par with ours, Common Market electronics production growing 15-25% yearly (p. 8).

**KIMCODE OFF GROUND** as tube makers report orders are firming; GE to use it throughout 1964 big-screen set line—others to convert either partially or fully. Tube price increase seen definite next month (p. 9).

**NEW SETS** shown to distributors include first \$495 color TVs by Admiral & Zenith; RCA, Sylvania & Symphonic also unveil new merchandise (p. 10).

**REVIEWS & FORECASTS:** Summaries of 1962 and outlook for 1963 as digested from industry leaders' year-end statements (p. 10).

**JAPANESE ELECTRONICS BUSINESS** is good, too, specially prepared table showing 8 major firms improved sales & earnings in 6-month period to Sept. (p. 11).

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**POWER SHIFT WITH COX FCC APPOINTMENT:** Watch FCC very, very closely from now on. New Frontier is solidly in saddle. With President Kennedy finally announcing intention of putting Broadcast Bureau Chief Kenneth Cox in for Comr. Craven, when latter retires Jan. 31 to become FCC space consultant, there's a Minow-led majority ready to move.

The 3 Kennedy appointees—Minow, Henry & Cox—think much alike, in terms of asserting Commission's authority over industry. In addition, they'll often pick up vote of fellow Democrat Bartley, frequently get help from Republicans Lee & Ford. Looks as if Comr. Hyde often will be lonesome champion of laissez-faire policy which prevailed during Eisenhower administration.

Cox appointment is not "all bad," in opinion of some conservative industry people. Their view: (1) Cox knows industry & FCC, and he's a known quantity—preferable to appointment of some random wild-eyed newcomer who might have been picked. (2) As a commissioner, he's in some ways less influential than he has been as Broadcast Bureau Chief, through whose hands all TV-radio work funnels.

President's announcement said Cox appointment was to fill out Craven's term, which ends next July 1. However, Cox & just about everyone else assumes he'll get full 7-year term thereafter. "I hope,"

said Cox, "that I'll get it—unless I do something like shooting somebody." (He entered hospital for minor operation last week, will be away from desk until first of year.)

Cox's impact on Commission should be felt immediately when he assumes office, but there's one important area he can't vote in—adjudicatory matters he has handled, such as comparative TV hearings, revocations, renewals. But he's completely free to vote on such major policy matters as network & CATV regulation.

Speculation about "names" now reverts to staff appointments. As Cox's replacement, talk has been concentrating on his asst. chiefs—James Barr & James Juntilla—but it's understood that neither will get it. For Chief of Renewal & Transfer Div., acting chief Sylvia Kessler is most mentioned. Irving Brownstein, asst. chief of Safety & Special Bureau, is expected to be stepped up to chief, succeeding new FCC Executive Director Curtis Plummer (Vol. 2:50 p3).

Cox is a Seattle lawyer, 46, protege of Sen. Magnuson (D-Wash.), chmn. of Commerce Committee. He got feet wet in TV-radio as 1956-57 special counsel for Magnuson in Committee hearings on networks, CATV, etc. He's been with FCC since April 10, 1961, has always been tabbed for commissionership. He was to get vacancy now filled by Comr. Henry, but he got caught in political cross-fire between Magnuson & Ark. Congressional delegation which wanted Comr. Cross reappointed. Some political speculators now venture that Cox is being primed for eventual candidacy for Senator or Representative.

Administration dug diligently for ways & means of treating Craven fairly—came up with the formula. As consultant to FCC, his salary, including retirement pay, is expected to be same \$20,000 he has been getting. And, of course, he remains govt.'s "senior statesman" on space communications. (He's tickled by phrase "his career spans spark to space.") Kennedy's announcement said it's "gratifying to know that we will continue to have the benefit of your years of experience & wise counsel in this highly complex field. . . . The fact that you are willing to undertake this added assignment after concluding over 36 years of distinguished federal service is indeed a tribute to your devotion to duty."

**FCC THINKING—MINOW, HENRY, BARTLEY:** Biggest things on FCC Chmn. Minow's mind currently: (1) Space communications. (2) Uhf development. (3) Improvement of FCC's "incredible" procedures.

In recent interview, he told us that "space communications is our biggest job," expressed pleasure that Comr. Craven agreed to serve as space consultant to FCC and as a top U.S. representative in Geneva conferences next Oct., after being succeeded by Broadcast Bureau Chief Kenneth Cox next Jan.

Growth of uhf is particularly important to Minow, and he thinks his colleagues are missing a promotional bet. When he dissented in Commission's announcement that uhf CP-holders must build quickly or lose grants (Vol. 2:50 p4), he urged that FCC seek uhf-stimulating ideas from public & industry. Here's one of his own:

Let vhf operators own uhf in same city—but specify that they must duplicate "X%" of vhf programs on uhf, at a later hour, and that "Y%" must be non-duplicated programming. "The waste in TV programming is appalling," he said. "They create a wonderful program, at great expense, and it's shown only once. I know the arguments here against the vhf-uhf combination—concentration of control—but the Commission can handle that. And I know the argument of the vhf telecaster: Why compete with myself? Who knows, they may get new advertisers, more money. I think a few would try it.

"With added facilities coming up, the industry should be reexamining itself. We're going to see a 4th network. The minority audiences will be served. Now is the chance for experimentation."

With more & more TV outlets, Minow said, Commission could be less & less involved with programming. With plethora of radio stations, he added, he's not nearly as concerned with its programming as with TV's. In field of commercials, he said he'd go for a code enforced by a trade association with teeth—of type recommended by Commission's network study staff (Vol. 2:50 p2)—but he doesn't cotton to such an association for programming.

As for FCC's cumbersome legal proceedings, Minow plumps for a "Communications Court" to handle adjudicatory matters. Such Court, he said, could really move cases.

Minow remains hot about "loud commercials." Sen. Case (R-N.J.) last week released letter from Minow which credited Case for stimulating his interest in subject and which said he'll ask Commission to propose volume-limiting rule. Case also cited H. H. Scott study which concluded that most TV commercials are louder than program material.

Comr. Henry's maiden speech, to Federal Communications Bar Assn., amplified our initial interview (Vol. 2:46 p1). After speech, lawyers sized him up as intelligent, determined—and too inclined to view things as black-&-white. "Youth," said one attorney. Among points Henry made:

(1) FCC's job is to help industry and to work for "moral & intellectual improvement of the public, as well as its economic well-being."

(2) FCC must "assiduously" protect groups which don't present their positions effectively to Commission—consumer, customer, listener.

(3) Local-live hearings, such as Omaha session at which he'll preside, are "very effective tool" for determining broadcasters' performance.

(4) CATV should be regulated by FCC.

(5) Networks must be kept "healthy & vigorous." Option time is a "key question, for on it depends a network's ability to exist as such, whether it is called option time" or something else.

(6) "TV programs today exhibit a discouraging degree of sameness, particularly in prime time. . . . Networks must satisfy the majority, but only part of the time; and they must accurately determine what the majority really wants, not what it accepts merely because nothing else is offered." Excess govt. control would "create an atmosphere of sterility & fear" and he'd advocate abolishment of FCC before helping produce such atmosphere.

(7) "There are no 'paper' promises" by applicants. "There are only statements . . . which are intended to be followed fully, and on which the Commission may confidently rely."

(8) Any station alleging "economic injury" by potential competitor should be willing to take risks to prove it, "should put its money where its mouth is."

(9) Broadcasters should police own industry on over-commercialization but results will be "a long time a-coming."

(10) FM stations should be assigned through an allocation table.

(11) In editorializing, station should be "accurate" & "thorough."

Comr. Bartley, in speech before Southern Cal. Bcstrs. Assn., appeared to like several recommendations of FCC network study staff (Vol. 2:50 p2). A "national code authority composed of all licensees . . . could bring their collective influence to bear" on all program producers. "Here then," he said, "would be the authority, now lacking, for if effective self-regulation fails, our experience tells us that statutory regulation fills the void."

Bartley also was sympathetic with proposals to limit network-owned prime-time shows and to take networks out of syndication business. "The market place for programs," he said, "must be kept open to competition. It must not fall into the hands of a few and thus restrict the licensee's selection."

**CODE BOARD CIGARET DECISION—STUDY:** The Great Collins-Tobacco Debate produced no furore during NAB Code Review Board's discussions last week. NAB Pres. Collins made his recommendation—undisclosed revision of Code designed to reduce cigaret ads' appeal to youth (Vol. 2:48 p1, et seq.)—and Board decided to study it, report to TV Board in Jan. 16 Phoenix meeting. (Code Board can't change Code; it can recommend changes to TV Board.)

Session was described as "cordial," and several participants said Collins's presentation was "excellent, whether you agree with him or not." What kind of studying will be done? Talk to health authorities, cigaret makers & their trade association; round up commercial-curbing practices of Britain, Italy,

Denmark. No one expects drastic revision of cigaret-commercial practices in near future; that awaits more widely accepted evidence of cigarets' injury to health. More immediate question is what Board will say or do about Collins's opinion that he should give purely personal views on matters vitally affecting industry—and what will be done about renewal of his contract as president. He has lot of support, lot of opposition.

In other actions last week, Code Board recommend: (1) Tightening "man-in-white" medicine commercials to frown on use of professionals such as doctors & nurses—in addition to current restrictions on use of actors & actresses dressed as professionals. (2) Putting reference to editorializing in Code—advocating careful research, distinguishing editorial from other program material, etc.

Board also discussed commercial standards—principally relaxation urged by smaller-market stations—considered 9 possible changes, but couldn't agree on any recommendations. In 2nd day in Washington, Code Board met with representative of Assn. of National Advertisers, in relatively brief "exploratory" discussion of "man-in-white" issue, "clutter" of non-program material (credit "crawl," etc.), commercial length & position, monitoring.

NAB Code staff reported results of monitoring 255 stations, said compliance is almost complete, that the few discrepancies discovered were almost always corrected when pointed out to stations.

**UHF's SPARK NEW TRADE ASSN.—'ACT':** New trade association—Assn. for Competitive TV (ACT)—has been formed from nucleus of predominantly-uhf Committee for Competitive TV. Purpose: primarily to make most of new all-channel-set law, promote uhf generally.

CCT was loose & rather ad hoc organization, but ACT will have full-time Washington vp-exec. dir. He's veteran of early Washington TV wars: Thad Brown, one-time counsel for original TV Bcstrs. Assn. & DuMont, then top NAB TV staff man, recently practicing law in Washington.

ACT has "minimal budget" for one year, to start, and Washington staff will be Brown & his secy. Seven-man board comprises survivors of uhf wars: William Putnam, WWLP Springfield, Mass., chmn.; Fred Mueller, WEEK-TV Peoria, vice chmn.; R. W. Mack, WIMA-TV Lima, O.; David Baltimore, WBRE-TV Wilkes-Barre; John English, WSEE Erie; Lawrence Turet, WXIX Milwaukee; W. P. Williamson, WKBN-TV Youngstown.

Membership won't be limited to uhfers—but undoubtedly will be heavily uhf for some time. ETV groups are expected to be interested. No decision has been made yet regarding inviting equipment makers, attorneys, engineers, CATV, etc. Brown won't handle legal work; outside legal, engineer & public relations counsel will be retained. Initial PR work has been handled by Phil Dean organization, N.Y. Office will be rented shortly.

If plans develop as expected, you may be sure ACT will be heard from. Board members & Brown are not shrinking violets.

**N.Y.'S NEWSPAPER BLACKOUT:** Having undergone baptism of fire in pre-Christmas newspaper blackout in 1958 (Vol. 14:51 p14), N.Y.'s TV-radio stations had extensive blueprints ready for expansion of news & feature coverage during current strike against 7 N.Y. and 2 Long Island papers. Stations did better job than '58—but it was still stopgap.

Newspapers were better-prepared to make quick switch from printing presses to microphones and TV cameras to keep their image alive. Locked in a deadly-serious labor dispute with craft unions, N.Y.'s newspapers have largely realized their very life is at stake, and have been more than cooperative in making available star columnists—from N.Y. Times TV critic Jack Gould to WT&S City Hall reporter Woody Klein—for guest appearances.

Main air expansion has been straight news coverage. In this area, expansion was most noticeable on radio stations, largely because it's easier to crowd more news & features into long disc jockey shows than it is to shoe-horn news into tight Christmas TV program schedules.

Spot check we made of stations in N.Y. showed this pattern. Radio—average major N.Y. radio station had increased its news schedules 20-30% by week's end, including guest newspapermen. TV—Network

flagships had expanded news coverage substantially and had cream of newspaper talent; independents showed scattered pattern, with WPIX making moderate increase in news schedule but with WNEW-TV adding no less than 35 capsuled newscasts daily. Over-all TV increase, however, was about 10-15%.

There was no real ad boom among stations, even though estimated \$1 million daily in Yuletide newspaper advertising was blacked out. Radio stations reported more new Christmas spot business than did TV stations, but almost nobody was making any real profit because of added expenses of news coverage.

Sidelights to situation were plentiful. N.Y. office of TV Guide told us that there had been "obvious" circulation jump in vacuum created by disappearance of newspaper TV listings, but said there would be really spectacular growth only if strike was a long one. WNBC-TV began publishing 2-page handout "newspaper" of news highlights and gave it away to commuters at Grand Central & Penn Station at rate of more than 150,000 daily. WJRZ (formerly WNTA) took man-on-street survey to find out what newspaper readers missed most. Answer: cross-word puzzles & comic strips.

Even out-of-town stations got into the act. RKO General's WNAC Boston flew down 300 copies of *Boston Globe* to N.Y. Dec. 13, and had them distributed—compliments of WNAC—to agency account executives and timebuyers in time for morning coffee break.

**'RELAY' POWER FAILS, DIMS TV POTENTIAL:** Bright U.S.-Europe TV transmission plans faded as we went to press last week, when RCA's Relay satellite failed to put out enough power—after near-perfect NASA launch.

NASA said engineers were working on problem but couldn't tell whether power could be brought up. They had planned TV test on 6th orbit. One-way telemetry was only function operating.

Plans for ambitious 40-min. intercontinental Christmas spectacular Dec. 17, therefore, were knocked awry. NASA & RCA officials said no immediate backup Relay shot is planned, if orbiting Relay remains mute.

USIA meanwhile had elaborate plans to tell world about another spectacular U.S. bird, Mariner II, which made historic rendezvous with Venus Dec. 14 after 109-day journey. It planned broadcasts in 38 languages when first signals probing planet were received.

**Growing World Film Market:** Film distributors selling U.S. shows in foreign market can expect increase of \$10 million next year over 1962 foreign gross of some \$45 million. This was one of chief gains made by TV Program Export Assn. in past 3 years, according to Pres. John G. McCarthy, who hailed group's progress in many areas at TVPEA's annual meeting in N.Y.

"Where one barrier in a country has been reduced in its powers of curtailment," McCarthy said, "company salesmen have reported an almost immediate increase of several hundred per cent in sales of American programs."

Film revenue losses from "immediate and disastrous" currency problems in Latin America, McCarthy added, were likely to be offset by major improvements elsewhere. Sample: Japan, McCarthy indicated, may yank its current ceiling of "about \$3 million" annually for U.S. export shows, and become "as unrestricted, TV-wise, as the U.S." in buying American shows.

**Govt.-news media conference** on Administration's news policies during Cuban crisis has been agreed to by White House News Secy. Salinger. Meeting was requested by NAB Freedom of Information Committee on behalf of all media. No date or details have been set, but Salinger suggested conference be held outside Washington.

FCC patent policies, affecting its technical standards, are now being "carefully reexamined" by Commission, according to brief report by Senate Judiciary Subcommittee. Report, "Patent Practices of the FCC," is one of series covering govt. agencies, notes that as of Dec. 31, 1960, Commission said it's "of the opinion that its present policies have proven to be in the public interest." But footnote says: "However, a majority of the Commission as now composed believes that there is some question as to whether previous patent policies fully protected the public interest." Copies are available for 15¢ from Govt. Printing Office.

Authorization in business radio service for microwave stations to relay TV to CATV systems has been proposed by FCC. Under proposal, if CATV system is in area with local TV station, applicant would be required not to duplicate local station and would have to carry station's signal if requested to. If no local station existed, grant would be made on same conditions in regard to future stations. Comments are invited until Feb. 15, 1963, reply comments until March 1.

Nation's oldest uhf station, WSBT-TV (Ch. 22) South Bend, celebrates 10th birthday Dec. 21. Station actually was 2nd uhf to go on air, starting about 2 hours after WHTO-TV (Ch. 46) Atlantic City, which ceased operation in 1954.

## Personals

Robert R. Pauley, ABC Radio pres., named chmn., 1963 National Conference of Christians & Jews radio broadcasting committee . . . FCC Comr. Henry speaks Jan. 24 at 18th annual Ga. Bcstrs. Assn.-U. of Ga. Radio-TV Institute, Athens, Jan. 22-24.

Lee P. Mehlig named Broadcast Clearing House pres., succeeding John E. Palmer, resigned . . . John E. Erickson promoted to Spot Time Sales pres., succeeding William T. Heaton, resigned; Carleton F. Loucks advances to vp.

Harvey Bennett, ex-CBS-TV, named ABC-TV Western div. program development mgr. . . . Dell Simpson promoted to Adam Young Chicago radio mgr., succeeding Roger Sheldon, now St. Louis mgr.

James C. Hirsch, national sales dir., and Harvey Spiegel, research dir., elected TvB vps. . . . William B. Rohn, mktg. dir., elected vp, Edward Petry & Co. . . . Richard W. Grefe, ex-Radio Free Europe & DuMont Labs, named administration dir. of commercial short-wave radio WRUL.

C. Van Haaften, radio KTUC Tucson, elected Ariz. Bcstrs. Assn. pres.

Jack B. Weiner, TvB mgr. of national sales development, named public relations dir., succeeding Robert M. Grebe, appointed editor of *Sponsor Magazine*. Grebe replaces John E. McMillen who becomes consultant specializing in station editorializing.

William B. Monroe Jr., NBC Washington news dir., elected Congressional Radio-TV Correspondents Galleries exec. committee chmn., succeeding Robert H. Fleming, ABC Washington news bureau chief . . . Paul T. Reidy, former MBS, AP & UPI newsman, named WRDW-TV Augusta, Ga. news dir.

Robert J. Wormington & Jay P. Barrington promoted to mgr. of WDAF-TV & radio WDAF Kansas City, respectively.

Jeff Kamen named production coordinator of Once More Inc., Dave Garroway's new TV-radio program & commercial firm; Kamen is son of Ira Kamen, exec. vp of Teleglobe Pay TV System.

Robert W. Larsen, ex-Jerry Fairbanks Productions staff dir., appointed Alexander Film Co. producer-dir.; Donn M. Greer, TV design consultant, named art dir.

Rodney Erickson, recently-resigned Filmways Inc. pres., named Four Star TV N.Y. representative . . . Harold L. Danson promoted to Independent TV Corp. gen. sales mgr., syndication . . . Jerome McCauley, former ABC-TV sport sales dir., appointed H-R TV senior acct. exec., N.Y.

Van Kirkwood named WXYZ-TV Detroit news dir. . . . Robert C. Wisnewski promoted to WIS-TV program operations dir., a new post . . . Robert Wickhem named WKOW-TV & WKOW Madison, Wis. chief engineer.

Richard Gassaway, ex-KIMA-TV Yakima, Wash. local sales mgr., promoted to national sales mgr. of parent Cascade Bestg., succeeded by Robert DiPietro . . . William G. Hunefeld Jr., ex-KPIX San Francisco gen. sales mgr., appointed WDAU-TV Scranton sales mgr.

Edgar R. Smith appointed WOKR Rochester local sales mgr. . . . Robert P. Irving promoted to WGN-TV & WGN Chicago industrial relations dir.

**Dealer-Consumer Education For FM Stereo:** EIA's AM/FM Broadcast Equipment Section, meeting in Washington last week, came up with several recommendations to improve image of FM stereo.

Committee headed by Collins Radio's A. Prose Walker issued statement declaring that although many listeners are pleased with FM stereo, some have been disappointed. Committee recommended: (1) Development of stereo monitor to assure transmission of signals meeting FCC requirements (Vol. 2:48 p10). (2) Development of informational material by EIA to help stereocasters determine quality of signals & adjust equipment when needed. (3) Urging stereo receiver manufacturers to launch program to educate dealers & public in proper installation & use of sets.

Committee called on FCC to issue notice of inquiry to equipment makers to make recommendations about types of monitoring equipment & techniques which would enable stereocasters to assure themselves about compliance with Commission standards.

Basic training TV instruction is at least as effective as regular instruction, often more so, according to Army Chief Signal Officer Maj. Gen. Earle F. Cook. He outlined progress of army's ETV program at recent address before Armed Forces Communications & Electronics Assn. luncheon in Washington. At Ft. Dix, N.J., where ETV pilot project is being tested, he said, TV is now being used for 56 of trainees' 72 classroom hours, compared with 17 hours when first tried in 1953. Master tests, given at end of training cycles, have showed scores of TV-trained companies ranging 10-26 points higher than regularly-instructed units, Gen. Cook reported.

Investigation of toy ads by FTC is a "Section 6" probe of all media, with heaviest concentration on TV. Section 6 of FTC Act empowers Commission to require manufacturers to submit certain information about their ads; in the case of TV, scripts and/or films. According to Food & Drug Advertising Div. chief Charles A. Sweeny, "dozens" of toy firms have been contacted, most of them selected after agency monitored TV commercials. FTC has scrutinized Christmas season toy ads in past, but always on case-by-case basis. Sweeny said special attention is given to TV because medium's commercials obviously have more impact on children who aren't likely to be reading magazines or newspapers.

Renewal of microwave stations to serve CATV systems, held by Mesa Microwave Inc., Texas, was recommended in initial decision by FCC Examiner Asher H. Ende. He held that Mesa has, or will have, sufficient CATV-system customers not owned by Mesa principals (Video Independent Theatres), to justify its claim to be a common carrier.

National Assn. of FM Bcstrs. fund-raising campaign to open N.Y. office and finance other activities has reached \$120,000 mark, Exec. Secy. Edward F. Kenehan reports. About 175 member stations have contributed 6 one-min. spots daily for 6 months, sold to Magnavox. NAFMB board meets Jan. 10-11 in N.Y. to plan new office.

AM overpopulation conference Jan. 7-8 (Vol. 2:48 p5) leads off with NAB, is open to anyone who wants to participate, FCC announced. Written presentations must be submitted in 15 copies at hearing. Parties planning oral presentations should write to Chief, Broadcast Bureau.

**New Small Business TV Hearings Likely:** Small businessmen charging that networks have squeezed them out of chance to buy choice TV time probably will get second chance to complain to Congress fairly early next session.

House Small Business Subcommittee No. 6, which held 2-day session last Dec. (Vol. 1:13 p5), has called for new round of hearings in report to full committee. New hearings are likely to be far more extensive than last year's quickie. In report, subcommittee noted that "comprehensive survey" should be made of independent & affiliated time-selling practices—including testimony by networks, stations, broadcaster assns., govt. agencies, etc. Following this, report states, subcommittee could determine whether relief for would-be small business TV advertisers can be found under existing laws, or if new legislation is needed.

Subcommittee disagreed with contentions made at last year's sessions by then-FCC Broadcast Bureau Chief Kenneth Cox that increase of uhfs from all-channel-set law eventually would make more time available to small advertisers. Even in presently intermixed markets, advertisers often prefer secondary time on a vhf to prime time on a network uhf, group contended.

New chairman, not yet chosen will head Subcommittee. Former Chmn. Alford (D-Ark.) left House in unsuccessful bid for Governor.

Long-awaited "Tunnel" documentary on NBC-TV Dec. 10 pulled sizable audience against some of CBS-TV's and ABC-TV's strongest program competition, according to barometer of special N.Y. Arbitron ratings. Locking prime-time horns with "escapist" comedy on CBS in 8:30-10 p.m. slot (Lucille Ball, Danny Thomas, Andy Griffith) and oaters on ABC (*The Rifleman*, *Stoney Burke*), NBC show, dealing with real-life escape from East Berlin, drew 23.3 rating, 35.0 share vs. average 22.6 & 34.0 on CBS, 9.7 & 15.0 on ABC. NBC termed results "sensational." Less pleasing to NBC was grumbling in West Germany after news publication *Der Stern* printed stills from film which clearly showed faces of escapees. In N.Y., NBC denied it had been source of pictures, pointed to fact that faces of those against whom East Germans could make family reprisals or "where identification was unsure" had been blacked-out in final air print of "The Tunnel."

Petition to intervene in Omaha local-live hearing starting Jan. 28 (Vol. 2:48 p1) has been filed with FCC by NAB, and prospects of favorable results are good. NAB seeks to "offer testimony and present suggestions which will point up valid objections to this type of proceeding, and at the same time should be of constructive benefit to the Commission in its evaluation of the public interest. . . . The proposed inquiry has industry-wide implications which transcend the boundaries of Omaha."

Sale of KSYD-TV (Ch. 6) Wichita Falls for \$2,350,000, by Sidney A. Grayson & associates to Paul Harron group, has been completed through broker Hamilton-Landis—subject to FCC approval. Harron heads WKTV Utica and World Bestg. System, Philadelphia radio programming service.

Annual dinner of Federal Communications Bar Assn. in Washington, usually attracting substantial covey of clients, is set for Jan. 25.

**Leaky Report on FTC—Teapot Tempest:** First draft of a highly-critical study of Federal Trade Commission's organization & policies heated some Commission tempers last week after it was leaked by trade press.

Document was prepared by U. of Minn. law professor Carl A. Auerbach, for Internal Organization & Procedures Committee of Administrative Conference, group established by President Kennedy to seek efficient methods of running regulatory agencies. Among more volatile recommendations in report was suggestion that FTC employ fewer lawyers, more businessmen in top jobs. Study also called for Commission to concentrate on national ads, leave smaller cases to local and state authorities.

Report burned FTC Comr. MacIntyre, who shot letters to 105 Conference members & staffers, charging Auerbach's findings gave very limited view, were based on inadequate knowledge of FTC. David Ferber, Internal Organization Committee chmn., pointed out that study was merely working paper for examination by FTC officials, that Auerbach is working on revised final report.

Since Conference goes out of business Dec. 31 unless reappointed by President, final report probably will end up in limbo anyway, Ferber noted.

ABC-TV's Nixon "obituary" Nov. 12 (Vol. 2:49 p5 et seq.) warrants no Commission action, FCC announced. In reply to some 2,000 complaints about Howard K. Smith program, Commission pointed out that it has no powers of censorship over program material, but can only demand fairness in reporting of controversial issues. "In view of the Commission's policies," FCC stated, "it is clear that the network's decision to broadcast the subject program was a matter well within its discretion."

Presidential mimic Vaughn Meader's promotion spots for radio WWDC Washington were criticized by White House last week, but station Pres. Ben Strouse had already ordered them halted. FCC Chmn. Minow reported spot-use to White House News Secy. Salinger, who called Strouse to object. Latter said he already had ordered tapes stopped, because he had doubts about their good taste.

Special broadcasts to Cuba by U.S. stations (Vol. 2:50 p8, et seq.) ended last week, Voice of America reverting to pre-crisis schedule of 8 hr., 45 min. daily. Two 50-kw govt. stations in Fla. which started during crisis will remain on air. VOA spokesman last week also denied charges by Cuban exile newscasters & commentators that their broadcasts had been censored by U.S. govt.

Excited about pay TV, *Gallagher Report* (500 5th Ave., N.Y.), newsletter covering ad media, in Dec. 10 issue states: "It's here. Public wants pay TV. Tests prove it works, can make money. . . . Will be biggest industry in communications field within 10 years." Close to magazine publishers, it reports Crowell-Collier has appointed Kenneth DeVaney to study toll TV.

West Germany now has 10 million TV sets in use, according to report from Bonn. From Moscow, Communications Minister Nikolai Psurtsev reported that 65 of 100 satellites planned by 1965 are on air, reaching 90 million.

Use of uhf translators is described in new paper, "Uhf Translators for Expanding TV Coverage," by Stanley P. Lapin, Adler Electronics—available without cost from Adler, One Lefevre Lane, New Rochelle, N.Y.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**CONSUMER DEMAND BOOMS EUROPEAN ELECTRONICS:** They've struck gold in Western Europe with consumer-oriented electronics industry that's racing pell-mell to success & prosperity. That's sum-up of analysis of European electronics, by The Chase Manhattan Bank in N.Y., that has significant ramifications for U.S. counterparts. Here are some of eye-opener facts disclosed:

(1) Total European TV output now tops U.S.'s. Indicative of tremendous pent-up demand for consumer electronic products, German TV output has soared more than 50% since 1958. French production has almost doubled. "European TV saturation compares with that of the U.S. in the early '50s," Chase Manhattan reports, "and the trend is still up." Output of radios, phonographs & tape recorders also is "rising rapidly."

(2) Factory output in Common Market electronics industries since 1958 has grown 15-25% a year—"about 3 times as fast as gross national product & even faster than the booming U.S. electronics industry," report notes.

(3) Europe's production of consumer electronics is now about on par with American output. However, U.S. still holds 3-to-1 lead in total electronics production. Europe's orientation toward consumer market is clearly illustrated by 1959 electronics production analysis. Germany devoted 66% to consumer goods, Britain, 49%, France, 40%. U.S., 17%.

(4) "Exceptionally large portion of European consumer spending has gone for electronics," report points out. Example: 1.4% in Germany vs. 0.5% in this country.

(5) U.S. firms play small role in European consumer electronics, and prospects for cutting larger slice of growing pie are not bright. "The attractive consumer market is fiercely competitive and becoming more so," Chase Manhattan points out. "The large European electrical manufacturers recognized opportunity early and now are well entrenched, with efficient production and well integrated distribution networks. U.S. exports, which also face tariffs of 15-30%, are negligible. Investments in the consumer sector by U.S. firms are few."

Here's country-by-country breakdown of European electronics industries:

Germany has Europe's largest electronics industry—with estimated 1961 sales of \$1.3 billion, up from \$1.060 billion in 1960. Germany also is Europe's largest exporter. Its 1961 set saturation was 89 per 1,000 population. Two companies, Siemens & AEG, account for some 1/3 of total production.

Britain's 1961 electronics sales slipped to \$1.2 billion from \$1.3 billion. Its consumer market has highest saturation of all European countries. TV ratio, for example, is 212 sets per 1,000 population. Approximately 50% of its exports go to Commonwealth countries.

"France has relatively low saturation of consumer electronics products," Chase Manhattan says. Its 1961 electronics sales rose to some \$750 million from \$650 million in 1961. Total production is pegged to grow at 13% annual rate through 1965. TV set ratio: 43 per 1,000.

Italy has "small electronics industry which is growing rapidly with the aid of foreign investments," report notes. Electronics volume in 1961 rose to \$350 million from \$300 million. Exports are only 4.5% of total sales. TV set ratio: 48 per 1,000 population. "Consumer saturation is the Common Market's lowest."

"In Holland, the electronics industry is dominated by Philips, whose domestic plants produced more than \$200 million in electronics equipment in 1961," report continues. TV set ratio is: 70 per 1,000. Belgium's electronics industry is described as "small, tightly integrated, and export oriented." TV set ratio: 73 per 1,000.

U.S. had 8% increase in electronics sales in 1960 vs. 1959, report notes. Here are sales increases posted by European electronics industries: Italy, 87%. Netherlands, 40%. Belgium-Luxembourg, 45%. France, 27%. West Germany, 18%. Britain, 8%.

"Electronics is today the most dynamic of Europe's manufacturing industries," Chase Manhattan emphasizes. Outlook "adds up to a blend of ingredients becoming increasingly common in a world of rising incomes & rising trade: rapid market growth, fierce competition, increasing specialization, and growing importance of research and innovation." Report notes also: "Although the booming consumer business has drawn the most attention in the recent past, some parts of the industrial market are likely to lead in future growth."

Bank's "Report on Western Europe" also explores industrial & military segments of burgeoning European electronics, investigates U.S.'s important & growing role in overseas manufacturing of industrial electronic equipment & components, licensing agreements with foreign firms, and so on. Report is available on request from Economic Research Department, Chase Manhattan Bank, N.Y. 15.

**KIMCODE OFF THE GROUND; ORDERS FIRM UP:** Game of watchful waiting over Kimcode (Vol. 2:48 p8) seems to be over. At least one major TV manufacturer has made final decision to use Kimble Glass's new process, which requires no implosion shield, throughout its 19- & 23-in. line for mid-1963, and several others will swing at least partially to Kimcode at same time.

Planning to use Kimcode across-the-board in large-screen sets (but sticking to own Lamilite process for 16-in. & any smaller tubes) will be GE TV & radio receiver div., we've learned. And at least 2 other set makers have placed orders for 1963.

Currently, only Curtis Mathes is building sets with Kimcode tubes—in 23-in. size. It's buying tubes from the 3 tube makers which are now producing Kimcode—GE, National Video & Sylvania.

Canvass of these tube manufacturers finds all of them with tentative or firm orders for production quantities from other set makers. One tube maker says: "We'll have 3 customers next year who will be quite heavily into Kimcode for their midyear lines. And there are several others who want to put in a few." A 2nd tube maker has "one customer now [presumably Mathes], and 2 others seem extremely interested." The 3rd says 3 customers are expected to firm up orders early next year. With beginnings of swing toward Kimcode, it seems likely that other tube makers will adopt the process.

All of these tube makers could be talking about same customers, of course. But another industry source predicts that virtually every set maker will try at least a few Kimcodes in midyear lines. As we reported earlier, most 1964 sets are being designed to accommodate several approaches to implosion shielding without retooling.

A competitor of Kimcode, meanwhile, advanced to the "ready" stage at week's end. Pittsburgh Plate Glass's new 1/8-in. thick safety glass, designed for lower-cost & lighter-weight bonded tubes, received Underwriter's Labs approval in 23-in. size. Approval previously had been granted on the new thin glass shield for 16- & 19-in. sizes. Also last week, UL approved PPG-type bonded tube in 24-in. size (but using older 3/16-in. glass), making it possible to offer bonded 24-in. for first time. PPG spokesman told us there's increased interest in its bonded tube process and said greater industry use of it will result in lowering of costs.

On another picture-tube front—the price front—those increases finally appear to be firming up, as of first of year (Vol. 2:43 p7). At least 3 tube makers are understood to be taking orders for 1963 at the new prices, generally around \$1 a tube or 6% higher across-the-board. (One of attractions of Kimcode, of course, is that it's cheaper than at least some of the other processes, and this can lessen impact of price rises on set makers.)

EIA mission to Europe for management & engineering representatives of U.S. electronics firms will leave N.Y. Feb. 7, returning Feb. 17 & 23. Purpose of mission, which will be EIA's 3rd in 3 years, is to help personnel of U.S. firms keep informed of European products and of advantages of active selling in European markets.

Semiconductor-controlled washing machine will be test-marketed by Whirlpool next spring in several undisclosed markets. Whirlpool said solid-state circuitry in washing machine controls makes possible an infinite number of agitation & spin speeds and increased reliability.

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**REVIEWS & FORECASTS**


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Admiral Chmn. Ross D. Siragusa forecasts 10% increase in dollar volume next year for TV industry, with sales of 6 million black-&-white and 700,000 color sets—color making the difference in dollar volume. He said Admiral's facilities have been expanded to produce "in excess of 100,000 color sets in 1963," with picture-tube shortage as "only possible limiting factor." Despite foreign competition, he said, he expects "our domestic radio & stereo high fidelity business to maintain its expansion."

"TV & radio consumer dollar purchases will advance about 3% over 1962" next year, Andrea Radio Pres. Frank A. D. Andrea predicted last week. He further forecast that average TV set cost per unit will be lower in 1963, although unit sales will rise. "Color TV sales will continue to move ahead . . . Stereophonic radio & phonographs have more & more sales promise with improvements in design and more FM broadcasters offering stereophonic programs." Mr. Andrea, incidentally, was profiled as one of 5 famous men in recent *N.Y. Post* series called "The Road to Success."

GE will have "successful" 1962 & a "good" year for consumer products, Pres. Ralph J. Cordiner forecast. He said national economy is exhibiting "more bounce & resiliency," predicted rise in 1963 gross national product to \$570 billion from 1962's estimated \$554 billion. "The mid-summer hesitancy of businessmen & individuals to make commitments seems to be behind us somewhat," he said. "People are moving ahead with more assurance." He noted that GE in first 9 months was ahead 19% in earnings, 11% in sales (Vol. 2:42 p12), added: "With this impetus, it would be reasonable to say that 1962 would be a good year."

Sales of electronic components should pass \$1-billion mark in 1963, compared with \$900 million in 1962, largely as result of increased volume in industrial electronics, according to forecast by Pres. Ira. L. Landis of Kulka Smith Electronics Corp.

Motorola Pres. Robert W. Galvin expects national economy to continue at 2nd-half 1962's high level for first 3-6 months of 1963, followed by "moderately upward momentum," with electronics industry faring "very well in terms of sales volume & accelerated tempo." He predicts sales of more than 6 million b&w sets and "increasing" color sales. Motorola's sales volume for 1962, he said, is in area of \$340 million, up nearly 15% from 1961, while profits will exceed 1961 by about 30%—and "total sales & profits in 1963 will exceed 1962." All major divisions are expected to contribute to the increase.

Record first quarter for home entertainment industry was predicted by RCA Sales Corp. marketing vp Raymond W. Saxon at distributor meeting. "RCA anticipates a definite increase in its over-all home instrument business during the initial 3 months of 1963, with color TV sales expected to run well above the peak first quarter this year," he said.

Motorola anticipates 30% profit rise this year to some \$3.3 million on 15% sales jump to record \$340 million. Motorola Consumer Products Pres. Edward R. Taylor said 4th-quarter performance is exceeding expectations (Vol. 2:50 p14),

**NEW SETS—COLOR LEADERS:** Admiral & Zenith last week moved into position to battle RCA all along the color front—right down to the \$495 leader. Among other drop-ins shown to distributors, they unveiled metal table models matching RCA's leader list price of \$495—and RCA premiered 7 new color sets in slimmer cabinets, including new \$495 leader. Admiral's previous color leader had officially listed at \$595, Zenith's at \$449.95.

Among other introductions were new \$139.95 portables from several manufacturers, low-priced stereo, and first "23-in. portable" from Admiral—with list of \$169.95. Here is last week's new-model rundown:

**Admiral**—Added 4 color sets, including 3 open-list wood veneer consoles, three 23-in. "portables" with 23,000-volt chassis, to be sold at \$169.95 with free roll-about stand; 3 new 23-in. consoles, four 23-in. combos beginning at \$299.95; six 19-in. portables, including 20,000-volt leader at \$139.95. In phonos, Admiral features new 2-gram tone arm with floating cartridge. Four console models have been added, starting with hardboard unit with AM & FM stereo at \$189.95.

**RCA**—The 7 new color sets bring total line to 22 sets, and range in "optional dealer price" from \$495 to \$800. Also introduced were 9 b&w sets, including portables at \$149.95 & \$159.95, open-list 23-in. metal table model and consoles from \$249.95 to \$279.95. RCA introduced its first self-contained stereo tape cartridge recorder at \$199.95, and RCA Sales Corp. marketing vp Raymond W. Saxon predicted cartridge machines "could account for nearly 20% of the regular tape recorder market next year."

**Sylvania**—Seven TVs include 19-in. portable at \$139.95 and 23-in. sets from \$189.95 (table model) to \$259.95, all featuring uhf conversion with \$30 kit. Three stereo portables at \$79.95-\$119.95 were unveiled, along with 3 consoles with AM & stereo FM at \$299.95-\$329.95 in veneer cabinets with new styling features.

**Symphonic**—Announced 2 new "Hide-Away" folding portable phonos—mono at \$49.95, stereo at \$74.95.

Liberalization of NASA's proposed patent waiver policy was urged by Motorola Pres. Robert M. Galvin last week in behalf of EIA's patent ownership committee which he heads. In testimony before NASA, he urged policy similar to that of Defense Dept. for waiving govt. ownership of patents. He asked revision of proposed regulations so that permissible waivers would be granted automatically on request; waivers would be granted for discoveries "useful" in a field of technology in which contractor has competence; inventions with "only incidental utility" to NASA but "substantial" commercial promise would be eligible for automatic waiver.

Realtone Electronics' Nov. sales jumped 35% to record \$1,240,000 from Nov.-1961's \$920,000. Pres. Ely E. Ashkenazi said major factor in gain was opening of new Los Angeles subsidiary & resultant rise in western sales.

Manufacturers' 3rd-quarter after-tax profits totaled \$4.2 billion—10% ahead of July-Sept. 1961, SEC & FTC reported. Sales rose to \$96.1 billion from \$88.8 billion in 1961's 3rd quarter.

## Trade Personals

F. R. Kappel, AT&T chmn., elected 1963 chmn. of Business Council, 175-man group of business executives who advise govt. on business problems.

Herbert L. Brown, Ampex vp, named standards committee chmn., Magnetic Recording Industry Assn. Other appointments: E. O. Welker, RCA Victor Record Div. magnetic tape products mktg. mgr., finance committee chmn.; George Simkowski, Webcor sales mgr., & Daniel E. Denham, Minnesota Mining magnetic products div. gen. sales mgr., PR committee co-chmn.

Andrew F. Inglis appointed communications products operations divisional vp, RCA Bcst. & Communications Products Div. . . . John W. Leinhard, ITT Export Corp. pres., elected an asst. vp of ITT; John T. Benjamin elected ITT Export vp.

Louis Haber, Olympic treas., re-elected a director of Federal Excise Tax Council.

Wilson H. Oelkers, Lansdale Div. gen. mgr., elected a Philco vp; Harvey Williams, special asst. to Pres. Charles E. Beck, retires officially Dec. 31 (Vol. 2:47 p10) . . . Hart Perry, ITT Credit Corp. pres., elected ITT treas. . . . Kenneth C. Meinken Jr., ex-General Atronics, appointed vp of General Instrument's Automatic Mfg. Div., concentrating on sales & mktg. . . . Richard L. Colten, ex-General TV Network (closed-circuit equipment), joins Du Mont Labs as industrial TV sales mgr.

David G. Cowden appointed engineer in charge of Sylvania's industrial & military cathode ray tubes.

Edward R. Bulkeley elected administration vp of Oak Mfg.'s subsidiary Hart Mfg. . . . Bernard Murphy elected Electronic Associates international operations vp, a new post.

Richard H. Griebel, former pres. of ITT Kellogg's Telecommunications Div., named pres. of Fairbanks, Morse & Co.; David I. Margolis, former ITT treas., appointed Fairbanks Whitney financial vp & treas.

**Distributor Notes:** Philco appoints Jack Reis gen. mgr. of Indianapolis branch, succeeding Harry F. Recker, named Boston branch gen. mgr.; Al Fehrenbach succeeds Reis as Indianapolis branch sales mgr. • Pilot Radio appoints Western Mktg. Associates (Elwood Reeves, former Magnavox vp, is principal), Los Angeles, southern Cal. rep for packaged stereo line, replacing Chalfant & Associates. Western Mktg. has resigned as Dominion Electrohome's southern Cal. rep because of conflict of interest.

Capehart line of TV & stereo will be offered to franchised member stores affiliated with Arm of Retail Merchants Inc. (ARM), buying organization which represents 450 credit jewelry & furniture stores in U.S. & Canada. Capehart currently is handled by about 100 retailers on franchise basis. ARM will offer Capehart line to its dealers principally in areas where there is no current Capehart franchise, but in some cities the line will be handled by a present franchiser as well as ARM outlets. ARM will show Capehart line at January Home Furnishings Market in Chicago.

Olympic Radio & TV has added 8-transistor AM shirt-pocket radio, "The Myrna," at open list.

**Japanese Business Good, Too:** Financial reports of leading Japanese TV-radio & components manufacturers show no signs yet of leveling-off of that country's electronics boom. These preliminary 6-month results of 8 major firms, compiled for us by Yamaichi Securities Co. of N.Y., indicate that every one of them enjoyed increased sales & profits for the half-year ended Sept. 1962 (all figures in millions of dollars):

	SALES		PRE-TAX EARNINGS	
	6 mos. to Sept. '62*	6 mos. to Sept. '61	6 mos. to Sept. '62*	6 mos. to Sept. '61
Fuji Communication .....	\$ 33.2	\$ 25.5	\$ 2.8	\$ 2.1
Fuji Electric Mfg. ....	86.6	67.4	5.6	5.1
Hitachi Ltd. ....	445.4	387.4	35.3	30.9
Nakagawa Electric .....	21.2	15.5	1.9	1.2
Oki Electric .....	29.2	22.9	2.4	1.8
Origin Electric .....	3.2	2.8	.3	.2
Tokyo Shibaura Elec. ....	320.0	261.8	26.6	23.6
Victor of Japan .....	35.6	26.4	2.7	2.1

\* Preliminary

Nippon Electric Co., Tokyo, filed registration statements (SEC Files 2-20940 & 2-20941) for 10 million shares of common, represented by 400,000 American Depository Shares and 160,000 Depository Receipts. Sale will be handled by underwriters headed by First Boston Corp, at maximum of 90¢ per share. Of 240 million common shares outstanding, 15% is owned by ITT subsidiary International Standard Electric Corp.

TelePrompTer has started construction at its Cherry Hill, N.J. facility of a new building to more than double present 32,000 sq. ft. Expansion is slated for completion late Feb. Enlarged Cherry Hill facility will house Weathers Div. & corporate manufacturing, engineering, service & technical operations now at 311 W. 43rd St., N.Y. Executive offices will be retained at 50 W. 44th St., N.Y.

Reports & comments: MGM, discussion, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • GE, comment, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Toshiba prospectus, Smith, Barney & Co., 20 Broad St., N.Y. 5 • CBS, analysis, J. R. Williston & Beane, 2 Broadway, N.Y. 6 • AT&T, review, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • International Resistance, report, Blair & Co., 20 Broad St., N.Y. 5 • Westinghouse, comments, Reynolds & Co., 120 Broadway, N.Y. 5 • CBS, study, Divine & Fishman Inc., 2 Broadway, N.Y. 4.

Admiral has placed \$15 million in promissory notes, due 1963-78, with group of institutional investors. Pres. Vincent Barreca said \$3.7 million will be used to retire long term loans. Balance will become additional working capital necessitated by growing sales, stemming from "rapid growth of color TV & increased demand for home appliances," he said.

Commerce Dept. survey finds manufacturers' sales projected at record \$101.5 billion for 1963's opening quarter—up ½% from 1962's 4th-quarter sales estimate of \$101 billion. Inventories at end of March are projected at \$57.9 billion, up \$300 million from inventories anticipated at close of 1962.

Treasury Dept. plans "census" in 1963's first quarter of all U.S. companies & individuals owning 5% or more of stock of foreign corporations. Failure to file information return by March 31 is subject to \$1,000 penalty.

## 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
H & B American	1962—qtr. to Oct. 31	\$ 1,083,932	—	\$ 10,038	—	2,582,192
	1961—qtr. to Oct. 31	806,859	—	19,309	—	2,573,160
Macfadden-Bartell	1962—9 mo. to Sept. 30	17,104,736	—	(203,414) <sup>1</sup>	—	—
	1961 <sup>2</sup>	—	—	—	—	—
Newark Electronics	1962—year to Aug. 31	22,384,646	—	258,824	\$0.32	800,000
	1961—year to Aug. 31	16,941,429	—	368,698	.47	800,000
Schlumberger (Dcystram)	1962—9 mo. to Sept. 30	191,944,000	\$ 27,617,000	16,569,000	3.11	5,333,587
	1961—9 mo. to Sept. 30	169,319,000	25,321,000	13,060,000	2.45	5,331,587
Silicon Transistor	1962—9 mo. to Sept. 30	1,957,000 <sup>3</sup>	—	131,000 <sup>3</sup>	.25	516,250
	1961—9 mo. to Sept. 30	1,219,000	—	45,000	.08	501,000

Notes: <sup>1</sup> Before non-recurring gain of \$528,921 (26¢ a share). <sup>2</sup> Comparison figures unavailable. <sup>3</sup> Record.

### Officers & Directors stock transactions as reported to SEC for Oct.:

Advance Ross Electronics. Donald Tricebock bought 100 in Sept., held 747.

Allied Artists. Roger Hurlock bought 300, held 35,600.  
Ampex. Edwin Gamson bought 650, held 1,050.

Amphenol-Borg Electronics. Arthur Schmitt sold 2,558, held 15,950.

Avco. Frank Larson bought 667, held 4,370. Edward Litchfield bought 300, held 1,900. Mrs. Edward Litchfield bought 300, held 800.

Capital Cities Bestg. Daniel Burke bought 300, held 300. Harmon Duncan sold 200, held 21,997.

Clevite. Scott Mueller bought 100, held 200.

Decca Records. MCA bought 9,600, held 1,297,315.

Dynamics Corp. of America. Zambry Giddens bought 3,680, held 9,080. Edward Mooney bought 100, held 200.

Esquire Radio & Electronics. Joshua Levine bought 500, held 1,300.

Gabriel. Archie Colwell sold 1,458, held 547. Frank Vogel sold 1,148, held 352.

General Bronze. Aaron Saphier bought 200, held 2,641.

Giannini Controls. Donald Putnam bought 4,000, held 12,916.

H & B American. Gilbert Rigdon bought 15,000 in June, held 25,000.

Hazeltime. Wilfred McFarland bought 100, held 844.

Hoffman Electronics. C. E. Underwood bought 5,000, held 6,100.

Indiana General. Ivan Dickey sold 200, held 4,300.

Industrial Electronic Hardware. Esther Cloud bought 200 in Sept., held 200. Arthur Stephan bought 100, held 100.

Lafayette Radio Electronics. David Lomasney bought 800 in Aug., held 8,300.

Ling-Temco-Vought. Ling Investment Co. sold 12,500, held 940. Alpha Omega Corp. bought 20,000, held 20,000.

Macfadden-Bartell. David Bartell bought 1,500 in Sept., held 319,657.

Magnavox. Frank Freimann bought 5,000, held 592,084. Stanley Sondles sold 200, held 19,515.

Metromedia. Mark Evans bought 100, held 9,750.

Movielab. Herbert Camitta bought 200, held 400.

Muntz TV. William Collen bought 1,000, held 1,000. Daniel Domin bought 19,000, held 25,500. Wallace A. Keil bought 4,000, held 20,500.

Oxford Electric. Sidney Ungar bought 1,500 in Sept., 3,100 in Oct., held 20,211.

Pacific Industries. Frederick Anderson sold 500 in Sept., held 86,390.

Paramount Pictures. Young Frank Freeman sold 500, held 1,250.

Pentron Electronics. Harold Ballonoff bought 43,759, held 107,606. R. L. Moxley sold 2,200, held 196,380.

RCA. Ernest Gorin sold 494, held 3,130.

Reeves Bestg. & Development. George Buist sold 4,524 in Sept., held 10,000. Harry Petersen bought 500, held 2,630. Premier Investment Co. bought 1,500, held 77,000.

Screen Gems. William Sackheim sold 283, held none.

Silicon Transistor. Randolph Bronson sold 1,100 in Sept., held 16,750.

Sonotone. Harry McDonald sold 200, held 8. Serval Inc. bought 668,525, held 668,525. Charles Tuttle sold 108, held 100.

Teleprompter. Irving Kahn bought 200, held 54,180.

Thompson Ramo Wooldridge. Robert Bacher bought 100, held 100. Frederick Crawford sold 206, held 31,272. Dean Wooldridge sold 500, held 34,643.

Trans-Lux. Harry Brandt bought 5,500 in Sept., held 97,696. Mrs. Harry Brandt bought 10,000 in Sept., held 23,765.

Travler Industries. Sidney Taylor bought 500, held 968.

20th Century-Fox. Arnold Grant bought 200, held 200. Francis Levien bought 600, held 22,000.

Walt Disney. William Anderson bought 355, held 2,000.

Webcor. Dora Haffa bought 400 in Aug., held 71,323. Robert Woodward bought 100, held 405.

Zenith. Alexander Ellett bought 200, held 3,780. Leonard Truesdell bought 2,250, held 12,100.

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# WEEKLY **Television Digest**

DECEMBER 24, 1962

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NEW SERIES VOL. 2, No. 52

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### Consumer Electronics

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**CHANNEL MASTER** enters TV with 8-in. transistorized set; plans full imported line by Sanyo, including large-screen units; 1962 U.S. TV imports to total about 110,000 (p. 8).

**PENNEY PLANS TV EXPANSION:** Private-label sales at 1,700-outlet chain's 18 pilot stores 'so far are satisfactory' and 'our next major expansion' of TV outlets will come in 1963's first half (p. 8).

**GOVT. FILLING VOID WITH ELECTRONICS CENSUS:** Commerce Dept. launches annual survey to gauge for first time output of huge chunk of U.S. electronics firms (p. 9).

**'KIMCODE NERVES'** plague industry—but only rumors are flying, not glass. New tube process remains on UL accepted list after stiff re-tests (p. 10).

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**FCC HOPES FOR SHORT FM FREEZE:** The word "freeze" literally sends chill through industry, and FCC's announcement last week of freeze on FM application processing was no exception. Though Commission said it hopes freeze won't last for more than 6 months, you'll recall the "9-month" estimate on TV freeze in 1948—which lasted 4 years.

At any rate, FM freeze over most of country is now in effect while FCC solicits comments on new tentative table of assignments of channels to cities (copies available from FCC, *Federal Register*—or we'll get you one).

Commission acknowledges that there have been some carefully-reasoned objections to its proposed principles of FM allocation (TV-type, based on mileage separations instead of industry-favored "protected-contour" concept), and it admitted that industry needs to study a city-by-city allocation table in order to comment intelligently on Commission concepts.

Commission welcomes any or all comments on plan, asks that commentators not repeat what they've filed before, however.

Table of assignments isn't "saturated," FCC said. It includes the 1,200 channels already assigned to operators or CP-holders, plus 1,530 not yet granted. It said it doubts that "any reasonably conceivable shortening of separations" would give as many as 4,000 assignments—equal to number of AMs extant.

Freeze isn't imposed in areas where there are few cities, plenty of space. These include: (1) Ida., Mont., Nev., N.M., N.D., S.D., Wyo. (2) Ariz., Colo., Neb., Utah—except within 65 mi. of Phoenix, Denver, Omaha, Salt Lake City. (3) Kan. west of 98th meridian. (4) Alaska, Hawaii, Guam.

In frozen areas, no new applications will be accepted. Applications on file will be kept there. There's no freeze on educational FMs—except that top 3 EFM channels (218, 219, 220) won't be granted any closer to the lowest 3 commercial channels (221, 222, 223) than provided in proposed allocation table. Comments will be accepted until Feb. 15, replies until March 18. Following the "Sangamon" TV case, FCC said, all recommendations regarding specific channels & specific cities must be "on the record." When whole business is resolved and freeze is lifted, Commission will allow 60 days or so for filing of new applications before granting new CPs.

**FCC PROBING 'NOISY COMMERCIALS':** Unofficially tagged with "top priority" label, FCC last week opened inquiry into "objectionable loudness of commercials" and asked for comments by industry & the public by Jan. 28. At same time, it warned stations to "discontinue practices" which result in over-noisy commercials, whether lawful or not.

Chmn. Minow has expressed own personal annoyance in recent months at loud commercials, and Commission says it has received many complaints on subject from public and members of Congress (notably Sen. Case [R-N.J.] who has made issue sort of a personal crusade). As one Commission staffer put it, "everybody's breathing down our neck on this one and we're classifying it as 'urgent.'"

Commission & staff frankly don't know what can be done about problem, and notice of inquiry (Docket No. 14904) covers field shotgun-style. Notice itself defines its use of term "loudness" as "a subjective or psychological quality of sound experienced directly by the listener."

Notice explains that in nationwide monitoring of 816 TV, AM & FM stations, excessive overmodulation wasn't found—and therefore that sound measurements on VU meter are not answer to patrolling "excessive loudness" of commercials. Notice suggests several possible causes which aren't violations of FCC rules: (1) Commercials presented at higher modulation level than rest of program. (2) Volume more objectionable because of pauses before & after commercials. (3) Subject matter, such as "hard sell" & "fast pitch." (4) Recording techniques, such as volume compression & limiting.

Commission asks how objectionable loudness can be regulated and suggests both self-regulation & new FCC rules. But first, it notes, "some sort of device" to measure loudness is needed, and proposes "concerted industry & Commission effort" to develop one. Inquiry will cover such questions as: (1) Extent of objectionable loudness. (2) Causes. (3) Speech processing, compression & limiting. (4) Should we lower modulation percentage maximums during commercials? (5) Can modulation be automatically limited at transmitter?

Simultaneously with launching of inquiry, Commission issued public notice requesting broadcasters to "review their practices such as the use of rapid-fire delivery, volume compression and other techniques which may result in objectionable loudness of commercial material, and to discontinue practices found to result in such loudness."

**CANADA CATV ASSN. FIGHTING GOVT. REGULATION MOVE:** Recent ruling by govt. of British Columbia that CATV systems are public utilities probably will be made court test case.

National Community Antenna TV Assn. of Canada is undecided on exact course of action, but it's understood B.C. govt. & NCATA have informal agreement to test ruling in lower court, loser carrying it to Canadian Supreme Court.

Moves toward regulating industry at national level have been made in Ottawa, have operators equally worried. However, an NCATA spokesman told us: "If there must be regulation, we'd rather have it at the national level than attempt to deal with 10 provincial governments." Major concern of industry is that rates would be regulated. British Columbia P.U.C. already has queried each B.C. operator on his financial & administrative affairs.

**WWL-TV HIT ON 'PROMISE vs. PERFORMANCE':** Veteran broadcaster Loyola U., New Orleans, no less, got socked in FCC's first bob-tailed TV renewal—one year for its WWL-TV—on basis of failure to program as promised in original comparative hearing.

Commission said that station has "substantial variance" in performance vs. promise and that variance hasn't been explained "in terms of a change in the programming needs & interests of the New Orleans community." Commission also noted that station started "several local live public service programs" about the time it filed license renewal and that local-live schedule was increased further after Commission questioned performance in Sept. 16, 1961 letter.

"Thus," Commission concluded, "it is clear that your mere 'upgrading' at renewal time, whether before or after the Commission's inquiry, does not obviate the serious question arising from the substantial deviations in your record of program representations & performance." Comr. Hyde was sole dissenter. Commission rejected petition of American Federation of Musicians, which wanted WWL-TV renewal denied because station didn't use as many musicians as AFM would like.

**'WHITE PAPER' FOR BRITISH TV:** Govt. in Britain wants a piece of lush profits of commercial TV interests in that country, which come to nearly \$36 million for 1962. And, British govt. also wants: (1) A go-ahead, probably in 1964, of pay-TV tests. (2) Three-year limitation on program contracts. (3) Govt. sale of programs to advertisers. (4) Variety of restrictions on commercial TV to favor ETV & informational shows.

These jolts were contained in special TV Bill presented to Parliament last week. Postmaster-General Reginald Bevins intimated that govt. bite on commercial TV profits would be "substantial," and that there'd be no 2nd commercial channel until govt. had a chance to see how "White Paper" proposals functioned in practice.

What has riled govt. is that original system for British commercial TV, delegated to Independent TV Authority in 1954 for supervision, has created its own evils, as govt. sees it. Original group of 4 big program companies (ABC, Associated Rediffusion, ATV, Granada) have tight control over programming, pay modest rental for facilities, and freeze out competition, TV Bill charges.

Prompt howl went up from commercial interests. ATV Chmn. Sir Robert Renwick charged govt. with "appalling ignorance" of facts, snapped: "At this rate there will be hardly any profits at all," particularly for development of new programming, which would then be at mercy of "bureaucracy."

Pay-TV is on horizon for Britain as result of TV Bill. Before any action really develops, govt. wants to see if there'll be "significant" demand for it, how pay TV will affect BBC & commercial TV, what demand it will place on resources, etc. On-air test is unlikely; govt. favors wired-system test "for some 2-3 years." Such area tests must carry no ads, must give some time to BBC.

Chief contenders for pay TV are 5 companies, 2 of which have U.S. links—British Telemeter Home Viewing (in which Paramount has interest), Tolvision (U.S. businessmen on board of dir.), British Home Entertainment, British Relay Wireless & TV, Choiceview. U.S. Teleglobe is dickering for British tie-up. Control of pay-TV tests would be in hands of British Post Office assisted by special advisory group.

What amounts to British version of NAB Code Review Board is sought by govt., in form of Advertising Standards Authority with which ITA would consult. Tight reins would be held on all TV commercials in children's shows to avoid "harm to them physically, mentally or morally." There would also be stricter control of "stridency" in commercials, more emphasis on "natural breaks."

Some interesting figures came to light in wake of "White Paper." Commercial TV companies (there are now 15) are now grossing about \$190 million annually, according to Postmaster-General Bevins. Costs (talent fees, salaries, etc.) come to nearly \$95 million. Present ad tax on TV commercials slices off about \$22 million with more than \$70 million left before corporate income taxes.

Bevins also predicted that by 1964 there would be choice of 5 transmissions (3 programs, however) in London area. These would be: commercial & BBC services on 405 lines; duplication of both on 625-line uhf; BBC's new 2nd service on 625-line uhf with some colorcasts.

## CURRENT CAPSULES

Enormous effectiveness of President Kennedy's 60-min. "summary-to-date" interview Dec. 17, carried by all 3 networks, was attested by Republicans' immediate announcement of plans to demand similar facilities to present GOP's analysis of Administration. At week's end, GOP spokesmen hadn't indicated how they'd seek time—except that it be on "fairness" doctrine. Impact of interview was heightened by informal atmosphere: President and 3 network correspondents sitting down, almost chatting—about the most vital subjects in the world. President's views came through in manner much more "intimate" than in other types of TV appearances—press conferences, debates, formal speeches. Interview was unrehearsed, had been taped day before, running about 80 min., with a network committee having authority to edit to 60 min. CBS protested arrangement, argued for no-editing.

NAB got part of a loaf, in its request to participate in FCC's Omaha local-live hearing starting Jan. 28 (Vol. 2:48 p4). Commission said NAB could offer testimony on TV needs of Omaha, which, of course, NAB isn't prepared to do. However, Commission said NAB can offer written statement, after hearing, giving "its comments on whether the testimony elicited during the inquiry was typical of TV broadcast operations in similarly situated markets, the industry-wide implications of this type of inquiry" and anything else in similar vein. Pres. Collins will appear for NAB. Comr. E. William Henry, who'll preside, published list of 86 people who want to testify; they cover the gamut of community groups—govt., business, labor, civic, etc.

One Omaha operator minced no words about his feelings. In panel before Academy of TV Arts & Sciences in Hollywood last week, WOW-TV vp Frank Fogarty stated: "Govt. is moving massively & steadily into a role of overwhelming influence over broadcast programming. Such a trend probably cannot be arrested short of program control. . . ." Appearing on same panel, FCC Chmn. Minow asserted that no station had run into trouble with FCC for broadcasting or not broadcasting any particular program, and that Commission isn't controlling or censoring programs. Minow urged that ETV stations build strong national network, using newly authorized federal funds for construction of facilities.

NBC-TV affiliation was never used as threat to Westinghouse to force sale of its Philadelphia station to NBC. So stated Charles Denny, RCA vp and former NBC vp, in testimony last week during FCC's hearing on NBC-RKO Philadelphia-Boston station swap proposal. Denny asserted that NBC had given affiliation to Westinghouse's KDKA-TV Pittsburgh long before it exchanged its Cleveland station for Philadelphia outlet. He insisted, further, that Westinghouse was no weak sister from bargaining standpoint—being larger than RCA in manufacturing field and having one of strongest multiple-owner positions in broadcasting. NBC Chmn. Robert Sarnoff & Pres. Robert Kintner are scheduled to testify Jan. 2.

Lack of network affiliation is most common reason given for failure by uhf stations which have left the air, according to survey by EIA consumer products staff dir. L. M. Sandwick. Other reasons: Poor signal propagation characteristics in comparison with vhf, lack of manufacturer cooperation in all-channel set distribution in intermixed areas. Of 37 stations now off the air, 6 indicated plans for resumption of service. Results of complete survey of all uhf stations, CP-holders & applicants are contained in new EIA publication, *UHF—the 1962 Survey*, available from EIA, 1721 DeSales St. N.W., Washington 6, for \$3.

Sale of WAVY-TV (Ch. 10) Portsmouth-Norfolk to Gannett for \$4.5 million has been called off, following FCC's decision to hold hearing on transaction (Vol. 2:49 p5). Commission had planned to examine failure of principals to participate in management as originally promised. Last week, FCC granted WAVY-TV's petition to dismiss sale. Commission will again consider charges against WAVY-TV when it comes up for renewal next Oct.

KBIC-TV (Ch. 22) Los Angeles has been sold for \$300,000 by John Poole to Central Broadcasting Corp. of Cal. (owned by Martha White Mills Inc. and H. C. Young Jr., Nashville). Station has been on air with equipment tests for several years but buyers estimate another \$300,000 will be needed to complete construction before Feb. 15 programming target.

CP for Ch. 47 New Brunswick, N.J., was granted to N.J. TV Bestg. Corp., Linden, N.J., FCC conditioning grant on company's agreement to accept different channel if FCC decides to substitute. Commission also denied request by WMCA N.Y. to defer action until it considered WMCA's proposal to substitute Ch. 79 for Ch. 47 in New Brunswick.

Latest "Spot TV Advertising Cost Summary" issued by Katz Agency for first time includes prime-time 20-second rates on 3-per-week & 6-per-week basis, in addition to 1-time rate. Also new are rates for "transition" 1-min. spots on 6-per-week & 12-per-week basis.

**FCC REVISES FINANCIAL REPORTS:** Commission has finalized new forms for stations' annual financial reports, which become effective next Feb. 1. Revised Form 324 will continue to require information on broadcast expenses, broadcast income & tangible property owned & devoted exclusively to broadcasting.

For first time, however, licensees will be required to state: (1) Revenues from political broadcasting. (2) Payments to owners & close relatives, listed as broadcast expenses. (3) Breakdown of employment by salaries & departments for stations with 15 or more employees. (4) Revenues from FM portion of joint AM-FM operations.

FCC said criticism from most commenting parties was about burden of filing new information. Major complaints were that requirements were ambiguous, that Commission couldn't protect confidentiality of data, that it didn't have authority to require much of the information. FCC agreed with some of criticism, said new forms don't include as much additional information as originally proposed.

Seagoing communications satellite terminal has been launched by Military Sea Transport Service. Ship will be operated by army's Satellite Communications Agency (SATCOM), and used in NASA's Syncom launching planned for early 1963. Vessel is equipped with 52-foot pressurized radome enclosing 30-foot satellite communications & tracking antenna, plus other antennas & communications gear.

Communications satellite corporation stock purchase authorizations may be applied for by communications common carriers starting Jan. 2, FCC announced. Stock itself will not go on sale until incorporation is complete. Commission said there will be 20-day waiting period to allow interested parties to file comments before any applications are acted upon. Applicants will have 10 days to reply.

Two FCC CATV-microwave actions: (1) Granted Cal. microwave system to Antennavision Service Co., now that firm plans to serve an independent customer in Borrego Springs, Cal. in addition to 3 CATVs it owns. (2) Turned down petition for grant of renewal without a hearing, filed by Columbia Basic Microwave, which said it will also serve independent customers. Commission said it needs "a full evidentiary record" before it can make a grant.

"Scandalous" petition of NCTA in Carter Mt. CATV microwave case—in which FCC Broadcast Bureau Chief Kenneth Cox was attacked by NCTA (Vol. 2:47 p5)—didn't strike Court of Appeals as "scandalous." It denied FCC's petition asking that NCTA's request to participate in case be thrown out because of remarks about Cox.

FCC was upheld by Circuit Court last week in decision barring new Miami Ch. 10 application by Public Service TV (WPST-TV), which lost the channel in "influence" case. With other new applicants, WPST-TV had sought another crack at channel, now held under short-term license by WLBW-TV—but FCC had rejected the bid.

Some \$7.5 million in CATV system sales will be closed shortly by broker Daniels & Assoc., according to Pres. Bill Daniels, who said identities can't be disclosed yet.

WOAY-TV Oak Hill, W. Va. has been granted authority to identify itself as Oak Hill-Beckley.

**Geritol, Hadacol Under FTC Guns:** Health remedies had rugged going at Federal Trade Commission last week—2 big ones being cited for "false therapeutic claims" on TV & other media.

Complaint was issued against J. B. Williams Co. & agency Parkson Adv., both N.Y., for claims that Geritol is beneficial in treatment of tiredness, nervousness, host of related ailments. Commission charged that preparation is useful only in small minority of cases where ailments are due to lack of vitamins which Geritol contains. FTC said advertising is further misleading because it fails to point out that in most cases symptoms aren't caused by these deficiencies. In most cases, agency contended, iron deficiencies & anemia are due to bleeding from serious disease or disorder, which could be masked by use of Geritol. Alleged money-back guarantee for unsatisfied users also is deceptive, FTC charged.

In similar case, FTC issued initial decision against Hadacol Inc. (Vol. 2:33 p5) for nearly identical claims for "New Super Hadacol," which Commission alleges are also false & misleading.

Taiwan TV began Oct. 10, covering island's central cities. Station is operated by joint Chinese-Japanese firm, Taiwan TV Enterprise Co. Ltd. (40% Japanese), eventually will serve whole island. According to U.S. Commerce Dept.'s *International Commerce*, Philips Co. of Holland has begun assembly of 19 & 23-in. sets there. KPIX San Francisco donated equipment worth \$5,000 to American Jesuits working with station.

Santa Maria, Cal. Ch. 12 should be awarded to Central Coast TV, over Santa Maria Telecasting, according to initial decision by FCC Examiner Herbert Sharfman. He found Santa Maria disqualified because of proposed inadequate signal strength over city, also determined Central to be superior in local ownership, civic participation and management-ownership integration.

Movie box office receipts in 1963 should exceed 1962's estimated \$1.45 billion, continuing trend of last 4 years, Commerce Dept. predicts. Receipts in 1961 were \$1.37 billion, highest since 1949. Rising receipts have been due to higher admission prices, as number of features has declined, Dept. notes. Foreign market for U.S. films is expected to be \$215-220 million, about same as in 1962.

Free TV time was given by Du Pont to 15 N.Y. dept. & specialty stores during newspaper strike. Company & BBDO bought 9:30-10 p.m. Dec. 17-21, and 1-1:30 p.m. Dec. 18-21 on WPIX. Three stores shared each 30-min. program. There were no Du Pont commercials, and stores were free to feature any products they chose.

Sale of KGHL-TV (Ch. 8) Billings, Mont. to Crain-Snyder TV Inc. for \$745,000, by P. N. Fortin and Warren J. & Kenneth L. Hancock, has been approved by FCC. Fortin and the Hancocks hold minority interest in Crain-Snyder. Also approved was sale of radio KGHL by Crain-Snyder to George C. & Wilda G. Hatch for \$204,285.

TvB has added 8 members—4 U.S., 4 foreign; WHTN-TV Huntington, WUSN-TV Charleston, KBAK-TV Bakersfield, KTVT Dallas-Ft. Worth, NWS South Adelaide & QTV Brisbane, Australia, TWW Ltd. & Southern TV Ltd., London.

Radio KBOM Bismarck, N.D. must surrender license by Feb. 17, FCC ordered last week, making effective initial decision revoking license for unauthorized transfer, etc.

## Personals

**John Burgard**, Brown & Williamson Tobacco vp, named ANA Broadcast Committee chmn., succeeding National Biscuit Co. Advertising & Marketing vp **Harry F. Schroeter**.

**Leonard B. Goldberg** promoted to ABC International TV asst. program mgr. . . **Jack Fern**, ex-KDKA-TV Pittsburgh news dir., joins NBC News, N.Y.

**Edward E. Hall** promoted to CBS-TV affiliate relations Western mgr., succeeding late **Bert Lown**.

**James E. Greeley**, Washington communications attorney, leaves Spear, Hill & Greeley to become partner in firm of Wilner & Bergson (changing name from Wilner, Bergson, Scheiner & Lessenco). **John G. Smith**, associate of Spear, Hill & Greeley, joins Wilner & Bergson as associate.

**Cy Kaplan** promoted to Independent TV Corp. national sales mgr. . . **Michael J. Marlow**, ex-CBS News Washington bureau, named dir. & exec. producer of Norwood Studio's new TV div., Washington.

**Ned Cogswell**, long-time mgr. of Oil City, Pa. CATV system, resigns to join group-CATV operation Televents Corp. as coordinator of eastern operations, with hq in Oil City.

**Sally Lindo**, FCC information specialist since 1939, receives award for "superior performance" from information chief **George Gillingham**, plus congratulations from Chmn. **Minow**—and \$260.

**Robert J. Somerville** promoted to Adam Young Inc. San Francisco radio mgr., succeeding **Dell Simpson**, recently named to similar post with Chicago office.

**E. Berry Smith**, ex-Marine Capital Corp., Milwaukee & former WFRV Green Bay, Wis. vp & gen. mgr., named WLKY Louisville gen. mgr. . . **Robert L. Maynard** promoted to WMTW-TV Poland Spring, Me. vp.

**Julio Lucero**, ex-La Prensa Hollywood correspondent, appointed KMEX Los Angeles news editor . . . **John Merrifield**, ex-Ford Motor PR div., appointed WRAL-TV-AM-FM Raleigh farm services dir. . . **F. Brady Louis** promoted to radio WLW Cincinnati sales mgr.

**Dr. James B. Tintera**, educational TV & radio veteran, appointed Wayne State U. research & development dir., Detroit duties including development of educational TV & radio programs.

In RKO General corporate realignment, **John B. Poor** is promoted to pres. of RKO General Inc., **Hathaway Watson** to pres. of newly-created RKO General Bestg.

**Arnold Alpert** in early 1963 winds up tour as gen. mgr. & business consultant to *Television Digest* & *Television Factbook*, will leave to undertake other assignments.

Institutional market (schools, hospitals, etc.), customer for \$42 billion annually in goods & services, is examined in new BBDO study, *Institutional Market*—available for \$5 from **Louis Kruh**, Market Facts Div., BBDO, 383 Madison Ave., N.Y. 17.

Sale of **Metromedia's** commercial shortwave WRUL for \$1,771,850 (Vol. 2:43 p6) has been approved by FCC. Purchaser is International Educational Bestg. Corp., owned principally by **Mormon Church**.

**Don't overrate 2,000-mc ETV band**, FCC engineer **McIvor Parker** cautioned recent NAEB convention in Philadelphia. He said proposed new service isn't substitute for standard ETV, merely supplement. Only saving to be realized in 2,000-mc use will be in transmission systems; studio & programming equipment will be no cheaper, he pointed out. Although new system could have important role in ETV, Parker concluded, it should not be confused with advantages of standard TV service.

**Joint community-improvement effort** by ETV & commercial stations will be undertaken under pilot program announced by NAB. Each station will take own approach in working on community's problem. Location of first experiment will be announced after plans are completed. Plan was drawn up at meeting of Educational Commercial Broadcaster Committee, sponsored by NAB & Joint Council on Educational Bestg.

**Spot gross time billings** in 3rd quarter rose 17% to \$151,922,000, compared with \$127,644,000 in same 1961 period, according to TvB. Product classifications showing major increases included automotive, up 33.6%; confections & soft drinks, 34.6%; cosmetics & toiletries, 32.8%; household cleaners, 32.6%; household paper products, 33.1%; pet products, 31.5%; watches, jewelry & cameras, 107.9%

**Entries for "Ohio State Awards,"** given annually for best productions in educational broadcasting, may be submitted until Feb. 16, 1963. Entries are judged in 5 categories—fine arts & humanities, natural & physical sciences, social sciences, public affairs & community problems, personal problems. Submit to Institute for Education by Radio-TV, Telecommunications Center, Ohio State U., Columbus 10.

**New TV-motion picture consulting firm**, Communications Management Consultants, has been formed at 9301 Wilshire Blvd., Beverly Hills, Cal. **Jack L. Copeland**, ex-Allied Artists informational films div. exec. producer, will head company, which will provide advisory services on use of TV & films in promotion, training & educational campaigns. Other partners: **Marvin Wald**, **Walter Hannemann**, **George E. Merer**.

**Latin America's "largest interconnected TV network"** will be installed in Venezuela by RCA, under terms of \$750,000 contract with Radio Caracas TV. Scheduled to place 97.5% of Venezuela's population within range of TV signals, circuit will connect 15 TV transmitters with 600 miles of microwave relays & 900 miles of off-air pickups.

**Forfeiture of \$5,000** was levied by FCC against radio WDOV Dover, Del., for broadcasting commercially during Hurricane Esther Sept. 19, 1961, filing false program logs, double billing (Vol. 2:24 p5).

**"Sound Citizen Sounds,"** new NAB promotional record album of announcements being distributed to member radio stations, covers topics such as radio advertising, local news, farm programming, each preceded by different sound effect.

**Political broadcasts** by ETV stations won't jeopardize their tax-exempt status, as long as they don't take sides, FCC advised NAEB.

**Regular editorializing** has been inaugurated by WOW-TV & WOW Omaha: twice daily on TV, 4 times daily on radio, about twice a week.

# Consumer Electronics . . . .

MANUFACTURING. DISTRIBUTION. FINANCE

**MERRY CHRISTMAS IN SALES FIGURES:** There's cheery year-end glow in both sales & inventory figures—as good business holds up in TV, radio & phono sales, with TV-radio stockpiles down well into safe area. While no records will be set in any major category, 1962 is certain to go down as good year in unit sales of all 3.

Preliminary Nov. and official Oct. figures indicate that year will end up almost exactly as we predicted 2 months ago (Vol. 2:43 p7): (1) Black-&-white TV, distributor-to-dealer sales of about 6.25 million, with color adding perhaps 430,000 units more, for total of nearly 6.7 million—best since 1956. (2) Radio (excluding auto), 11.8-11.9 million—by no means a record when compared with 14, 16.5 & 12 million of 1946, '47 & '48, but best since TV boom. (3) Phono, close to 4.3 million—better than 1961, but below 1957, '59 & '60.

TV-radio inventories at end of Nov. were whittled down—TV to within 3% of comparable figure last year (total manufacturer & distributor inventories), with radio within 8% of year-ago figure. At end of Oct., they had been up 14% & 20%, respectively, from 1961 level.

Unofficial figures for Nov. showed TV distributor sales at 592,000, or 9% better than Nov. 1961, while 11-month sales totaled 5,626,000, also 9% over last year. Radio sales in Nov. reversed 3-month trend of lower-than-1961 sales and bounded up to 1,292,000 units in Nov., 21% above Nov. 1961, while 11-month total was 10,181,000, or 6% ahead of last year. Oct. phono sales were best of year—609,215—fully 33% ahead of previous Oct., bringing 10-month total to 3,344,000, or 16% over same 1961 period.

Ten-month figures are presented in detail on p. 11. Full Dec. figures are unknown, but industry already has visions of sugarplums.

Note: At week's end, EIA released estimates of consumer electronics sales for 1962, indicating that dollar volume rose 10% to \$2.3 billion from \$2.087 billion in 1961. Breakdown: TV, \$950 million (up from \$832 million last year); radio, \$350 million (vs. \$343 million); phonos, \$415 million (\$335 million); all other, \$585 million (\$577 million).

**U.S. SET MAKERS SCAN TINYVISION FIELD:** Every major American TV manufacturer is giving some consideration to getting in tinyvision—or "personal portable"—race with Japanese set makers. Except for possibly one manufacturer, we know of none which has finalized plans. But everybody appears to be getting prepared—just in case a market seems to be developing.

The one closest to "ready" may be GE, which previously has been quoted on possibility of bringing out transistorized battery-operated set (possibly in 10-in. size) next spring (Vol. 2:45 p8).

Interest in small tubes has picked up sharply in last few months, according to Lancaster Glass Co., Lancaster, O.—specialists in glass for small cathode-ray tubes—which made bulbs for RCA's 8-in., GE's 9-in. & Admiral's 10-in. sets during brief & unsuccessful revival of small-screen sets in late 1950s.

"We've been approached by all of the set people for quotations on small tubes," we were told by Lancaster's electronic glass div. mgr. J. P. Schellhaus Jr. Company has made samples of some sizes to manufacturers' specs, he added, but as yet has no quantity orders. Bulbs could be for use in either transistorized or tube sets.

Principal set maker interest centers on bulbs of 10-in. size—which might better be called 11-in. because that's diagonal measurement of square-corner version. There's been recent pick-up of interest in 8-in. bulb with specs similar to those used by Sony in its first transistor portable (rectangular but not square

cornered), Schellhaus told us, and there has been some attention given to 9-in. square-corner. However, he said he hadn't had single request for quotation on such wee-tiny sizes as 4- & 5-in., despite widespread publicity about Sony's Micro-TV.

So far there's been no standardization in sizes or requests, according to Schellhaus, although manufacturers apparently are making sample tinyvision sets for testing & reaction. Actually, standardization may be necessary, even though it may be irksome to some set makers who want own exclusive proprietary sizes, because bulb prices would be "prohibitive" in small quantities such as 20,000-50,000. Even with large-scale production of single standardized size, it's doubtful whether prices of small tubes would be substantially less than 16- or 19-in.—although now-&-then we hear rumors that one manufacturer or another is planning \$99 small-screen set (all denied).

First step in new downward trend in tube sizes—the 16-in.—seems now to be firmly established. Zenith recently became 3rd manufacturer to introduce U.S.-made set in this size (first were GE & Philco), with unit reportedly priced at \$159.95, while Admiral & Emerson have indicated they'll have them by spring. U.S. TV manufacturers importing or planning to import 16-in. sets are Olympic and Symphonic. Several more Japanese makes—in addition to ones now on U.S. market—are due to begin appearing soon, including Hitachi, Sharp & Star-Lite.

No. U.S. manufacturer is making tubes for new tinyvision sets—to our knowledge, that is. Set makers' scrutiny of wee-screen possibilities so far seems to be in nature of preparedness. Everybody wants to be ready to meet competition—foreign or domestic—if any serious attempt is made to develop this type of market.

**CHANNEL MASTER ENTERS TV SET FIELD:** Channel Master Corp., the diversified TV antenna & picture-tube manufacturer which claims title of America's largest radio importer, will market first sets in a line of imported TVs shortly after New Year's Day.

First model will be 8-in. transistorized set, battery- & AC-operated, which has been in Channel Master planning for couple of years. First shipments have just arrived, but distribution will be held up until early next year. Like Channel Master's radios, its TVs are being made by Sanyo of Japan.

Eventually Channel Master plans to field a line of TVs, including conventional AC large-screen models, we were told last week by sales mgr. Sam Schlusel. He said no price had yet been established for 8-in. tinyvision set, but that it probably would have a "larger margin of profit" than Sony's similar item, because it will be handled through Channel Master's regular 2-step distribution system.

First quantity shipments of Sharp (Hayakawa) TVs also have begun to arrive on N.Y. & Los Angeles front, and major campaign can be expected next year. For full year 1962, TV imports to U.S.—all makes—are expected to total about 110,000 sets.

**PENNEY PLANS TV EXPANSION:** "P" brand private-label TVs are selling well at J. C. Penney's 18 test stores throughout country (Vol. 2:40 p10), we learned last week, and 1,700-outlet chain is readying another move on path to national TV retailing.

Pilot operation TV sales "so far are satisfactory," we were told, and "our next major expansion" of TV outlets "will come during the first half of 1963." Penney is maintaining tight rein on expansion details, still won't divulge identity of its supplier or reveal if Wells-Gardner is lone manufacturer of its TV sets.

Penney's hq reports "no specific calls for color here, although we're sure that the stores have had some." However, demand is weak & "we have no plans to move into the color area."

Private-label "P" TVs embrace 7 models: 17-in. portable at \$99; 19-in. portable, \$139.98; deluxe version at \$149.98; 23-in. console, \$179.98; 23-in. upright console, \$199.98; 23-in. lowboy, \$229.98; Stereo Entertainment Center, with TV, AM-FM radio, \$459. "J. C. Penney" name appears only on back of sets. Prices "are slightly higher in the West." Managers, as rule, also have leeway in adjusting prices to meet competition.

Penney has no plans to move into national service operation at this time, will continue present practice of contracting with local service organizations. Prices quoted above include delivery & installation, 90-day parts & labor warranty.

**GOVT. FILLING VOID WITH ELECTRONICS CENSUS:** New annual survey launched jointly by Census Bureau and Business & Defense Services Administration is expected to fill large gap in annual statistics data on electronics output.

Entitled "Selected Electronic & Associated Products," survey covers electronics systems & components which account for over 2/3 of total U.S. electronics production. Most items never have been tabulated on regular basis. Among broad categories of commodities covered are broadcast, studio & related electronic equipment, communications systems, military, scientific, medical equipment.

First forms, covering 1961 output, are now in hands of manufacturers. Final govt. compilation probably won't be completed before mid-1963. Essentially same questionnaires will be sent each year, with periodic updating of items to keep pace with new developments.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Dec. 14 (50th week of 1962):

	Dec. 10-14	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	130,260	121,141	131,569	6,281,705	5,982,519
Total radio	388,973	380,100	407,291	18,598,039	16,748,233
auto radio	190,607	178,182	158,342	6,960,244	5,331,396

Next marketing areas for 3M-Revere's automatic tape cartridge recorder (Vol. 2:46 p9) will be determined this week following analysis of results of initial Thanksgiving-to-Christmas marketing debut in St. Louis. Of St. Louis test, Revere gen. mgr. G. W. Sandell told us: "We feel that every goal we set up is being met." He indicated the existing \$450 portable model would go into other markets, but that after first 3 months of marketing new models may be designed. Additional markets will be added throughout the year. Sandell said console phono manufacturers are showing "lively interest" in cartridge machine, and "we've been talking to a lot of people." He said 3M-Revere is willing to build mechanism for other manufacturers or license them to produce own versions.

**New sets:** Philco introduced new version of its 16-in. Courier lightweight portable at its distributor convention last week in Chicago, plus eight 23-in. consoles in Super 90 series and two 23-in. table models. New radios from Philco including AM & AM-FM clock radios, 2 table models and 9-transistor set. No list prices were announced. Standard Radio Corp., expanding its import line, introduced "Unitalky 10," portable citizens band set at \$169.95 a pair. Olympic will show new models Jan. 6-11 in Belmont Plaza Room, Congress Hotel, Chicago.

Color TV projection system, claimed by inventor J. H. Owen Harries to make possible color sets to sell for as little as \$200, has aroused interest of *Electronics* magazine, which has featured it in articles in 3 recent issues. System, being promoted by Harries Electronics Corp., Bermuda, uses plastic lenses & plastic "distortion corrector" with either 3 or 4 projection picture tubes. It's known that one major TV manufacturer became interested in system some time ago, but cooled off because "no working model has ever been built."

**Numbers game (11th round):** Symphonic's 11-month sales were 34% higher than last year, according to Pres. Max J. Zimmer. RCA's 11-month color TV sales were double last year, b&w up 10%, radio up 25%, radio-phono up 36%, says RCA Sales Corp. Marketing vp Raymond W. Saxon.

**Mergers & acquisitions:** Standard Kollsman subsidiary Kollsman Instrument has sold to American Rectifier the corporate name & operating assets of its Richardson-Allen subsidiary, maker of electrical rectifiers • America Corp. & group headed by Webb & Knapp Chmn. William Zeckendorf plan stock exchange involving shares of Republic Corp. Under proposal, subject to stockholder approval at special Dec. 21 meeting, Zeckendorf group will turn over their 1,082,827 shares of America common stock (1/3 of total outstanding) & pay \$3,769,139 cash and \$154,000 in notes due April 30. In exchange, America will deliver its 265,420 Republic common shares, plus its 481,864 common shares & 14,000 warrants of Universal American Corp. • Packard Bell Electronics has sold its woodworking Bellwood Div., Orange, Cal., to Angelus Industries for about \$1 million cash. PB retains accounts receivable.

**Boxscore on picture tube price increases:** Four picture-tube manufacturers, representing about 85% of OEM market, are sticking to announced price increases—all effective at different times (generally in Jan.) and in different amounts (but averaging 5-6%). Hikes reportedly have been fired up by GE, National Video, RCA & Sylvania.

Sylvania will offer consumers during first quarter free Amflite bowling ball with purchase of HaloVision console TV. Devotees will pay only \$1, to defray shipping costs.

"Transistors in Your Home" is new booklet published by EIA of Japan (389 Fifth Ave., N.Y. 15), describing types of transistor radios, phonos, hi fi & TV now available on U.S. market.

Coronet Inc. has been established in Worcester, Mass., in Commerce Bldg., to make stereo phonographs & hi-fi sound systems for home, school & industrial use. Controlling stockholder is George J. Festa, treas. & gen. mgr.

RCA passed one-million mark in sales of TVs and of radios for 1962 "some weeks ago," RCA Sales Corp, marketing vp Raymond W. Saxon told recent distributor convention in Chicago.

**'KIMCODE NERVES':** Fanned by rumors, a case of "Kimcode nerves" has been spreading around industry on eve of adoption of Kimble Glass's new bare-faced tube by several major manufacturers (Vol. 2:51 p9).

Recent rumors stemmed from re-test of Kimcode tubes by Underwriters' Labs in Chicago. Despite tests said to be more rigorous than for standard tubes with external implosion protection, tube received clean bill of health and design approval was continued in 19- & 23-in. sizes, only ones which had been submitted to UL so far. Of course, tube must be approved as integral part of a receiver, too. And it was this kind of re-test which started the excitement.

Spot check was made by UL recently of Kimcode-equipped sets secured through normal trade channels. Reportedly one of samples failed to meet test—it's not known whether tube or mounting was at fault. Then UL requested further samples from the 3 manufacturers of Kimcode-type tubes, re-tested and continued its listing for tube. The receiver containing Kimcode tube was re-approved within 24 hours.

UL officials declined specific comment, except to say: "The design is acceptable under our component recognition program. We are still approving the design as such, mounted in a receiver. The design for particular tube sizes [19- & 23-in.] has been listed by UL, and some licensees [set makers] have also obtained recognition. Others are in the process of obtaining it."

UL has been particularly cautious in approving Kimcode tubes, because of their lack of external or bonded implosion protection. Impact tests on Kimcode tubes in receivers are being made at pressure of 15 foot-pounds, vs. 5 foot-pounds for tubes with external safety glass, according to UL.

UL, incidentally, is now working out exact limits & specifications for tests of picture tubes, in conjunction with industry. No specific limits have ever been agreed upon in past, and new standards are expected to be approved in 3-4 months.

Institute of Electrical & Electronic Engineers approves 9 staff appointments: John L. Callahan, head of technical operating committee staff; Laurence L. G. Cumming, field operations; William C. Copp, ad mgr.; Dr. Richard M. Emberson, in charge of professional technical group staff; Elwood K. (Woody) Gannett, head of editorial operations & *IEEE Proceedings* managing editor; George E. Herrmann, head of fiscal operations; Joan Kearney, administrative asst. to IEEE gen. mgr. Donald G. Fink; Charles S. Rich, publications advisor; Emily Sirjane, head of membership services.

**Distributor Notes:** Olympic Radio & TV will display new TV-radio-stereo line Jan. 6-11 in Belmont Plaza Room of Chicago's Congress Hotel, during Home Furnishings Show • Curt Kleintop, Eastern Light Co., Allentown, Pa., named national winner of Philco TV sales presentation contest for retail salesmen. Five regional winners: Al Sandra, Lechmere Sales Co., Cambridge, Mass.; Bob Scheinke, Miracle Mart, Muncie, Ind.; Bill Dye, Parker Astin Co., Bryan, Tex.; Hodges Riggan, Regans, Meridian, Miss.; Robert Taylor, Fan Fair Stores, Aurora, Colo.

## Trade Personals

Robert F. Halligan, Hallicrafters pres., also named chief exec. officer, succeeding William J. Halligan, who continues as chmn.; Ned Underhill appointed pres. of subsidiary Radio Industries; R. W. Jorgensen elected commercial div. vp.

Paul D. Miles promoted to chief, radio spectrum div., Office of Telecommunications, Office of Emergency Planning, & named vice chmn. of Interdepartment Radio Advisory Committee.

John T. Thompson, ex-Raytheon & GE, joins ITT as vp & components mktg. mgr.

Saul Decker, ex-TV engineering mgr., promoted to engineering dir., Symphonic Electronic Corp.

Mal Parks Jr. named vp & asst. to pres., Howard W. Sams & Co.

Sol Listerick, Olympic Radio & TV export mgr., leaves Jan. 20 for 6-week tour of new TV markets in Spain, Portugal, Greece, Iran, Thailand, Philippines, Hong Kong, South Korea.

IRE awards to be presented next March at IEEE convention: Medal of honor to John Hays Hammond, pres. of Hammond Research Corp. and RCA director & consultant, and to George Clark Southworth, consultant; Zworykin award for contributions to TV, to Philip J. Rice, Stanford Research Institute & William E. Evans, A. B. Dick Co., for development of techniques & equipment for fixing TV images on paper; Founders award, to Frederick E. Terman, Stanford U.; Morris Liebmann prize, to Ian Muir Ross, Bell Labs; Browder J. Thompson prize, to Chih-Tang Sah, Fairchild Camera; Harry Diamond prize, to Allan H. Schooley, U.S. Naval Research Lab; W. R. G. Baker prize, to Leonard Lewin, Standard Telecommunication Labs, England.

Add to last week's tally of financial reports by Japanese electronics-communications companies for 6 months ended Sept. 30 (Vol. 2:51 p11): Mitsubishi Electric, \$206,519,000 sales, \$14,939,000 pre-tax profits for '62 period, vs. \$183,147,000 sales, \$16,322,000 profits for same '61 period; Fuji Communication, \$32,417,000 sales, \$2,786,000 profits vs. \$28,914,000 & \$2,358,000. (Courtesy Yamaichi Securities.)

Cowles Magazine & Bstg. will initiate quarterly dividends of 10¢ a common share in March. Pres. Gardner Cowles said company posted "a good increase in business in 1962" & dividend increase "is justified." Cowles declared customary 15¢ semi-annual dividend, payable Dec. 24 to holders of record Dec. 14. New rate increases yearly dividend to 40¢ from 30¢.

Collins Radio has registered with SEC \$12.5 million of convertible subordinated debentures, due 1983, to be offered publicly in Jan. by Kidder, Peabody & Co., White, Weld & Co., and associates. New registration supplants now-cancelled plan to offer 557,515 shares of common stock to shareholders on a rights basis (Vol. 2:43 p12).

**Reports & comments:** P. R. Mallory, report, Butcher & Sherrerd, 1500 Walnut St., Phila. 2 • Westinghouse, report, Evans & Co., 300 Park Ave., N.Y. 22 • Itek, analysis, Coburn & Middlebrook Inc., 100 Trumbull St., Hartford 1, Conn.

**OCT. SALES FIGURES:** Distributor-to-dealer sales of TV sets were up 5%, radios down 4%, phonos up 33% in Oct., as compared with year-ago figures. Unofficial Nov. figures for TV & radio (phono figures unavailable) were even better, as reported in story on p. 7.

EIA's official monthly statistics also showed uhf TV sets & FM radios maintaining their strong lead over 1961.

Auto radio production for 11 months already had passed last year's full 12-month figure. (While no sales figures are released for car radios, they are believed to follow production very closely, since most are made on contract basis.) With good business in auto industry, this year should end up as 2nd best (to 1955) in history of car radio business.

Here are EIA's official sales & production figures, arranged in tabular form, with 1961 monthly comparisons:

**TV-RADIO DISTRIBUTOR SALES**

Month	Black-&White TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,569	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
September	731,100	683,302	1,255,946	1,310,156
October	611,763	583,917	1,063,014	1,105,449
<b>TOTAL</b>	<b>5,034,880</b>	<b>4,634,024</b>	<b>8,888,904</b>	<b>8,538,829</b>

**BLACK-&WHITE TELEVISION PRODUCTION**

Month	Total		UHF	
	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,580	70,299	41,253
October	569,966	620,815	66,059	43,198
<b>TOTAL</b>	<b>5,434,086</b>	<b>5,014,583</b>	<b>485,025</b>	<b>289,462</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	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	887,104	591,493	165,433	110,174
October	1,835,914	1,796,391	695,680	576,529	149,554	95,318
<b>TOTAL</b>	<b>15,684,733</b>	<b>13,797,879</b>	<b>5,665,954</b>	<b>4,321,315</b>	<b>941,141</b>	<b>679,291</b>

**PHONO DISTRIBUTOR SALES**

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	296,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
October	183,182	426,033	609,215	133,245	324,554	457,799
<b>TOTAL</b>	<b>932,556</b>	<b>2,411,447</b>	<b>3,344,003</b>	<b>733,033</b>	<b>2,148,032</b>	<b>2,881,065</b>

**PHONO FACTORY SALES**

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,162	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
September	182,703	505,651	688,354	124,142	328,045	452,187
October	194,590	494,485	689,074	151,580	350,254	501,834
<b>TOTAL</b>	<b>975,671</b>	<b>2,721,000</b>	<b>3,696,671</b>	<b>814,526</b>	<b>2,227,878</b>	<b>3,042,404</b>

**REVIEWS & FORECASTS**

**Philco 'Turns Corner':** Philco's consumer products div. took look backward last week at 12 months of Ford administration, concluded "we are absolutely on schedule" on rebuilding program. Larry H. Hyde, Philco vp & div. gen. mgr., revealed that first-half sales of "many" consumer products trailed year-earlier pace, but "in the middle and late summer we began to turn the corner." Outlook now is for "second-half sales figures on these products to be substantially ahead of the same 1961 periods." Consumer products sales in Oct. ran 10% ahead of Oct. 1961. Addressing distributor meeting in Chicago, Hyde also revealed:

(1) Philco has signed design contract with Ford's styling staff; group already is working on "redesign of some products which we will be introducing later and on design of some brand new products." (2) Philco will spend more than \$4 million in 1963 to modernize production facilities. (3) More than \$8 million were invested in new product programs in 1962. (4) Ad & promotion spending in 1962 was increased 75% over 1961 to more than \$14 million.

Philco "has turned the corner in sales and is expecting a substantial improvement in the market position of all of its products in 1963," Hyde said. For industry, he forecasts 1963 sales of \$6.5 million TVs, 12 million radios, 1.5 million hi-fi sets, 2.7 million portable phonos.

Sales of tubes & semiconductors in 1963 will increase "\$20 million or so" but remain at about 1962's \$1.4 billion, GE Electronic Components Div. vp-gen. mgr. L. Berkley Davis predicted. He sees dollar losses in receiving and cathode-ray tubes, believes transistors will do well to maintain 1962 dollar level. Davis forecasts 1962 sales of 10.7 million TV picture tubes (including one million for export) valued at \$221 million. Color kinescopes for OEM market are expected to total 475,000-500,000; b&w 6.2 million. Receiving tube sales in 1962 are estimated at \$295 million, may go as high as \$270 million or as low as \$230 million in 1963, depending on economy, he said. Transistor unit sales in 1962 rose 27% at 243 million, will continue rise, but at slower rate next year, to 280-310 million. "Dollar volume will do well to equal the \$289 million rung up in 1962," he said. Semiconductor rectifiers in 1963 should gain 12% to \$186 million from \$166 million in 1962.

International Resistance Pres. Walter W. Slocum anticipates 1962 electronic industry sales of about \$13 billion—up from \$10.7 billion last year. Volume will rise to \$15 billion in 1963, he predicted. Company's 1962 sales & earnings will increase by more than 25% over 1961's \$2 million earned on record sales of \$23 million.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1962—qtr. to Oct. 31	\$ 13,685,891	—	\$ 256,259	\$0.24	1,065,098
	1961—qtr. to Oct. 31	11,098,291	—	255,140	.24	1,019,739
Collins Radio	1962—qtr. to Oct. 31	55,628,317	\$ 1,434,580	704,580	.32	2,230,063
	1961—qtr. to Oct. 31	44,961,118	416,627	201,627	.09	2,212,881
Columbia Pictures	1962—13 wks. to Sept. 29	—	1,705,000	577,000	.34 <sup>1</sup>	1,572,291
	1961—13 wks. to Sept. 29	—	1,688,000	1,242,000	.76 <sup>1</sup>	1,493,895
Desilu Productions	1962—6 mo. to Oct. 27	9,089,236	666,062	361,666	.31	1,155,940
	1961—6 mo. to Oct. 28	7,405,791	130,295	130,295	.11	1,155,940
Filmways	1962—year to Aug. 31	12,829,849	(275,860)	(125,860) <sup>2</sup>	—	568,554
	1961—year to Aug. 31	7,073,959	(288,466)	(152,966) <sup>3</sup>	—	568,554
National General (formerly NT&T)	1962—year to Sept. 25	43,546,289	—	2,913,014 <sup>4</sup>	1.03 <sup>4</sup>	2,830,363
	1961—year to Sept. 25	43,849,109	—	(6,863,851) <sup>5</sup>	—	2,818,063
Muntz TV	1962—qtr. to Nov. 30	3,322,000	392,381	331,235	.23 <sup>1</sup>	1,432,982
	1961—qtr. to Nov. 30	3,117,000	336,340 <sup>6</sup>	336,340	.23 <sup>1</sup>	1,409,982
Packard Bell Electronics Story below.	1962—year to Sept. 30	49,683,033 <sup>7</sup>	(1,411,848)	(1,427,848) <sup>8</sup>	—	854,043
	1961—year to Sept. 30	31,887,807	(11,833,751)	(9,511,162) <sup>9</sup>	—	839,964
TraVler Industries	1962—6 mo. to Oct. 31	13,964,000	442,000	226,000	.22	1,013,842
	1961—6 mo. to Oct. 31	12,851,000	735,000	360,000	.36 <sup>12</sup>	962,845
	1962—qtr. to Oct. 31	8,750,000	282,000	143,000	.14	1,013,842
	1961—qtr. to Oct. 31	8,644,000	656,000	325,000	.32 <sup>12</sup>	962,845
Warner Bros. Pictures	1962—year to Aug. 31	79,864,350	14,765,763	7,565,763	1.56	4,830,052
	1961—year to Aug. 31	83,371,306	13,709,822	7,209,822 <sup>10</sup>	1.49 <sup>11</sup>	1,207,513

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>After \$150,000 tax credit. <sup>3</sup>After \$135,000 tax credit. <sup>4</sup>Includes \$637,876 (23¢ a share) in special items. <sup>5</sup>After \$7.7 million provision for possible loss on investment in & advances to NTA. <sup>6</sup>No tax provision required because of loss carry-forward. <sup>7</sup>Record. <sup>8</sup>After \$3 million provision for estimated loss on

govt. contracts. <sup>9</sup>After \$2.7 million tax credit & \$7.2 million provision for estimated loss on govt. contracts. <sup>10</sup>Before net of \$4.5 million (\$3.73) from sale of Associated British Picture Corp. stock. <sup>11</sup>Adjusted to reflect Feb.-1962 4-for-1 stock split. <sup>12</sup>Adjusted to reflect Sept.-1962 5% stock dividend.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco	Q	\$0.20	Feb. 20	Jan. 25
CTS Corp.	Q	.12½	Jan. 21	Dec. 31
Clevite	Q	.35	Dec. 28	Dec. 14
Columbia Pictures	Stk.	2½%	Feb. 15	Dec. 28
Cowles Magazines & Bestg.	SA	.15	Dec. 24	Dec. 14
ITT	Q	.25	Jan. 15	Dec. 20
Motorola	Q	.25	Jan. 15	Dec. 28
MPO Videotronics-A	Q	.10	Jan. 15	Dec. 28
Muter	Stk.	5%	Jan. 15	Dec. 31
Oxford Electric	Stk.	6%	Jan. 25	Dec. 28
Sangamo Electric	Q	.12½	Jan. 10	Dec. 21
Schlumberger	Q	.25	Mar. 1	Feb. 15

SEC will lift trading ban on common stock of Precision Microwave, in effect since last April, but will continue proceedings to determine advisability of ordering withdrawal of stock from listing on American Stock Exchange. SEC banned ASE & over-the-counter trading of Precision Microwave common earlier this year after challenging "adequacy & accuracy" of registration data filed by company. New information has since been furnished SEC & stockholders.

Avco has increased its quarterly dividend to 20¢ from 17½¢ a share on common stock. Increased rate will be paid Feb. 20 to holders of record Jan. 25.

Packard Bell Electronics lost \$1.4 million on record \$49.6 million sales in its 1962 fiscal year ended Sept. 30 (see financial table), but Consumer Products Div. reversed year-ago loss of \$400,000 with a "very respectable profit," Pres. Robert S. Bell reported. Corporate sales rose 56% from \$31.8 million in fiscal 1961, when PB lost \$9.5 million. Consumer Products Div. sales jumped 51% from \$12.5 million to about \$19 million. PB's sales in fiscal-1963's first 2 months (Oct. & Nov.) rose 22% to \$9.8 million. Earnings gained to \$426,800 from \$343,386.

National Co. foresees 1962 profits of about \$112,000 vs. 1961's loss of \$312,000 on sales rise to \$9-10 million from \$6.1 million. Chmn. Herbert C. Guterman said he is optimistic about 1963, citing a "good" backlog & anticipated rise in new business. He said strengthened Servo Dynamics subsidiary, which suffered 1962 loss, should "contribute considerably" to 1963's earnings.

Snyder Mfg., Philadelphia, posted "estimated 20% increase in total sales volume on a consolidated basis in 1962" and anticipates sales & production to jump minimum of 15-20% in 1963. Pres. Ben Snyder also reported "we have been discussing several acquisitions in the radio & TV antenna fields which may be completed in 1963."

Sangamo Electric has reduced quarterly dividend on common stock to 12½¢ a share from 18¼¢, payable Jan. 10 to holders of record Dec. 21. Pres. C. H. Lanphier said "a small 1962 net loss is anticipated" and board decided dividend reduction is prudent.

WEEKLY **Television Digest**

DECEMBER 31, 1962

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NEW SERIES VOL. 2, No. 53

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

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**FORECAST ISSUE:** Staff's annual predictions of major developments in telecasting and consumer electronics.

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

**SHAPE OF 1963 FOR TELECASTERS**—many Congressional hearings but no major new laws; FCC rough but not 'wild;' network programming not greatly changed; new syndication series scarce, feature packages small, overseas sales facing foreign competition; NAB growing stronger as buttress against govt.; TV attracting more & more FTC attention (p. 1).

**1962 HIGHLIGHTS, PER MINOW.** Year-end roundup stresses space communications, 'stiffening' enforcement against broadcasters (p. 5).

**Ch. 14-15 HEARING SOUGHT** by mobile radio makers. Weisz says there's nothing 'magic' about 82 channels for uhf (p. 5)

**Consumer Electronics**

**COMPETITIVE, COLORFUL,** record-breaking year in store for consumer electronics, with 10% increase in factory sales to more

than \$2.5 billion seen. TV sales forecast at nearly 6.8 million units, radio at 12 million, phonos at 4.5 million, with color contributing nearly 30% of TV's dollar volume, tape recorders graduating to major-product status (p. 6).

**HERTZ TV RENTALS 10-15% AHEAD:** Subsidiary of giant auto leasing firm grows to 18 outlets in 13 cities; franchiser conducts rental test in Shillito Dept. Stores, Cincinnati (p. 8).

**16-IN. TV AT \$79.95** offered in new Spiegel catalog, featuring Japanese-made Symphonic set; pricing comes as 'complete surprise' to Symphonic (p. 9).

**NEW SETS SHOWN** by Zenith include attractive 16-in. portable at \$159.95, color TV leader at \$495, slim stereo; Olympic announces drop-ins (p. 9).

**ALL-TIME RECORDS** in sales & earnings set by RCA in 1962; Sarnoff eyes 'even higher levels' for 1963; other year-end statements (p. 10).

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**SOOTHSAYING FOR 1963:** What will be transmitted and how will it be received next year? In our annual crystal-gazing stint, we again venture on the telecasting and consumer-electronics limbs. Basically, we think it's going to be a good year for this industry—though rough at govt. levels, particularly. But prosperous nonetheless. Because of interdependence of both branches of industry, transmission & reception—color, uhf, stereo, etc.—we suggest you also examine our consumer-electronics outlook starting on p. 6. Herewith is the shape of broadcasting in 1963, as we see major areas of interest:

**Congress:** Plenty of hearings, but little fundamental new legislation. On Senate side, Sen. Pastore's (D-R.I.) Communications Subcommittee is likely to start early. Hearings are expected on suspension of equal time for 1964 elections, on CATV regulation, eventually on network regulation. Sen. Dodd (D-Conn.) may revive last year's sex-&violence probe but odds are against it. More likely, he'll release report on last year's sessions, get wide publicity—little else.

Program ratings are likely to get substantial airing. Senate Commerce is impatient for FTC report which Committee asked for some 2 years ago, will conduct hearings when it's received. In House, Rep. Harris's (D-Ark.) Regulatory Agencies Subcommittee, under Chief Counsel Charles Howze, has been digging into ratings since Aug. 1961, also is expected to call hearings.

House Anti-trust Subcommittee under Rep. Celler (D-N.Y.) is ready to go with hearings on newspapers, particularly joint TV-newspaper ownership. This could be first TV-affecting hearing to get underway. House Small Business Subcommittee will resume probe of small advertisers' complaint of "no look-see" into prime TV time—but no legislation will emerge.

House Deficiencies Appropriations Subcommittee will move quickly to shake loose initial \$1.5-\$2 million (of \$32 million authorized) to start Federal grants for ETV stations construction. This deficiency appropriation is in addition to regular budget request to come.

**Federal Communications Commission:** FCC will be tough—but not wild. Commission majority, bolstered by Kenneth Cox, believes in more regulation, but it's not afraid to listen to industry's problems. But it'll be no picnic. Network regulation, CATV controls, program forms—are among top items on agenda—and this Commission certainly won't make life simpler for broadcasters.

Proposals to impose NAB Code's commercial restrictions are bound to rise again, may well get airing in rule-making proceeding. But final adoption is still unlikely. Licensing fees will be proposed again, but there won't be as much steam in them; very lukewarm chances of adoption. Fines, short-term licenses, hearings—all will be used more than ever for rules infractions.

FCC foes, frustrated in efforts to foil appointment of New Frontiersmen, will turn to Congress, seek laws curbing Commission power, move to constrict its movements by noose on appropriations.

**Network Programming:** Don't look for vast changes in network program structures in 1963. There will be some key trends at work which will cause changes in a few special areas, but general pattern will resemble that of 1962. Some specifics:

1. Entertainment programming: Pattern is fairly well set now as regards program lengths; new drama shows & anthologies (of whatever type) will almost all be hour-long or longer. NBC-TV considers its 90-min. *The Virginian* a success; ABC-TV is planning back-to-back pair of 45-min. film shows as a package; CBS-TV has blueprinted weekly hour-long historical series, etc. Situation comedies & nighttime game shows, on other hand, will almost universally be 30-min. "Medical" drama, network-level movies, westerns & private-eye shows are felt to have reached saturation limits; new 1963 network shows will strive for new adult-appeal formats.

2. Public-affairs programming: This will continue to be best-foot-forward area for all 3 networks, although profits will continue small or non-existent. Watch for ABC-TV to expand own production of such shows in 1963 in attempt to challenge NBC-TV & CBS-TV. With larger budgets for informational programming at all 3 networks, watch also for more blurring of line between what is "public service" and "entertainment" in network programming.

**Non-network Programming:** Trends established in 1962 will be more sharply defined in 1963 in main areas of non-network programming—syndicated shows, feature films, overseas selling. Here's how industry sources drew pattern for us:

1. Syndication: New-to-TV syndication series will be as scarce as ever; high costs of production and uncertain market for new live-action product limit flow to low-budget true-adventure shows, how-to-do-it programs, etc. There's likely to be increase in station-produced specials. Cartoon field is blossoming, with new series (nearly all in color) from King Features, Jayark, Official Films, Teledynamics, ITC & others, although cartoon pricing has risen rapidly since costs must be recouped in TV and have not been amortized in theatrical runs. Backlogs of hour-long programs with network track record will continue to move into syndication in 1963, with program fare on many an independent station (such as WPIX N.Y. or WGN-TV Chicago) bearing strong resemblance to last season's network programming.

2. Features: Day of giant feature backlog is dead. There are about 10,000 feature films now available to TV market, of which about 30% are post-1948s. Total number will remain about same in 1963, since some movies are withdrawn from TV at virtually same rate that new ones are added. New packages of features will be small (not more than about 40, as few as 2 or 3 in a group), high-priced (since demand exceeds supply), individually-priced (end-product of govt. pressure and court ruling). Feature distributors like Seven Arts,

MGM, Screen Gems, MCA, Allied Artists, 20th Century-Fox, etc. now take long-term view, are not anxious to flood market with features and are more willing to help stations & reps sell concept of spot TV film buys to major agencies & advertisers. Maximum potential gross for strong feature film in TV market today can be as much as \$300,000. Thus, in 1963, long arm of TV buying influence will extend back to production level of movies, particularly among independents and foreign producers, to insure long-term supply of TV features.

3. Foreign sales: Overseas film market is syndicated market, with networks and network-level producers having virtually same sales chances in 1963. Foreign market undergoes periodic adjustment; some areas improve, and others grow tight in face of local quotas, labor demands, etc. Japan, Australia, Canada, England, West Germany are among best markets. Latin America, France, Africa are among worst. During 1963, American film distributors will face new problem in foreign market: increased competition from other countries exporting TV programming, particularly British commercial contractors and BBC-TV which now have budgets, stars & know-how to rival U.S. producers, and who are out to expand world markets. Despite problems, 1963 is viewed as potentially "strong" year in overseas sales.

**NAB**: Association will grow in strength as more & more broadcasters conclude that it's best bulwark against increasing govt. demands on industry. Gov. Collins may leave as president, succeeded by "traditional" type of trade association head who moves only when he's told to. But, regardless of leadership, group will move more & more to consolidated front vis-a-vis critics. This means, among other things, continued good growth, strengthened Codes and Code enforcement, more effective liaison with advertisers & agencies.

**Federal Trade Commission**: Increased attention to TV advertising will be rule at FTC. As medium continues to account for bigger slice of advertising pie, Commission's deception-hunters gradually are concentrating more attention on it.

Visual portions of commercials will get more attention than ever before. Pictorial demonstrations, particularly for drugs & medicines, will get microscopic scrutiny.

Commission will re-evaluate its procedures in light of recent court ruling in Colgate Rapid Shave "sandpaper" case, will limit actions to single products, rather than attempt to "purify" entire range of products advertised by a firm. Only major piece of legislation which could affect TV probably will be temporary cease-&-desist order bill, which Chmn. Dixon still is pushing. Hearings never were completed on measure in last session, but it will be reintroduced.

**TV Allocations**: FCC will drop in fair number of short-spaced vhf channels, fret mightily over ways & means of getting uhf programs for new all-channel sets to receive. More & more well-heeled outfits will take plunge on uhf stations in major markets, figuring on establishing beachheads for the day when circulation is waiting and specialized programming can survive.

**Educational TV**: Federal aid-to-ETV law (see Congress) will make itself felt in 1963, but won't really have big impact until early 1965 or so. That's about same time all-channel law should have substantial effect on ETV development.

At least 2 new state networks—Me. & Ky.—will start in 1963, bringing total to 10. Many of the 8 operating will expand. No regionals will begin during year, but Midwest airborne TV system will continue to increase coverage. FCC will set aside 2,000-mc band for ETV, but there will be no great rush to use it.

**New 1963 TV Outlets**: At least 30 stations will start—25%-35% of them ETV. Of commercial starters, some 35% will be uhf. (This will compare with 1962's 37 new telecasters, of which 13 were ETV. Of the 24 commercial outlets, 10 were uhf. In 1961, 27 took to air—10 of them ETV, 7 of the 17 commercials uhf.) Depending on Congress's appropriations, ETV could take sudden leap by year's end.

**Community Antenna Systems**: Fierce year in Congress—FCC pushing for legislation, winning in Senate but blocked in House. Real breakthrough year in terms of big-broadcaster plunges into field—with NAB in less & less comfortable position as membership splits. Financially: fine business, but depending more & more on skilled management and plenty of capital than in "fool luck" of pioneer days.

**Closed-Circuit TV:** Continued slow growth is in prospect for closed-circuitcasting, with number of business & sales meetings using medium to reach all-time high, but by no means putting CCTV in classification of "big business" itself. Improved equipment—Eidophor & Light-Valve b&w projectors, Philips color gear—makes this medium more interesting to business. Outlook for boxing matches & other sports on theater TV is less encouraging, due to paucity of prime upcoming attractions, and high-prices & under-table deals often sought by boxing promoters. Use of big-screen theater TV will be studied closely as possible money-making adjunct to home pay TV.

**Courts & Justice Dept:** FCC will continue good batting average with law books. But look for glimmers of court decisions showing that judges believe Commission pendulum is swinging a bit too far toward opposite extreme from easy pre-quiz-scandal days.

**Pay TV:** More tests—both airborne & cable—and results still inconclusive. But plenty of investors will be convinced there's glorious future in field, will sink plenty of cash into ventures.

## Personals

Lowell Thomas elected first pres. of Overseas Press Club Foundation. . . . Edward E. Guernsey, radio WLBZ Bangor, elected Me. Bcstrs. Assn. pres. . . . Kenneth E. Layden appointed WXYZ-TV Detroit advertising-promotion mgr.

Guy Cunningham promoted to TvB creative dir. in charge of sales development, promotion & production . . . Lamont L. Thompson, ex-TvAR Chicago chief, appointed KPIX San Francisco sales mgr., succeeding Bill Hunefeld, resigned.

Richard Bate, ex-CBS News, appointed an ABC News Pentagon correspondent . . . Joseph S. Sinclair, WJAR-TV & WJAR Providence gen. mgr. & parent Outlet Co. pres., named an honorary aide to R. I. governor's military staff.

Jack M. Duffield, ex-KTTV Los Angeles N.Y. national sales office dir., named RKO General eastern TV sales mgr. . . . Gerard Molfese promoted to KHJ-TV Los Angeles national sales mgr.

Morton S. Cohn promoted to WLOS-TV-AM-FM Greenville-Asheville-Spartanburg, S.C. vp & gen. mgr. . . . Donald E. Tykeson, ex-KPTV, Portland, Ore. gen. sales mgr., appointed KEZI-TV Eugene gen. mgr. & a dir. of parent Liberty TV.

William Zimmerman promoted to WTVN-TV Columbus, O. regional sales mgr., Raymond G. Creamer to local sales mgr., Richard C. Kent to promotion & merchandising dir.

Talk of "outsider" coming in to replace Kenneth Cox as chief of FCC's Broadcast Bureau is squelched by Commission insiders who insist man will come from present staff. A new personnel chief is due to be named shortly—Delbert H. Flint, who has been deputy chief, personnel div., Office of Chief Chemical Officer, Dept. of Army. He'll work under Exec. Dir. Curtis Plummer, hold title of Chief, Manpower Utilization & Survey Div.

## Obituary

Harrison K. McCann, 82, founder of H. K. McCann Co. agency & former chmn. of McCann-Erickson Inc. after merger with A. W. Erickson Co. in 1930, died in auto accident Dec. 21 in N.Y. He was a founder of American Assn. of Advertising Agencies. His wife Dorothy, 67, also killed, was former McCann-Erickson TV-radio vp.

Alice Keith, 72, National Academy of Bestg. pres. and educational broadcasting pioneer, died of cancer Dec. 24 in Washington. She was graduate of Ind. Conservatory of Music, U. of Wis. & Columbia U., wrote first radio textbook used in schools. During her career, she directed educational activities for RCA-NBC, pioneered in development of radio workshops, wrote numerous textbooks & articles on TV, radio & music. At her suggestion, CBS started *CBS American School of the Air* series.

Reorganized ABC News Dept. announced by News vp James Hagerty. Hagerty will continue to head overall supervision & policy, but administrative functions will be handled by Administration vp Thomas Velotta, operations functions by Operations vp Robert Lang. Programs will be handled under "unit system," with producer & his staff having full responsibility for his show. Special program unit under exec. producer Robert Quinn will handle elections, conventions & specials, and "Unit 1964" headed by Hagerty will work in political field at affiliate level.

Defense of NAB Pres. Collins, for his warning about cigaret commercials directed at youth, is expressed in Dec. 27 *Washington Post* editorial which concludes: "Whatever may be the tradition of the broadcasting industry, self-criticism is a thoroughly democratic & highly useful practice. Indeed, it is the peculiar genius of the free-enterprise system. Mr. Collins has demonstrated a commendable awareness of the public interest, and he should be applauded instead of being fired for his candor."

NAB membership hit record in every category in 1962. Station Services vp William Carlisle said AM members rose to 1,851, FM to 660, TV to 396. Associate members increased to 138. Code Dir. Robert D. Swezey reported radio code subscribers rose 218 to 1,685; TV added 11 to hit 400 for first time.

Advertising Federation of America & Advertising Assn. of the West will hold 5th annual midwinter legislative conference at Statler Hilton, Washington, Feb. 6. Theme: "Advertising Speaks to the Government and Government Speaks to Advertising."

Third TV channel for Moscow is planned for 1963, Soviet news agency Tass reports. U.S.S.R. has 123 TV stations, about 250 satellites, serving 90 million people, agency said.

**Ch. 14-15 Hearing Sought:** Mobile radio equipment members of EIA, eager for uhf TV's Ch. 14-15, now ask FCC to give them a hearing so they can stress their spectrum hunger.

Motorola's William J. Weisz, head of the EIA section, counterattacked telecasters' defense of Ch. 14-15 (that removal of the channels from TV would be contrary to Congress's intent in passing all-channel bill) by stating:

"We doubt . . . a serious argument can be supported that Congress . . . intended to limit the authority of the Commission for determining & adjusting the changing requirements of our society on the radio spectrum. Any such intention . . . would almost certainly be directly expressed by amendment of the Communications Act itself. We further believe that it was not the intent of Congress to establish a 'magic' number of 82 TV channels, but rather its intent to foster & encourage the growth of uhf TV."

Transcript of uhf seminar, held in Washington recently under auspices of FCC, Electric Institute & EIA (Vol. 2:48 p4), is now available for 50¢ from EIA, 1721 DeSales St. N.W., Washington. It's excellent roundup on uhf fundamentals, for public, dealers, distributors, technicians.

**Vote favoring retention of WLOF-TV (Ch. 9) Orlando,** by Mid-Florida TV Corp., is expected from FCC this week. It's understood Commission has concluded Mid-Florida principals had no knowledge of efforts by Orlando attorney William Dial to influence former Comr. Mack's vote. Presumably, Commission will ask Court of Appeals to remand case for final vote affirming WLOF-TV grant.

**TV political campaign costs** may be forcing some candidates "into hock" to backers, FCC Chmn. Minow warns in Dec. 29 *TV Guide*. He contends it may be "good idea" to require stations to give time to bona-fide candidates at cost, be reimbursed by Govt. Stations would have to agree to provide such time in the "public interest" as condition of being licensed, he said.

**Push for ETV appropriations** in upcoming session of Congress, Joint Council on Educational Bestg. has urged educators. JCEB Chmn. Dr. Robert C. Anderson pointed out that Congress already has authorized \$32 million in aid to ETV, said delays in appropriating funds could retard ETV development.

**ETV may reach 80% of U.S. school population** within 10 years, according to Dr. John Bystrom, special asst. to Health, Education & Welfare Secy. Speaking at ETV conference of Southern Regional Education Board in Atlanta, he said these pupils could get "substantial portion" of their instruction via TV within decade.

**First commercial uhf grant** in metropolitan N.Y.-N.J. area has been assigned to N.J. TV Bestg. Corp. Station plans to start as Ch. 47 Newark in late 1963. Pres. Ed Cooperstein said outlet will feature N.J.-oriented programming in color and b&w 3 p.m.-7 a.m., 7 days a week. Station plans to operate on 24-hr. schedule later.

**Announcement of "loud commercials" study** by FCC (Vol. 2:52 p2) has increased flow of commendatory letters on subject to Chmn. Minow to rate of 50-75 daily.

**Grant of Ch. 12, Wilmington** to educational WHYY Inc., Philadelphia, is final—no opposition to examiner's recommendation coming from competitor Rollins Bestg.

**1962 Highlights, Per Minow:** Enactment of satellite communications law was most important communications event of 1962, according to FCC Chmn. Minow in year-end roundup. In fact, he said, law could have more impact on FCC than anything else in its 28-year history.

In broadcasting, he said, "the year's most pronounced Commission activity . . . was its stiffening enforcement actions on stations which failed to carry out their promises and obligations." He noted that some half dozen licenses were taken away, another 30 are in revocation or renewal proceedings, some 20 were fined, and 25 more got short-term licenses.

Minow said FCC will continue to seek legislation giving it more authority over networks and control over CATV.

**ETV for 90% of U.S. population** within next 10 years was predicted by NET Pres. John F. White. He told recent N.Y. meeting of NET affiliate mgrs. that ETV system by 1972 probably will include: (1) Many closed-circuit installations. (2) Large number of regular stations serving classrooms, many in 2,000-mc band. (3) Similar group of stations serving adults at home. (4) Small number of outlets providing local & national network alternative program service, run by schools & communities.

**WUHF is new call of WXIX (Ch. 18) Milwaukee,** which scooped it up after FCC relinquished it in turning experimental N.Y. uhf station over to city. Station is also increasing power to 440 kw. Speaking of new call letters, Exec. vp & Gen. Mgr. Lawrence Turet stated: "We know these new call letters will be printed on the tuning dials of almost every U.S. manufactured TV receiver, and every imported set, after April 1964. We can't ask for much better identification than that."

**"Relay" may start working** after all, NASA reported. RCA communications satellite was launched Dec. 13 (Vol. 2:51 p5) but didn't function, because of power failure. Space agency said recent tests indicate satellite is gradually building up power but didn't speculate about prospects for TV transmission.

**Space Communications Corp.** has been chosen as official name for new communications satellite group (Vol. 2:43 p6 et seq.). Board of incorporators also decided on Tregaron, Washington estate of late Joseph Davies, ambassador to Russia, as hq. Candidates for top post have been narrowed to 5, it was reported.

**Rates on 2nd W. German TV network** (Vol. 2:46 p7) will be \$6,000 per minute, \$2,500 for 20-second spot. Minute on existing network sells for \$13,575, but demand often runs 3 times as high as availabilities. Many of nation's 6,750,000 sets are not yet equipped to carry new network, scheduled to begin April 1.

**Taiwan's new TV station** (Vol. 2:52 p5) has received donation of \$17,000 worth of equipment from John Poole's pioneer Los Angeles uhf KM2XAZ, which recently was sold and is due to start programming about Feb. 15 as KBIC-TV (Ch. 22) Los Angeles.

**Fully transistorized video distribution amplifier** for TV studio applications has been introduced by RCA for deliveries beginning in Jan.

**State Bestrs. Assn. Presidents** will hold 8th annual conference Feb. 26-27 at Shoreham Hotel, Washington—changed from Feb. 27-28.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1963—COMPETITIVE, COLORFUL, RECORD-BREAKING:** Given another year of peace—and the relative stability most economists expect—1963 should be another record year in consumer electronics. Total sales at factory level should increase another 10%, from 1962's \$2.3 billion to more than \$2.5 billion. All of this rise won't contribute to profits—some of it will be inflationary.

TV receiver sales will rise sharply in dollar volume, easily passing \$1-billion mark (factory level). Nearly 30% of this will be represented by color TV—now a really significant part of consumer electronics market. Black-&-white sales should exceed 6 million again, with color set sales topping 750,000. With really good business climate—and really good salesmanship—1963 conceivably could be 7-million-set year. More likely, however, total b&w and color sales will be slightly below 6.8 million (from this year's 6.25 million).

Radio & phono sales will run somewhat ahead of 1962 in units—radios about 12 million, phonos perhaps 4.5 million. Phono estimate is conservative—a little nudge could push it to all-time record. Tape recorders will graduate to major-product status.

This record will be achieved through intensely competitive battling for consumer dollar—on both inter-industry & intra-industry basis. Careful attention will be paid to inventories & overhead, while creeping costs threaten to crimp profits. In all, expansion in 1963 will be good, in recognized & traditional product lines. On unfavorable side, industry will not expand during year into any brand new consumer electronic products. In more detail, here are our guesstimates of 1963's shape-up:

**Merchandising Trends:** Efforts by manufacturers to free dealers of many traditional responsibilities and streamline them for concentrated selling—a la GE & Westinghouse sales & display plans—will gather momentum in 1963. Although plans have opponents & scoffers, industry is watching dealer reaction & sales—and readying competitive plans. Also in wings for 1963 are intensified moves by proponents of Quality Stabilization & other types of fair-trade measures & controls to put further crimp in price cutting, misuse of brand names, sales & pricing gimmicks.

Competition from discounters & so-called mass merchandisers is readying new tack. Evidence is clear now that discount expansion in 1962 went through roof, bloodied a number of heads, and will result in fewer new stores & many more bankruptcies in new year. With competition intensifying, look for discounters to "give-away" more of their pricing edge by moving into various overhead-increasing services—free delivery, clerk service, installation, charge accounts.

Conventional dealers may gain some respite from discount competition, but new trouble brews. J. C. Penney has field-tested private-label TV sales in 18 of its 1,700 outlets, is good bet to take big step on path to national TV retailing. An even better bet: If Penney racks up dollars with TV sales, look for other national variety chains to jump on private-label TV wagon.

**Pricing Trends:** Midyear set introductions will be at somewhat higher prices, when compared with this year's similar merchandise. Nevertheless, on average-price basis, black-&-white TV dollar sales may well be lower than in 1962, because of heavier public concentration on portables at expense of 23-in. consoles. Pricing of 16-in. sets will deteriorate further, partly because of pressure of imports. Cost-vs.-price squeeze will force more manufacturers to look overseas for components and even complete TV chassis. Radio prices will firm up slightly, as will console phono prices—despite low-low leaders.

**TV Product Mix:** Addition of 16-in. to many lines will accent trend toward portables and away from b&w consoles, while color will begin to replace high-end 23-in. console. Portables & table models will

account for close to 70% of total b&w sales, while at other end of line TV-phono combos will go up from current 4% to 5%.

**Color TV:** While color sales may well pass 750,000, there'll be no important set shortages in 1963. Heavier color set advertising, more color programs (but very few on CBS) will provide forced draft to make '63 excellent color year. While sets will continue to show up on market as low as \$399, there'll be no significant price movements in color, and no significant importing of color sets. Shadow-mask tube, in current 21-in. round 70-degree design, will remain standard throughout year, while engineers work feverishly to perfect short rectangular version for mid-1964 introduction. No new color "inventions" or other breakthroughs will appear on market in 1963.

**Imports:** Radio imports from Japan may decrease in units for first time, although dollar volume may well be greater, as emphasis shifts from basic shirt-pocket set to more deluxe and specialized receivers. TV imports will rise from 1962 total of 120,000 sets to at least 250,000 sets, or about 4% of domestic b&w production, with 16-in. becoming most popular import size, followed by 19-in., then by various tinyvision sizes. Imported transistor TV will continue to be expensive novelty.

**TV Innovations:** The 16-in. lightweight set will consolidate its position, but, to chagrin of some manufacturers, will begin to settle down into price-leader category, possibly replacing low-end 19-in. There'll probably be at least one smaller-sized U.S.-made set, possibly 10-in., but no stampede to tinyvision. The 27-in. will disappear again from some lines. There will be no new large b&w tube sizes. However, Kimcode tube design, requiring no implosion plate, will be seen in substantial number of makes & models by midyear, in 19- & 23-in. sizes.

**FM Stereo:** About 150 more FM stations will begin stereocasts in 1963, bringing total on air by year's end to around 375. FM stereo will continue to be largely a selling feature for stereo phonos, and by next Christmas season great majority of console phonos will be sold with FM stereo. Although not big factor in radio business, table-model stereo radios will be offered in slightly more variety than today, and most models will be available with matching add-on stereo record changers.

**Phonos:** Trend to unique design & improved product will continue—with more coffee tables, wall units, drop-down changers and "compacts." Upgrading of changers with lightweight & floating pickups will be completed in 1963, and manufacturers will begin to turn attention to improving performance of speakers, again borrowing from hi-fi component manufacturers' techniques. FTC's search for "official" definition of high fidelity will end up in free-for-all donnybrook between package & component makers and nothing may be settled by year's end.

**Radio Trends:** There'll be relative stability in radio field, with more foreign parts used, and intense competition with imports in deluxe transistor field. There'll be more FM sales, fewer clock-radio sales, fewer shirt-pocket radio sales.

**FM Radio:** FM will take its biggest forward leap in 1963, and sales of all devices capable of receiving FM should total close to 3.5 million (up from 2.8 million), of which slightly less than one-third will be FM stereo. Domestic table radios with FM should increase to 1.4 million (from 1962's estimated 1.25 million), FM-equipped phonos 1.25 million (from 1 million), component tuners 350,000 (from 300,000), FM car radios 100,000 (from 55,000), FM imports of all kinds at least 300,000 (from 230,000).

**Tape Recorders:** This field will begin to be really important one in consumer electronics market in 1963, and year will see several more big TV-radio-phono manufacturers introduce recorders under own brand names. Sales of all types (including imports) will be well over million units. Minnesota Mining's tape cartridge will be in nation-wide marketing by 1963's Yule season, and possibly incorporated into some high-end radio-phono consoles. RCA will continue to exploit its own cartridge system and attempt to win new converts. However, vast majority of recorders sold will be open-reel type.

In balance, 1963 should be another competitive year, another rough-&-tough year for consumer electronics. By healthy margin, it should be another record year in dollar volume. It probably won't go down in industry history as a vintage year, but as a darn good one nevertheless.

**HERTZ TV RENTALS 10-15% AHEAD:** Tricky TV rental business apparently is no puzzle to Hertz Rent-All Corp. Two-year-old subsidiary of giant auto leasing firm (Vol. 16:40 p15) expects to close 1962 with set rentals up 10-15% over 1961's volume. Subsidiary, which rents broad range of products, also will have 18 outlets in 13 cities from N.Y. to St. Louis, compared with representation in 5 cities just 14 months ago (Vol. 1:5 p6).

"Additional corporation & franchised stores will be opened in 1963," Hertz told us. "Virtually all, if not all, will rent TV sets." Hertz operates one Rent-All store in N.Y. & 3 in Chicago, has franchised outlets in Cincinnati (4); Columbus; Dayton; Huntington, N.Y.; Lewiston, Me.; Louisville; New Brunswick, N.J.; Norfolk, Va.; St. Louis; South Bend; West Hartford, Conn.

Trade reports to the contrary, Hertz told us, Rent-All subsidiary is not rushing pell mell into leased departments in department stores. They're in only one department store, Shillito in Cincinnati—via Hertz licensee Weber & Co. which operates 4 Hertz Rent-All Servicenters in Cincinnati, one each in Dayton & Columbus. Hertz concedes, however, that "exploratory discussions are now being carried on with department stores across the country," and Chmn. Leon C. Greenebaum told stockholders months ago (Vol. 2:21 p12) that department stores may represent major growth area for rental of TVs & other products.

We found somewhat less enthusiasm & certainty in Cincinnati. Shillito TV-radio buyer Joseph Martin told us he's "not enthusiastic" about leased TV-renting department, but "I don't think we've lost many TV sales because of it." He doesn't believe rentals are sufficiently profitable, is convinced "it's almost as easy to sell as to rent TVs" under Shillito's sales terms of no downpayment and 2 years to pay on b&w sets, 3 years on color." TV rental "is a different kind of a business," he agrees, and "I won't say that we won't lose some TV sales" if leased rental becomes more popular.

Franchiser Weber & Co. told us "results so far are relatively favorable, but it will take at least a year of operation to determine if department stores are the route to go." Pres. L. L. Weber said he pays Shillito percentage of rental volume, cannot sell there any products that are sold by store. TV sets are rented for cash or on Shillito charge accounts. Weber's Hertz Rent-All Servicenter has been in Shillito's downtown store since May, in suburban store since Oct.

"Our TV rentals in the department stores have been on a par with rentals in our 2 other Cincinnati stores," Weber said. "We may move into other department stores—but not until we've had a chance to study costs and other factors in the Shillito test operation."

Most TV rental business is done over phone, Weber said. "They rarely ever ask for size," he added. Franchiser has stock of some 80 Motorola, Zenith & Sylvania 19-in. sets. Rental rates: \$7.50 weekly, \$20 monthly, and monthly rate less 10% for 3-month rentals. Remotes are available on request, without charge, but "we try to limit their use for hospital and sickroom application." Hertz in N.Y. also has \$20 monthly rate, but charges \$5 additional for remote.

Little demand for color was noted by franchiser or Hertz. Neither has plans to add color sets because of technical problems & need for special antennas.

Brisk business in TV sales is carried on by Weber in Dayton, Columbus & 2 non-Shillito outlets in Cincinnati. Operations vp Lodge Weber told us: "We've been successful in selling a number of sets to renters before the one-year warranty expired. On such sales we usually apply the first month's rental." He said that franchiser will maintain steady flow of fresh rental sets by selling TVs before expiration of warranties. "We plan to initiate in January an annual anniversary sale to sell off at attractive prices those of our sets approaching end of warranty," he said.

Mergers & acquisitions: America Corp. stockholders have approved exchange of their Republic & Universal American shares for \$3.9 million & 1,082,827 shares of America proffered by group headed by William Zeckendorf (Vol. 2:52 p9) • Superior Tube Co., Wynnewood, Pa. manufacturer of electron tube cathodes, acquires Molecu-Wire Corp., Scobeyville, N.J., maker of resistance wire, for undisclosed cash sum.

Kimble Glass Co. has been merged with Libbey Glass Div. into new Consumer & Technical Products Div. of Owens-Illinois Glass Co. Kimble was formerly a subsidiary, Libbey a division. New division is headed by William J. Stewart, O-I vp & Kimble gen. mgr. Its industrial & electronic products (including picture-tube bulbs) will be managed by John P. Kearney, who occupied same post in Kimble organization.

**16-IN. TV AT \$79.95:** When Spiegel's spring-summer catalog came out last week featuring Symphonic's new imported 16-in. portable at \$79.95, the most surprised parties probably were executives at Symphonic. Caught between a long-time good customer (which apparently had ordered more than 6,000 of the sets) and industry raised eyebrows, one official mused: "It's impossible to sell it at that price. . . . That's far below the price we anticipated, even for a modest markup."

But there it was in color ad on back cover of new catalog of nation's 3rd-biggest mail-order house. These specs were listed: Weight, 32 lb.; depth, 10 in.; 3 IF stages; 16,000 volts picture power; telescoping antenna. Featured in small picture was step-up model at \$99.95 with dipole antenna, earphone, etc. Both were advertised with Symphonic brandname.

Sets are among first to be made for Symphonic by Nippon Electric (Vol. 2:50 p11), go on sale soon both with Symphonic and private-label nameplates. Asked to comment on Spiegel's advertised price for the set, Symphonic Pres. Max J. Zimmer said:

"The pricing of our new 16-in. portable TV receiver at \$79.95 as it appears in the spring & summer Spiegel catalog, came as a complete surprise to us. We further note that, featured on the same page, is our deluxe 16-in. Symphonic portable at \$99.95. In accordance with our pricing structure, we can understand the possibility of merchandising a deluxe unit at \$99.95, but Spiegel's decision to feature the economy model at \$79.95 is beyond our understanding. Spiegel has been, and still is, among our most valuable customers."

Zimmer explained that Spiegel "worked very closely with us" since early 1962 "in the development of our TV program." He added: "It is important to note that they place full confidence in Symphonic's engineering knowledge & ability." He explained that, before embarking on promotion, "Spiegel had to satisfy itself . . . that the Symphonic TV receivers [met] critical quality control tests with regard to all criteria as presently required by American safety standards [and] that the performance of the units measured up to all of the engineering specifications as represented by Symphonic."

"Their findings," continued Zimmer, "speak for themselves." Spiegel placed with us a non-cancellable order running well in excess of a half-million dollars for these sets.

"Since Spiegel is recognized as being among leaders in their field, we are sure their reasons for pricing our product as they did must be good ones, and the promotion should prove to be one of the smartest merchandising devices yet used in the mail-order field. We have developed a merchandising program for the trade, which, we feel, will break with as much consumer impact as the Spiegel promotion."

Stromberg Carlson name has been revived by General Dynamics, as new appellation of Telecommunications Div. New Stromberg Carlson Div. is expected to increase capital spending substantially in line with estimates that "electronic communications hold the key to the future," said division Pres. John H. Voss. Part of plant, he said, is being converted for production of electronic components.

**More New Sets:** Distributor open houses for dealers were in full swing last week, as new-model drop-in parade continued. Zenith made week's major new-product news, as its distributors began showing line, which included several major new items.

Most interesting was Zenith's new Attache 16-in. portable. This high-styled, full-feature lightweight (28 lb.) lists at \$159.95. In mood & design, it's reminiscent of Philco's 19-in. Town & Country, and has channel picture window, top-front speaker & handle which collapses into cabinet. Bonded-tube set has chassis mounted on own frame, rather than affixed to cabinet members.

Zenith's new color leader is ebony metal table model at \$495, dropped in below previous \$549.95 console leader. Also added to color line was new stereo combo at \$1,245, about \$500 below remote-control unit which previously represented color combos in Zenith line.

Two completely new stereo phonos were shown—first dropdown portable at \$129.95 and basic sliding-top console at new low (for Zenith) of \$149.95 (with AM-FM stereo, \$259.95). New space-saving compact console (\$219.95, or \$339.95 with stereo radio) is only 11½-in. deep, has dropdown changer with 2-gram arm. Zenith has redesigned its shirt-pocket radios (still starting at \$19.95), introducing new one with sliderule dial. Two-piece FM stereo radio at \$199.95 is now available in variety of colors. FM Multiplexer (designed for use with another FM set for stereo) is no longer being shown in line. Although there were some price adjustments in redesigned new line, there seemed to be no major trend either up or down.

Olympic will premiere its Japanese-made 16-in. set at \$119.95 at Jan. 6-11 showing in Chicago's Congress Hotel. Also new to line will be 2 open-list deluxe 19-in. portables, 2 promotional open-list 23-in. consoles and 5 promotional "decorator" radio-phono consoles, starting at \$119.95 with AM-FM and at \$229.95 with AM-FM stereo. Others are priced at \$229.95. Also being shown is new open-list automatic mono portable.

Sylvania's factory-to-dealer salesmen now account for 38% of company's TV-radio-phono volume & direct sales are expected to jump to 50% within 3 years, commented Home Electronics Pres. Robert J. Theis in Dec. 19 *Wall St. Journal* roundup re GE & Westinghouse "sales & display" plans (Vol. 2:20 p9). Article also quotes Philco reporting "the most important long-range studies we've got are in distribution," notes report by N.Y. management consultant firm McKinsey & Co. that current unit cost of manufacturing is less than it was 2 years ago, but "many of the items that make up distribution costs have been rising steadily during this period and will probably continue to rise."

Philco & parent Ford have concluded out-of-court settlement with IUE to protect seniority rights of some 300 employes at Philco's Sandusky, O. auto radio plant, slated for closure & transfer to Philadelphia (Vol. 2:38 p9). Union filed suit in federal court, settled for agreement which gives Sandusky employes right to transfer to Philadelphia jobs on a seniority basis.

Transistor TV from Germany is promised early in 1963 by Phillips Audio Sales Co., N.Y., distributor of Kuba radios & phonos. According to the company, Kuba set will have 14-in. screen, play from house power or rechargeable batteries. No pricing information was disclosed.

## REVIEWS & FORECASTS

**RCA Eyes New Records:** Having set records in 1962 in sales (nearly \$1.7 billion) and operating profits (more than \$50 million after taxes), RCA is now "in a position to advance to even higher levels of sales & earnings in 1963." So said Chmn. David Sarnoff last week in year-end statement.

He expressed belief the economy "will sustain a relatively high level of activity," and added: "The question is not whether, but how energetically, the economy as a whole will continue to advance." For electronics, Gen. Sarnoff predicted 1962's upward sales & earnings trend would continue through 1963.

Reviewing 1962 operations, he pointed out RCA's sales were 10% ahead of 1961, and operating profits were 40% ahead (not including 1962 capital gain of \$7 million from sale of Whirlpool stock). RCA's home instrument sales were 30% above 1961, exceeding 1956's record high, paced by color TV, radios, phonos & recorders. Its TV unit sales "were well in excess of one million" and exceeded all-time peak dollar volume. RCA Victor records achieved record sales volume.

He also cited record sales & profits by NBC, more than doubled revenue from sale & rental of computers, threefold rise in sales of color film cameras to TV stations, and record international sales & income.

Olympic Pres. Morris Sobin predicts 1963 will be "equally good" as 1962, barring "unforeseen emergency in the political field." Year, he forecasts, "will start slowly and pick up momentum in the last half. Trends for '63 & beyond, as seen by Sobin: Portables will account for 67% of TV set sales, increasing gradually in next 2 or 3 years, while b&w consoles continue to decline. By 2nd half of 1963, "color consoles will begin to become a significant factor in console dollar sales & profits." FM stereo will help 3-way combos to continue their trend to bigger share of market. Radio market should level off at present yearly sales rate, settling down to "sizeable steady market" of 11-12 million units yearly. Competition for consumer dollar and within industry will continue severe. "Those companies which can keep their costs under careful control and which are not tempted to overproduce will find 1963 a rewarding year."

EIA estimates of 1962 tube, semiconductor & component sales, both to original equipment manufacturers & for replacement: Tubes, \$800 million (up from \$782 million in 1961); semiconductors, \$625 million (up from \$564 million); components, \$2.3 billion (up from \$2.108 billion). EIA's TV-radio-phonos estimates were printed here last week (Vol. 2:52 p11).

Westinghouse expects 1962 sales to rise 3% over 1961's \$1.913 billion, 1963 sales to top record \$2.009 billion posted in 1957. Pres. Mark W. Cresap Jr. said electrical manufacturing industry sales in 1962 should rise 5% from 1961 to \$25 billion, but will increase only slightly in 1963. "Therefore, to improve profitability," he noted, "the industry must place even greater emphasis on the introduction of new products & services and more efficient manufacturing techniques." Economic outlook generally for 1963, Cresap said, "indicates hesitation in the early months rather than the slight decline previously expected and then a resumption of modest growth at rates slightly lower than those experienced in 1962."

## Trade Personals

Ralph Lazarus, pres. of Federated Department Stores Inc., elected to GE board.

Leonard J. Battaglia, ex-RCA, joins ITT as pres. of Distributor Products Div., Lodi, N.J.

Allen K. Shenk, EIA board member & chmn. of its parts div., resigns as mktg. vp., Erie Resistor Corp., after 20 years with company; he has announced no future plans.

Jules Steinberg, NARDA exec. vp, will participate in conference of Salon International des Arts Menagers on distribution methods in Paris Feb. 27 while he is on European tour studying retail operations.

C. Donald Price appointed Sylvania electronic components group promotion mgr.

John Burke, Newark Electronics vp, elected a dir., succeeding Donald Campbell, retired.

Roger A. Swanson appointed Sylvania transistors product mgr.

Theodore Rossman resigns as senior vp & a dir. of Pentron Electronics . . . Harry C. DeMuth, DeMuth Steel Products pres., elected to TV-Electronics Fund board.

Harvey Riggs, pres. of Los Angeles-based International Electronic Research Corp., also elected chmn., succeeding Fred Miller who continues as a dir.

**Distributor Notes:** Viscount Electronics Div. appoints John C. Drewry Co. radio sales rep for Alabama, Georgia & west Florida; H. E. Russell Sales Co. radio sales rep for Nebraska, Kansas, Missouri, Iowa • Pilot Radio appoints Jack Carter Associates Inc., Los Angeles, sales rep in southern Cal. for audio components line, succeeding Chalfant & Associates. • Admiral appoints Strauss-Bodenheimer Co. distributor for 30-county Houston, Texas territory, succeeding Covington Distributors which continues as Admiral distributor in San Antonio area • RCA Tube Div. names Keith C. Harding Western District industrial sales mgr., headquartering in Los Angeles office, 6801 E. Washington Blvd.

Raytheon has granted more than 8,000 weekly salaried employes a 3% pay boost, effective Dec. 31, which approximates increases given hourly employes under union contracts. The weekly salaried employes, plus 8,000 others whose salaries are reviewed individually, also received additional fringe benefits which, Raytheon said, are valued at \$891,000 yearly.

Philco has signed licensing agreement with Tokyo-based Koyo Electronics Industries covering manufacture & distribution in Japan of Philco-brand transistor radios & Philco's Ionitron negative ion generator. Agreement also gives Koyo right to produce the transistor radios & export them via Philco's worldwide distribution organization.

Planning to enter uhf tuner manufacturing field is Gavin Instruments Inc., Somerville, N.J., which already has introduced 2 uhf converters using nuvistor circuitry (at \$26.50 & \$39.95). Headed by John W. Perkins, year-old firm recently purchased Hagar Metal Working Co. in stock exchange.

Perkin-Elmer backlog at close of 1963's first fiscal quarter, ended Oct. 31, rose nearly 20% to \$21 million from a year earlier. Pres. Robert E. Lewis reported new orders running well ahead of fiscal-1962's pace.

**National Video Profits Sag:** Inability to maintain 6% price increase on TV picture tubes announced in Oct. (Vol. 2:40 p8) was blamed by National Video for profit drop in fiscal-1963's first half, ended Nov. 30, to \$178,908 from \$683,863 a year earlier (see financial table). Sales slipped to \$8.8 million from \$9.7 million.

Customers have been notified that increase will be reinstated in Jan. (Vol. 2:52 p9), reported secy.-treas. Joseph Grossman, and "this time we've heard no complaints." He also attributed profit decline to high start-up costs for color production, expected to get underway "in the next few weeks." Grossman said National Video's unit sales are about the same as a year ago, but are heavier on lower-priced tubes.

Avco "has just closed the books on its most profitable year in history," noted Dec. 26 *Financial World*, adding: "Fiscal 1962 which ended Nov. 30 probably saw earnings of at least \$1.65 a share exclusive of capital gains, up sharply from the \$1.20 of the previous year. Sales topped \$400 million for the first time since 1953, some 20% over last year's \$323 million." Profile emphasized that "civilian side of Avco's business has declined in relative importance to where it now accounts for only 30% of sales, but it still contributes about half of total profits." Crosley Bcstg. subsidiary "had an exceptionally good year," *World* said.

Twentieth Century-Fox has upped loss estimate for 1962, now expects deficit to be "in the area of \$30 million." Company in Aug. foresaw \$25 million loss, had \$16.8 million deficit in 1962's first 39 weeks (see financial table). Year's deficits will include 4th-quarter operating loss & special writeoffs after credits for income tax loss carry-backs. Film firm had \$22.5 million operations loss in 1961, before special income of \$25.5 million from sale of studio properties.

"Small broadcasters get bigger," is title of Dec. 19 *Financial World* profile on Capital Cities Bcstg., Gross Telecasting, Metromedia, Reeves Bcstg., Rollins Bcstg., Storer, Taft, Transcontinent and Wometco. "Independents' in the radio-TV field are growing by diversifying & expanding their station ownership to the FCC limits," magazine noted, adding: "They have become big business" . . . and "can look for a continuance of favorable earnings."

Higher pre-tax profit in 1963's first half is anticipated by about 50% of 179 manufacturers surveyed by National Industrial Conference Board. Some 30% foresee no profit change from year earlier, 20% expect drop. More than 20% of firms expect profit increase of at least 10%. Majority of electrical appliance firms surveyed see profit gains. Other findings: 37% of manufacturers expect inventory investment to drop from 4th-quarter levels, 29% expect rise, 34% see no change; about 33% expect rate of capital expenditures to top 1962's average rate, 27% predicted reduction, 40% anticipate no change.

Electronic Specialty expects 1962 earnings of approximately \$2.7 million, up from 1961's \$2.1 million. Sales are expected to rise to \$65.1 million from \$55.8 million. Pres. William H. Burgess said Electronic Specialty is in "active negotiations" to acquire 4 companies, including one in microwave field. Company next year will sell plants (totaling 500,000 sq. ft.) in several cities at profit of about \$1 million. He said 1963 sales & earnings will improve, but company has "a long way to go" before it initiates cash dividends.

Reports & comments: Metromedia, review, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Erie Resistor, analysis, Fulton Reid & Co., 1186 Union Commerce Bldg., Cleveland 14 • Dynamics Corp. of America, review, Stanley Heller & Co., 30 Pine St., N.Y. 5 • Hallicrafters, comment, Chas. W. Scranton & Co., 209 Church St., New Haven 7, Conn. • Litton Industries, illustrated study, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • AT&T, comment, F. P. Ristine & Co., 15 Broad St., N.Y. 5 • "100 Largest U.S. Corporations," report, F. S. Moseley & Co., 50 Congress St., Boston 2 • Times-Mirror, analysis, Mitchum, Jones & Templeton, 650 S. Spring St., Los Angeles 14 • Lear Siegler, analysis, Parrish & Co., 1421 Chestnut St., Philadelphia 2 • Avco, memo, Steiner, Rouse & Co., 19 Rector St., N.Y. 6 • Sears Roebuck, review, F. S. Moseley & Co., 14 Wall St., N.Y. 5.

Muntz TV closed opening quarter of its 1963 fiscal year with highest sales in 8 years (Vol. 2:52 p12). Sales climbed 6.5% to \$3.3 million from \$3.1 million in Sept.-Nov. 1961. Profits dipped 1.5% to \$331,235 from \$336,340, but reflected first Federal income tax provision (\$61,146) made by Muntz TV in years. Tax credits now are exhausted. Pres. Wallace A. Keil said pilot production of color sets will commence in March. He also reported plans to diversify by initiating production of gas meters. Private-label TVs now account for only 5½% of company's total production, compared with 20% 3 years ago. Bulk of production (52%) goes to key dealers who handle Muntz TV exclusively. Small dealers take about 40%, export market 1½%.

Dividend action: Zenith declared extra dividend of 35¢ a common share, increased quarterly payments to 25¢ from 20¢. Both dividends are payable Dec. 27 to holders of record Dec. 7 • AT&T directors failed to take any action at Dec. meeting on changing dividend rate • Thompson Ramo Wooldridge declared 10% stock dividend payable Jan. 31 to holders of record Dec. 31, also declared customary 35¢ quarterly payment Mar. 15 to stock of record Feb. 28. TRW noted that value of cash payment will be up 10% because it follows stock payout • Hallicrafters expects to consider payment of its initial cash dividend at Mar. 29 board meeting.

CTS Corp. anticipates record 1962 earnings of \$1.40-1.45 a share on peak sales of "close" to \$28 million. Last year company earned \$1.28 on \$21.5 million sales. Pres. Basil S. Turner attributed sales gain in part to new components for industrial use & to rise in TV sets using CTS resistors. He predicted 1963 sales of \$30-32 million. Resistors accounted for 73% of CTS's 1962 sales—down from 95% in 1959. Sales to home entertainment market accounted for 64% of volume—down from 77% four years ago. CTS is increasing its share of industrial, military and replacement business.

Factory shipments of 8 major electrical appliances climbed some 8% in 1962 to 10,940,000 units from 10,140,000 in 1961, reported National Electrical Mfrs. Assn. However, reflecting price declines among some products, dollar value at manufacturers' level increased less than 6%—to \$1.5 billion from 1961's \$1.420 billion. For 1963, NEMA sees 2% rise in shipments to 11,160,000 units.

Transcontinent TV estimates rise in 1962 profits to "about \$1,585,000" from \$1,331,179 in 1961. Gross revenues are reported as "moderately above" 1961's \$15.5 million. Continued gains are forecast for 1963.

## 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
Automatic Radio Mfg.	1962—year to Sept. 30	\$ 16,539,200	—	\$ 869,900	\$0.40 <sup>1</sup>	2,038,415
	1961—year to Sept. 30	15,308,354	—	1,169,231	.57 <sup>1</sup>	1,960,015
Bendix	1962—year to Sept. 30	794,178,371	\$ 49,487,246	22,545,524	4.16	5,423,335
	1961—year to Sept. 30	757,999,062	48,713,482	23,963,664 <sup>1</sup>	4.45 <sup>1</sup>	5,389,620
Gulton Industries	1962—9 mo. to Nov. 30	22,520,000	—	1,100,000	.97	1,138,722
	1961—9 mo. to Nov. 30	17,243,000	—	706,000	.63	1,129,810
	1962—qtr. to Nov. 30	8,049,000	—	396,000	.35	1,138,722
	1961—qtr. to Nov. 30	6,540,000	—	313,000	.28	1,129,810
Hallicrafters	1962—qtr. to Nov. 30	17,145,000	1,003,000	507,000	.21	2,461,585
	1961—qtr. to Nov. 30	19,759,000	916,000	446,000	.19	2,428,100
National Video Story on p. 11	1962—6 mo. to Nov. 30	8,814,993	—	178,908	.15	1,233,334
	1961—6 mo. to Nov. 30	9,691,603	—	638,863	.52	1,233,334
Outlet Co. (WJAR-TV Providence)	1962—9 mo. to Oct. 27	12,908,530	1,171,833	561,583	1.13	497,100
	1961—9 mo. to Oct. 27	12,681,554	1,152,204	552,404	1.11	497,100
Pacific Mercury Electronics	1962—6 mo. to Sept. 30	9,667,648	—	108,577	.15	700,000
	1961—6 mo. to Sept. 30	8,079,596	—	44,017	.06	700,000
Serval	1962—year to Oct. 31 <sup>2</sup>	22,920,000 <sup>3</sup>	—	2,645,000	1.29 <sup>1</sup>	1,928,345
	1961—year to Oct. 31	20,651,000	—	2,356,000	1.13 <sup>1</sup>	1,925,345
Space-Tone Electronics	1962—9 mo. to Sept. 30	1,746,197	—	101,788	.31	—
	1961—9 mo. to Sept. 30	737,350	—	(27,108)	—	—
TV Shares Management	1962—year to Oct. 31	2,386,051	1,169,752	569,752	.56	1,018,500
	1961—year to Oct. 31	2,995,968	1,634,333	804,333	.79	1,018,500
20th Century-Fox	1962—39 wks. to Sept. 29	—	—	(16,816,241)	—	2,545,845
	1961—39 wks. to Sept. 29	—	—	(11,544,007)	—	2,495,926

Notes: <sup>1</sup> After preferred dividends. <sup>2</sup> Does not include Sonotone, in which controlling interest was acquired in Oct. (Vol. 2:42 p10). <sup>3</sup> Record.

<sup>4</sup> Includes profit of \$3,389,849 (63¢ a share) on sale of a foreign investment.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Audio Devices	Stk.	2%	Jan. 10	Dec. 28
Automatic Radio Mfg.	Stk.	4%	Jan. 21	Jan. 4
Electronic Associates	Stk.	5%	Jan. 18	Dec. 31
Electro-Voice	—	.10	Jan. 15	Dec. 28
Littelfuse	Q	\$0.0334	Feb. 15	Jan. 31
Littelfuse	Stk.	5%	Jan. 15	Dec. 31
Outlet Co.	—	.45	Feb. 1	Jan. 21
Howard W. Sams	Q	.15	Jan. 25	Jan. 10
Thompson Ramo Woold.	Q	.35	Mar. 15	Feb. 28
Thompson Ramo Woold.	Stk.	10%	Jan. 31	Dec. 31

Hallicrafters's earnings in 1963's first fiscal quarter ended Nov. 30 rose 14% from a year earlier to more than \$500,000 despite 13% sales slip to 17.1% (see financial table). Pres. Robert F. Halligan forecast higher profits & volume in fiscal 1963 than in fiscal 1962, which produced \$2 million net on \$66.7 million sales. Chmn. William J. Halligan reported "we're looking at an acquisition," said decision may come at March 29 board meeting.

Toshiba offering of \$20 million in 6% convertible debentures due March 31, 1978 was placed on market by underwriting group headed by Smith, Barney & Co. and Nomura Securities Co. Debentures are priced at 100%, are convertible after June 1, 1963 into American depositary shares at conversion price of \$13.47 per ADS. Each ADS represents 50 shares of Toshiba common.

Jerrold Corp. expects sales & earnings in its 1963 fiscal year ending Feb. 28 to jump 50% ahead of fiscal-1962's 30¢ a share earned on \$18 million sales. Pres. Sidney Harman said changing nature of electronics industry makes it difficult for small firms—those with annual sales of less than \$10 million—"to go it alone." Suggesting consolidation as path for growth, he explained: small firms "often do not have the resources within their own organizations—the talent & tools—to meet the challenge of constantly changing technology & development of new products and market patterns."

Microwave Associates foresees "a good year" for fiscal 1963 ending next Sept. 30. Pres. Dana W. Atchley said backlog has increased to more than \$4.5 million from \$3.5 million at close of 1962 fiscal & "I think this uptrend will continue." AB-PT & Western Union each owns 12% of outstanding common of Burlington, Mass. maker of microwave tubes & semiconductor devices.

Repeal of excise tax on TVs, radios & phonos was urged by EIA at recent Commerce Dept. hearings as method of stimulating consumer buying and offsetting part of cost of conversion to compulsory all-channel tuning. It was one of 8 tax proposals presented by EIA General Counsel John B. Olverson.

Litton Industries has filed with SEC a secondary offering of 215,444 outstanding shares. Proceeds will go to selling stockholders.

New plants & expansions: Sarkes Tarzian has leased plant in Brownsville, Tenn. to supplement tuner production.