

WEEKLY **Television Digest**

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

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Consumer Electronics

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).

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 KLTV 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 Bcstrs. 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., Merryle 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.

WNDT-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 Bestg. 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 Rosenkrans, 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 Bestg. 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: Enthusied 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 employes 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 ¹	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
Espy 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 ¹	17,843,000	9,748,000 ¹	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: ¹ 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.

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

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).

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."

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 Bestg. 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 UAHC, 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 Bestg.; 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 Bestg. 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 Bcstg. 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 Bcstrs. 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 Bcstg. . . . 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 KBTB & 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 Bcstrs. Examiner Elizabeth Smith had favored TriCities Bcstg. 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 & telecommunications 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 & Youngswood, 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 ¹	—	\$1,366,557,000 ¹	\$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 ¹	—	355,024,000 ¹	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 ⁴	2,417,711
	1961—year to June 30	88,212,691	(7,911,664)	(5,456,423) ⁷	—	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 ⁸	—	—	—	—	—
General Tire & Rubber	1962—9 mo. to Aug. 31	663,866,488	33,701,394	17,201,394 ²	.99 ⁴	16,570,394
	1961—9 mo. to Aug. 31	563,936,813	35,811,334	18,061,334 ³	1.07 ⁴	16,211,220
Republic Corp.	1962—39 wks. to July 28	31,985,093	—	1,128,632	.34 ⁴	2,443,448
	1961—39 wks. to July 28	20,867,953	—	1,565,978	.63 ⁴	2,002,495
Transitron Electronics	1962—year to June 30	28,831,539	(1,543,755)	(763,755) ⁵	—	7,503,369
	1961—year to June 30	37,059,866	(2,930,146)	(1,451,792) ⁶	—	7,502,500

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

credit. ⁷ After \$3.5-million tax credit. ⁸ 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 Wooldrige 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.

WEEKLY **Television Digest**

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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).

'WITNESS RULE' BLOCKS ESTES TRIAL COVERAGE, judge citing Tex. prohibition against witnesses hearing each other. State judges refuse to endorse Canon 35 (p. 3).

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

NEXT IN SATELLITE TV PARADE—'Ranger' and 'Relay.' Hughes high-altitude "Syncom" on tap for 1963 debut (p. 4).

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).

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.

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 Bcstg. 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 Bcstg. 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. Bcstrs. Assn. pres. . . . Hugh DeSamper, Colonial Williamsburg Inc. radio-TV mgr., appointed Va. Assn. of Bcstrs. exec. secy.

Members of new NAB Research Committee named last week by Pres. Collins: Donald H. McGannon, Westinghouse Bcstg., 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. Hurligh, 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 Bcstrs. 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 Boeblingen, 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 • Hallicrafters 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
TOTAL	3,692,017	3,366,805	6,570,544	6,023,224

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
TOTAL	4,132,603	3,699,188	348,667	205,011

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
TOTAL	11,652,448	9,952,790	4,103,170	3,153,293	626,154	473,799

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	13,944,313	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	25,838,000
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
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 treas.

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 ¹	—	\$ 440,000 ¹	\$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 ¹	\$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 ¹	121,395,000	59,518,000 ²	.67 ²	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 ¹	—	190,312 ²	.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 ³	1,501,941
	1961—9 mo. to Sep. 30	63,116,688	5,954,361	2,801,008	1.77 ³	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 ¹	69,900,000	34,300,000 ²	1.88 ³	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 ¹	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 ¹	—	(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 ³	4,014,550
	1961—9 mo. to Sep. 30	407,142,000	—	4,847,000	1.18 ³	3,890,578
	1962—qtr. to Sep. 30	128,125,000	—	2,483,000	.60 ³	4,014,550
	1961—qtr. to Sep. 30	126,962,000	—	1,838,000	.43 ³	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: ¹ Record. ² Net earnings reduced by \$3.7 million (4¢ a share) after voluntary price adjustment on products involved in antitrust

cases. ³ 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**

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

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).

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 foresaw 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 vhfs, 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 vhfs, 2 uhfs, and it is actively seeking the 2 additional vhfs 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 WNDR 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 scrappage 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 scrappage 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 scrappage 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	211,333	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	142,460	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 Bctsg. (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 lead 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	\$.54 ¹	911,278
Taft Bcstg.	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: ¹ 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 2

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

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).

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 basically 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 amplex—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.

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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 Nielsens:

- 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 nighttime 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 Nielsens, 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 Nielsens 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 Nielsens, 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. Tele-Prompter 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 Wagy.

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 casily 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	24,951,738	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
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 ^{12 17}	\$1.83	—
	1961—9 mo. to Sept. 30	16,117,000	—	7,850,000 ¹⁸	1.74	—
	1962—qtr. to Sept. 30	5,220,000	—	2,450,000 ^{12 19}	.56	—
	1961—qtr. to Sept. 30	4,009,000	—	1,886,000 ²¹	.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
Copitol 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 ¹	1,893,033
	1961—9 mo. to Sept. 30	67,777,288	7,040,971	3,431,971	1.75 ¹	1,887,512
	1962—qtr. to Sept. 30	22,283,656	1,790,000	842,000	.43 ¹	1,893,033
	1961—qtr. to Sept. 30	21,076,543	2,063,000	1,008,000	.51 ¹	1,887,512
Collins Radio	1962—year to July 31	207,775,637	5,477,697	2,677,324	1.20 ¹	2,230,063
	1961—year to July 31	215,768,922	5,303,283	2,545,352 ²	1.15 ¹	2,212,881
Corning Glass Works	1962—40 wks. to Oct. 7	198,625,161	39,412,732	21,332,732	3.12 ¹	6,789,000
	1961—40 wks. to Oct. 7	170,115,129	33,923,194	18,481,194	2.71 ¹	6,775,995
Columbia Pictures	1962—year to June 30	—	—	2,655,000 ³	1.60	1,535,027
	1961—year to June 30	—	—	212,000 ⁴	—	1,449,030
Eitel-McCullough	1962—9 mo. to Sept. 30	22,776,900	—	429,800	.23	1,842,288
	1961 ¹⁶	—	—	—	—	—
Electro-Voice	1962—6 mo. to Aug. 31	5,189,047	(10,476)	(4,232) ⁵	—	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 ⁶	1.68	2,528,583
	1961—9 mo. to Sept. 30	67,261,000	2,848,000	3,752,000 ⁷	1.48	2,491,466 ¹⁰
	1962—qtr. to Sept. 30	24,142,000	914,000	1,392,000 ⁸	.55	2,528,583
	1961—qtr. to Sept. 30	22,691,000	864,000	1,453,000 ⁹	.57	2,491,466 ¹⁰
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 ¹²	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 ¹²	—	59,276,000 ¹²	.79 ¹	74,224,000
	1961—9 mo. to Sept. 30	792,348,000	—	51,877,000	.70 ¹	73,266,000
	1962—qtr. to Sept. 30	321,432,000 ¹²	—	20,889,000 ¹²	.27 ¹	75,019,000
	1961—qtr. to Sept. 30	307,229,000	—	17,981,000	.24 ¹	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 ¹¹	—	—	—	—	—	—
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 ¹²	14,046,000	6,856,000 ¹²	.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 ¹²	5,111,000	2,571,000 ¹²	.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 ¹²	—	1,292,691 ¹³	.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 ¹²	—	1,047,841	.73 ¹	1,409,982
	1961—year to Aug. 31	9,032,186	—	832,948	.58 ¹	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) ^{12a}	(322,000) ^{12b}	—	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 ¹⁴	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 ¹⁴	3,482,449
Storer Bcstg.	1962—year to Sept. 30	—	—	4,499,919 ²¹	\$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 ¹	3,948,161
	1961—9 mo. to Sept. 30	171,937,000	14,856,000	7,063,000	1.77 ¹	3,941,463
	1962—qtr. to Sept. 30	53,725,000	2,016,000	1,048,000	.26 ¹	3,948,161
	1961—qtr. to Sept. 30	52,077,000	1,574,000	689,000	.17 ¹	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 ¹⁵	.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 ¹	35,622,369
	1961—9 mo. to Sept. 30	1,387,512,000	44,912,000	25,012,000	.67 ¹	35,604,393
	1962—qtr. to Sept. 30	470,777,000	26,015,000	14,615,000	.40 ¹	35,622,369
	1961—qtr. to Sept. 30	467,131,000	10,251,000	5,451,000	.14 ¹	35,604,393

Notes: 1 After preferred dividends. 2 Before special credit of \$533,553 (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 \$473,000 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

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, McMahan, 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, Penington, Colket & Co., 70 Pine St., N.Y. 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.