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

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JAPANESE EXPORTS UP, but declining radio prices kept 1961 consumer electronics dollar volume of Japan-to-U.S. shipments about same as 1960. Transistor radios now average \$10.60 (p. 7).

ELECTRONICS IN EDUCATION gets big push from RCA, which establishes special department to develop educational market (p. 8).

TV SET SALES to dealers totaled 457,000 in Jan., radio sales 567,000, both up substantially from 1961 (Topics & Trends, p. 9).

JUNE COLOR LINE frozen by Motorola—with 21-in. RCA tubes—but 23-in. rectangular sets may be dropped in later in year (p. 10).

191 MILLION TRANSISTORS were sold in 1961, compared with 128 million in 1960, EIA reported, but dollar value fell to \$299.5 million from \$301.4 million (p. 10).

RCA'S RECORD YEAR produced sales of more than \$1 $\frac{1}{2}$ billion, profits of \$35.5 million; "increased profits" forecast for 1962, with increasing color-TV earnings a major factor (p. 11).

GE POSTS 21% PROFIT GAIN in 1961 as sales rise 6% to record \$4.456 billion; earnings climb to \$242 million (p. 11).

PASTORE MAKES BROADCASTERS BEAM & WINCE: Welcome praise and a brisk drubbing were given to industry last week by Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, in one of his rare appearances before an industry group. The lift-&-squash exercise was delivered to NAB's State Assn. Presidents conference in Washington. Naturally, it irked broadcasters, and they were heartened when NAB Pres. LeRoy Collins responded quickly in their behalf.

<u>Pastore started out</u> by stating that coverage of Glenn orbit was "one of the industry's finest hours," went on to assert that U.S. TV-radio "has long been one of the most outstanding accomplishments of our society." He didn't remain in that vein long.

Pastore was particularly incensed by the much-harped-on Fabian Bus Stop episode (Vol. 2:5 p3, et seq.) This, he said after seeing special screening day before, "was the 'Harvest of Shame' of the broadcasting industry." He proceeded to castigate ABC for not letting TV Code Board pre-view show. "Is this cooperative self-regulation?" he asked. Industry says it can regulate itself, needs no new laws, he said, but: "I wonder how the performance of Bus Stop squares with this assertion, or is this a patent deficiency in the network and code relationship? You will hear more from me on this subject of the TV Code and the industry at a later date. . . . More effective procedures must be worked out by the licensees and the networks so that each will share the responsibility [for programs]."

Pastore said he thinks industry can regulate itself—"but if it does not, then some adjusting and regulating may have to be done by others. This is not a threat—this is a challenge." He again commended FCC

Chmn. Minow for his position on programming, asserting: "I am quite sure that Mr. Minow has the encouragement and the support of the Senate Commerce Committee."

Collins didn't let it stand there. His reaction: "No one—no one—wants to improve broadcasting more than the broadcasters themselves. We hope that next year you will see the unfolding of some of things we are doing. You may find we are doing many of the things you ask." He said NAB is working for closer liaison between networks and Code administrators, reported that NAB's Research & Training Program "is alive and active"—and he invited Pastore to return later "and see how much improvement has been made, based upon what we are already doing."

In his own talk to group, Collins summarized NAB's actions designed to enhance industry's relationship with govt. & public and to improve its programming output. He said broadcasting has come along well on all fronts in last year, laid particular stress on 2 of his favorite projects: (1) Research & Training Program to study "the fundamentals of the content and consequence of what we put on the air." (2) "Over-population of radio stations." He repeated his disagreement with Minow that more stations—particularly in TV—are answer to most problems. "Quantity does not necessarily make for quality," he said. "Indeed, if quantity becomes highly excessive, as it has in many radio markets throughout America, it drives quality down, down, down."

NAB Code Authority Dir. Robert D. Swezey pleaded for industry-wide cooperation. "I think there are many of us operating in the Washington climate who have a rather definite feeling that the day of reckoning is fast approaching when Code-wise broadcasting will be asked very bluntly to 'put up or shut up.' "He asked each state association, whose membership includes many stations not NAB members, to appoint a member as Code liaison with NAB.

In other sessions: (1) NAB staff ran through developments in their specialities—decline of radio revenues, govt. relationships, CATV, political equal-time, labor, FCC's proposed license fees, etc. (2) Heads of 4 state associations described major state-level activities. (3) FCC Comr. Bartley told of govt. aim for emergency system more effective than CONELRAD, said details couldn't be announced yet. (4) Paul Fisher, deputy asst. defense secy., said Defense Dept. is spending \$700,000 for broadcast station fall-out shelters and standby facilities, reported that \$7 million more is sought from Congress for the purpose.

Conference preceded, then joined, NAB's first Public Affairs-Editorializing Conference (see below).

EDITORIAL CONFERENCE MAKES HIT: NAB's first Public Affairs-Editorializing Conference in Washington last week was topnotch affair, according to most of the 360 attendees, who included some from immediately preceding State Assn. Presidents meeting (see above). Broadcasters even commended address by FCC Chmn. Minow.

Conference ranged from "how to" and "how not to" sessions, through exhortations to editorialize from Minow and NAB Pres. Collins, to state-of-the-world address by USIA Dir. Edward R. Murrow.

Minow said nothing critical about broadcasters, keyed speech to shrinkage of daily newspapers (only 60 cities with competing papers), stated that TV & radio must move in and provide diversity of opinion. He urged broadcasters to let themselves go—after careful preparation. "You should know that the Commission stands behind you," he said, "and we are not back here to 'bushwhack' you. We recognize that a station with a strong voice can be a prime target for pressure groups and that the pressure groups may try to put the squeeze on through the FCC. I suggest that the absence of such a pressure group squeeze may indicate that your editorials are milk toast. Complaints prove you are communicating, not toe-dancing with issues." One broadcaster's comment: "If he had talked like that last year, we'd all be with him."

Collins urged operators to be neither insipid nor unprincipled in their expressions of views. "Too often," he said, "newspaper editorials are innocuous pieces of cat-purring. . . Equally as deplorable as the wishy-washy editorial is the barroom-haymaker type, which hauls off and swings irresponsibly with little regard for the facts or who may get hit. Brawlers of this kind are not to be trusted."

Among most interesting sessions was panel report on editorial impact. For example: (1) Frank J. Abbott, WWGP Sanford, N.C., told of tax-reform editorial which will produce a tax cut. (2) Ben Strouse,

WWDC Washington, described how editorials plumping for vote for D.C. citizens were distributed to 309 broadcasters in 47 states—and proposal was ratified by necessary number of states in matter of days.

(3) Lee Ruwitch, WTVJ Miami, reported on station's contribution to construction of expressway system.

William Swartley, WBZ-TV Boston, cautioned that only about one of 100 editorials may produce measurable impact and that editorials are only one phase of station's community work which includes over-all programming, documentaries, news, public service messages.

Conference was led by Editorializing Committee Chmn. Daniel W. Kops, WAVZ New Haven, who commended NAB staffers Howard Bell and Dan Shields for doing much of the tough preparatory work.

CONGRESS LOOSENING ETV AID PURSESTRINGS: ETV forces were cautiously jubilant last week after House Rules Committee finally reported Roberts bill (HR-132) to grant \$25 million in matching funds to states for construction of stations, up to \$1 million for each state. Bill now comes up for vote this week, with prognosis for passage good.

Bill differs somewhat from Senate-passed Magnuson bill (S-205), which would give states & D. C. up to \$1 million each—no matching funds required. If House approves Roberts bill, the 2 bodies will iron out differences. Release of funds, incidentally, would provide nice windfall for station equipment makers, give some lift to receiver, uhf converter and antenna sales.

Example of ETV reaction: William Harley, pres. of National Assn. of Educational Bostrs., reported many states "ready to go" when they get funds, said NAEB has helped draw up plans for stations & networks in 22 states, is working on others plus national network. "We can do pretty well on this \$25 million," he said.

Harley is concerned, however, about channel availability—saying that ETV needs 97 more vhf, 825 uhf assignments in addition to present 275 reservations. NAEB has asked FCC to start special rule-making for more channels, also supports all-channel-receiver bill (Vol. 2:9 p3).

WESTINGHOUSE CLEAR, GE UP NEXT: Westinghouse's "superior & uncommon" broadcast performance finally got it off FCC's hook last week as expected, all of its licenses renewed for regular period, after months of Commission beard-stroking about parent firm's anti-trust convictions (Vol. 17:14 pl, et. seq.). FCC vote was 4-3, Comrs. Minow & Ford voting for one-year renewals, Bartley for a hearing.

Nothing was said about renewal of GE's Schenectady stations; it's understood staff hasn't finished work on case, may have it done in about a month.

Though WBC has gone through painful experience, it can find substantial long-run comfort in Commission's unusual praise of its record, Chmn. Minow saying, for example, that it "has few peers and no superiors."

<u>Basic FCC conclusion:</u> Anti-trust record of parent Westinghouse Electric is terrible—but fine broadcast record counterbalances that. However, if company runs afoul anti-trust laws again, stations will be in real trouble.

Voting for one-year renewal, Minow stated: "We have reasons both to trust and doubt Westinghouse... We should review this matter on our own motion in 12 months, to test our present conclusions as to the company's responsibility against further experience."

However, he said, with regular renewals the expiration dates will be staggered and "no present basis for an overall review of the company's responsibility on our own motion is provided."

Your guess about GE's prospects is as good as anyone else's. Is GE's anti-trust record better or worse than Westinghouse's? Is its broadcast record similarly outstanding & counterbalancing?

Another FCC-anti-trust case in works is that of Schine theater interests' radio WPTR Albany. Schine group, as result of anti-trust decision, had been ordered to divest itself of certain theaters. It was later fined \$73,000 for failure to carry out court's terms. Now, FCC is considering licensee's character qualifications and questioning whether it had also engaged in unauthorized transfer when J. Myer Schine reduced holdings from 71.8% to 26%, affecting transfer within his family.

SPACE COMMUNICATIONS DISPUTE AIRED: Three-way tug-of-war over who should own & operate space satellite communications system was generated last week.

Faction headed by Sen. Kerr (D-Okla.) and FCC favors limited private ownership by U.S. communications common carriers in federally-chartered corporation, capitalized at \$500 million, consisting of 5,000 shares at \$100,000, minimum of 5 to shareholder. President Kennedy favors broader private corporation, not limited to common carriers, authorized to issue a million shares of Class A stock at \$1,000 with voting & dividend rights, 10,000 shares of non-voting and non-dividend-bearing Class B, limited to carriers. Sens. Kefauver (D-Tenn.) & Morse (D-Ore.) head group pressing for govt.-owned system. On fringe is Sen. Keating (R-N.Y.) who wants private corporation with stock as low as \$25 per share.

At hearings before Senate Space Committee, RCA Pres. Elmer W. Engstrom backed Kennedy proposal (S-2814), with some modifications, but declined to commit RCA to any investment until more research provides details of proposed operation. This annoyed committee, particularly Sen. Kerr, who wanted to know how RCA expected ever to get more information unless someone puts money into project. Engstrom replied that experimental communications satellites to be sent up later this year will provide much of needed data.

Sen. Holland (D-Fla.) said "we are wasting our time" considering Kennedy proposal unless it can be shown existing private companies are willing to buy stock. Sen. Symington (D-Mo.) suggested that if RCA didn't buy stock it would be out of picture.

Hughes Aircraft Co. testified that a profit-making satellite communications system tieing together 90% of world's phones could be launched for about \$100 million shortly after July 1963. Hughes vp Dr. Allen E. Puckett told committee company hopes to demonstrate experimental system in 18 months, using "Syncom" stand-still satellite being developed for NASA. He opposed Kerr bill.

Committee also got look at some futuristic space communications hardware. RCA displayed 6-sided low-orbit relay satellite; Bell Labs showed its 34-in. "Telestar" satellite.

CURRENT CAPSULES

Novel conflict over Ch. 9 in Syracuse: Recently, applicants Salt City Bostg. and W.R.G. Baker Radio & TV joined to request temporary operation authority pending comparative hearings. Last week, 4 of remaining applicants joined forces to ask for same thing—producing competition even for interim operation. The 4: Six Nations, George P. Hollingbery, Onondaga, WAGE. In Rochester, sudden secret meeting to discuss interim operation was held March 1 by 10 of the 12 applicants—Ivy Bostg. and Rochester Area Educational TV Assn. not present. Nothing conclusive happened; next meeting is March 15.

Allocations hearing of House Commerce Committee starts March 5 with: Reps. Avery (R-Kan.), Mack (D-III.), Steed (D-Okla.), Anderson (R-III.), Scranton (R-Pa.), Monagan (D-Conn.), Shipley (D-III.), Wilson (R-Ind.), Kowalski (D-Conn.), Kearns (R-Pa.), Sen. Bush (R-Conn.). March 6—All FCC commissioners except Lee; Lester Lindow, MST; William L. Putnam, WWLP Springfield. March 7—Comr. Lee, Frank Stanton, CBS; Robert Coe, ABC. March 8—Rep. Ayers (R-Ohio) and 30 "public witnesses."

Gates Radio reports shipping FM stereo generators which can adapt to stereo the 100 old Gates FM-5B & FM-10A transmitters now in use—having submitted to FCC measurements on the transmitters, making it unnecessary for FM operator to seek special Commission approval on his own. In addition, Gates says its main channel exciter, with stereo generator, permits adaptation of "almost any FM transmitter"—including GE, Collins & Raytheon. Firm has shipped more than 600 FM transmitters since 1952, it states, more than any other transmitter maker.

Procter & Gamble signed FTC consent order agreeing to discontinue TV commercials claiming that Crest toothpaste had been tested in comparison with "regular" toothpastes. Agency's principal objection was that comparison tests weren't made with commercially available toothpaste but with formula substantially the same as Crest's—lacking stannous fluoride, however. P&G claimed this "control" product was fully representative of "regular" or conventional toothpastes from standpoint of tooth decay but agreed to revise ads.

Voice of America celebrated 20th birthday Feb. 26, same day astronaut Glenn made triumphal return to Washington. President Kennedy told world over special 87-transmitter hookup that U.S. would continue to seek "free flow of information" across national boundaries and "iron curtains." He said next 20 years will offer U.S. unprecedented opportunity through communications satellites and other techniques to spread message of "freedom of choice" throughout world. Kennedy speech was tied in with broadcast of tumultous Glenn reception, transmitted in more than 35 languages. VOA estimates its average total audience at 20 million, rising to 45 million for packaged programs it gives to other stations for their use.

Personals

Robert W. Breckner promoted to KTTV Los Angeles pres., succeeding Richard A. Moore, who resigns to head pay-TV firm... Lee G. Stevens, former TV-radio consultant, named managing dir., WWUP-TV (Ch. 10) Sault Ste. Marie, due on air Aug. 1.

Harold J. Klein, ABC Films vp, promoted to world-wide sales mgr., functioning in both domestic & international sales . . . John Barry named AM Radio Sales Inc. Eastern sales mgr.

Elliott Abrams, ex-Sterling TV syndicated sales vp, forms Scope TV Inc., new production & distribution firm, 161 W. 54th St., N.Y.; he'll continue association with Sterling in special sales area . . . Joe Derby, ex-Young & Rubicam TV program publicity supervisor, named NBC press dept. news publicity dir.; Robert Brown appointed news and public affairs press supervisor.

Film Producers' Assn. of N.Y. elects: Robert Gross, American Film Producers, pres.; Irving Hecht, Cineffects, vp; Walter Lowendahl, Dynamic Films, secy.; Peter J. Mooney, Audio Productions, treas. Outgoing Pres. William Van Praag becomes executive board member.

Fred Frank named Allied Artists TV Southern sales mgr., Atlanta.

Obituary

Walter L. Guzewicz, 51, pres. of tower manufacturer Stainless Inc., died of heart attack Feb. 11 aboard train traveling from White Sulphur Springs, W. Va. to home in Gwynedd, Pa. He was co-founder of Stainless with brother Henry J., who shifts from vp to president and chief executive officer. Born in Taunton, Mass., he was an MIT graduate, helped form Piasecki Helicopter Corp. in early 1930's. Survivors are his widow, 2 daughters, 4 brothers including Henry J., parents, a sister.

Lynne C. Smeby, 57, Washington consulting engineer, died of heart ailment in hospital Feb. 28. Native of Alden, Minn., he was chief engineer at radio stations in Detroit, Minneapolis & St. Paul until 1939. He joined ITT in 1939. Shortly thereafter, he became NAB engineering dir., leaving in 1942. His widow and 2 sons survive.

TV mobile units covering Glenn parade in Washington elicited rash of complaints from curbside throngs whose view of astronaut was blocked by trucks. Letters to Washington papers complained bitterly about battery of TV units which virtually surrounded Glenn car along entire parade route.

Korean HLCK (Ch. 9) Seoul, govt.-owned, began operations Dec. 31, joining Armed Forces' AFKN-TV. Engineering & construction was handled by Electronics Corp. of Korea (K. W. Shin, pres.). Station uses U.S. standards, 2-kw transmitter, 12-kw ERP.

U.S. foreign information program must be bolstered or country will lose out to steadily increasing Sino-Soviet propaganda and cultural efforts, according to U.S. Advisory Commission on Information. In 17th report to Congress, group said cold war will be protracted, and "USIA must be permanent part of our answer to the Communist challenge." Commission recommended USIA be given authority to establish foreign service career system to attract people of top competence. Commission members: Mark A. May, prof. emeritus of psychology, Yale, chmn.; Jonathan Daniels, editor, Raleigh News & Observer; Lewis W. Douglas, former ambassador to Great Britain; Sigurd S. Larmon, chmn., Young & Rubicam; J. Leonard Reinsch, exec. dir., WSB-TV Atlanta.

Report on allocations position of Meredith Bestg. Co. (Vol. 2:9 p3) had it erroneously listed as favoring all-channel-set legislation. It's vigorously opposed, telling FCC & Congress: "We know of no other instance where Congress has conditioned the basic right of transporting goods in interstate commerce on compliance with regulations as to manufacture where there is no element of public health or safety involved." Its position on vhf & uhf: (1) Keep both bands. (2) Encourage uhf, but don't grant CPs on first-come, first-served basis. (3) Encourage ETV on uhf. (4) Use short-spaced vhf drop-ins—"rigidly restricted to correcting critical situations." (5) Employ "selective deintermixture to strengthen uhf."

Miffed with FCC, Los Angeles Federal District Court Judge Leon Yankwich reversed himself, ruled in favor of MCA's Taft Schreiber, who has been contesting FCC's hearing procedure in the film portion of its network program hearing. Judge Yankwich ordered hearing be confidential, Schreiber to have full rights of counsel, court to retain jurisdiction, Schreiber to be insulated from possibility of being held in contempt.

FTC is wasting its time on trivia instead of delving into policy fields where it could do greatest work, Comr. Philip Elman charged. In sharply-worded dissent filed in misleading advertising case against Gimbel Bros., Philadelphia, he said attention given "the trivial and inconsequential cases leave little room for, and tend to drive out, the substantial and significant."

CBS White House tour will be made into book published by Doubleday & Co. this fall at \$10. Author is Perry Wolff, CBS news producer-writer who handled telecast. Network also announced arrangements with McGraw-Hill Book Co. to distribute films of broadcast in non-theatrical 16mm market.

TV time sales in 1962 are expected to rise 6% over 1961, according to TvB survey. National & regional spot and local sales should rise 6%, network sales 5%, Bureau reported. Billings in 1961 increased 5.7% over 1960 levels.

A \$1 million UNIVAC III computer has been chosen by FCC for its data-processing system to speed application processing—will ask Budget Bureau for funds.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MOTOROLA DOES IT AGAIN — 23-IN. AT \$170: Motorola's not kidding in drive to increase its share-of-market through lower-priced sets. While industry still rocked with repercussions of 19-in. portable at \$139.88 (Vol. 2:1 p7), Motorola uncorked a powerful right—23-in. version at \$169.95.

Like the portable, its price is \$20-\$30 below competitors' models of similar screen size—\$30 in most cases. As unveiled to distributors in N.Y. at week's end, it was accompanied again by official line that "we've got an important new engineering advance, and we intend to pass it on to the public."

Motorola calls it "an engineering breakthrough." Competitors will call it something else as they put it through its paces and figure out how to meet price. Motorola's circuit, as initially used in \$139.88 Tartan and now applied to 23-in. table model, is new, employing 14 receiving tubes including frame-grid tuner & frame-grid IF amplifiers. Many of tubes are imported—from Japan & Holland—and some components, including speakers, have dual U.S.-Japanese sources. However, set is American-made from predominantly American parts, according to Motorola.

New leader set is wood-grained metal table model using dry-seal gasketed safety glass, with new low-drive 95-degree narrow-necked picture tube and 18,000-volt power. As in case of 19-in. leader, Motorola says it's not "metropolitan" set, but will work in fringes. Set has year parts warranty.

Step-up models are \$177.77 (charcoal) & \$187.77 (grain) with legs and lucite casters; \$188.88 & \$198.88 with planter bench base & casters. Also introduced by Motorola was 23-in. consolette (with magazine-rack base) at \$239.95 and remote version at \$259.95—\$10 below Motorola's previous cheapest 23-in. remote set. Hardwood lowboy is priced at \$269.95-\$289.95.

Motorola engineers explain that 2-year program of cost reduction, use of half-wave silicon rectifier and high performance tubes together with automatic production techniques make possible low price.

"We have not led the downward trend in prices," Motorola Consumer Products Inc. Pres. Edward R. Taylor said at introduction of new set. "But it has become evident that a large segment of the public wants sets at lowest prices—with quality and reliability." Low-priced 19-in set, he said, hasn't hurt sales of higher-end Motorola merchandise, which is selling better than last year. "We're controlling production on these sets, so they don't run away with us."

How has 19-in. set worked out at \$139.88? "We now have over 40,000 of them in the field," said TV engineering dir. Garth Heisig, "and we have yet to receive one complaint." Motorola officials say their tests have shown picture is "bright enough for about 99% of uses."

How will rest of industry react? They'll follow suit—no doubt of it. But this will be mainly in terms of price-reduction on existing merchandise—not new "economy sets"—because even crash program to develop new chassis would take minimum of 9 months. Eventually, however, entire industry may end up with 2 chassis lines—economy & deluxe—but this may be year away. One thing is certain: there's now new price floor beneath both 19- & 23-in. sets.

Other manufacturers who have analyzed Motorola 19-in. say they can't see where sufficient cost has been removed to justify \$139.88 price. As one manufacturer quipped: "The big breakthrough seems to be in accounting & cost estimating, rather than in engineering."

Meanwhile, Philco joined parade to lower portable prices with new open-list 19-in., said to be designed to sell in \$140-\$150 price range. Philco also dropped in 23-in. hardwood vertical console at \$239.95.

Other new products announced last week: Zenith introduced 2-piece FM-stereo radio, including AM. One walnut veneer unit contains all controls and 2-speaker sound system; remote unit also has 2 speakers, is connected by cable to master. Price is \$199.95.

Among many new antenna products inspired by FM stereo is Jerrold's newly introduced FM Range Extender (\$29.95), "designed to recoup FM multiplex broadcasting reception range loss." The pre-amplifier, which uses frame-grid tube, is being pitched to FM listeners who are disappointed by shorter range of stereo signals.

Transistor radio prices continue to drop. Motorola's new line of portables starts with 6-transistor set at 16.77—beating GE's low of 16.95 (Vol. 2:3 p10) by 18 ¢. The 10-set line features 4 other 6-transistor sets from 19.77 to 19.79, seven-transistors at 19.79, three 8-transistor models at 19.79.

Philco's portable radio line features 6 new sets ranging from 6-transistor pocket set at \$17.95 to 9-transistor at \$64.95, with others at \$22.95, \$24.95, \$29.95, \$39.95 & \$49.95.

Philco is re-entering auto radio field under own name with universal transistor radio for cars & trucks at \$59.95. It's modified version of radio Philco has made for truck manufacturer for last 3 years.

Tape-recorder prices continue to tumble, under influence of imports. Emerson's Telectro Div. last week announced full-size 2-speed monaural U.S.-made recorder to sell at \$79.95 "with full profit margin."

JAPANESE EXPORTS UP, PRICES DOWN: Price attrition due to fierce competition pushed average export price of Japanese radios still lower last year—despite rising production costs and higher percentage of deluxe radios.

Japanese exports of principal consumer electronic products to U.S.—radios, phonos & TVs—increased substantially in unit volume, but total cost in dollars was virtually unchanged from 1960. Only in the rapidly expanding categories of TV sets & radio-phonos did average unit price increase over preceding year.

In transistor radios of all types, total exports increased 34% over 1960, while total dollar volume dropped nearly 4%. U.S.-bound exports of radios with 3 or more transistors increased nearly 10% in units, while dollar volume declined 12%—meaning that average export price of this type of radio dropped from \$13.27 in 1960 to \$10.60 last year.

Possibly due to quotas in 6-transistor set category, exports to U.S. of so-called "toy" radios (fewer than 3 transistors) jumped 68% in units and 54% in value, average price settling from 1960's \$2.80 to \$2.57 in 1961.

For first time, tube radios constituted substantial Japanese export to U.S. in 1961, nearly tripling in units and more than doubling in dollar volume. But despite increasing emphasis on FM-AM tube radios from Japan, average price of tube radio dropped from \$7.12 in 1960 to \$6.38 in 1961.

In radio-phono & TV categories, average-price story was different. While number of radio-phonos exported to U.S. didn't quite double preceding year's total, dollar volume more than doubled—and average price shot up from \$32.10 to \$36.12 in 1961. TV imports more than doubled to 23,000 from 1960's 10,000, while average price rose from \$51 to \$75. This is because of entrance on U.S. market of Sony's high-priced 8-in. transistor TV last year, whereas in 1960 shipments of Delmonico's Japan Victor sets (minus picture tubes) constituted virtually entire 10,000-unit Japan-to-U.S. TV export market.

Japanese TV exports to U.S. are continuing to rise—more than 9,000 sets entered country in first 6 weeks of 1962 (Vol. 2:9 p7). All except about 300-400 of these went to Delmonico & Sony.

These 2 TV importers will have more company this year. Matsushita's 14-in. bookshelf TV is scheduled to begin arriving in quantity late this spring, and Star-Lite has announced 8-in. 110-volt TV competitive with Delmonico's \$119 midget.

Now Toshiba is ready to fill gap between 8- & 14-in. with 10-in. set to sell for "under \$130" by late spring or early summer. Toshiba's set, to be distributed by Transistor World Corp., weighs 28 lb., has 15 tubes, silicon rectifier, carrying handle, telescoping antenna, 'distance-local" reception switch, earphone jack. It will be displayed for first time in U.S. next week at special Toshiba exhibit at N.Y.'s Japan Trade Center.

Here are 1961 & 1960 Japanese exports to U.S. in principal consumer electronics categories (1960 figures, rounded, from U.S. Commerce Dept. Business & Defense Services Administration; 1961 figures from McGraw-Hill's Electrical Merchandise Week):

	19	960	19	61
Product	Units	Dollars	Units	Dollars
Total transistor radios	6,990,000	\$63,040,000	9,328,842	\$60,586,792
3 or more transistors	4,149,000	55,056,000	4,554,383	48,285,048
other	2,841,000	7,984,000	4,774,037	12,301,744
Tube radios	881,000	6,277,000	2,224,229	14,174,786
Radio-phonographs	39,000	1,252,000	74,885	2,708,000
TV receivers & chassis	10,000	507,000	23,179	1,719,840

Note: Recent Los Angeles Customs Court ruling headed off attempt to import radio batteries at 12½% ad valorem tariff which applies to radios & radio parts rather than 17½% normally levied on dry batteries. Ruling against United Merchandise Corp., court held that batteries don't lose their identity when shipped with complete radios or when shipped as "parts" for radios.

EDUCATION — BIG NEW ELECTRONICS FIELD: Application of electronic devices & techniques to education is expected to become ever-widening field in next generation—and presumably there will be plenty of govt. & private money invested in it. New teaching methods are vital as public school enrollment soars and as necessity emerges to retrain workers displaced from jobs by automation.

With eye to increasing importance of this market, RCA last week announced consolidation of all education activities into new RCA Education Services dept. within RCA Service Co. New department includes 51-year-old RCA Institutes, plus 2 new branches—Educational Advisory Services and Educational Operations.

Educational Advisory Services, according to RCA, will "advise educators and school administrators on electronic systems applications to the learning process." Educational Operations develops new educational methods and determines efficient application of existing techniques. Education Services Dept. already is developing visual aids, teaching machines, etc.

Most fascinating aspect of electronics in education, as outlined by RCA officials, will be the building of complete educational electronic systems—electronic school plants—from ground up. Heart of any electronic school system will be ETV—supplemented by other audio-visual teaching devices, learning labs, programmed instruction, record-keeping & exam grading by computer, etc.

New RCA Educational Services division vp is Harold Metz, ex-technical education programs vp, RCA Service Co. Ernest W. Lareau, mgr., Educational Operations, is a former Westinghouse training director. John W. Wentworth, mgr., Education Advisory Services, is longtime top RCA broadcast engineer. James S. Winston, mgr., educational programs, was personnel mgr. of Moog Servicontrols. All are former teachers & educational administrators.

More & more companies are taking good hard look at educational field in terms of complete "systems approach" to integration of electronics in learning process.

Meanwhile, most TV firms are coming up with special educational TV receivers. Latest is GE with "classroom TV-audio center," including 23-in. TV, front-mounted 9-in. oval speaker, amplifier delivering 9 watts undistorted audio output for TV, phono or tape recorder.

TV-RADIO PRODUCTION: EIA statistics for 2 weeks ended Feb. 23 (7th & 8th weeks of 1962):

		Feb. 10-16	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV		135,567	142,731	116,463	902,035	708,462
Total radio		273,224	246,894	277,136	2,432,286	1,922,101
auto radio		121,117	125,431	65,671	887,302	631,946
		Feb. 17-23	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV		126,390	135,567	103,571	1,025,980	812,353
Total radio	\$2 e = -	352,456	273,224	282,031	2,804,243	2,205,102
auto radio		121,117	121,117	63,520	1,020,661	695,109

TOPICS & TRENDS

Invasion of audio tape market was launched last week by Eastman Kodak, which will sell tape through the 12,000 outlets which handle its film. Reasons for Eastman's entry into \$50-million-a-year consumer tape field, as cited by Pres. William S. Vaughn: (1) Kodak has facilities to mass-manufacture precision raw materials like tape. (2) Some 60% of all recording tape is bought at photo shops.

Kodak Sound Recording Tape won't be sold through hi-fi dealers or parts jobbers—at least not at outset. However, same firm's Eastman brand tape is sold direct to professional consumers—recording companies, film producers, broadcasters. Kodak officials say they have no plans to enter video or instrumentation tape fields.

Mercury Records enters phono field with portable stereo unit at \$139.50 and battery-operated single-play transistor phono at \$59.95, both manufactured in Netherlands by Philips. Initial distribution is in 20 markets. Mercury phono sales mgr. is Irving Russell, onetime Webcor national sales mgr. and more recently Bell & Howell tape recorder sales mgr.

Distributor-to-dealer sales of TV sets for Jan. 1962 were about 13% higher than Jan. 1961, or about 457,000, up from 404,000, according to preliminary estimates. Radio sales by distributors totaled some 567,000 sets vs. 472,000 a year ago, increase of 20%.

Trade Personals

Walter V. Tyminski, ex-Lockheed Missiles & Space Co., elected pres. & a dir. of Belock Instrument, succeeding Harry D. Belock, resigned.

Lloyd A. Hatch named Minnesota Mining & Mfg. long range planning vp, a new post; Roy W. Keeley advanced from divisional sales vp to European area vp, International Div. . . . Harold J. Seigle & Robert G. Nau elected Arvin Industries vps.

J. Stanford Smith, GE mktg. & PR services vp, elected to board of GE Credit Corp. . . . H. S. Morris named mktg. vp, C. R. Rininsland finance vp, of Ling-Temco-Vought subsidiary Altec Lansing Corp., Anaheim, Cal.

Roy A. Olerud, ex-ITT Distributor Products Div., elected pres. of Custom Components, Caldwell, N.J., succeeding founder Harold I. Danziger who continues as chief exec. officer... Thomas C. Pridmore, ex-Westinghouse and Bradley Semiconductors, named semiconductor products gen. mgr., ITT Components Div., Clifton, N.J., a new post; Edward C. Keough, ex-Bradley Semiconductors, appointed selenium products mgr., Roanoke, Va. plant.

Michael R. Cardone named mfg. superintendent, Thomas M. Kandl chief industrial engineer, Sylvania Home & Commercial Electronics Div. . . Jack E. Richard named to new post of assistant to Sampson Co. Pres. Robert Sampson, succeeded as Electronics Div. merchandising mgr. by Robert Donner . . . Samuel Bryan, formerly with U.S. Industries, appointed mfg. dir., Ravenswood Corp., succeeding Fred Moore, resigned.

Robert M. Jackson appointed Sylvania Semiconductor Div. (Woburn, Mass.) ad & sales promotion mgr., succeeding John Spitzer, resigned . . . Charles W. Hosterman named planning mgr., Sylvania Electronic Systems' eastern operation, Waltham, Mass.

Edward L. Klein, former vp of Daystrom's Western Instrument Div., named exec. vp of Consolidated Electronic Industries' Mepco Inc. affiliate . . . Emanuel Weintraub elected pres. of Victoreen Instrument subsidiary John E. Fast Co.

George W. Keown, Tung-Sol mktg. vp., elected to board... Tadelusz J. Siek named mkt. planning & analysis mgr., Sylvania Electronic System's eastern operation, Waltham, Mass.

William G. Chorn & William D. Heer promoted to vps of Television Shares Management Corp.; Heer also becomes investment committee chmn.

Obituary

James E. Archambault, 58, Webcor pres. since Oct. 1960, died of a heart attack in Fort Lauderdale, Fla. Feb. 26. He became Webcor's president when the Chicago phono-radio-tape recorder manufacturer acquired Dormeyer Corp., of which he had been president for 17 years. He is survived by his widow, a son, 2 daughters.

GT&E is consolidating 2 of its domestic sales subsidiaries to integrate the marketing of communications equipment. Effective April 1, Leich Sales Corp. will be merged into Automatic Electric Sales Corp. The combined organization will retain the latter's name & Northlake, Ill. hq. Leich Pres. DeWitt C. Gibson Jr. will be president of the combined sales organization. Automatic's Pres. Darwin H. Deaver will be exec. vp.

ITT & Tokio-based Nippon Electric have signed a 5-year manufacturing & sales agreement under which ITT's Kellogg Div., Chicago, will make & sell Nippon Electric's microwave & telecommunications equipment in U.S. & Canada. ITT Kellogg's exclusive distributorship includes such NEC products as tropospheric scatter equipment, multiplex transmission systems.

McMartin Industries Inc. is new name of Continental Mfg. Inc., Omaha (1612 California St.) manufacturer of FM broadcast monitors, multiplex receivers and transistorized audio-public address amplifiers. Headed by Ray B. McMartin, firm supplies all Muzak amplifiers.

Conrac is div. of Giannini Controls Corp.—not Giannini Scientific Corp. as reported (Vol. 2:1 p9). There's no connection between the Giannini firms.

will have color TV line—using RCA 21-in. round tubes. But it hopes it will be able to drop in highend sets using its own-design 23-in. rectangular 90-degree tubes before year's end. This peek at Motorola color plans was given at week's end by Motorola Consumer Products Inc. Pres. Edward R. Taylor, in N.Y. for distributor convention.

Taylor confirmed our story of last month at development work on rectangular tube is continuing at National Video (Vol. 2:8 p7), and added that developmental samples of tubes have been taken to Japan & Holland for scrutiny by tube makers there. He gave these additional hints about Motorola's attitude towards color and its upcoming color line:

"All of our research indicates about 175,000 color sets were sold last year. We say about 250,000 will be sold this year. RCA says 500,000. We may be a little low and RCA may be a little high.

"Our line for this June is pretty well frozen. It will have 21-in. RCA color tubes. But if we can get our rectangular tubes in quantity even as late as Labor Day or Thanksgiving we'll drop them into the line. I don't mean in dribs & drabs—that would only slow down sales of 21-in. sets, and we don't want to do that."

Motorola's 21-in. color line probably will start with consolette at about \$595, Taylor said. He estimated that 23-in. rectangular 90-degree color tubes should make set worth \$50-\$75 more than 21-in., and indicated that even if 23-in. tube is perfected, Motorola will use 21-in. tubes in its leader models.

"If Mexico can persuade foreign firms to build components in Mexico it can not only provide more jobs for Mexicans but also reduce fiscal problems that are partly a result of high imports," commented Feb. 27 Wall St. Journal in an analysis of Mexico's tightening regulations for foreign participation in her economy. "The Mexican desire to promote domestic industry is leading to govt .sanctioned monopolies," Journal also noted, adding as an example: "Businessman Jose Sanchez Castano 2 years ago set up a small company called Mex-Mial S.A. to make condensers for radio & TV sets under a license from an Italian firm. Sitting in his office in Mexico City, he points to a chart showing that his condenser sales soared to \$60,000 in Nov. 1961 from \$600 a year earlier. The reason: Condenser import quotas have been denied the 36 radio & TV set makers in Mexico and they must now buy them from Mex-Mial."

"Use Japanese production to beat high costs," urged U.S. electronics manufacturer Nova-Tech Inc., Manhattan Beach, Cal., in Feb. 20 Wall St. Journal ad. Company advertised "that its Japanese branch will quote on your electronic assemblies or complete units in large or small quantities. We can quote from schematics, photos or samples. If Japanese labor supervised by American engineers can help your company make profits, write directly" to Tokyo branch, ad concluded.

Amphenol-Borg Electronics has reduced its quarterly dividend to 20¢ from 35¢ "to allow greater freedom of action to achieve long-term objectives." Pres. Matthew L. Devine said the lower rate "should maintain the company's sound financial condition while providing for continued growth."

191 Million Transistors: Total 1961 factory sales of transistors closed out a record 190,916,354 units—up markedly from 1960's 127,928,568, EIA reported last week. However, reflecting the profit squeeze in the semiconductor industry (Vol. 1:5 p7), dollar value fell \$1,893,525 to \$299,538,760 from \$301,432,285 in 1960.

Same sales-up, dollars-down pattern was reflected in 1961's closing month. December sales totaled 18,166,839 units valued at \$24,883,538. In Dec. 1960, 13,347,525, or nearly 5 million fewer transistors were sold, but they produced \$27,915,649, or more than 3 million more dollars.

Here are EIA's tabulations of 1961 & 1960 factory transistor sales by months:

	19	961	19	60
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,198,576
May	15,128,181	25,113,042	9,046,237	24,714,580
June	17,899,005	26,148,746	10,392,412	27,341,733
July	11,227,388	17,506,011	7,070,884	18,083,802
August	17,193,860	25,155,627	9,732,993	22,739,969
September	19,386,202	27,220,248	12,973,792	28,442,229
October	18,232,530	24,018,037	12,168,632	25,945,195
November	18,342,285	24,034,703	12,149,077	25,372,480
December	18,166,839	24,883,538	13,347,525	27,915,649
TOTALS	190,916,354	\$299,538,760	127,928,586	\$301,432,285

Filmways Inc. filed registration statement (SEC File 2-19851) for 48,111 shares of common stock. Of total, 1,800 shares underlie warrants which remain unexercised, and 12,500 will be offered to Haskell Wexler for motion picture and allied rights to Evelyn Waugh novel "The Loved One." Remaining shares, including 10,811 which underlie unexercised portion of option granted to Arthur S. Laundon at \$4.997, and 23,000 shares outstanding, may be offered for public sale on ASE until March 1963. Company produces TV commercials, TV films, motion pictures. There are 568,654 common shares outstanding. Chmn. Martin Ransohoff owns 19.3%, management officials as a group 27.2%. Rodney Erickson is pres.

MGM earnings in the fiscal year ending Aug. 31 will lag behind the \$12.6 million (\$5.02) posted in preceding year, Pres. Joseph R. Vogel told annual meeting. However, he termed outlook "very rosy," noted that release of post-1948 films to TV was beginning to provide additional revenue. Commenting on Metro-Kalvar Inc., MGM's joint venture with Kalvar Corp. on a heat process for developing film without darkroom & chemicals, Vogel said research is proceeding to determine if Kalvar film can be adapted on a commercial basis for TV & movie film.

Mergers & acquisitions: Oak Mfg., Crystal Lake, Ill. components manufacturer, has purchased for cash Delta-f Inc., Geneva, Ill. maker of frequency control systems. Delta-f will be operated as subsidiary of Oak's subsidiary McCoy Electronics Co. • Ling-Temco-Vought has sold its Dishwasher Div. to newly-formed LT Industrial Inc., Independence, Kan. because "our future plans in the fields of aerospace, communications, electronics and certain commercial & industrial products were not entirely compatible with the dishwasher program."

TV-Electronics Fund's total net assets increased to \$439,798,909 at the close of fiscal-1962's first quarter, ended Jan. 31, from \$388,191,179 a year earlier. Net assets per share increased to \$8.56 from \$8.05. Outstanding shares climbed to a record 51,378,397 from 48,227,691 on Jan. 31, 1961. At quarter's close, 92.5% of the Fund's investments were in electronics, nucleonics, aerospace and allied fields, compared with 83.6% a year earlier.

RCA'S RECORD YEAR: For first time in RCA's 42-year history, sales exceeded \$1½ billion in 1961, Chmn. David Sarnoff & Pres. Dr. Elmer Engstrom notified 167,000 stockholders via annual report last week. Sales totaled \$1.546 billion, up from \$1.495 billion in preceding year (see financial table). Profits increased to \$35.5 million from \$35.1 million.

Sales to commercial customers accounted for \$584,-202,000 or 38% of total, down from 39% in 1960. Defense business totaled \$582,012,000 or 38%, up from 1960's 37%. NBC's TV & radio operations produced \$340,691,-000 or 22% of total revenues to slightly improve 1960's performance. Another \$35,225,000, or 2%, was chipped in by RCA Communication's radio-telegraph operations, which also accounted for 2% of 1960's total gross income.

RCA's executives forecast "increased profits" for 1962, based their optimism on continued sales increases & cost reductions, profit gains by color TV, loss reductions by data processing operation.

Reviewing 1961, Chmn., Sarnoff & Pres. Engstrom noted these highlights: Consumer products produced their most profitable year since 1955. Color TV profits doubled over 1960. NBC scored highest earnings in its 35-year history. Deliveries of data processing equipment were 2½ times greater than in preceding 12 months. RCA moved into 10th place among all Defense Dept. industrial prime contractors.

Color TV received prominent mention in RCA's annual report. Crediting it with providing "one of the year's outstanding industrial success stories," Sarnoff & Engstrom informed stockholders: "Since its commercial birth in 1954, color has endured more than its share of obstruction & opposition. But our firm conviction & persistence have led it over the last 7 years to the achievement of major industrial status. Its over-all industry volume is expected to reach \$200 million in 1962."

They cited color TV as one of 3 basic movements which are shaping RCA's 1962 earnings picture, forecast its emergence as a profit contributor of such proportions "that our investment in color already appears to be one of the soundest this company has ever made."

The other 2 factors shaping 1962 performance: growth & increased profitability of RCA's established businesses; reduction of data processing costs and growth of that business into "a major RCA activity that promises substantial profit."

"We expect our gross rental & sales income from all aspects of data processing to exceed \$200 million in 1962," they said, but noted that "the day when our commercial computer operation produces a profit is still ahead." RCA has already spent some \$100 million on data processing, but "we incurred our peak losses in 1961 and we anticipate a reduction of approximately 50% in 1962 costs." Sarnoff & Engstrom also said "we expect the costs in 1963 to be reduced in half again, and we hope to start realizing a profit in this new field within 2 or 3 years from now." They noted RCA's data processing sales agreements with England's International Computers & Tabulators Ltd., France's Compagnie des Machines Bull and Japan's Hitachi Ltd., forecast they would result in export sales of "between \$50 million & \$100 million over the next 3 years."

RCA closed out 1961 with total current assets of

\$618,004,000, including \$89,241,000 cash, compared with \$513,070,000 (\$62,638,000 cash) a year earlier. Current liabilities totaled \$245,624,000, vs. \$217,865,000 at close of 1960. RCA's investments, including \$21.6 million in Whirlpool Corp. stock, increased to \$66,930,000 from \$61,079,000 in 1960. Plants & equipment were valued at \$257,332,000 vs. \$239,539,000. Total RCA assets at year's end added up to \$943,702,000—up sharply from \$815,503,000 at 1960's close.

GE Posts 21% Profit Gain: GE's annual report brought good news to its more than 450,000 shareholders last week. Total 1961 sales rose 6% over 1960 to record \$4.456 billion (see financial table). Earnings jumped 21% to \$242 million, although 14% off record pace set in 1959.

Consumer products accounted for 24% of record sales volume, duplicating 1960's pace. Defense sales amounted to 25% of total, vs. 22% in 1960; industrial components & materials 27%, down from 29%; heavy capital goods 24%, down from 25%.

GE's international business also rose to record levels. Although no figures were disclosed, export sales of International Division soared 43% over 1960's level. Canadian GE boosted sales 5% to \$215 million.

Commenting on "sharp" increase in defense business, Chmn. Ralph J. Cordiner said it was "a factor in tending to limit the year's improvement in the ratio of earnings to sales." He emphasized that earning rates on defense sales are low by comparison with those in commercial activities.

Although Cordiner emphasized that "consumer electronics had a year of substantial progress in 1961 as a result of engineering & research, design innovation and product specialization," he noted that GE's over-all 1961 results were achieved despite the "depressing effect of abnormally low prices for most of the company's products." He said that "average prices on producer goods, as an example, were down to 1956 levels, and on consumer goods to 1953 levels." He attributed price squeeze in part to "constant pressure exerted on price levels by foreign producers with substantially lower wages & salary costs as well as significant tax & depreciation advantages."

GE also notified stockholders that the annual meeting will be held April 25 in the State Armory, Schenectady.

Common Stock Dividends

C. Milli	on block Divide	nus	
Corporation	Period Amt.	Payable	$Stk.\ of\ Record$
Amphenol-Borg	Q \$0.20	Mar. 30	Mar. 16
Arvin Industries	Q .25	Mar. 31	Mar. 6
Bendix	Q .60	Mar. 31	Mar. 10
Clevite	Q .35	Mar. 27	Mar. 12
EMI Ltd.	- 5%	Mar. 31	Feb. 28
Globe-Union	Q .30	Mar. 16	Mar. 9
MGM	Q .50	Apr. 16	
Trans-Lux	Q .10	Apr. 2	Mar. 9
Wells-Gardner . Rollins Bestg.	Q30	Mar. 15	Mar. 8
Sangamo Elec.	Q08	Apr. 25	
Times-Mirror	Q 1.18% Q 1.12%	Apr. 10 Mar. 26	Mar. 10
THINGS MALLIOI	v 1472	Mar. 20	Mar. 9

New French liner "France" has Phillips-installed TV system with connections in cabins & public rooms for 450 TV sets capable of receiving either French, European or U.S. TV standards. Ship has complete studio for closed-circuit programming, including movies.

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	1961—26 wks. to Dec. 31 1960—24 wks. to Dec. 17	\$ 4,700,000° 3,350,000		\$ 121,000° 43,000	\$0.18	670,504 670,504
Admirol	1961—year to Dec. 31 ³ 1960—year to Dec. 31	192,100,000 187,865,196		2,900,000 (1,700,000)	1.21	2,415,636 2,407,136
Ampex	1962—9 mo. to Jan. 31 1961—9 mo. to Jan. 31 1962—qtr. to Jan. 31 1961—qtr. to Jan. 31	58,808,000 53,073,000 22,328,000 17,327,000		1,311,000 (1,303,000) 819,000 (1,762,000)	.17	7,785,707 7,785,707 7,277,570 7,785,707
Amphenol-Borg Electronics	1961—year to Dec. 31 1960—year to Dec. 31	73,204,641 67,804,593	\$ 1,312,299 4,355,980	623,299 2,185,530	.45 1.60	1,388,677 1,368,427
Andreo Rodio	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	6,769,547 7,423,316 2,145,575 2,014,478	725,918 621,201 333,148 230,658	360,245 314,761 160,463 112,755	1.44 1.26 .64 .45	250,952 250,700 251,036 250,700
Arvin Industries	1961—year to Dec. 31 ³ 1960—year to Dec. 31	73,701,000 68,302,000	5,032,000 2,902,000	2,432,000 1,406,000	2.06 1.19	1,178,917 1,178,917
Roston Herold- Troveler Corp.	1961—year to Dec. 31 1960—year to Dec. 31	34,706,976 33,707,496		1,65 7,658 1,152,659	3.68 2.69	449,901 427,931
CTS Corp.	1961—year to Dec. 31 1960—year to Dec. 31	21,468,189 20,047,758	3,813,134 3,249,381	1,822,734 1,649,881	1.26 1.20	1,447,003 1,372,153
Cowles Mogozines & Bastg.	1961—year to Dec. 31 1960—year to Dec. 31			2,221,281 1,697,139	.94 .74	
Crowell-Collier	1961—year to Dec. 31 1960—year to Dec. 31	71,208,699 64,368,399		4,117,643 3,949,889	1.34 1.30°	3.080,204 3,038,111
merson Radio	1962—12 wks. to Feb. 3 1961—12 wks. to Feb. 3			679,507 126,524	.30 .06	2,278,405 2,191,872
Espey Mfg. & Electronics	1961—6 mo. to Dec. 31 1960—6 mo. to Dec. 31	2,355,310 2,464,977		102,052 96,689	.38 .36	270,721 270,721
GE Story on p. 11	1961—year to Dec. 31 1960—year to Dec. 31	4,456,815,169 ¹ 4,197,535,440		242,078,957 200,071,710	2.72 2.26	88,860,183 88,332,778
Globe-Union	,1961—year to Dec. 31 1960—year to Dec. 31	62,518,783 60,677,064		2,592,505 1,774,593	3.00 2.05	864,451 851,714
ob for Electronics	1962—9 mo. to Jan. 26 1961 ⁴	44,350,000		553,000	.43	1,298,100
Philips Electronics & Phormoceuticol	1961—9 mo. to Sept. 3010 196011	27,708,400		627,875	.31	1,998,274
Polorod Electronics	1961—6 mo. to Dec. 31 1960—6 mo. to Dec. 31	4,487,223 6,204,676	(2,468,972) 31,223	(1,291,972) ⁵ 26,773	.026	1,403,517 1,325,692
RCA Story on p. 11	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	1,545,912,000 ¹ 1,494,896,000 455,812,000 433,896,000	64,911,000 66,917,000 ———	35,511,000 35,117,000 11,723,000 10,988,000	1.95° 2.10°	16,903,461 16,537,220 16,903,461 16,537,220
Screen Gems	1961—6 mo. to Dec. 30 1960—6 mo. to Dec. 31	22,803,213 23,512,281	2,744,741 2,070,020	1,372,727 972,592	.54 .38	2,538,400 2,538,400
Seeburg	1962—qtr. to Jan. 31 1961—qtr. to Jan. 31	11,728,923 ¹ 7,080,605	452,530 229,866	372,530 148,573	.19 .09	1,964,802 1,404,276
Stondord Kollsmon	1961—year to Dec. 31 1960—year to Dec. 31	104,289,860 95,568,805		3,183,966 3,459,992	1.48 1.61	2,086,891 2,006,213
Storer Bostg.	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31		9,848,334 10,236,202	4,453,682 5,062,668 1,718,597 1,508,657	1.80 2.05 .70 .61	2,473,917 2,474,750 2,473,917 2,474,750
Thompson Romo Wooldridge	1961—year to Dec. 31 1960—year to Dec. 31	409,077,000 420,421,158	12,668,206 20,946,555	6,459,206 10,176,555	1.88° 3.13°	3,346,969 3,152,605
Trov-Ler Rodio	1962—9 mo. to Jan. 31 1961—9 mo. to Jan. 31 1962—qtr. to Jan. 31 1961—qtr. to Jan. 31	19,676,000 15,446,000 6,825,000 4,450,000		570,000 232,000 210,000 (1,000)	.59 .24 .22	964,289 964,289 964,289 964,289
Westinghouse	1961—year to Dec. 31 1960—year to Dec. 31	1,913,770,000 1,955,731,183	<u> </u>	45,446,545 79,057,562	1.23° 2.22°	35,612,003 34,813,845

Notes: ¹ Record. ² Average. ² Preliminary. ⁴ Unavailable because of mergers. ⁵ After \$2-million inventory write-downs & \$1.2-million tax credit. ⁶ After preferred dividends. ⁷ Indicated. ⁸ Outstanding Jan.

31, 1962. Adjusted to reflect 4% stock dividend in 1961. From American Stock Exchange report. Not available.

WEERLY 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

ALLOCATIONS 'ACCOMMODATION' NEAR, FCC preparing to freeze deintermixture in exchange for all-channel-receiver legislation (p. 1).

HOUSE BUYS ETV AID BILL. PRIVATE GROUPS OUT in surprise amendment—but Senate-House conference is expected to restore eligibility (p. 2).

COURT AFFIRMS RKO PAY-TV TEST, tells FCC to keep eye on promise vs. performance, sees little danger under Commission supervision (p. 2).

CBS DROPS SUMMER DISCOUNTS in new rate structure announced for fall. There's a new annual discount for alternateweek advertisers, and early-evening time costs more (p. 3).

HUBBELL'S HOMECOMING, at CBS, designed to spark programming-ratings-billings. Speculation about other topkicks (p. 4).

FCC WARNS ABOUT DOUBLE BILLING, calls it "reprehensible... mail fraud . . . unfair competition" (p. 4).

CATV IN ALLOCATIONS PICTURE—supplying multiple service in both presence and absence of local stations (p. 4).

COMMUNICATIONS SATELLITE INFIGHTING continues in Senate Space Committee as AT&T labels administration plan unworkable, Kefauver calls for space TVA (p. 5).

Consumer Electronics

1961 WAS GOOD YEAR for TV-radio makers. Eight manufacturers with volume principally from home electronic products pushed combined sales to \$691.7 million from \$659.6 million, increased profits to \$20 million from \$17.3 million (p. 7).

INVENTORIES HEALTHY in TV-radio, most manufacturers believe, pointing to increase in sales rate, last year's 5-year inventory lows. First 2 months of 1962 saw sales at 6.5-million rate vs. 5.4-million rate in same '61 period (p. 7).

GRANT LEAVES SYLVANIA as civil war between company and parent GT&E claims major victim. Eastern regional sales vp George T. Stewart also quits; Connor, Lyon move up (p. 9).

COLOR TUBE DECISION by Sylvania may come within 30 days, Pres. Beare says in revealing that test production of RCA-type tube has started (p. 9).

BDSA's ELECTRONICS OUTLOOK FOR 1962: Another all-time high predicted by Commerce Dept. Color TV expected to lead upswing in consumer production (p. 10).

ZENITH AT ZENITH, scores record sales & earnings in 1961; sales climb 8% to \$274 million, earnings jump 18% to \$18 million. Company forecasts record first quarter (p. 11).

ALLOCATIONS 'ACCOMMODATION' NEAR: Long-expected Congress-FCC horsetrade — former adopting all-channel-receiver bill, latter dropping deintermixture plans—was just about wrapped up last week.

It's been clear for many months (Vol. 1:7 pl) that FCC's slim 4-3 vote for deintermixture would melt rapidly if Congress gave Commission all-channel bill. FCC is unanimous for latter, believes that 5-10 years of set replacement with vhf-uhf sets will finally produce for whole nation sufficient potential uhf audience to attract uhf telecasters naturally.

Question was put point-blank to FCC Chmn. Minow during House Commerce Committee hearings on allocation bills: Would Commission put "moratorium" on deintermixture for 5-7 years if all-channel bill were enacted? Minow said moratorium might be "fruitful, promising." However, he said Commission would rather come back in week with written statement of position.

There's no doubt Commission wants to accept the compromise—but it has many touchy legal & policy angles to worry about. Should moratorium be frozen into law—or be a pledge in "legislative history"? What about cases where court's in act—such as Bakersfield Ch. 10 and Springfield-St. Louis Ch. 2? It's going to take some very deft drafting. Congress has plenty time to act without undue FCC interference,

at any rate, because Commission last week extended time for filing allocations reply comments from March 23 to June 22.

OK—no deintermixture. Then what? Commission will still itch to create 3-channel competition in more major markets. Good guess: Vhf drop-ins, some with very low spacing, in markets previously earmarked for deintermixture to uhf.

ETV demands for huge number of channels (97 vhf, 825 uhf)—though way beyond anything they'll ever get—aren't being kissed off at FCC. There's sentiment there for new rule-making to consider ETV needs. So, if & when uhf becomes truly viable, channels may be scarce where wanted most.

Commerce Committee hearing was like seance of Sen. Pastore's subcommittee recently (Vol. 2:9 pl)—only more so. The very few pro-deintermixture witnesses were snowed under by dozens of Congressmen, governors, judges, mayors, vhf broadcasters. Committee is dead set against deintermixture—no question of it—but a few members are somewhat concerned about all-channel bill, worrying about forcing consumer to buy something he may not need. EIA fought hard, insisting bill not only saddles public with extra cost—but won't even do what it's supposed to, i.e., make uhf work. But even EIA has trouble with its members. Big TV producers RCA & Zenith go for bill—and GE joined last week, filing statement with Committee, favoring bill.

All eyes are on FCC now, waiting to see what kind of "accommodation" it develops.

HOUSE BUYS ETV AID BILL, PRIVATE GROUPS OUT: House finally passed \$25.5 million Roberts ETV bill (HR-132), but surprise amendment by Rep. Griffin (R-Mich.), excluding grants to private non-profit groups, slipped through on 69-66 vote. However, Senate-House conference to produce compromise between Senate-passed Magnuson (S-205) and Roberts bills is expected to prune Griffin amendment, come up with measure much like original Roberts proposal.

Amended Roberts bill passed by 337-68 vote, would give \$25 million for ETV facilities (buildings excluded), states to match federal funds, plus \$520,000 for state surveys (up to \$10,000 per state). Magnuson bill would give each state & D.C. up to \$1 million each, no matching funds necessary.

In floor debate on Roberts bill, Griffin expressed concern over provision which would include "non-profit community educational TV organizations" among groups eligible for federal funds, along with school systems and other public agencies. Amended bill now limits participation in program to ETV controlled by (1) state public education authorities, (2) official state ETV agencies, (3) publicly-supported colleges and universities. Griffin said he feared retention of non-profit group provision would make groups such as labor organizations or chambers of commerce eligible for aid.

Unsuccessful opposition to Griffin amendment was led by Rep. Harris (D-Ark.), chmn. of Commerce Committee. He warned that it would disqualify ETV groups operating throughout country, including those in cities such as Washington, San Francisco, Jacksonville, Chicago, Boston, Detroit, Cincinnati, Pittsburgh, Memphis. "The very organizations that must be given the credit for the miserly progress that we have made in this field now would be the very ones that would be disqualified," he stated.

National Assn. of Educational Bestrs. Pres. William Harley was concerned about amendment, said it would freeze out "some of the strongest groups now operating." He gave this progress report on ETV development: 62 stations on air; 22 in "advanced stages" of planning; 24 with plans underway; 4 state networks in operation (Ala., Okla., Fla., N.C.); 2 regional networks in process of being organized, in New England (Vt., Me., Mass., N.H., Conn., N.Y., Eastern Pa.) and in the midwest (N.D., S.D., Iowa, Wis., Minn., Neb.); 25 states either with state ETV development agencies established or being planned. Harley said he expects 20-30 more stations on air by July 1963.

COURT AFFIRMS RKO PAY-TV TEST: FCC's authority to grant a pay-TV test was upheld by Court of Appeals last week, in a ruling rejecting theater owners' challenge of RKO General's proposed 3-year test in Hartford.

That surprised no one. Unexpected, however, was Court's stress on FCC power to require broadcasters, in general, to match programming promises with performance. Last paragraph of 7-page unanimous decision by Judges Edgerton, Bastian & Burger (written by Burger) is worth quoting in full:

"The Commission has declared its determination to oversee carefully the form which programming takes under the subscription system. Surely its power to see that this area of the public domain is used in the public interest is not less for 'paid' television than for the existing system of so-called 'free' television. While it is reasonable not to require the licensee to commit itself now to definite named programs until the wishes of the subscribers have been more completely sounded, and the potential sources of program material more fully explored, nevertheless it seems to us imperative that the licensee be held to adhere faithfully to the high standard of programming which it has promised. To say the Commission cannot exercise supervision to that end would denude the experiment of its creative potentialities and dilute the Commission's power to make a final appraisal when the experiment is completed."

It may be assumed theater owners enjoy that statement—even though Court gave test green light—and may be counted on to needle RKO pay-TV programming from time to time. Meanwhile, they'll probably try a Supreme Court appeal.

Affirming FCC's decision, Court stated: "We think it not reasonable to assume that the worst will happen and that the public convenience, interest or necessity will be so undermined by such a trial as to require us now, at this stage, to invalidate the WHCT license. . . . It seems to us that unless the future of television is to be confined to its present state the Commission must be reasonably allowed opportunity to experiment. . . . We cannot assume the Commission will abdicate its powers or fail to keep this important experiment under close and constant scrutiny."

RKO & Zenith spokesmen hailed decision, said Hartford start will be made in June, some of programs to be announced within 3-4 weeks. TelePrompTer called Court action "an important step toward broadening the scope of TV."

Another pay-TV proponent, Teleglobe's Sol Sagall, seized Court decision to announce that its franchise holder, Macfadden Publications (Bartell interests), and KTVR Denver will ask FCC for test authority this month. KTVR was bought recently by CATV enterpreneur & broker Bill Daniels.

Sagall gave few details, said they'll be spelled out in application. He said that start could be made "a few months" after FCC approval, that operations will be "on a modest basis—similar to Hartford," that it will cost less per home than Hartford. Teleglobe system telecasts picture, feeds subscriber audio via wire.

CBS DROPS SUMMER DISCOUNTS: New CBS-TV rate structure, effective Sept. 2, 1962, marks end to that network's noble experiment of trying to promote summertime use of TV among seasonal advertisers through attractive discounts. Details of revised rates were sent to advertisers & agencies—usual 6-month notice of network rate change—in letter from newly-promoted senior sales vp William H. Hylan.

In place of "seasonal" discount there is now revised annual discount "to simplify the purchase of time." Realistically, it is designed to attract alternate-week advertisers, who now greatly outnumber full-sponsorship clients in nighttime TV. New revision slices as much as 10% from time costs of client whose campaign is scheduled for "26 consecutive fortnights" (i.e., year-long schedule of alternate weeks). Client must, however, have "two or more sponsorships within each fortnight" to receive maximum discount. New rates have no effect on station payments.

Significant change also occurs in time costs during Class A nighttime periods, reflecting current trends in set usage. Discounts have been decreased (in CBS's favor) nearly 4% in the 6-7:30 p.m. period, increased slightly (in favor of advertisers) in the 7:30-8:30, 9-10:30 and 10:30-11 p.m. periods. Discounts remain same in other nighttime segments. Under this setup, early-evening time now costs CBS clients slightly more, several later-evening periods now cost slightly less. There have been "no complaints" from advertisers affected by the rate increases, CBS told us.

Rate structures of ABC and NBC are virtually unchanged from last year, with no immediate revisions in sight. ABC's last rate card was issued April 1, 1961, rates going into effect last fall. Currently, ABC expects to decide in about a month whether there will be rate changes for fall 1962, network sources said. NBC issued new discount schedule Feb. 15, 1962 but the changes are considered "very minor" by NBC sales officials. NBC, incidentally, maintains special summer discount of 40%-off for weekly sponsorship during June 10-Sept. 8 period, with 20% discount for alternate-week advertisers.

HUBBELL'S HOMECOMING: Significance of return to CBS of Hubbell Robinson Jr. as senior program vp, after 3-year hiatus as independent producer, is being viewed in network circles as part of all-out effort on CBS-TV's part to recapture lost leadership glories in program ratings & billings. Just what offer CBS made to Robinson (whose old salary was \$75,000 a year) isn't known, but it's safe to assume it's bigger & better.

CBS has slipped noticeably since Robinson's departure in mid-1959 (Vol. 15:22 p2 et seq.). In February 1959, at the height of the last program season planned by Robinson and his executive staff (most of whom quit CBS in Robinson's wake), CBS-TV nighttime Nielsen average was 15% larger than NBC-TV, and 25% ahead of ABC-TV. In February 1962, CBS was 1% behind NBC, and NBC was 14% ahead of ABC. CBS's lead over NBC in annual gross billings has been cut from more than \$30 million in 1959 to a 1961 spread of only \$3 million. By all indications, CBS's highest brass hopes Robinson's program touch will end gradual rating decline and restore bounce to billings.

Several key questions are raised by Robinson's return to CBS, where he served as a top program of-ficial from 1947 to 1959: Will Oscar Katz, ex-research dir. who now heads CBS's program dept. as a vp, be shifted back to a research job? Is CBS-TV Pres. James T. Aubrey, with whom Robinson is known not to have seen eye-to-eye, moving "upstairs" to new post? Is Frank Shakespeare, fast-rising former gen. mgr. of N.Y.'s WCBS-TV, headed for presidency of CBS-TV? Will there be a revision of CBS's planned 1962-63 program schedule to favor strong dramatic anthologies in tradition of the Robinson-sparked "Playhouse 90"? What will be fate of Robinson's 2 current network shows—87th Precinct and Thriller—both on NBC-TV? You could get variety of speculative answers to these questions in N.Y. late last week, but nothing definite.

FCC WARNS ABOUT DOUBLE BILLING: FCC came out publicly last week with problem it has been fretting about for some time—double billing—as reported in these pages (Vol. 2:3 pl).

Commission isn't out to make horrible example of some poor sucker. Rather, hearing that practice is rather widespread, it hopes industry will clean it up and get it out of way without formal proceedings.

Double billing is practice of an advertising medium of giving local advertiser 2 bills—one at lower rate, other at higher. Local advertiser, whose supplier has agreed to foot part of bill (co-op ads), sends high bill to supplier, pays low bill, pockets difference.

Practice is ancient, long known in newspapers. It's estimated to run as much as 20% of all national advertising. FCC's announcement said it had received complaints, termed practice "reprehensible in itself" in addition to being mail fraud and unfair competition.

FCC sources say they hear that local advertisers sometimes bill suppliers without even placing ads or spots. NAB constantly warns broadcasters against practice, recently sent members bulletin on it.

CATV IN ALLOCATIONS PICTURE: One aspect of TV allocations conflict has received almost no attention yet—but it's beginning to pop up regularly: community antenna systems.

One staunch deintermixture advocate at FCC, dismayed at diminishing prospects of that program, put it to us this way: "If we don't increase station competition in these cities, CATV will move in. Without deintermixture, uhfs will go under in cities with one vhf. Then watch the CATVs come in with 6, 8, 10, 12 signals. And then watch vhfers cry about 'unfair competition.'"

Regardless of deintermixture's future, however, CATVs continue to work on larger & larger cities. CATV started out by bringing service where none existed. Then, systems began moving into one-station markets. Now, however, you find a Bing Crosby seeking to crack Bakersfield with CATV—and city has 3 stations. In Salinas, Cal., with one station—where FCC advised city manager to hold tight rein on CATV (Vol. 2:9 p5)—applicants for CATV franchise now number 7. These include KSBW-TV's John C. Cohan, who decided to get into swim because city referendum showed heavy interest in more signals, via CATV.

Obviously, limit to public demand for more TV signals is yet to be reached.

U.S. space chief James E. Webb is added as luncheon speaker at NAB Chicago convention, addressing April 4 meeting. NAB Pres. Collins speaks at April 2 luncheon, FCC Chmn. Minow April 3.

CURRENT CAPSULES

Satellite ownership-operation policy dispute (Vol. 2:10 p4) continued before Senate Space Committee last week—principals still pulling several directions:

AT&T criticized administration proposal for broad public ownership of system as unwieldy and unworkable, said ownership should be limited to the 10 U.S. companies currently in overseas communications business. ITT agreed generally, added govt. might have to pitch in—as partner or with subsidies—to help defray enormous expenses. AT&T vp James E. Dingman testified company was prepared to invest \$65 million in system, additional money in ground stations.

Administration pressed for broad private ownership of system, called AT&T's position "inconsistent" in arguing for limited ownership when company has 2 million stockholders. National Space Council Exec. Secy. E. C. Welsh reiterated Kennedy position calling for ownership by anyone who could put up \$1,000 per share.

Sen. Estes Kefauver (D-Tenn.), Chmn. of Sen. Antimonopoly Subcommittee, charged AT&T would dominate privately-owned system, called for outright govt. ownership—a sort of space Tennessee Valley Authority.

Space committee leans toward AT&T position. Committee Chmn. Kerr (D-Okla.) has introduced bill to limit ownership to common carriers, has backing of FCC and Communications Workers of America.

Supreme Court refused to review Chicago circuit court decision that sale of TV time to advertiser is not subject to anti-trust action under provisions of Clayton Act. Appeal was made by Amana Refrigeration Inc. which claimed CBS violated act by discrimination in network time sales, "must-buy" policies, and tie-in sales, requiring buyer to purchase programs in which network has financial interest. Circuit Court dismissed Amana complaint with finding that TV time isn't "commodity" as used in Clayton Act.

Kennedy-Khrushchev TV speech exchange, scheduled March 25, has been postponed because of lack of "right atmosphere" at present, White House announced. Presidential News Secy. Salinger said plans for exchange of filmed addresses to be shown simultaneously in both countries have been put off "until later this year," by mutual agreement.

Personals

Dr. Frank Stanton, CBS pres., awarded Radio & TV Executives Society 1962 gold medal for outstanding achievement in broadcasting . . . John Rich re-accredited by French Information Ministry as NBC Paris news bureau chief; Bernard Frizell, acting chief, becomes Parisbased roving European correspondent.

Edwin T. Jameson, ex-ABC-TV national sales vp & gen. sales mgr., named general executive with Time-Life Broadcast . . . Paul D. Carter named WNBF-TV-AM-FM Binghamton executive program dir.; Edward Giller promoted to program mgr., a new post.

Joseph Herold resigns as KBTV Denver vp & gen. mgr. to become gen. mgr., Hawaiian Bcstg. System, Honolulu . . . Ralph Hansen, ex-WJW-TV Cleveland program mgr. named KTVI St. Louis vp & program mgr.

W. W. Warren promoted to KOMO-TV & KOMO Seattle pres. & gen. mgr... Bob Martin, ex-KPHO-TV Phoenix, named Ariz. Bestg. Network TV programming, operations and promotion dir.

Glenn flight color film will be released by NASA for TV and theater showings. The 32-min. film includes vivid coverage of astronaut before, during and after flight.

Columbia U. School of International Affairs will present series of 100 half-hour current event news analyses over Metropolitan Bcstg. Co.'s 6 TV stations (WNEW-TV N.Y., WTTG Washington, KOVR Stockton-Sacramento, WTVH Peoria, KMBC-TV Kansas City, WTVP Decatur, Ill.). Series will begin March 26, broadcast daily at 7:30 a.m., with preview program scheduled on WNEW-TV at 8:30 p.m., March 25. WTTG will carry lectures twice each morning, at 7:30 & 8 a.m. Program will explore trouble spots such as Algeria, Berlin, Congo, Cuba, other subjects including UN, arms control, U.S. common market policy. Metropolitan's international shortwave radio WRUL N.Y. also will carry shows. Network exec. vp Bennett Korn said Metropolitan will finance 100-program series with some assistance from Columbia Associates.

Impact of ABC-TV's new children's program *Discovery* will be evaluated through 10 research grants ranging from \$1,000 to \$2,000 to be awarded by ABC to advanced degree candidates at major universities. Series begins Oct. 1, will be televised daily 4:30-4:50 p.m. Committee of 3 university professors will be named to evaluate suggested research projects and work with researchers.

Canada's CTV Television Network appoints Weed U.S. rep.

Latest TV-home figures: Census Bureau has released statistics on TV sets in homes in standard metropolitan areas in Connecticut, Massachusetts, Oklahoma, Oregon and Rhode Island. In addition, figures for following states were issued: Florida, Maryland, Ohio, Washington:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
		nnecticut		210 200
Bridgeport Hartford Meriden	99,753 157,097 16,709	79,797 125,634 13,286	13,934 17,677 1,558	6,022 13,760 1,265
New Britain New Haven New London Groton-Norwich	38,609 95,487 44,577	32,460 75,730 37,023	3,581 11,844 2,420	2,568 7,913 5,134
Norwalk Stamford Waterbury	28,826 52,716 54,239	22,257 38,612 45,455	4,983 11,264 5,246	1,586 2,840 3,538
	Mas	sachusetts		
Boston Brockton Fall River Lcominster	770,468 43,629 43,715 24,780	585,502 36,045 37,336 20,455	125,230 4,595 4,271 2,661	59,710 2,989 2,108 1,664
Lawrence	58,655	48,173	7,376	3,106
Lowell	45,258 46,742 22,246 142,861	37,293 39,443 19,036 118,577	5,464 3,917 1,481 12,500	2,501 3,382 1,729 11,784
Chicopee-Holyoke Worcester	94,680	78,100	10,268	6,312
	O	klahoma		
Lawton	22,853 160,421 133,544	19,368 127,682 106,251	847 15,452 13,082	2,638 17,287 14,130
		Oregon		
Eugene Portland	48,862 269,184	39,856 207,984	2,488 28,385	6,518 32,745
		de Island		
Providence Pawtucket	247,822	203,120	30,175	14,510
Florida	1,776,961 934,552 3,041,151 1,009,519	1,179,711 648,583 2,246,137 704,054	118,949 141,463 386,026 75,720	251,701 72,927 220,370 114,389

Therapy by TV will be unique experiment of Comeback Inc., national society for social rehabilitation of ill & handicapped. Utilizing experimental WUHF N.Y., group will present weekly half-hour Comeback Club aimed at specially selected handicapped viewers, whose response will be studied. Uhf converters have been installed in 125 nursing homes & rehabilitation centers for the program, which begins March 15 and will utilize handicapped persons as well as therapists & physicians to teach patients to increase their range of activity.

Protest against NBC-TV special "The Land," scheduled to be telecast March 13, has been lodged by Rep. Avery (R-Kan.), who charged script "manifests a negative picture of the farm and small town activity in Kansas." Westinghouse-sponsored show will be narrated by Chet Huntley. Network had no comment.

KFBB-TV Great Falls, Mont. has been purchased by Harriscope TV Properties Inc., Los Angeles, from KFBB Bcstg. Corp. for \$850,000. Harriscope also owns KTWO-TV & radio KTWO Casper, Wyo. and radio KLFM(FM) Long Beach, Cal. Burt I. Harris is pres. Blackburn & Co. was broker.

Solicitors of funds on TV-radio programs would be required to submit report to Attorney General under bill (HR-10562) introduced by Rep. Moulder (D-Mo.). Reports would include name and address of solicitor, transcript of broadcast, amount of donations, purposes.

WXTV (Ch. 45) Youngstown has left air. Owners face hearing on FCC charges of misrepresentation.

Quality Stabilization Act designed to prevent distributors from endangering reputation or good will of manufacturers through unfair or deceptive sales practices, has been introduced (S.J. Res. 159) by Sen. Humphrey (D-Minn.) and 7 other Senators. Bill was also reintroduced in House (HR-10335) by Rep. Madden (D-Ind.) who sponsored identical measure in Jan. 1961. Bill would allow producer to revoke distributor's rights to use his brand name or trade mark if latter engaged in misrepresentation, "bait" advertising, or sale at other than established price. It would also grant trade mark owner injunctive relief if offender continued practices.

Midwest airborne TV program received overwhelming accolade from teachers, according to survey of 1,000 teachers made at conclusion of first semester of activity. Results of poll: 94% rated TV teachers' methods "good" or "excellent," 96% thought lesson material "important" or "very important," 97% found use of visuals "fairly effective" or "very effective." Airborne program reaches 2,000 schools enrolling million students in parts of Ill., Ind., Ky., Mich., Ohio, Wis., is capable of covering 15,000 schools with 7 million students. MPATI also has published handbook, School Evaluations of MPATI: 1961-62, which has been sent to principals of 2,000 midwest schools.

National instructional TV library has been established by National Educational TV & Radio Center with \$240,000 grant from U.S. Office of Education. Library will handle exchange of televised instructional courses among ETV stations and schools throughout country, operating for 3-year period under 1-year grants. HQ will be in N.Y., under direction of Edwin Cohen, NET program associate for social science programming. During 1962, 2 regional libraries, in Boston and Lincoln, Neb., will operate experimentally, simultaneously but not connected with national.

KTVT Ft. Worth has been bought by WKY TV System Inc., Oklahoma City, from NAFI Telecasting Inc., Oakland, for \$800,000 plus assumption of lease with Texas State Network Inc. and other obligations. WKY TV System is owned & operated by Oklahoma Publishing Co., includes WKY-TV & WKY Oklahoma City, WTVT Tampa. R. C. Crisler & Co. was broker.

Sale of radio WNTA & WNTA-FM for \$2.5 million from NTA to Bergen Bestg. Corp. & Bergen F.M. Inc.—both controlled by Communications Industries Corp.—has been approved by FCC.

Italian communications equipment manufacturer Selenia, S.P.A., Rome, has been licensed to produce and sell Adler-designed uhf translators in Europe, Asia and Africa. Initial order has been received from Italy's govt.-operated R.A.I. broadcasting system.

Allocations actions by FCC: Finalized shift of Ch. 17 from Ft. Lauderdale to Miami, reserved it for educational WSEC-TV; substituted Ch. 15 for Ch. 62 in Oneonta, N.Y., deleting Ch. 15 from Rochester and Ch. 29 from Glovers-ville

CATV wide-band amplifier, giving all-channel coverage, has been put on market by Jerrold. Called "Super Cascader Amplifier," (Model SCA-213), it provides maximum channel capability on CATV systems with long repeater runs, is based on distributed gain principle.

Ch. 67 CP for Austin, Tex. has been granted to Texas-Longhorn Bestg. Corp.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

MANUFACTURERS SEE INVENTORIES HEALTHY: Is there serious cause for concern in rising inventories of TV & radio as compared with last year? Absolutely not, says representative cross-section of top marketing men among major manufacturers.

On the contrary, inventories are in respectable area for rising market, they say. Comparison with last year's figures, they point out, is invalid, since 1961 was abnormal year, with inventories at 4-5 year low.

"Last year we were in the middle of a recession period," said one. "Many people feared the industry wouldn't pull out. There was considerable lack of confidence then." During first 2 months of last year, going rate of distributor sales (seasonally adjusted) was about 5.4 million sets. For same 1962 period, rate has been 6.5 million.

"There's absolutely nothing to be concerned about," another top marketer said, putting same comparison this way: Current sales level is about 18% over 1961, while inventories are up some 20%—"and week by week there's definite correlation between increase in sales & increase in production."

Close correlation between production & sales was attributed by one manufacturer to far better—and quicker—sales reporting in most companies throughout industry. "The speed with which we get back our sales reports helps keep production in line, and inventory is much less likely to get out of hand."

One manufacturer said his own company's TV inventory (factory plus distributor) at end of first 8 weeks of this year totaled about 9.5 weeks' supply at going sales rate, virtually unchanged from 9.7 weeks at same time last year. "When you consider that about 6 weeks of this supply is at the distributor level," he told us, "that leaves less than 4 week's supply at the manufacturer level—and I don't think our situation is much different from anyone else's. Dealer inventory figures aren't tabulated, but belief in industry is that retailers are playing it very close to chest, have extremely low stocks."

In radio there's even less concern about inventories, despite appearance of buildup in statistical figures. Three manufacturers pointed out that virtually entire increase in inventories over year-ago is in transistor radio category—and this is where the sales are.

"We have absolutely no fear of overproduction in this field," we were told by Motorola radio & stereo sales mgr. William E. Laswell. "All recent increases have been in this category." Will this rise continue? Laswell believes so—even though total consumer buying rate may not be going up.

He explains it this way: Increases in transistor radio sales by U.S. manufacturers have been almost entirely at expense of Japanese brands. Size of market isn't going up, but U.S. brands' share is rising as American sets become smaller, better, more competitive.

There's no question that TV-radio-stereo market has healthy tone now—not sensational, but healthy. And most manufacturers feel inventories are at proper level.

1961 WAS GOOD YEAR FOR TV-RADIO MAKERS: Year-end reports now in from most volume TV-radio manufacturers show clearly that 1961 was year of solid gains in sales & profits for most—despite fact that TV set sales did not come up to initial expectations.

Combined sales of 8 manufacturers whose volume stems principally from home electronic products totaled \$691,722,072—up strongly from their \$659,577,793 total in 1960. Their combined profits added up to \$20,000,803 after subtracting a \$9.5-million loss by one manufacturer. This compares with their 1960 earn-

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ings of \$17,264,215, after deducting more than \$2 million in losses contributed by 2 manufacturers. The 8 manufacturers: Admiral, Andrea, Arvin, Emerson, Pacific Mercury, Packard Bell, Trav-Ler, Zenith.

Similar picture of healthy gains in sales & profits was reflected by 5 giant multiproduct companies in which TV-radio products produce only portion of over-all revenue. GE, GT&E (Sylvania), RCA, Siegler (Olympic) and Westinghouse produced combined sales of \$9,201,719,861—up markedly from \$8,876,216,586 in 1960. Their aggregate profits totaled \$399,016,019, vs. \$388,453,137 in preceding year.

Among prime TV-radio manufacturers, 6 of 8 posted 1961-over-1960 sales gains; 7 improved profit picture. Zenith had record year in both sales & earnings (see story p. 11). Admiral came back strong from \$1960's \$1.7-million loss with a \$2.9-million profit. Andrea's sales slipped to \$6.7 million from \$7.4 million, but earnings increased to \$360,245 from \$314,761. Emerson posted healthy sales & profit gains in its 1961 fiscal ended Oct. 31 and continued profitable ways into fiscal-1962's first quarter. Profits in Nov.-Dec.-Jan. period soared to \$679,507 from \$126,524.

Packard Bell fared worst in its 1961 fiscal, but staged strong comeback in 1961's final 3 months. In 12 months to Sept. 30, sales fell to \$31.8 million from \$44 million. Worse, Packard Bell turned in loss of \$9.5 million vs. \$207,704 profit in preceding fiscal. In 1961's final quarter, however, sales spurted to \$12 million from \$8.7 million, earnings soared to \$475,144 from loss of \$365,969 suffered year earlier.

Two foreign TV-radio producers also showed sizable 1961 gains. Dominion Electrohome Industries, volume Canadian manufacturer, posted record 1961 sales of \$16,321,850 vs. \$15,175,000 in 1960. Profits gained to \$397,981 from \$333,104. Japan's Sony Corp., in its 1961 fiscal year to Oct. 31, increased sales to \$51 million from \$36.8 million, boosted earnings to \$2.1 million from \$1.9 million.

With only few major TV-radio manufacturers still to be heard from—Motorola, Magnavox, Muntz TV, Wells-Gardner—here's 1961-vs.-1960 performance of 8 volume producers:

	Sales Earı			nings		
	1961	1960	1961	1960		
Admiral	\$ 192,100,000	\$ 187,865,196	\$ 2,900,000	S (1,700,000)		
Andrea .	6,769,547	7,423,316	360,245	314,761		
Arvin	73,701,000	68,302,000	2,432,000	1,406,000		
Emerson (year to Oct. 31)	70,903,466	63,776,658	1,851,684	1,686,568		
(12 wks. to Feb. 3)		_	679,507	126,524		
Pacific Mercury (6 mo. to Dec. 31)	10,470,711	9,884,711	228,597	130,808		
Packard Bell (year to Sept. 30)	31,887,807	44,029,822	(9,511,162)	207,704		
(qtr. to Dec. 31)	12,045,554	8,738,350	475,144	(365,969)		
Trav-Ler (9 mo. to Jan. 31)	19,676,000	15,446,000	570,000	232,000		
Zenith	274,167,987	254,111,740	18,014,788	15,225,819		
TOTALS	\$ 691,722,072	\$ 659,577,793	\$ 20,000,803	\$ 17,264,215		
Here's how 5 multi-product manufacture	ers fared:					
GE	\$4,456,815,169	\$4,197,535,440	\$242,078,957	S200,071,710		
GT&E (Sylvania)	1,227,000,000	1,179,000,000	73,774,000	72,430,000		
RCA	1,545,912,000	1,494,896,000	35,511,000	35,117,000		
Siegler (Olympic) (6 mo. to Dec. 31)	58,222,602	49,053,963	2,204,517	1,776,865		
Westinghouse	1,913,770,000	1,955,731,183	45,446,545	79,057,562		
TOTALS	\$9.201.719.861	S8.876.216.586	\$399,016,019	\$388,453,137		

Little data is in yet on TV-radio performance of these multi-product companies. However, RCA, which topped \$1½ billion in sales for first time in its 42-year history, attributed 38% (or \$584,202,000) to commercial customers. This, of course, would include more than TV-radio products, but indicates ratio of consumer to other products & services. GT&E Chmn. Donald C. Power has indicated Sylvania's 1961 earnings at \$6 million—down sharply from 1960's \$13 million. GE reports that its consumer products, embracing appliances as well as TVs & radios, accounted for 24% of record 1961 sales volume.

GRANT LEAVES SYLVANIA: Civil War between GT&E and subsidiary Sylvania Electric Products claimed major victim last week. Peter J. Grant, Sylvania career executive & pres. of Sylvania Home Electronics Corp. since April 1960, resigned suddenly, effective April 1. No successor has been named, but best bet is Robert J. Theis, former Philco Consumer Products Div. gen. sales mgr. who left company Feb. 1 in wake of Ford takeover (Vol. 2:4 pl1).

Grant told us on West Coast last week that his departure from Sylvania after 11 years is "by mutual agreement, and a difficult thing for both of us." He noted his long career with company, pointed out he had created present field sales force and appointed most of current distributors. "There's a lot of personal feeling in leaving," he said, but wouldn't explain resignation other than to say "it's a good thing for both of us." He said he'll be ready to announce plans after April 1. He also scotched any connection between resignation and rumors of Sylvania's departure from TV field. Grant discredited rumors, said there's no indication whatsoever that company plans to drop TV.

Grant's resignation wasn't only move on GT&E-Sylvania battlefront last week. George T. Stewart, Eastern region sales vp, also resigned. Two longtime Sylvania executives were elevated to new posts: Kenneth W. Connor, former district sales mgr. in Washington, D. C., becomes national sales vp, Home Electronics Corp.; George P. Lyon moves up from mktg. administrator to mktg. services vp. The national sales vp post has been unfilled for more than a year. Previous holder was Jacob (Jake) Miller, and before him, Grant, under Robert Shaw who initiated Sylvania "quit parade" in 1960 (Vol. 16:18 p20).

Sylvania's 1959 marriage with GT&E has not proved entirely happy affair for either partner. GT&E officers & stockholders, long conditioned to astronomical sales & profits, have become less & less enchanted with fluctuating fortunes of electronics subsidiary. GT&E's hot breath has warmed things up at Sylvania and was factor undoubtedly in departure of such key executives as Shaw, Marion Pettigrew, Robert Kenoyer, and sales of Argus Camera Div. (story on p. 11) and majority interest in Golden Shield Corp. (Vol. 2:2 p8).

Most astounding & unexplainable has been public flagellation of Sylvania in recent weeks by GT&E Chmn. Donald C. Power (Vol. 2:9 pl1). Power has said that GT&E acquired in Sylvania merger executives who were more interested in sales than in profits, that GT&E men were now taking over Sylvania's switchboard.

SYLVANIA COLOR TUBE DECISION SOON: Sylvania is close to decision on whether to resume production of 21-in. round shadow-mask color tube, which it discontinued in 1958. Even as RCA announced that "color has reached the level of a solid, year round business," Sylvania Pres. Gene K. Beare stated Sylvania may make specific color tube announcement within 60 days.

Being careful to emphasize that no decision has yet been made, Beare did state that Sylvania is now conducting trial production runs on RCA-type tubes in its Seneca Falls, N.Y., plant. As to other color-tube approaches, he added: "We are looking at all systems and have not made a decision." Beare was questioned about color tubes at Chicago press conference on Sylvania's sale of its Argus Camera Div. to Mansfield Industries Inc. (see p. 11).

If Sylvania does get back into color tube output, it will mean important 2nd source for color tubes —RCA currently being sole producer and reportedly unable to fill rising demand for color tubes from its Lancaster, Pa., plant. Having been in color tube production previously, Sylvania presumably could retool fairly quickly.

Other companies considering color tube production: Zenith subsidiary Rauland Corp., reported in these pages in January to be pricing production equipment and verging on decision (Vol. 2:4, p7). However, Rauland has estimated it would take 18 months to 2 years to get into production, and last week we were told no decision had yet been made. National Video, as reported here last month, is continuing development of Motorola's 23-in. rectangular color tube in hopes of getting into production toward year's end (Vol. 2:8, p7).

Hailing color as year-round business, meanwhile, RCA gleefully reported last week that Jan.-Feb. color set shipments equaled total deliveries made in first 6 months of 1961, with Feb. business up 119% over year before. This year marked first time RCA continued intensive color TV promotion through first quarter.

BDSA's ELECTRONICS OUTLOOK FOR 1962: Basic increases in electronics output this year, including consumer products, is predicted by Commerce Dept.'s Business & Defense Services Administration.

Consumer products shipments are expected to rise 7% to record \$1.9 billion. Total electronics output is predicted at \$7.2 billion, up 7%; components value is forecast at \$3.7 billion, up 6%.

Color TV is expected to lead upswing in consumer products output, with increases 50-100% over 1961 levels. B&W production is expected to stay at 1961 figure of about \$810 million, with probable increase in unit sales, but trend to less-costly sets.

Radio production and sales should rise about 10%, concentrated in auto sets, expected to return to 1960 level of 6.4 million sets valued at \$150 million. Output of other radios is seen increasing by 1 million units to 12.5 million total, valued at \$215 million. Value increase won't match unit rise, though, because sales are expected to be concentrated in lower-priced models.

Output of phonos and radio-phono combinations should pick up moderately over 1961's pace, with stereo equipment leading way, but dollar volume isn't expected to return to high 1960 levels.

Tube output dropped in value for 3rd consecutive year in 1961, to \$850 million, from 1960's \$860 million. Semiconductor production rose to \$580 million from previous year's \$540 million. Output of all other components climbed slightly to \$2.12 billion from 1960's \$2 billion.

<u>Exports in 1961 soured 30%</u> to \$613,031,000 from 1960's \$466,462,000; imports shot up 25% from \$142,-385,000 to \$179,268,000.

TV-RADIO PRODUCTION: EIA statistics for week ended March 2 (9th week of 1962):

	Feb. 24-March 2	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	133,426	126,390	104,528	1,159,406	916,321
Total radio	357,327	352,456	269,441	3,161,570	2,473,819
auto radio	134,198	121,117	84,612	1,154,859	779,196

TOPICS & TRENDS

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All-channel TV legislation will be principal topic of discussion in consumer product field at EIA's Spring Conference this week at Washington's Statler Hilton Hotel—but EIA isn't expected to change its position of sharp opposition to measure. Among other topics to be discussed by Consumer Products Div. Executive Committee will be full day's EIA program for this summer's Music Industry Trade Show in N.Y. devoted to panel discussions on TV, phono & radio markets. Question of imports may occupy less prominent place than formerly on association's agenda because of wide industry split on issue.

Numbers game (continued): RCA reports Feb. consumer product volume up 61% from year ago, with black-&-white TV up 45%, phonos up 53%, radios up 26% in unit sales. Motorola reports distributor sales of TVs up 100% in Feb. over year ago. Magnavox reports Jan.-Feb. sales of consumer electronics up 50% over 1961, with total company sales for period \$27 million, up 37%. Pres. Frank Freimann predicts first-quarter sales 40-45% above last year.

Canada's Dominion Electrohome Industries has doubled its hi-fi unit sales in U.S. during first 2 months of 1962 as compared with 1961, reports Home Furnishings Daily. Company, which now has dealerships in 60 American cities, is quoted as aiming at 200-250 U.S. exclusive dealers.

New stereo starters, according to FCC: WFMV Richmond; WKJF Pittsburgh; WDGO Cleveland; KEYM Santa Maria, Cal.; WOMC Detroit.

Built-in FM stereo will be included in all TV-radio-phono combinations in new GE 1963 line, to be introduced this summer.

Trade Personals

Michael W. Newell elected Philco vp in charge of purchasing, succeeding Wilson H. Oelkers, recently appointed gen. mgr. of Lansdale Div. (Vol. 2:9 p10). Newell had been gen. purchasing agent of Ford's Hardware & Ascessories Div.

Douglas L. Hamilton appointed controller of Sylvania Electronic Systems, succeeding Roy E. Drew, resigned... Herman Kornbrodt named Audio Devices vp & gen. sales mgr., succeeding Bryce Haynes, who becomes board member.

Titus Haffa, Webcor chmn., also elected pres. to fill vacancy caused by death of James E. Archambault (Vol. 2:10 p9).

Rear Adm. Rawson Bennett (USN, Ret.), Sangamo Electric senior vp, elected a dir.

James J. Ling, chmn. of Ling-Temco-Vought exec. committee, elected vice-chmn., a new post.

S. Dean Wanlass, group vp, Packard-Bell Electronics defense & industrial group, elected Packard-Bell director, succeeding Lowell R. Day, retired . . . James A. Summer named gen. mgr. of General Mills Electronics Div. and chief executive officer of subsidiary Daven Co., succeeding Richard A. Wilson, resigned.

Donald P. Deck named comptroller of ITT Industrial Labs Div., Ft. Wayne . . . Raymond R. Castiglione appointed contract policy & counseling mgr., Sylvania Electronic Systems eastern operation, Waltham, Mass.

Robert H. Borders, former asst. to pres. of Halli-crafters, named exec. vp & a dir. of Schaevitz Engineering, Pennsauken, N.J. . . . Eugene Freeman appointed chmn-pres. of Citroen Electronics, Los Angeles, succeeding I. Jack Berger who remains with Citroen as exec. vp; Freeman's duties as vp-gen. mgr. of Roberts Electronics, Los Angeles tape recorder manufacturer, absorbed by Pres. Robert G. Metzner.

Harold E. Patterson appointed controller of Sylvania Electronic Systems eastern operation, Waltham, Mass.; John F. Jewett named asst. engineering dir.

Obituary

F. Stanley Mockford, 65, former Marconi Wireless Telegraph Co. Ltd. commercial mgr. and aircraft radio pioneer, died March 5. He originated air distress call "Mayday", devised first international phonetic alphabet.

Distributor Notes: Philco names Wyatt-Cornick Inc. for Richmond-Norfolk-Tidewater area, succeeding Graybar... Olympic names Kane Co., Toledo; Radio Electric Supply Co., Minneapolis; Litteral Distributing Co., Indianapolis, and Appliance Distributors, Tucson... Emerson appoints Brooke Distributors Inc., Miami, as Orlando area distributor of its Telectro tape recorders, Granco radios & Quiet Kool air conditioners... Sylvania names Gilbert Distributors, Rochester; Taylor Distributing Co., Spokane, and Graybar, Buffalo... Symphonic appoints Minsky Bros., Pittsburgh.

ITT has registered with SEC an offering of \$50-million sinking fund debentures due April 1, 1987. Proposed sale would be made through underwriting group managed by Kuhn, Loeb & Co.

ZENITH AT ZENITH: Record sales & earnings were racked up by Zenith Radio in 1961, Chmn. Hugh Robertson & Pres. Joseph S. Wright last week notified stockholders in a preliminary report. Sales rose 8% to \$274 million from \$254 million in 1960, profits jumped 18% to \$18 million from \$15 million (see financial table). Indicated sales & earnings in 1961's final quarter ran about 22% ahead of year-earlier performance.

New year picked right up where old year left off, they said. Based on Jan.-Feb. sales pattern, they anticipate sales in 1962's first quarter will be highest for any first quarter in Zenith's history.

Reviewing 1961, Robertson & Wright reported that "production & factory shipments of Zenith b&w TV receivers were the highest of any year in the company's history, exceeding one million units for the 3rd consecutive year." They noted that distributor sales to dealers were "also at a record high" during 1961, that Zenith's color TVs & stereo FM radio instruments "were accorded an enthusiastic market reception," that radio receiver production & shipments set record highs "with significant increases attained in the AM/FM & the transistorized portable categories."

Sales of govt. & special products "showed a significant increase for the period," they said, adding: "During the year Zenith & its subsidiary companies further strengthened & accelerated their programs in research & development aimed at further growth & diversification."

Mergers & acquisitions: Sylvania has sold its Argus Cameras div. to Mansfield Industries, Chicago, effective April 29. Mansfield, major maker of photographic equipment, said Argus would operate as a separate organization. Sylvania acquired Argus in 1957. Erie Resistor has sold for an undisclosed cash price its Erie-Pacific Div., Hawthorne, Cal., to El Dorado Electronics of Berkeley, Erie-Pacific produces counters, timers and digital control instruments. Howard W. Sams has acquired for 26,400 common shares (valued at about \$1.2 million) Implement & Tractor Publications, Kansas City publishing concern whose magazines include Broadcast Engineering and various farm & garden magazines & service manuals. Pres. Howard W. Sams said acquisition will operate as a wholly owned subsidiary, forecast it will increase Sams annual sales by more than \$1.1 million, earnings by more than 20¢ a share. Stewart-Warner has purchased approximately 20% of the outstanding stock of Thor Power Tool Co., Aurora, Ill. maker of a wide range of electric tools for consumer & industrial use. Transaction involves about 142,000 shares, purchased for approximately \$4.3 million.

"Consumer market continues to be the biggest and the most prosperous" of all electronics markets. So said Jerrold Pres. Sidney Harman last week in address to group of Pittsburgh financial analysts. Commenting on Jerrold's orientation towards consumer electronics, (Vol. 2:4 p10), he said company now derives about 75% of its income from consumer fields. For fiscal year ended Feb. 28, 1962, Jerrold's sales increased approximately 40% over the \$11.9 million of preceding year, he added.

Andrea will enter color TV in Sept. with 2 or 3 models retailing at about \$1,000.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Aerovax	1961—year to Dec. 31 1960—year to Dec. 31	\$ 22,307,735 20,521,815		\$ (606,568) 121,672	.14	
American Bosch Arma	1961—year to Dec. 31 1960—year to Dec. 31	133,635,996 125,480,543		2,039,238 1,038,305	\$1.04 ¹ .51 ¹	1,902,041 1,885,254
Electronic Associates	1961—year to Dec. 31 1960—year to Dec. 31	18,684,130 15,104,695		1,111,886 827,768	1.26 1.04	759,675 722,665
Electronics Corp. of America	1961—year to Dec. 31 1960—year to Dec. 31	7,544,277 6,549,547		256,577 217,449	.31¹ .25¹	749,495 744,863
Emertron	1962—13 wks. to Feb. 3 1961—13 wks. to Feb. 3			193,950 (229,269)	.08	2,316,044 2,316,044
Fairchild Camera & Instrument	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	92,254,000 ² 67,940,000 24,993,000 18,472,000		5,252,000 ^{2, 3} 3,755,000 ⁴ 1,500,000 ⁵ 837,000 ⁶	2.10 ⁷ 1.50 ⁷ .60 ⁷ .34 ⁷	2,498,272 1,222,168 2,498,272 1,222,168
Hazeltine	1961—year to Dec. 31 1960—year to Dec. 31	41,450,835 67,177,934	\$ 3,235,078 5,221,466	1,568,078 2,586,466	1.00 1.65	1,568,029 1,568,029
Litton Industries	1962—6 mo. to Jan. 31 1961—6 mo. to Jan. 31	168,461,000 108,202,000		7,446,000 4,448,000	1.54 1.00	4,815,000 4,373,850
Metramedia	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	48,653,186 42,598,179 14,110,634 12,295,003		1,164,267 1,603,255 837,067 587,687	.68 .94 .49	1,707,057 1,699,137 1,707,057 1,699,137
Minnesota Mining & Mfg.	1961—year to Dec. 31 1960—year to Dec. 31	608,230,326 ² 549,675,178	143,314,576 135,292,374	74,914,576 ² 70,692,374	1.46 1.38	51,947,348 51,569,737
Natianal Co.	1961—year to Dec. 31 1960—year to Dec. 31	6,127,915 10,999,491	(391,917) 614,288	$(311,917)^{14}$ 327,288	.391	804,427 785,806
Pacific Mercury	1961—6 mo. to Dec. 31 1960—6 mo. to Dec. 31	10,470,711 9,884,711		228,597 241,724 ⁸	.33 .34 ⁸	
Reeves Sound- craft	1961—year to Dec. 31 1960—year to Dec. 31	6,520,690 5,896,485		949,501° 980,853 ¹⁰		
Rollins Bestg.	1962—9 mo. to Jan. 31 1961—9 mo. to Jan. 31	4,661,990 3,141,479	687,805 603,294	356,186 309,400	.37 .34 ¹⁵	955,183 916,952 ^u
Technicolor	1961—52 wks. to Dec. 31 1960—53 wks. to Dec. 31	55,026,550 28,458,945		1,479,648 ⁿ 345,943	.57 .16	2,623,218 2,211,679
Texas Instruments	1961—year to Dec. 31 1960—year to Dec. 31	233,223,325 232,713,153	19,892,199 29,435,169	9,446,386 15,488,209	2.36 ¹ 3.91 ¹	3,924,740
Wometco Enter- prises	1961—year to Dec. 31 1960—year to Dec. 31			1,353,255 1,013,429	1.34 1.01	1,006,757
Zenith Story on p. 11	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	274,167,987 254,111,740 86,383,586 70,159,728		18,014,788 15,225,819 8,088,065 6,648,067	1.99 1.70 ¹²	9,0 8,90 9,031, 8,935,842

Notes: ¹ After preferred dividends. ² Record. ³ Includes \$1.4-million tax credit. ⁴ Includes \$345,000 tax credit. ⁵ Includes \$529,000 tax credit. ⁶ Includes \$77,000 tax credit. ⁷ Based on shares outstanding Dec. 31, 1961. ⁸ Excludes loss of 15¢ a share by Joplin Division, sold Jan. 1961 to Fairchild Camera & Instrument. ⁹ After \$1.2-million credit on sale

of Cinerama stock. ¹⁰ After \$922,645 credit on sale of Cinerama stock. ¹¹ Before non-recurring net of \$265,315 (10¢ a share) representir special dividend from English affiliate Technicolor Ltd. ¹² Adjusted reflect Nov. 1961 3-for-1 stock split. ¹³ Indicated. ¹⁴ After \$80,000 credit. ¹⁵ Adjusted for 3% stock dividend, July 1961.

Common Stock Dividends

Corporation	Period	Amt.	Payable	$Stk.\ of \ Record$
Canadian Westinghous		\$0.15		Mar. 16
Cenco Instruments		$.25$ $.37\frac{1}{2}$	Apr. 26 Mar. 30	Apr. 6 Mar. 19
Decca Records	Q	.30		Mar. 19
RCA	Q Q		Apr. 23	Mar. 12
Rollins Bestg. Transcontinent TV "B"	Q		Apr. 25 Apr. 2	Mar. 26 Mar. 9
Universal Pictures			Mar. 28	Mar. 16
Webcor	Q	(Omi	ttea)	

Westinghouse reports that as of Jan. 31 it was a defendant in 641 damage actions brought by 218 complainants as a result of the 1960 price-fixing conviction.

Salary & stock ownership of RCA officer in proxy notice for May 1 annual meeting; the Chmn. David Sarnoff, \$200,000 & 23,457 stock ownership of RCA officer issee Chmn. David Sarnoff, \$200,000 & 23,457 stock ownership of RCA officer issee Chmn. Burns, \$181,250 salary (stock ownerstated); Pres. Elmer W. Engstrom, \$137,083 & shares; group exec. vp Charles M. Odorizzi, \$125,000 to 12,603 shares; RC Chmn. Robert W. Sarnoff, \$170,000 & 14,061 shares; group exec. vp W. Walter Watts, \$125,000 & 3,103 shares. Salaries stated are exclusive of additional incentive awards.

TV Development Corp. & Nashville Electronics among charter listings on new National Stock Exchange which began operation March 7. Nashville, located in Nashville, Tenn., makes miniature electrolytic capacitors.

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

FCC ROUGH ON 'MISREPRESENTATIONS.' lifts licenses of radio KRLA Pasadena & KLFT Golden Meadow, La. in 7-0 & 6-0 votes (p. 1).

CONGRESS WEIGHS FCC VHF-UHF POSITION. Commission doesn't want deintermixture prohibited by law but would promise to hold off until all-channel law has chance (p. 2).

'ANTI-TRAFFICKING' RULE ON THE BOOKS as FCC finalizes 3-year rule. Exceptions and time-calculation methods listed (p. 3). FCC EMERGING ON TOP IN SATELLITE DISPUTE as House Commerce Committee gives warm reception to Minow's plea for system owned by common carriers. Kennedy bill appears dead (p. 3).

Consumer Electronics

ENTER KIMCODE, Kimble's picture-tube bulb which requires no safety glass. Tube makers disagree on future of new tube, but Kimble stands ready to make it on 30-day notice (p. 7).

INDUSTRY IMAGE pondered by TV-radio makers after apparent defeat on all-channel legislation. EIA consumer product meeting concentrates on PR (p. 8).

BALANCE OF TRADE in electronics is favorable to U.S. by more than 3-to-1, govt. reports — but bulk of imports are in consumer field, while industrial & military goods dominate exports (p. 9).

MOTOROLA PROFITS & SALES SAG in 1961 despite record 4th quarter, but Galvin predicts first quarter 1962 earnings will triple year-ago pace (p. 11).

FCC ROUGH ON 'MISREPRESENTATIONS': FCC may have internal conflicts about its powers in programming field, but it's solid as a rock on liars. This was shown again last week when it voted 7-0 to license renewal of radio KRLA Pasadena, 6-0 (Minow not participating) to revoke license of radio Golden Meadow, La.

KRLA operates on 1110 kc with 10 kw, held CP for 50 kw. KLFT is daytimer with 1 kw on 1600 kc. In KRLA case, Commission stated that principal Donald Cooke had given actual control to his brother Jack, in alien (Canadian); that when he later assumed more control he "demonstrated a willingness to connive ith station employees in various schemes to hoodwink the Commission into believing that KRLA's program conformed with its program proposals." FCC concluded: "A willingness to deceive a regulatory covers."

LFT case, Commission said owner Leo J. Theriot was guilty of "willful violations" of technical misrepresentations about the violations, failed to answer FCC letters, displayed unsatisfactive, demeanor during hearing. "Loss of service," FCC said, "will be a regrettable result of revocation. where the necessary qualifications of a licensee are found wanting this result is unavoidable." However, Commission noted, community is served by other stations in area. Both stations were ordered to close shop by April 16.

An important aspect of KRLA case was fact that station was found guilty of running phony contests hence was punished for something actually broadcast. Though FCC has ordered 29 radio stations off air since it was established in 1934, only 2 others involved programming. Balance lost licenses because of misrepresentations, concealed ownership or other non-programming transgressions. The 2 programming cases were: KGEZ York, Neb., which lost license in 1936 because it broadcast fraudulent claims for drugs and pro-

moted questionable stocks; WIBK Knoxville, operated by evangelist J. Harold Smith, was ordered off air in 1949, FCC concluding it couldn't trust him as a licensee because of his "intemperate" broadcasts attacking Federal Council of Churches, Catholic Church, etc.

While hitting KRLA & KLFT, Commission renewed licenses of radio WHOM N.Y. and WDOT Burlington, Vt. despite culpability of owners Fortune & Anthony Pope in a non-broadcast matter. Guilty of violating SEC regulations, each had received one-year suspended sentences and \$25,000 fine. But Commission concluded, as in Westinghouse case, that quality of broadcast operations outweighed guilt in other areas. FCC vote for renewal was unanimous, though Minow, Bartley & Ford wanted to give one-year licenses.

CONGRESS WEIGHS FCC VHF-UHF POSITION: FCC sent to House Commerce Committee (copy to Senate counterpart) late last week its tensely-awaited views on deintermixture "moratorium" (Vol. 2:11 pl), while President Kennedy put his weight behind all-channel-receiver bill.

Letter wasn't made public immediately but it's understood that FCC believes: (1) All-channel-set bill should be enacted. (2) No legislation should be passed specificly forbidding deintermixture. (3) FCC will assure Congress that it will not effectuate deintermixture now. (4) FCC will review progress of uhf from time to time, probably yearly, to judge effect of all-channel law, reporting to Congress its findings. (5) After several years, about 5—time enough for all-channel law to have full trial—Commission will finally tell Congress whether deintermixture should be killed or revived.

Congress is expected to be strongly divided about this. Some members insist deintermixture prohibition must be written into law—that FCC views may change and it may renege. Others think it bad law to get so specific in law governing regulatory agencies. Others, in this election year, don't want opponents charging that they increased price of receivers with unneeded gadget. Upshot? Definitely uncertain.

President Kennedy's support for all-channel-receiver legislation and federal ETV grants was expressed in his special message to Congress regarding protection of consumers. He stated:

"After extensive study, the FCC has concluded that an effective and genuinely competitive nation-wide television service, with adequate provision for local outlets and educational stations, is not possible within the narrow confines of 12 vhf channels. Legislation now before the Congress would authorize the Commission to prescribe the performance characteristics of all new television receivers shipped in interstate commerce to assure that they can receive both vhf and uhf signals. I strongly urge its passage as the most economical and practical method of broadening the range of programs available. This step, together with the Federal aid for construction of educational television stations which is nearing final passage by the Congress, will speed the full realization of television's great potential."

President also noted that FCC "is actively reviewing the television network program selection and encouraging the expanded development of educational TV stations; and it will also step up . . . its enforcement program to prevent interference with air navigation signals, distress calls, and other uses of radio important to public safety."

Word of Presidential endorsement of legislation came while EIA's Consumer Products Executive Committee, under Motorola's Edward R. Taylor, was discussing all-channel legislation at industry association's Spring Conference in Washington. No manufacturers' votes were swayed by news of President's action and Committee voted continued fight on measure, but with more emphasis on positive uhf program which had previously been outlined by EIA's consumer products staff director L. M. Sandwick before House Commerce Committee (Vol. 2:11 p2).

This proposal envisions "Govt.-Industry Committee for Promotion of UHF," to be organized under aegis of Senate & House Commerce Committees and composed of representatives of FCC, set makers, broadcasters & public. Committee would be charged with tackling whole uhf problem on a crash basis, with special task forces charged with such problems as transmitter & receiver efficiency, allocations problems, education of broadcasters & trade, promotion, etc.

It's understood vote against all-channel bill and for EIA proposal wasn't unanimous (EIA's committees meet behind closed doors). It was said that there were 2 abstentions and one opposing vote—the dissenters presumably being the 3 set makers with broadcasting affiliations (GE, RCA & Westinghouse). Zenith, which also favors all-channel legislation, is not an EIA member. (For other EIA actions, see p. 8.)

"Scuttling" deintermixture now would be illegal, according to group of uhf telecasters. In joint petition, operators of 9 uhfs told FCC that courts have held that deintermixture cases must be decided on basis of full record: that "horsetrading" with Congressional committees constitutes "ex parte" dealings forbidden by law. Citing Court of Appeals Sangamon Valley decision involving shift of Ch. 2 from Springfield, Ill. to St. Louis, the uhfs stated that only proper way to handle anti-deintermixture views of Congressmen—as expressed in recent hearings (Vol. 2:9 pl & 2:11 pl)—is to make them part of FCC record and allow opposition to file conflicting views. The petitioners: WHNB-TV New Britain, Conn.; WICS Springfield, WCHU Champaign, WTVO Rockford & WICD Danville, all Ill.; WWLP Springfield, WWOR Springfield & WRLP Greenfield, all Mass.; WAKR-TV Akron.

'ANTI-TRAFFICKING' RULE ON THE BOOKS: FCC has finalized, much as proposed, its new rules to slow down station turnover (Vol. 2:2 p3). They're effective March 23, and a lot of applications for sales have been arriving recently, in anticipation of congealment.

Commission said it will require a hearing if anyone seeks to sell his station after owning it less than 3 years—with few exceptions.

One thing new: Broadcast Bureau is ordered to check into any application for a sale—regardless of 3-year rule—if it suspects trafficking. Text of decisions hadn't been issued last week, but we understand these are key provisions:

Exceptions listed by FCC, no hearing needed even if ownership is under 3 years: (1) Translators. (2) Pro forma assignments. (3) "Unavailability" of capital. (4) Death or disability of principals. (5) Catchall "other changed circumstances" which occurred after original acquisition.

Three-year period is calculated as follows: (1) If station has CP for major change of facilities, period starts with date of that CP. (2) If station has grant of "operating authority" for major facilities change, period goes back to when licensee itself got original operating authority. (3) If sale is for CP or licensee of a new facility, period starts with initial operating authority. (4) If station involved had been bought by operator now seeking to sell, period starts with date on which FCC approved seller's original purchase. (5) For multiple owner seeking to sell his entire group, all stations are controlled by date on which he acquired latest station—unless it's an FM in conjunction with AM in same area. (6) End of period to be calculated is the date on which application for sale is tendered to FCC.

Explaining its tightened rules, Commission said it's "seriously disturbed" about "very high rate" of sales and it plans "program of intensified scrutiny" of transfers. Commission added that it doesn't intend to deter any applicants for less-than-3-year sales who can prove themselves in hearings.

Comrs. Hyde & Craven dissented, former issuing statement that: (1) Majority's statistics are wrong when they say transfers are at accelerated rate. He said figures for 1959-61 actually show percentage decrease. (2) Nothing in the record indicates that service to public was harmed by transfers. (3) Trafficking should be controlled by case-by-case consideration, not by "time-consuming procedures." Craven offered no statement.

FCC EMERGING ON TOP IN SATELLITE DISPUTE: Administration proposal for broad, publicly-owned satellite communications system was just about embalmed and buried last week, House Commerce Committee strongly endorsing FCC's recommendations for system with ownership limited to companies in overseas communications business (Vol. 2:11 p5 et seq.).

Big guns were brought up by Administration to stump for Kennedy plan (HR-10115) which would provide for sale of stock to private investors at \$1,000 per share. NASA Exec. Secy. E. C. Walsh testified last week, Attorney General Robert Kennedy is scheduled for this week. But proposal has been received unfavorably by Congress all along, is drawing increasing hostility. Rep. Hemphill (D-S.C.) commented that stock, at \$1,000 per share, would be too expensive for most people, "would end up owned by the rich people of the country."

FCC Chmn. Minow, flanked by rest of Commission, opposed Kennedy bill, urged that participation in program be limited to communications firms. He said this would "expedite maximum use of the system on a world-wide scale" and "facilitate the orderly integration of satellite facilities in existing world wide communication networks."

Minow said Commission strongly recommended imposition of these safeguards: (1) Each carrier to be limited to equal representation on the corporation's board; (2) Each corporation must bid competitively to procure equipment & services; (3) FCC to determine technical characteristics of satellites; (4) Commission empowered to allocate channels among carriers and ensure non-discriminatory use. Commistee warmly endorsed Commission's stand, as did Senate group in earlier hearings.

CURRENT CAPSULES

Sharp exchange over NAB Code monitoring broke out last week after Phil Edwards, pres. of Broadcast Advertisers Reports, released letter to NAB Code Authority Dir. Robert D. Swezey—saying he's quitting service to NAB because he doesn't want to be "privy to a farce... NAB does not itself really wish to maintain industry-wide inspection. . . . I suppose we should have realized from the start that nobody would give himself a ticket for speeding."

BAR had sought to increase its monitoring in a 3-year program—or to cut its monitoring down to those stations which buy its services, while continuing to charge NAB \$12,500 a year.

Swezey responded by saying that BAR would cut its monitoring 50% without reducing price and proposed to increase radio monitoring price 25% to \$10,000 a year. He said NAB would get monitoring accomplished by others after April 1. Swezey noted that BAR has been monitoring 77 markets for \$12,500 and had proposed following year-by-year increases: first year, add 14 three-station markets for additional \$21,000; 2nd year, add 41 two-station markets for another \$49,200; 3rd year, add 111 one-station markets for additional \$99,900—with grand total of \$182,600 yearly at end of expansion. Swezey said that kind of money isn't available.

"We have no intention," Swezey said, "of squabbling with Mr. Edwards concerning his gratuitous statements about the efficiency of industry self-regulation. Suffice it to say that we are confident that with such assistance as we require and can get from outside agencies, one of which is already making a test run for us in several cities, our monitoring coverage will be even more effective than it has been in the past."

FCC's Chicago TV hearing, to elicit pros & cons of stations' local live programming (Vol. 2:9 p3), has more than 100 witnesses on tap for sessions running March 19-23. Comr. Lee will preside—in Room 677 Federal Bldg., 219 S. Clark St.—with his legal asst. Arthur Gladstone as counsel. Witnesses represent groups in fields of religion, education, business, culture, politics, etc. Gladstone guesses that witnesses will be split about 50-50 for & against stations but says there's no way of estimating accurately in advance. Stations will present cases starting April 9.

Syracuse Ch. 9 conflict (Vol. 2:10 p4)—2 competing applications for interim operation—has been dissolved by agreement to combine in one filing. Three remaining applicants haven't joined. Prospects of FCC go-ahead are now considered at least fair.

"Rip-tide" rather than "drift" toward control of programming is official attitude in Washington, Corinthian stations Pres. C. Wrede Petersmeyer declared at Indiana Bestrs. Assn. Spring meeting. He said it is apparent that FCC holds the view that "the broadcaster owes to the public the type of programming that the regulatory agency prefers," and intends to enforce this view through licensing power. Petersmeyer said it is time "to cut through the fog of semantics . . . if our programming is to be reshaped by the hand of the government, let it be done openly without subterfuge." At same meeting, IBA passed unanimous resolution, wired to FCC Chmn. Minow, asking for support of TV-radio newsmen who were forbidden by FTC examiner to cover with cameras & mikes an Indianapolis milk-war hearing. Newsmen were rebuffed by FTC Chmn. Dixon who said he backed examiner.

Children's TV programming contains an "unnecessary" volume of violence, according to new booklet Television for Children, prepared by Boston U. School of Education and the Foundation for Character Education. Aimed primarily at broadcasters, publication discusses adult misconceptions, ages and stages of children's life, effects of TV, casting and program content, producer's choices and responsibilities. Study groups warn: "Producers deceive themselves if they think that a virtuous end to a program justifies any plot, any amount and kind of violence, and any set of values and attitudes. Children respond to, adopt, and imitate all that they see. And what they see is determined by program content as well as their interests, drives, and experience." Director of project was Dr. Ralph J. Garry, frequently consultant to Senate Juvenile Delinquency Subcommittee (Vol. 2:5 p3).

Personals

Walter Cronkite, CBS newsman and narrator of *The Twentieth Century*, will replace Douglas Edwards on network's daily 7:15 p.m. newscasts beginning April 16. Edwards will take on daily 3:55 p.m. network newscast and 11 p.m. broadcast on WCBS-TV N.Y., will be assigned to network informational programs & specials. Charles Collingwood succeeds Cronkite on *Eyewitness*.

Herbert Gross, ex-Dancer-Fitzgerald-Sample media research mgr., named CBS-TV coverage & research analysis mgr.

Sol Cornberg, Sol Cornberg Associates, will deliver May 7 opening speech at International TV Design Conference, London... Howard M. Lloyd named ABC Films Western Div. mgr. (190 N. Canon Dr., Beverly Hills)... Jack Lynn named TV programming vp Metropolitan Bestg., headquartering in N. Y... Philip Nicolaides named promotion & sales development mgr., Videotape Productions of N. Y.

William K. McDaniel, NBC Radio exec. vp, elected 1962-63 president of RTES, Sam Cook Digges, CBS Films, 1st vp; Thomas J. McDermott, N. W. Ayer, vp; Robert H. Teter, vp; Sol Paul Television Age, secy.; Sol Cornberg, Sol Cornberg Associates, treas.

William C. Fitts III, ex-WCAU-TV Philadelphia production mgr., named CBS-TV sports administrative mgr. . . . Kenneth W. Stowman appointed Triangle stations sales development dir., Philadelphia.

Everett H. Erlick, head of AB-PT legal and business affairs, elected a dir. . . . Donald M. Hines named ABC International TV program mgr.

Leo Burnett, chmn., Leo Burnett Co., Chicago, elected Advertising Council chmn., succeeding Bristol-Myers Co. Chmn. Lee H. Bristol. . . . Hugh Carleton Greene, BBC Director-General, will address Alfred I. duPont Awards Foundation annual awards dinner March 26 in Washington.

Lee Polk, ex-New York State Education Dept. Regents ETV Project producer-dir., named production dir., Educational TV for the Metropolitan Area, N.Y.... Chuck Glance promoted to KPHO-TV Phoenix program dir.; continuity & traffic chief Kay Shake becomes station operations head, will also retain present post.

Leonard E. Hammer resigns as United Artists Eastern div. sales mgr., will announce plans. . . . Patrick Callihan, ex-educational WMSB E. Lansing, Mich. station mgr., rejoins National Educational TV & Radio Center, N.Y., as executive asst. for network affairs.

Jim Ayers, ex-KJEO & radio KYNO Fresno, named engineering dir., KICU-TV & radio KBIF Fresno and radio KSAN San Francisco.

Joseph E. Keller and Jerome H. Heckman, formerly with Dow, Lohnes & Albertson, form law firm of Keller & Heckman, 1712 N St. NW, Washington 6 (Sterling 3-9450); Charles M. Meehan and William H. Borghesani Jr., also leave Dow, Lohnes & Albertson to join new firm as associates.

NBC has hired psychologist Dr. Charles Winick as consultant on children's programming. The Columbia U. faculty member has been working with network in this area, will now devote more time to it. In 1959, he wrote Taste and the Censor in Television for Fund for the Republic.

Stations are on "dangerous ground" if they consistently refuse to carry network informational programs in prime time, TV Guide Editor Merrill Panitt told Ad Club of Louisville last week. He said that FCC is "deadly serious" about holding stations to balanced programming promises and "is not afraid to refuse a station its license renewal." He supported all-channel-set legislation, said it would increase number of stations. Arguments that increased competition would lower program standards, he said, are "an insult to the American people." He predicted that ABC & CBS would be colorcasting regularly within a year, that worldwide time differentials would preclude much live viewing of foreign telecasts via satellites, that pay-TV will be an asset only if it gives viewers new programs and doesn't merely convert free TV to fee.

Winners of Alfred I. duPont 1961 TV-radio awards are KING-TV Seattle, for "consistent policy of responsibility toward community needs & interests," KPFK(FM) Los Angeles for "a positive and creative force in the cultural and intellectual life of its community," and NPC newsman Martin Agronsky, for "consistent adherence to the best traditions of responsibility" in news reporting. Winners will receive plaques and \$1,000 checks from duPont Awards Foundation. Committee also commended radio WHAS Louisville, WCAU-TV Philadelphia, radio WWGP Sanford, N.C., WTHI-TV Terre Haute. Presentations will be made at banquet in Washington March 26.

Spot TV gross time billings rose 11.8% in 4th quarter of 1961, pushing total for full year 2.3% over 1960, TvB reports. Final quarter 1961 billings totaled \$177,827,000, compared with \$163,060,000 in same 1960 period. Full year billings were \$617.398,000 in 1961, \$603,294,000 in 1960. TvB also reported that largest number of stations used for spot TV campaign in one quarter by single brand was 240 in 157 markets, for Downy Fabric Softener, in 4th quarter. Six other brands also used more than 200 stations in the quarter.

TV network gross billings in 1961 totaled \$748,873,488, 9.7% higher than 1960's \$682,371,069, TvB reports. ABC-TV registered greatest increase, 20.2%, from \$158,591,010 in 1960 to \$190,615,140 in 1961; NBC-TV rose 11.2% in same period, from \$249,640,296 to \$277,659,264; CBS recorded 2.4% rise, from \$274,139,763 to \$280,599,084. Daytime billings in 1961 for all networks were \$248,781,844, up 18% over 1960's \$210,883,356; nighttime billings moved up 6.1%, from \$471,487,713 to \$500,091,644.

TV revenues in 1962 "will reach new peaks," CBS Chmn. William Paley and Pres. Frank Stanton predicted in annual report. "We think that 1962 will see a broad improvement in business . . . a new high in advertising expenditures" and in sales of records, they reported. (For CBS financial report, see Vol. 2:8 p12).

Guide for ad agencies and TV stations to promote greater efficiency in handling of film, tape and other materials in commercials has been released by Station Representatives Assn. and American Assn. of Advertising Agencies. Copies are available from SRA, 366 Madison Ave., or AAAA, 420 Lexington Ave., both N.Y.

FCC's license-fee proposal (Vol. 2:8 p4) is drawing sharp criticism from amateurs, municipalities, manufacturers of citizens band radio, et al. They assert that fee principle is wrong, unconstitutional, inequitable—several arguing that broadcasters should pay more than \$250 for TV applications, \$150 for AM or FM. NAB Pres. Collins had attacked proposal immediately when it was issued.

More TV-home figures: Census Bureau has issued data on TV sets in homes in standard metropolitan areas in Arkansas, Delaware, District of Columbia, Kansas, Kentucky, Missouri, Ohio, Virginia. Totals for following states also were given: Illinois, Indiana, Michigan, Texas:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
	, t	rkansas		
Fort SmithLittle Rock-N.	21,086	16,833	1,188	3,065
Little Rock Texarkana	71,815	56,586	5,644	9,556
(ArkTex.)	28,186	21,524	1,589	5,073
	Γ)elaware		
Wilmington	105,470	83,255	15,368	6,847
D.C. /imaludes man	Distric	t of Columbia		
D.C. (includes por- tions of Md.	#00 aai	100 510	04.044	40 500
and Va.)	590,621	433,743	94,044	62,788
Variate City		Kansas		
Kansas City (MoKan.)	331,477	262,578	34,478	34,437
Topeka	43,625	36,386	2,813	4,409
Wichita	103,422	85,011	9,121	9,269
	I	Centucky		
Cincinnati (KyOhio)	326,009	246,429	53,078	26,502
Evansville (KyInd.)	60,737	48,509	4,173	8,042
Huntington-Ashland (KyW. VaOhio)	74,452	58,056	7,884	8,512
Lexington	38,194	29,563	2,594	6,025
Louisville	211,382	169,686	22,379	19,270
]	Missouri		
Kansas City	001 455	000 570	94 470	04 497
(MoKan.) St. Joseph	831,477 30,003	262,578 24,300	84,478 1,668	84,437 4,035
St. Louis	624,886	505,349	54,385	65,029
Springfield	41,206	33,797	2,849	4,560
		Ohio		
Akron	151,866	119,238	24,037	8,591
Canton	99,306	79,950	12,260	7,088
(Ohio-Ky.)	326,009	246,429	53,078	26,502
Cleveland	537, 508 200,763	411,948 146,317	91,020 41,106	34,540 13,340
Columbus Dayton	202,497	155,512	35,352	11,633
Hamilton-Middleton Huntington-Ashland	56,032	44,688	7,416	3,928
(Ohio-Ky-W. Va.)		58,056	7,884	8,512
Lima	30,442	25,315	1,984 7,946	3,143 3,402
Lorain-Elyria Springfield	59,489 38,931	48,141 31,408	4,998	2,525
Steubenville-Weirton	•			
(Ohio-W. Va.)	48,193	39,649 112,734	5,634 17,701	2,910 8,495
ToledoWheeling	138,930	112,704	17,101	0,430
(Ohio-W. Va.)	58,578	46,371	7,054	5,153
Youngstown-Warren	145,127	117,000	19,376	8,751
		Virginia		
Lynchburg	30,104	22,812	1,738	5,554
Newport News- Hampton	59,610	48,136	4,871	6,603
Norfolk-Portsmouth	152,808	123,100	10,454	19,254
Richmond	118,896	94,027 37,350	9,519 3,703	15,338 5,715
Roanoke	46,768	31,300	0,100	0,110
Illinois	3,275,799	2,428,960	350,744	304,934
Indiana	1,503,148	1,142,138	107,871 278,082	137,837 167,123
Michigan Texas	2,548,792 3,153,127	1,793,863 2,093,016	214,610	470,575
		-		

Money-saving techniques and methods of increasing sales for TV stations in secondary markets will be discussed at special seminar April 3 at NAB convention in Chicago. Robert F. Wright, WTOK-TV Meridian, Miss. will moderate. Opening day of convention, April 1, will be FM Day. Morning session, programmed by National Assn. of FM Bestrs., will cover sales; afternoon meeting, moderated by Ben Strouse, WWDC Washington, will be devoted completely to stereo.

New list of AM-FM transmitters & monitors accepted by FCC as of Feb. 5 is available for inspection or reproduction at Washington & field offices. Tel-I-Clear CATV system, Laguna Beach, Cal., has been bought for \$650,000 by Laguna Video Inc. System serves approximately 2,300 subscribers, was headed by Lewis Lemieux who will continue with new firm. Sale was 51st transaction in 3½ years by Daniels & Assoc., whose subsidiary Systems Management Co. will manage the property. Laguna Video is owned primarily by Narragansett Capital Corp., Providence, headed by Royal Little, former chmn.-pres. of Textron Inc.

Americans for Democratic Action protested ABC radio network's broadcast of full 3-hour rally in N.Y. held recently by Young Americans for Freedom. In letter to ABC Pres. Leonard Goldenson, ADA said it received no similar offer for its rally held at same time, asked for list of ABC stations which cleared for YAF broadcast to determine if they also presented different point of view. If they haven't, ADA said, it would ask for equal time.

NBC's farm problem documentary, "The Land," telecast March 13, drew kudos on Senate floor from Sen. Proxmire (D-Wis.), who had entire script of program inserted in *Congressional Record*. Chet Huntley-narrated show was vigorously protested week earlier by Rep. Avery (R-Kan.), who charged it gave negative picture of Kansas farms (Vol. 2:11 p6).

Campaign to end TV ban in courtrooms suffered set-back last week when Judicial Conference of the U.S., made up of top judges of the federal courts, condemned picture taking or broadcasting in any form in courtrooms or their environs. Conference passed resolution which would extend ban to cover all judicial proceedings and to environs as well as courtroom itself.

Dr. George H. Brown, RCA research & engineering vp, will address engineering conference luncheon April 4, during April 1-4 NAB convention in Chicago. Previously announced engineering luncheon speakers: Sir Harold Bishop, BBC engineering dir., April 2; Dr. J. R. Pierce; Bell Labs communications research dir., April 3.

Production and field-testing of equipment for Hartford pay-TV test has been begun by Zenith which reported it is concluding arrangements with France and other countries for similar systems. If Hartford test is success and FCC authorizes expansion, it has options on 4 other major U.S. markets, company reported.

New RCA color camera will be unveiled April 1 at NAB Chicago convention. Experimental unit produces 4 signals—one in each color and additional one in black-&-white for added detail. RCA says addition of monochrome channel produces effect like that of 4-color printing, in which black imparts fidelity & depth of tone.

White House TV tour was viewed in 28.3 million homes by estimated 56 million persons, Nielsen reports. Over 4 million more homes were watching TV at time of telecast than same night preceding week, and more than 70% of viewers were tuned to tour. Program will be televised again March 25 on CBS.

AMST holds membership meeting April 1, at Chicago's Conrad Hilton, in connection with NAB convention. Board & technical committee meet March 31, board again April 1 for election of officers. Exec. dir. Lester Lindow reports registrations are at record rate.

Metromedia's outdoor advertising div., Foster & Kleiser, has sold its facilities in Fresno & Phoenix to group headed by adman Karl Eller for \$5 million. Metromedia bought Foster & Kleiser for \$14 million 2 years ago.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

ENTER KIMCODE—FAREWELL SAFETY GLASS? Kimcode is a new word in TV's lexicon. You may be hearing about it for some time. It's name of Kimble Glass Co.'s new "implosion-proof" picture-tube bulb, which proponents say can be used without anything in front of it except the viewer. Although Kimble won't comment, some say it could be in production in 30 days or so and ready for fall TV sets.

Tube makers have already seen Kimcode in special demonstration by Kimble, the Owens-Illinois Glass Co. subsidiary which is 2nd biggest in picture-tube bulb field. Set makers should start receiving samples from some tube makers beginning this week. It's controversial as all get-out, and there's no indication yet whether it will be produced. Some tube makers like it, some hate it, most are on fence. It's challenge to both Corning's twin-panel (bonded) bulb and to external implosion glass & plastic.

Kimcode name is derived from "Kimble Method for Controlled Devacuation." Kimble claims that tube will not implode when broken, but will merely "devacuate," with no glass scattering outside set. Here's why: Cemented around funnel with epoxy resin is treated fiberglass cloth to retain & hold glass in case of breakage. Metal band of .018-in. thick annealed steel is formed to contour of face panel and extends into viewing area about 1/16 in. This rim band is fastened with 1¼-in. steel strapping band tightened under 2,000 lb. tension and locked by metal seal. Keeping glass under such compression is said to add appreciably to strength.

This rim-banding technique was first proposed by Kimble in 1952 under tradename "K-Band" (Vol. 8:31, p7, 43 pl1). At that time, Kimble said process would permit use of lighter weight glass, substantially reducing weight of picture tubes. It's understood first Kimble bulbs using Kimcode, if produced, would weigh about same as standard "heavy" (non-bonded) bulbs and would be made in 19- & 23-in.

Kimcode process appears similar to one being developed by Dutch Philips and described in these pages last month (Vol. 2:8 pl0). Philips tube was to have debuted at recent French components show, but was withdrawn from exhibition at last moment.

. . . .

Whether Kimcode approach ever appears in TV sets depends on many factors. Word on prospects of UL approval hasn't been handed down yet, it's understood. Then there's question of cost—does it really represent saving as compared with regular "heavy" tube plus external glass or plastic implosion shield? And there's definitely a psychological factor involved, too, in relatively radical approach of a "bare" tube.

Shieldless tube could present certain advantages: For portables, it could effect substantial weight reduction, particularly if banding process eventually results in lighter-weight bulb. One tube maker says 23-in. Kimcode tube already is 9 lbs. lighter than bonded version. Elimination of glass could lend itself to some new designs in cabinetry & framing. Samples shown to tube manufacturers had treated anti-reflective faceplates, and, at least theoretically, this process could eliminate all reflected glare without impairing resolution.

But in TV, cost is often most important factor. Process will have to be proven just as good or better than others—and cheaper. One tube manufacturer feels that Kimcode could be about \$1 cheaper than bonded in 23-in. size, and maybe 50-75¢ cheaper than regulation heavy tube (non-bonded) plus external implosion glass, brackets, etc. Here's how this manufacturer has it tentatively costed out: Extra components for tube cost more than \$1, with labor costs 50¢-plus. "And we'd like to make something on

it—so we see it maybe \$1.80-\$2 more than regular non-bonded tube in 23-in. size." The 23-in. non-bond tube now sells to manufacturers for \$21.25, bonded \$24.

Other tube makers disagree with these cost estimates, say they can't see where there would be any savings in it at all, and therefore industry won't buy it. Actually, Kimble hasn't yet submitted definitive cost estimates.

Among tube manufacturers, big Chicago independent National Video seems to be expressing most interest in Kimcode and is ready to sample its customers. Views of some other tube manufacturers: GE says it has been testing developmental samples of Philips version of implosion-proof tube for 2 years ("we don't see any savings in it") and isn't particularly interested now. Tung-Sol isn't interested either, because of potential cost factors. Philoo & Westinghouse tube div. spokesmen both termed development "interesting," said they're looking into it. Giants RCA & Sylvania are also taking conservative approach, examining it as they do all new ideas.

Big Corning, now just beginning to strike pay dirt with its bonded bulb (38% of sets made in Jan. used bonded tube vs. 26% for full year of 1961), declined to comment on grounds it hadn't seen Kimble bulb. But there's little likelihood Corning will be passive about it—and we may even see some new developments in bonded tubes sooner than expected. Nor is Pittsburgh Plate Glass, which supplies almost all of the "grey glass" for external implosion plates, expected to take it lying down.

Revolution or fizzle? Too early to say. But Kimcode exists, and injects new element into bonded vs.-non-bonded battle. It will be talked of for long time. We'll keep you posted.

TV-RADIO MAKERS LOOK TO THEIR IMAGE: Startled by what appears to be imminent defeat on all-channel set legislation (see p. 2), consumer electronics manufacturers last week began mapping plans to increase their influence with govt., dealers & public.

If this tune sounds familiar, that's because it is. But last week's EIA Spring Conference in Washington saw Consumer Products Executive Committee, under Motorola's Edward Taylor, making new plans for repairing & building industry's image. And already, influence of newly appointed full-time consumer products staff dir. L. M. Sandwick was beginning to show.

"Regardless of the outcome of the all-channel legislation," Sandwick told us after meeting, "a public relations program will have to follow. The industry has no public relations image now; we want to project an image of progress." Among actions taken by Consumer Products Div. and its radio & phono sections, most of them with public-relations overtones:

Relations with dealers: The manufacturers' association will sponsor "EIA Day" at NAMM Music Industry Trade Show in N.Y. June 26, featuring full day of symposia on TV, radio & phono developments with important panelists, many from outside manufacturing field. Radio sessions will emphasize FM stereo.

Relations with govt. & public: EIA will revitalize its 10-year quest for definition of "high fidelity"—but this time under some pressure from FTC. FTC is investigating ad claims of radios & phonos using "hi-fi" designation, and asked EIA to come up with good definition of how hi is fi. Sandwick was designated to do preliminary spadework on "minimum standard that manufacturers can live with and which will satisfy FTC that the public is not being misled." This will mean abandonment of industry's traditional tongue-in-cheek definition of hi-fi as "anything that lists for over \$100."

Relations with broadcasters will be improved by new FM-stereo survey already under way, whose primary purpose is to serve as marketing aid for FM-stereo manufacturers. Using on-air & upcoming FM-stereo station list in Feb. 12 Television Digest (Vol. 2:7 p8) as starter, Sandwick has begun continuing detailed survey of present & imminent FM stereocasting, and results of questionnaires returned by stations will be bound in book form for marketing guidance of members.

Also on FM-stereo front, EIA Marketing Data Committee voted to begin collecting production & sales statistics immediately on FM-stereo adapters, FM-stereo-equipped phonos & table radios. Request for color-TV statistics was turned down, presumably because of EIA's standing rule that no data will be kept on any product category in which one manufacturer has more than 50% of the market.

In still another public relations move, Consumer Products Executive Committee voted unanimously to release to press selected monthly distributor-to-dealer TV-radio-phono sales statistics to fill void created

by discontinuance of retail sales figures last July. Decision was made in response to formal request by Television Digest for open release of basic over-all market figures. To be announced monthly will be official figures on total distributor sales of black-&-white TVs, radios and stereo & mono phonos. We will print these important market indicators, in tabular form, as they are released.

For EIA committee appointments, see Trade Personals, p. 11.

ELECTRONICS' FAVORABLE BALANCE OF TRADE: U.S. electronics industry gains far more than it loses in foreign trade. This 2-way-street aspect of imports & exports is dramatized sharply in review of 1961 by Electronics Div. of Commerce Dept.'s Business & Defense Services Administration (Vol. 2:11 p10). Report indicates highly favorable balance of trade for electronics industry in 1961—exports 3½ times greater than imports.

Dollar estimates by BDSA indicate more than \$600 million in electronics exports last year vs. \$180 million in imports. As compared with 1960, U.S. electronics exports rose more than 30% from \$466 million, while imports climbed about 25% from \$142 million.

Despite this favorable picture, it's undeniable that some domestic firms have been hit hard by rising tide of imports. This, of course, is because imports are largely consumer products, while our exports are dominated by military, industrial & commercial equipment. Latter category accounted for 58.6% of total exports in 1961's first half, consumer products 11.8%, tubes 11.2%. In imports, consumer products comprised about 60% during first 10 months of year, while industrial equipment totaled 11%, receiving tubes about 10%.

Interestingly, more than two-thirds of U.S. electronics exports went to countries which have highly developed electronics industries of their own—Canada, Japan, European Economic Community (Common Market), European Free Trade Area (Outer 7)—which bought mostly military-commercial-industrial items or advanced components. Consumer products & simpler components were more important in exports to Latin America and other areas where industrialization is in developing stage.

More than 50% of U.S. electronics imports now come from Japan, with 5 countries—Japan, West Germany, U.K., Canada, Netherlands—supplying 95% last year. Japan was only country supplying more electronic equipment to U.S. than it purchased from us.

Exports & imports can't be compared directly in specific product areas because of differing classification systems (there isn't even a TV receiver category in import classifications). Nevertheless, here are some specific export & import categories and dollar volume for 1961 (1960 volume in parentheses):

U.S. exports of electronic products: Total, \$613,031,000 (\$466,462,000). Consumer products, \$81,384,000 (\$71,382,000). TV receivers & chassis, \$28,277,000 (\$18,681,000); radio receivers & chassis, \$6,356,000 (\$5,132,000); radio-phonos, \$726,000 (\$515,000); phonos, parts & accessories (including juke boxes), \$27,786,000 (\$31,275,000); recorders & parts, \$3,626,000 (\$2,798,000). Commercial-industrial-military, \$362,687,000 (\$252,328,000). Components, \$168,960,000 (\$142,752,000). Tubes & tube parts, \$66,019,000 (\$64,091,000). Semiconductors, \$20,788,000 (\$15,973,000).

<u>U.S.</u> imports, selected electronics categories: TV apparatus & parts, including tubes but excluding picture tubes, \$5,817,000 (\$3,502,000). Other tubes, \$3,816,000 (\$2,394,000). Radio apparatus & parts (total), \$111,188,000 (\$92,653,000). Transistor radios, \$66,688,000 (\$55,849,000); other radios, \$15,208,000 (\$11,815,000); phonos, \$647,000 (\$1,329,000); radio-phonos, \$12,940,000 (\$8,643,000).

BDSA's prediction for 1962: Both imports & exports should increase 20-25%. Foreign competition will be more intense.

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Commerce Secy. Hodges brought up TV-radio exports last week in 5½-hour pitch for administration's liberalized tariff bill (HR-9900) before House Ways & Means Committee. For European Common Market to match U.S. living standards, it will need another 50 million TV sets, 135 million radios — much of which would come from U.S. if Kennedy's Trade Expansion Act is passed, he testified. Among other things, bill would give President power to cut duties on such items by 50% in reciprocal arrangements.

Industry leaders were inclined to doubt that U.S. TV-radio manufacturers would be beneficiary of any such arrangement. Questioning executives at EIA meeting in Washington, we were told that most of

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flow of radios & phonos would be from Europe to U.S. "To send radios to Europe would be like taking coals to Newcastle," said one. Some thought that U.S.-made TV sets might eventually find way to Europe, although this is a market where American manufacturers have traditionally been frozen out, mainly because of differing TV standards.

Sound recorders & parts for them would be among major categories eligible for complete removal of tariffs under bill. They're included on list of 26 commodities in which U.S. & European Common Market accounted for at least 80% of 1960 exports from non-Communist countries.

EIA's board of directors, at Washington meeting last week, unanimously endorsed "objectives" of President's foreign trade program, but asked that these amendments be added to trade bill: (1) There should be no authority to eliminate tariffs, and any tariff reductions should be spread over 5-year period. (2) Provision should be made to control imports which reach levels damaging to U.S. industries. (3) Voluntary agreements between U.S. & other countries to limit shipments should be authorized in cases where industries are threatened. (4) "Most favored nation" clause should be abolished. EIA has engaged ex-BDSA administrator Horace E. McCoy as world trade consultant.

TOPICS & TRENDS

Japanese electronics exports to U.S. in first 9 months of 1961 came to \$78.4 million, up 24% from same 1960 period, according to Commerce Dept's Business & Defense Services Administration. Total radio shipments were 7,685,000 units in 1961 vs. 5,248,000 in 1960 (worth \$49,986,000 vs. \$47,987,000). Of radios, those with 3 or more transistors totaled 2,879,000 vs. 2,945,000 year before (value dropping to \$31,725,000 from \$39,001,000). Tube-type radios rose to 1,475,000 from 536,000 (value up to \$9,559,000 from \$3,896,000). Transistor radios with fewer than 3 transistors increased to 3,331,000 from 1,767,000 (value up to \$8,702,000 from \$5,090,000). Largest other single category was "sound recorders & reproducers"—units rising to 437,000 from 93,000 (value going to \$9,312,000 from \$3,311,000). TVs were still small factor in 9-month report: 12,000 units vs. 3,000 year before (value \$954,000 vs. \$132,000). For unofficial full-year 1961 estimates, see Vol. 2:10 p7.

"RCA Day" at EIA: Tribute to RCA Chmn. David Sarnoff was paid by EIA at annual Govt.-Industry dinner in Washington last week. EIA board resolution, presented to him on scroll, commemorated his 55 years devoted "to the advancement of electronics and communications." Board then voted to give RCA Pres. Elmer W. Engstrom its highest award, the EIA Medal of Honor, at May 24 annual convention in Chicago.

Americans have spent billion dollars on battery-operated radios in last 5 years, CBS Radio reported recently on basis of 2 nationwide surveys, which showed that more than 40% of all U.S. homes own one or more self-powered radios in working order.

Lebanon seeks TV receiver assembly plant to supply growing demand, according to Commerce Dept. Sales are reported about 1,000 per month, U.S. makes especially popular. Interested firms should contact Office of International Investment, Bureau of International Business Operations, Dept. of Commerce, Washington 25, before March 31.

TV signals from moon will be picked up by 210-ft. dish antenna NASA plans to build if it gets \$15 million it seeks from Congress. Giant antenna, standing as high as Capitol building, would be built at Goldstone, Cal. Space agency said it will be needed later in decade for space probes carrying TV cameras to Mars and Venus.

FCC has revised list of equipment acceptable for licensing in non-broadcast radio services, arranged alphabetically by manufacturer and type number, available on loan for reproduction from Office of Chief Engineer. Royal McBee plans to go out of computer business, is negotiating to sell its 50% interest in Royal Precision Corp. to partner General Precision Equipment. GPE & Royal McBee formed Royal Precision in 1956. GPE Chmn. James W. Murray said purchase of partner's interest would benefit "our growing computer & data-processing activities."

RCA Service Co. and Executone have teamed to offer hospitals under a single RCA lease plan RCA TV systems and Executone communications equipment inculding audiovisual nurse call, radio, and doctors' paging and register systems. Plan will eliminate dual control installations, reduce costs, said Executone Pres. A. C. Bernstein.

RCA has produced its two-millionth nuvistor electron tube. John B. Farese, division vp, entertainment tube products, reported industry demand "so great that we produced over a million units in the past 5½ months."

Trade Personals

New members of EIA Consumer Products Div. Executive Committee: Armin Allen, Philco; George Connor, Sylvania; Grant Gardner, Wells-Gardner. They succeed Henry E. Bowes, now ITT govt. relations director; Marion E. Pettegrew, now pres. of Erie Resistor Corp., and Robert S. Alexander, now Wells-Gardner board chairman.

R. V. Bruland, Collins Radio, named chairman of EIA's newly established Avionics Section . . . W. H. Oelkers, Philoo Lansdale Div., elected to EIA Tube & Semiconductor Executive Committee; Dr. S. Dean Wanlass, Packard Bell, to Industrial Electronics Div. Executive Committee; Charles V. Manhart, Martin Co., and Leigh A. Brite, Packard Bell, to Military Products Div. Executive Committee . . . J. Rodney Lynch, Texas Instruments; E. G. Nichols, Weston, and Frank H. Roby, Cornell-Dubilier, to Parts Div. Executive Committee.

Robert J. Theis, ex-Philco, appointed pres., Sylvania Home Electronics Corp., succeeding Peter J. Grant, resigned (Vol. 2:11 p9).

John J. Davin named facilities & services mgr., Sylvania Electronic Systems eastern operation, Waltham, Mass.

Charles Mauer, ex-Sylvania, named Sonic Electronics national sales mgr.; William Duffy named asst. to sales & mktg. vp William F. O'Boyle.

Dr. C. W. Walton named Minnesota Mining & Mfg. research & development vp; J. W. Selden appointed division vp, new products commercial development.

Howard C. Rymer appointed gen. mgr. of Warwick Mfg.'s TV Prod. Div. headquartering in Zion, Ill. plant.

A. Keith Comly, formerly with Canadian Admiral, appointed Admiral International Corp. sales mgr., succeeding Francis Bonner, resigned.

Dr. Donald B. Brick appointed senior scientist at Sylvania Applied Research Lab, Waltham Mass. . . . Roy L. Anderson, ex-Motorola, appointed power supply engineering mgr., Allen B. Du Mont Labs Communications Dept., Clifton, N.J.; Eric S. Cox, formerly RCA, named systems engineering mgr.; Richard M. Mison, ex-RCA, named receiver engineering mgr.

Arthur L. Webb, Microwave Electronics engineering & production vp, elected a dir. . . . G. Richard Tingley & Jack Horowitz elected vps of Giannini Scientific Corp. subsidiary Telemet Corp.

J. Burton Henry promoted to International Resistance sales & marketing dir.

James B. Kopp promoted to GE audio products dept. portable phonograph sales mgr., Decatur, Ill.

ITT'S Component Div. has opened a regional marketing office in Cincinnati (8613 Winton Road) to handle sales of semiconductor components, tantalum capacitors and silicon & selenium rectifiers & diodes in Ohio, Indiana, and parts of Michigan, western Pennsylvania and West Virginia. Karl Dellekamp will be regional sales mgr.

Obituary

Jacob B. Taylor, 63, General Telephone & Electronics vp for staff, died March 14 at Columbia Presbyterian Medical Center, N.Y. From 1946 to 1947, he was vp, business mgr., and treas. of Ohio State U. His widow and daughter survive.

Motorola Profits & Sales Sag: Motorola's 1961 earnings declined to \$9.5 million from \$12.6 million in 1960 as sales slipped to \$298 million from \$301 million (see financial table). Year finished in a flurry, however, as 4th-quarter sales rose 18% to record \$90.5 million from \$76.6 million in 1960's final quarter and profits gained to \$3.1 million from \$2.9 million.

Upsweep continued into 1962's first quarter, Pres. Robert W. Galvin said. He predicted that first-quarter earnings would triple \$802,977 posted in Jan.-Mar. 1961, forecast minimum 20% sales gain over year-earlier's \$60,418,737 volume. Major profit gains in 1962's first quarter are being registered, he said, by TV, auto radio, 2-way mobile radio systems, semiconductor devices.

Reviewing Motorola's consumer product year, Galvin said that "early decline" in sales "was reversed from mid-year on, with sales showing steady improvement during the 3rd & 4th quarters." He noted that "distributor sales volume increased considerably in the last 2 months," pointed to 22% gain in TV sales, 32% in stereo phono over Nov.-Dec. 1960.

Re color TV, Galvin said "Motorola chose not to reenter the color TV market" with 21-in., 70-degree round tube, "convinced that the sales volume would not be adequate for a profitable venture. This proved prudent. The industry color TV retail volume for the year was an estimated 170,000 units, less than 3% of the some 6 million b&w receivers sold."

General Instrument has formed a Semiconductor Products Group embracing a newly created Rectifier Div. & former Semiconductor Div. Herman Fialkov, former Semiconductor Div. pres., named to new post of group vp, semiconductor products; headquartering in Newark, N.J. Arno Nash, former head of Selenium Div. now absorbed by new Rectifier Div., appointed vp-gen. mgr. of new div., headquartering in Newark. Norman Neumann, formerly Semiconductor Div. gen. mgr., promoted to vp gen. mgr., headquartering in Woonsocket, R.I. General Instrument Chmn. Martin H. Benedek also announced that construction has begun at Newark of 10,000-sq.-ft. addition for production of silicon controlled & high rectifiers.

New plants & expansions: RCA will add more than 100,000 sq. ft. of engineering & administrative space to its Space Center, Princeton, N.J., by leasing 2 new buildings. Litton Industries will begin construction in late summer of a \$4-million plant near Atlanta to manufacture data processing equipment. It is slated to be in full operation in 1964. Vp Crosby M. Kelly said plant eventually may be expanded into a \$16-million facility employing 2,000.

Ford has set April 15 as redemption date for \$22 million of Philco-issued 4.25% convertible subordinated debentures due April 15, 1984. They were issued by Philco in 1959, assumed by Ford in connection with its acquisition of Philco. Redemption price will be 103.50% of principal amount, payable at Bankers Trust Co. of N.Y. Right to convert debentures into Ford common stock will continue to April 15.

Lynch Corp.'s board last week declared effective the exchange offer to stockholders of Peninsular Metal Products Corp. Some 196,000, or more than 52%, of Peninsular's outstanding common has been deposited with Lynch for exchange on the basis of one Lynch common and one 5-year purchase warrant for each Peninsular common.

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
Clevite	1961—year to Dec. 31 1960—year to Dec. 31	\$ 90,080,200 94,012,038	\$10,020,689 13,605,635	\$ 5,142,689 6,825,635	\$2.53 ¹ 3.53 ¹	1,892,546 1,883,447
Collins Radio	1962—6 mo. to Jan. 31 1961—6 mo. to Jan. 31	93,805,154 112,428,074		650,302 2,602,222	.29 1.18	2,223,575 2,205,170
Decca Records	1961—year to Dec. 31 1960—year to Dec. 31	90,825,889 85,408,692	10,113,007 14,694,666	3,964,642 5,524,757	3.08 4.29	1,285,701 1,285,701
Erie Resistor	1961—year to Dec. 31 1960—year to Dec. 31	23,691,861 25,902,646		495,050 616,517	.49 .63	798,806 798,806
Famous Players Canadian	1961—year to Dec. 31 1960—year to Dec. 31		2	2,423,922 1,857,251	1.40 1.07	1,737,072 1,737,072
GT&E	1961—year to Dec. 31 1960—year to Dec. 31	1,226,584,000 1,179,407,000		73,774,000 75,443,000	1.00 ¹ 1.04 ¹	73,287,000 71,698,000
Hewlett-Packard	1962—qtr. to Jan. 31 1961—qtr. to Jan. 31	24,667,000 20,608,000		1,747,000 1,452,000	.15 .13	10,689,706 10,618,216
Lear Inc.	1961—year to Dec. 31 1960—year to Dec. 31	92,146,352 90,979,043	7,078,343 5,832,022	3,257,000° 2,822,022°	1.16 1.03	2,804,898 2,749,885
Motorola Story p. 11	1961—year to Dec. 31 1960—year to Dec. 31 1961—qtr. to Dec. 31 1960—qtr. to Dec. 31	298,219,845 301,049,185 90,516,076 ⁵ 76,568,642	19,900,308 26,548,813	9,517,308 12,633,813 3,100,416 2,850,962	2.36 3.14 .77 .71	4,028,652 4,030,262 4,028,652 4,030,262
NAFI Corp.	1961—year to Dec. 31 1960—year to Dec. 31	67,595,931 58,409,153	3,838,750 ⁴ 2,898,580	2,298,750 1,728,580	1.85 1.42	1,240,345 1,215,755
National Union Electric	1961—year to Dec. 31 1960—year to Dec. 31	36,517,713 36,089,922		962,214 817,490	.17	5,747,479 5,747,479

Notes: ¹After preferred dividends. ²Before special credit of \$991,500 (35¢ a share) from sale of securities. ³Before special credit of \$801,743 (29¢) from sale of certain assets of LearCai Div. ⁴After capital gains

of about \$900,000 from disposal of subsidiary companies and approximately \$650,000 in non-recurring losses from terminated TV-film production & distribution business. $^5\mathrm{Record}$.

Zenith anticipates record sales & earnings in 1962's first quarter, Pres. Joseph S. Wright said last week, adding: "January TV set sales were the highest for any month in company history and the brisk pace held through February and is continuing in March." Current first-quarter records were set in 1960, when Zenith earned \$3,855,129 on \$68,144,976 sales. Exec. vp Sam Kaplan noted that sterco FM radio market is "proving to be a slow developing thing but is expected to be very important." For total 1962, "we look forward to a very good year altogether, barring a steel strike that could throw things out of kilter," Wright said. "The business atmosphere is good and the amount of money available for consumer expenditures is high."

Suit against 6 Philco stockholders balking at Ford's offer for their total 4,847 common shares has been filed in Philadelphia's Common Pleas Court by Helios Corp., established by Philco to handle transfer of its stock to new owner Ford. Suit charges that 6 stockholders, including Bache & Co. (3,400 shares), have refused an offer "in excess" of the fair value of their holdings. Each has rejected offer of \$23.75 per share as alternative to exchanging each 4½ shares of Philco for one Ford share. Court has been asked to make independent determination of fair value as of Nov. 27, the day before Philco stockholders approved sales to Ford.

GT&E's 1962 annual meeting will be held April 18 at subsidiary Sylvania's Batavia, N.Y. plant. GT&E has about 300,000 shareowners.

Common Stock Dividends

Corporation	Period Amt.		Payable		Stk. oj Record	
Advance Ross Elec.	Stk.				Mar.	
CTS Corp.	Q	\$10.121/2	_			
Electronic Assistance	•	•	-		Mar.	
ITT	Q	.25	_		Mar.	
Metromedia	SÃ	.10	_		Apr.	
Newark Electronics-A	Q		-		Mar.	
Howard W. Sams	Q	.15	Apr.	25	Apr.	10
Terminal-Hudson Elec.	_	.06	_		Mar.	
Western Electric	Q	.90	-		Mar.	
Western Union	Q	.35	Apr.		Mar.	

Reports & comments available: RCA, report, Cooley & Co., 100 Pearl St., Hartford 4. GT&E, analysis, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5. Varian Associates, analysis, Orvis Brothers & Co., 15 Broad St., N.Y. 5. "Reappraisal of Aerospace Stocks," pamphlet, A. M. Kidder & Co., One Wall St., N.Y. 5. Raytheon, comments, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. Marshall Electronics, offering circular, Richard Bruce & Co., 26 Broadway, N.Y. 4.

P. R. Mallory has signed agreements to acquire 40% interests in 2 Argentinian manufacturers: capacitor-producer Sociedad Industrial de Condensadores (SIC), which will be renamed SIC-Mallory, and Campania Argentina Berilio y Aleaciones (Cabya), maker of metallurgical products, which will be renamed Cabya-Mallory.

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

IMAGE-BUILDING TIME at ABC begins with replacement of Oliver Treyz as TV network chief. De-emphasis of action & adventure seen accelerating at all networks (p. 1).

ALLOCATIONS NOW IN CONGRESS' LAP, details of FCC position in hand. ElA won't give up, asks for law requiring vhf-uhf simulcasting, estimates 40% of set sales could be intrastate, unaffected by all-channel law (p. 2).

LOUD VOX POPULI IN CHICAGO, as special groups mostly damn, occasionally praise, TV stations in FCC's "local, live" hearing (p. 3).

COURT BMI-DIVESTMENT PLAN TURNED DOWN by TV stations. Next move up to Judge Ryan who had proposed stations drop BMI ownership in exchange for 17% drop in ASCAP fees (p. 4).

RED CARPET FOR GOVT. COMMUNICATIONS BOSS rolled out by Senate Commerce Committee at confirmation hearing. Stewart agreeable but noncommital (p. 5).

SATELLITE COMPROMISE GROWING after Kennedy-Kerr parley and Attorney General's testimony. RCA's Sarnoff willing to invest in Administration-type system (p. 6).

Consumer Electronics

ZENITH'S TRUESDELL urges close watch on inventories as TV production continues to exceed sales. Business seen good, but heavy output of 19-in. sets could spell trouble in slow 2nd quarter (p. 7).

JAPANESE ELECTRONICS BOOM continued in 1961, with virtually all manufacturers reporting sales & profits gains. Trend seen extending to '62 (p. 7).

PHILCO'S PRE-FORD EXECUTIVES—2 months later. Our talks reveal most uncommitted but exploring prospects; Fred Ogilby moving to Florida and out of TV-radio field (p. 8).

MAGNAVOX SCORES RECORD YEAR as sales & earnings hit peaks in 1961. Another high is forecast for 1962 (p. 12).

IMAGE-BUILDING TIME AT ABC: Firing of ABC-TV Pres. Oliver Treyz seems to signal end of an era at all TV networks. Not only have action-&-adventure shows (known in Washington as "sex & violence") stirred ire of FCC & congressional committees, they've reached point of diminishing returns with advertisers & viewers.

Treyz' action-&-adventure policy built ABC-TV from poor 3rd to hotly competitive network—until this season, when other networks began to clobber ABC at its own game. "Bus Stop" incident, which got Treyz into hot water with both Dodd Committee & FCC (Vol. 2:5 p3, 7 pl) was last straw, and presumably parent AB-PT decided he had outlived his usefulness after 5½ years as network chief. There was no specific Washington pressure for his ouster.

It's not end of road for action-&-adventure, but obviously it's real benchmark of de-emphasis in this category by ABC and other networks. CBS's re-hiring of Hubbell Robinson—who guided that network during TV's "golden age" (Vol. 2:11 p4)— is likewise significant of TV's changing climate. Coming network battle will be for ratings, sponsors and image—and NBC-TV's recent successes have shown they're not incompatible.

ABC-TV's image-building actually started last year with buildup of news & public affairs under vp James Hagerty, who was complimented on his job last month by FCC Chmn. Minow. Reactivation of network's "Discovery" program for children—praised by Minow but not televised this season—is another phase of "the new ABC."

Former TV program vp Thomas W. Moore is top man at ABC-TV now, with title of vp; presumably he's due to get president's stripes in few months, though vp-gen. counsel Everett Erlick is termed "the man to

watch." AB-PT Pres. Leonard H. Goldenson flatly denied industry rumors that Sylvester L. (Pat) Weaver had been approached for the job. Julius Barnathan has been elevated from o&o TV stations pres. to TV network vp-gen. mgr., and no doubt there will be other personnel changes in next few months. Treyz, officially announced as being slated for assignment to non-broadcast phase of AB-PT operations, told newsmen he had "nothing in mind" and would "relax for a while."

At CBS, too, there'll be more changes, as Hubbell Robinson moves back from Hollywood to N.Y. this week to take over as senior program vp. First echo came last week with resignation of Guy della Cioppa as Hollywood TV program vp. effective May 15. CBS Films Pres. Robert Lewine is expected to succeed him.

ALLOCATIONS NOW IN CONGRESS' LAP: Next allocations move is up to Congress. FCC has agreed to hold off deintermixture if it gets all-channel-receiver law (Vol. 2:12 p2)—but it doesn't want de-mix forbidden by law. Good guess is that Senate Commerce Committee might go along with Commission, but that House counterpart will be reluctant.

Commission assured Committee it would hold off on the 8 de-mixes proposed last year and give all-channel law time to prove itself. However, FCC said that previous de-mix cases—some in litigation or final-ized—shouldn't be included in moratorium, that Commission should retain freedom to use its judgment. These are: Springfield & Peoria, Ill.; Bakersfield, Cal.; Evansville, Ind.

FCC made point that all-channel-law would have to be passed "by this Congress" if FCC were to agree to de-mix moratorium. What it meant was this session of Congress. Though FCC letter didn't spell it out, Commission doesn't believe it should remain committed if Congress does nothing. Of course, if Congress makes progress toward bill's passage but still doesn't pass it by adjournment, Commission isn't apt to rush pell-mell into de-mix while lawmakers are out of town. However, we can't visualize FCC ramrodding de-mix between Congressional sessions even if Congress does nothing but make noises from now until adjournment.

FCC's letter said there's plenty of legal authority to suspend de-mix, contrary to what some lawyers argue. It said that enactment of all-channel law would change picture so much that it would be justified in declaring de-mix moratorium.

Arguing against fixing de-mix into law, Commission said "such a statutory scheme would render administrative policy inflexible & ineffective." It said it believes all-channel law will achieve desired goal of making vhf & uhf work together. "But if it does not," FCC said, "the agency clearly has the duty to take further action." It said Congress created FCC to deal with precisely such complex matters. Otherwise, it added: "The responsibility for development of the nationwide TV system would then rest with the Congress, and, contrary to sound and well-established tradition and policy, the agency will have only the most limited role and discretion."

Comr. Lee offered separate statement, saying that he favors both all-channel law and de-mix, that the 2 complement each other, that FCC should declare moratorium on vhf drop-ins if it invokes one on de-mix.

EIA isn't folding its tent, despite big guns booming all-channel bill. Last week, it proposed to put the monkey on telecasters' back, too—suggesting to Congress that all-channel legislation be expanded to require all commercial vhf stations to telecast on both vhf & uhf. It gave 4 reasons:

- (1) Many stations could use uhf to program public affairs, news, education, culture, local-interest material—for which they don't now have time.
 - (2) Public would have reason to buy all-channel sets—i.e., uhf signals.
 - (3) Manufacturers would have reason to produce all-channel sets—i.e., uhf signals.
- (4) Telecasters could achieve "program and diversification at minimum cost and technical difficulty" by using existing towers. Cost of adding uhf, EIA said, would run \$70,000-\$270,000, depending on power.

EIA then came up with interesting statistic—40% of sets sold were in states with TV receiver plants. Thus, substantial part of intrastate sales—beyond reach of new interstate law—could continue to be vhf only, if manufacturers choose, and some have indicated they would so choose.

Of 1961's 6.1 million set sales, EIA said, 2,566,888 were sold in these states with receiver plants: N.Y., Cal., Pa., Ill., N.J., Ind., Minn., Tenn. Therefore, EIA concluded, FCC Chmn. Minow's estimate that most sets would be vhf-uhf within 6 years is wrong—and 7, 8 or more years is more realistic.

Winding up with its policy position, EIA stated: "The set manufacturing industry would be deprived of its right to determine for itself what it should produce for sale in interstate commerce, having to defer, like the consumer, to the omniscience of government. Such an imposition upon a free people seems to us absolutely indefensible and, we believe, without precedent where no question of public health or safety is involved."

EIA said it wouldn't challenge all-channel law in courts but asserted it's "inconceivable" that individual set makers wouldn't. Justice Dept. is ready to contest a challenge, Deputy Attorney General Byron R. White last week informed Sen. Pastore (D-R.I.), chmn. of Commerce Subcommittee. "Television receivers are obviously instrumentalities of interstate commerce," White wrote. "This is clear from the technological role they play in the process of communication from television studio to television viewer: it is only when the receiver translates the modulations emanating from the transmitter into sound and light that the process of electronic communication is completed. . . . This communication is national in scope; that there may be some local transmissions does not defeat the essentially interstate character of the process. . . . Such is the nature of television communications today, that every receiver is manufactured for interstate commerce, because it is itself an instrumentality of that commerce."

LOUD VOX POPULI IN CHICAGO: First phase of FCC's Chicago "local needs" hearing (Vol. 2:9 p3) went just about as you'd expect. File of witnesses paused in witness chair before Comr. Lee long enough to blast commercial stations (independent WGN-TV & ETV WTTW usually excepted) for giving them little attention. But fair number of witnesses stuck up for the stations, praised them for cooperation, expressed concern about FCC probing leading to "govt. control." Station witnesses get their licks in starting April 12. Examples of week's testimony:

Rev. John S. Banahan, dir. of Roman Catholic Archdiocese TV-radio office, said that WGN-TV & WTTW gave "remarkable service," while CBS's WBBM-TV & NBC's WNBQ give Catholics 8:30 a.m. Sun., "worst possible time," and ABC's WBKB was very uncooperative.

John H. Sengstacke, Negro spokesman, asserted that "the Negro as a human being doesn't exist" as far as attention from stations is concerned. Peter R. Scalise, Italian spokesman, complained of concentration on Italian gangsters.

Dale Pontius, political science prof. at Roosevelt U., said FCC should "get out of its ivory tower" and resign unless it brings about "an alteration of the ratio between rubbish & treasure." This moved Lee to remark: "It takes a good-humored man to sit & listen to the suggestion that the people who provided this hearing should perhaps be replaced."

In defense of stations were witnesses such as these: Perry L. Fuller, Chicago Bar Assn., said request for time by special groups, if all were granted, would completely fill stations' schedules. He stated that broadcasters should be allowed to "thrive or wither within the broad framework of the free enterprise system."

Joseph T. Meek, pres. of Ill. Retail Merchants Assn., said: "I would rather have the consumer dictate [television programming] through dial-twisting on a TV set, than have a busy gentleman miles away trying to dictate my tastes."

Noble J. Puffer, Cook County school supt., commended WNBQ for carrying notices of emergency school closings. Harold R. All, Internal Revenue Service, testified that stations gave "excellent" live & taped programs on income tax.

In speech before Chicago Broadcast Advertising Club, Lee said that hearing to date impressed him with fact that local operator isn't in position to accept responsibility for network programming and "we might just as well transfer by legislation responsibility for network programming directly to the network"—though he might change his mind. Lee also said similar hearings may be held in smaller cities.

Network spokesmen were asked to bring with them, when they take stand, all files dealing with

local live programming—since 1958. FCC counsel Arthur Gladstone asked for internal memoranda, budgets, personnel movements, etc.

Hearing appears to be giving FCC what it sought—chance for special groups to damn or praise stations, thus informing Commission, and chance for publicity to draw attention to possible shortcomings of stations.

Newspapers gave story national coverage—but local TV stations did complete pooled job, too.

COURT BMI-DIVESTMENT PLAN TURNED DOWN: Telecasting industry has rejected a court plan for resolving music-license-fee struggle between stations and ASCAP.

In closed N.Y. session last week, it's understood, All-Industry TV Station Music License Committee agreed virtually unanimously to turn down proposal advanced by Federal District Court Judge Sylvester J. Ryan. He had suggested that ASCAP give TV 10-year license with fees about 17% below present rates—if stations would drop their ownership of rival licensing organization Broadcast Music Inc. All-Industry group will now inform Judge Ryan of decision. Case is before him because of consent decree against ASCAP which requires court adjudication of rate negotiations when industry & ASCAP don't agree. Next move, apparently, is up to judge.

BMI was established by broadcasters in 1940, as an alternative music source, when they and ASCAP failed to agree on rates. Since then, BMI has grown to point that it licenses 41% of all radio-station music, ASCAP 49%; TV percentage is about the same. BMI annual revenues are \$12.7 million, ASCAP \$33.1 million.

RED CARPET FOR GOVT. COMMUNICATIONS BOSS: Senate Commerce Committee members, backed up by visitors from House side, fell all over themselves heaping compliments on Dr. Irvin Stewart, nominee for Director of Telecommunications Management (Vol. 2:9 p4). After confirmation hearing last week, Committee approved appointment, and Senate is considered certain to confirm him.

Some committee members were almost wistful in requesting Stewart to look into military reservation of portions of spectrum which broadcasters long have eyed covetously for more vhf channels. Holding up spectrum chart, Chmn. Magnuson (D-Wash.) pointed to small commercial TV portion, declared: "That little space allotted to television has caused this committee more trouble than anything else I've seen since I've been here." Commerce Communications subcommittee Chmn. Pastore (D-R.I.) chimed in, complaining about complexities of allocations, said: "We've been having a tough job up here... We only have 12 vhf channels and we're struggling with this problem every day. Now, if the government can release to us some of its space, we want to know; if it can't, we also want to know." Magnuson asked Stewart to make a progress report to Committee after he'd been on job for a while, said the Senate group "can't make decisions unless we know what the other hand is doing." Stewart was pleasantly noncommital, said he'd do the best he could.

New govt. communications boss will have complete authority over disposition of govt. portions of spectrum, answerable to no one but President, though technically he's an Asst. Director of Office of Emergency Planning. This was confirmed by question by Sen. Case (R-N.J.) who asked: "You will have the authority to release any government spectrum space to private users?" Stewart replied: "Yes, I'll offer no alibi." Responding to statement by Magnuson that he would be subjected to pressures to release some govt. space, Stewart agreed wryly: "My neck is on the line."

SATELLITE COMPROMISE GROWING: Middle ground in communications satellite ownership & operation began to emerge last week, after Senate Space Committee Chmn. Kerr (D-Okla.) met with President Kennedy and after Attorney General Robert Kennedy had testified. It seems Administration is willing to go along with letting private firms own ground stations and with reducing State Dept. role—but agreement on basic financing isn't apparent yet.

In House Commerce Committee hearing, Attorney General expressed concern lest AT&T dominate carrier-owned system. Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, with similar fears, testified against both Kerr and Administration proposals, didn't come out for govt. ownership, asked for addition of safeguards to forestall "monopoly" by AT&T.

Sen. Kefauver (D-Tenn.) still wants govt.-owned system, scheduled hearings by his Anti-Trust Sub-committee starting March 29—but that approach hasn't a chance. RCA Chmn. David Sarnoff, in testimony before House Committee, affirmed support of Administration's proposal—and committed RCA to investing in system, something RCA Pres. Elmer Engstrom hadn't been prepared to do when he testified (Vol. 2:10 p4).

Soviet Premier Khrushchev, meanwhile, informed President Kennedy he's willing to join U.S. in space ventures, including communications.

CURRENT CAPSULES

FCC is assuming powers Congress hasn't given it—when it tries to protect stations from economic injury by denying microwaves to feed CATV systems. So stated NCTA last week, petitioning Commission to reverse Carter Mountain decision. In that case (Vol. 2:8 p4), FCC denied microwaves which would bring additional signals to CATVs in Thermopolis, Riverton & Lander, Wyo., saying it had to protect KWRB-TV Riverton. NCTA said fears of station demises because of CATV just haven't materialized. Also, last week, FCC ruled in favor of CATVs, dismissing complaint of WBOY-TV Clarksburg, W. Va. against local CATV. Station had claimed CATV must quit unless it meets common-carrier qualifications, but Commission held that system isn't a common carrier.

TV sex & violence hearings will be resumed within next 2 weeks by Sen. Dodd (D-Conn.) and his juvenile delinquency subcommittee. CBS-TV Pres. James T. Aubrey and NBC Pres. Robert E. Kintner probably will be chief witnesses. ABC-TV testified Jan. 25 in rough session featuring former Pres. Oliver Treyz (Vol. 2:5 p3) who was replaced last week by Thomas W. Moore. CBS & NBC sessions are expected to end hearing, Dodd planning to introduce legislation affecting programming.

Personals

John S. Hayes, Post-Newsweek stations pres., elected United Community Funds & Councils of America pres... Frederick Pierce named ABC-TV research & sales development dir... Charles H. Schultz, former CBS-TV associate producer, named exec. producer, Educational TV for the Metropolitan Area, N.Y.

Howard B. Anderson, ex-ABC Films vp & sales mgr., named 20th Century-Fox syndication dept. mgr.... George W. Cyr, ex-WGR-TV Buffalo program dir., named to same post at WNAC-TV Boston . . . David Milam promoted to Petry Dallas office head.

Walter A. Scanlon, ex-CBS Films merchandising & promotion mgr., named NAB New England field rep.

Harry F. Schroeter, National Biscuit Co. general advertising dept. dir., named Assn. of National Advertisers broadcast advertising committee chmn.

Frederick L. Gilson named CBS Films St. Louis mgr.; Jack Waldrep promoted to Atlanta office chief . . . Mitchell M. Benson, ex-Talent Associates, named Westinghouse Bestg. TV program mgr., a new post, in N.Y. . . . Ray Junkin, ex-Program Sales Inc. head, named Screen Gems (Canada) Ltd. gen. mgr., succeeding Steve Krantz, promoted to Screen Gems international div. sales chief, N.Y. . . . Dick Wheeler, ex-WFAA-TV, Dallas, named KOTV Tulsa news dir.

Obituary

Leon L. Caudle Jr., 50, chief engineer of WSOC-TV & WSOC Charlotte, died at his home there March 17 of heart attack. He supervised establishment of WSOC-TV in 1957.

"Charlie Walker" obscenity case went through another phase last week when FCC rejected claims of disc jockey Walker that tapes of his broadcasts on WDKD Kingstree, S. C. may have been tampered with (Vol. 1:14 p2). Examiner has recommended that FCC lift license of E. G. Robinson Jr. for permitting Walker to air his obscenities. In Feb., Walker wrote to FCC Chmn. Minow, stating that tapes introduced at hearing could have been altered and complaining that he hadn't been called to testify. He was answered last week by Broadcast Bureau Chief Kenneth Cox, who said that testimony about tapes was "unrebutted & unimpeached" and that examiner invited anyor-all to testify when hearing started.

Complaint to FCC Chmn. Minow by Indiana Bestrs. Assn., protesting exclusion of TV-radio from FTC milk-war hearing in Indianapolis (Vol. 2:12 p 4), was answered last week by Minow's special asst. James Sheridan. He said that Minow believed FCC network hearings weren't disturbed by broadcasters' tools—but that he couldn't comment on FTC practices.

Col. Glenn's takeoff from Cape Canaveral was seen from unique position by NAB Pres. Collins, Rep. Fascell (D-Fla.) and 15-20 others aboard Miami-to-Washington plane. At urging of passengers, pilot throttled speed, coordinated flight with countdown received over radio, arrived near Cape just as rocket took off.

Operation of Syracuse Ch. 9 station in reasonably near future seems more likely than ever, now that 9 of the 10 applicants have agreed on an interim venture—only Syracuse TV abstaining.

ETV Ch. 10 CP in Pullman, Wash. has been awarded to Washington State U.

Add 40th birthdays: WSB Atlanta March 15, WLW Cincinnati March 22.

"Atmosphere of fear and economic strangulation which emanates from the nest of socialist-liberal thinkers in Washington" must be eliminated if the U.S. is to attain the greatness envisaged by its founding fathers, Taft Bestg. Exec. vp Lawrence H. Rogers II told Alabama chapter of Sigma Delta Chi in Birmingham last week. "Without the added editorial voices of radio and television," this can't be done, he said. Citing trend from newspapers to TV as prime news source for many, he called it "more vital than ever for the TV and radio licensees of the nation to exercise their responsibilities in matters of public opinion."

Start fighting City Hall while there's still time, AFA Pres. C. James Proud warned Ad Club of N.J. last week. He reiterated AFA's opposition to proposed FTC temporary cease-&-desist order bill (HR-8830), pointed out that President Kennedy supported passage in his recent consumer message. Proud reviewed other restrictive legislative proposals, including mail rate increases and omnibus tax reform bill, urged admen to throw weight into fight against increasing govt. intervention into private enterprise.

Impressive local programming excerpts were shown in Washington last week by Corinthian Bestg. Corp. at reception-dinner in Mayflower Hotel. Corinthian head John Hay Whitney was among greeters who welcomed substantial turnout of Senators, Congressmen, FCC members, et al. Group also announced new 6-week summer scholarship program at its stations for 3 college juniors & seniors.

Sale of KOGO-TV-AM-FM San Diego to Time Life Best. by KOGO Bestg. Corp. for \$6,125,000 has been approved by FCC. Commission also approved sale of 51.4% interest in KGMB-TV & KGMB Honolulu, KHBC-TV & KHBC Hilo, and KMAU-TV Wailuku, Hawaii, for \$5,720,820 to Hawaiian Publishing Holding Corp. by Hawaiian Bestg. System Ltd.

Express Publishing Co., San Antonio, owner of KENS-TV & KENS, and publishers of San Antonio Express and News, has been purchased by Harte-Hanks, Texas newspaper chain, for \$6.2 million. Harte-Hanks already owned 37.43%, purchased 33.33% from George B. Brackenridge estate for \$3.3 million, approximately 24.6% from Huntress family for \$2.9 million.

"Frontiersmen (j.g.)" is label given to ambitious young assistants in Administration by March 19 Newsweek article. Among members of "New Frontier Club" is Tedson J. Meyers, admin. asst. to FCC Chmn. Minow. Magazine says they're "powerful . . . arrogant . . . even to a noncommittal eye, they have an air about them, these men—a sense of power, a feeling of high places."

Educational TV for the Metropolitan Area has applied for call letters WNDT for its Ch. 13, N.Y. ETMA Pres. Dr. Samuel B. Gould said letters would be tied to slogan: "New Dimensions for Television." Station will begin televising test pattern & audio tone 1-8 p.m. daily April 2, start programming Sept. 16.

TvB of Canada will hold first annual meeting at Queen Elizabeth Hotel, Montreal, March 26. Bureau's first all-Canadian publication, TV Basics, covering aspects of Canadian TV advertising, will be introduced at meeting, scheduled during CAB convention.

Dave Garroway, part owner of FM Listeners's Guide, will address NAFMB convention in Chicago March 31, preceeding NAB convention.

FCC Chmn. Minow's associates were astonished by long report on his views in March 20 Wall St. Journal, asserting that many were off base. They point out, for example: (1) Article said Minow has been "largely thwarted by uncooperative FCC colleagues" and "a reluctant Congress"—but his relationships with them are very good, and he's seldom in minority on major matters. (2) Story says that Minow "has his eye on a large, network-affiliated TV station in Los Angeles that he thinks is ripe for license revocation on grounds that its program performance has not matched its promises." His colleagues say Minow has no such thing in mind. Minow himself declined to comment on article.

Scripps-Howard Bcstg. filed registration statement (SEC File 2-19988) for initial public offering of 375,000 shares of common stock, at \$20 through underwriter First Boston Corp. Stock will be sold by 4 individual holders and E. W. Scripps Co., which currently owns 71.5%. After sale, Scripps will retain about 66%%, other 4 principals 10% aggregately. It operates WEWS Cleveland, WCPO-TV-AM-FM Cincinnati, WMCT, WMC & WMCF Memphis, WPTV W. Palm Beach, radio WNOX Knoxville.

QXR FM network of Interstate Bestg. Co. will be operated by Fidelisound Media Corp. beginning about April 1. Interstate Exec. vp Elliott M. Sanger said operation of network of 16 FM stations by separate organization will speed up development. Interstate will have no ownership in Fidelisound, subsidiary of Novo Industrial Corp. New address of network will be 630 9th ave., N.Y. Novo's Chester M. Ross will be chief executive officer.

Sale of WDOK & WDOK-FM Cleveland to Transcontinent TV Corp. by Frederick C. Wolf et al. for \$1.4 million has been approved by FCC. Purchase of WHFC & WEHF Chicago by L&P Bestg. Corp. (Leonard & Philip Chess) for \$1 million, from Richard W. Hoffman, has been negotiated by Blackburn & Co.

FCC denied petition to reconsider its approval of sale of KXLY-TV & KXLY Spokane (Vol. 2:7 p6) requested by former mgr. Richard Jones. Commission said it had found no pertinent information withheld, as charged by Jones, added that dispute over alleged non-payment to Jones for his interest in stations was matter for the courts.

Assn. for Professional Bestg. Education will hold annual meeting at Conrad Hilton, Chicago, March 31-April 1, in conjunction with NAB convention. A highlight will be report on a "Broadcasting Industry Employee Research Study," based on results of APBE-NAB survey, which will be presented by NAB's James H. Hulbert.

Record daytime audience, 39.9 million homes (for 5 hrs., 15 min.), viewed Glenn flight, Nielsen reports. Total surpassed figures for Democratic convention (38.7 million), Republican convention (36.9 million), nearly equaled 40.6 million of Kennedy-Nixon debates.

TelePrompTer picks Wexton Co., N.Y., as ad agency—exec. vp Adrian S. Price account supervisor, Martin B. Brucker account exec.

Sweden expands TV & FM coverage, ordering 21 TV transmitters, 40 FM, from Marconi's—deliveries to come during next 4 years.

New England Citizens Crime Commission presents award to CBS for its "Biography of a Bookie Joint" (Vol. 2:7 p 5).

KTNT-TV & KTNT Tacoma-Seattle name Paul H. Raymer Co. rep.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

ZENITH'S TRUESDELL ON SALES & INVENTORIES: "Now is the time to be watchful," said Zenith Sales Corp. Pres. Leonard C. Truesdell last week as TV industry prepared to close books on good first quarter and move into traditionally slow April-May-June. "There's certainly no cause for alarm," he told us, "but the industry should be careful not to let itself be carried away and overproduce."

Comments of Truesdell, an acknowledged master of both merchandising & production control, carry particular weight. He's not speaking from hunger, since Zenith is just completing its best single quarter in history in black-&-white TV. And Truesdell's was first voice to warn of potential overproduction disaster $1\frac{1}{2}$ years ago—in these pages back in Sept. 1960 (Vol. 16:39 p15)—signaling industry to apply production brakes.

Situation is quite different now, of course. As we pointed out 2 weeks ago, most manufacturers feel TV inventories are in healthy shape, considering sales gains over 1961 (Vol. 2:11 p7). And Truesdell agrees first-quarter business has been healthy. "There's certainly nothing disastrous—but at this time of the year, inventories bear watching."

Here's his reasoning: "The industry could be carried away by its preoccupation with this good business. Remember, we're going into the slow season. An extra one-week supply of TV sets for the industry at this time of year can represent as much as 3 or 4 weeks' supply during the slow months. So far in March, the industry is producing more TVs than it's selling. If this keeps up through April, inventories could be excessive in May & June."

April, May & June are traditionally the 3 slowest months for TV set sales at both distributor & retail levels. Historically, only 15% of year's sales to dealers and 16.8% of sales to public are made during 2nd quarter. Here's how other quarters stack up in percentage of year's distributor-to-dealer sales: first, 24.8%; third, 26.8%; fourth, 33.4%. In retail sales, pattern is: first, 25.5%; third, 25.6%; fourth, 32.1%.

Truesdell also feels industry's production mix is wrong. He reiterated contention which appeared last month in these pages—that buildup of 19-in. sets seems to be too great for sales (Vol. 2:8 p8). "The industry is going crazy on 19-in. sets; again in March, they're producing more than they're selling," with sales of 23-in. sets actually outstripping production. "This should be kept under control. Manufacturers should keep an eye on their profit status, and nothing can dissipate profits like liquidation."

As to trend to lower set prices—19-in. at \$140 & 23-in. at \$170—Truesdell expressed this opinion: "The industry can move so fast nowadays that nobody can gain a price advantage for more than 10 days—it takes about that long for competitors to meet price cuts. The industry is going down the road of no return [in pricing]—and Zenith is not going along."

How was Zenith's first quarter? A record all around, says Truesdell. In monochrome TV, it was company's best single quarter in factory production & distributor sales to dealers. "Our share of industry is higher than a year ago—and we're not giving it away for \$139." In addition, color TV sales are "very satisfactory—better than we had anticipated." In radio & stereo, Zenith reported best business of any first quarter to date.

JAPANESE ELECTRONICS BOOM CONTINUES: Don't misread or overestimate reports of "slump" in Japan. From standpoint of electrical-electronics companies, profits have increased substantially from 1960 to 1961 and most firms are projecting similar gains in 1962.

Recently, we presented tabulation of increased sales & profits of U.S. TV-radio manufacturers for 1961 (Vol. 2:11 p7). Below you'll find similar table of Japanese electrical manufacturers who make TVs & radios—and you'll find sales & profits gains are more substantial.

The 3 leading electrical equipment manufacturers in Japan—Hitachi, Mitsubishi Electric & Tokyo Shibaura—reported total sales of \$815 million, pre-tax profits of \$68 million in their 1961 fiscal years, compared with \$614 million & \$52.9 million in fiscal 1960.

One major firm not on list below is Matsushita (although its non-consolidated subsidiary Victor Co. is), because its full-year report wasn't available at press time. Its report for 6 months ended May 20, 1961, however, showed net sales of \$178,613,000 and pre-tax earnings of \$19,816,000, up from \$153,728,000 & \$16,029,000 year earlier. Company is forecasting 32% increase in sales, 21% rise in profits and 92% boost in exports for 1962.

Particularly noteworthy is fact that Matsushita, like many other Japanese electrical-electronics firms, seems to be pinning its expansion plans on sharply increased exports. Matsushita is due to become active on U.S. TV market this year through its 14-in. Panasonic bookshelf TV. It's learned that Matsushita has contracted to sell 10,000 of these sets to Matsushita of America, beginning this spring. Other big Matsushita TV deals: 10,000 TV sets (17-in.) to Rumania from March to May, 10,000 TVs to Indonesia by June.

Because of growing significance and increasing interest in Japan as electronics producer—and in Japanese electronics firms—we have arranged with Yamaichi Securities Co. of N.Y. (111 Broadway) to list results of major Japanese firms in our regular back-page financial table, as they are announced. In meantime, here is recap of sales & pre-tax net profits for fiscal 1960 & 1961 of 7 major firms which have already announced their full-year results:

	Year	1960		1961		
Company	Ended	Sales	Profit	Sales	Profit	
Hitachi Ltd.	Sept.	\$535,010,000	\$44,169,000	\$721,930,000	\$57,558,000	
Tokyo Shibaura Elec.	Sept.	370,640,000	36,067,000	494,120,000	44,644,000	
Mitsubishi Elec.	Sept.	249,330,000	18,864,000	318,570,000	25,372,000	
Nippon Electric	Sept.	85,220,000	8,014,000	115,590,000	9,564,000	
Victor Co.	Sept.	39,350,000	3,047,000	50,420,000	3,928,000	
Sony Corp.	Oct.	33,150,000	3,383,000	44,560,000	3,364,000	
Nippon Columbia	Sept.	33,940,000	2,711,000	40,720,000	2,894,000	

PHILCO'S PRE-FORD EXECUTIVES—2 MONTHS LATER: February 1 was severance day for goodly number of Philco career executives in wake of takeover by Ford Motor Co. (Vol. 2:4 p11). Their departure flooded TV industry with wealth of seasoned talent & experience, and last week we made rounds to see what plans these ex-Philcoites have made or are making.

Executives we spoke with last week are taking their time, analyzing individual situations & offers to assure making proper move. They can afford to move slowly because of Ford-Philco severance liberality—4 months' pay plus, in some cases, fruits of Philco's profit-sharing program and some special contracted financial arrangements. Although one executive told us bluntly "they didn't give us a thing that wasn't coming to us," most of ex-Philco people regard severance nest egg as insurance against fast decisions & quick moves. Here's rundown:

James M. Skinner, Jr., former pres., is still vacationing in Nassau but is due back in Philadelphia shortly. His plans are still under wraps.

Frederick D. Ogilby, pre-Ford vp & sales director, is moving out of both Philadelphia & TV-radio business. He told us he's sold his Rydal, Pa. home and is moving April 20 to Fort Lauderdale, Fla., 2422 Del Mar Place. He is buying into a chemical company in Fort Lauderdale. "It's a local company that needs national distribution," he told us, "and I'm going to help them get it."

Larry Hardy, longtime Consumer Products Div. vp-gen. mgr. who had planned retirement prior to Ford's entry, told us he's also leaving Philadelphia but only for an extended vacation that may stretch to a year. He's sold Jenkintown, Pa. home—to Ford colleague Gene McCormick, now Philco's finance vp. Hardy leaves April 15 for a 60-90 day West Coast jaunt. He then returns to apartment in Wyncote House, Jenkintown, before leaving in the fall for extended European tour "to see some of the sights I've always wanted to see." After traveling is over, in about a year, Hardy told us, "I want to spend some time in education—in the industrial design field." Hardy emphasized that he's neither a designer nor an educator, but "you don't have to be

either to teach about industrial trends & designs that can make money." He continued: "I'd like to contribute my experience to some institution, to teach youngsters practical designing. With the public, you can be a quarter or even one step ahead. But if you start designing for designing's sake, and get 3 steps ahead, you're dead. Designers have to learn this." Although Hardy is still putting in some time at Philco on some clean-up projects, he's spent his post-Philco days "getting my estate in shape so that I can run away from it."

John L. Utz, who was special markets director when he ended 25 years with Philco, told us "I'm having an excellent rest and taking my time. I've even played golf in the middle of the week—and I haven't done that in 25 years." He said he's "talking to a lot of people in all kinds of fields." Although "I'm not excited about leaving Philadelphia," Utz continued, "if the deal is right, I'll move most anywhere." He said he's discovered one interesting fact. "Marketing, which we take for granted in the TV field, is a whole new world to many companies in other fields. In the past, they've lumped marketing with peddling. I now find more and more of these companies now regarding the science of marketing with new understanding & respect."

John T. Morgan, Consumer Products Div. associate distributor accounts mgr., told us he is "still talking to people, mainly in the electronics field." He has "no commitments yet, but several things are hanging fire."

Walter H. Eichelberger, Jr., radio sales mgr. when he resigned after 14 years, was on a business trip when we contacted his home in Meadowbrook, Pa. We understand, however, that although he, too, is uncommitted, he is studying several prospects.

Henry Bowes & Robert Theis, of course, have moved into new posts. Bowes resigned as Consumer Products Div. vp-gen. mgr. under his own steam to take "a better job" with ITT in its Washington office (Vol. 2:3 pl2). Theis, who moved out of Philco as Consumer Products Div. gen. sales mgr., moved into Sylvania Home Electronics presidency vacated by Peter J. Grant (Vol. 2:11 p9).

TV-RADIO PRODUCTION: EIA statistics for week ended March 16 (11th week of 1962):

	March 10-16	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV Total radioauto radio	128,905	133,674	95,479	1,421,985	1,113,908
	243,136	132,99 7	285,464	3,909,426	3,034,220
	122,064	249,659	80,313	1,409,920	933,699

TOPICS & TRENDS

Reaction to Motorola's 23-in. table model at \$169.95 (Vol. 2:10 p6) apparently will be long-term rather than immediate. There's no question that new price floor has been set under 23-in. as well as 19-in. sets now, but there may be waiting period before most big manufacturers officially try to match Motorola's price schedule. Here's why: (1) There's not much time left before introduction of new lines — May & June — and many manufacturers are going to wait until then. (2) The 23-in. set at \$169.95 wasn't as startling as Motorola's 19-in. at \$139.88. While no major brand 23-in. lines have officially started at \$169.95, there have been on-&-off promotions at or near this price. Olympic, for example, has long had 23-in. table model (open list) very close to Motorola's in dealer price.

Speaking of lower-priced sets, Muntz has finally introduced its "Metropolitan" 19-in. set at \$99, first forecast in these pages last August (Vol. 17:32 pl9). Set uses 6 GE Compactrons. Also introduced by Muntz is 12-tube 23-in. table model at \$139.95. Muntz also entered portable phono business with unit at \$79.95. Story of Muntz TV's comeback, under guidance of Pres. Wallace A. Keil, is outlined in March 19 Electrical Merchandising Week, which states that Muntz now has about 1½% of TV market (which would be approximately 90,000 sets) and is aiming to double its share by end of next year. Keil is quoted as predicting \$12 million sales, \$1.1 million profits for fiscal year ending Aug. 31, and elimination of company's debts by next January.

Delmonico International, importer of Japan Victor TV & stereo and other Japanese & German radios & phonos, reports Jan.-Feb. sales totaled more than \$2 million, as opposed to \$10 million for all of 1961. Exec. vp Herbert Kabat said "back order position on most of the line continues very heavy."

IRE International Convention this week at Waldorf-Astoria & N.Y. Coliseum is expected to attract more than 70,000 engineers & scientists. Principal speaker at March 28 Golden Anniversary Banquet will be RCA Chmn. Brig. Gen. David Sarnoff, onetime secretary of IRE. In technical sessions, emphasis is on space, computers & sophisticated components, with broadcasting & TV-radio receiver sessions cut down to half-day each this year although there will be fairly heavy emphasis on sound recording & reproduction.

The 3 papers in broadcast & TV receiver category: Recent Color-TV Developments, by research consultant B. D. Loughlin; TV Relaying via Satellites, by AT&T's H. E. Weppler; Semiconductor Applications to TV Receivers, by Texas Instruments' Roger R. Webster. In broadcasting category, FCC's Arnold G. Skrivseth will report on early returns from Commission's experimental WUHF N.Y., while Melpar engineers will describe WUHF's antenna. Other antenna papers will be given by RCA's M. S. Siukola & GE's R. E. Fisk. NBC's J. L. Hathaway will describe network's experiments with interleaved sound & picture transmission. Among audio papers is one on system of electrostatic recording, by engineers of Armour Research Foundation & du Pont.

Tape recorder sales should rise 20% over 1961 this year, according to roundup in March 20 Home Furnishings Daily. Although figures on industry are sketchy, HFD says that 1961 unit sales were about 550,000 (excluding \$20-\$35 "toys") at about \$60 million, up from some 500,000 in 1960. "Toy" sets—mostly imported —racked up sales of about 500,000 last year, the trade paper reports. HFD attempts to rank manufacturers by number of units (over \$50 list) sold last year. Total of estimates for all companies comes to 982,000-1,112,000 —about twice as many as industry actually sold. According to HFD tabulation, Webcor, Revere-Wollensak (3M) & V-M were biggest sellers last year, with Sony possibly No. 4.

Stereo stations on air now total 80—latest starters being WASH Washington, D. C., KRHM Los Angeles & WSFM Birmingham, Ala.

Trade Personals

Gen. David Sarnoff, RCA chmn., and RCA counsel John T. Cahill, join board of Avis, 2nd largest car rental service—announced by Lazard Freres & Assoc., investment banking firm which has taken over control of Avis.

Douglas B. Annan elected pres. of Sprague Electric's Sprague-TCC (Canada) Ltd. . . . Frank M. Viles Jr. resigns as pres. of ITT's Distributor Products Div. to form Mark International Corp. to advise U.S. & overseas companies on marketing in foreign countries.

George R. Marek, RCA Record Div. vp-gen.mgr., will address opening day luncheon of Music Industry Trade show in N.Y. June 24 . . . Vin Zeluff named editorial dir. of *Electronics Products Magazine*.

Jules G. Cinque appointed Emerson Radio design dept. dir. . . . Takanobu Yoshihara named head of Toshiba's N.Y. office.

H. C. Tittle appointed operations planning vp, Sylvania Electronic Systems, Waltham, Mass., succeeded as vp-gen. mgr. of Buffalo operations by E. J. Vigneron . . . Henry R. Owen promoted to district mgr. of new GE closed-circuit TV sales office, 420 Lexington Ave., N.Y.

Francis X. Daly named administrative assistant to Charles J. O'Donnell, Allen B. Du Mont Labs gen. mgr. . . . Harold Nuttall named pres. of English Electric Corp., N.Y., succeeding E. Stanley Dean, retired; Nuttall succeeded as exec. vp by John S. V. Walton.

Neil J. Cantor, ex-George's Radio & TV, Washington, elected exec. vp of American Music Guild Inc. (record club), subsidiary of Space-Tone Electronics Corp., Washington.

Thompson Ramo Wooldridge for first time has nominated 3 outside executives for directorships on its board. Nominated for election at April 24 annual meeting are Cal. Tech professor & provost Dr. Richard F. Bacher, Eastman Kodak Pres. W. S. Vaugh, Mellon National Bank vp James T. Brown. They would replace Gen. B. W. Chidlaw & Dr. R. P. Johnson, who will continue as vps, and Gen. H. L. George, retired.

Obituary

Mrs. Cathleen Chamberlain Bennett, wife of Martin F. Bennett, RCA distributor and commercial relations vp, died suddenly March 22. In addition to Mr. Bennett, she is survived by a son & a daughter.

Sylvania moves West: Shifting closer to midwest set makers, Sylvania is transferring part of its black-&-white picture tube production facilities from Seneca Falls, N.Y. to its Ottawa, O. plant. Transfer will be made over next 4 months, bringing employment at Ottawa up to 1,000 from 700 and reducing employment at Seneca Falls by about 300. After the change, according to Senior vp Merle W. Kremer, Seneca Falls facilities will primarily supply eastern replacement market. He added that Sylvania is still studying color tube market (Vol. 2:11 p9) and that if it does resume commercial production of color tubes, they will be made in Seneca Falls.

Reports & comments available: Indiana General, report, H. Hentz & Co., 72 Wall St., N.Y. 5. Radio Shack, report, Granbery, Marache & Co., 67 Wall St., N.Y. 5.

Harvey Radio Co. has been listed for trading on American Stock Exchange. Symbol: HRA.

Official TV-radio-phono production statistics for January, as released last week by EIA, show increases over Jan. 1961 in output of total TV, uhf-equipped TV, autoradio, home radio & FM sets—but decrease in phono production (both stereo & mono). Here is EIA's production comparison of Jan. 1962 with Jan. 1961:

	Jan. 1962	Jan. 1961
Total TV	488,869	367,935
TV with uhf	39,609	25,270
Total radio	1,350,630	1,090,073
auto radio	530,589	387,136
FM radio	76,510	50,421
Total phono	259,559	291,749
monaural	73,200	80,366
stereo	186,359	211,383

Mergers & acquisitions: GPE's subsidiary General Precision has purchased for \$5 million the 50% interest in Royal Precision Corp. held by co-owner Royal McBee Corp. (Vol. 2:12 p10). Telex Inc., Minneapolis maker of communications equipment & electronic devices, will acquire Tulsa-based Midwestern Instruments, subject to approval of latter's stockholders at March 27 meeting. Terms involve exchange of one share of Telex common for each 2¼ shares of Midwestern and conversion into common of \$1.8 million outstanding Midwestern debentures. Midwestern makes tape recorders, recording oscillographs, other electronic equipment.

Value of TV & radio set shipments in 1960 dropped to \$1,719,337,000 from 1959's \$1,781,133,000, according to Commerce Dept. Receiver industry employed 71,743, had payroll of \$340,600,000 during year, compared with 74,874 and \$339,395,000 in 1959. Shipments of picture tubes fell off from \$183,169,000 in 1959 to \$179,932,000 in 1960, receiving tubes were down from \$422,068,000 to \$397,032,000 during year. Shipments of transmitting tubes rose slightly, from \$291,903,000 to \$292,842,000, all other electronic components also increased, from \$2,047,784,000 in 1959 to \$2,329,326,000 in 1960.

New plants & expansions: Maxson Electronics will build a \$4-5 million hq-lab-production facility on 100-acre site at Great River, N. Y. All Maxson N.Y.C. activities will be transferred to new location. Webcor will start building this summer a \$1-million, 125,000-sq.-ft. plant at Berkely, Ill. for its Govt. Electronics Div. Sales of this division are expected to total \$8 million in 1962 fiscal year ended May 31—up from \$4.5 million year earlier. IBM plans to construct a plant for its Components Div. on 500-acre site at East Fishkill, N.Y. Plant is slated for 1964 opening.

Philips Lamp, Netherlands-based worldwide electronics giant, reported a 4% sales gain in 1961 over 1960, but profits dropped 18%. Company attributed earnings decline in part to revaluation of Dutch guilder. It also reported making progress in efforts to get listing on N.Y. Stock Exchange. Approximately 37% of Philips common, which is traded here over-the-counter, is owned by U.S. shareholders. About same percentage is Dutch-owned.

Factory sales of both TV picture & receiving tubes opened new year well ahead of dollar & unit volume posted in Jan. 1961. Here are EIA's official figures, released last week:

 January 1962
 January 1961

 Units
 Dollars
 Units
 Dollars

 TV picture tubes
 802,061
 \$15,625,304
 707,833
 \$14,430,602

 Receiving tubes
 29,592,000
 24,789,000
 26,343,000
 22,227,000

Officers-&-Directors stock transactions as reported to SEC for February:

Allied Artists. Maurice Goldstein sold 8,000, held 5,-100. Roger W. Hurlock bought 500, held 28,200.

American Bosch Arma. Charles Allen Jr. bought 1,-000, sold 4,000, held 42,457.

Ampex. Herbert L. Brown bought 1,125, held 3,798. Arvin Industries. Fred E. Daniel sold 400, held 5,415. Audio Devices. Joseph K. McCammon sold 3,000, held 7,043. Ralph W. Peverley bought 100, held 200.

Cohu Electronics. H. W. Cohu bought 1,000, held 8,000. CBS Inc. Arthur Hull Hayes sold 2,000, held 7,047.

Decca Records. Milton R. Rackmil bought 300 as cotrustee, held 18,600.

GE. L. Berkley Davis sold 540, held 56.

Lafayette Radio Electronics. David A. Lomasney bought 500, held 8,000.

Movielab Film Lab. Harry Brandt bought 700, held 1,800. David E. Winer bought 1,000, held 1,500.

NT&T. Eugene V. Klein bought 27,400, held 122,623. Packard Bell Electronics. Robert S. Bell bought 6,120, held 12,440. C. A. Duffy bought 1,020, held 1,122. Robert J. Haldeman bought 255, held 408. Robert E. Hogan bought 128, held 612. William H. Moore bought 714, held 1,214.

Paramount. Y. Frank Freeman sold 100, held 200. RCA. Carroll V. Newsom bought 100, held 100.

Raytheon. Stanley P. Lovell sold 677, held none. John T. Thompson sold 300, held 52.

Screen Gems. Jerome Hyams bought 500, held 4,739. Terminal Hudson Electronics. Irwin Hect bought 1,000, held 8,500.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 300, held 40,143.

Trans-Lux. Harry Brandt sold 100,000, held 90,264. Tray-Ler. Joe Friedman bought 525, held 4,275.

Warner Bros. C. Allen Jr. sold 5,000, held 35,000.

Westinghouse. K. L. Bendetsen bought 200, held 200. Zenith. Hugh Robertson sold 1,000, held 27,149. Sam Kaplan sold 1,400, held 9,580. John A. Miguel Jr. sold 400, held 800.

Ampex now expects to earn "around \$2.4 million or \$2.5 million" on sales of "slightly more than \$80 million" in its 1962 fiscal year ending April 30, Pres. William E. Roberts said. This compares with fiscal-1961's loss of \$3,930,000 on \$70,105,000 sales. Previously, Ampex had forecast fiscal-1962 profit of about \$2.2 million. Roberts attributed anticipated increase in earnings "partly to added sales volume, but principally to lower than budgeted expenses." He also noted that Ampex doesn't expect to pay common stock dividends "in the foreseeable future" because "we will need all of our capital for growth."

Four Star TV filed registration statement (SEC File 2-19961) for 211,250 outstanding shares of capital stock to be offered to public at \$25 per share through underwriters headed by Paine, Webber, Jackson & Curtis, N.Y. Outstanding capital stock of the TV film producer totals 611,250 shares, of which Pres. Dick Powell owns 143,000, Vps Charles Boyer and David Niven 102,000 each, June Allyson Powell 60,000. Each proposes to sell 42,500. Exec. vp Thomas J. McDermott owns 72,000, proposes to sell 30,000. Remaining 11,250 shares are held by 2 others, who also propose to sell them.

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	Common Share Per	Common Shares
Allied Artists	1961—26 wks. to Dec. 30 1960—26 wks. to Dec. 30	\$ 5,412,000 7,560,000	\$(1,041,000) 363,000	\$ (996,000) ^z 312,000	\$0.322	911,278 899,723
Allied Rodio	1962—6 mo. to Jan. 31 1961—6 mo. to Jan. 31 1962—qtr. to Jan.31 1961—qtr. to Jan. 31	25,957,785 20,594,645 14,859,484 11,780,488		723,989 570,145 468,849 367,055	.67 .53 .43 .34	1,065,098 1,019,739 1,065,098 1,019,739
Avco	1962—qtr. to Feb. 28 1961—qtr. to Feb. 28	83,179,565 73,693,944	6,971,459 4,876,375	3,321,459 2,451,375	.31 .24	10,846,897 10,349,959
Clarostat	1961—year to Dec. 31 1960—year to Dec. 31	9,310,102 8,487,850		311,771 222,932	.64	484,392 484,392
Columbia Pictures	1961—6 mo. to Dec. 31 1960—6 mo. to Dec. 31		1,890,000 (522,000)	1,637,000° (522,000)°	1.02	1,497,650 1,497,650
Esquire Radio & Electronics	1961—year to Dec. 31 1960—year to Dec. 31			81,601 137,786	.20 .33	417,650 417,650
General Branze	1961—year to Dec. 31 1960—year to Dec. 31	18,641,852 29,026,753	(2,388,832) (75,382)	(1,663,832) ⁴ 2,618 ⁶		$391,820 \\ 384,137$
Gross Telecosting	1961—year to Dec. 31 1960—year to Dec. 31	2,348,253 2,454,103	1,202,952 1,284,715	582,952 639,715	1.46 1.60	400,000 400,000
Heli-Coil	1962—qtr. to Jan.31 1961—qtr. to Jan. 31	2,300,814 1,673,922		329,487 196,771	.47 .29	
Magnovox Story below	1961—year. to Dec. 31 1960—year to Dec. 31	140,782,333 ⁷ 124,879,052	18,176,871 13,117,052	9,006,871 ⁷ 6,533,052	1.26 .92 ^s	7,150,975 7,095,504 ^s
Movielob Film Lobs	1961—year to Dec. 31 1960—year to Dec. 31	5,810,000 5,047,000		279,500 218,000	.89 .70	312,500 312,500
Muntz TV Story on p. 9	1962—6 mo. to Feb. 28 1961—6 mo. to Feb. 28	6,257,293 5,198,401		600,889 404,936	.43° .29°	1,409,982 1,175,876
Songomo Electric	1961—year to Dec. 31 1960—year to Dec. 31	48,397,578 49,809,721	3,123,310 1,153,823	$1,745,310 \\ 688,823$	1.07 .42	1,636,378 1,622,151
Sonotone	1961—year to Dec. 31 1960—year to Dec. 31	22,328,588 20,776,364	(190,726) 890,610	(103,726)° 490,610	.40	1,169,137 1,158,745
Stewort-Warner	1961—year to Dec. 31 1960—year to Dec. 31	111,676,573 107,348,373		6,867,461 6,180,294	2.06 1,86	3,322,733 3,296,016
Time Inc.	1961—year to Dec. 31 1960—year to Dec. 31	301,554,000 ⁷ 287,121,000	15,205,000 16,903,000	8,705,000 9,303,000	4.27 4.75	2,037,000 1,957,029
Universal Pictures	1962—13 wks. to Jan. 27 1961—13 wks. to Jan. 27			1,259,880 1,000,653	1.38° 1.09°	887,790 888,390
Victoreen Instrument	1961—year to Dec. 31 1960—year to Dec. 31	17,191,177 14,042,098		(144,777) 490,496	.31	2,112,468 1,594,249

Notes: After \$45,000 tax credit. After preferred dividends. Before profit of \$413,000 (28c a share) on sale of properties. Before profit of \$1,617,000 (66c) on sale of properties. After \$725,000 tax credit.

⁶ After \$78,000 tax credit, ⁷ Record, ⁸ Adjusted for 3-for-1 stock split, July 1961. ⁹ After \$87,000 tax credit.

Magnavox Scores Record Year: Magnavox sales & earnings rose to peak levels in 1961 (see financial table) and "every indication is that 1962 will be another record year," vp-treas. J. S. Sturgeon reported last week.

Sales in 1961 rose 13% to \$140.8 million from 1960's \$124.9 million. Earnings jumped 38% to \$9 million from \$6.5 million. Sturgeon attributed "disproportionally higher" profit rise to both increased sales volume & operating efficiencies.

Magnavox's record 1961 pace continued into new year. Sturgeon said that sales outlook for first quarter indicates "a 40% to 45% gain with earnings increasing at a somewhat higher rate." January & February sales ran 37% ahead of year ago.

Forecasting total 1962 results, Sturgeon said "sales are expected to increase some 40% to about \$200 million level with earnings in the \$1.75 to \$1.85 per share area."

Common Stock Dividends Stk. of Corporation Period Amt.Payable Record \$0.25 Apr. 13 Mar. 30 Motorola . Q June 20 June 1 Movielab Film Labs-A Stk. 2% Movielab Film Labs-A 2% Dec. 20 Dec. 1 .10 Apr. 16 Mar. 30 MPO Videotronics-A Q MPO Videotronics-B Q .001 Apr. 16 Mar. 30 Apr. 27 Republic Corp. Q .15 May 15

National Video Corp. Pres. Asher J. Cole, beneficial owner of more than 10% of the common stock of the company & subsidiary Rico Electronics, has sold 25,040 Class B shares, reducing his holdings to 75,120 shares. Earlier, he had eliminated his holdings of Class A stock by selling 20,040 shares.

GT&E has registered with SEC \$50 million of sinking fund debentures due 1987, to be offered through underwriters headed by Paine, Webber, Jackson & Curtiss.