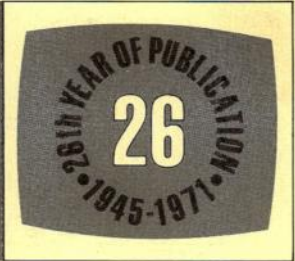


WEEKLY

# Television Digest®

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**NCTA CONVENTION—GLIMMER OF LIGHT:** Upbeat mood sparked by FCC and growing support from minorities, civic groups, etc. But broadcasters retain political strength—and Pastore. Association weakened by internal bleeding. Uncertainties over White House committee. (P. 1)

**REID FOR HOUSER IN OCT.:** Nixon announces appointment of Ill. Republican congresswoman, asks Houser to stay until Oct. 1. (P. 3)

**CBS, STANTON CONTEMPT VOTED:** House leadership cool toward idea, but Staggers wins big in Commerce Committee, also expected to carry floor vote, probably next week. (P. 3)

**RANKING TOP-50 CABLE OPERATORS:** Some substantial shifts in lineup during year, as TelePromp-Ter increases lead, Cypress & Storer jump, Jerrold & Midwest Video slip. Industry remains broadly owned. (P. 5)

**6-0 FCC EXPANDS FAIRNESS** doctrine to include Esso spots on Alaskan oil development. NBC is told it violated doctrine in refusing time to respond. Network given 10 days to tell how it will comply. (P. 6)

**FCC WEIGHS RENEWAL POLICY:** Expected to live with Appeals Court decision, seeing little chance for rehearing or Supreme Court reversal. (P. 6)

**NCTA CONVENTION—GLIMMER OF LIGHT:** For first time in the 5 years of CATV freeze, NCTA is holding annual convention with some realistic reason to believe that thaw has begun. No cable leader thinks end is imminent, however—but final resolution within a year is now considered possible. With registration for convention in Washington's Sheraton Park Hotel running at rate well above last year's record, which reached 5,000, CATV operators were adding up their prospects, finding these on plus side: (1) Far & away most important is FCC's intention to ease restrictions—a drastic shift from frankly anti-cable stance of previous Commission leadership. (2) Break in deadlock with copyright owners—after years of negotiation. (3) Growing support from branches of govt., such as Justice Dept. & OEO. (4) Growing support from minorities, educators, civic groups, etc. (5) Growing interest & concern—and often support—from state & local governing bodies. (6) Some motions toward compromise from broadcasters. (7) Sen. McClellan (D-Ark.) remains constant source of strength on copyright.

Contrasting with foregoing are these elements of opposition: (1) Great political power of

### Consumer Electronics

**SEARS & WARD ON CARTRIVISION** bandwagon. Sears seen in large-scale market entry after mid-1972, vastly enhancing status of CTV. Cartrivision demonstration in Chicago reveals impressively improved picture. (P. 8)

**4-CHANNEL SUICIDE** attempt witnessed by 36,000 at CES, as proponents of various systems appear likely to confuse consumer into apathy. Record attendance, commodious exhibition hall, new optimism, spark biggest & best CES. (Pp. 9 & 12)

**HIGHER TV PRICES COMING**, importers warn buyers at CES. Yen revaluation, higher shipping costs, new MITI export pricing policies assure increases for 1973 lines. Sanyo prices shake up showgoers. (P. 10)

**APRIL STRONG FOR IMPORTERS** as most major categories on upswing. Biggest loss in AM-only radios, down 16%. (P. 13)

**CONSUMER ELECTRONICS SPENT** \$18 million in 1970 newspaper advertising, down 17%. RCA tops list with \$3.2 million; Zenith \$1.5 million. (P. 13)

**CES PRODUCT HIGHLIGHTS** include Sanyo's first full line under own brand. Olympic returning to TV, Channel Master re-enters portable TV. General Time contemplating combination clock radio & home calculator. (P. 14)

broadcasters—who reach some 60 million homes vs. cable's 5-6 million, and who have 40 years advantage in regulatory & legislative infighting. (2) Blunt opposition of Sen. Pastore (D-R.I.)—who may well be most important force affecting cable in nation today. (3) Uncertainty over impact of President Nixon's new high-level cable committee.

But many cable leaders believe industry's worst enemy is itself. Time after time, they note, NCTA bleeds itself white with internal struggles—hailing new presidents who report to the Board while electing new chairmen who report to the membership, a conflict that results in chewing up & spitting out presidents, pulling staff in opposite directions. Association will consider by-law amendments which may ease this strain.

Cablemen have been notably clumsy in public relations, but they seem to be sharpening up. On eve of convention, for example, N.Y.C. operators broke news of "soapbox" channels open to all. In Kansas City, handicapped youngster was shown getting history lesson at home via 2-way cable. Equipment manufacturers touted potential of vast number of channels. They're even getting PR mileage out of that wornout chestnut—"vast wasteland"—promising a world of glorious diversity but upsetting no one, apparently, except broadcasters who ask why CATV wants more such signals if they're so worthless.

New element causing most unease at NCTA is President's committee under OTP Dir. C. Thomas Whitehead (Vol. 11:25 p3). Cablemen fear that it's an Administration move to counter FCC's pro-cable moves and to offset Whitehead, who has made some pro-cable noises. But Administration sources insist that isn't true. They claim that Nixon had so much pressure on him from both sides that he concluded cable truly rated top-level input. They say that Whitehead still holds Nixon's esteem, pointing to fact that the OTP dir. heads committee. They say Whitehead has told FCC Chmn. Burch directly that White House has no intention of interfering with Commission's current efforts. They claim that committee is "balanced"—in sense that all significant elements of public are represented.

Committee met first time June 30, plans 3-4 more sessions. Principals have designated assistants as "working committee" which will confer more often. Deliberations won't be "study" in full-blown sense—won't hire full-time staff, exec. dir., etc. Committee believes industry has been studied enough, and what's needed is full presentation to committee—then its judgment.

OTP made some powerful enemies when it recommended to FCC that AT&T not be granted TAT-6 transatlantic cable. It bucked Defense & State Depts.—but Nixon let OTP go ahead, and Commission agreed with OTP. Whitehead is doing well, too, with budget—getting \$2.6 million, vs. \$2 million last year, only \$102,000 less than sought.

Potentially powerful new voice on cable emerged at week's end. It's "PUBLICABLE," comprising 72 people from more than 40 govt., education, public service & community organizations, with Dr. Harold E. Wigren, of National Education Assn., as temporary chairman. Just about every outfit you can imagine is represented. Justice Dept. alone has 5 people. There's Office of Education, OEO, CPB, NAEB, NCCB, BEST, General Federation of Women's Clubs, League of Cities/Conference of Mayors, Council of State Govts., American Law Institute, National Grange, Consumers Union, National Council of Women, National Academy of Engineering—you name it. Said Wigren:

"CATV & other uses of cable have tremendous potential. Handled properly, cable can play a vital and beneficial part in the life of nearly everyone in the country. Handled poorly, it can result in a tragic waste of a promising new vehicle of information, education & entertainment... Without necessarily taking positions on any of the issues, we intend, nevertheless, to identify the issues—bring them to public attention—so that govt. & the public may better understand what cable is, what it can do & what it can mean." He said the organizations represented aren't themselves members of PUBLICABLE and "are not necessarily bound by its actions."

(Note: As aid to conventioners, we are distributing special CATV addenda this week including full text of Burch's statement on cable regulation, presented to Senate Communications Subcommittee, plus Sen. Pastore's statement, full text of NCTA-Copyright Owners agreement, special tabulations on origination, system size, FCC's proposed financial form, etc. In addition, on p. 5 of Digest, we have updated our list of top-50 group system operators as of June 1.)



**REID FOR HOUSER IN OCT.:** President Nixon made it official last week. Former radio singing star, Rep. Charlotte Reid (R-Ill.), will succeed Thomas Houser on FCC in Oct. Houser, whose term expired June 30, wrote letter of resignation that day to White House. Nixon accepted it "with regret" 3 days later and announced his intention to appoint congresswoman. He asked Houser to remain on Commission until Oct. 1 "so that your successor may complete her congressional obligations."

Mrs. Reid's expected move from Congress to FCC has been one of Washington's worst kept secrets in years (Vol. 10:46 p6). Conservative Republican, she's been in Congress since Jan. 1963, representing Ill.'s 15th District. (Her late husband was GOP nominee in 1962, died during campaign. She replaced him on ballot, and has been reelected to every Congress since.) She is on Appropriations Committee, doesn't serve on Subcommittee which oversees FCC.

Nixon is expected to send Mrs. Reid's name to Senate in late summer, and routine confirmation is expected. She will be 2nd woman commissioner; the late Frieda Hennock served 1948-55, won reputation as staunch ETV advocate. Mrs. Reid will be appointed for 7-year term expiring June 30, 1978. She is 57, has 4 grown children. She was NBC staff vocalist in Chicago under professional name of Annette King, also sang 3 years (1936-39) on ABC's Breakfast Club. She attended Ill. College in Jacksonville, maintains homes in Arlington, Va. & Aurora, Ill.

Houser, who has been in poor health since pituitary operation several weeks ago, has served only 6 months as commissioner. He came to FCC from deputy dir. of Peace Corps, to fill out term for which James Wadsworth was first appointed. Comr. Wells sat in same seat for year, was switched to 7-year term when Houser was appointed.

"I stand ready to serve this Administration again," Houser told President, added he particularly enjoyed service as commissioner in "dynamic" broadcast industry. In "Dear Commissioner" letter, Nixon responded:

"Your service to the Administration in the past 2 years has been a source of deep satisfaction to me... You have carried out your public responsibilities with exceptional skill & dedication, and our nation is richer for having the benefit of your wisdom & counsel. As you prepare to return to private life, I want to express my personal appreciation for your outstanding contributions. Valuing as I do your judgment & abilities, I would hope we could call upon you again in the not too distant future."

**'COOL' HOUSE LEADERS GET CBS CITATION:** Not overjoyed by prospect, House leadership was handed another First Amendment confrontation last week when Commerce Committee voted 25-13 to cite CBS & its Pres. Frank Stanton for contempt of Congress. Spokesman for Speaker Carl Albert (D-Okla.) said he was "somewhat cool to the idea, but it's a matter of personal privilege so [Commerce Committee Chmn.] Staggers [D-W. Va.] can bring it up anytime he wants to."

Staggers lobbied other congressmen personally before Committee vote, reportedly is determined—with strong backing of ranking Republican Springer (Ill.)—to bring issue to floor. That could happen in next couple weeks. Dissenters were given until July 12 to file statements, and congressman who voted for contempt said that "we'll want to move as soon as possible after that." Committee voted as expected in citing Stanton & CBS for contempt for refusing to supply Investigations Subcommittee with outtakes from "Selling of the Pentagon" (Vol. 11:26 p1). Subcommittee had voted 5-0 for contempt June 30; full Committee acted 2 days later.

"This confrontation should never have taken place," Staggers told newsmen. He continued to argue—as did most others who voted for citation—that no freedom of press issue is involved. He maintained that Stanton, in April 8 letter, had promised to deliver outtakes if Subcommittee would narrow scope of materials sought in original subpoena (Vol. 11:15 p1). "We did that, yet CBS refused again" to provide outtakes from "Pentagon," Staggers said. "If they'd just simply come down and do what they promised to do, the case would end right there... But they refuse to do even that."

Not so, said CBS: "At no time has CBS said it would furnish the subpoenaed outtakes. At no time has CBS deviated." In April 8 letter—same day first subpoena was served on network—

Stanton wrote Stagers: "The constitutional issue raised by the subpoena gives us no choice but to decline to comply with all the demands for outtakes and other materials related to the preparation of 'The Selling of the Pentagon.' However, we sincerely hope that your Subcommittee will reconsider this matter and modify the subpoena so that it calls for only such materials as were actually broadcast and other information directly related thereto—which we do not object to furnishing and which we will furnish on the date specified."

Opponents of contempt citation see little or no chance of killing it on the floor. Unanimously, they based their opposition on First Amendment grounds. Said Rep. Van Deerlin (D-Cal.): "The Committee action is an absolutely outrageous intrusion into freedom of the press." He predicted court would rule in network's favor, added "if CBS does lose, Dr. Stanton could become a hero to compare with Peter Zenger." Rep. Adams (D-Wash.) saw case as "a classic First Amendment confrontation."

Stagers, on other hand, argued that only issue involved is "the people's right to know" whether they have been deceived. He repeated argument that TV-radio aren't entitled to First Amendment protection because they are "electronic licensees supervised & protected by the government." He claimed that FCC allegedly ignored staff recommendation that it should investigate CBS handling of "Pentagon."

Springer made the motion to cite CBS & Stanton for contempt. It reads: "That the Committee report and refer the refusal of the Columbia Broadcasting System, and its president, Dr. Frank Stanton, to comply with the subpoena dated May 26, 1971, issued by the Special Subcommittee on Investigations, together with all the facts in connection therewith, to the House of Representatives with the recommendation that they be cited for contempt of the House of Representatives to the end that they may be proceeded against in the manner and form provided by law."

Democrats voting "yes": Stagers, Macdonald (Mass.), Jarman (Okla.), Dingell (Mich.), Rogers (Fla.), Pickle (Tex.), Rooney (Pa.), Murphy (N.Y.), Satterfield (Va.), Blanton (Tenn.), Stuckey (Ga.), Podell (N.Y.), Metcalfe (Ill.), Byron (Md.); Republicans "yes": Springer, Nelsen (Minn.), Harvey (Ill.), Carter (Ky.), Skubitz (Kan.), Thompson (Ga.), Hastings (N.Y.), Schmitz (Cal.), Frey (Fla.), Ware (Pa.), Shoup (Mont.). Democrats voting "no": Moss (Cal.), Van Deerlin, Adams, Eckhardt (Tex.), Tiernan (R.I.), Preyer (N.C.), Helstoski (N.J.), Symington (Mo.), Carney (O.), Roy (Kan.); Republicans "no": Broyhill (N.C.), Brown (O.), McCollister (Neb.). Not present: Kyros (D-Me.), Devine (R-O.), Keith (R-Mass.), Kuykendall (R-Tenn.), Collins (R-Ill.).

Opponents of citation attempted to get full Committee to delay action until this week. One such motion was tied 18-18, but Macdonald broke deadlock in favor of immediate vote. Macdonald at one time had been leader of behind-the-scenes effort to work out compromise between Stagers & CBS. NBC & NAB were very active last week, urging Committee members to delay vote and oppose citation. NAB Pres. Wasilewski sent congressmen copy of resolution supporting CBS adopted by NAB Board (Vol. 11:26 p4).

Said Stanton of contempt citation: "This action is in disappointing contrast to the Supreme Court's ringing reaffirmation of the function of journalism in a free society. If broadcasters must submit to government surveillance of news judgments, broadcast journalism can never perform the independent & robust role which the Constitution intended for the American press in preserving freedoms. I sincerely hope that the House... will not confirm a citation of contempt which, though directed at CBS, is in effect taking dead aim against the First Amendment."

Ironically, Committee members plan to use same Supreme Court decision cited by Stanton in arguing on House floor that citation should be upheld. "If newspapers can print stolen documents under the 'public's right to know' concept, then public has the same right to know what CBS did & did not use in 'Selling of the Pentagon'," we were told.

It's believed that last week's Committee action is first time House ever has been asked to cite newsman or news organization for contempt. Conviction calls for maximum fine of \$1,000 and year in jail.



Wasilewski praised Supreme Court decision freeing newspapers to publish secret Pentagon papers on Vietnam, compared action with broadcasting's fight for news freedoms—though he didn't mention CBS-Staggers confrontation directly. "The wisdom of the Court has prevailed over the government's contention that 'a little bit of press freedom' would be sufficient for the American people," Wasilewski said. "The broadcast media are free speech and free press in one... The public will demand—once and for all—an end to government harrassment of broadcast journalism. The free speech clause of the First Amendment is far more than ethereal, colonial semantics. I think it foresees and clearly protects radio & TV."

**RANKING TOP-50 CABLE OPERATORS:** There have been a few major shifts in top 50 CATV companies in last year—but not many. And industry is still very widely held, compared with most businesses. Those are highlights of our current tabulation. Lineup below is as of June 1, based on reports from operators, FCC & SEC files, annual reports, etc. Rankings can't be taken as precise, because of several variables: We include systems partially owned as well as wholly owned; we include systems managed as well as owned; some operators rounded figures, others didn't. But it's good rough guide.

Among substantial shifts, TelePrompTer jumped into commanding lead by merging with H & B. Cypress climbed from 15th to 4th, Storer from 36th to 17th. Jerrold dropped from 5th to 11th, Midwest Video from 8th to 16th.

Top 50 systems represent 64.8% of total U.S. subscribers, which we estimate at 5.5 million as of June 1; this compares with 60% last year. Top 25 have 51.8% vs. 46.7% in 1970. Top 10 cover 34.1% vs. 29.3% year ago. Here are the 50 major operators:

1. TelePrompTer . . . . .	572,840	26. NewChannels. . . . .	40,000
2. Cox Cable. . . . .	232,000	27. Times Mirror. . . . .	37,559
3. American TV & Communications .	197,000	28. King Videocable. . . . .	36,500
4. Cypress. . . . .	150,000	29. Sterling Communications. . . .	35,932
5. Viacom . . . . .	137,500	30. Western Communications . . . .	35,089
6. Community Tele-Communications	137,141	31. GE Cablevision . . . . .	34,276
7. Cablecom-General. . . . .	133,003	32. Athena. . . . .	34,000
8. Time-Life . . . . .	114,126	33. Telecable Corp. . . . .	33,761
9. TV Communications. . . . .	102,400	34. Rust Craft Cable . . . . .	33,726
10. National Trans-Video. . . . .	101,000	35. American Finance Management	32,681
11. Jerrold . . . . .	95,563	36. Telesis Corp. . . . .	32,678
12. Service Electric . . . . .	93,271	37. Cable Information Systems . .	31,000
13. Communications Properties. . .	85,278	37. Westinghouse . . . . .	31,000
14. LVO Cable . . . . .	82,599	39. Ameco (Merrill) . . . . .	29,711
15. Continental Telephone. . . . .	72,430	40. Central Cal. Communications .	27,125
16. Midwest Video. . . . .	66,191	41. Texas Community Antennas . .	27,000
17. Storer Cable . . . . .	66,000	42. Carl M. Williams . . . . .	22,660
18. Telesystems Corp. . . . .	61,250	43. Triangle Publications. . . . .	22,036
19. Continental Cablevision. . . . .	55,800	44. California-Oregon Bcstg. . . .	22,000
20. Columbia Cable. . . . .	53,558	45. Potomac Valley TV . . . . .	20,895
21. GTE Communications. . . . .	50,000	46. Liberty TV. . . . .	20,809
21. Nation Wide Cablevision . . . .	50,000	47. Palmer Bcstg. . . . .	20,000
21. United Artists. . . . .	50,000	48. NBC . . . . .	19,800
24. Vikoa. . . . .	46,160	49. Mid New York Bcstg. . . . .	19,561
25. Jefferson-Carolina. . . . .	43,183	50. Comcast Corp. . . . .	16,800

AP enters TV documentary field, starting with 6 produced in association with Mizlou Productions (Vic Piano); first is on Communist China, in Sept. Robert Eunson heads Broadcast Div. AP will be responsible for content, Mizlou for sales. Wire service also starts "AP NewsCable," 100-word-per-minute circuit for news & stock quotation display on CATV system.

Public broadcasting funds approved by Congress last week include \$35 million for CPB (up from \$23 million last year) and \$13 million for ETV-radio facilities matching funds (\$11 million last year). Facilities money was compromise between \$11 million House version, \$15 million in Senate. Funds are awarded by HEW which already has \$35 million backlog in applications.



**6-0 FCC EXPANDS DOCTRINE:** In what lawyers termed a significant expansion of fairness doctrine into product advertising, unanimous FCC (R.E. Lee not participating) ruled last week that 3 Esso commercials on NBC-TV discussed controversial issue and that network had unfairly refused time to respond. Commercials dealt with need for development of oil reserves in Alaska and possible building of Alaskan pipeline.

"These commercials constitute the discussion of one side of a controversial issue of public importance" and raise issue of "ecological effects which may result," Commission ruled. It rejected NBC argument that spots were "institutional" and that network had fully covered Alaska controversy in other programming. FCC pointed out that in recently refusing to extend doctrine to gasoline ads in Chevron case (Vol. 11:20 p7), it had stated that under certain circumstances a commercial could raise controversial issues under fairness doctrine. This is such a case, Commission ruled.

Fairness complaints against Esso spots had been lodged by Friends of Earth and Wilderness Society. NBC was ordered to tell FCC within 10 days what additional material it had aired, or planned to air, to comply with ruling. NBC official said "the FCC decision is wrong," but network had no official comment, hasn't decided what course to follow.

**"Wide diversity in news content & attitudes"** between TV-radio stations and commonly-owned newspapers was conclusion of \$44,000 study conducted for NAB by Ohio U.'s Broadcast Research Center. Study found that non-newspaper owned stations are more likely to present news similar to papers than those stations that are newspaper owned. Reason: Newspaper-owned stations write more of their news, while independently-owned stations tend to use more wire copy—staple of newspapers. BRC concluded that cross-ownership in same market doesn't stifle free flow of news. Results were based on computer study of over 700 broadcast news scripts and newspaper stories from 49 markets.

**"Office of Public Counsel"** within FCC—to act as attorneys for fundless groups seeking renewal denials, etc.—hasn't got a chance. Proposal was made to Commission by its Procedure Review Committee, headed by Max Paglin, former Exec. Dir. & Gen. Counsel. Word of proposal got out to newspapers, which gave it heavy play. However, it's understood Commission doubts both wisdom & legality of proposal—but may establish 2-man office to answer questions. Paglin committee had suggested office with 5 attorneys & 3 aides, costing \$131,000 yearly.

**"Complete overhaul"** of overnight ratings in N.Y. market will be announced by Aug. 20, ARB said last week. "Exploratory work" looks toward new meter system, tightly controlled telephone co-incidental, new diary techniques—or a combination of all 3, ARB said. Research firm added that fixed small meter sample currently employed "is unsound statistically," and that N.Y. findings "will be applicable to any of the more than 200 markets" now surveyed by ARB.

**FCC WEIGHS RENEWAL POLICY:** FCC & industry probably will have to live with blockbuster Appeals Court decision on renewals (Vol. 11:25 p4), which threw out Commission's policy and slammed door.

Commission has discussed decision, and indications are that it will not seek rehearing before Court en banc, won't attempt to seek reversal in Supreme Court. Gen. Counsel Richard Wiley is understood to have advised Commission he doesn't think its chances in courts are worth a tinker's dam; that such decision just isn't kind accepted for en banc rehearing; that appeal to Supreme Court is lost cause (in fact, Justice Dept.'s Antitrust Div. has said it won't go along with top court pitch). Wiley believes Commission would risk getting even tighter rein on its discretion if it tries to go back to courts.

Probability now is that Commission will amend its pending inquiry into "substantial service," asking for comments on Court's decision. Pending proposals have guidelines suggesting that "substantial" is 10-15% local, 8-10% news for affiliates, 5% news for independents, 3-5% public affairs (Vol. 11:8 p1). Inquiry is also expected to invite comments on Court dicta about plowing profits back into programs.

**U.S. children TV programming** is "marked by a high degree of overcommercialization and a low level of informational content" when compared with such programming from 15 other countries, according to National Citizens Committee for Bcstg. U.S. & Finland are only non-communist countries which don't have regularly-scheduled afternoon programs for children, NCCB said. Other conclusions: Only U.S. allows more commercials in kid TV than in prime time; only 4 of 16 nations permit commercials in kid TV; 7 countries with commercial TV forbid spots in kid shows. Said NCCB Chmn. Thomas Hoving: "It is a sad commentary on the U.S. . . that it has allowed both the quality & quantity of children TV programs to lag so pitifully behind those of other advanced nations. It is intolerable that the performance of commercial network TV has been, at best, less than mediocre."

**Detergent ads**, like Chevron gas, are not subject to fairness doctrine, FCC Complaints & Compliance Div. Chief William Ray ruled in rejecting complaints against N.Y. stations that excessive amounts of phosphorus pollutes water. He said Commission rejected similar complaint against ads extolling anti-pollutive values of Chevron gas (Vol. 11:20 p7). Ray also rejected time demand from National Sportsman's Club which claimed NBC's documentary "Say Goodbye" presented only "the destructive power of firearms" in killing animals.

**Specific suggestions** to curb advertising on TV were sent to Rep. Dingell's (D-Mich.) Small Business Subcommittee recently by FCC Comr. Johnson, who said FCC should order: (1) No more than 8 min. of commercials per hour. (2) Commercials bunched in 2 periods per hour. (3) Children's programs can't contain more ads than adults'. (4) Commercials on children's programs must be "institutional," not "product." (5) No drug ads. (6) All ads limited to factual product claims. (7) Fairness doctrine for all ads.



## Personals

**Kenneth Hatch** advances to senior vp, KIRO-TV-FM-AM Seattle; **Anthony Eyring** elected vice chmn... **Harold Holder** joins Rahall Communications as pres.-chief operating officer, replacing **N. Joe Rahall**, who continues as chmn.-chief exec. officer.

CBS News Pres. **Richard Salant** received Distinguished Broadcaster Award from National Catholic Office for Radio & TV... **Richard DeAngelis** advances to gen. sales mgr., WNEM-TV Saginaw; **Todd Holmes** to local sales mgr... **Barry Hersch** promoted to asst. sales mgr., WLWT Cincinnati... **Don Lachowski** elevated to local sales mgr., WQXI-TV Atlanta.

**Darrell Talifarro** promoted to community services dir., WJRT-TV Flint, succeeding **Robert Krieghoff**, now account exec... **Charles Newcomb** elevated to public affairs dir., WSPA-TV-AM-FM Spartanburg.

**Irving Wilson**, ex-Creative Management Assoc., named program vp, Viacom... **Merl Galusha** promoted to vp & operations mgr., GE Cablevision; **W. Sherwood Campbell**, ex-RCA & Jerrold, named engineering mgr.; **Frank Baxter**, ex-C-COR, becomes field engineer.

**Graham Moore** promoted to mktg. & programming dir., Community Tele-Communications... **Edward DeMarco** promoted to dir., TVC's National Systems Group.

**Henry Goldberg**, ex-Covington & Burling law firm, Washington, joins OTP gen. counsel staff; **Stephen Doyle** advances from special asst. to counsel... **Edward Taptitch**, ex-Wilner, Scheiner & Greeley, joins McKenna & Wilkinson law firm, Washington.

**George Wlemann** promoted to exec. vp & treas., Teco... **Victor Klein**, ex-Philco-Ford, elected pres., Good Communications (CATV marketing services), Philadelphia... **Paul Harmon** elevated to plant engineering services mgr., Superior Continental... **David Karrmann**, ex-Whitney Blake, named gen. mgr., Vikoa's Electronics & Cable Divs.; **Arthur Einhorn**, Vikoa treas., elected vp, Continental CATV... **Charlotte Schiff**, ex-Drew Lawrence Productions, named community relations consultant, TelePrompter... **William Turner**, Welch, elected pres., W. Va. Community TV Assn... **Donald Cobb**, ex-Times Wire & Cable, named production control engineer, Systems Wire & Cable... **Howard Zuckerman** resigns as chmn., National Teleproductions.

**James Monahan**, ex-NBC Films appointed mktg. mgr., Metromedia Producers... **Barry Gordon**, ex-Capitol Records, named west coast business affairs dir., ABC-TV, succeeding **Al Rabin**, now "General Hospital" staff... **C. Scott Fletcher** resigns as NAEB exec. consultant... **R. John Stella** advances to AM gen. sales mgr. in realignment separating AM & FM Divs., RKO Radio Rep; **Gordon Hastings** elevated to FM gen. sales mgr.

**William McCarter**, ex-pres. & gen. mgr., WETA-TV Washington, appointed to similar position at WTTW & WXXW Chicago.

**Campaigns without political spots** is goal of unique petition filed at FCC last week by Hawaiian broadcaster **Cecil Heftel**. He asked for permission to refuse to sell time on KGMB-TV in 1972 campaigns. In return, he said, station will give \$135,000 in free time, equally divided among candidates. He would require that time be used to discuss issues, debate opponents, or answer questions of newsmen. Though time would be given in min. segments, candidates would be prohibited from using "image" spots. Heftel was unsuccessful Democratic candidate for Senate in 1970.

**First short-haul CATV** microwaves have been granted to **Laser Link & TelePrompter**. LL goes to Carbon Cable, Palmerton, Pa., will feed systems in Slatington, Jim Thorpe & Mahoning Twp., up to 16 miles, with 12 channels. Cost is about \$80,000; it will be operating by end of year or early next. TPT grant replaces experimental 18 GHz operation on building in Manhattan, will feed 19 channels to variety of locations, starting this summer.

**Three uhfs are vying** with Boston Bcstrs. Inc.—which expects to take over Ch. 5 from WHDH-TV in Sept.—for ABC affiliation in Boston. CBS is switching from WHDH-TV to WNAC-TV (now ABC affiliate) because of latter's "significant professional broadcast experience." ABC-TV Affiliate Relations Vp **Richard Beesemyer** met last week with Boston Bcstrs. & WSBK-TV (Ch. 38), has sessions this week with WKBG-TV (Ch. 56) & WSMW-TV (Ch. 27) Worcester.

**Two-way CATV experiment** in Overland Park, Kan., suburb of Kansas City, started last week with teaching, shopping, burglar alarm & opinion survey. Student, home-bound because of brain tumor, received history lesson in video-audio exchange with teacher. System is operated by TeleCable Corp., Norfolk-based organization; terminal was furnished by VICOM Mfg., Dexter, Mich., amplifiers by EIE, N. Hollywood, Cal.

**FCC declined to intercede** in fight between KNTV San Jose and KSBW-TV Salinas, Cal., rejecting complaint by former that latter engaged in unfair competition by using KSBY-TV San Luis Obispo as semi-satellite and selling stations in combination. Commission said conflict was "a matter of competition... rooted in the practices of private rating services."

**"Guide to Citizen Action in Radio & TV"** is available free from Office of Communication, United Church of Christ, 289 Park Ave. S., N.Y. 10010. Authored by **Marsha O'Bannon Prowitt** (ex-asst. to FCC Comr. **Johnson** and currently a consultant), booklet tells citizens' groups how to contest license renewals and where to get help.

**Vikoa has purchased 3 CATV** systems serving Abbeville, Crowley & Rayne, La.—1,900 subscribers, 10,000 potential.

## Obituary

**William C. Dempsey**, 53, pres.-gen. mgr. of WZZM-TV Grand Rapids, was found dead in garage of his home June 26, an apparent suicide, according to police.

# Consumer Electronics®

*A Section of Television Digest with Consumer Electronics*

MANUFACTURING & SALES • TV • PHONOGRAPHS • TAPE PRODUCTS • RADIO • COMPONENTS • NEW PRODUCTS • FINANCE

## STATE OF THE INDUSTRY

Sales to dealers (domestic-label), from EIA, for week ended June 18 (24th week of 1971):

	June 12-18	1970 week	% change	June 5-11	1971 to date	1970 to date	% change
Total TV. . . . .	160,845	160,250	0.4	120,148	4,174,185	3,542,970	17.8
color . . . . .	85,190	83,171	2.4	61,069	2,224,461	1,764,026	26.1
monochrome . . . . .	75,655	77,079	- 1.9	59,079	1,949,724	1,778,944	9.6
Total radio . . . . .	303,661	308,970	- 1.7	317,547	8,549,348	7,194,444	18.8
home, portable . . . . .	123,503	140,294	-12.0	100,769	3,483,282	2,923,319	19.2
AM-only . . . . .	60,521	77,681	-22.1	51,813	2,075,020	1,888,606	9.9
FM & FM-AM . . . . .	62,982	62,613	0.6	48,956	1,408,262	1,034,713	36.1
auto . . . . .	180,158	168,676	6.8	216,778	5,066,066	4,271,125	18.6
Total phono . . . . .	56,638	60,127	- 5.8	41,156	1,522,753	1,227,030	24.1
portable-table . . . . .	40,716	44,320	- 8.1	31,053	1,168,425	807,973	44.6
console . . . . .	15,922	15,807	0.7	10,103	354,328	419,057	-15.5

Color TV 5-week moving average: 1971—76,139; 1970—55,088 (up 38.2%)

**SEARS, WARD EMBRACE CARTRIVISION:** Prospects for home videoplayer concept in general, and Cartridge TV Inc. (CTV) in particular, have improved virtually overnight as mighty retail chains Sears Roebuck and Montgomery Ward cast lot with Cartrivision.

Thus Cartrivision, the only announced American videoplayer system designed specifically for home use, now has good prospects of appearing next year under at least 4 brandnames—Admiral & Emerson in addition to Sears & Ward. There are strong indications that Teledyne Packard Bell looks favorably on system, although it's not believed to have made specific commitment. Negotiations are understood to be under way with at least one other TV set producer.

Sears' involvement in Cartrivision could be on significant scale. Chain is known to be scheduling models in 19V", 21V" & 25V" screen sizes, and is now working up plans for market tests of various program sale & rental concepts in different geographic areas. Effort could even involve Sears in "record club" type of activity for first time. In beginning, at least, Sears' Cartrivision will be offered through retail stores only (non-catalog) in specific areas.

Officials of Sears formally deny they have any commitment to Cartrivision, but openly hope to have market tests going some time next year. Actual commitment has been made by Warwick, Sears' basic consumer electronics supplier, which is controlled by Whirlpool and in which Sears retains minority interest. Revised preliminary prospectus for Avco-controlled CTV's stock offering at \$20 (sale expected July 12) gives Warwick's initial order as 3,001 recorder-playback units, covering Sears' introduction, for delivery starting in mid-'72.

Move by Sears is certain to cast Cartrivision in entirely new light among TV manufacturers. Company's phenomenal record in white goods & TV makes it impossible to take lightly any action it attempts. And there are indications that Sears plans to put substantial heft behind its introduction—far more than stated "initial order" of 3,001 would signify. Reportedly, Sears already is mapping multi-million-dollar ad campaign and entry of Warwick into Cartrivision scene gives manufacturers 2nd private-label source for complete TV-Cartrivision combinations (Admiral is other), with Warwick increasingly selling TVs outside Sears family.

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Cartrivision scored impressively on another front last week—performance. New version shown in Chicago hotel during last week's CES, revealed strong improvements in resolution & clarity. (Bandwidth is now claimed to be 2.5 MHz, resolution 250 lines.) Four models were demonstrated—vertical adaptations of Packard Bell & Montgomery Ward sets, 2-piece version (separate chairside player and 25V" Sears' console), 19V" table model of unidentifiable brand. Also announced was portable recorder, for introduction one year after scheduled mid-'72 product debut, \$200 b&w camera made by Eumig of Austria (color camera at about \$300 is promised one year later, with Eumig & Magnavox among possible sources).

Perhaps biggest improvement in unit is changeover to easily replaceable snap-in heads, at \$75 per pair. Heads are guaranteed for 1,000 hours, usage determined by timer built into set. CTV Mktg. Vp Don Johnston said San Jose replication plant is now in pilot operation, can produce 60-min. cartridge in 2 min., will do custom replication in Cartrivision format (sample rate, \$5 per cartridge for 500 cartridges running 15 min. each). Prices announced for blank recording tape, except for 15-min. unit at \$10, show slight increases from earlier figures—now \$15 for 30 min., \$20 for one hour, \$33 for 2 hours.

CTV now claims rights to more than 850 titles and says it has arrangements which permit United Artists and Time-Life Video to distribute programming in its format. CTV Pres. Frank Stanton declined to reveal any details of own company's program distribution plans.

With Cartrivision now piling up substantial de facto lead in home videoplayer standards race, it's learned that RCA plans to demonstrate its own magnetic home VTR system this fall. And Sony, holding Videocassette seminar & demonstration for press in N.Y.—in competition with CES—said large-scale production of its 3/4-in. -tape player system, at rate of "couple of thousand a month," has already begun in Japan. Sony's system, not considered consumer item at \$800 for play-only unit, is scheduled to be available in U.S. this fall, when its first duplication center opens in N.Y.

At CES, meanwhile, Akai America unveiled color VTR using 1/4-in. tape, in combination with remarkable miniature color camera smaller than cigar box, weighing 4 lbs. Colors on small-screen monitor appeared good. No price has been established for camera, open-reel recorder which records 80 min. on 10-in. reel, or portable 20-min. recorder. Available early next year, system is designed for industrial-educational use, but Exec. Vp E.L. Oesterle told us that some 20% of sales of \$1,295 & \$1,595 monochrome versions have been to consumers who have been buying them over-the-counter at camera stores.

Sanyo demonstrated extremely portable, lightweight cassette b&w recorder-camera combination. Half-inch cassette tapes run about 12 min. System will be aimed at record-it-yourself market—principally industrial-educational—at \$1,000-\$1,200 complete, probably next Jan.

(Note: In next week or 2, we'll have in mails to you our new Videocassette Sourcebook—28-page compilation of key Television Digest articles on subject during last year or so, plus updated chart giving characteristics of all proposed systems. We've assembled it in effort to pull together background data in this most confusing field.)

**4-CHANNEL SUICIDE ATTEMPT AT CES:** In plain view of some 36,160 spectators, the star of last week's highly successful Consumer Electronics Show in Chicago launched itself on head-long, full-speed-ahead path to self-destruction—cheered on by its well-meaning friends.

It was case of too-much-too-soon, as McCormick Place rocked & echoed to 4-channel stereo—discrete, matrix, phase-shift & pseudo, from cassette, cartridge, open-reel, radio & disc. Between 80 & 90% of the 250-plus exhibitors demonstrated some form of 4-channel on own or borrowed equipment. Conflicting claims for varying systems were as overwhelming to the brain as wide-open loudness controls were to the eardrums.

All previously announced systems, plus many new ones—and some nearly imaginary ones—were displayed. There were, of course, the discrete 8-track cartridge system, the Electro-Voice matrix system and the Dynaco phase-shift system (latter 2 have now declared themselves mutually compatible), the Japan Victor (JVC) semi-discrete multiplexed disc system, many combinations of phase-shift & matrix (such as Nippon Columbia's Denon "Triphonic" system,



designed for use with 3, 4, or 5 speakers), some using artificial reverberation. There were new matrix systems by Sansui and others. There were 2 mutually incompatible discrete cassette systems. There was experimental Dorren FM multiplex system, broadcast with McCormick Place to adaptor-equipped sets of Mikado, Panasonic, JVC & Kenwood. And there was first formal U.S. showing of new Columbia Records system, compatible with no other.

There were quadraphonic, quadrisonic, quadrophonic, quadrasonic & quatrasonic systems—and adaptors & converters and expensive machines designed to play all systems. Some systems were touted in elaborate 4-color brochures; others looked as though they had been designed & built day before show. Some dealers bought to keep abreast of new technology, or to attract the curious or avant-garde into their stores. Others stayed away from sound booths to let dust settle.

Situation was reminiscent of early tape-cartridge days, when many consumers invested in one of 5 systems—3 of which later died. Except that stakes here are much higher, equipment far more expensive. Some dealers commented that consumer reaction to 4-channel overkill could result in simple boycott of audio equipment until single system shows up as standard.

Not at McCormick Place show, CBS was conducting effective sideshow demonstration of its own Columbia Records-Sony SQ matrix system (Vol. 11:24 p8), insisting that this was destined to become industry standard—but without even pretending compatibility with any other 4-channel system. From show's start, non-exhibitor CBS and show sponsor EIA were involved in mutual unpleasantness. EIA audio engineering panel convened, with top priority assigned to discussion of CBS system; CBS didn't show up, spokesmen claiming they didn't know about it. And CBS was miffed because it hadn't been invited to participate in CES seminar on 4-channel which featured exponents of 4 competing systems.

Although stereo-4's premature commercialization undoubtedly drew some dealers to show, and quadraphonic sound was most talked-about product category, real sales activity was concentrated elsewhere. CES was overwhelmingly an audio show, with compacts & components odds-on-favorites. Dealers & exhibitors agreed it was by far best of the 5 shows held under auspices of EIA's Consumer Electronics Group. Exhibitors exulted at record attendance and high caliber of dealers there—many chains & big-timers ("very few onesies & twosies"). Aura of optimism spread over entire show.

McCormick Place's vastness certainly befitted size & scope of consumer electronics industry, with elaborate 2-story displays abounding. As usual, most impressive & controversial was Panasonic's, a carpet-covered castle which quickly earned nickname of "great wall of China." Neither exhibitors nor dealers seemed to mind the 18-year record temperature of 101 degrees on 2 consecutive days—air conditioning in huge hall worked perfectly. And arrival of hot weather, albeit belated, meant one thing—air conditioner sales—and air conditioner sales meant dealers were open-to-buy consumer electronics.

**TV IMPORTERS GEAR FOR HIGHER PRICES:** Buy now or pay more later. That was advice importers were handing out to TV dealers at CES last week. While choice of boosting prices or absorbing cost increases in fall is being debated by importers, all have accepted as foregone conclusion that 1973 line prices will be up as much as 15%.

Expected upward revaluation of Japanese yen some time next year would cause automatic cost increase for importers. Incidentally, it would also serve to reduce or eliminate any TV dumping duty margins levied by Treasury. Chances that Japanese TV manufacturers would try to counter revaluation by lowering prices were all but eliminated by Ministry of International Trade & Industry's announcement last week of plan to institute formal minimum export pricing ("check price") system on color TV, possibly coupled with quantitative restriction, before end of summer.

West Coast dock strike began last week, shutting 24 ports, will result in higher shipping charges when settled. In N. Y., where contract runs out in Sept., importers are being assessed extra \$1 per ton, from July 5, to cover guaranteed annual wage due longshoreman.

Uncertainties over availability & pricing of Japanese TVs have caused cutbacks & defections in ranks of independent TV importers and opened new possibilities for U.S. private-label manu-



facturers. TV displays at CES by Milovac International & Webcor were limited to just 2 or 3 sets; Broadmoor dropped out of color, showed 12V" Taiwan & Hong Kong portables, 19V" Mexican portable (by Warwick), all to be priced at about \$100, plus U.S.-made (Motorola) 9V" battery portable at \$119. Bouyed by success of modular-chassis 25V" color console, Wells-Gardner plans to compete with Japanese in portable color, offering modularized 19V" model; Warwick & Admiral have both beefed up private-brand sales staff.

Making show debut as full-line marketer here was Sanyo, with pricing structure that had competitors in tizzy. B&w line starts with 12V" portable carrying fair-trade price of \$59.95; largest b&w model is 19V" at just \$99.95. Also shown was 19V" color portable at \$319.95 and 15V" at \$239.95 (see p. 14). Sanyo is largest Japanese supplier of TVs to U.S., but in past all sales here have been private label. Decision to offer own brand was made last year when Craig moved out of TV market.

Appearance at Aug. 24 Tariff Commission hearing to determine whether U.S. TV industry as whole is import-injured, was approved by EIA Consumer Electronics Group at meeting during CES. Subcommittee will meet later this month to draw up statement in hope it will receive endorsement from entire EIA. While there was general agreement CEG should support injury claim filed in unions' petition (Vol. 11:21 p10), sensitive issue of what course govt. should take was unresolved. Usual remedies sought in such "escape clauses" are: (1) Higher duties. (2) Import quotas. (3) Negotiated export quotas with foreign source countries. All 3 would adversely affect overseas TV export-assembly operations owned by CEG members, make things tougher for those who purchase TVs from Japanese.

Supreme Court added to suspense by adjourning without indicating whether it would accept J.C. Penney appeal of lower court turndowns in its challenge to Treasury's TV dumping case procedures (Vol. 11:24 p10). Court now won't rule until fall.

Major change in RCA marketing strategy was announced last week by Consumer Electronics Div. Mktg. Vp William H. Anderson and Mktg. Services Vp R. Eugene Eddy. RCA is moving to place its marketing planning operations on 18-month basis—as compared to 2-3 month lead time currently employed by RCA and many others in industry. "Sears operates on a 12-month basis at retail," said Anderson, "and we are looking at them to see how we can beat them." New marketing services operation has been created from former ad & sales promotion dept., will add functions of marketing research, marketing education & marketing planning. RCA's ad agency, J. Walter Thompson, will open branch in Indianapolis as integral part of operation. New operation will work closely with retailers, attempt to pinpoint consumer preferences, anticipate future buying trends. New post of mktg. planning mgr. goes to William G. Corbin, ex-Frigidaire mktg. information & planning mgr.

EIA Consumer Electronics Group, meeting at CES, voted to ask EIA board to let it expand scope by admitting manufacturers of software (such as audio & video tape), systems & accessories. Success of CES made it possible for Group to expand Service Technician Development Program to include 18 college-level teacher training seminars next summer. Group announced it had requested & received 90-day extension on filing date to Oct. 1 in FCC's inquiry into TV receiver performance (Vol. 11:12 p9). CEG plans to file comments in this inquiry and in FTC's proposals on ad allowances & spiffs, as well as appear in upcoming congressional hearings on product safety legislation.

First TV set designed especially for CATV will be introduced this week by Magnavox at National Cable TV Assn. (NCTA) convention in Washington. To be available early in 1972, set can tune to 31 vhf channels, as well as uhf for standard off-air reception. Eight channels have been inserted between Ch. 6 & 7, and 11 above Ch. 13. Set has electronic tuning (first varactor system offered by Magnavox), is double-shielded to prevent interference from off-air TV transmission. Receiver, developed by Magnavox's Craftsman Electronic Products Div. (CATV equipment), will cost about \$100-\$120 more than standard console, will be distributed through Magnavox dealers in CATV areas.

End of boycott of color TV by Japanese consumers has manufacturers sharply reversing previously announced production cutback programs. Matsushita said monthly production is being increased to 180,000 sets, Hitachi to 110,000, Sanyo to 60,000. Matsushita spokesman predicted industry sales this year of 6.8 million color TVs, up 15.7% from 1970, with domestic sales up 12.6% to 5.5 million, exports up 31% to 1.3 million.

Matsushita claimed 30% share of Japanese color TV factory sales in 6-month period ended May 31, up from 29.5% in preceeding 6 months. Firm sold 967,000 in period (up 8.5%), including 891,000 in Japan (up 12.7%) and 157,000 exports (down 8.7%). In year through May, Matsushita sold nearly 1.9 million color TVs.

RCA denied rumors it intended to sell computer division at large loss. It made statement July 1 after trading was halted in its stock on NYSE.

**HIGHSPOTS AT CES:** Registration at 5th annual Consumer Electronics Show totaled 36,160, up 15% from record set last year. Audio products predominated; most dealers had already seen bulk of TV lines.

To stir TV excitement, many manufacturers displayed "products of the future." Panasonic's group of advanced items shown 2 weeks earlier in N.Y. (Vol. 11:25) was augmented by picture-taking TV set. Remote-control button permits viewer to snap photo from screen; completely developed picture is dispensed by TV set through slot.

Sharp displayed 19V" color table model with touchbutton tuning, Nixie tube electronic readout, using same indicator tubes for vhf & uhf, with signal-seeking sequential tuning from Ch. 2 through 83. Company officials said it might be on market next June. Sharp also showed b&w TV intercom with 9V" receiver; when CCTV camera is used, image is shown on split screen so as not to interrupt TV viewing. Hitachi demonstrated 16V" b&w set with all-channel varactor tuning (8 pushbuttons). Crown showed 9V" color TV with digital clock radio and 8V" b&w with top-mounted cassette unit which can record TV audio.

Biggest product-of-future display was by Motorola—Life Style '71, a dome-shaped livingroom with built-in control center operating color TV, EVR Teleplayer, 4-channel stereo, various lighting effects. Motorola Industrial Design Dir. Herbert Zeller envisioned creation of total electronic environment for the home, rather than selling individual products.

In audio, Hitachi demonstrated compact table-model jukebox accommodating 10 stereo-8 tape cartridges; selections may be programmed in any order or played sequentially. No production plans yet. In terms of actual product, show saw introduction of new 3-hour cassette by TDK at \$4.49; chromium dioxide tape was displayed by Ampex, BASF, Maxell & Memorex. Norelco demonstrated Dynamic Noise Limiter (Vol. 11:23 p7) in cassette deck at \$219.95, showed adaptor unit to sell at \$29-\$39 for any cassette unit, promised another version for FM. JVC showed own answer to Dolby—Automatic Noise Reduction System (ANRS)—requiring special encoding during recording process and incompatible with Dolby, to be offered in 2-channel cassette deck (about \$250) & 4-channel version, possibly early next year.

Capitalizing on current trends, Crown offered water bed with 2-piece cassette & stereo FM-AM system at \$280.

Seminars were heavily attended, provided free interchange between dealers in audience & industry leaders. TV panel produced general agreement that total receiver sales would rise from current 12-million annual level to 13-15 million within next 5 years. On subject of extended labor warranties, RCA's William Anderson & Zenith's Dan Dougherty disagreed. Anderson said RCA survey found 39% of consumers felt service backing by manufacturer & dealer was most important factor in color set choice. Dougherty stated that year warranty represented

added cost factor in TV set and that customer should be given choice whether or not to pay for additional coverage.

"Govt. is going to take over the role" of product mgr., ad mgr. & sales mgr. if all consumer legislation affecting federal product testing, ad limitations & minimum warranties becomes law, Philco-Ford's Armin Allen warned at legislation seminar. Proposals all will add costs "which have to be passed on" to consumer, and could lead to declining sales. EIA Consumer Electronics Group Counsel Edward Day ran down list of such bills now pending, noted "it's this big bundle that's frightening." Scope of proposals "is greater in magnitude than the problem," said Alan Wurtzel of Wards (Richmond, Va.) and head of new NARDA Legislative Committee. Bills should "be taken as an indication of the basic areas of concern" for consumer protection, explained Jack Pearce, from Office of Consumer Affairs. Those areas, he said, were product disclosure, safety and "an adequate means of recovery" for consumers.

Biggest applause-getter of that or any other session was dealer who told Pearce to leave industry alone and instead protect consumers from drug pushers—"we don't kill anybody." In earlier session on retailing, George Fezell, Magnavox, predicted future would see fewer independent dealers and "washout" of many import brands. Major importers would remain and be very competitive, he said. Over next 5 years, he forecast, PTC would take more action affecting retailers, particularly in areas of pricing, spiffs and incentive payments & warranties. In response to query on future of fair trade, Fezell said "I can speak for one company—[Magnavox] will continue vigorously" to support concept.

At videoplayer conference, all speakers agreed standardization was No. 1 problem, Cartridge TV's Don Johnston saying he believed one film or disc system could coexist with one tape system. He forecast home videoplayer hardware & software would be \$2-billion business by 1975, and indicated that he felt recorded cartridges eventually would include commercials to defray costs. Panasonic's Al Barshop & Sony's Richard O'Brion agreed home market would be going business in 3-5 years; Ampex's Richard Elkus saw 1975 as earliest date.

**Mergers & acquisitions:** Milovac International (formerly Selectron) is negotiating purchase of cabinet facilities from Canada's Clairtone. Earlier this year, Milovac revealed plan to offer assembled-in-U.S. stereo consoles (Vol. 11:8 p11)... **Ehrenreich Photo** says it is discussing sale of Concord Electronics subsidiary to Instrument Systems, parent of Benjamin Electronics. Ehrenreich acquired Concord in 1968... **Corning Glass** has completed acquisition of Components Inc. for stock (Vol. 11:12 p14). Firm produces diodes, capacitors & data processing equipment in U.S. & Mexico, will become wholly owned Corning subsidiary... **Gates Rubber** has agreed to sell holdings in Gates Learjet to San Francisco group for stock. Sale excludes Lear Jet Stereo, which firm has agreed to sell to another group (Vol. 11:7 p10).



**APRIL IMPORTS:** April was strong month for importers, most major product categories joining TV (Vol. 11:24 p9) on upside, as compared with April 1970, according to Commerce Dept. Imports of transistor home radios (including clock) were off 6.7% in month to 2.4 million. Loss was greatest in AM-only radios, off 16%, while FM imports were down just 8.7%, and clock radios were up sharp 54%. As result, radio import value was down just 5% to \$23.5 million.

Total audio tape units were up 29.8% in April

#### U.S. IMPORTS

	April 1971		April 1970			April 1971		April 1970	
	Units	Value (\$)	Units	Value (\$)		Units	Value (\$)	Units	Value (\$)
Color TV, over 17V" .	45,140	7,795,955	27,617	4,947,806	Tr. rad., AM, batt. . .	715,514	2,619,563	835,189	3,281,727
Japan . . . . .	41,455	7,157,584	26,987	4,802,204	Japan . . . . .	202,909	1,256,883	138,785	1,459,203
Taiwan . . . . .	3,583	607,745	—	—	Taiwan . . . . .	65,596	224,548	78,783	255,725
Color, 11-17V" . . . .	74,127	10,509,599	23,828	3,077,964	Hong Kong . . . . .	412,935	1,013,362	580,171	1,486,587
Japan . . . . .	67,736	9,781,998	19,876	2,800,314	Tr. rad., batt., other . .	967,250	10,219,922	1,032,100	10,761,163
Taiwan . . . . .	6,376	725,398	3,918	269,991	Japan . . . . .	417,928	6,414,244	428,449	7,406,205
Color, 10V" & under . .	2,717	406,503	14,389	2,159,954	Taiwan . . . . .	61,064	543,841	137,148	779,870
Japan . . . . .	2,717	406,503	14,388	2,159,451	Hong Kong . . . . .	456,386	2,792,132	418,953	2,313,001
B&w, over 17V" . . . .	67,053	4,039,267	53,708	3,045,381	Auto-radio . . . . .	164,814	2,461,230	99,618	1,539,519
Japan . . . . .	29,031	1,902,813	19,944	1,183,827	Transceiver . . . . .	186,182	2,044,275	157,924	1,785,401
Taiwan . . . . .	9,112	380,540	8,664	251,820	Radio-phon . . . . .	154,051	5,056,594	108,099	2,726,795
Mexico . . . . .	28,577	1,716,165	24,600	1,556,976	Phono, stereo . . . . .	25,888	465,068	56,210	870,465
B&w, 11-17V" . . . . .	130,057	6,106,947	155,457	7,287,981	Phono, mono . . . . .	4,606	46,602	3,447	102,261
Japan . . . . .	95,231	4,459,580	73,399	3,516,757	Record changers . . . .	346,759	4,152,966	298,643	3,063,380
Taiwan . . . . .	34,798	1,642,730	56,373	2,326,622	United Kingdom . . . .	325,139	3,480,208	275,345	2,605,845
B&w, 10V" & under. . .	73,617	3,452,278	93,000	4,418,302	West Germany . . . . .	20,210	631,446	22,007	438,901
Japan . . . . .	63,232	3,019,026	70,403	3,489,994	Rcdrs., AC, stereo,				
Taiwan . . . . .	10,371	430,265	21,740	878,231	cart. . . . .	26,875	898,003	25,936	765,983
Clock radio . . . . .	302,597	3,331,956	196,388	2,252,746	Rcdrs., AC, stereo,				
Japan . . . . .	131,075	1,698,145	141,682	1,710,378	reel . . . . .	56,599	3,256,075	55,407	2,715,914
Hong Kong . . . . .	105,834	870,916	22,534	219,003	Rcdrs., AC, mono,				
Taiwan . . . . .	48,792	584,908	25,672	262,361	cart . . . . .	109,306	2,061,091	88,044	1,665,510
Tr. rad., AM, AC . . . .	114,652	613,337	156,197	711,513	Rcdrs., AC, mono,				
Japan . . . . .	31,725	271,658	43,694	328,144	reel . . . . .	21,356	573,658	18,841	651,957
Taiwan . . . . .	5,814	15,168	6,000	17,572	Rcdrs., batt., cart . . .	459,241	7,576,628	243,969	4,284,073
Hong Kong . . . . .	53,248	276,489	102,803	349,661	Rcdrs., batt., reel . . .	14,108	280,504	52,682	561,652
Tr. rad., AC, other . . .	293,090	6,689,288	348,688	7,717,537	Radio-recorders . . . .	123,212	4,622,942	103,367	4,352,850
Japan . . . . .	221,159	5,785,110	278,113	6,865,390	Tp. players, auto. . . . .	253,027	4,406,593	258,254	6,005,682
Taiwan . . . . .	40,911	601,866	36,117	336,123	Tp. players, other . . . .	210,369	4,610,756	158,413	3,999,343
Hong Kong . . . . .	15,698	169,726	21,324	134,939	Tp. players, comb . . . .	122,097	4,492,148	70,931	3,326,944
					Video recorders . . . . .	1,671	527,989	2,122	581,192

to nearly 1.4 million, with total recorders up 37.8% to 811,000, tape players up 20% to 585,000. Within tape classification, open-reel recorders posted 27.5% decline to 92,063, auto tape player imports fell 2%. In other categories, phonos & radio-phonos were up 10% to 184,545, record changers up 16%, transceivers up 17.9%, auto radios (excluding OEM imports from Canada) up 64.4%.

Following are details. Where no source country is indicated, Japan is principal supplier.

## Trade Personals

**Charles Winter**, ex-Norelco, appointed to new post of Sharp (U.S.) mktg. mgr. **Unosuke Murai**, ex-International Trade Div. gen. mgr., named pres., Nippon Columbia Corp. of America. **Martin Sheridan**, ex-Admiral vp, appointed NARDA communications dir., new post.

**Pierre Weis**, ex-United Artists TV pres., named dir. of newly formed UA Video Cassette Div. **William Kirsch** promoted at Motorola Consumer Products Div. from western key accounts mgr. to Cal. sales mgr. **Victor Rado**, ex-Mattel div. vp, appointed senior operations vp of subsidiary Audio Magnetics. **James Johnson** advanced from exec. vp & asst. gen. mgr. to pres. & gen. mgr., Zenith Hearing Aid Sales Corp., succeeding **Robert Stuart**, resigned to take post in aircraft industry.

**Edward Meagher**, ex-Amperex, appointed domestic & international sales mgr. for Electronic Arrays. **Ivan Johnson** (Admiral), **William Parkinson** (GE) & **John Rider** (Bayden Publishing) awarded plaques for service to EIA Consumer Electronics Group Service Committee; all are retiring. **Philip**

**Frey** resigns as gen. mgr. of Teledyne Semiconductor Continental Device Div. to become pres. of Micro-semiconductor Corp., replacing **Charles Sutcliffe**, who continues as pres. of parent Standard Resources Corp.

**NEWSPAPER ADVERTISING:** Consumer electronics manufacturers & importers advertised in newspapers to tune of \$18 million last year, down 17% from 1969, according to Media Records compilation in Advertising Age. Leader was RCA, with \$3.2 million, followed by Zenith at \$1.5 million. Totals cover national ads, exclude co-op, for 389 daily & Sun. papers.

Others in survey, with their consumer electronics budgets (add 000) were: Magnavox \$838, Motorola \$610, Sony \$544, Admiral \$509, GE \$448, Sylvania \$261, CBS (Masterwork) \$180, Teledyne Packard Bell \$174, Philco-Ford \$170, V-M \$144, Curtis Mathes \$130, Avnet (Channel Master & Garrard) \$117, Craig \$110, BSR \$105, Fisher Radio \$93, Elgin (JVC) \$88, Sharp \$78, Ampex \$72, Panasonic \$69, Marantz \$57, Norelco \$55, United Audio (Dual) \$44, KLH & Nippon Columbia \$43 each, Hitachi & Toshiba \$41 each, Grundig \$32, Sanyo \$30.

**CES PRODUCT HIGHLIGHTS:** One major new consumer electronics line made debut at last week's Consumer Electronics Show—Sanyo's first full-scale effort in U.S. under own brandname. Line features 90-day labor warranty on all products. Most color sets have AFC, all have automatic tint, top end have "automatic tint sensor." Color prices ("suggested retail" or fair-trade): 12V" solid state, \$299.95; 15V" at \$239.95; 18V" at \$299.95 & \$319.95; 19V" at \$319.95, \$329.95 & \$349.95; solid-state 19V" with 8-channel detent uhf at \$399.95. Monochrome sets: 9V" AC-DC, \$99.95; 12V" at \$59.95 & \$79.95, AC-DC swivel-base version \$109.95; 19V" at \$99.95.

Unique product among 44 items introduced by Sanyo is "Stereocast Adaptor," \$14.95 gadget which plugs into special jack on any Sanyo portable FM-AM set and gets true FM stereo through headset. Deluxe version, \$19.95, accommodates any standard stereo headphones. FM-AM portable outfit with stereo adaptor is \$29.95. Sanyo has 6 portable radios, 3 clock radios, 6 compact systems including 4-channel, plus discrete-matrix 4-channel decoder-amplifier, 7 cartridge & cassette car stereos, including one which accommodates both cartridges & cassettes.

**Olympic** is back in TV—"mainly as a convenience to our customers"—with 15V", 18V" & 19V" color at \$269.95, \$299.95 & \$349.95. Black-&-white sets are 12V" at \$79.95, 16V" at \$99.95, 19V" at \$139.95 and 22V" table model at \$179.95.

**JVC** has added 3 color sets designed for ease of servicing. New 17V" & 19V" sets have 4 plug-in boards, former including "Quadri-Matic" single-button AFC, brightness, color & tint at \$329.95, latter with AFC & automatic color & tint at \$369.95. Deluxe 19V" with 8-detent uhf & Quadri-Matic is \$429.95.

**Sharp's** color line, with published "list prices": 12V" at \$249.95 & \$269.95, 15V" at \$309.95, 16V" at \$339.95, 18V" at \$379.95, 19V" with 8-channel uhf detent at \$399.95, 19V" with remote on-off, channel, volume & tint at \$459.95. Black-&-white line: 9V" AC at \$74.95 & \$79.95, AC-battery \$114.95; 12V" AC \$94.95 & \$104.95, AC-battery \$119.95; 16V" at \$119.95, 19V" at \$139.95, \$149.95 & \$159.95 (latter with 8-detent uhf); novelty 5V" swivel AC-battery set \$114.95.

**Channel Master** has re-entered portable TV with 15V" color at \$299.95 and 18V" at \$359.95. Monochrome sets are 12V" at \$89.95 and 19V" at \$149.95. New 25V" console leader (by Wells-Gardner) is \$499.95. Other 25V" consoles, all with black-matrix tube, are \$579.95-\$659.95. Channel Master is now only color set with 3-year picture tube warranty.

**Arvin** showed FM-AM portable with new "Zip Tuning"—combination slide control & knob. Knob is pushed to approximate station location, then turned for fine tuning. It's \$39.95.

Unusual clock radio was premiered by General Time's Triumph Div. U.S.-made, it has electronic time & alarm-setting readout (using Sperry cold-cathode neon display tube), all clock circuitry is on 24-function IC chip made by General Instrument. It will sell for \$89.95 in Oct. In works at Triumph is

## Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
<b>Avco</b>			
1971-6 mo. to May 31	359,678,000 <sup>a</sup>	11,871,000	.31
1970-6 mo. to May 31	376,316,000 <sup>a</sup>	10,946,000	.23
<b>Cablecom-General</b>			
1971-6 mo. to May 31	7,820,819	350,239 <sup>b</sup>	.15
1970-6 mo. to May 31	6,973,181	300,596 <sup>c</sup>	.13
1971-qtr. to May 31	4,178,689	277,850 <sup>b</sup>	.12
1970-qtr. to May 31	3,886,281	240,858 <sup>c</sup>	.10
<b>Chris-Craft Industries</b>			
1971-9 mo. to May 31	46,150,000	(2,175,000) <sup>d</sup>	--
1970-9 mo. to May 31	62,706,000	(11,000) <sup>d</sup>	--
<b>Corning Glass</b>			
1971-24 wk. to June 20	271,755,510 <sup>a</sup>	20,969,412	3.01
1970-24 wk. to June 14 <sup>e</sup>	272,910,492 <sup>a</sup>	21,384,644	3.08
<b>Morse Electro Products</b>			
1971-year to March 31	74,959,804	2,115,926	.89
1970-year to March 31	54,597,146	2,483,708	1.22
1971-qtr. to March 31	18,040,477	535,076	.22
1970-qtr. to March 31	13,117,547	509,245	.24
<b>A.C. Nielsen</b>			
1971-9 mo. to May 31	83,676,783 <sup>f</sup>	6,115,130 <sup>f</sup>	1.15
1970-9 mo. to May 31	78,921,221	5,564,852	1.05
<b>Rust Craft Greeting Cards</b>			
1971-qtr. to May 31	10,842,000	314,000	.27
1970-qtr. to May 31	10,638,000	257,000	.22

Notes: <sup>a</sup>Sales. <sup>b</sup>Includes extraordinary gain. <sup>c</sup>Includes extraordinary loss. <sup>d</sup>After tax credit. <sup>e</sup>Restated. <sup>f</sup>Record.

combination clock radio & home calculator using same readout, with clock-setting pushbuttons becoming calculator keyboard. Another potential use of cold-cathode display device will be varactor-tuned TV channel readout for all-channel sets.

**Sylvania** will offer phase-shift 4-channel converter in Aug.; no price given... "Station Master" fix-tuned AM radio offered by Concept Plus will sell for "a few dollars," not \$24.95 as we erroneously reported last week (Vol. 11:26 p11).

**Component sales** by U.S. manufacturers were valued at \$5.74 billion last year, down 6% from 1969, Commerce Dept. estimates. Shipments to non-defense market dropped 4% to about \$4.9 billion. Only sales of ICs (up 19%), transformers (up 13%) & relays (up less than 1%), escaped slump that hit all other component categories. Largest loss was in value of TV picture tubes, off 20% to about \$464 million, while units declined 13%.

**Distribution notes:** **Philco-Ford's** Denver branch expands to cover Utah, replacing Strevel-Paterson Co., Salt Lake City... **GBC CCTV** to market GE vidicons & Memorex video tape.

**Poland** is buying \$2.1-million aluminum electrolytic capacitor plant from Nichicon Capacitor of Japan. To be completed next spring, plant will have 5-6 million unit annual capacity.

**TDK** will own 51% of Japanese ceramic capacitor manufacturing venture, being formed with U.S. partner, American Components Inc.



WEEKLY

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WITH THIS ISSUE: Videocassette Sourcebook, background on videoplayer developments to date.

JULY 12, 1971

VOL. 11, NO. 28

## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**CATV DRIVE PEAKS AT CONVENTION:** Hopes & fears about 'delays' aired by Burch, Whitehead & McClellan. Members sustain Board's dismissal of Taverner. Attendance down 10% from 1970. Other highlights. (P. 1)

**STAGGERS LOSING DEMOCRATS** in attempt to cite CBS for contempt. Whip poll shows 87 backing CBS, 67 for citation, most of 100 uncommitted against contempt charge. Republicans back Staggers 2-1. Vote due this week. (P. 3)

**LAWYERS ON CABLE REGULATION:** 'Almost boundless' power over CATV seen if Supreme Court reverses ruling against mandatory origination. Copyright owners expected to decide fees they'll seek soon. (P. 4)

**BLACKS & CATV IN CITIES:** Convention discusses opportunities as blacks split on financing availability. System owners see minorities as allies. Ad revenue of \$1 billion, \$2 billion program revenue, 26 million subscribers, predicted in 10 years. (P. 5)

### Consumer Electronics

**YEAR'S BEST WEEK** in domestic-label sales to dealers for all major product groups reported by EIA for 7 days to June 25. Color sales highest since Aug. '70, portable-table phonos have best week since 1967, FM radio sales best in history. (P. 7)

**CATV DRIVE PEAKS AT CONVENTION:** "Guarded optimism." That's essence of last week's NCTA convention in Washington. CATV operators left town with assurance from FCC Chmn. Burch that Commission is working diligently to finalize rules (July 25 is a commonly mentioned target). They heard OTP Dir. Whitehead insist that Cabinet-level committee has no desire to delay new rules, doesn't intend to "study cable to death." They applauded 10 times as Sen. McClellan (D-Ark.) told them almost everything they wanted to hear—about value of their industry and need for final unleashing now. They told each other they don't really believe that Sen. Pastore (D-R.I.) will seek to clamp on new freeze when FCC finishes its work. And they ventilated their internal conflicts, "unity" the watchword.

FCC has been meeting 2-3 times weekly, looking at new drafts of rules. It's expected Commission will act first on distant signals, may issue those before it finalizes other issues.

**JAPAN, TAIWAN TVs DUMPED** in Canada, National Revenue Dept. rules in preliminary finding. EIA-Canada hails verdict; EIA-Japan denies charge. Matsushita files suit to overturn U.S. TV dumping case. U.S. Tariff Commission hears pleas of Warwick workers. (P. 7)

**TOTAL MARKET SALES** gains reported by EIA for most major categories in year's first 4 months. Home FM radios show only decline from 1970. U.S.-made b&w sales growth outpaces market, recapturing share from imports. (P. 8)

**TV MAKERS VIEW CATV AGE** at NCTA convention exhibits, where cable TV manufacturers demonstrate how they plan to overcome shortcomings of TV receivers for cable use. Magnavox's 101-channel color set, RCA's tunerless receiver different approaches to cable 'terminal.' (P. 9)

**VIDEOPLAYER FORECAST:** Quantum Science sees \$1.8-billion annual sales of hardware & software by 1980, with 3.4 million players in U.S. homes, representing 4% saturation. Super-8 film system seen taking early lead, with magnetic tape ultimately winning. (P. 10)

**EARNINGS IMPROVEMENTS** cited by RCA, Sylvania & GE in financial reports & forecasts. Hitachi, Sharp cite profit declines. (P. 11)

**FIBER-OPTIC TV** for super-bright color with picture tube patented by Xerox's Price. Optical Assoc. to exploit invention. (P. 11)



There's some sentiment in Commission—can't tell how strong yet—to cut 2 "bonus" distant signals to one or none (Vol. 11:25 p1). Here's what Burch told convention:

"We're ready to act, and we intend to act. But certainly we are not going to wrap it all up this summer, and map out the ultimate in cable for all time. This will be a first, small step to get cable moving and, more important, to provide us experience as to what it's capable of becoming." Burch warned that "some cable operators are all 'get' and precious little 'give'—and we just can't buy that." He reminded audience that FCC is considering requiring systems to have one "public access" channel for each station signal carried and to have 2-way capacity built in for all new systems in large markets.

Discussing distant signals, Burch stated: "Without some signal importation, cable never will get moving in most of the larger markets... Thus we're searching for that elusive 'start up' point—a just-enough-not-too-much formula that will in fact open the way for cable's orderly evolution, without doing irreparable injury to our existing broadcast system. I think the Commission is getting close and that Congress is at least receptive." He also urged cablemen not "to waste momentum in some latter-day War of the Roses within the cable family."

Whitehead told banquet audience that purpose of President's committee "is not, as some have suggested, to delay the growth of cable, but to accelerate the development of policy." Purpose, he said, is "to provide a different perspective on cable regulation—a perspective we feel is badly needed." He said committee isn't interested in number of distant signals, but in "longer & broader view" of such matters as "industry structure, common carrier or limited carrier status, the degree & level & type of regulation, copyright in the broadest sense, access, ownership, public service uses, the effect on broadcasters and on special classes of viewers." This puzzled many CATV operators, who thought Whitehead's shopping list left very little to be decided by FCC.

"We hope we can develop a policy," Whitehead stated, "which will allow cable to offer people a wide variety of new services including, but not limited to, entertainment, while at the same time preserving or even augmenting the quality & value of existing TV service... I think that what we would like to do is to formulate a policy which creates an industry structure conducive to our policy goals. This offers a clearer, more manageable regulatory approach than does the highly detailed, meddlesome, and unpredictable federal regulation of the traditional sort."

"Action" was key word—much repeated—from Sen. McClellan, unswerving friend of CATV who controls critical copyright legislation. He said FCC can finish job in a few weeks, then should adopt rules "to become effective at the earliest feasible date." As for Nixon's committee, "I do not believe that the President is allied with those who are seeking to obstruct a decision by the FCC."

McClellan wielded both stick & carrot. If FCC is "unable or unwilling" to act now, he said, Congress could hold up action on whole copyright revision bill, affecting much besides CATV, or his committee could push for legislation generally favored by cable. Carrot he dangled before broadcasters was longer licenses, "appropriate consideration be given to the investment & performance of the existing licensees" in renewal proceedings—and no discrimination against TV-radio in campaign spending legislation.

As expected, the firing of NCTA Pres. Donald Taverner and alleged disloyalty of some staffers was subject of much discussion—but it was given unexpected & major prominence by outgoing Chmn. Ralph Demgen in speech at opening session. Demgen, backed by George Barco, who had recruited Taverner, called for reconsideration of issue, but they were defeated thoroughly 2 days later at membership meeting.

Of Taverner incident, Demgen said: "When I took office I was convinced we had the man we needed. Nothing has happened since that time to make me change my mind... However, sinister forces working from vantage points on our staff and outside our Board of Directors for reasons which I can at this time only describe as selfish, were able to convince our Board that Mr. Taverner's resignation should be accepted... If the majority of our members are willing to stand by and allow this dreadful thing to pass without objection, then... I will have to accept it. However, I feel you should be warned. NCTA has been hurt—and hurt badly... If your Board and your executive committee are to be continually subjected to the pleasures of a very small minority,



then we might as well dissolve the Board & executive committee and turn everything over to the dissidents and let them run it—and the way you spell that word run is RUIN. [But] I am firmly resolved that the Carleton Pub Club [reference to hotel near NCTA] is not going to run NCTA. The policies of this organization and their implementation are not going to be planned by a dissident few in some Washington grog shop."

Taverner, who spoke immediately ahead of Demgen, said "a very real part of the problem" for cable TV is that it is its own worst enemy. "We just seem to have been unable to rise above parochial concerns... and pure national trade association politics... Confusion & misunderstanding seem to have been one of the facts surrounding my administration... In spite of the lack of unity... we are winning in spite of ourselves. However, our victories will be short-term unless we can clean our house... Long-range success will surely call for the kind of responsible statesmanship for which some have criticized my administration."

At membership session, Yolanda Barco (daughter of George) moved that all references to Taverner's resignation be stricken from minutes of last Board meeting (Vol. 11:24 p2). After 2 hours of wrangling over procedures, NCTA members voted overwhelming for motion by William Adler to table Miss Barco's motion. Afterwards, new Chmn. John Gwin said that, "in reality, we do have a predominantly unified industry and a predominantly unified association... I am convinced that we are not beginning this year with as many problems of an internal nature as are implied... around here at the drop of a hat... Some of this nonsense has to cease."

There was surprise, pleasure & nostalgia in selection of Pa. Gov. Milton Shapp as recipient of Larry Boggs award, NCTA's highest. Founder of Jerrold, Shapp exhorted ("Just take the wraps off cable and watch the public benefit"); reminisced ("We had 2-way amplifiers in those early days—between the factory & the customer"), predicted ("The Bartlesville, Okla. cable pay-TV experiment failed because it was too small and the costs too high, but I'm convinced that cable will work out a deal with the movie people—and it will be profitable for CATV"). Shapp has sold his Williamsport, Pa. system (21,300 subscribers) to Telesystems (Fred Lieberman), will sell other system, in Greensburg, Pa.—because of pending state bills to regulate cable.

There was appeal in convention, too, to TV's critics. Luncheon speaker John M. Culkin, dir., Center for Understanding Media, called for Kids' Cable Channel, said it would be "a very statesmanlike gesture" for CATV operators to state: "We are the people who will not exploit kids. We will put our best efforts into programs done for & with them. We will refuse to televise garbage. We will not accept questionable advertising. We will do all of our kids' programs on a non-profit basis. We join the consortium to form a programming service on the national & local levels for Kids' Cable Channel."

Attendance at convention was down somewhat—estimated 10% off from last year's 5,000—and equipment purchases at extensive exhibits were cautious, at best. Many manufacturers are continuing to hurt, some (such as SKL) openly for sale. And even best situated companies expect layoffs this fall & winter unless there's regulatory thaw.

On last day of convention, there was meeting on copyright between NCTA, NAB & copyright owners—but Gwin explained that purpose was to explain the NCTA-owners agreement to NAB; that NCTA wasn't attempting to get NAB to agree, because "we're not in a mood to change." No further meetings are scheduled. (For other reports on convention, see pp. 4 & 5.)

**STAGGERS LOSING DEMOCRATS ON CONTEMPT VOTE:** House is due to vote July 13 or 14 on Commerce Committee recommendation that CBS & Pres. Frank Stanton be cited for contempt of Congress, and at press time congressmen from both sides predicted that "it will be a very close thing." While opponents of citation were pessimistic following 25-13 Committee vote (Vol. 11:27 p3), they said tide began to turn in their favor last week.

House Speaker Carl Albert (D-Okla.)—over objections of Majority Leader Hale Boggs (D-La.)—ordered asst. whips to poll House Democrats, and result was surprising to many: 87 backed citation, 67 were against it, about 100 are uncommitted (there are 255 House Democrats). Most Democrats who are backing House Commerce Committee Chmn. Harley Staggers (D-W. Va.)—who has made fight against CBS a very personal thing—are southerners, and congressional



sources tell us that large majority of uncommitted voters are expected to back CBS. Unofficial survey of House Republicans shows that they are backing Staggers by about 2-1. There are 179 Republicans in House.

Those opposing subpoena are doing so on First Amendment grounds, but Staggers says that freedom of press isn't issue, that question is CBS's alleged "deception" of public and Committee's right to secure information. Several backers of citation—brought on by Stanton's refusal to give Committee outtakes from "Selling of the Pentagon"—told us they see First Amendment questions but that they feel obligated to back play by a Committee chmn.

Lobbying was fierce last week. Staggers made impassioned floor speech for support, wrote "Dear Colleague" letters and issued news release claiming groundswell of support from public. NAB marshalled its 50-man Future of Bcstg. Committee for personal contacts with all members of House. "I was contacted by 12 broadcasters from my state last week," one congressman told us. "That's unusually high on any issue." He's going to back Staggers, by the way, although he feels Committee should never have voted contempt.

CBS was busy, too. Stanton wrote House members, said he had "no reasonable alternative" but to refuse to honor subpoena for outtakes because "I have a duty to uphold the First Amendment." He sent along fact sheet summarizing CBS's position, 4 legal opinions that subpoena violated First Amendment, his June 24 testimony before Commerce Committee and new CBS standards on news & public affairs programs.

Practically all news groups—and dozens of newspapers—have rallied behind CBS, and Congressional Record all last week was full of pro & con statements. Twenty one House Democrats wrote other members urging that they oppose citation. Rep. Van Deerlin (D-Cal.), most outspoken in opposing Staggers (Vol. 11:27 p4), said House vote should be avoided. "All we can do is try to persuade these guys [congressmen] that they are going to look like damn fools," he said. "It just holds the House up to scorn & ridicule to have this beaten in the courts." Countered Staggers: "I would urge you not to lose sight of the very important issue you will be asked to vote upon—the citation for contempt because of a willful refusal to comply with a legitimate congressional inquiry. Deception in broadcast news is like a cancer in today's society. The spread of calculated deception, paraded as truth, can devastate the earnest efforts of anyone of us seeking to represent our constituents. Make no mistake. We have clear evidence of deceit—men's words electronically altered to change their very meaning. Allegations of other instances of fraud are awaiting our further exploration; the whole story behind this program has not yet been told." Staggers also sent each member 80-page legal memorandum backing his contention that subpoena doesn't violate Constitution.

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**CABLE REGULATION:** Panel of attorneys at NCTA convention gave quick rundown on major points of conflict:

Harry Plotkin, discussing Midwest Video case, in which Appeals Court threw out FCC's mandatory-origination rule, warned that if Commission goes to Supreme Court and wins: "Its power over cable would be almost boundless. They could stop cable-pay TV, for example... They could tie you hand & foot on public access channels. They could control every single one of your activities on every one of your channels."

John Cole termed FCC's proposed distant-signal plan "fair & effective" but expressed fear over delays possible in Congress and from White House cable committee, stating: "I fear that delay is its purpose."

John Matthews called for abolition of "footnote 69" prohibition on carriage of overlapping signals. However, if FCC doesn't buy that, he said, there are several ideas which would ease situation while helping uhf. For example, he suggested that if a vhf is entitled to carriage because of its contours & audi-

ence, its uhf competitor should get same carriage—regardless of its contours & audience.

Bruce Lovett reviewed copyright, noted that CBS-TelePrompTer case is set for Oct. hearing, said "the odds for winning are better than ever."

Gerald Phillips, also on copyright, said "CATV will become a very important customer" to film producers who must also preserve their present TV-station market. "Stations will endeavor to pay less," he said, "because of fractionalization of the audience." He said copyright owners hope to have idea in 2-3 weeks as to payment they'll seek from CATV.

Attorneys on another panel pleaded for federal preemption to stave off state regulation. Jay Ricks termed CATV "its own worst enemy" because of "overpromises" in franchise fights. He called for national guidelines. Morton Berfield said N. Y. State freeze on cable has "dubious legality." E. Stratford Smith warned that FCC will have greater difficulty preempting field if it waits until more states pass cable legislation, because of "states' rights" arguments.



**BLACKS & CATV IN CITIES:** Black ownership in major-market cable systems is sure thing, NCTA convention panelists agreed last week. But 2 of blacks on panel disagreed on whether minority group has financing available to become CATV owners. Theodore Ledbetter, pres. of Urban Communications Group, maintained black people "constitute a \$30 billion market that can afford anything we want... Many major cities will be divided into separately-financed cable districts. This process will lower the capital cost per system."

Rep. Metcalfe (D-Ill.), member of Commerce Committee, said few blacks have necessary capital but "we cannot let this become an obstacle." He suggested that minority ownership of CATV be subsidized by govt., said that black ownership is particularly important in major cities "where network and most local programming does not meet the needs of the community." Dempsey Travis (also black), banker and applicant for Chicago system, suggested that experienced cable operators join local blacks in seeking franchises. "Blacks have not owned in any quantity a media for communication since they invented the African drum," he said. "Blacks will have to be represented in this medium not only as tap dancers & singers but as owners & programmers."

Amos Hostetter, Continental Cablevision, said minorities are cable allies because they have "focused attention on the hope of the wired city." To blacks, he said: "Be involved in the franchising process if you have the political power to be a factor, and by all means if you can get the franchise outright on reasonable terms, get it. [But] I would urge you to try to keep in perspective the fact that ownership of the facilities in this industry is not the end all & be all... You may often be better off trying to liquidate the value of your political power quickly and reapplying it to less capital intensive areas, perhaps programming on an access channel."

Time-Life's Barry Zorthian cited huge costs in wiring Manhattan, noted that "no one else is rushing to pour the millions needed into the wiring of other N.Y. boroughs." Time-Life is a principal owner of Sterling Communications, which has franchise for southern half of Manhattan. Irving Kahn, whose TelePrompTer has northern half, said CATV has done more for minorities in N.Y. in year than broadcasters have done in 25 years. In exchange with black in audience, Kahn said: "We need you, because we need allies and you are so vocal that we can't ignore you... A lot of it is up to you. It's not a one-way street. You can't just make noise and not be constructive."

Moderator Samuel Street, in answer to question from floor as to why NCTA didn't do something for blacks, said that panel itself is proof NCTA is interested in helping minorities. "We are making political history with this session," he said.

At eye-opener session on CATV in next decade, Robert Peters of Stanford Research had these predictions for 1981: Ad revenue will be \$1 billion; program revenue \$2 billion. CATV will have 26 million subscribers; 20% of systems will originate. Today, 2% of subscribers are brought in by originations; in 10 years, figure will be 20%.

**Home TV viewing** rose to 6 hours & 12 min. per day in first half of 1971, TvB said last week in releasing Nielsen figures. Average daily viewing is up 7 min. over same 1970 period, and there has been increase every year of past 10, TvB said. In effort to get story across, TvB Pres. Norman Cash wrote all stations: "Here's important news about our industry of great interest to advertisers and the general public. But neither will know it unless you run it on your own air because our competition seldom reports on favorable items about TV."

**CATV carriage** of Madison Square Garden events is now offered by Garden to all systems; up to now, they were carried only on CATV in Manhattan. Prices are based on combination of both potential & actual cable homes. For example, CATV with 0-20,000 potential homes pays \$1.25 per year per home; against that total, there's charge of \$5 per cable home. In addition, each event will have space for at least 16 min. of commercials—and Garden keeps rights to sell 25% of that. Columbia Cable has signed up for part of northern N.J. & southwestern N.Y.

**"Most vital" ever** is billing NAEB places on 47th convention, Oct. 17-20, Fontainebleau Hotel, Miami Beach. Emphasis will be on "direct delegate input and informal exchange" instead of formal sessions, according to James Fellows, NAEB dir. of professional services. Highlight will be "a conversation" among newsmen on "the quality of journalism in public broadcasting." Over 6,000 delegates are expected; some 60 exhibitors already have reserved space.

**Cypress buys cable systems** in Lake Arrowhead & Snow Valley, Cal.—1,700 subscribers—for undisclosed amount of cash. In Orland & Corning, Cal., systems serving 1,350 people were bought by State TV Cable, operating in Chico & Willows, Cal., price unreported, through Daniels & Assoc.

**First eastern installation** of automated film-&-tape editing equipment built by CMX, jointly owned by CBS & Memorex, will be installed next month at Teletronics International, N.Y., for use in editing TV programs, commercials & feature films. First unit built is now in operation at Cinema Center, L.A. CMX has taken orders for 5 units to date.

**Baseball contract** between NBC & club owners is subject of unfair labor practice suit filed with NLRB by Major League Baseball Players Assn. Players claim they need to know details of \$71.75 million 4-year pact with network to prepare for upcoming pension & insurance negotiations with owners.

**More "aggressive & hard-hitting"** than ever, FTC is prepared "to test the outer limits of its authority" in areas of consumer protection & antitrust, according to Lawrence Meyer, dir. of Commission's Office of Policy Planning & Evaluation.

**Comsat will be next** under Ralph Nader's magnifying glass. Said he: "There is evidence that the growth of communications satellites has been slow... to protect AT&T."

**Rep appointments:** KWVL-TV Waterloo-Cedar Rapids & KAUS-TV Austin, Minn. appoint Blair TV. WBBH-TV Ft. Myers, Fla. names Avery-Knodel.



## Personals

**John Gwin**, Cox Cable, elected NCTA chmn. as expected, succeeding **Ralph Demgen**, Willmar, Minn.; others elected: **William Bresnan**, TelePrompter, vp; **F. Gordon Fuqua**, Electra Communications, secy.; **Glen Scallorn**, Del Rio, Tex., treas.; dirs. (all for 3-year terms) **Edward Allen**, Western Communications; **Rex Bradley**, TeleCable; **David Brody**, Jerrold; **Charles Henry**, Iron Mountain, Mich.; **William Karnes**, National Trans-Video; **Robert McGinty**, Atlantic Coast TV Cable; **Robert Tarlton**, Lansford, Pa.; **Robert Behringer**, Theta-Com, reelected to one-year term as assoc. dir. **Herbert Jolovitz**, NCTA govt. relations dir., resigns, will announce plans soon.

ABC Pres. **Leonard Goldenson** returned home last week after being hospitalized since May 29 heart attack (Vol. 11:23 p6); he's expected back in office first week in Aug.

**J. M. Jenkins**, Nielsen vp, named southeastern mgr. and head of new Atlanta office, 62 Perimeter Center East, NE 30338, phone 404-255-7023; **William Hawkes** and **Edward Schillmoeller** elevated to Nielsen vps. **Miles Mangrum**, black Detroit educator, joins Storer Bcstg. as general exec. & coordinator of employe development & training, new post.

**Arjay Miller**, Business Graduate School Dean, Stanford U., and **Nicholas Katzenbach**, IBM vp, elected Washington Post Co. directors. **William Lenz** joins WAVY-TV Norfolk as news dir. **Walter Liss**, ex-John Blair & Co., appointed ad & promotion mgr., WPVI-TV Philadelphia. **Charles White** promoted to public affairs dir., WBNS-TV Columbus, O., succeeding **Tom Gleba**, who leaves station after 20 years to become pres. of Communication Consultants, San Diego.

**Frederick E. Baker**, N.W. Ayer-F.E. Baker, Seattle, elected AAF chmn., succeeding **Victor Elting**, Quaker Oats; **Barton A. Cummings**, Compton Adv., elected senior vice chmn. **Herman Garlan** appointed FCC TV Tuning Panel chmn., replacing **Arnold Skrivseth**, retired. **LeSueur Stewart**, ex-L.A. Neighborhood Legal Services Society, named ABC Circle Entertainment attorney.

**Leo Hoarty**, Buckeye Cablevision, elected pres., Ohio CATV Assn. **George Summerscales**, ex-Continental Telephone, named corporate mktg. vp, Superior Continental. **Reavis Gibb** promoted to mktg. dir., Tele-Vue Systems, replacing **John Aitken**, resigned. **Edward Palmer**, New England Bell, elected first pres. of National Industrial TV Assn. **Marshall Ruehrdanz**, ex-Video Systems pres., named regional mgr., TeleMation Midwest.

**Perry Massey** elevated to film program administration dir., NBC-TV. **Bob Dalchau**, ex-KTSL (AM) Burnett, Tex., named southwest mgr., Metro-media Producers. **Hugh Downs**, host of NBC's Today, elected a Videorecord dir.

**Albert Hartigan**, ex-TelCom & WBBU-TV Buffalo; **Victor Bikel**, ex-CBS Films; **Marvin Levine**, ex-Walter Reade, named regional sales mgrs.,

Winters/Rosen Distribution. **Douglas Grimm** promoted to div. mgr., **Paul Kelly**, to regional mgr., ARB southern sales; **Robert Atkinson**, ex-Starch/Hooper, named N. Y. mgr.

**Wallis Lawrence** elevated to Time-Life promotion & ad asst. dir. **Jerry Shilan** resigns as PR dir., KTLA L.A., to devote full time to Concept Coordinators Corp. **Mal Albaum** elevated to engineering dir., Educational Bcstg. Corp. **Briggs Baugh**, ex-WCBS-TV N. Y., promoted to affiliate relations field mgr., CBS Radio, succeeding **George Hartford**, retired. **Douglas McCorkindale** named gen. counsel & secy., Gannett.

**Peter Barnes**, ex-CBS, named account exec., Metro TV Sales, L.A. **Morris Pechwasser**, ex-SSC&B, & **Don Meinke**, ex-Blair, join Metro TV Sales, N. Y. **Robert Jordan**, ex-Army gen. counsel, joins Steptoe & Johnson law firm, Washington.

**Campaign spending bill** reported by House Communications Subcommittee sets 10¢ per voter limitation—with no more than half to be spent on TV-radio—and should meet objections raised in President Nixon's veto last year, according to Chmn. **Macdonald** (D-Mass.). He said measure eliminates discrimination against broadcasting, which was foundation of veto. Bill would repeal equal-time provision only for presidential & vice presidential candidates; Subcommittee vote was 5-4. In Senate, GOP leader **Scott** (Pa.) said he hopes for action before Aug. recess.

**WMAB (Ch. 2 ETV) Jackson, Miss.** started programming July 4 using all RCA equipment, 1,086-ft. tower. **William Smith** is exec. dir.; **Bob Rowland**, associate dir., programming; **Forrest Morris**, engineering dir. **KCIT-TV (Ch. 50) Kansas City** went off air July 8 for 90 days. There are now 890 stations on air (592 vhf, 298 uhf), 684 commercial, 206 non-commercial, 129 CPs.

**WHDH-TV Boston** went back to U. S. Supreme Court last week—after having been denied review June 14—stating that D. C. Appeals Court's June 11 decision in "Citizens" case (Vol. 11:24 p1) changes ground rules, warrants consideration by highest court.

**KABL-AM-FM San Francisco** has been sold by **McLendon** for \$10.8 million cash to **Starr Bcstg.**, through **Blackburn & Co.** CATV operator **Communications Properties** has bought its first stations—**KFJZ (AM)** & **KWXI(FM)** Ft. Worth—for \$3.8 million.

**NBC** has dropped **Esso** commercial dealing with Alaskan pipeline, following FCC decision that it violated fairness doctrine (Vol. 11:27 p6). Network made no comment, is due to file response to FCC decision this week.

**New children's-show commercial** policy has been adopted by **WMAL-TV** Washington for local **Magic Door** series—total of 5 min. & 10 sec. for the one-hour program, with only one interruption. It's reduction of 47%.

**Time Inc.** has sold interest in **Rio de Janeiro TV** to **TV Globo** for \$3.9 million.



# Consumer Electronics®

A Section of Television Digest with Consumer Electronics

MANUFACTURING & SALES • TV • PHONOGRAPHS • TAPE PRODUCTS • RADIO • COMPONENTS • NEW PRODUCTS • FINANCE

## STATE OF THE INDUSTRY

Sales to dealers (domestic-label), from EIA, for week ended June 25 (25th week of 1971):

	June 19-25	1970 week	% change	June 12-18	1971 to date	1970 to date	% change
Total TV. . . . .	261,041	224,022	16.5	160,845	4,435,226	3,766,992	17.7
color . . . . .	137,502	107,006	28.5	85,190	2,361,963	1,871,032	26.2
monochrome . . . . .	123,539	117,016	5.6	75,655	2,073,263	1,895,960	9.4
Total radio . . . . .	490,209	502,410	-2.4	303,661	9,039,557	7,696,854	17.4
home, portable . . . . .	269,494	311,419	-13.5	123,503	3,752,776	3,234,738	16.0
AM-only . . . . .	127,028	196,607	-35.4	60,521	2,202,048	2,085,213	5.6
FM & FM-AM . . . . .	142,466	114,812	24.1	62,982	1,550,728	1,149,525	34.9
auto . . . . .	220,715	190,991	15.6	180,158	5,286,781	4,462,116	18.5
Total phono . . . . .	174,694	133,754	30.6	56,638	1,697,447	1,360,784	24.7
portable-table . . . . .	144,780	111,594	29.7	40,716	1,313,205	919,567	42.8
console . . . . .	29,914	22,160	35.0	15,922	384,242	441,217	-12.9

Color TV 5-week moving average: 1971-89,310; 1970-66,529 (up 34.2%)

**YEAR'S BEST WEEK IN ALL PRODUCT GROUPS:** Week ended June 25 set record for year in every major product category covered by EIA's weekly reports on domestic-label sales to dealers (see State of the Industry, above).

Color TV sales, soaring to 137,502 units, hit highest weekly level since Aug. 1970, as did monochrome TV sales, total TV sales & total home-portable radio sales. Within radio category, FM sales established record for any week in history. Booming portable-table phono category (which includes compacts) had best week since 1967, bringing total phono sales to highest weekly figure since Aug. 1969. Even lagging console sales set record for year.

Seasonal upsurge in dealer buying generally occurs at end of first half—and 1971 seems to be no exception. First-half sales figures won't be known until next week, since EIA reckons June as 5-week month, month ending July 2 on its statistical calendar.

**CANADA FINDS JAPAN, TAIWAN TV DUMPING:** Japanese & Taiwan-made TVs, both color and b&w, are being dumped in Canada—sold at less than home-market value—Dept. of National Revenue (DNR) ruled in preliminary determination. Agency ordered Customs to start collecting provisional dumping duties (believed to be about 10%), effective June 30. Anti-Dumping Tribunal set Aug. 9 as starting date for hearing on injury to domestic industry, called for filing of briefs by July 30.

Challenge to U.S. Treasury Dept.'s Japan TV dumping finding, meanwhile, was filed last week in N.Y. Customs Court by Matsushita Electric of Japan and its U.S. subsidiary. Matsushita says Treasury's investigative procedures violated firms' constitutional rights to due process and asked Court to order Treasury & Tariff Commission either to dismiss dumping case or allow Matsushita to examine & answer evidence used in case.

Canadian verdict provided 2nd buoyant note of month for domestic industry. First came 2 weeks earlier when govt. announced end to 15% consumer electronics excise tax (Vol. 11:26 p11). Removal of tax is expected to boost consumer TV buying, while dumping duty imposition

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may help Canadian-made TV recapture some of the 30% of color & 46% of b&w market lost to imports in first quarter.

Hailing DNR's action, EIA-Canada Pres. Leon Balcer said domestic TV industry "has been hurt very seriously in recent years" by increased imports from Far East. He noted that consumer electronics manufacturing provides "base for the whole electronics industry," and warned that TV production will end in Canada unless the "unfair competition" from imports is stopped.

By including Taiwan TVs in finding, Canada has given first indication that U.S.-owned overseas TV assemblers may be undervaluing their exports. Admiral, Philco-Ford & RCA, along with Hitachi, are currently exporting TV sets from Taiwan. U.S. Treasury didn't look at Taiwan TV pricing during Japan dumping case. DNR finding excludes sets with over-all picture tube diagonals of less than 8". Agency also said "a number of exporters were not dumping," and names would be supplied to Tribunal and exporters & importers concerned.

Tribunal has until Sept. 1 to determine whether dumping has injured domestic producers, if extra duties are called for and may decide which countries & suppliers are dumping. If injury is found, case goes back to DNR for final determination and, if necessary, establishment of dumping margins.

EIA-Japan issued quick denial, said it "would prove that Japanese TV sets aren't being dumped." At same time, Sony claimed DNR had excluded it from finding—in past Sony has said it had received assurances from Treasury that its TVs weren't being dumped in U.S.

Though both Canada & U.S. follow guidelines of International Dumping Code, Canadian dumping cases are easier to prove. While U.S. specifies comparison of product's "fair value" with export price, Canada uses "normal value," a standard which doesn't permit as many deductions for home-market selling costs. One result is speed. Canada's preliminary finding came just 8 months after start of probe (Vol. 10:47 p7); U.S. Treasury took 2 years. Where Tribunal injury hearing follows preliminary finding by 40 days, Tariff Commission had to wait 4 months for final Treasury verdict.

Matsushita's court action is similar in many respects to so-far unsuccessful case which J. C. Penney—a Matsushita private-label TV customer—brought through federal courts and is now appealing to Supreme Court (Vol. 11:24 p10; 27 p11). To date, no other importers have joined Matsushita in case, but some are expected to file supporting briefs. Case is unusual in that Matsushita is seeking Customs Court ruling before any dumping penalties have actually been assessed against firm's TVs. Justice Dept. is expected to seek dismissal on grounds that Court doesn't have right to review Treasury procedures and that only thing challengeable in Customs Court is whether dumping margins themselves are set too high.

Justice Dept. Attorney Andrew Vance refused to accept subpoena, according to affidavit filed with Court by Matsushita. Vance turned down summons, he claimed in letter to lawyers, because he felt service was improperly made. Dispute over service is expected to delay proceedings somewhat. Defendants named in suit include Treasury, Customs & Tariff Commission officials. There is possibility that Customs Court will decline to take any action until after Supreme Court decides whether to accept Penney's bid for review.

Preview of case for invoking escape-clause protection for TV & parts industry came at Tariff Commission hearing last week on IUE request that workers at Warwick's soon-to-close Zion, Ill. stereo plant be declared eligible to seek import adjustment aid. Union claimed that although Japan was not prepared to export phonos to U.S. in 1948, when duty rates were lowered from 35% to 15%, that negotiated reduction and those which followed, gave Japan the opportunity to invade U.S. market. Duty is now 6.5%.

Commission rejected union attempt to link plant closing with TV imports. Agency said aid requests must be made within year after alleged injury, and TV output was ended at Zion in 1969. Union held that TV imports caused phaseout at Zion, and that end to TV production there made complete plant closing inevitable.

**INDUSTRY SALES UP IN FIRST 4 MONTHS:** April sales increases over 1970 were stronger for most major product classifications than they were for first quarter, according to EIA 4-



month total-market figures. Within TV category, b&w increase was moderately off pace set in Jan.-March period (Vol. 11:21 p9) and sales growth in auto & home AM radios slowed. (Total market equals U.S.-produced factory sales plus imports; U.S.-brand sales include U.S. production plus imports by domestic manufacturers.)

Increase in factory sales of U.S.-made b&w sets outpaced total market growth, figures indicate, reducing market share held by imports to 48.7%, compared with 50.2% in same 1970 period. In color, imports increased share from 17.7% to 19.2%. We estimate total U.S.-brand TV sales in period at 3.2 million, up 17.5%, with color up 31.2% to just under 1.7 million, b&w up 5.5% to 1.5 million, giving U.S. brands 86% color & 66.8% b&w market share, all down from last year. EIA total market includes imports from time of entry, disregarding inventories, while domestic-made sets aren't counted until sold by factory. Result is that import brands get somewhat inflated market share.

Continued expansion of FM in home radio market is also indicated in EIA figures. FM was in 56% of all home radios sold in 4-month period, up 1% from opening quarter. FM share of auto radio market declined slightly to 18.4%. Totals exclude FM radios in combination with TV, phonos & tape recorder-players. Following are 4-month 1971-vs.-1970 consumer electronics market totals, with derived comparison of domestic production & imports for current year.

Product	U.S. Produced	Imports	1971 4-Month Total	1970 4-Month Total	% Change
Total TV. . . . .	2,751,015	1,494,538	4,245,553	3,335,479	27.3
color . . . . .	1,565,634	370,904	1,936,538	1,397,748	38.5
monochrome . . . . .	1,185,381	1,123,634	2,309,015	1,937,731	19.2
Total home radio . . . . .	889,051	8,861,197	9,775,248	10,192,889	-4.1
AM . . . . .	-	-	4,262,088	4,037,196	5.6
FM & FM-AM . . . . .	-	-	5,513,160	6,155,693	-10.4
Total auto radio . . . . .	3,628,987	1,005,421	4,634,408	3,633,836	27.5
AM . . . . .	-	-	3,782,955	3,085,258	22.6
FM & FM-AM . . . . .	-	-	851,453	548,578	55.2
Total phono . . . . .	1,504,635	599,179	2,103,814	1,389,761	51.4
Total tape equipment . . . . .	112,537	4,517,420	4,629,957*	4,112,755*	12.6

\*EIA estimate

**TV MANUFACTURERS PEER INTO CABLE AGE:** Big convention held by National Cable TV Assn. (NCTA) in Washington last week (see p. 1) was eye-opener to those TV set makers taking trouble to attend.

Coming challenge of CATV age (Vol. 11:24 p11) was most clearly evident in equipment exhibits, where cable-TV manufacturers demonstrated their methods for overcoming deficiencies of standard receivers when connected to cable. Set-top or remote (wired) converters are widely employed accessories used to avoid direct pickup of off-air signals and adjacent-channel interference now (they convert all incoming signals to unused channels), and their far wider use will be dictated later when cable systems expand beyond 12 channels.

Important question, of course, is whether there should be special receivers designed for use on cable systems—as proposed to FCC by NCTA (Vol. 11:24 p12). Before this can be decided, there must be some agreement on standardization of cable TV channels. Only cable TV set demonstrated at NCTA was Magnavox's "TV 101 Cable Terminal"—with 31 vhf channels plus normal 70 uhf (Vol. 11:27 p11). Varactor-tuned 25V" color set, initially to be available in 3 console models, adds Channels A through S to 2-12, carving new vhf channels from space between Ch. 6 & 7 (8 channels) and above Ch. 13 (8 channels). Set has double shielding to prevent off-air pickup. It was developed with Magnavox's Craftsman Div. (CATV gear), is scheduled to be sold through Magnavox dealers beginning next year at price increment of about \$50 above standard set.

Although not displayed at NCTA show, it's known that RCA has developed cable set especially for master distribution system at new Disney World project near Orlando, Fla. Initial

contract is for installation of some 1,750 sets in 2 hotels there this year, with option for like number next year, possibility of more later. To be used with Ameco's Discade distribution system (Vol. 10:27 p3), RCA color sets will have no tuners—signals being fed directly into IF stage. Where tuner normally would be located on set, there's 10-position switch, feeding in 9 channels plus off-on position. This can be expanded to 20 positions. Unlike Magnavox's special set, tunerless receiver of this type couldn't be used in connection with conventional home CATV system, since it would run afoul of all-channel law. However, Disney World hotel distribution system is classified as closed-circuit and its TV sets (which aren't sold to public) are monitors.

Also intriguing to TV set manufacturers are the many "subscriber response systems" displayed at NCTA, making receiver (or "terminal," as cable folks prefer to call it) a 2-way system. Question again arises as to whether response systems will be part of TV set or a set-top box made & merchandised separately.

Cable TV-receiver interface, to use stylish phrase, looms increasingly as subject demanding top-level attention by both CATV & TV set industries.

**VIDEOPLAYER FORECAST:** Latest study of potential videoplayer market, unveiled by Quantum Science Corp. (245 Park Ave., N.Y.) at all-day conference on videocassettes July 9, sees \$1.8-billion annual sales by 1980. Of this figure, hardware represents 59%, software 41%. By 1980, study forecasts 3.4 million videoplayers will be in U.S. homes, representing about 4% saturation.

Quantum's report sees super-8 taking early lead in home videoplayer race, followed by EVR, with video disc & holographic tape becoming dominant in late 1970s, followed by emergence of videotape as most popular medium, principally because of ability to record. Videoplayer will become "viable consumer product" by mid-'70s, when most major consumer electronics firms will have chosen systems and be engaged in production & marketing, study says.

Explaining its forecast that super-8 TV players will be of significant importance, Quantum says most major camera & film manufacturers will introduce home sound movie systems in 1972, accompanied by decline in color film processing cost. Reduction in speed of super-8 film from current 24 to 18 frames per sec. and use of thinner Estar film will make possible 40 min. playing time in cartridge which currently accommodates only 20 min.

Study estimated potential price of consumer EVR at \$500, super-8 player \$450, VTR \$600, holographic SelectaVision player \$400, video disc \$300. As to "media costs" (software material plus duplication & processing), it gives these current figures and potential prices (in parentheses) for 30 min. color program: super-8 \$18 (\$11.10), EVR \$21.40 (\$10.10), magnetic tape \$22.40 (\$4.20), video disc (\$1), holographic film (\$2).

Although programing will start out as rental market, Quantum believes by 1980, with increasing popularity of record-play VTRs, and with 50% of color TV homes connected by cable, that much of material will be distributed to homes by CATV for taping and later viewing.

In other videoplayer news, we've learned that 4th Cartrivision TV set demonstrated in Chicago 2 weeks ago by Cartridge TV Inc. (Vol. 11:27 p8) in-

corporated Philco-Ford color set. (Other 3 were Sears, Ward & Teledyne Packard Bell.) Philco spokesman said set, modified to accommodate Cartrivision deck, had been sold to CTV, but emphasized that Philco had made no commitment to any system, reiterating earlier view that videoplayer market is too far in future for company to become involved now.

CBS, meanwhile, announced it had 2nd source for its EVR film stock—Agfa-Gevaert film labs in Belgium. Previously it had used film only from Ilford, which is associated with CBS in EVR Partnership of England.

**Note:** With this issue, we are sending all subscribers our Videocassette Sourcebook, containing background on videoplayer scene from pages of Television Digest. Book was prepared to meet needs of those wishing to catch up on what has happened so far in this field. It also contains updated table listing 23 existing & proposed videoplayer systems, with specifications where available. Extra copies are \$4 each to Digest subscribers.

**SEARS' NEW SETS:** Price increases and fewer sets mark Sears' mail-order TV line as featured in fall-winter 1971 catalog (Philadelphia edition). As compared with one year earlier, color still starts with 11V" at \$179.95, with 12V" up \$10 to \$239.94, sole 15V" up \$10 to \$289.95 (\$249.95 leader has been dropped). Series of 18V" color sets still starts at \$289.95, stepping up to \$329.95 (up \$10) & \$369.95 (\$349.95 set dropped), with remote version at \$429.95. New 19V" with earphone & pillow speaker is \$419.95, and 21V" table model is \$439.95. There are no 23V" or 25V" table models, except single 23V" set with legs at \$399.95 (formerly \$389.95 without legs). Only other 23V" is console at \$489.95 (up \$20). New 25V" series of 2 consoles is \$459.95, group of 3 is \$629.95 (up \$20).

Sears' monochrome line has eliminated AC-battery sets, shows increases of \$10 in some categories. Two 9V" sets are \$64.50 & \$74.50, with 12V" at \$77.95, \$87.95, \$97.95, 16V" at \$117.95, 19V" at \$137.95 & \$158.95 (\$99.95 leader has been dropped), 21V" at \$177.95, two 22V" consoles \$227.95 (consoles formerly started at \$169.95).



**RCA, GE, GTE UPBEAT:** Industry's first major 6-month financial reports—from RCA & GE, along with forecast for Sylvania—indicate strongly improved prospects for 1971.

RCA earnings in 2nd quarter were up 64% from strike-depressed 1970, while sales set record for period (see financial table). Company said computer losses were substantially higher than last year, but were more than offset by higher profits in consumer products & services. "RCA shared in the industry's strong color TV rebound," statement said, and Chmn. Robert Sarnoff forecast total industry retail color sales for 1971, including imports, at record 6.5 million units, increase of 1.1 million from 1970. NBC's results, he said, were about same as last year, despite loss of cigaret ads, and principal impact of 2nd-quarter pickup and firming of price structure should be felt in 4th-quarter results. Solid-state business declined. Sarnoff called year's outlook "encouraging," forecast "significant" profit improvement over 1970 provided economy continues to improve.

Sylvania's 1971 earnings will be up 15% from 1970, GTE Chmn.-Pres. Leslie H. Warner forecast last week at meeting of N.Y. security analysts. He said Sylvania has 6.5% share of U.S. color TV market, and this share is growing. He defended Sylvania's TV prospects for long-term profitability—"it's a valuable business and we're optimistic about the future." So far, he said, Sylvania earnings, "although better than last year, have not picked up as rapidly as might have been expected had the economy moved forward more strongly." GTE's 1971 net income, he forecast, should set all-time record.

GE reported 14% increase in earnings and 1% sales gain in 2nd quarter (see financial table), with "encouraging increase" in sales of consumer products.

Hitachi (Japan) suffered 8% dip in profits for year ended March 31, although sales were up 16%. Company blamed earnings dip on general economic slowdown and nationwide consumer boycott of home electronic products in Japan, indicated that consumer products represented biggest sales category, accounting for 23.4% in fiscal 1970. Other major category: Industrial machinery, 19.3%; electric utility apparatus & equipment, 16.9%; communications & electronics equipment and measuring instruments, 15.1%. Some 11.8% of company sales were exports in fiscal 1971 vs. 11.1% in fiscal 1970.

Sharp's profits in fiscal 2nd half, to Sept. 30, will be below \$8.8 million earned in same 1970 period, predicted Exec. Dir. Yoshihide Fukao. He blamed coming slide on wage increases & lower home market consumer electronics prices.

**Videotaped courses** for technical personnel, including graduate credit courses for engineers, will be offered by RCA Institutes to industrial firms. Cost will be as low as \$50 per student per course.

**Korean speaker**-producing venture is being formed, on 50-50 basis, by Foster of Japan with local partners. Capitalization is \$350,000.

**FIBER-OPTIC TV:** Unique concept for super-bright high-resolution color TV without picture tube has been patented by optical engineer Edgar E. Price, optical design mgr. of Xerox, Rochester, N.Y. Claiming that color TV display isn't "as far advanced today as color photography was in 1903," Price told us his display system represents one of few applications of optical engineering to TV picture.

Unusual aspect of Price system is that rather than painting picture from sequential spots, it scans entire line at a time, making possible relatively slow speed electro-mechanical scanning. Price's patent covers projection system utilizing fiber-optic bundle with red, green & blue filters, modulated by use of piezo-electric techniques, scanned by revolving prism (450 rpm). Conventional TV signal is used, but projected a line at a time through linear arrangement of 600 fiber-optic points of light, divided into 3 colors. External light source is used—tungsten, quartz bromine, concentrated arc, mercury xenon or, potentially, small laser. Price feels his technique can result in large-screen home color projection system with greater color purity than picture tube at reasonable cost.

Xerox has waived rights to TV aspects of system, but retained license to use other ideas embodied in it. Optical Associates, Washington, D.C., has been formed to explore & exploit invention. Price says he could have working model in 9 months, with pre-production version available in 18 months. He estimates \$250,000 is required to fund 2-year program. Principals of Optical Associates are engineer-businessman Don Caffery Glassie, patent attorney Wilmer Mechlin, attorneys Henry Glassie & Henry Weaver.

**Treasury Dept.** amended transformer anti-dumping proceeding notice, covering probe into Westinghouse complaint, to exclude transformers rated under 10,000 KVA. Japanese had complained that original notice (Vol. 10:25 p11), which covered power transformers from France, Italy, Japan, Sweden, Switzerland & U.K., could be misinterpreted to include low-power transformers used in consumer electronics.

**Live & in color**, from the brain: Miniaturized field-sequential color camera developed by CBS Labs televises pictures from inside brain during neurosurgery for display on 19V" color monitor. Low-light pickup connected by image fiberscope to image port of operating microscope was used for first time at Presbyterian Medical Center, Denver.

**Dock strike** on West Coast entered 2nd week with no sign of settlement. Diverted cargo ships were beginning to pile up at Canada's Vancouver facilities, only major Pacific port left open. Meanwhile, Teamsters Union & N.Y. Shipping Assn. agreed to open negotiations late this month for renewal of longshoremen's contract expiring Sept. 30.

**Japan Victor** has begun marketing discrete 4-channel stereo disc system (CD-4) in home market. Hardware adaptor is \$108, records \$7.50 each.

**Morse** opened 75,000 sq.-ft. regional showroom, office & warehouse facility in Solon, Ohio.

## Trade Personals

**George Fezell**, Magnavox Consumer Electronics Div. pres., adds new post as corporate senior vp—operations, responsible for Consumer Electronics Group; **John Rutledge**, ex-Xerox, joins Magnavox as senior operations vp for group including La Salle-Deitch, Selmer, Consolidated Furniture & Baker Furniture Divs.; **J.W. Schrey** advanced to senior operations vp for group including Govt. Electronics & newly formed Industrial Electronics Divs.; **Frank Langstroth**, Magnavox International vp, appointed corporate legislative affairs dir., hq 1901 N. Moore St., Arlington, Va.

**Chase Morsey Jr.**, RCA Finance & Planning exec. vp, named to board, replacing former Finance Exec. Vp **Howard Letts**, who retires at year end; **J. Thomas Kennedy**, staff accounting vp, elected RCA vp-controller, succeeding **Lawrence Isaacs**, now with Allis Chalmers; **Stephen Russell** promoted from staff product & mktg. planning vp to financial analysis vp.

**Goddard Lieberman**, former CBS Columbia Group pres., named corporate senior vp in reorganization; **Harvey Schein**, former International Div. pres., named pres. of restructured Columbia Group, which includes Columbia House (mail order), National Handcraft Institute, Musical Instrument Div. & Creative Playthings; **Clive Davis**, former CBS Records Div. pres., named pres. of CBS Records Group, responsible for Masterwork Audio (consumer electronics) as well as worldwide recording operations. Schein & Davis report to Lieberman.

**Henry Bowes**, Bell & Howell pres., adds post of chief operating officer; **Anthony Mirabelli**, ex-product mgr., audio, promoted to Bell & Howell Consumer Products Group mktg. dir. for consumer electronics... **Robert Ford**, ex-Milovac International vp, named American Tape Corp. pres... **Ralph Reller**, ex-field service coordinator, named 3M Wolensak technical service supervisor.

**Charles Weaver**, ex-govt. affairs vp, named pres. of new Westinghouse international operation, which replaces disbanded overseas mktg. organization, Westinghouse Electric International; **Jose de Cubas**, ex-WEI pres., named corporate senior vp; appointed regional vps: **E.W. Beeby**, Far East; **F.J. Delzio**, Europe; **J.D. Haight**, Africa & Mid-east; **D.S. Wilcox**, Western Hemisphere... **John Gelinis** resigns as corporate relations dir. & asst. to pres. of National Union Electric to return to Thomas J. Deegan Co. (PR) as exec. vp & chief operating officer.

**Herbert Rowe**, former Muter chmn., named chmn. of Pemcor, formed through merger of Muter & Potter-Englewood; **Edward Anlter**, ex-PE pres., named Pemcor pres. & chief exec. officer; **Harry Nicholls** appointed Distribution Group vp; **Bernard Leeb** named Mfg. Group vp; other officers: Vice Chmn. **George Albiez**, Vps **Lester Anlter** & **Herbert Kuhlow**, Treas. **William Hoadley**, Secy. **Charles Kaufman**... **Clifford Wang** promoted at Mallory Battery from asst. ad mgr. to consumer products mgr., new post.

**Robert Beachler** advanced at Craig from tech-

## Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
Filmways			
1971-9 mo. to May 31	47,741,000	(1,600,000) <sup>a</sup>	--
1970-9 mo. to May 31	65,831,000	(1,299,000) <sup>a</sup>	--
General Electric			
1971-6 mo. to June 30	4,429,230,000	203,682,000	1.12 <sup>b</sup>
1970-6 mo. to June 30	3,870,985,000	55,675,000	.31 <sup>b</sup>
1971-qtr. to June 30	2,330,073,000	112,216,000	.62 <sup>b</sup>
1970-qtr. to June 30	2,307,051,000	98,258,000	.55 <sup>b</sup>
RCA			
1971-6 mo. to June 30	1,811,400,000	43,300,000	.55
1970-6 mo. to June 30	1,695,200,000 <sup>d</sup>	37,400,000	.47
1971-qtr. to June 30	903,300,000	19,500,000	.25
1970-qtr. to June 30 <sup>c</sup>	858,900,000	11,900,000	.14
Superscope			
1971-6 mo. to June 30	26,100,000	1,362,000	.65
1970-6 mo. to June 30	23,049,000	975,000	.46
1971-qtr. to June 30	13,575,000	704,000	.34
1970-qtr. to June 30	11,980,000	512,000	.24
Wometco Enterprises			
1971-24 wk. to June 19	43,948,056	2,321,248	.40
1970-24 wk. to June 20	44,288,233	2,874,920	.50
1971-12 wk. to June 19	22,831,121	1,320,612	.23
1970-12 wk. to June 20	23,019,304	1,465,783	.25

Notes: <sup>a</sup>After special charge. <sup>b</sup>Adjusted. <sup>c</sup>Restated. <sup>d</sup>Record.

nical dir. to operations vp, new post... **Thomas Pickett**, ex-rep., rejoins Midland International as eastern sales mgr. for Microtron Div... **Donald Nelson**, ex-MIT electrical engineering prof., appointed Bose Corp. consumer products dir... **James Breedon**, John R. Tilton Ltd., elected pres. of Canadian Electronic Sales Reps. Assn.

**Robert Koebley** promoted at Sylvania to Chemical & Metallurgical Div. controller, succeeding **William Hershberger**, now corporate financial administration dir.; **R.A. Vachon** promoted at GTE Sylvania to Product Support Operation controller... **Stephen Nightingale** advanced from asst. treas. to treas., Union Carbide, succeeding **William Pardoe**, now vp-chief financial officer... **David Taub** resigns as JFD Electronics Components Div. export mgr., continues as consultant.

**Leon Kramer**, Components Specialties distributor sales mgr., adds post of gen. sales mgr., succeeding **Joseph Silver**, resigned to become rep... **David Vilter** promoted at Switchcraft to Midwest industrial region mgr... **Bernhard Jakobs** promoted at Shure Bros. to chief development engineer; **Robert Schulein** advanced to electro-acoustical systems dept. mgr.

**TV-radio stocks**—broadcasting & manufacturing—registered largest gains on NYSE in first half of 1971, according to computerized study by Hornblower & Weeks Hemphill, Noyes. Of 58 industries surveyed, best performance was registered by TV-radio broadcasters, up aggregate 50.4%. TV-radio manufacturers came 2nd, with 43.7% rise. Among 11 issues up more than 100%, Admiral was 4th (up 137%), NUE 8th (up 105%), Sony 10th (up 102%).



WEEKLY

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The authoritative service for broadcasting, consumer electronics & allied fields

JULY 19, 1971

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**UNEASY TRUCE FOLLOWS CONTEMPT WAR:** Industry leaders see 'a lot of scar tissue' on Hill following House's 226-181 vote killing Staggers' contempt move against CBS, urge colleagues 'play this one cool.' Macdonald plans hearings 'long after summer recess' on editing practices in documentaries, but promises no harassment. (P. 1)

**FCC CABLE PLANS STILL ON TRACK:** Nearing final action, Commission follows proposals outlined to Senate on distant signals, access, etc. Effective date not yet chosen. Symons heads NCTA presidential selection committee; Exec. Committee members chosen. (P. 3)

**ABC REPORTS ON TV VIOLENCE:** While exposure of children to TV violence doesn't lead to 'heightened aggressive behavior,' it does create 'negativism, resentment & suspicion,' ABC says, reporting initial findings of 2 studies. (P. 4)

### Consumer Electronics

**TAIWAN TV EXPORTS SEEN CLIMBING** to 2.4 million annual rate in 2nd half, as new plants go on stream. Tatung Engineering buys Sylvania Hong Kong TV equipment. Japan yen revaluation would cut TV exports by 18% says MITI. (P. 7)

**UNEASY TRUCE AFTER CONTEMPT-CITATION WAR:** Will revenge & retaliation be order of the day on House Commerce Committee? That's salient question hanging in air following House's 226-181 vote against Chmn. Staggers' (D-W. Va.) effort to get CBS cited for contempt for refusing to deliver "Selling of the Pentagon" outtakes. There are conflicting evaluations, of course, but broadcast industry leadership is taking conservative view that life on the Hill will be no picnic for some time.

Staggers has shifted network-editing controversy from Investigations Subcommittee back to Communications Subcommittee. Chmn. of latter, Rep. Macdonald (D-Mass.), told us: "I'm not in any punitive mood. Hearings are possible...but long after the summer recess" which runs Aug. 6-Sept. 8. "The networks won't get harassed by my Subcommittee...I think they got the message loud-&-clear. If [floor debate] didn't shake them up, then nothing will." He said hearings will be aimed at editing practices in documentaries, not regular news programs. "I don't want to fiddle around with news," he said, "but documentaries are something else."

With blessing of Staggers, Rep. Keith (R-Mass.), ranking Republican on Macdonald's Subcommittee, introduced bill prohibiting staging, rearranging events or statements, or interviews labeled as spontaneous when they're not. Similar bills are pending, and observers predict

**BEST JUNE TV SALES EVER** logged by industry. Month's sales of 879,000 TVs; 474,000 color sets, are new record highs. Second quarter color TV sales also set record; volume for half just 2% behind 1969. (Pp. 8 & 10)

**TV X-RAYS STILL PROBLEM** according to new Suffolk County survey. Study shows new color sets aren't radiating, but misadjustment of high voltage controls by consumers & untrained repairmen is causing excessive emissions from older models, CEG's Service Committee developing booklet on proper color TV servicing techniques. (P. 8)

**15% OF COLOR SETS ARE REPLACEMENTS:** GTE Sylvania figures show that of estimated 5.5 million color sets sold last year, 830,000 were replacements, estimates 2.4 million color sets replaced to date. Figure compares with 11% in 1969, 7.5% in '68, 5.8% in '67, 5% in '66. (P. 9)

**RCA & CBS OPEN FEUD** on 4-channel disc systems. RCA says discrete disc, such as Japan Victor's, is only way to go. CBS says SQ matrix system provides superior sound, notes compatibility with stereo FM. Westinghouse to 4-channel. (P. 10)

**FIRST HALF SALES RECOVERY** reflected in financial reports. Magnavox posts record half & 2nd quarter sales. Warwick indicates profit for 2nd quarter. Ampex annual report. (P. 10)

rash of many comparable bills.

CBS Pres. Frank Stanton was relieved by action, of course: "We are very pleased by the decisive House vote... As responsible journalists, we shall continue to do our best to report on public events in a fair & objective manner." NAB spokesman: "It proved that if journalists will stand up together we'll get the job done." Another broadcaster: "We've got to play this one cool. If we start bragging & beating our chests they might slap us right down." Another: "There's a lot of scar tissue up there now. A lot of fence-mending to be done."

Though margin of vote was substantial, situation was touch & go at various points. First indication Staggers was in trouble came day before July 13 vote, when Democratic leadership formally asked him to drop fight. "They told me it would be embarrassing," Staggers said. Following hot argument in House Speaker Albert's office a few hours before vote, Staggers accused Albert of "conniving" to defeat him. Albert then announced "the integrity of the House" was at stake, said he would support motion to commit resolution to Rep. Celler's (D-N.Y.) Judiciary Committee. At last minute, however, motion was changed to refer it back to Staggers' Committee. "It was decided not to mess up Harley Staggers too bad," Celler said later. Intervention by Rep. Mills (D-Ark.), chmn. of Ways & Means Committee, on behalf of CBS, is given considerable credit for final vote. Said one broadcaster: "I wouldn't have given a plugged nickel for CBS's chances before Mills spoke up."

One hour debate before vote was one of most vigorous of session. House & galleries were full. Flushed with anger, Staggers waded into networks. "If this doesn't pass, I would say there will be no more laws written to govern the networks," he said. "The FCC will just be out of business... Let me say to you that if it involved any man's thoughts, any man's notes or concepts or anything that he had in his mind, I would say yes [First Amendment applies]. But it does not... There were no notes. They took a picture. They took the recordings and they took 11 months to take this into some darkroom somewhere... If this House ever makes the decision that [CBS] is not in contempt of this Congress, then God save and help America... If this Congress is going to be intimidated by one of the giant corporations of America and give up to them, then our nation will never be able to exist as a free nation..."

Celler was one of few opponents of citation who argued that Congress had no right looking into performance of journalists. "The First Amendment towers over these proceedings like a colossus," he said. Most opponents felt case was ill-suited to major court test, while others claimed that information sought from network documentary "Selling of the Pentagon" was already available. There was no praise for broadcasters.

Keith's motion that citation be sent back to Commerce Committee was sustained initially on 151-147 stand-up vote, again on 226-181 roll call. Staggers was stunned. "I don't see how we can bring it up again," he said later. Both parties were divided in about same ratio. Out of 226 votes killing it, 131 were Democrats, 95 Republican; of 181 in support, 105 were Democrats, 76 GOP. "If either side had supported us we would have won," Staggers said. Six Committee chairmen Staggers counted on voted against him. "I feel this is a sad day for the American people," he told reporters later. "The vote showed the awesome power of the TV networks and the news media... It was the greatest lobbying I've ever known." He quoted Television Digest several times, referring to NAB & other lobbying efforts (Vol. 11:28 p3). At first, he doubted "any legislation would be possible now" to regulate networks, later said, "I am sure there will be legislation before the Committee."

Crisis has passed—but it's an uneasy truce. If CBS had lost in House, broadcast lawyers believe it would have had better than 50-50 chance of winning in courts. However, they speculate, suppose Nixon gets opportunity to appoint couple more Supreme Court justices who think as Burger does on freedom of press & broadcasting—then suppose similar issue rises again? Prospects, they say, are very disturbing.

\* \* \* \*

Actor Robert Stack has filed \$25-million damage suit over "Pentagon" documentary, charging program misrepresented his position on Vietnam. Suit said program implied he was one of



many actors who received large sums for appearing in Defense Dept. films intended to induce public to back U.S. military action in Vietnam. Stack said he received no money and he opposes Vietnam war. Army Col. John MacNeil has filed \$6-million libel & defamation suit against CBS, claiming program distorted his remarks.

**FCC CABLE PLANS STILL ON TRACK:** No significant change in FCC's CATV proposals seems to have emerged from Commission's recent intense deliberations. Commission discussed issues 3 days last week, is set to work on documents July 19, 20, & 22, plus next week if necessary. Timetable remains as before—finish before Congress recesses Aug. 6.

It's understood distant signals and other major elements of plan remain essentially as outlined to Senate Commerce Subcommittee (Vol. 11:25 p1). Majority is said to continue to favor 2 "bonus" or "wild card" distant signals, contrary to earlier reports it might cut back to one or none (Vol. 11:28 p2). There's talk, now, of a "cherry-picking channel"—that is, allowing CATVs to choose best from several distant signals on a channel. There's also talk of allowing pickup of foreign-language signals without counting them in distant-signal complement. It's believed that access channels will remain at 1-to-1 ratio with broadcast signals and that 2-way requirement for larger markets will stick. Federal-state guidelines remain in works.

Commission hasn't yet fixed effective date of rules. Intent is to give Congress "reasonable" time to digest them—since Sen. Pastore (D-R.I.) made such a big to-do over seeing rules before they're promulgated. Some at FCC believe end of year is good target; others want more, or less. Congress will be out Aug. 6-Sept. 8.

Meanwhile, NCTA is moving to set own house in order, seeking successor to Pres. Donald Taverner. R.H. Symons, TelePrompter, has been named chmn. of selection committee. Edward Allen, Western Communications, is secy. NCTA Chmn. John Gwin said committee won't be expanded—despite demands by some members. Dirs. L.W. Kliever & William Brazeal have been named to Exec. Committee. Other members are Chmn. John Gwin, Vice Chmn. William Bresnan, Secy. F. Gordon Fuqua, Treas. Glen Scallorn, Past Chmn. Ralph Demgen.

Taverner said dozen or so groups have contacted him about positions but that he hasn't done anything actively about it, won't do so until after a vacation. He said he has been approached by commercial broadcasters, ETV groups, universities—as well as cable organizations.

TV-radio spending limits of 5¢ per registered voter in state primaries have been agreed to by most potential candidates for Democratic Presidential nomination. Limitation, lower than pending House & Senate bills, would permit each candidate to spend \$2.8 million on broadcast ads if he entered all 23 state primaries. Limit doesn't apply to agency fees, print media, other costs. Democratic National Chmn. O'Brien called meeting which included Sens. Bayh (Ind.), Harris (Okla.), Humphrey (Minn.), McGovern (S.D.), Muskie (Me.), Rep. Mills (Ark.). Sen. Kennedy (Mass.) declined to attend. Sen. Hughes (Ia.) withdrew as candidate and Jackson (Wash.) had other commitment. House & Senate Democratic leaders also attended. Meanwhile, campaign spending bill reported out by House Communications Subcommittee (Vol. 11:28 p6) is scheduled for Commerce Committee vote this week.

Loans of \$8 million have been obtained by TV Communications from John Hancock & Massachusetts Mutual, to be used for Akron cable system. Loans are 9.5% 15-year senior notes, \$2 million of which is convertible into 250,000 shares of TVC. Loans bring to \$20 million total TVC has negotiated in last 3 years.

Videorecord will distribute all Pathe News Videocassette programming under new agreement.

CBS reports 2nd quarter net income of \$16.2 million (57¢ per share) on sales of \$282.6 million vs. \$15.6 million (55¢) & \$278.6 million for same 1970 quarter, states: "Based upon current trends, we believe that we will continue to register improvement in the 3rd & 4th quarters, enabling full-year earnings to exceed those of 1970." CBS said that TV network has "largely counteracted" loss of cigaret advertising, that Broadcast Group equaled 1970 performance, while Columbia Group "continued to post gains" and Education & Publishing Group was down slightly.

ARB will use time-formatted diary containing consumer product questions in its 1971-72 measurement service beginning Oct. (Vol. 11:26 p6). ARB Pres. Peter Langhoff presented results of June diary test to NAB's Coltram on July 13. NAB Vp & Research Dir. John Dimling said results "do suggest that changing from open-end to time-formatted diaries might reduce the discrepancies... It appears that you [ARB] are on the right track." Langhoff also proposed to test non-product usage diaries on April 8 in 5 markets, but Coltram members disagreed, said study should be national.

Mobil Oil has renewed funding of PBS's "Masterpiece Theater," with \$1,120,000 grant.



**ABC REPORTS ON TV VIOLENCE:** While exposure of children to TV violence "does not seem to lead to heightened aggressive behavior," it does create "negativism, resentment & suspiciousness," ABC says, quoting preliminary findings of 2 studies it commissioned. First study, conducted by Lieberman Research, was to develop mechanical method of measuring inclination toward aggression among children. Second project, directed by Temple U. professors Dr. Melvin Heller & Dr. Samuel Polsky, studies various groups of children to observe & measure effects of watching violence on TV.

In first year, Heller-Polsky project studied 4 groups: Emotionally impaired children with normal intelligence, psychiatrically normal children from broken homes who live at boarding home, imprisoned youthful offenders charged with violent crimes, "normal" school children from middle & upper middle class homes. Preliminary findings:

(1) "Exposure of children to aggressive content on TV does not seem to lead to heightened aggressive behavior." (2) Viewing of TV with relatively more aggressive content produced "more aggressive fantasies among children" as revealed by their drawings or storytelling. (3) After exposure to aggressive TV programs, "expression of instinctual aggression in emotionally impaired children seemed to become more socially structured or formed and less chaotic or disruptive." Also, findings suggested actual decrease in aggressive behavior or real acts after exposure to TV violence among those of children under study.

(4) In contrast to behavior, "there is an indication that certain emotions & attitudes, such as negativism, resentment & suspiciousness, may be stimulated by exposure to aggressive TV material."

(5) There seems to be "no evidence so far that TV played any part in encouraging or motivating youthful offenders to criminal acts." However, report notes "possibility... that young offenders might have a propensity to imitate the methods or techniques (not acts) which they observed on TV... but this possibility remains to be investigated through further research."

Second year of Heller-Polsky study will deal with larger samples to explore "variations in vulnerability, possible positive effects of TV violence and measurement of long-term as opposed to short-term exposure." Wider variety of programs will be tested. Interim Lieberman study reported development of an "Electronic Pounding Platform," instrument to measure inclination toward aggression. Device is hit with hand, translates impact to indicator.

Future tests using Platform will measure effects of viewing violence on different types of programs, viewing different types of portrayed violence, effects between violence portrayed in story context & without, when violence sequences are included then deleted, presence or absence of commercials, viewing violence on larger screens.

**Comcast has bought** 9,000-subscriber New Kensington, Pa. cable system, plus 2 systems serving 1,000 in Baldwin, Miss. & Selmer, Tenn.—bringing company total to 26,500.

**National & local press councils** for print & broadcast journalists and credibility of news media are subjects of special study by 20th Century Fund panel. Co-chairmen are Minn. Supreme Court Justice C. Donald Peterson and League of Women Voters Pres. Lucy Benson. Other members: Barry Bingham, Louisville Courier-Journal & Times; Stimson Bullitt, King Bcstg.; Hodding Carter, Greenville (Miss.) Delta Democrat-Times; Ithiel de Sola Pool, MIT; Hartford Gunn, PBS; Richard Harwood, Washington Post; Louis Martin, Chicago Defender; John Oakes, N. Y. Times; Cal. Democratic leader Jesse Unruh; Judge Paul Reardon, Mass. Supreme Court; Robert Chandler, Bend (Ore.) Bulletin.

**Subpoenas demanded** by defense lawyers against CBS, 2 TV stations & 4 newspapers, have been denied by N. Y. State Supreme Court Justice Frederick Marshall, who said forced disclosure violated freedom of press. Lawyers for those accused of rioting & burning ROTC building at Hobart College sought films, notes, etc. for defense information. Subpoenas involved CBS, WROC-TV & WHEC-TV Rochester, Rochester Democrat & Chronicle and Times-Union, Canandaigua Messenger and Geneva Times.

**"Heavy & sustained assault"** by govt. against news media is fully supported by President Nixon, American Newspaper Guild Chmn. James Woods told Boston convention. "The President who said a decade ago that the press no longer would have him to kick around evidently is now trying to reverse his field and do the kicking himself." Sen. Kennedy (D-Mass.) told ANG: "I would rather bank on the responsibility of the press to decide whether or not to publish than to rely on the judgment of this or any other administration."

**Community level communication** and decision-making via CATV is subject of \$124,000 grant received by Center for Policy Research from National Science Foundation. Dr. Amitai Etzioni, Center's dir., said study will determine if CATV can "provide neighborhoods with their own TV networks which could be used for community dialogues with elected officials," and if dialogues between distant communities "as far apart as Watts & Harlem" is possible.

**"Statement on Advertising"** approved by national Chamber of Commerce board calls for: (1) Truthful, accurate, informative advertising "relevant to present standards of good taste and present values." (2) Effective self-regulation. (3) Data available to substantiate claims before publication and in response to "reasonable inquiries." (4) Better consumer guidance. (5) More emphasis on health & safety.

**Dates for NAB fall conferences:** Oct. 14-15, Atlanta; Oct. 18-19, Chicago; Oct. 21-22, Boston; Nov. 11-12, Las Vegas; Nov. 14-15, Denver; Nov. 16-17, Dallas.

**Tele-Communications** has purchased Tex-Video of N. Y., CATV system serving 14,000 subscribers in western Pa. Broker: Chapman Assoc.



"Hopelessly outmoded by current technology," laws & agreements covering world communications "are relics of the age of Marconi... ill-adapted to the age of the satellite," RCA Chmn. Sarnoff told international & comparative law section of ABA meeting in London last week. "No encompassing legal framework exists today to permit full utilization by the nations of the world of the benefits of modern communications technology." As matter of "highest priority," he urged: (1) General conference of legal specialists to analyze requirements for global system and form working group to study & make recommendations. (2) Research by working groups into communications policies & needs. (3) General conference to consider working group report and prepare statement of priorities to UN.

**Car makers have 60 days** to substantiate ad claims, according to FTC order issued last week as expected (Vol. 11:24 p5). Robert Pitofsky, dir. of Commission's Bureau of Consumer Protection, said govt. will file suit where it finds "inadequate substantiation" or none at all. Leading 4 domestic car makers and top 3 importers say they'll cooperate. Manufacturers include Ford, GM, Chrysler, American Motors, Nissan Motors, Toyota Motors, Volkswagen. In other FTC cases, American Brands agreed to consent order requiring cigaret ads to give figures when boasting of low tar & nicotine content. Also, Mattel & Topper toys have reached tentative agreement with Commission over ads on children's TV, details expected this week.

**Post-Newsweek stations** will cluster all commercials in children's programs at beginning & end of shows, reduce number to adult-program levels, label shows for specific age groups, increase children's programming to 14 hours weekly. Only local originations will be affected.

**Winning N. J. lottery** ticket numbers may not be broadcast, FCC has ruled, saying "dissemination of such information is reasonably... helpful to the conduct of the lottery," thus violating rules. WCMC-TV-AM-FM Wildwood, N. J. had requested declaratory ruling.

**Viewing reached new record** of 6 hours & 12 min. daily per home during first half, according to TvB; this compares with 6 hours & 5 min. last year. Viewing has grown every year since 1962, when it was 5 hours & 6 min., said TvB, which uses Nielsen data.

**TV viewers are overwhelmed** by an estimated 8-10-million public service announcements, according to July 17 TV Guide which states: "It has resulted in a chaotic & cacophonous din in our ears—a psychic pollution which can only dull our sensibilities to the problems themselves."

**American TV & Communications** has filed with SEC to offer 500,000 shares—200,000 company, 300,000 private holders. Underwriters are Paine, Webber, Jackson & Curtis.

**Cox-Cosmos cable system** in Charlotte, N. C. has been bought by Cable Corp. of America, will be managed by CCA Pres. Samuel S. Street, who moves from Washington, D. C.

**Governorship of Kan.** is still gleam in eye of FCC Comr. Robert Wells, but he hasn't come out publicly for it. Democratic Gov. Robert Docking is in unprecedented 3rd term, may go for 4th in 1972, or he may try for U.S. Senate seat occupied by Republican James Pearson, whose term expires in 1972. Wells has considerable support in Kan. Topeka Daily Capital, one of state's most influential papers, gave Wells warm editorial support July 9, stating: "Wells is personable, with a winning smile & proven executive ability, both as a private businessman and as a public official. [Republicans] want most of all a winner—plus a man who could serve the state well as chief executive. It could be that Wells is that man."

**CBS & NBC didn't violate fairness doctrine** in handling of Arab-Israeli conflict, FCC ruled. Commission said networks had given substantial time to contrasting views on issues. J. Allen Carr and Harrison A. Moyer—latter identified as PR dir. of Federated Organizations on American-Arab Relations—had accused networks of favoring Israeli side.

**Don Burden's Star Stations—WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN (AM) Vancouver**—have filed with U.S. Court of Appeals in Washington asking it to reverse FCC's order for renewal hearings and challenging Commission's refusal to disqualify itself (Vol. 11:28 p6).

**WJZ-TV Baltimore** 20-part series on real estate speculation in housing constituted personal attack on M. Goldseker Real Estate Co., FCC ruled, but found that station had fulfilled Commission requirements. Goldseker claimed it had been personally attacked, but station denied it, said only fairness was involved.

**Ampex has sold \$9.5 million worth of AVR-1** broadcast color VTRs since introduction in April 1970, according to annual report. Unit sells for about \$100,000. Broadcast equipment accounted for about 21% of firm's \$290.9 million sales in fiscal 1971 (to May 1), down from 26% in 1970.

**TV gets "clean bill of health"** on fairness by public ratio of more than 3-to-1, according to booklet "An Extended View of Public Attitudes Toward TV & Other Mass Media, 1959-1971," written by Burns Roper (TIO, 28 pp., 35¢).

**All program distribution by NAEB** will be taken over by PBS & National Public Radio. NAEB, which distributed 17,356 programs to 123 users during year, will concentrate on non-program services.

**Army's TV & radio ad campaign** costing \$10.6 million brought in 4,100 recruits at \$2,585 each. John Kester, Army deputy asst. secy., said campaign "is working very well."

**FCC survey of political broadcasting in 1970** is available for \$6 from Commerce Dept.'s National Technical Information Service, Springfield, Va. 22151.

**Pa. CATV Assn.** sets fall meeting for Oct. 20-22, Host Farm, Lancaster.

**WCIU-TV Chicago** names Spanish International Network national rep for Spanish programs.



## Personals

**Rep. Charlotte Reid** (R-Ill.) appears before Senate Commerce Committee for hearing on appointment to FCC July 22.

**Goddard Lieberman**, ex-CBS/Columbia Group pres., promoted to CBS senior vp in realignment dividing operations between CBS/Records Group (headed by **Clive Davis**, ex-CBS Records Div. pres.) and reorganized CBS/Columbia Group (headed by **Harvey Schein**, ex-CBS International Div. pres.). Also under Lieberman will be Cinema Center Films; **William O'Donnell**, ex-CBS Radio vp, promoted to vp, CBS-TV Stations & gen. mgr., KNXT L.A., succeeding **Ray Beindorf**, now exec. vp, CBS-TV Stations... **Ted Landreth** elevated to CBS newsfilm syndication dir., succeeding **John Cooper**, retired... **James Way** promoted to vp & controller, NBC.

**Donald DeGroot**, WWJ-TV Detroit, & **Odin Ramsland** KDAL-TV Duluth, named to BMI board, succeeding **Mike Shapiro**, WFAA-TV Dallas, & **Grover Cobb**, now NAB exec. vp... **James W. (Bill) Mansfield**, NAB special projects dir., handling production of on-air material for members since 1963, resigns as of Aug. 15 to set up Washington PR firm.

**William Carpenter**, ex-WNEW-TV N.Y., named vp & gen. mgr., WTTG Washington, succeeding **Thomas Maney**, now asst. gen. mgr. and sales dir., WCVB-TV Boston, which has Sept. air date; **James Coppersmith**, ex-vp & gen. sales mgr., KTTV L.A., succeeds **Carpenter**... **Anthony Battaglia**, ex-gen. sales mgr., WHEN-TV Syracuse, named sales mgr., WMAR-TV Baltimore, succeeding late **E.A. Lang**.

**Brian Byrnes** advanced to national sales mgr., WHEN-TV Syracuse... **Dale Smith**, gen. sales mgr., WSB-TV Atlanta, also becomes asst. gen. mgr... **Henry O'Neill**, ex-WPIX N.Y., appointed gen. sales mgr., WTVJ Miami... **Bob Reid** elevated to news mgr., WKYC-TV Cleveland... **Charles Jarvis** promoted to exec. producer, WPIX N.Y.; **Joseph Hall**, to asst. to programs vp... **Al Mladenich** advanced to finance & administration vp and treas., KIRO-TV-AM-FM Seattle.

**Edward S. O'Neill** named partner in Washington law firm Wilner, Scheiner & Greeley... **Robert Hance**, ex-vp & gen. sales mgr., WTTG Washington, named vp, Kelly, Scott & Madison media barters.

**Marvin Thall** promoted to mktg. mgr., Jerrold Electronics' Distributor Sales/Educational Communication System Div... **Joseph Romasco**, ex-Sperry-Rand, named mktg. services & systems support dir., Jerrold CATV Div... **Don Menchel** promoted to corporate exec. vp, TelCom Assoc., succeeding **Jerome Reeves**, resigned... **Kenneth Stowman**, ex-Triangle Best. Div., appointed broadcast affairs chmn., BAR.

**James Lyons** elevated to product mgr., Nielsen TV Index, succeeding **Rod Shearer**, retired... **Ralph Tufts** advanced to mgr., GE Visual Communication Products Operation Div., Syracuse... **Bud Cole** named exec. asst. to Vp **William Butters**, Trans-World Productions... **Jorge Sanchez** advanced to Latin American TV sales dir., Warner Bros. TV.

**Herb Benton**, ex-CBS, named asst. programming

## WEEKLY Television Digest

with  
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2025 Eye St., N.W., Washington, D. C. 20006

Phone: 202-965-1985

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### NEW YORK BUREAU

510 Madison Ave., N.Y. 10022  
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### TOKYO REPRESENTATIVE

(Editorial & Business)

**Warren Birkenhead**

25, 2-chome, Hamamatsu-cho

coordinator, PBS... **Lutrelle Horne**, senior producer, Children's TV Workshop, named production dir., foreign language versions of "Sesame St."... **Jess Bolinger**, ex-NBC-TV, appointed utilization coordinator, WNET N.Y., school TV service; **Barry Kaplan** named special projects coordinator, education div... U.S. Education Commissioner **Sidney Marland** addresses NAEB Miami convention, Oct. 19.

**Don Plumridge**, ex-WDCA-TV Washington, named TV & radio dir., Earle Palmer Brown & Assoc. advertising... **Roger Purdon**, ex-LPE/Leo Burnette, London, named vp, Council of Better Business Bureaus' national advertising div... **Earl Hilburn**, Western Union pres., named communications committee chmn., U.S. Chamber of Commerce.

**WUHQ-TV (Ch. 41) Battle Creek** plans mid-July air date using Ampex equipment, 960-ft. tower. **James Searer** is pres.; **James Robinson IV**, chief engineer; **John Gamin**, local sales mgr.; base prime spot, \$120. There are now 890 stations on air (591 vhf, 299 uhf), 685 commercial, 205 non-commercial, 164 CPs.

**NCTA PR consultant Daniel J. Edelman Inc.** has been dropped, was getting \$40,000 a year. Association plans to add a fulltime PR staffer plus parttime outside assistance.

**ABC-TV affiliates** will meet with network executives in 5 regional meetings: N.Y., July 27; Chicago, July 28; Atlanta, July 29; Phoenix, Aug. 3; L.A., Aug. 5.

"**Earth Lab**" is new children's TV show syndicated this fall by Group W. Science-oriented series is designed for 8-14-year-olds.

**Jerrold & Texscan** have agreed to combine CATV & MATV test equipment operations—former handling marketing, latter manufacturing.



# Consumer Electronics®

A Section of Television Digest with Consumer Electronics

MANUFACTURING & SALES • TV • PHONOGRAPHS • TAPE PRODUCTS • RADIO • COMPONENTS • NEW PRODUCTS • FINANCE

## STATE OF THE INDUSTRY

Sales to dealers (domestic-label), from EIA, for week ended July 2 (26th week of 1971):

	June 26 -July 2	1970 week	% change	June 19-25	1971 first half	1970 first half	% change
Total TV. . . . .	218,096	206,291	5.7	261,041	4,653,322	3,973,283	17.1
color . . . . .	120,113	108,501	10.7	137,502	2,482,076	1,979,533	25.4
monochrome . . . . .	97,983	97,790	0.2	123,539	2,171,246	1,993,750	8.9
Total radio . . . . .	299,220	262,265	14.1	490,209	9,338,777	7,959,119	17.3
home, portable . . . . .	147,144	116,252	26.6	269,494	3,899,920	3,350,990	16.4
AM-only . . . . .	75,456	62,437	20.9	127,028	2,277,504	2,147,650	6.0
FM & FM-AM . . . . .	71,688	53,815	33.2	142,466	1,622,416	1,203,340	34.8
auto . . . . .	152,076	146,013	4.2	220,715	5,438,857	4,608,129	18.0
Total phono . . . . .	57,570	67,734	-15.0	174,694	1,755,017	1,428,518	22.9
portable-table . . . . .	34,251	43,437	-21.1	144,780	1,347,456	963,004	39.9
console . . . . .	23,319	24,297	-4.0	29,914	407,561	465,514	-12.5

Color TV 5-week moving average: 1971-94,792; 1970-78,296 (up 21.0%)

**TAIWAN EMERGING AS TV SUPERPOWER:** Taiwan expects monthly TV export rate to nearly triple average for last year by end of 1971, sources there report. Encouraged by expansion there of Chinese, Japanese & U.S. interests, officials in Taiwan see TV exports—mainly to U.S.—approaching 200,000 a month during last half of year.

Viewed as new, important TV exporter is Tatung Engineering, which until now has limited overseas sales to radios. Firm has set up in Taiwan, b&w TV equipment purchased from GTE International subsidiary, Sylvania Far East Ltd., Hong Kong. Plant was source for about 71,000 b&w TVs imported here in 1969-70; no TVs have been imported from Hong Kong this year. Spokesman at GTE-I said Hong Kong plant would continue producing other consumer electronics for sale in world markets, under Sylvania brand.

Tatung will supply GTE-I with Sylvania-brand TVs for sale in countries other than U.S., and is free to sell other private label export customers. There is no indication that Sylvania U.S. has contracted to buy sets from Tatung. Sylvania currently imports TVs made by Warwick in Mexico and Hitachi in Japan & Taiwan. It is understood, however, that at least one independent U.S. importer is negotiating TV purchase from Tatung.

Other companies expected to add to flow to U.S. of TV from Taiwan this year are Zenith and Sanyo of Japan. Other Japanese TV producers are also considering TV export assembly operations there. Others currently shipping from there include Admiral, Philco-Ford & RCA. Tatung, incidentally, is important shareholder in Chunghwa (China) Electronics Development Corp., partner with RCA in planned Taiwan b&w picture tube joint venture (Vol. 11:12 p7).

In Japan, industry leaders have joined govt. leaders in calling for restraining growth of TV exports to U.S. (Vol. 11:27 p10), partly to avoid imposition of import restrictions here, partly to stop any upward revaluation of yen. Just-released Ministry of International Trade & Industry survey predicts 5% increase in yen value would reduce unit TV exports to U.S. by some 18%, radios by 15%, recorders by 16% & desk-top calculators by 19%. Last month, however, Japanese were more concerned with West Coast dock strike, exported 140,000 color TVs,

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up 67% from June 1970; domestic shipments rose 15% to 520,000. Through first half, Japanese have exported 719,000 color TVs, up 66% from same 1970 period, with domestic sales up 8% to nearly 2.5 million.

In U.S., meanwhile, Magnavox gave some credit to firm's anti-Japan import position (Vol. 11:26 p10) for helping with labor negotiations. Announcing signing of new 3-year contract at Greenville, Tenn. color TV plant, Pres. Robert Platt said "agreement reflects determination" by union & company "to realistically recognize the severity of competition." He said union is aware of "impact of imports on job opportunity. This positive response will help the Company's efforts to manufacture all color TV in the U.S."

**INDUSTRY LOGS BEST JUNE TV SALES EVER:** Dealers bought more TVs & more color TVs last month than in any June in history, according to EIA. Month's combined color and b&w domestic-brand TV sales-to-dealers just eked past previous high of 876,840 set in June 1966; former June record for color was set in 1969.

Through first half, industry color sales were 25% ahead of last year (see State of Industry); they're 7% above Jan.-June totals of record year 1968; they trailed first-half record, set in 1969, by just 2%.

Combination of 3 good color TV months in row (58% gain in May, 27% in April) gave industry all-time high 2nd quarter sales of 1,143,000 sets, up 35% from 1970. Quarter b&w sales, just over 1 million, were up 12.5% from last year, for 3rd best 2nd quarter ever. Quarter's total TV sales fell short of record set in 1966 (2,369,388), but at nearly 2.2 million were 23.5% ahead of 1970.

Improved sales performance was recorded in quarter by all major consumer electronics classifications. Home radio sales of just under 2.1 million were up 31.1% from same year-earlier period; phonos were up 20.4% to 771,532, with table-portables up 27.7% to 591,355 and consoles up 1.3% to 180,177.

With economy still on shaky side, and recent surveys showing continued softness in consumer confidence, it may be too early to predict that this will be industry's first 6 million color TV sales-to-dealers year. Strong promotion efforts by manufacturers in first half gave sales a needed shot in arm, and bigger-than-ever ad budgets are slated for fall. So industry is moving into 2nd half with big expectations, justified by results of first 6 months. Following are EIA's June sales to dealers of domestic-brand consumer electronics:

Product	June 1971	June 1970	% change	June 1969
Total TV . . . . .	878,842	776,606	13.2	844,501
color . . . . .	473,809	391,479	21.0	427,491
monochrome . . . . .	405,033	385,127	5.2	417,010
Total radio . . . . .	1,650,482	1,650,485	0.0	1,702,023
home, portable . . . . .	715,846	773,576	-7.5	846,659
AM-only . . . . .	362,863	462,193	-21.5	499,412
FM & FM-AM . . . . .	352,983	311,383	13.4	347,247
auto . . . . .	934,636	876,909	6.6	855,364
Total phono . . . . .	369,754	336,137	10.0	387,928
portable-table . . . . .	280,898	251,201	11.8	265,862
console . . . . .	88,856	84,936	4.6	122,066

**NEW TESTS SHOW TV X-RAYS STILL PROBLEM:** Follow-up color TV radiation tests indicate problem isn't over yet, according to Seymour Becker, public health physicist for Suffolk County, L.I., Health Dept. New survey, Becker says, shows sets made last year present no hazard, but older models still do.

Check of 150 color TVs purchased by Suffolk consumers after Jan. 15, 1970, revealed not one emitting radiation in excess of 0.5 milliRoentgen per hour (mRh) Federal standard. In fact, he said, none emitted at levels above natural background radiation.

Problem did show up in older models. Becker said recheck of 104 color TVs which had



been found radiating excessively during 1967-69 survey (Vol. 9:14 p7; 15 p10), turned up 12 radiating again. All radiating sets had been corrected following initial survey, he said. Emission levels this time, he reported, ranged from 0.6 to about 10 mR/h.

In each case, Becker pointed out, radiation was caused by excessive voltage resulting from improper control adjustment either by consumer or non-factory trained repairmen. Setting voltage at factory prescribed levels returned all radiation levels to normal, he said.

Latest Suffolk study has been given to Public Health Service, which may publish results. In meantime, Becker said, he is contacting independent repairmen in area, advising them to use proper instruments when adjusting color TV voltages.

Sharp criticism of repairmen who make high voltage adjustments by "feel," rather than with test gear was contained in HEW report released earlier this year (Vol. 11:20 p13). Industry is similarly aware of problem. Manufacturers & EIA Consumer Electronics Group have been conducting educational campaigns on subject, and CEG's Service Committee is developing booklet on proper color TV servicing techniques for wide distribution to technicians later this year.

**15% OF COLOR SETS ARE REPLACEMENTS:** Although bulk of color sales potential is among the 50% of TV homes not yet colorized, replacement market among color owners is growing strongly and accounted for estimated 15% of color set sales last year. This year, it's virtually certain that more than 1 million color sets will be replaced with new ones.

Of estimated 5,550,000 color sets purchased by public last year, according to GTE Sylvania figures, some 830,000 were replacements for existing sets. The 15% figure compares with 11% in 1969, 7.5% in 1968, 5.8% in 1967 and 5% in 1966. It's estimated that more than 2.4 million color sets have been replaced to date.

Statistical analysis of TV market, compiled by Sylvania and printed in our newly published 1971-72 Television Factbook, indicates that 81,925,000 TV sets—monochrome & color—have been consigned to junkpile. In past few years, roughly 10% of all sets-in-use have been scrapped annually. For color alone, figure was 3.3% last year. Sylvania compilation shows that consumers have bought 174,775,000 sets since TV production began in 1946—and that 53% of all TV sets ever sold are still in use.

Figures show number of color sets-in-use rising from 25,280,000 to 30 million during 1970, while monochrome sets-in-use continued decline which started in 1965, dropping from 63,640,000 to 62,850,000 in 1970. Estimated color sales to public, by screen size, in 1970: 23V" & 25V", 47% of total; 20V"-21V", 7.5%; 18V"-19V", 26.5%; 13V"-17V", 11%; under 13V", 8%. Monochrome sales: 22V" & over, 9%; 18V"-21V", 32%; 13V"-17V", 10%; under 13V", 49%.

In terms of sets-in-use, more than half of all color sets are still in 22V"-&-over category, but under-18V" sizes are biggest gainers percentage-wise, having increased 41.4% to 3,520,000 in 1970; 18V"-21V" size increased 15.1% to 11,030,000 and big-screen sets rose 17% to 15,450,000. In monochrome, all sizes declined during 1970 except 12V"-&-under, which gained by 25% to 13,450,000, or 21% of all b&w sets-in-use.

Summing up Sylvania figures for 1970: Consumers bought 12.1 million sets, scrapped 8,170,000, were still using 62,850,000 at end of year. Some 5,550,000 color sets were sold, 830,000 scrapped, 30 million in use. B&w: 6,550,000 sets were purchased, 7,340,000 junked, with 62,850,000 in use at end of year.

**Racism charges** have been filed by civil rights group seeking to block GE's shift of some hq operations from N. Y. to Fairfield, Conn. Complaint by Suburban Action Institute to Office of Federal Contract Compliances & U.S. Equal Employment Opportunity Commission, is similar to filings group made last year when RCA revealed plan (since abandoned) to build in New Canaan, Conn.

**Brother Industries**, Japanese sewing machine-typewriter-appliance producer, branched into consumer electronics with introduction of 3 stereo phono systems at \$141 to \$266. Brother plans exports to U.S. next year. Brother is emulating such import firms as Consolidated Merchandising (Webcor) & Morse which used sewing machine business as springboard into TV-audio sales here.



**JAWBONING ON 4-CHANNEL:** Reviving memories of old battles—45 vs. 33-1/3 rpm & field sequential vs. NTSC color—CBS & RCA are at it again. This time, feud is over compatible 4-channel disc system.

Moving to counter favorable response CBS Records' SQ matrix disc system received at showings in Switzerland & Chicago, RCA Records released position paper stating that acceptable disc system must be both discrete and fully compatible with present stereo phono equipment. Only system meeting both conditions is CD-4 development of Japan Victor, while CBS system "is capable of compatibility but is not 'discrete,'" RCA said. "Public response to this and other systems" will be watched closely, and in meantime RCA "will continue to devote its engineering effort to develop a '4-discrete' channel phonograph record which will be capable of compatibility playback on existing stereo phonograph players." At week's end, RCA Records issued firm denial of published reports it was adopting Victor's CD-4 system.

For its part, CBS notes that labs "developed a discrete modulation-type disc system in 1969," but switched to matrix (SQ) because quality was below that of current stereo LPs. In contrast to modulation disc, CBS said, matrix records can be broadcast by currently acceptable stereo FM methods, with in-home decoders separating information into 4-channels.

Newest big-name adherent to 4-channel is Westinghouse, which introduced 4 models in new Audio IV Quadtrix series, which provide derived 4-channel sound from standard stereo phono or tape source, priced from \$170.

**FCC has proposed limits** on radiation from restricted radiation devices, including inexpensive TV cameras, VTRs & cartridges. It also proposed that Commission type approve these devices. Action was response to Motorola petition asking for rules to cover EVR. Commission said there was "beneficial utility" in coupling TV cameras with standard TV receivers for many special purposes in industry, govt., schools, etc., but wished to avoid uncontrolled use of radio spectrum and harmful interference. Comments are due Aug. 25, replies Sept. 6.

**Cartridge TV public offering** of 1.1 million shares went on sale July 13 at \$20, was \$19.25 bid at week's end. Underwriting group, led by Hornblower & Weeks, said issue hadn't sold out. Preceding week, Superscope's 500,000-share offering was sold out at \$23.50.

**Sanyo's Consumer Electronics Show-stopper**, 12V" b&w portable with fair trade list of \$59.95 is being advertised "reduced to \$64.50," at Masters, N. Y. discount chain.

**Color TV picture tube gun mounts** are being produced by recently formed Cusack Electronics, 16525 Van Dam Road, S. Holland, Ill. Principals are Ted Cusack & W. E. Olsen, ex-National Video.

**FTC issued finalized consent order**, closing out case against Magnavox's pricing & franchising policies (Vol. 11:17 p8).

**MAGNAVOX, WARWICK, AMPEX:** Continuation of industry's financial recovery was evidenced in half-year results announced last week by Magnavox & Warwick (see financial table).

**Magnavox** reported record first-half & 2nd quarter sales, up 18% & 16% respectively from same 1970 periods. Profits rose 39% for half, 41% for quarter. Firm said Consumer Electronics Div. had "marked sales increases," "excellent" profit gain and "improvement in market penetration of major product areas was achieved..."

**Warwick** posted indicated \$321,000 profit in 2nd quarter, vs. \$6.8 million loss in same 1970 months. Sales in quarter were up 68.6% to \$45.8 million; first half sales gain was 60.8%. Renegotiated contract, under which Sears buys products as produced, rather than when shipped (Vol. 10:43 p11), increased Warwick's first half sales by about \$31 million, reduced loss by some \$3.6 million. Parent Whirlpool reported 69% first half earnings gain on 5% sales increase.

**Ampex** annual report says 30% of \$290.9 million sales in fiscal 1971 (to May 1) were accounted for by leisure-entertainment products—consumer electronics and blank & recorded tape—vs. 24% in 1970. Firm's recorder-player line had strong first half, but sales "fell far below expectations" during Christmas season; pickup was seen in spring. Ampex plans to offer 4-channel recorded tapes later this year.

**FIRST-HALF SALES:** Milestones along recovery road are these monthly totals of domestic-brand distributor-to-dealer sales of consumer electronics products for year's first half, compared with same 1970 period, as obtained from EIA:

## TELEVISION SALES TO DEALERS

Month	Total		Color		Monochrome	
	1971	1970	1971	1970	1971	1970
January	767,007	718,270	409,371	380,841	357,636	337,429
February	804,441	699,919	436,890	366,622	367,551	333,297
March (5 weeks)	931,694	814,714	492,656	386,847	439,038	427,867
April	668,053	516,343	343,625	247,521	324,428	268,822
May	603,285	447,431	325,725	206,223	277,560	241,208
June (5 weeks)	878,842	776,606	473,809	391,479	405,033	385,127
<b>TOTAL</b>	<b>4,653,322</b>	<b>3,973,283</b>	<b>2,482,076</b>	<b>1,979,533</b>	<b>2,171,246</b>	<b>1,993,750</b>

## PHONOGRAPH SALES TO DEALERS

Month	Total		Portable & Table		Console	
	1971	1970	1971	1970	1971	1970
January	288,874	233,208	209,544	142,933	79,330	90,275
February	337,523	248,951	261,010	157,560	76,513	91,391
March (5 weeks)	357,088	305,486	285,547	199,578	71,541	105,908
April	239,611	145,528	193,206	99,852	46,405	45,676
May	162,167	159,208	117,251	111,880	44,916	47,328
June (5 weeks)	369,754	336,137	280,898	251,201	88,856	84,936
<b>TOTAL</b>	<b>1,755,017</b>	<b>1,428,518</b>	<b>1,347,456</b>	<b>963,004</b>	<b>369,754</b>	<b>465,514</b>

## RADIO SALES TO DEALERS

Month	Home †		FM *		Auto	
	1971	1970	1971	1970	1971	1970
January	499,251	565,125	201,016	201,662	855,716	727,926
February	570,851	597,906	230,877	201,348	887,379	675,806
March (5 weeks)	762,603	611,171	281,382	219,014	1,058,510	848,471
April	769,374	430,462	335,805	140,679	825,580	704,092
May	581,995	372,750	220,353	129,254	877,036	774,925
June (5 weeks)	715,846	773,576	352,983	311,383	934,636	876,909
<b>TOTAL</b>	<b>3,899,920</b>	<b>3,350,990</b>	<b>1,622,416</b>	<b>1,203,340</b>	<b>5,438,857</b>	<b>4,608,129</b>

† Includes table, clock & portable.

\* Included in home radio; excludes auto radios & radio-phones.



**JAPAN'S MAY EXPORTS:** Japanese exports to U.S. of most key consumer electronics joined TV on upside in May (Vol. 11:26 p10), according to Finance Ministry.

Total radio exports in month slipped less than 1% from May 1970 as 22% unit gain in auto radios nearly offset 2.4% home radio decline to 983,000. Exports of phonos & radio-phonos jumped 45.5% to 167,500; radio-recorder combinations were up 14.4%, while low-power transceivers increased 24.6%.

Cassette recorders continued as strong export item, with month's shipments up 46.6%; open reel unit volume took 62% nosedive; auto tape players held at year-earlier level. Following are Japanese May exports to U.S., with 1970 month's results for comparison:

#### JAPANESE EXPORTS TO U.S.

	May 1971		May 1970	
	Units	Value (\$)	Units	Value (\$)
Total TV.....	370,680	32,482,944	295,449	23,330,225
color.....	124,943	20,269,756	85,336	13,209,208
b&w.....	241,539	12,069,472	209,113	10,082,017
b&w chassis, kits..	4,198	143,717	1,000	39,000
Rad.-phono, stereo..	43,573	2,851,092	95,941	2,671,611
Rad.-phono, mono*..	90,515	1,063,833	—	—
Rad.-recrdrs. & other comb. ....	269,556	11,262,550	235,649	9,986,814
Clock-rads.*.....	203,004	3,289,022	—	—
Tr. rads. w/FM....	447,470	10,796,364	689,680	14,057,537
Tr. rads., other....	332,155	2,114,097	316,761	2,202,611
Auto radios.....	106,097	1,680,297	86,921	1,461,556
Trcvrs., under 100 mw.....	190,650	659,711	152,978	596,758
Trcvrs., other....	37,262	1,047,725	31,386	774,017
Phonos.....	33,349	466,661	19,193	332,075
Tape players, auto..	176,436	3,183,556	177,334	3,928,261
Tape rads., reel...	34,776	1,459,706	90,719	2,142,906
Tape recrdrs., cass..	514,692	8,779,947	351,154	7,275,775
Other cart., recrdrs. & players* .....	111,871	2,956,658	—	—
Tape decks* .....	161,593	5,171,864	—	—

\*Not reported separately in 1970.

**Tape topics:** Akai America joins ITA; Mktg. Vp Milton Philipson named to ITA board... **Audio Magnetics** says 4 firms account for more than 75% of domestic blank cassette production in U.S.; claims it supplies 30%, Company "M" 19%, Company "C" 18%, Company "B" 12%. Including imports, firm says 126 million cassettes will be sold this year, rising to 265 million in 1974... **TEAC America** moves hq to 86,000-sq.-ft.-facility at 7733 Telegraph Rd., Montebello, Cal... **Audio Magnetics** has opened 60,000-sq. ft. manufacturing facility in Lisbon, with capacity of million blank cassettes monthly. Output of 8-track cartridges & reel tape is also planned. Firm has opened sales office in Geneva, expects Europe to account for 15%-18% of sales in 1972... **Bell & Howell** made out-of-court cash settlement of lubricated-tape patent infringement suit brought by **Faraday**... **Yamaha** expands audio line this fall with addition of stereo cassette decks... **Nortronics** is experimenting with 4-day 40-hour work week for production staff; other employees will continue normal hours.

**Report on Citizens Radio**, 2-year study for FCC by Advanced Technology Systems, may be inspected at Commission's Office of Information, will be on sale soon. Analysis includes recommendations & statistics.

**CANADA'S FIRST QUARTER:** Canada's total TV market shrank in year's opening quarter, compared with same year-earlier period, with b&w unit volume off sharply, color posting increase, according to Dominion Bureau of Statistics (DBS). Total market equals domestic-made Canadian factory sales plus imports.

Sold in period were 184,646 TVs, off 5% from 1970 quarter, with color up 25.7% to 84,148, monochrome down 21.1% to 100,498. Total domestic-made factory TV sales were down 3%, as color jumped 34.8%, nearly offsetting 25.5% decline in b&w. TV imports fell 8%, with color up 9%, b&w down 15.2%. As result, Canadian-made TV took 61% market share in period, up from 59.7%; in color, domestic-made share was 69.3% (up from 64.6%), b&w 54% (down from 57.1%).

New TV import breakdown by screen size shows, for color: Under 18" (over-all diagonal), 7,381; 18", 7,446; over 18", 10,984. B&w: Under 18", 36,324; 18", 3,981; over 18", 5,964. U.S. was source for 90% of imported over-18" color sets, Japan principal supplier in all other sizes. DBS has discontinued publishing domestic-made sales by screen size. In table below, comparable year-earlier totals for home radio & phono sales aren't available; other figures indicate Canada's phono production, at 24,621 in period, was about 34% behind last year.

Canadian TV producers included in totals (which DBS indicates represent 100% of sales) are Admiral, Electrohome, Fleetwood, GE, Philco-Ford, Philips, RCA & Westinghouse. Clairtone was dropped from list in March. Matsushita (Canada), which was included in 1970, is off list this year.

#### CANADIAN FACTORY SALES\*

	Jan.-March 1971	Jan.-March 1970
Total TV.....	112,566	116,066
color.....	58,337	43,269
monochrome....	54,229	72,797
Radio-phonos.....	24,989	26,131
Total phonos.....	20,135	N.A.
mono.....	11,337	N.A.
stereo.....	8,798	N.A.
Home radios.....	7,311	N.A.

#### CANADIAN IMPORTS

Total TV.....	72,080	78,287
color.....	25,811	23,694
monochrome....	46,269	54,593
Transistor radios..	250,183	382,579
Auto radio.....	120,197	102,742
Radio-phonos.....	55,692	38,592
Phonographs.....	11,064	7,539
Tape rec. & players	145,184	224,977

\*Includes "made-in-Canada" sets only.

**International Radio & TV Exhibit** in Berlin Aug. 25-Sept. 5, has exhibitors from 10 countries, with largest foreign group representing Japan. Highlight is expected to be first public demonstration of Teldec color video disc.

## Trade Personals

**George Fezell, Jack Schrey & John Rutledge**, all recently appointed Magnavox senior vps, elected to board.

**Bernard Buchwald**, ex-Delmonico & Ross, re-joins Milovac International as exec. vp... **Tony Martell**, former MCA Records mktg. dir., shifts to MCA Distributing, in charge of mktg. Decca consumer electronics line... **Jack Dews**, ex-Ampex, joins Pax Ltd. (Mercury brand consumer electronics) as mktg. dir.

**Charles Harper** promoted at Sears to staff administrator for domestic & overseas buying, succeeding **Frank Parsons**, retired... **Jon Kelly**, ex-Electro-Voice, joins Audio Designs as national mktg. mgr... **Charles Balderas** advanced at Muntz Stereo from mktg. dir. to vp of new International Div... **Vince Vecchione**, former head of Belle Wood Corp., discontinued 8-track tape player mktg. subsidiary of Viewlex, becomes consultant to parent company.

**Paul Michael** named R&D mgr. & **Arthur Honegger** product development mgr., Nortronics Magnetic Head Operations Engineering Dept... **Joseph Scheer** resigns as Plessey vp & Semiconductor Group chief operating officer, plans unannounced... **Elio Tarika**, former Films-Packaging Div. pres., appointed asst. to pres. of Union Carbide.

**William Enders**, Magnavox, named chmn. of International Tape Assn.'s new Video Committee... **Dennis Gabor**, CBS Labs, awarded 1971 Holweck Medal by French Physical Society for development of holography... **Dudley Campbell** elected engineering vp & plant mgr., Stackpole Components, Raleigh; **Charles Elinsky**, vp & plant mgr., Farmville; **Clyde Robison**, mktg. vp, Raleigh.

**Korea's first wholly Japanese-owned components manufacturing operation** is being set up by Toko. Capitalized at \$390,000, venture will start with 300 employees, have capacity for producing 40 million coils yearly for export market... **Hugle International**, recently formed by William Hugle as semiconductor marketing & technical consulting firm, has as first client Hindustan Conductors, India's newest semiconductor producer. Firm will produce estimated 30 million ICs over next 3 years for sale mainly to U.S. & Japan.

**PAL-type color TVs** from Japan's Hitachi are on sale in England. Prices: 15V" \$492; 16V" \$527; 18V" \$575. Also in Japan, 17 manufacturers & exporters have formed cartel to set minimum prices on b&w TVs, recorders & radios sold to West Germany. Aim is to head off German industry charges that Japanese are dumping there.

**Foreign investment in Taiwan** totaled \$138 million last year, up 27% from 1969, according to govt. there. About \$73 million was in electronics-electric area, up 13%. U.S. firms put \$70 million into Taiwan last year, raising total stake to \$250 million. Taiwan's electronics exports in 1970 were \$150 million, up 54%.

## Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
<b>AEL</b>			
1971-6 mo. to May 31	15,534,110	277,628 <sup>a</sup>	.17
1970-6 mo. to May 31	14,010,164	(838,863)	--
1971-qtr. to May 31	7,947,117	146,197 <sup>a</sup>	.09
1970-qtr. to May 31	7,150,711	(618,755)	--
<b>CBS<sup>b</sup></b>			
1971-6 mo. to June 30	564,000,000	22,600,000	.79
1970-6 mo. to June 30	583,900,000	28,700,000	1.02
1971-qtr. to June 30	282,600,000	16,200,000	.57
1970-qtr. to June 30	278,600,000	15,600,000	.55
<b>Dero Industries</b>			
1971-9 mo. to May 31	37,282,000	855,000 <sup>a</sup>	.73
1970-9 mo. to May 31	32,412,000	1,226,000 <sup>a</sup>	1.28 <sup>c</sup>
1971-qtr. to May 31	10,919,000	193,000 <sup>a</sup>	.17
1970-qtr. to May 31	10,734,000	334,000 <sup>a</sup>	.35 <sup>c</sup>
<b>Jervis</b>			
1971-9 mo. to May 31	24,491,000	(113,000)	--
1970-9 mo. to May 31 <sup>d</sup>	27,230,000	(255,000) <sup>e</sup>	--
<b>Magnavox</b>			
1971-6 mo. to June 30 <sup>d</sup>	289,042,000	14,612,000	.84
1970-6 mo. to June 30	245,888,000	10,514,000	.60
1971-qtr. to June 30 <sup>d</sup>	136,173,000	6,766,000	.39
1970-qtr. to June 30 <sup>d</sup>	117,808,000	4,801,000	.27
<b>P.R. Mallory</b>			
1971-6 mo. to June 30	74,158,439	2,068,847	1.07
1970-6 mo. to June 30	80,866,808	2,969,109	1.51
1971-qtr. to June 30	39,073,000	1,163,000	.60
1970-qtr. to June 30	40,394,000	1,427,000	.73
<b>MGM</b>			
1971-40 wk. to June 5	131,044,000	5,744,000 <sup>a</sup>	.97
1970-40 wk. to June 4	128,154,000	5,477,000 <sup>a</sup>	.93
1971-12 wk. to June 5	38,852,000	803,000 <sup>a</sup>	.13
1970-12 wk. to June 4	35,740,000	540,000 <sup>a</sup>	.09
<b>Owens-Illinois</b>			
1971-6 mo. to June 30	721,575,000	30,244,000	1.84
1970-6 mo. to June 30	668,573,000 <sup>f</sup>	31,833,000 <sup>f</sup>	1.85
1971-qtr. to June 30	388,923,000	19,555,000 <sup>f</sup>	1.21
1970-qtr. to June 30	342,395,000	18,660,000	1.10
<b>PKL Cos.</b>			
1971-6 mo. to May 31	491,626	16,882	.02
1970-6 mo. to May 31	435,599	(191,661) <sup>e</sup>	--
<b>Sterling Communications</b>			
1971-year to March 31	2,792,513	(2,516,921)	--
1970-year to March 31	1,441,570	(1,201,597) <sup>g</sup>	--
<b>Taft Bcstg.</b>			
1971-qtr. to June 30	12,675,624	2,140,349	.57
1970-qtr. to June 30	12,405,862	1,877,782	.51
<b>TRW</b>			
1971-6 mo. to June 30	761,425,000	35,601,000	1.03
1970-6 mo. to June 30	821,225,000	40,739,000	1.24
1971-qtr. to June 30	387,489,000	18,301,000	.53
1970-qtr. to June 30	414,615,000	21,259,000	.65
<b>Warwick Electronics</b>			
1971-6 mo. to June 30 <sup>h</sup>	85,193,000	(357,000)	--
1970-6 mo. to June 30	52,968,000	(11,781,000)	--
<b>Westinghouse</b>			
1971-6 mo. to June 30 <sup>f</sup>	2,199,020,000 <sup>f</sup>	79,616,000 <sup>f</sup>	1.90
1970-6 mo. to June 30 <sup>d</sup>	2,105,624,000 <sup>f</sup>	70,483,000 <sup>f</sup>	1.70
1971-qtr. to June 30 <sup>d</sup>	1,168,896,000 <sup>f</sup>	45,900,000 <sup>f</sup>	1.10
1970-qtr. to June 30 <sup>d</sup>	1,122,409,000	40,729,000	.98

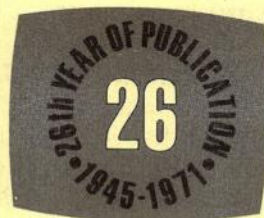
Notes: <sup>a</sup>After special credit. <sup>b</sup>Estimated; excluding Viacom results. <sup>c</sup>Adjusted. <sup>d</sup>Restated. <sup>e</sup>After special charge. <sup>f</sup>Re-ord. <sup>g</sup>Before extraordinary item. <sup>h</sup>Reflects change in sales policy.



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JULY 26, 1971

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## SUMMARY-INDEX OF WEEK'S NEWS

### Broadcast

**AMENDING 'POLICY STATEMENT' HEARINGS:** FCC changing 9 proceedings to conform to 'Skelly Wright' decision; includes 5 TV cases. NAB to push legislation. (P. 1)

**CABLE RULES BY JAN. 1—UNLESS:** FCC has end-of-year target, Burch testifies, leaving Congress room to intervene if it chooses. No change in Commission proposals. Whitehead consults networks, calls in NAB, NCTA & copyright people—sets 2-month target. (P. 2)

**POSSIBLE FCC GUIDES ON ADS:** To protect public from false & deceptive spots, staff wants FCC to establish guidelines for stations & networks. Quick reaction to complaints would be required. Commercial clearance staff proposed at each station. (P. 3)

**WALLY JOHNSON FOR WALSH** as FCC Broadcast Bureau chief in surprise move. Engineer welcomed by TV-radio industry. Speculation over top Bureau attorney. (P. 4)

**GALLANT SENATORS & REP. REID:** First woman at FCC in 16 years headed for easy confirmation before Aug. 6 recess, after mini-hearing. Pastore & Sen. Baker visit White House, appeal for black appointee. (P. 6)

**AMENDING 'POLICY STATEMENT' HEARINGS:** Complying with famous "Skelly Wright" decision—which threw out FCC's license renewal hearing policy (Vol. 11:24 p1, et seq.)—Commission is about to tailor 9 hearing cases as ordered by D.C. Appeals Court. (FCC policy, in hearing cases where renewals were challenged, had been to turn down challengers, early in hearings, unless they could show that incumbents hadn't provided "substantial" service.)

It's expected FCC will simply amend orders in affected hearing cases, saying its old policy statement doesn't apply, leaving case to proceed on old comparative basis. Cases involved: WPIX N.Y., WNAC-TV Boston, WTAR-TV Norfolk, WESH-TV Daytona Beach, WGHP-TV High Point, WIFE-AM-FM Indianapolis, WOOK(AM) Washington, KTLE(AM) Pocatello, and WHCN (FM) Hartford.

NAB Exec. Committee, meanwhile, last week urged staff to go all-out in pressing for legislation protecting renewals, though little hope is held for passage this year. NAB resolution reads: "The highest priority should be given by the Congress, the FCC & NAB to achieving orderly processes under law for the renewal of broadcast licenses. The NAB urges Congress to enact legislation to provide that broadcast stations with a record of service to the public interest will not be subjected to procedural harassment or erosion of journalistic freedom."

### Consumer Electronics

**MODEL-YEAR 1971:** Total TV shipments—domestic plus imports—set record of 13,364,000 units, according to our estimate, but some may have gone into inventory in anticipation of dock strikes. Foreign brands increase penetration of color & monochrome markets. (P. 8)

**'U.S. TV DUMPING'** from Taiwan scored by IUE, citing Canadian finding. May TV imports soar as eastern port strike looms. Bendix reported preparing to produce TV chassis in Taiwan. Zenith buys Hong Kong radio plant. (P. 9)

**GOVT. IN VIDEOPLAYER ACT** with FCC proposal for output voltage limitation. EVR proponents say they can live with it, but Cartridge TV says it would de-grade picture. Rule would apply to players, VTRs, cameras which feed through antenna terminals. (P. 10)

**2ND-QUARTER IMPROVEMENT** reported in financial statements. Zenith first-half earnings up 106%. Motorola sales for quarter & half set records. Sylvania earnings up, but sales decline. (P. 11)

**PRODUCT SAFETY HEARINGS** to get views of EIA Consumer Electronics Group & Parts Div. Administration seeks to convert FDA into new Consumer Safety Administration. (P. 11)

**CABLE RULES BY JAN. 1—UNLESS:** New CATV rules in effect by end of year—unless Congress decrees otherwise. That seems to be position of FCC Chmn. Burch—although not everyone agrees that it is—at conclusion of quicky July 22 hearing called by Rep. Macdonald's (D-Mass.) Communications Subcommittee suddenly out of the blue July 19. Aside from gandy-dancing about "effective date," most significant facts of hearing were: (1) FCC's cable policy is almost exactly as it was when presented to Sen. Pastore (D-R.I.) Subcommittee June 15 (Vol. 11:25 p1). (2) Macdonald & Chmn. Staggers (D-W.Va.) of parent Commerce Committee believe Commission has done good job on cable—despite determined effort by Rep. Springer (R-Ill.) to take Commission apart.

FCC Chmn. Burch stuck by guns, indicating belief Congress would have adequate time to consider new rules by year's end—though he never stated flatly that Commission plans to give rules an end-of-year effective date. (Fact is, FCC hasn't yet finally voted on such date—nor has it actually finally voted on rules themselves, though there seems little doubt rules will emerge as outlined in both congressional hearings.)

Springer strove constantly to get Burch to say Commission will wait for views of Nixon's Cabinet-level cable committee headed by OTP Dir. C. Thomas Whitehead (Vol. 11:24 p3) before fixing rules. But Burch made it clear FCC didn't intend to wait. If committee's views have merit, he said, Commission can amend its rules.

At week's end, Whitehead said committee's target is 2 months. Meanwhile, he has been inviting all facets of industry in for talks. Early last week, for example, networks came in for separate meetings: ABC with Everett Erlick & Robert Coll; CBS with Joseph DeFranco & Harry Olsen; NBC with Thomas Irvin & Peter Kenney. On Fri., White House aide Peter Flanigan joined Whitehead, OTP Gen. Counsel Nino Scalia & OTP congressional liaison Brian Lamb in a joint conference with representatives of 3 groups: NAB—Vincent Wasilewski, Louis Read & Jack Harris; NCTA—John Gwin, Alfred Stern & Gary Christensen; copyright owners—Louis Nizer, David Horowitz & Arthur Scheiner.

Group met little over an hour, had amiable & inconclusive discussion. Purpose of meeting, said Whitehead, was "to discuss the possibility of reaching agreement acceptable to all parties regarding the future development of cable." OTP will meet separately with the 3 groups over next few weeks. Administration's cable committee has formed working group of aides which held first meeting July 23, will meet about twice weekly. Members: Commerce Dept.—Robert Powers; HUD—Alan Siegel; HEW—Albert Horley; Finch—Dr. George Grassmuck; Garment—Bradley Patterson; Klein—Alvin Snyder.

FCC still intends to keep promise to present final views to Congress by Aug. 6 congressional recess. Commission has set Aug. 2 for its last meeting on cable. It's expected FCC will present summary of rules rather than full text—because latter is huge drafting & refining job. Then it's up to Congress. It can pass law telling FCC just what to do with cable. This is unlikely—because such action usually takes years, rather than months. More likely—if Pastore or Macdonald doesn't like FCC rules—is promulgation of "sense of committee" resolutions by their panels, stating their desires. These have no force of law; what they amount to is a warning that committee on the Hill is unhappy and may seek to make life uncomfortable for an uncooperative Commission. House Commerce Committee did this several times on subscription TV, succeeding in delaying its promulgation for years, contributed also to imposition of more restrictions on pay TV than FCC intended originally.

Burch's prepared statement before Macdonald's Subcommittee was almost word-for-word with his presentation to Pastore's. About only thing new was definition of "significant viewing" in overlap situations. Commission considers signal "local," thus can be carried, if it is affiliate and has 25% net weekly circulation or 3% share, and if it's independent, has 5% net weekly or 1% share.

In questioning, Macdonald & Springer expressed concern cable might siphon off sports from broadcast TV by outbidding. Burch said: "I don't believe you have a real problem for a decade." Macdonald said he'd welcome a 4th network via CATV—but would "view with alarm" any loss of sports on stations. Springer said much of Ill. is rural, couldn't be reached economically by



cable; he also feared damage to uhf.

Springer kept pounding away at Burch, urged him to wait for Administration committee's recommendations. Said Burch: "We've been studying this now for 17 years. I don't think we should wait any longer." Macdonald agreed: "I urge you not to wait for any report from the President. He's had umpteen committees... This is not the time to postpone this any longer. We've got to bite the bullet now." Staggers said he's concerned about copyright, told Burch "we'll have a colloquy" when Commission comes back with final decision. "I think cable systems are doing a great job for the land," Staggers said. "I'm for them 1,000%." Springer was eager to grill Burch further—but Macdonald had enough, gaveled hearing to end. (Burch was accompanied by Bartley, Johnson & H. R. Lee—none of whom testified—nor was any staff member called on.)

**POSSIBLE FCC GUIDES ON ADS:** To protect public from alleged false & misleading advertising, FCC is being asked by staff to adopt guidelines which stations & networks would be required to follow in checking authenticity of claims in commercials. Outgrowth of complaints against WTOP-TV Washington & CBS (Vol. 11:7 p5), action by Commission may be considered this week.

Consumers Assn. of D. C. charged that WTOP-TV makes no effort to protect public from misleading spots, that CBS efforts are inadequate, and asks that station be fined. Complainant also asked that WTOP-TV be required to air at least 20 spots weekly warning public of possible deceptive ads on station. While Commission proposes to deny these requests, Complaints & Compliance staff recommended adoption of more detailed guidelines delineating station & network responsibilities—such as:

**Network advertising:** Affiliates should determine individually that network has adequate personnel & facilities for screening commercials. If station—on its own—decides that spot is deceptive, it would be required to notify network that it won't carry commercial. Network would be required to devote substantial resources, outside consultants & fulltime personnel (FCC won't rule on present network efforts, but staff apparently doesn't think they're adequate) to clear commercials in advance. Network experts should be trained in specialized fields; staff expert on obscenity, for instance, wouldn't be qualified to rule commercial is misleading.

**All other advertising:** Every station would be required to have at least one fulltime staff member to weed out false & deceptive ads. Largest stations would be expected to have several. Reliability of local advertisers would have to be checked before acceptance of commercials. Critical analysis of all spots would be required. Stations would be expected to follow up to make sure advertiser fulfills all claims. Immediate investigation of all complaints would be necessary. Each licensee would be required to formalize procedures for screening commercials in advance and have positive & well-defined program to protect public.

\* \* \* \*

In another TV ad complaint, Commission is expected to deny request by Action for Children's TV that stations devote substantial time to inform public that toy commercials for Mattel & Topper are subject of FTC complaint. Commission staff believes ACT case falls under earlier ruling on Chevron gas commercials, which reaffirmed that fairness doctrine doesn't apply to general product advertisements (Vol. 11:20 p7). However, Commission will point out that basic questions raised by ACT will get further consideration in rulemaking on kid TV which, among other things, is exploring commercials in such shows.

Stations' yearly financial reports should be made public, says petition filed with FCC by Stern Community Law Firm, Citizens Communications Center & NCCB. Petition asks for stations to break down expenses for news, public affairs, local & other non-entertainment programs. It argues that recent Appeals Court license renewal ruling (Vol. 11:24 p1) says renewals should be based on amount of profit reinvested "in service... to public," yet Commission keeps data "hidden from public," making it difficult to "participate fully in license renewal process."

"High degree of uncertainty" on fairness doctrine application by FCC has resulted in Commission's ruling that NBC violated doctrine by airing 3 Esso commercials on Alaskan oil development (Vol. 11:27 p5), NBC said last week in seeking reconsideration. Network also asked for oral argument on request "in light of the extraordinarily high degree of significance of the case." NBC argued that 6-0 decision appears to "reach the content of virtually any institutional advertising on TV" and that FCC was wrong on several counts.



**NEW GOVT. PLANS FOR ETV:** Educational broadcasting leaders aren't very happy with some major changes in their methods of operation being proposed by OTP & HEW. Most objectionable is OTP proposal—now awaiting approval of Office of Management & Budget (as is HEW's) before being made public. OTP would lump CPB funding and HEW facilities grants into single "public communications" category and would place some restrictions on how CPB spends its money.

Many details of OTP proposal were published earlier (Vol. 11:11 p4), but there are some differences in latest plan. Under terms, \$100 million is set aside at beginning of each fiscal year starting June 30, 1973. Fund would be replenished to \$100 million level at beginning of each of next 4 fiscal years. Each year, CPB would receive \$35 million from fund plus 1/3 of amount of private contributions to public broadcasting in preceding year. For example, if \$114 million is contributed in given year to public broadcasting, CPB would receive \$35 million from Fund plus 1/3 of \$114 million, or \$73 million total.

OTP would put restrictions on CPB distribution & programming. Bill specifies that programs produced, developed or distributed even in part by CPB "be available on an equal basis to all noncommercial educational program distributors, and that such programs be responsible to the programming needs of local noncommercial educational program distributors." Also, while CPB may use \$35 million grant plus 1/2 of excess over \$35 million as it sees fit, remaining half of excess over \$35 million must be distributed to "noncommercial educational program distributors" as defined in bill. Thus, for first time, right of CPB to grant money as it pleases would be taken away. Disputes arising under this section would be settled by FCC.

CPB had no comment last week on proposed legislation, but it's understood to oppose some elements and will file comments with OMB soon. FCC will meet on both HEW & OTP bills in early Aug.

HEW bill doesn't mention CPB, deals only with expanded facilities matching funds program to offer money to all areas of "public telecommunications" (Vol. 11:21 p5). Both bills are similar in this regard, and term "public telecommunications" includes facilities, programming & programming materials for CATV, satellites, schools, etc. "There is no order of priorities," public broadcasting source told us. "The whole thing is just lumped together." Some think HEW may be ready to downgrade facilities program for ETV-radio stations. There are about 300 such applications before HEW, with \$35 million backlog for last 3 years.

**Printed song lyrics** will be given broadcasters by music publishers on individual song basis. Agreement between NAB, Record Industry of America & National Music Publishers Assn. replaces earlier NAB request that record makers provide lyrics for every song.

**Remote-control application** form 301-A, eagerly awaited by TV stations, is now available from FCC.

**WALLY JOHNSON FOR WALSH:** In sudden move, FCC Broadcast Bureau Chief Francis Walsh has resigned as of mid-Aug., and in unusually quick action, Asst. Chief Wallace Johnson was named to succeed him.

On job for a year, Walsh said he had found work "extremely interesting...but we miss San Francisco." He had been dean of law school, San Francisco U.

Johnson is engineer, 51, served with FCC since 1942, mostly in broadcasting—and he's a Republican. Deputy Chief Robert Rawson, an attorney on whom Walsh had leaned heavily, is a Democrat, thus had strike against him as possible replacement for Walsh. Rawson had been considering going into private practice when Walsh came aboard, but latter persuaded him to stay on as right arm.

Because of strong broadcasting background, Johnson is generally welcomed in top slot by TV-radio industry. Since much of Bureau's work is legal, main speculation centers now on choice of top attorney—Rawson or someone else. Johnson is first engineer to become Bureau chief since Curtis Plummer was named some 20 years ago—when Bureau was established.

**Direct satellite-to-home** telecasting "may be sooner than you think," FCC Comr. R.E. Lee said last week upon returning from 6-week WARC conference in Geneva. "That's the impression I got from the other countries. Maybe telecasters should show a little more concern than they are." However, at July 22 news conference, he said FCC "won't let it destroy over-the-air TV... We'll take some protective steps, just as we have in regard to CATV." Lee and other U.S. spokesmen said WARC decisions on frequency reservations for satellitcasting constituted "a definite step down the line toward direct reception in the home." Conference agreed that 620-790 MHz (part of uhf band) could be used for broadcast satellites, but Lee said it posed no threat to uhf stations since U.S. would have to agree before Canada or Mexico could use that band for satellites.

**FCC is expected to rule** soon that TV satellite stations may not be sold only in combination with parent station when former is originating local programming. Ruling has been asked by KELO-TV Sioux Falls, S.D., which plans to start programming one hour & 20 min. weekly on satellite KPLO-TV Reliance, S.D. to meet needs of Indian community. Currently, KPLO-TV originates no programs, and stations are sold only in combination. But Commission is expected to rule that forced combination rates when stations are programming separately is anti-competitive. Ruling could have possible impact on 47 stations which own 62 satellites.

**Radio Free Europe & Radio Liberty** have been voted up to \$35 million for one year by Senate Foreign Relations Committee. Creation of semi-public corporation was proposed by Administration but rejected. Chmn. Fulbright (D-Ark.) said interim measure would allow time to study services.

**Tele-Media of Jackson, O.** is buying Jackson County Cable Service (1,500 subscribers) for unannounced cash price. Broker: Blackburn & Co.



**CBS SENDS JENCKS TO D. C.:** Faced with problems of unprecedented nature in Washington, CBS has reached into ranks of top management in effort to shore up govt. relations. Bcstg. Group Pres. Richard Jencks will replace veteran CBS Washington Vp Ted Koop—who retires at end of year—Sept. 1, and responsibilities of Washington office will be greatly expanded.

John Schneider, CBS corporate exec. vp, replaces Jencks immediately as Bcstg. Group pres.—post Schneider held 1966-69, when Jencks moved into job. For time being, CBS doesn't plan to replace Schneider; 4 Group presidents (who formerly reported to Schneider) now will report directly to Pres. Frank Stanton.

Stanton, who now plans to retire in March 1973 when he reaches 65, has handled most of sensitive congressional relations himself. Jencks is expected to assume much of this responsibility on regular basis, with Stanton reserved for special occasions, making CBS's practices similar to successful Washington operations of NBC. "We've had a really first-rate reaction from Washington to Dick's appointment," CBS official told us 3 days after announcement.

Jencks likes Washington, is happy with new assignment. Koop will continue as CBS vp until retirement. After brief service with NAB, Jencks joined CBS in 1950 as attorney, has been there since, except for 5 years with Alliance of TV Film Producers. He has held several top management positions at CBS, including vp-gen. counsel and exec. vp of TV network. Schneider came up through CBS-owned stations div. (mgr. in N.Y. & Philadelphia) and was pres. of TV network in mid-1960's.

\* \* \* \*

Also moving into a hot seat is James H. Hulbert, who was appointed NAB exec. vp for PR, effective Aug. 15. He succeeds Paul Haney, who resigned month ago for personal reasons (Vol. 11:26 p4) after only 5 months on job. Hulbert joined NAB broadcast management dept. in 1954, became asst. to then Pres. LeRoy Collins in 1963, was named vp in 1967.

"Completely irresponsible," was reaction from CPB last week to charges by N.Y. psychiatrist Dr. Natalie Shainess that children's program Sesame St. is "fostering a new generation of drug takers." She told Senate Small Business Committee holding hearing on mood drugs that program flashes elements at children so rapidly they can't absorb them and does it in "pseudo-childishness" form born of adult minds. "The damage this program is doing to children is frightening," she said. "I can see us furthering another generation needing drug dependency more than this generation." CPB labeled accusation "ridiculous... It's tragic she would throw around unsupported accusations like that. It's completely irresponsible."

**Top-50 CATV companies** (Vol. 11:27 p5) should be amended, according to reports received since publication. Midwest Video reports 96,000, Twin County Trans-Video (Northampton, Pa.) 38,000, Entron 21,000.

**Networks are making "honest efforts"** to eliminate unnecessary violence in programming, network presidents wrote Sen. Percy (R-Ill.). Percy sought their comments to letter written by father of 13-year-old Batavia, Ill. boy who hanged himself. Father attributed son's death to TV violence. Commented CBS Pres. Stanton: "The dilemma of the storyteller, as far back as the Book of Genesis, has been to tell the story of right versus wrong without giving lessons in how to succeed in doing wrong... What we are trying to do is to be watchful of the depiction of violence in drama but also to provide constructive, positive values in children's programming and in programming generally. We cannot, of course, create in TV a cordon sanitaire against the realities of life." ABC Pres. Goldenson: "I can promise you that the ABC management... has made and will continue to make an honest effort to eliminate incidents of unnecessary violence from our programs... But we must acknowledge, however, that violence does exist in our society and will, therefore, be reflected to some degree by script writers... The same will be true in our news programs..." NBC Pres. Goodman: "It would be unrealistic to prohibit all violent conflict, both because it is a legitimate tool of the dramatist and more important, it is most often used to make a morally instructive point or to condemn acts of violence. It is not unrealistic, however, for us to establish & enforce standards that must be met when violence is depicted."

**"Least objectionable program"** on TV at given time is watched by viewers who most often don't like what they see, according to Paul Klein, former NBC research vp. Writing in July 24 TV Guide, he said "the networks have argued that this is a 'most satisfying choice'... but if it were, then why would everybody be complaining & lying about TV viewing?" He said "lying & guilt [of public] are all wrapped up" in success of Marcus Welby—opposite CBS news weekly and NBC's First Tuesday monthly. "When public affairs is on... it's too objectionable compared with the entertainment programs opposite it."

**Ban against sale** of political time in less than 5-min. blocks is goal of Ward Quaal, pres. of WGN Continental Bcstg. Speaking to San Diego Ad Club, he urged that NAB TV & Radio Codes prohibit political spots. "The spot announcements carried in 1968 were viciously distorted and represented a pitiful reflection upon political leaders and a demonstration of total irresponsibility," he said. "Unless such a plan is implemented, we will have the same misunderstanding, distortion of issues and confusion" in 1972.

**WHDH-TV Boston** "should be permitted a reasonable time to wind up its affairs," FCC stated last week, extending indefinitely the July 23 deadline imposed by court action. Commission noted that Boston Bcstrs. Inc., winner of Ch. 5, wasn't ready to go on air and has asked for Sept. 12 starting date. Commission also has yet to rule on WHDH-TV's attack on BBI's qualifications (Vol. 11:17 p6).

**ATC has purchased** Minnesota Microwave from Dynasonics for undisclosed sum. System is 2nd microwave system bought by ATC, has 625 route miles & 1,530 channel miles.



**GALLANT SENATORS & REP. REID:** Nomination of Rep. Charlotte Reid (R-Ill.) to be first woman commissioner at FCC in 16 years is expected to breeze through Senate without opposition before Aug. 6 recess. Her full 7-year term expiring June 30, 1978 probably will be approved by Senate Commerce Committee this week. She hopes to be on job by Oct. 1, succeeding Comr. Thomas Houser whose term expired June 30. (Sole previous woman commissioner was late Frieda Hennock, who served 1948-55.)

Charmed, Communications Subcommittee members including Chmn. Pastore (D-R.I.) praised her lavishly during confirmation hearing last week. Members frequently took swipes at Commission for not acting faster in CATV, domestic satellites, violence, children's programming, etc., but no one asked Mrs. Reid's view, nor did she offer any. "I assure you I am aware of your concerns and the concerns of the Committee," she said. "I will give these matters my very serious & prompt attention." She said little else during 25-min. hearing, offered no prepared statement. Later, Sen. Cook (R-Ky.) said she offered "a new view and a new disposition" at Commission.

Only broadcast-related matter she's had opportunity to vote on recently was 226-181 House vote against effort by Rep. Staggers (D-W. Va.) to cite CBS for contempt (Vol. 11:29 p1). In that case Mrs. Reid voted "present."

Pastore reiterated his position that President should nominate a black to Commission. "The time has come not for rhetoric but for action," he said. "They should have a piece of the action...I would hope the President would give very serious consideration to appointing a black person." Pastore said he and Sen. Baker (R-Tenn.) visited White House recently, made "a strong appeal" to Presidential Asst. Peter Flanagan to recommend a black for Commission. "We did receive a very attentive ear," Pastore said.

**Comcast Corp.**, which serves 16,000 CATV subscribers through American Cable System Div., is merging with Snelling & Snelling, employment service. S&S will be surviving firm, and Comcast's Ralph Roberts will be chmn., Robert O. Snelling Jr. vice chmn., Andrew L. Lewis Jr. pres. Terms of merger weren't disclosed.

**Akron CATV contract** for final 700 miles of 1,000-mile system has been awarded to Jerrold—value \$5.5 million. System has 150,000 potential, is intended ultimately to have 2-way operation, 64-channel capacity.

**First use** of new ABTO film process is scheduled for AmVideo cable system in North Bergen, N.J.; installation will begin in fall.

**Report on Swiss CATV** in June 7 Electronics Magazine states that more than 10% of nation's 1.25 million TV homes are served by cable.

**Jerrold Distributor Sales Div.** appoints Lon Cantor Assoc. advertising & PR agency.

**Reporter should testify** before grand jury even though he believes appearance would jeopardize relationship with news sources, Justice Dept. argued in brief before Supreme Court. Case involves N.Y. Times Reporter Earl Caldwell who declined subpoena ordering him to testify before San Francisco grand jury investigating Black Panthers. Federal court upheld Caldwell, said reporter must testify only if "compelling" national interest were involved. Justice Dept. appealed, and Supreme Court will hear argument in fall. Justice Dept. said Caldwell's position challenges "fundamental nature of grand jury proceedings in general...the firmly established policy of grand jury secrecy." Solicitor General Erwin Griswold also asked court to rule on "narrower question" of whether reporter may refuse to testify about nonconfidential matter on grounds it would have "chilling effect" on freedom of press.

**"A hell of a donnybrook** with separate opinions all over the place," was one Republican's reaction following House Commerce Committee meeting last week on political broadcasting bill introduced by Communications Subcommittee Chmn. Macdonald (D-Mass.). It was reported out earlier on 5-4 straight party line vote by his Subcommittee (Vol. 11:28 p6). Generally, Republicans object to 10¢ per voter limit with no more than half to be spent on TV-radio, want over-all ceiling. Committee was so divided both within & between parties that it adjourned, won't meet again on subject until recess ends Sept. 8. Senate is just as divided, but GOP & Democratic leadership finally got together last week to set debate rules, plan to bring bill to floor before Aug. recess begins.

**"Vhf-Uhf Radiation Hazards & Safety Guidelines,"** Report No. 7104, by Jack Damelin, is available from FCC Research Div., Room 214, 1229 20th St. NW, Washington 20554. Report states: "With the trend toward higher effective radiated powers, [radiation] hazards might become a factor in the allocation of vhf-uhf facilities." Report runs 3 pages, includes curves of safe distances for various ERPs—using govt. & industry standards in terms of "Radiation Protection Guide Numbers."

**Insurance Co. of North America** will sponsor all NBC radio news specials, instant news reports & several regular news programs for 16 months beginning Sept. 6 under multi-million dollar agreement, through N.W. Ayer. NBC termed contract largest network radio purchase in recent years.

**Rebuttal of anti-air bag** commercials by Ford is sought by Center for Auto Safety. Complaint filed with FCC by Stern Community Law Firm seeks time on ABC & NBC to present opposing views. Complaint charged ads are "one-sided, controversial and inaccurate."

**PBS spots** on all 3 TV networks are part of Ford Foundation campaign to promote PBS's fall season programming. Twenty-five 30-sec. spots are scheduled, mostly on news programs. Ads will run 2 weeks beginning Oct. 3. Newspaper campaign will run during same period in top 10 TV markets.

**Videorecord will distribute** group of Grove Press videocassette programs under new arrangement.



## Personals

**C. Wrede Petersmeyer**, chmn. & pres., Corinthian Bcstg., and **Harrington Drake**, pres., Reuben H. Donnelly Corp., elected exec. vps, parent Dun & Bradstreet... **Donald Dahlman** elevated to TV sales vp, Avco Bcstg., succeeding **John Vrba**, resigned; **Ray Colie**, ex-gen. sales mgr., WLWT Cincinnati, replaces Dahlman as gen. mgr., WLWD Dayton... **Richard Jungers** advanced to corporate planning & development vp, WGN Continental Bcstg.; **Bruce Mayer** ex-gen. sales mgr., Kaiser Bcstg., succeeds Jungers as gen. mgr., KWGN-TV Denver, effective Sept. 1.

**Thomas Leahy** promoted to sales vp, CBS TV Stations Div... **Lawrence Dupuis** appointed mgr. of on-air advertising, ABC-TV; **Edward Tucker**, ex-General Dynamics, appointed ABC internal audit dir... **Richard Schade**, former network sales acct. exec., promoted at NBC-TV to mgr. of participating program sales, succeeding **Aaron Cohen**, now daytime program sales mgr.

**Jay Sondheim**, ex-gen. mgr. KFRE-TV Fresno, named station mgr., KBSC-TV L.A. **Harley Park**, comptroller, Broadcast-Plaza Inc. (WTIC-TV Hartford), elected a dir... **Bernard Shusman** promoted to news dir., WNBC-TV N.Y., succeeding **Richard Graf**, who becomes dir., NBC News Program Services; Graf replaces **Helen Marmor**, named news producer, NBC's Today.

**Rich Livingston**, WMAL-TV-AM Washington sales promotion mgr., heads new research dept. for parent Washington Star Station Group... **David Blocker**, ex-ABC-TV National Spot Sales, named Mid-western sales mgr., Evans Bcstg... **Frank Browne**, ex-gen. sales mgr., WFTV Orlando, named local sales mgr., WVUE New Orleans... **Patrick Driscoll** elected asst. treas., Taft Bcstg.

**Robert Sutton** promoted to asst. programming dir., WXYZ-TV Detroit; **Ivan Rich** advanced to ad & promotion dir., succeeding Sutton... **Glenn Wright** appointed sales development dir., KIRO-TV Seattle... **John Kline**, ex-gen. sales mgr., WPHL-TV Philadelphia, appointed local sales mgr., WKBS-TV Philadelphia, succeeding **Dave Bell**, resigned... **Nancy Boyer**, ex-Ogilvy & Mather, named TV account exec., WPIX N.Y.

**Robert Barry**, Glenbrook Labs, named ANA TV Advertising Committee chmn., succeeding **E. P. Genock**... **Pete Lombardo** promoted to N.Y. group sales mgr., Tele-Rep, succeeding **Rich Goldman**, now Chicago sales mgr.; **Don Bowen**, ex-Blair TV, succeeds Lombardo as San Francisco sales mgr.; **Ed Karlik**, ex-Metro TV Sales, named N.Y. account exec.

**Charles S. Smith**, ex-Sutherland-Abbott (Boston) media dir., joins Peters, Griffin, Woodward as Boston office mgr.; **Milt Lane**, ex-Leo Burnett, appointed to PGW Chicago office... **Donald Barrabee** elevated to sales mgr., Katz TV southern div. sales, N.Y. hq.

**Roger McLean**, ex-gen. mgr., Funk & Wagnalls, named vp & sales dir., Sterling Manhattan Cable TV... **Gayheart Kleykamp**, vp for systems develop-

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2025 Eye St., N.W., Washington, D. C. 20006  
Phone: 202-965-1985

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ment, American Cable TV (Bruce Merrill), resigns, will announce plans... **Arthur Belanger** advanced to financial planning & analysis mgr., GE Cablevision.

**Barbi Zinner** appointed international sales development assoc. mgr., Viacom... **Orlando Brillante** promoted to Atlantic regional gen. mgr., Florida TV Cable... **Thomas Einstein** promoted to exec. vp, ABTO.

**William Fink**, ex-Echo Science, named TV equipment mktg. mgr., Conrac... **Stephen Broomell**, ex-Gates Radio, appointed audio bcst. systems mgr., CBS Labs Professional Products Group... **Norman Horowitz** elevated to vp & gen. mgr., Screen Gems International.

**Norman Williams**, mgr., KMA(AM) Shenandoah, elected pres., Ia. Bcstrs. Assn., succeeding **Joe Hudgens**, KRNT Des Moines... **Arthur Cromwell**, ex-KUON-TV Lincoln, Neb., appointed NAEB minority affairs assoc. dir... **Joseph Martin** resigns Aug. 1 as FTC gen. counsel, joins U.S. Arms Control & Disarmament Agency.

**KMVE (Ch. 15) Sacramento** plans to start operating next spring, has contracted with Ampex to install & supply complete station for more than \$1.2 million. **Sid Grayson**, ex-gen. mgr., KOVR Stockton, Cal., is vp & gen. mgr.; **Andrew Bartolini**, pres.

**Citizens Communications Center** (Albert Kramer, exec. dir.), which challenges license renewals, has issued 46-page "progress report" available from 1816 Jefferson Pl., Washington 20036.

**NASCO is new distributor** for CBS Labs Professional Products for broadcasting in Wis., Upper Mich., parts of Minn., Ia. & Ill.

**Deutsches Olympisches Zentrum** has ordered 45 AVR-1 Ampex Color VTRs to cover 1972 summer Olympics from Munich.

# Consumer Electronics®

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## STATE OF THE INDUSTRY

Sales to dealers (domestic-label), from EIA, for week ended July 9 (27th week of 1971):

	July 3-9	1970 week	% change	June 26 -July 2	1971 to date	1970 to date	% change
Total TV . . . . .	153,067	138,451	10.6	218,096	4,806,389	4,111,734	16.9
color . . . . .	83,061	71,558	16.1	120,113	2,565,137	2,051,091	25.1
monochrome . . . . .	70,006	66,893	4.7	97,983	2,241,252	2,060,643	8.8
Total radio . . . . .	261,734	243,618	7.4	299,220	9,600,511	8,202,737	17.0
home, portable . . . . .	111,691	112,151	-0.4	147,144	4,011,611	3,463,141	15.8
AM-only . . . . .	58,189	63,258	-8.0	75,456	2,335,693	2,210,908	5.6
FM & FM-AM . . . . .	53,502	48,893	9.4	71,688	1,675,918	1,252,233	33.8
auto . . . . .	150,043	131,467	14.1	152,076	5,588,900	4,739,596	17.9
Total phono . . . . .	45,830	49,037	-6.5	57,570	1,800,847	1,477,555	21.9
portable-table . . . . .	32,262	34,115	-5.4	34,251	1,379,718	997,119	38.4
console . . . . .	13,568	14,922	-9.1	23,319	421,129	480,436	-12.3

Color TV 5-week moving average: 1971—97,375; 1970—84,726 (up 14.9%)

**MODEL-YEAR '71—TV SHIPMENTS SET RECORD:** Total shipments of TV sets—domestic plus imports—established all-time record of 13,364,000 units in 1971 model-year (July 1970-June 1971), according to Television Digest estimates. This figure shows increasing penetration by non-U.S. manufacturer brands, represents total-market increase of nearly 10% above preceding model-year's 12,155,000.

Our estimates are based on EIA distributor-to-dealer sales figures for model-year plus projected Commerce Dept. import data and are intended to provide guide to performance of 1971-model sales. Here's table of total-market sales for 1971-vs.-1970 model-years, together with foreign-brand (non-U.S. manufacturer) imports for same period:

Product	TOTAL MARKET			FOREIGN-BRAND IMPORTS		
	1971 models	1970 models	% change	1971 models	1970 models	% change
Total TV. . . . .	13,364,000	12,155,000	9.9	3,316,000	2,560,000	29.6
color . . . . .	6,140,000	5,441,000	12.8	816,000	480,000	69.3
monochrome . . . . .	7,224,000	6,714,000	7.6	2,500,000	2,080,000	20.4

Despite record shipments of total TV, neither color nor monochrome sales individually hit all-time highs, color being nosed out by 1969 model-year performance, monochrome by lush sales years of 1950s & early '60s. Foreign-brand shipments were up more sharply than either total-market or domestic-label. Part of increase, however, is probably result of surge of imports during last 3 months in anticipation of dock strikes (see p. 9), and it's not known how many of these sets have been stockpiled rather than sold—total inventories constitute missing factor in model-year equation.

Foreign-brand TV sets once again increased share of total market in 1971 model-year, rising to 24.8% from preceding 12 months' 21.1%. Foreign-brand color sets' penetration increased to 13.3% from 8.8%, monochrome to 34.6% from 31%.

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Domestic-label TV sales show picture of moderate recovery from 1970 model-year's dismal performance, but shipments still well below those of 1969's near-record. (Color sales set record in 1969 model-year, total TV sales in 1966 model-year, at 11,816,000 units.) Here's table of domestic-label distributor-to-dealer sales for 1971 model-year as compared with 1970 & 1969 periods:

### DOMESTIC-LABEL SALES

Product	1971 models	1970 models	% change	1969 models
Total TV. . . . .	10,048,000	9,595,000	4.7	11,457,000
color . . . . .	5,324,000	4,961,000	7.3	6,040,000
monochrome . . . . .	4,724,000	4,634,000	1.9	5,416,000
Home-portable radio. . . . .	8,532,000	8,632,000	-1.2	11,321,000
Total phonograph . . . . .	4,432,000	4,448,000	-0.4	5,563,000
portable-table . . . . .	3,404,000	3,235,000	5.2	4,002,000
console. . . . .	1,029,000	1,213,000	-15.2	1,561,000

Even with sharp gains in 2nd half of 1971 model-year, total radio & phono sales showed slight declines for full year as result of poor performance in latter half of calendar 1970. All of gains in domestic-label performance, in fact, were chalked up in first half of this year. For full model-year, only console phonos show any significant lag behind year earlier.

**IUE SNIPES AT 'U.S. TV DUMPING':** Charge that U.S. TV manufacturers have 2-faced approach to foreign trade was leveled at week's end by IUE Dist. 3 Pres. William Bywater. In other foreign trade developments: (1) May TV imports soared. (2) More U.S. producers expanded Far East facilities. (3) Battle lines were formed for Aug. 24 TV industry import injury hearing. (4) Unions started planning for anti-import march on Washington.

Bywater, who heads IUE's anti-import activities, said some of same set makers who screamed loudest about Japanese TV dumping were guilty of same practice themselves. Taiwan subsidiaries of U.S. firms have been found guilty of dumping TVs into Canada (Vol. 11:28 p7), he said, adding that their participation in such "illegal practice" seriously weakens their case for relief from unfair import competition here.

Sharp jump in May TV imports this year—up 57% from May 1970—can be credited in part to stockpiling in anticipation of East Coast dock strike this fall. Imported in month were 440,000 TVs, including 109,000 color (up 89%) and 331,000 b&w (up 49%). Over first 5 months, total TV imports were up 29% to 1.9 million, with color up 58% to 480,000, b&w up 22% to nearly 1.5 million. Port strike on West Coast entered 3rd week with no settlement in sight. Importers who planned to have shipments diverted to Vancouver found themselves hampered by Canadian govt. ruling that: (1) Canadian-bound cargos get unloading preference. (2) Vessels can't be unloaded unless importer has arranged for adequate land transportation.

Broadening scope of Far East manufacturing operations are Zenith & Bendix. In statement on first-half financial results (see p. 11), Zenith revealed purchase of radio plant in Hong Kong. Firm last year sold its interest in Transelectronics there to partner ITT. Production equipment is being installed in new plant, Zenith said. Zenith also confirmed shipments of b&w TV had begun at Taiwan and that sales here would begin in 3rd quarter. Bendix apparently is returning to TV production after absence of some 15 years. Informed sources say Bendix is converting part of Taiwan auto radio facility for production of TV chassis & subassemblies for sale in U.S. & Canada as well as to other export-assemblies. Officials at Bendix International were unavailable for comment.

Witness list for Tariff Commission hearing on import/injury to U.S. TV industry is small but growing. Pro-injury appearances are expected by EIA Consumer Electronics Group, Parts & Tube Divs. (in joint statement) and, of course, unions which filed original escape-clause petition. On hand to argue against any restrictions on imports will be EIA-Japan and American Retail Federation. Individual companies and other associations probably will also request time.

There is some question as to how far-ranging Commission investigation will be. Hearing

notice says probe covers TVs & parts, as covered by Tariff Schedule item 685.20. This covers sets, subassemblies, and such TV-only parts as tuners, yokes & flybacks, but excludes picture tubes and most other discrete components. Commission's fact-finding questionnaire, mailed last week, went only to manufacturers & importers of complete TVs. Spokesman at Commission indicated that main thrust of investigation would be on end products, but that any testimony concerning parts would be considered.

March on Washington to spotlight import & unemployment problems is being planned Oct. 4-6 by AFL-CIO Industrial Union Dept. Events are to include rally, 2-day conference and active lobbying for legislation to establish omnibus import quotas and limit exports of U.S. capital & technological know-how & patents. There are also indications that unions are succeeding in new effort to win supporters among liberal congressmen in battle to block overseas expansion by U.S. firms. Gist of union argument is that minority group members are first to lose jobs when manufacturers cut back U.S. operations in favor of foreign production.

\* \* \* \*

EIA Pres. V. J. Adduci has called Aug. 3 meeting of international standards study group to develop alternatives to pending bill (S-1798) which authorizes U.S. participation in multinational standard-setting activities. Recently, before Senate Tourism Subcommittee, Adduci warned that bill contained "too many unknowns" to predict impact on electronics. EIA survey indicated that it would cost components industry some \$75 million to join international program.

**FEDERAL NOSE UNDER VIDEOPLAYER TENT:** Both FCC & Congress are looking at video-players, educational VTRs & closed-circuit cameras to determine what needs regulating. FCC is getting into act by proposing special limits on output to prevent radiation pollution. Congressional task force last week called for govt. standards on VTR compatibility & reliability.

FCC's proposed rulemaking notice, released July 16 (Vol. 11:29 p10), would establish RF radiation & output-voltage limits for devices such as VTRs & cameras which are designed to feed signal through antenna terminals of standard TV sets, and would require type approval of any such equipment.

Commission acted in response to petition by Motorola to set radiation rules which apply to EVR Teleplayer. Testing player in its lab, FCC found radiation potentially capable of interfering with neighboring TV sets on broad band of vhf & uhf channels. As result, it proposed to establish new category of "Class I TV Device" to cover such equipment, with maximum RMS output of 2,000 microvolts to be permitted for equipment which feeds signal into 300-ohm antenna terminal.

EVR Teleplayers would have no difficulty meeting proposed limits, and no shipments would have to be held up for modifications, we were told by CBS EVR Technical Development Vp K. Blair Benson. He said 2,000-uv strength would permit 40-db signal-to-noise ratio from EVR player. However, Cartridge TV Inc. Chief Engineer Harland Bass said that limit would result in degraded picture with inadequate signal-to-noise ratio from Cartrivision decks designed to be attached to antenna terminals of conventional sets. Limit wouldn't affect Cartrivision models in which deck is integral part of TV set or plugged into set circuitry. He said CTV would file in opposition to proposed limit. It's also known that many VTRs designed to be attached to consumer-type TV sets (for educational-industrial-institutional market) have power outputs ranging as high as 7,000-uv to one volt.

In Congress, meanwhile, House GOP Task Force on Education & Training said it will be exploring "feasibility of legislation" to force educational VTR standardization. Following meetings with representatives of National Institutes of Health, SMPTE and educators, Rep. Hansen (R-Ida.), chmn. of 15-member task force, said group received documentation on "unreliability & incompatibility" of VTRs. He proposed that if federal agencies "which directly or indirectly finance substantial purchases of VTRs"—such as HEW & Defense Dept.—agree on specs, "perhaps the industry will respond with a fair degree of standardization."



**2ND-QUARTER IMPROVEMENT:** Zenith & Motorola reported better sales & earnings in 2nd quarter (see financial table), while GTE indicated Sylvania's earnings were up but sales off despite higher sales of color sets & tubes.

Zenith first-half earnings rose 106% on 21% sales gain over 1970, while 2nd-quarter sales were up 29% with earnings of \$1,653,000 as opposed to loss in last year's period as result of truck strike-lockout. Zenith said factory sales of all its major home entertainment products posted significant increases in first half and forecast "strong demand" for consumer electronics during last 4 months of year, with sales gains extending into 1972.

Motorola, reporting record sales for year's 2nd quarter & first half, said "Consumer Products Div. recorded its highest factory dollar sales since 1966 in the 2nd quarter, increasing more than 100% over the same period in 1970. Field unit sales of color TV in the 2nd quarter were 97% ahead" of 1970 and company increased market share. Increased ad & sales promotion costs resulted in loss for Div. in 2nd quarter, but performance was "substantially improved" in both quarter & half over 1970. Company said Div. has "opportunity for profitable results this year." Automotive Products Div. sales set new records for quarter & half, with earnings up approximately same rate. Mainly due to additional demand for FM-AM radios, sales increased to Chrysler, Ford & VW. Motorola earnings for quarter were up 12%, for half up 6%. Chmn. Robert Galvin forecast continued improvement through 1971.

Sylvania earnings improved, but sales declined in both first half & 2nd quarter, parent GTE reported in announcing own record sales & earnings for both periods. Sylvania's 2nd-quarter earnings totaled \$4,423,000, up 7% from \$4,129,000 in 1970, while sales declined to \$176,148,000 from \$184,283,000. In half, Sylvania sales rose 15% to \$9,699,000 from \$6,445,000, while earnings were down to \$363,560,000 from \$366,192,000. GTE Chmn.-Pres. Leslie H. Warner said Sylvania increased sales of color tubes, TV sets and other home entertainment products in 2nd quarter, but photographic-lighting and precision materials markets continued sluggish.

TMA halved its operating losses and increased sales by 33.5% in 3rd quarter to May 31.

**Robins Industries** is negotiating for acquisition of Fairchild Sound Equipment Corp. from estate of late Sherman Fairchild. Details weren't announced. Robins is manufacturer of audio tape and hi-fi & data processing accessories.

**Price increase** averaging 6.6% on replacement receiving tubes was announced by RCA. Increase covers most popular entertainment & industrial types, is effective Aug. 16. Both GE & Sylvania announced similar increases earlier this year.

**SCA Services Co.** has agreed to stop advertising & production of Subsidiary Communications Authorization home adaptors. FCC says use of adaptors without authorization of originating FM station violates Communications Act.

**PRODUCT SAFETY BILLS:** Electronics manufacturers will give views on product safety legislation in appearance this week of EIA Consumer Electronics Group (CEG) special counsel J. Edward Day before Senate Commerce Committee and in written filing by EIA Parts Div. Neither is expected to oppose safety laws, motherhood or apple pie. CEG will reiterate position that safety function should be assigned to existing agency (HEW), generally in line with Nixon Administration proposal, rather than build up new bureaucracy in form of independent agency. Parts Div. filing is expected to support federal presence in product safety area, particularly in terms of record-keeping to help locate dangerous products, but to urge against specific standards for components, arguing that use of components in end products governs safety, rather than components themselves.

Supporting Administration bill (S-1797), HEW Secy. Richardson presented Committee with letter from President Nixon outlining plans to convert HEW's Food & Drug Administration into Consumer Safety Administration, which would be authorized to set nationwide safety standards on product-by-product basis.

**Tape topics:** Tape sales (recorded & blank) last year had retail value of \$328.8 million, with recorded 8-track cartridges accounting for 79.2% (\$260.4 million), according to National Assn. of Record Merchants (NARM). Earlier this year EIA estimated 1970 sales of 8-track cartridges at \$400 million, while Ampex figured \$385 million. NARM put value of combined disc & tape sales for 1970 at \$1.112 billion. All totals are estimates based on list prices.

**Educating Systems**, developer of 4-channel FM & tape programmed-learning technique, has contracted with Improvement Systems Inc., Norwich, N.Y. to sell its proprietary teaching hardware (FM multiplex receivers, "Educassette" players) on non-exclusive basis. National Musitime Corp., N.Y. producer & programmer, will record & process programs for schools, industry & home training. Sylvania, minority shareholder in Educating, has made FM receivers for system, will produce 2nd-generation radios after tooling is completed.

**Stereoscopic TV** in foreseeable future will be practical only through use of viewing glasses, such as polarized type. This is conclusion of paper by Stephen Herman, North American Philips Labs, in July Journal of SMPTE. He says prejudice against viewing glasses is "holdover from the technically shoddy 3D movies of the early 1950s." Approaches not requiring glasses "have not been found practical for home use."

**Further liberalization** of Japan's curbs on foreign investment are expected to be recommended this week by Foreign Investment Council there. Semiconductor (except IC) and CATV systems & equipment industries are slated to be opened to overseas capital for first time. Ministry of International Trade & Industry has indicated that increased govt. subsidies & tax breaks will be given domestic producers to offset impact of liberalization.

## Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
<b>Buckbee-Mears</b>			
1971-6 mo. to June 30	19,427,000	1,061,000 <sup>a</sup>	.49
1970-6 mo. to June 30	17,606,000	810,000	.37
1971-qtr. to June 30	9,890,000	526,000 <sup>a</sup>	.24
1970-qtr. to June 30	8,975,000	453,000	.20
<b>Comsat</b>			
1971-6 mo. to June 30	44,163,000	12,145,000	1.21
1970-6 mo. to June 30	32,228,000	7,319,000	.73
1971-qtr. to June 30	22,229,000	5,454,000	.55
1970-qtr. to June 30	16,793,000	3,974,000	.40
<b>Cox Bcstg.</b>			
1971-6 mo. to June 30	31,387,834	4,021,948	.69
1970-6 mo. to June 30	31,447,903	3,992,403	.69
1971-qtr. to June 30	17,671,736	2,751,210	.47
1970-qtr. to June 30	17,218,796	2,539,462	.44
<b>Walt Disney Productions</b>			
1971-9 mo. to July 3	118,411,000	16,373,000	1.28 <sup>b</sup>
1970-9 mo. to July 4	112,859,000	13,505,000	1.18 <sup>b</sup>
1971-qtr. to July 3	45,565,000	6,749,000	.51 <sup>b</sup>
1970-qtr. to July 4	44,140,000	5,561,000	.47 <sup>b</sup>
<b>Dynamics Corp. of America</b>			
1971-6 mo. to June 30	48,552,000	810,000 <sup>c</sup>	.17
1970-6 mo. to June 30	59,445,000	806,000	.16
1971-qtr. to June 30	22,515,000	37,000	.01
1970-qtr. to June 30	28,320,000	(169,000)	--
<b>GTE</b>			
1971-6 mo. to June 30	1,840,207,000 <sup>d</sup>	119,339,000 <sup>d</sup>	1.08
1970-6 mo. to June 30	1,626,115,000	95,308,000	.90
1971-qtr. to June 30	941,298,000 <sup>d</sup>	64,085,000 <sup>d</sup>	.57
1970-qtr. to June 30	842,305,000	50,840,000	.48
<b>Globe Union</b>			
1971-6 mo. to June 30	61,086,000	790,000	.49
1970-6 mo. to June 30	55,127,000	45,000	.03
1971-qtr. to June 30	28,332,000	150,000	.09
1970-qtr. to June 30	25,534,000	(76,000)	--
<b>Gross Telecasting</b>			
1971-6 mo. to June 30	2,457,609	494,843	.61
1970-6 mo. to June 30 <sup>e</sup>	2,281,852	415,967	.51
1971-qtr. to June 30	1,382,103	310,048	.38
1970-qtr. to June 30 <sup>e</sup>	1,272,760	234,783	.29
<b>Hazeltine</b>			
1971-6 mo. to June 30	16,311,000	(580,000)	--
1970-6 mo. to June 30	31,188,000	824,000	.42
1971-qtr. to June 30	7,764,000	(367,000)	--
1970-qtr. to June 30	15,561,000	414,000	.21
<b>LIN Bcstg.</b>			
1971-6 mo. to June 30	8,677,683	(688,535) <sup>f</sup>	--
1970-6 mo. to June 30	6,915,465	476,381	.21
1971-qtr. to June 30	5,186,386	(914,111) <sup>f</sup>	--
1970-qtr. to June 30 <sup>e</sup>	3,856,889	374,895	.17
<b>Metromedia</b>			
1971-qtr. to July 4	37,898,513	2,626,983	.45
1970-qtr. to July 5	40,153,786	2,004,726	.35
<b>3M</b>			
1971-6 mo. to June 30	883,500,000 <sup>d</sup>	97,700,000 <sup>d</sup>	1.74
1970-6 mo. to June 30	832,400,000	90,600,000	1.62
1971-qtr. to June 30	448,200,000 <sup>d</sup>	50,700,000 <sup>d</sup>	.90
1970-qtr. to June 30	425,000,000	47,100,000	.84
<b>Motorola</b>			
1971-6 mo. to June 30	418,842,274	13,336,351	1.00
1970-6 mo. to June 30	394,550,511	11,629,174 <sup>a</sup>	.87
1971-qtr. to June 30	219,260,709	7,927,130	.59
1970-qtr. to June 30	190,304,887	5,755,000 <sup>a</sup>	.43
<b>North American Philips</b>			
1971-6 mo. to June 30	284,835,000	2,480,000 <sup>a</sup>	.28
1970-6 mo. to June 30	273,642,000	7,087,000	.81

Company & Period	Revenues	Net Earnings	Per Share
<b>Scripps-Howard Bcstg.</b>			
1971-6 mo. to June 30	11,607,657	2,037,500	.79
1970-6 mo. to June 30	11,139,385	2,450,536	.95
1971-qtr. to June 30	6,256,002	1,266,030	.49
1970-qtr. to June 30	5,819,973	1,311,045	.51
<b>Singer</b>			
1971-6 mo. to June 30	1,041,340,000	28,697,000	1.56
1970-6 mo. to June 30 <sup>e</sup>	1,042,274,000	38,283,000	2.18
1971-qtr. to June 30	583,032,000	13,911,000	.75
1970-qtr. to June 30 <sup>e</sup>	535,606,000	18,658,000	1.06
<b>Technical Operations</b>			
1971-9 mo. to June 30	6,842,000	(727,000) <sup>a</sup>	--
1970-9 mo. to June 30	9,276,000	(54,000)	--
1971-qtr. to June 30	2,390,000	(97,000)	--
1970-qtr. to June 30	2,935,000	(102,000)	--
<b>TMA</b>			
1971-9 mo. to May 31	4,928,335	(531,532)	--
1970-9 mo. to May 31	4,971,966	(992,021)	--
1971-qtr. to May 31	1,455,527	(220,007)	--
1970-qtr. to May 31	1,090,538	(456,892)	--
<b>Zenith</b>			
1971-6 mo. to June 30	255,295,000	9,527,000	.50
1970-6 mo. to June 30	210,441,000	4,629,000	.24
1971-qtr. to June 30	105,990,000	1,653,000	.09
1970-qtr. to June 30	81,886,000	(1,437,000)	--

Notes: <sup>a</sup>After special charge. <sup>b</sup>Adjusted. <sup>c</sup>After special credit. <sup>d</sup>Record. <sup>e</sup>Restated. <sup>f</sup>After special items.

## Trade Personals

**Alfred Medica** resigns as GTE/International vp to join Zenith Sales as gen. mgr., parts & service depts.; Medica left Admiral after 18 years last Aug. to take responsibility for GTE's Sylvania-brand consumer electronics mfg. & mktg... **Jerry Michaelson**, former zone sales mgr., advanced at Magnavox Consumer Electronics to major accounts mgr... **John Gonet** promoted at Sylvania to Entertainment Products Group quality & customer assurance mgr., succeeding **Ray Dennis**, now operations mgr.; **Donald Caddes** appointed Electro-Optics Organization mgr.

**Joseph Kotowski**, ex-Manpower Inc., appointed Koss gen. sales administrator... **Earl Dietz**, ex-Westinghouse, joins MGA as district sales mgr., covering W. Va. & parts of N.Y. & Pa... **Dominick Lombardi**, ex-Zayre Corp., appointed Morse Electro Products national mktg. mgr. & asst. vp of New England sales branch.

**Gordon Farmer** promoted at RCA Electronic Components from Harrison, N.J. plant mgr. to receiving tube operations mgr... **Marvin Thall** appointed distributor sales mktg. mgr., Jerrold Electronics Educational Communication Systems Div... **Orm Henning** advanced at Texas Instruments to Components Group distribution mktg. mgr.

**James Norman**, ex-Ivac Corp., named pres. of Indiana General Div. of Electronic Memories & Magnetics, succeeding **Norman Bender**, now EM&M corporate long-range planning vp; **Fred Huettig**, ex-Electronics Div. vp-gen. mgr. of Indiana General, appointed vp-gen. mgr., General Instrument Signalite Div., succeeding **Tom Thomas**, who has left company... **Karl Heller** shifts at TRW from Electronic Components Div. mktg. vp to vp-gen. mgr., Industrial & Magnetics Unit.