

RADIO TELEVISION DAILY

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TEN CENTS

AFTRA PRIMES FOR TELSTAR PAY

Paramount Sets Up New TV Ad Service

A new service for the production of TV commercials of all types, reducing production costs by as much as 30 per cent, has been established by Paramount TV Productions, headquartered at the Paramount Sunset lot in Hollywood, according to Paul Raibourn, Paramount Pictures senior VP. The service applies to both tape and film commercials, in color and B&W.



RAIBOURN

Henry S. White, Eastern sales consultant, is currently meeting with major ad agencies and sponsors here and also communicating with prospective customers in key marketing areas throughout the country.

Paramount TV Productions can
(Continued on Page 6)

Wagenvoord Exec Veep For Franklin Radio Ops

New Orleans — David W. Wagenvoord, VP-general manager of WWOM here, has been named executive VP for radio operations of the Franklin Broadcasting Co. Franklin stations include WWOM; WLOD, Fort Lauderdale; WEW, St. Louis; KOMA, Tulsa, and WMIN, St. Paul-Minneapolis.

\$500,000 Suit Settled Over CBS' 'Keep Talking'

A \$500,000 damage suit involving the alleged infringement of a radio show called "Tell the Tale," was discontinued and settled without costs to either party, according to a stipulation filed in New York Federal Court. The suit was filed by Daphne Padell, of Kent, England, against CBS, whose "Keep Talking" she claimed was plagiarized from her "Tell the Tale."

FCC FUND BILL PROMPTS NEW LICENSE FEE PLEA

Washington Bureau of RADIO-TV DAILY

Washington—A renewed appeal for the charging of fees for licenses granted by the FCC was made as the House tentatively approved an appropriation bill containing funds to run the FCC, FTC and two dozen other federal agencies for the 1963 fiscal year. A final vote on the money bill comes today.

Rep. Charles S. Joelson (D., N. J.), author of a bill to require the charging of fees by the FCC, told the House that the fees proposed by the FCC "were so minimal as to be laughable." He added that "about a year ago it came to my knowledge that these stations, although they get the benefit of the licensing regulation, do not pay a license fee of a single cent to the government."

Joelson said the government gives virtual monopolies to broadcasters, turns over the public airwaves with no limitation on use

(Continued on Page 7)

ITC Creates Division For Pubaffairs Sales

Independent Television Corp. has set up a new sales division, Public Affairs and Educational Program Sales, with Hal Danson as director, it has been announced by Abe Mandell, ITC exec VP.

As its opening kick-off, ITC announced the sale of two series, consisting of five half-hour programs, to NET for distribution to stations in local markets.

Serling Takes on Local Show

Columbus, O.—TV playwright Rod Serling, creator of "The Twilight Zone," will appear in a WBNS-TV program series "The Rod Serling Show" beginning Sept. 16. The new 39-week series will be produced in the WBNS-TV studios and aired solely in central Ohio. Serling will present film illustrations and reveal unusual facts about many of filmdom's famous personalities. Jack Hunter will direct.

ELMER LOWER IS NBC NEWS GM

Elmer W. Lower, NBC's director of news and public affairs, has been promoted to general manager. NBC News, it was announced by Julian Goodman, VP, NBC News.

In his new post, Lower will supervise NBC News film operations and the news bureaus in Washington, Chicago and Los Angeles. He will also supervise the NBC News syndica-

(Continued on Page 6)



LOWER

Wally Schwartz to WINS As Ass't Gen. Manager

Walter A. (Wally) Schwartz has been named assistant general manager of WINS, newly acquired Westinghouse radio station in New York. He has been national radio sales manager for Westinghouse since 1961.

Schwartz came to Westinghouse
(Continued on Page 7)

Radio-TV Actors Ask Other Nations Join In Bi-Lateral Pacts

AFTRA has sent out an urgent call for a meeting with the entertainment unions of Europe to work out wage-and-conditions agreement for performers, broadcasting via Telstar or any future satellite broadcasting system.

AFTRA executive director Don Conaway said Gerald Croasdell, general secretary of British Actors Equity, has been approached to set up the meeting with the other 17 members of Eurovision. It will be held abroad, probably in London.

Conaway said AFTRA would negotiate bilateral agreements

(Continued on Page 5)

Buning Leaves NAB For Own Fla. Station

John A. Buning has resigned as an NAB field rep in order to buy and operate a radio station. Buning, whose broadcast experience spans service with ABC and Mutual networks in New York as well as several Florida stations, bought WBAR, Bartow, Fla. He joined NAB's Station Relations Staff in 1958.

Buning is moving to Bartow immediately to take over the station as general manager, chief engineer and sales manager. J. E. Yarbrough, chief engineer of WD-BO AM-FM, Orlando, for the last 34 years, is president of WBAR, Inc., and Hazel Yarbrough is VP.

Idaho Casters Advocate Statehouse R-TV Facility

Pocatello—The Idaho Broadcasters Ass'n has called on the governor to consider establishing permanent radio-TV and live broadcast facilities in the statehouse so the government can disseminate news and information directly to the public. The association also passed a resolution to oppose authorization of radio broadcasting station power in excess of 50 kw.



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COMING AND GOING

JOHN E. PEARSON, ITC VP in charge of international sales, to Toronto, Mexico City and Puerto Rico on a sales trip.

PHILIP D'ANTONI, MBS VP and general manager, leaves today on a sales trip to Atlanta, Tallahassee and Jacksonville.

STRETCH ADLER, KTLA VP and general manager, in Chicago with JACK DONAHUE, MARTY CONNELLY and JERRY BIRDWELL to give their Fall programming presentation.

RHODA JACKEL, of NBC press department, has returned from a two-week vacation in Puerto Rico.

LEN MORREALE, MBS account executive, off on a one-day sales trip to Chicago.

TOM GALLERY, PERRY SMITH and HARRY COYLE, of the NBC sports department, have returned to N. Y. following production of the All-Star Baseball Game in Chicago.

FINANCIAL

(July 31)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp, AB-PT, A. T. & T., AVCO, CBS, Columbia Pic, etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, Sterling, etc.

* Courtesy of National Association of Security Dealers.

Gleason Goes Highballing To Put New Show on Track

Jackie Gleason will leave Los Angeles Aug. 9 on a cross-country jaunt via private train to promote his forthcoming new weekly TV series, "Jackie Gleason's American Scene Magazine." A comedy-variety music production satirizing topical themes, it will bow on CBS Sept. 29.

Sponsors will be Colgate-Palmolive thru Ted Bates; Drackett Co. thru Young & Rubicam; Hertz-Rent-a-Car via Norman, Craig & Kummel; Philip Morris thru Benton & Bowles, and Ralston-Purina via Gardner Advertising.

Finishes in N. Y. Aug. 18

Gleason's grass roots whistle stop campaign will end in New York Aug. 18. Working with the net in planning activities along the way are the following affiliates: KOOL-TV, Phoenix; KKTU, Colorado Springs; KLZ-TV, Denver; KCMO-TV, Kansas City; KMOX-TV, St. Louis; WBBM-TV, Chicago; KDKA-TV, Pittsburgh, and WMAR-TV, Baltimore.

Gleason's entourage will include singer-actress Sue Ann Langdon, who will be a regular performer on his new show; choreographer June Taylor; five Gleason girls; producer Jack Philbin; director Seymour Robbie; four of Gleason's writers; a six-piece dixieland band headed by Max Kaminsky, and sponsor and CBS TV reps.

I SCRIPT BRINGS BIG REVUE PACT

'Man's World' Story Aids Two 24-Year-Old Writers

A pair of 24-year-old TV writers, on the strength of a single episode they wrote for NBC-TV's new Monday series "It's a Man's World," which bows Sept. 17, have been signed to a five-year contract by Revue Studios. The writers, William Blinn and Michael Gleason, whose previous TV credits were one sale to "Laramie" and one to "Rawhide," wrote an episode for the new series called "I Count My Life in Coffee Cups."

Under their new contract, they are to submit a minimum of three scripts each year to "It's a Man's World," after which they can write for other shows. Blinn and Gleason met at the American Academy of Dramatic Arts in New York where both were studying theatre arts. They went on to become stage managers in Broadway and off-Broadway productions, before pooling their writing talents on TV scripts.

Sandy Plays Video Host For Florida 'Dance Time'

Orlando, Fla. — Sixteen-year-old recording star Sandy Contella is host of the new teenage half-hour "Dance Time" telecast on WLOF-TV, with 50 teenage couples participating in the bandstand type show.

Sandy, whose "A One Way Love" has sold over 80,000 copies, directs and produces the show himself. Maryland Fried Chicken, a local drive-in eatery, is the show's sponsor.

Leland Hayward Exits Hartford Pay-TV Post

Leland Hayward has announced that he is discontinuing his association with the pay-TV experiment in Hartford. Since September, 1960, Hayward has been a programming consultant and advisor for the experiment utilizing the facilities of WHCT.

Marshall Jamison, associated with Hayward in his pay-TV venture, will devote his full time to commercial TV and theatrical motion picture projects.

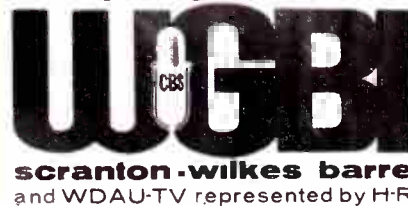
Hildebrand Coast Ed. For Radio-TV Daily

Harold Hildebrand has been appointed editor of the Hollywood West Coast office of Radio-Television Daily by publisher Charles Alicoate. He was a film columnist and reviewer for the Los Angeles Examiner for 20 years. His new assignment begins at once.

Subbing for Blanchard

Hollywood — Leo McElroy will substitute for air personality Red Blanchard, while the latter is on vacation. Blanchard returns Aug. 26.

a distinguished reputation for over 36 years public service programming the best of CBS a bright, lively station prestige radio



“Film does the unusual!”



BANKAMERICARD

SO AUDIO AND VIDEO WERE MARRIED—blissfully united in a 60-second television commercial advertising the BankAmericard. Secret of this happy mating is a music score pre-planned to accommodate the exact selling message, and pre-recorded for frame-by-frame synchronization on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman, both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and... go Eastman—all the way!

For further information, get in touch with
Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Bank of America
AGENCY: Johnson & Lewis, Inc. **PRODUCER: FilmFair**

'Here's Geraldine' Tribe Off on Tanganyika Safari

Chicago — Jim and Bud Stewart of WBKB's "Here's Geraldine" leave Aug. 17 for the giraffe territory of Tanganyika, home of Geraldine's ancestors. Soon after their arrival, they'll head into the bush unarmed — except for cameras, that is — to film jungle life. While in the wilds, Jim and Bud will put their traveling companions, Virgil the vulture and Helen the hippopotamus, to work before local audiences.

MSU Station Head Named to FCC Post

East Lansing, Mich. — Dr. Lawrence T. Frymire, manager of Michigan State University radio stations WKAR and WKAR-FM, has been granted a one-year leave of absence to head the education division of the FCC in Washington.

The division is part of the research and education branch created in January by FCC chairman Newton Minow, to act as an advisory body on problems of educational broadcasting.

Creation of the new branch is a recognition of the fact that the growing numbers of educational broadcasters have problems different from those of commercial broadcasters, said Dr. Frymire.

Two Cast for 'Benedict,' Riddle Does Background

MGM-TV has signed Otto Kruger and Nancy Kelly for roles in the "Nothing Equals Nothing" episode of the "Sam Benedict" series to bow on NBC-TV Sept. 15. Kruger has been cast as Justice Robert Radcliffe, and with Miss Kelly plays opposite regulars Edmond O'Brien and Richard Rust in the John W. Bloch teleplay.

Also in line with appointments, the studio has signed Nelson Riddle to score all segments of the hour skein. Riddle recently recorded the "Sam Benedict" theme for a long-playing album featuring title-songs from various TV shows.

Renews 'Danger Man'

Phoenix — The Kennecott Copper Corp. has renewed its sponsorship of "Danger Man," seen Sundays on KPHO-TV, for the next 26 weeks.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations — Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-6405



By TED GREEN

• • • On Aug. 15, plans for one of the most spectacular pavilions at the forthcoming N. Y. World's Fair will be announced at a press conference at the Berkshire Hotel. Called "Project 64," a top radio and TV executive will head the committee. His director for the project is former radio-TV writer-producer Richard Forrest, and the managing director is former RCA VP George Dick. "Project 64" will cost \$28 million and promises to be the most-talked-about spectacular to hit this town in a long time . . . Saddest man in Broadcasting — Robert W. Ferguson, executive VP of WTRF-TV, Wheeling, W. Va., who had a fistful of tickets for PGA open in Pittsburgh only to find he had to attend a meeting of the NAB Code Board in Seattle at the same time . . . WTRF-TV's popular promotion director Jim Knight has added another laurel to his achievements. Jim, playing at the difficult Oglethorpe Golf Course in Wheeling, whacked in a hole-in-one during a round and is now the envy of his golfing buddies.

★ ★ ★ ★

• • • Meet: Joe Dembo, WCBS Radio news-public affairs director, who got his start in radio with WCTC, New Brunswick, and WMTR, Morristown, both N.J. In 1952, he joined NBC News, New York, as a news writer, moving up to supervisor of the NBC Central News Desk and later becoming network supervisor for news on WNBC and WNBC-TV. Dembo joined WCBS in 1959 as chief editorial writer, was appointed executive producer in 1960 and, in March of this year, was named news-public affairs director. He heads one of the largest local radio news operations in the nation and personally broadcasts many of the station's "special reports" and documentaries . . . A graduate of Rutgers University, Joe lives in Hartsdale, N. Y. with his wife and three children.



DEMBO

★ ★ ★ ★

• • • Allan B. Bazzini and Richard G. Miller, two young, enterprising guys, have just opened a theatrical agency and are looking for fresh new talent for several new package shows they are preparing . . . Jack E. Leonard causing a slight riot in the tea room of the Cromwell Drug Store in Radio City . . . Ed Fitzgerald, part of the famous Fitzgeralds on WOR, celebrating his 30th year in radio and wife Peegen celebrates her 24th year . . . Singer Andy Williams and filmdom's Peter Lawford are discussing plans about a video musical special for next season . . . TV actress Lisa Carroll and "cry" comedian Rip Taylor a fanTwistic twosome at The Roundtable Nightclub . . . TV-recording star Gary Crosby is birthdaying. (Mazel-Tov Gary).

★ ★ ★ ★

• • • Goings on at Mercury: Mercury Records has released six new albums on its Mercury-Wing label, including a number of the top recording artists in the business. Included in the package are "Singing the Blues" by Frankie Laine; "Lawrence Welk Dance Party;" "Erroll Garner Moods;" Sophie Tucker on "The Spice of Life;" "Selected Favorites" by the Harmonicats, and "Music for the Birds" featuring Eddie South and Mike Simpson . . . Desmond Strobel, formerly with Playboy magazine, has joined Mercury's art staff . . . Bernard Braddon, veteran retail record executive with Liberty Music Shops, has joined the label's New York staff.

★ ★ ★ ★

• • • Song stylist Lisa Carroll set for a Dick Powell opus in early October . . . Merv Griffin commuting to his TV shows by helicopter these days . . . Cannonball Adderley to star as Charley (Yardbird) Parker in the latter's life story due on NBC . . . NBC music director Paul Taubman just made ass't conductor to Leopold Stokowski . . . Don Morrow of ABC's "Camouflage" opens as singer at his Wheel and Compass Club in Westhampton . . . Earl Wrightson signed for a half-hour weekly radio show on NBC . . . Phil Bennett set for a weekly interview series on WOR Radio . . . Mongo Santamaria set for the "Tonight" show late this month.

Wichita Politicos Quizzed On 2 TV Election Rallies

Wichita — KAKE-TV is getting into the election swing by inviting citizens to submit questions for the political aspirants on two special "Meet Your Candidate" programs Sunday. The men and women in the race will meet in round-table discussions and answer the queries, with members of the League of Women Voters serving as moderators on the shows.

'Star Golf' Renewed By Reynolds Metals

Reynolds Metals via Lennen & Newell has renewed alternate-week sponsorship of NBC-TV's "All Star Golf," a 13-week series returning Jan. 5 to network TV for its sixth consecutive season, second on NBC. Produced in color by Peter DeMet Productions for Glen Films, Inc., DeMet is executive producer and Sidney Goltz is produced-director.

The world's top professional golfers compete for cash prizes on "All Star Golf." Famed professional Jimmy Demaret is the commentator as two leading pros compete in medal play on one of America's championship golf courses. The winner receives \$2,000 and the loser receives \$1,000.

Liz Morgan's Fall Return To See Format Change

Newark — Elizabeth Morgan, on vacation from her own WJRZ show, has announced plans to return to the air in the Fall with a new, enlarged format. Negotiations are currently under way by the program's sponsors for WJRZ-AM-FM to both carry the interview-discussion program.

Miss Morgan intends to concentrate on a wide-area-of-interest-type guest, as well as expand on listener appeal, aiming now towards the male listener as well. The show originally bowed on the air last year when WJRZ was still WNTA.

ATTENTION! RECORD COMPANIES

EXPERIENCED SALES PROMOTION-PUBLICITY and ADVERTISING EXECUTIVE AVAILABLE.

Box 191, RADIO-TV DAILY
1501 Broadway New York City

Panel Says Some TV Shows Distort Law

Bank Interest Boosts 'Bio' to 123 Markets

"Biography," half-hour actuality series which will go into a second year of production following completion of the current 39 segments, has now been sold for 123 domestic markets, according to Seymour Reed, president of Official Films, which co-produces the skein with David L. Wolper. Mike Wallace is narrator, and Jack Haley, Jr., the producer-director.

Reed Tells of Other Pacts

Reed said the fourth and latest regional sponsorship deal has been closed with the 580-member Kansas Bankers Ass'n via Bruce B. Brewer & Co., Kansas City ad agency, to cover markets in Wichita-Hutchinson, Pittsburg and Topeka. Also purchasing "Biography" was the Old Kent Bank and Trust Co. of Grand Rapids, thru Inaqua Advertising of that city, for coverage in Grand Rapids-Kalamazoo.

With the latest deals, said Reed, the markets under bank sponsorship come to 10. He also pointed out that other sponsors include food, utility and department store units.

Abbe, Cugie Mull Over Desilu Half-Hour Series

Desilu Productions has offered Abbe Lane and Xavier Cugat a taped series of half-hour musicals or TV to be done on location in Mexico. They would have an English soundtrack for United States telecasting and separate tracks in both Spanish and Italian for the Latin TV market. Miss Lane and Cugat would do their own dubbing.

The couple will be on the West Coast in September for their Coconut Grove engagement and will carry on further discussions with Desilu at that time.

MacFarlane in Montreal As CTV Exec Producer

Special to RADIO-TV DAILY

Montreal — The CTV Network has appointed Peter MacFarlane as exec producer. He comes to his new post after two years in Sydney, Australia, where he headed production for MCA's tour "Revue Show."

He started his broadcasting career in radio in British Columbia, and in 1951 joined CBC-TV as a producer. In 1956, he became affiliated with the Granada TV network in England, returning to Canada in 1959.

SHATTERED MCA EMPIRE YIELDS NEW SPLINTERS

Ripples still are circling outward from the splash caused by MCA dropping its talent agency. Seventeen former execs of MCA yesterday announced they have formed a new organization to represent entertainers, The Agency for the Performing Arts, Inc.

At the same time, the acquisition of Audrey Wood, who handled a distinguished list of theatrical and literary clients for MCA was announced by Ashley-Steiner, who said she will continue to represent performers, directors and authors under their banner. Last week Ashley-Steiner acquired more than 75 of MCA's clients, including Ingrid Bergman, Arthur Miller, Lillian Hellman and Ingmar Bergman.

Client List Impressive

Among personalities handled by Miss Wood are Tennessee Williams, William Inge, Robert Anderson, Arthur Kopit, Truman Capote, Michael Redgrave, A. E. Hotchner, Liam O'Brien, Daniel Mann, Maurice Valency, Nan

Martin, Elaine Stritch, Jo Van Fleet, Jerome Chodorov, Martin Ritt, Frank Corsaro, Michael Gazzo and Alfred Ryder.

The new Agency for the Performing Arts is headed by David C. Baumgarten, senior VP of the disbanded MCA setup. Baumgarten, who was with MCA for 18 years and supervised the coast-to-coast personal appearances of the agency's roster of performers, said:

"Contracts have already been negotiated with 28 major artists, and verbal agreements have been reached with another dozen top stars."

Baumgarten said offices will be established in New York, Miami, Chicago and Beverly Hills, as well as several overseas locations, with headquarters in New York.

AFTRA Eyes Satellite Age

(Continued from Page 1)

with the countries, each of which have different TV structures with varying degrees of government control or outright ownership. He said U.S. minimum would not necessarily be AFTRA's goal for Telstar performers. It would depend on the type of program telecast by communication satellite.

Joint Ventures Likely

One type program, he said, might be of a group of European entertainers who come to the U.S. and broadcast solely for home reception. Another might be a program originating solely within one country for intercontinental reception throughout the Telstar spectrum. Ultimately, he said, Telstar programming might include a joint venture of talent from several countries.

AFTRA's concern is that performers wage standards, here or in Europe, won't be lost sight of in the international shuffle.

'A Matter of Time'

Conaway pointed up what AFTRA considers to be the urgency of the situation by remarking that "we are living in the age of instantaneous live TV from any place in the world — it's merely a matter of time."

He also predicted that viewers at home would some day be able to dial direct to the satellite for a telecast bypassing the networks and local stations.

AFTRA, with a national membership of 16,000, voted at its Miami convention to make the ap-

proach to the European unions. Closer to home, the union also voted to get together with the Screen Actors Guild to synchronize residual rates between the two organizations for syndicated programs.

AFTRA also voted to encourage the use of short transcribed programs by setting a flat rate per actor, regardless of the number of replays, at \$61.60, rather than the former rate of \$32 plus \$22.40 for each time the transcription was repeated.

Watchers See Ceremony

Cleveland — KYW-AM-TV provided live coverage when Cleveland city law director Ralph S. Locher was sworn in as the city's 43rd mayor. Locher will serve until a mayor is elected this Fall to complete the unexpired term of Anthony J. Celebreze, who resigned to accept the post of HEW secretary in President Kennedy's Cabinet.

Strive for Driver Ed.

Pittsburgh — KQV will launch a drive to encourage the Public Board of Education to institute driver education in local schools. Researched and prepared by news director Alton R. Crouch, the campaign will include public service announcements throughout the day and evening, and pro and con panel discussions featuring leading citizens of the city.

But CBS 'Defenders' Gives Proper Image, Legal Lights Declare

Atlanta — The question of whether TV creates incorrect or even improper impressions of the law was discussed on WAGA-TV here by a panel of Atlanta legal lights and visiting actor E. G. Marshall of CBS' "The Defenders."

Participating in the half-hour show was Judge Luther Alverson, Fulton Superior Court; Julian Gortatowsky, president, Atlanta Lawyers Club; Charles M. Lockey, a VP of the Atlanta Bar Ass'n, and Jack P. Turner, chairman, Family Law Committee of the Atlanta Bar Ass'n.

Majority Guilty, He Says

Alverson and other panel members praised "Defenders" for creating "the proper image of court." Some of the attorneys, however, pointed out legal distortions on other courtroom programs.

Alverson said a TV series that depicts the client as always winning is highly deceptive. "The majority of people who have come to court are guilty," he said, "and are there as the result of a diligent investigation. Some innocent persons are indicted, but by and large the greater majority are indicted for a purpose."

Gortatowsky pointed out that except through TV courtroom series, many people never have the chance to observe a courtroom.

Marshall said, "We try to show the function of an advocate. People in the past have imagined a lawyer as a paid liar. But we try (in "Defenders") to show the attorney as an advocate who is there to plead his client's case, not to convict or judge him, nor make moral judgements but to defend him."

Entertainment, or Fact

When the panel discussed whether such a series should stress entertainment rather than fact, Marshall had this to say:

"Entertainment should be entertaining and the truth should be the truth. There's no reason why you can't have romanticized versions of courtroom trials. The public likes to watch the legal processes in action — it's like a bullfight."

Marian Anderson to Sing On Video 'World Artists'

Marian Anderson will be featured on WOR-TV's "World Artists Concert Hall" Sunday, from midnight to 12:30 AM. She will sing "Begrueung" by Handel, Schubert's "Ave Maria" and the spirituals "Deep River" and "O What a beautiful City," among others. In addition, vignettes from the singer's life will be presented.

HI FI SHOW EYES 1ST STEREO THON

Continuous 72-Hour Spec.
To Originate at Trade Bldg.

Negotiations are under way to present the world's first "Stereothon" at the seventh annual N. Y. High Fidelity Music Show at the Trade Show Building, Oct. 2-6, Raymond V. Pepe, president of the Institute of High Fidelity, has announced.

Plans call for a 72-hour FM-Stereo station broadcast direct from the show with a guest celebrity as host of the program. The "Stereothon" will highlight the show's observance of "FM-Stereo Week" and the first anniversary of FM-Stereocasting in the U. S.

Schaeffer in London For 'Hallmark' Series

West Coast Bureau of RADIO-TV DAILY
Los Angeles — George Schaeffer, multiple award-winning producer-director, is in London discussing arrangements for several well-known British performers to make their American TV debuts on Schaeffer's "Hallmark Hall of Fame" series scheduled this season.

Schaeffer is also studying the feasibility of obtaining options on several important legitimate and literary properties extant in the British Isles for his Compass Productions, Inc., which has a non-exclusive three-picture deal with Paramount Pictures.

The producer-director has already announced two motion picture properties, "52 West" by Ann Pinchot, and "Love Letters of a Portuguese Nun," which he will film over the next 18 months in Hollywood and New York.

Lower NBC News GM

(Continued from Page 1)

tion service, which is expanding its operations under a recently announced agreement with the British Commonwealth International Newsfilm Agency.

During a 28-year news career, Lower has worked with two newspapers, three wire services, two national magazines and two major networks.

Iroquois Brewery Backs Canisius Hoop Coverage

Buffalo — WEBR will again carry the complete Canisius College basketball games this season, with Iroquois International Breweries signing for half the games. Scheduled from December through March, station sports director and Courier-Express columnist Charley Bailey will cover the action.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Following the sale of its first live program to KTLA less than two weeks ago, Desilu Productions made its second sale with the purchase by NBC-TV of "Zoom," a half-hour game show which is slated for five-times-a-week scheduling in daytime. The program is produced and packaged by Ralph Andrews and Bill Yagermann with Tom Kennedy as MC and Jay Stewart as announcer. The pilot is being taped today at NBC-Burbank.

• • • Frank Cooper Associates has commissioned Candid Productions to produce and film two international competitions for the CBS "Sports Spectacular" series which debuts in January. Candid is owned by Paul Feigay and Dick Button.

• • • A survey of Mexican-Americans in the Greater Los Angeles area of KMEX-TV by Family Panel of America has revealed that more than 8 out of 10 of those interviewed would watch a TV channel offering programs entirely in Spanish, while almost 60 per cent stated that would pay as much as \$25 for a converter strip or would buy an all-channel set when they are available.

• • • Harriet MacGibbon is the latest to be set in a continuing role in Filmways TV production of "The Beverly Hillbillies" . . . Dan Duryea meets with Ben Pivar in Phoenix this week to discuss a new TV series to be produced next year at TV City Arizona, Inc., headed by Pivar. The series is called "Adventure Incorporated," based on an idea by Dudley Wright.

• • • It is not news that Steve Allen will go to almost any lengths for an offbeat stunt, and the one he pulled Monday night was one of the wildest. He climbed 100 feet up in the air to put up a 24-sheet advertisement for "Notorious Landlady" on Vine Street across from the theatre. This sequence will be seen on the Westinghouse "Steve Allen Show" in about 10 days.

• • • The first day on the set of Leonard Stern's new ABC comedy series, "I'm Dickens, He's Fenster," John (Dickens) Astin found his dressing room so crammed with books—the complete works of Charles Dickens—that he could hardly get in. He found a note from Marty (Fenster) Ingels, "Please have your brother autograph these for me."

• • • KABC has selected the Children's Home Society of California as its project of the month for August, using the theme "Adoption is easier than ever" . . . George Fenneman Productions is shooting Douglas Fir Plywood commercials at M-G-M, with some to be shot in Seattle at the World's Fair Plywood House in two weeks . . . Former Seattleite Wendel Niles is in Seattle this week to MC an audience participation show at the World's Fair. While there he will audition talent from Washington U. to compete on his "Your All American College Talent Show" on KTLA Sunday nights.

• • • Gale Storm will be discussing a new TV series while she is in the East this month starring in a Summer production of "Wildcat" . . . Vera Miles rejoins Hitchcock today with an important role in "Don't Look Behind You" for his hour CBS series . . . KHJ sports director Bill Brundige is playing an announcer in the "True" episode currently being filmed at Warner's.

'Aquarama' in Telstar Swim

Cleveland—KYW-TV's "Mike Douglas Show" will originate live today from the cruise ship "Aquarama," which will be anchored for the time of the TV program outside the Cleveland breakwater on Lake Erie.

Telecast of the Douglas show from the "Aquarama" is a small-scale version of the Telstar transmissions, since the 520-foot ship must be delicately positioned in Lake Erie at almost a pin-point location in order to obtain successful microwave transmissions.

A cast of 40 performers, di-

rectors, cameramen and technicians will originate the 90-minute remote telecast. One of the program's features will be a performance by Cleveland Daredevil Alphonso Woodall of the kite-riding stunt which ended in near-disaster for him some months ago in California. Woodall expects to attain a height of 150-feet above Lake Erie.

FCC ENDORSING NEW ETV SYSTEM

Project Would Help Schools
Get Low-Cost TV Instruction

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has proposed to set aside frequencies not now used for broadcasting to provide a new type of educational TV. A Plainedge, L. I., N. Y., test indicates the feasibility of the system, the FCC said. The commission asks for written comments by Sept. 17. Commissioners Bartley and Craven dissented.

The projected telecasting could not be received on home TV sets. It would enable a central transmitter to transmit instructional and cultural material to schools and other selected receiving locations where the necessary equipment has been placed. Telecasting would be in the 1990-2110 mc or 2550-2690 mc bands.

A transmitter atop the Plainedge High School building, using 136 watts power, has been sending a good signal to 7 school buildings throughout the town, the FCC said. At each school a receiver-converter has been changing the signal for reception on Channel 6 on regular TV sets. The FCC adds that the cost of a system to serve about 25 separate schools would run between one-fifth and one-third the cost of a moderate-powered TV station. It would be less costly than either closed-circuit or microwave.

Flamingo Films Flexing 90 'Superman' Markets

"Superman," the live-action adventure series, has been sold in nine new markets, it was reported by Ira Gottlieb, president of Flamingo Films, syndicator of the TV perennial. "Superman" is now in 90 markets.

The recent purchases include WKY-TV, Oklahoma City; WLUK-TV, Green Bay; KMTV Omaha; KOGO-TV, San Diego; WNYS, Syracuse; KOAM-TV, Pittsburg, Kan.; WVEC-TV, Norfolk; WSIX-TV, Nashville; and KLRJ-TV, Las Vegas.

Para. Sets New Service

(Continued from Page 1)

handle studio and location filming live action, animation or a combination of all, Raibourn said claiming that "this has heretofore never been possible with one organization." He pointed out that Paramount's new color pickup and tape recording unit is considered by engineers as one of the finest mobile color studios ever built. B&W tape facilities, "telecopters," and new camera cars are also available on a mobile basis.

Peace Corps Couple to Air Experiences

Pittsburgh — A Pittsburgh couple serving in the Peace Corps in Ghana will describe their life there and give their personal reactions to the overseas organization on KDKA this week. The reports by Arnold and Marian Zeitlin will be broadcast on John Stewart's "Program PM." Zeitlin, former radio-TV writer for the Pittsburgh Sun-Telegraph and Post-Gazette, and his wife, who was in PR with the University of Pittsburgh, have been in the Peace Corps since July, 1961. They were married in Ghana last December — the first marriage of Peace Corps personnel. Both are on the faculty of O'Reilly School in Accra.

Schwartz Goes to WINS as Second in Command

(Continued from Page 1)

from Detroit, where he was in charge of the AM Radio Sales Co. office which he opened for the rep firm in May, 1959. He was an executive with WWJ, Detroit, for the four years previous, rising in one year from salesman to sales manager.

WBC took title to WINS recently from J. Elroy McCaw, presenting Gotham Broadcasting. Mark Olds was named general manager immediately afterward.

'U. S. Steel Hour' Casts Murder on the Agenda'

James Daly, Mona Freeman and Harry Townes have been cast for "Murder on the Agenda" on CBS-TV's "U. S. Steel Hour" Aug. 22, sponsored by the U. S. Steel Corp. BBDO. The teleplay is an adaptation by Joe Palmer, Jr., of a story by Eynon Evans. This episode is directed by Walter Gorman, with George Konolf as exec producer for the Theatre Guild.

Over the Waves

Anaheim, Calif. — KEZY has added another program to its Summer schedule, called "Evening in Avalon." The station takes its listeners, by short-wave radio, aboard the S.S. Catalina as it sails Santa Catalina Island. Music and entertainment are provided by Eddie Howard and his orchestra, and deejay John McShane is master of ceremonies.

LOCAL COLOR BOOMING WITH 7 ARTS POST-'50s

Warner Bros. post-'50s have been scheduled for telecasting in color by 28 stations to date, including 10 which began in 1962, it was announced by Herbert G. Richek, director of operations, Seven Arts Associated. In 1962, the 10 stations commencing the feature film colorcasts included five CBS primary affiliates, four NBC pa's and one ABC pa.

"Due to the substantial increase of orders for color prints, laboratory costs have been reduced 25 per cent," Richek noted. He added that now that the number of U. S. color-TV homes is reported past the million mark, "the number of locally originated feature film colorcasts will increase significantly."

A recent station survey by Seven Arts' booking department revealed that for the Fall season, over 40 stations will be colorcasting the Warner Bros. post-'50s. Seven Arts is currently offering a total of 64 Warner Bros. post-'50 films.

N.Y. Bank Rents Space As First Tenant for CBS

CBS has obtained its first tenant for the new skyscraper headquarters building, scheduled for completion in the Fall of 1964, in a 21-year lease with the Bank of New York. Frank Stanton, network president, and Albert C. Simmonds, Jr., chairman of the bank's board, signed the deal arranged by Elmer J. Hore of Turk, Marsh, Ouchterloney & Kelly.

The bank will occupy 16,600 square feet on the plaza floor of the 38-story structure, and will be linked to the basement area, with a night depository in the lobby.

'Dateline' Highlights Role Of Presidents in History

A panoramic view of the role of the American presidency will be featured on WABC's "Dateline; History" series in its "Mr. President: America's First Citizen" segment Sunday. Guest expert on the subject will be NYU professor of history Dr. Thomas P. Robinson, who will lead off in a discussion with program regulars Dr. Fred Crossland and Professor Arnold Goren.

Charles Cash Goes South As Atlanta PR Director

Atlanta — Charles H. Cash, Jr., has joined WSB-TV here as director of promotion and publicity, coming from KTVI, St. Louis, where he was in a similar position. Cash has also been associated with WTVD, Durham, N. C. and with WSM-TV, Nashville.

Addition of Tape Recorder Broadens WXY-TV Hues

Oklahoma City — With the installation of its new Ampex VTR 1000 C color tape recorder, WXY-TV has come full circle in color. The station began telecasting local live color shows in 1953, and its studio color cameras were the first off the RCA assembly line to be shipped to an independent.

WOLF's Teeth Sharp Despite Bomb Threat

Syracuse — WOLF, which broadcasts editorials 12 times daily, 80 per cent on local issues, continues to speak its mind despite a bomb threat, an attempted bribe and various forms of advertising pressure.

"We believe firmly that any mass medium that either has no opinion at all or fears expressing it, is doing its public a disservice," said Joel Fleming, VP and GM. On two occasions, the mayor of Syracuse asked for and received equal time for replies to WOLF editorials. Copies of the one-minute editorials are sent to persons and organizations dealt with directly.

CBC-TV Top Posts Go To Gilmore, Richardson

Special to RADIO-TV DAILY

Toronto—CBC-TV has announced the appointments of James P. Gilmore as personnel and operations VP, and William G. Richardson as director of engineering and technical services.

Gilmore joined the network in 1941 after three years with other area stations. He became supervisor of sound broadcasting operations in 1948, and took charge of TV facilities in 1950. Richardson has been with CBC and its predecessor since 1935, becoming director of engineering in 1953. He has been a delegate to the conferences culminating in the North American Regional Broadcasting Agreement.

Bentley to Reno Outlet

Reno — Jim Bentley has been named operations manager and film buyer for KCRL here. He was previously associated with Shasta TV Co., owners of California TV properties.

Mexican Videofile

By PEDRO MARIO AMARO

The San Salvador meeting of the Inter-American Broadcasting Ass'n, apart from other industry matters, is seriously going to consider establishment of a supply company to provide radio and TV stations in Mexico, Central and South America with transmission equipment, cameras and other essential items. Purchases to be made in bulk to provide economic benefits.

Jaime Fernandez, internal secretary of the National Association, affirmed last week Mexico has "great opportunity" for "creation of a new industry" in production of TV series for American firms. His optimism is the outcome of shooting of "Tangaloa" in the Acapulco area, and fact that CBS, pleased with cooperation and professionalism of Mexican technicians and talent, is considering expanding production to possibly six additional series. If the deal comes through it would provide employment for Mexican elements over at least a two-year period. In making of the "Tangaloa" series CBS is using four American writers and one Mexican, and same ratio for directors.

The National Ass'n of Actors and performers who have found steady employment in dubbing activity in Mexico are now fearful of spreading competition. Reports have it that new dubbing firms are to be inaugurated in Chile and Peru, adding to facilities in Mexico, Argentina, Puerto Rico, Florida and California, as well as in Spain. Contention of unions and industry here has been that Mexican dubbing stands out at least above work done in Spain and Puerto Rico. The language nuances in latter two nations, as well as certain technical factors allegedly result in under-par dubbing work.

House Okays 'Fees' Bill

(Continued from Page 1)

or on charges to advertisers. "We give to the television and radio stations the peoples' airwaves. I say they should pay for it. I am sure if they do, we will not have to come in for such a big appropriation for the FCC next year."

Lawrence Replaces Givens As Boston Program Mgr.

Boston — Dick Lawrence, former program director of WABY, Albany, has been named program manager of WORL here, replacing Bill Givens. The latter has resigned to become radio-TV director of Daniel F. Sullivan Advertising.

AGENCY NEWSCAST

By RALPH TYLER

Packaged Facts, New York, has set up a market research department to gather and analyze published statistics from all sources. John Drake, Packaged Facts exec VP, said the new department was organized for companies and their PR and ad agencies which need marketing information in planning new products or seeking new markets. The company has been in operation since 1958, supplying editorial research for PR, sales promo and ad purposes.

William Santoni has been named media buyer at Geyer, Morey, Ballard. He joined the agency this May in its New York headquarters. He had previously been media buyer at Cunningham & Walsh, with which he was associated for more than three years. Before that he was media buyer at Dancer-Fitzgerald-Sample for another trio of years.

Kenyon & Eckhardt Ltd. of Canada has been appointed agency for Hazel Bishop of Canada Ltd. . . . Colonna Brothers of North Bergen, N. J., producers of Imported Grated Parmesan Cheese, Flavored Bread Crumbs and Italian Style Spaghetti Sauce, have appointed the firm of Andorn, Bergida & Danks, Long Island City, N. Y., as food broker in metro New York and New Jersey areas.

ST. LOUIS SIDEGLANCES: Charles W. Butler and Fred Gerlach have been elected VPs of Gardner Advertising. Butler, recently appointed an account supervisor, joined Gardner in 1954. He was with St. Louis Independent Packing Co. and Swift & Co. in advertising capacities. Gerlach, a native of Germany, came to the U. S. as an exchange student. He is the supervisor of the agency's marketing activity in St. Louis and was with Foote, Cone & Belding of Chicago before joining Gardner.

Partington Jr. or Sr. Always Spot an Actor

Jack Partington of Fletcher Richards, Calkins & Holden's TV-Radio department was unable to find the right man to cast as a chef for a TV commercial. But homeward-bound he stopped for an ice cream soda and noticed a man who looked the part. The man turned out to be an actor, accepted Partington's business card and said a Jack Partington (exec producer at the New York Paramount and our hero's father) saw him in another soda fountain more than 20 years ago, asked him if he could sing, and gave him his first show biz job.

Thought for Today

"Television has been called a mirror of society: but the metaphor, though striking, wholly misses the major issue of the responsibility of the two broadcasting authorities. For, if we consider the first aspect of this responsibility, what is the mirror to reflect? Is it to reflect the best or the worst in us? One cannot escape the question by saying that it must do both; one must ask then whether it is to present the best and the worst with complete indifference and without comment.

—Pilkington Committee Report

ABC Boosting Loeb To Show Coordinator

West Coast Bureau of RADIO-TV DAILY
Hollywood — Richard Loeb, manager, network program services, Western Division, will join ABC-TV's staff of film program coordinators on Aug. 6. It was also announced that Edward W. Parrish Jr., who worked on ABC-TV's "Beany and Cecil" series, will join the network program department on the same date as manager, network program services.

Loeb, who joined ABC-TV in August, 1949, as an engineer, has been associated with the Network Program Department during the past eight years. His promotion increases the network's staff of program coordinators to five. Parrish was head of production for Sidney J. Stiber Productions in New York before coming West. He has been in the radio and TV industry since 1950.

Reavley and Steinhilber Join Dual Fresno Station

West Coast Bureau of RADIO-TV DAILY
Fresno — Two personnel changes have been announced by KFRM and KFRE. John W. Reavley has joined the sales department as an account exec and Robert W. Steinhilber has assumed his duties as local sales manager for both outlets.

Reavley served as commercial manager for KGST and was formerly a station manager at KAPA. Steinhilber served in a management capacity at WTAC and previously was an account exec with WIP.

Mutual's June Sales Reach Record High Fifth Month in Row

Mutual Broadcasting's sales force racked up its fifth consecutive record high month in June, with the addition of 10 new national sponsors for five-minute newscasts, according to Philip D'Antoni, VP and GM.

The new sponsors include Standard Brands, Monroe Auto Equipment, Sylvania, Rexall, Nationwide Insurance, Continental Casualty, Del Monte Pineapple, Quaker State, Norwich Pharmacal and Pepsi Cola.

D'Antoni, who was upped to VP last week, said that selling is remaining brisk through the Summer for the Fall and Winter schedule.

De Felitta Joins NBC To Top News Drama

Frank De Felitta has been signed to write, produce and direct one of six "living dramas" to be produced by creative projects, NBC News, for presentation next Fall on NBC-TV's "Du Pont Show of the Week." The program will have a hospital theme, according to executive producer Irving Gitlin, head of creative projects.

De Felitta spent the past three years in Hollywood where he produced the "Assignment Underwater" series, and was director of film programming for National Telefilm Associates. He also wrote screenplays for several feature films. Since his return to New York early this year, he has directed "The Chosen Child," an NBC News special to be presented on NBC-TV this Fall. He and producer Robert Northshield were co-authors of this film report on adoption.

For six years before going to Hollywood, De Felitta worked as editor, writer, producer and director of various CBS-TV programs in the "Adventure," "Odyssey" and "Conquest" series, of which Gitlin was executive producer.

'Focus on America' Sees Story of 'Crop Duster'

"Focus on America" will present as its eighth program in the series "Crop Duster," produced by KOMO-TV, Seattle, on ABC-TV Aug. 29. This segment deals with the real-life story of Al Lockwood, daring pilot who sprays the croplands of eastern Washington. The series of 10 award-winning documentaries produced by ABC-TV affiliates features newsman Bill Shadel as host.



By JACK RUSSELL

TV and radio are playing a big part at Chicago's International Fair now being held at McCormick Place. WGN is broadcasting regular programs from its booth, WBKB is doing a daily telecast of "Woman on the Go" and WBBM has taken over The Little Theatre for a series of radio programs throughout the day . . . The Advertising Council, in cooperation with the U. S. Travel Service, is opening a four-month campaign to give Americans pointers on how they may help foreign visitors enjoy their stays in the U. S. BBDO, the volunteer agency has created a series of special ads geared to "Company's Coming," and will shortly offer them to radio, TV and other media, with all of the time and space to be donated.

* * *

The American College of Radio has named the first 15 members to its new Hall of Fame, with over 1,000 broadcast leaders attending the event at the Hilton Hotel here. One of the highlights was a tremendous ovation for Mrs. Lee DeForest when she accepted an award for her late husband. Others named were Norman Corwin, Don McNeill, Jack Benny, David Sarnoff, Edward R. Murrow, Arthur Godfrey, Guglielmo Marconi, Freeman Gosden, Charles Correll, H. V. Kaltenborn, the late Graham McNamee and the late Paul W. White. Emcees were WMAQ's Jim Conway and WBBM's John Harrington.

* * *

Philip Maxwell, founder and director of the Chicagoland Music Festival, will guest Monday on WNBQ's hour "Artists Showcase," receiving an award on the colorcast for "long and valuable contributions to the cause of young musicians of Chicagoland." He originated the festival sponsored by the Chicago Tribune Charities 32 years ago . . . Robert Tamason, former VP-lab manager at Eagle Film Labs, has joined Midwestern Film Labs . . . Bob Sinise has been named editorial supervisor for Cameo Productions, and will be working on its "Light Time" series for the Nat'l Lutheran Council. Cameo has just completed shooting its first eight shows. Sinise was formerly with Fred Niles Studio . . . Olian & Bronner here has appointed Mel Thomas an account exec. He previously served as marketing director for Advertising Promotions, Inc.



Indiana University Library
Bloomington Ind

Established February 9, 1936

VOL. 91, NO. 23

THURSDAY, AUGUST 2, 1962

TEN CENTS

MAKERS DRAG FEET OVER U-V SETS

TV COST SPIRAL SENDING FIRMS BACK INTO RADIO

Skyrocketing costs of TV advertising is driving more national sponsors back into radio where the costs are fractional by comparison and the delivered audience constantly increasing, according to Mutual Broadcasting System president Robert F. Hurleigh, who is starting his fourth year in that post. He predicted the resurgence of network radio will make even greater gains in the years ahead.

Hurleigh cited increased services to stations and favorable advertising costs as the basis of



HURLEIGH

(Continued on Page 6)

\$14,355,000 for FCC In House-Passed Bill

Washington Bureau of RADIO-TV DAILY
Washington — The House yesterday passed and sent to the Senate a bill containing funds to the Federal Communications Commission and Federal Trade Commission, for the 1963 fiscal year. The FCC would get \$14,355,000, up \$1,830,000 over the previous year but \$262,000 under Administration requests, while the FTC would get \$10,720,000, up \$375,000 from the previous year, but down a huge \$1,125,000 from the budget request.

\$10.6 Mil. Paid for Half Of WTAE-TV, Pittsburgh

Pittsburgh — The FCC yesterday approved the purchase of the remaining 50 per cent of WTAE-TV, Channel 4 here, by the other 50-per cent owner from voting trustees Earl F. Reed and Edwin D. Wolf, Jr., for \$10.6 million, highest price ever paid for half-interest in a station.

Galveston Raises Storm Over NBC's 'Carla' Spec

Galveston — The City Council here has passed a resolution, by a vote of four to three, to issue a complaint to NBC about the network's TV show last May on Hurricane Carla and its effects on the city. The Council further requested that they be given equal time to tell "the real story of Galveston and the hurricane."

New Talent Boosted By 5 CBS Stations

The five CBS-owned stations will join in a series, "Repertoire Workshop," to help develop lesser-known professionals and outstanding amateurs in the fields of acting, music, writing and production. Each station will produce seven programs in the 35-segment series, which will be seen on all five stations beginning next January.

There will be no limits to format or subject matter. The series will include drama, music, dance, pantomime, one-man shows, poetry, dramatic readings, improvisational theatre and other art forms. Each station will audition local actors, musicians, dancers, writers and other performers.

Rochester a 3-Web City As Ch. 13 Joins ABC-TV

WOKR, new Rochester, N. Y., TV station, will become a primary web affiliate of ABC when it begins operations late next month, giving that city coverage by all three networks for the first time. The station will be operated by Channel 13 of Rochester, Inc., an interim group composed of all applicants, until the FCC makes a final decision.

Swafford Tops Firm Buying N.M.-AM-FM

White Oaks Broadcasting Co., has purchased KDEF-AM-FM, Albuquerque, for \$175,000, through Patt McDonald, subject to FCC approval. President and majority stockholder of White Oaks is Thomas J. Swafford, formerly VP, CBS Radio, and G.M. W.C.A.U. Philadelphia. Other stockholders are Dr. Joel Friedman and the Midland Capital Corp.



SWAFFORD

Representing KDEF in the sale was Frank Quinn, president.

AFTRA's Coast Office Collects \$2 Mil in Claims

West Coast Bureau of RADIO-TV DAILY
Los Angeles — AFTRA's Los Angeles office reports that claims collected for members in the year ending June 1, 1962, were nearly 50 per cent higher than the previous 12-month period. The union office said it collected some \$2 million in the recently ended fiscal year for 15,511 members.

KTTV Shifts Executives In Chicago, N.Y. Spread

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Expansion of KTTV's New York and Chicago offices and the promotion and transfer to those offices of four KTTV account execs has been announced.

(Continued on Page 3)

Ask Delay for Shift To All-Channel Line Until July of 1964

The all-channel TV bill, already passed and bearing President Kennedy's signature, ran into an obstacle yesterday in the reluctance of set manufacturers to disrupt their VHF production lines. The Electronic Industries Ass'n told FCC chairman Newton Minow it would prefer a July, 1964, cutoff date for a shift to all-channel TV set production. Association explained 1963 models are already in production and distribution and designs for 1964 models, to be announced next Summer, have been frozen by many makers. "To change this pattern would be both expensive and disruptive to the normal trade pattern," the ass'n added.

Only 7% Equipped

Since only 7 per cent of sets now are equipped to receive all channels, tuner makers must increase their capacity up to 15 times, the EIA explained. It was also suggested by some manufacturers that distributors and dealers be given an additional six

(Continued on Page 6)

Trans-Lux Reports Net Of \$358,795 for Half-Yr.

Trans-Lux Corp. had unaudited net profits of \$358,795 for the first half of its fiscal year ending June 30, equal to 48 cents per share on 743,837 shares of common stock outstanding, according to board chairman Percival E. Furber. In the same period the net profit totaled \$289,826, or 39 cents a share on the same number outstanding.

British May OK Trial Pay-TV, Commons Told

London—The British government may allow a wired pay-TV experiment despite the Pilkington Committee rejection of pay-TV, Postmaster General Reginald Bevins has hinted. Other points made by Bevins in a House of Commons debate on the Pilkington Report were: excessive profits by indie companies to be milked by watchdog Independent TV Authority who would charge higher rents; government to talk with BBC and ITA about "violence and triviality" in programs, and no new channel for ITA until "whole structure of ITA is put right."



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Bowery Boys Films Adds 4 More Markets

Four more purchases of the 48 Bowery Boys features have been announced by Robert B. Morin, VP and GM, Allied Artists TV Corp.

The four markets include: WTVO, Rockford, Ill.; KGO, San Francisco; WFMJ, Youngstown, O.; and KAKE, Wichita. This brings the Bowery Boys sales total up to 15 markets in the first month of its release.

Gal Gabber

San Antonio—Nillie Linder has joined KAPE as an announcer.

TOP-CALIBER SALESMAN

Salesman with over 17 years experience in dealing with the public is now available for broadcasting and its allied industries. Have also written articles for publication in national magazines, and planned and carried out campaigns. Write

Box 193

RADIO-TV DAILY
1501 Broadway, N. Y. C.

COMING AND GOING

JAMES M. SEWARD, CBS Radio Executive VP, to Europe for a month's vacation.

JAMES FALLON, VP in charge of advertising for V. La Rosa & Sons, to Milwaukee and Chicago for business conferences.

IRWIN GARR, AB-PT Records VP in charge of West Coast operations, in N. Y. for business conferences.

TONY VERNA, CBS Sports producer-director, has returned to the states following filming assignments in London, Paris and Rome.

JOE HAMILTON, of Bob Banner Associates, to London to scout talent for upcoming Garry Moore shows.

JACK BENNY in town on a brief holiday.

VIN DARAIO, Hicks & Greist VP, to Milwaukee and Chicago.

WILLIAM C. McPHAIL, CBS-TV sports VP, back after a three-week vacation in England, Austria and Italy. He will be in Chicago today with sports director, JACK DOLPH, and network sports publicist, JOHN CONNOLLY, for NCAA Football meetings.

Ziv-UA Finds Banks & Beer In Wolper's 'Story' Stocking

Increased participation by financial and beer advertisers in the sponsorship of syndicated film shows has been revealed in the sales of Wolper's dramatized documentary series, "The Story of . . .," a Ziv-UA release scheduled for an October debut.

Fund Drive to Help ETV Outlet in Red

Dallas — A fund-raising campaign next Spring or Summer to get KERA-TV out of debt has been called for by E. O. Cartwright, president of the Area Educational Television Foundation, which runs the station. Cartwright told foundation members the station's present indebtedness is \$205,000. He said he does not anticipate the need for an annual drive to raise money to support it.

The members agreed to accept a one-year extension on loans offered by Dallas banks. They also elected officers and presented a plaque to Martin B. Campbell, the station's retiring exec director.

Elected to new terms were Cartwright, president; R. L. Dillard, Jr., VP; Frank Heller, VP; Franklin E. Spafford, general counsel; R. L. Thornton, Jr., treasurer; Richard P. Wall, secretary; A. Earl Cullum, Jr., consulting engineer, and Henry Camp Harris, Sr., co-ordinator.

New directors include Dr. Donald Cowan, Mrs. John Zimmerman, Mrs. Tracey Rutherford, Coleman Cobb, Mrs. W. E. Emish, Mrs. Hawkins Golden and Mrs. Vernett Slater.

ABC's Henry Hicks Gets Grant to Study Soviet

ABC news editor Henry H. Hicks has been awarded a Ford Foundation fellowship to take post-graduate studies at Columbia U. this Fall on the Soviet Union. With a sabbatical leave of absence from the network, he will pursue work on Russian language, history, and economics.

FINANCIAL

(August 1)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13 3/8	13 1/8	13 1/4	— 1/8
AB-PT	28 5/8	28 1/8	28 1/2	+ 1/2
A. T. & T.	111 7/8	111 1/8	111 1/8	— 7/8
AVCO	23 1/8	22 5/8	22 7/8	— 1/4
CBS	35 5/8	35 1/8	35 1/2	— 1/4
Columbia Pic.	17 1/2	17	17	— 1/2
Crowell-Coll.	22 3/4	22 1/8	22 3/8	— 1/8
Decca	39	38 7/8	38 7/8	— 1/8
Disney	27 1/2	27 3/8	27 1/2	— 1/4
East. Kodak	97	95 1/2	95 1/2	— 2 1/8
Gen. Prec.	34 3/4	30 3/8	34 3/4	+ 4 1/8
General Tel.	20	19 3/4	19 7/8	— 1/8
Hazeltine Corp	22 1/2	22	22 1/4	— 1/4
Magnavox	35 1/2	35	35 1/8	— 1/2
MCA	35 3/4	34 1/8	34 3/4	— 1/2
M-G-M	34 5/8	34	34 1/8	— 3/4
Minn. M & M.	50 1/2	49 1/2	49 3/4	— 1 1/8
Nat. General	7 1/8	7	7	— 1/4
Paramount	40 1/4	40 1/8	40 1/4	— 3/8
Plough	31 1/2	31 1/2	31 1/2	— 1/4
RCA	46	45 1/2	45 1/2	— 3/8
Taft	15 5/8	15 1/4	15 1/4	— 1/2
20th-Fox	22 5/8	22 1/4	22 1/4	— 3/4
United Artists	27 3/8	27 1/4	27 1/4	— 1/8
Warner Bros.	12 3/4	12 5/8	12 3/4	+ 1/8
Westinghouse	27	26 1/2	26 5/8	— 1/4
Zenith Radio	51	50 1/8	50 1/8	— 1 3/8

AMERICAN STOCK EXCHANGE

Allied Artists	3	3	3	— 1/8
Capital Cities	15 1/2	15 1/2	15 1/2	— 1/4
Desilu	8 1/2	8 1/2	8 1/2	— 1/4
Filmways	5 7/8	5 7/8	5 7/8	+ 1/8
MPO	7 3/8	7 1/8	7 1/2	— 1/4
NTA	1 1/8	1 1/8	1 1/8	— 1/4
Reeves Sound	4	4	4	— 1/8
Technicolor	13 1/2	12 1/2	12 5/8	— 3/8
TelePrompTer	8 1/4	8 1/4	8 1/4	— 1/4
Trans-Lux	13 1/8	13	13 1/8	— 1/8

* OVER THE COUNTER

	Bid	Asked
Jerrold	5 1/2	6 1/8
Meredith	26 1/2	29 3/8
Seven Arts	9 7/8	10 7/8
Sterling	1 1/4	1 7/8
Transcontinent	9 1/2	10 1/2
Wometco	19 1/2	21 1/2

* Courtesy of National Association of Security Dealers.

AP Maps Full Sked Of '62 Grid Coverage

Plans for AP coverage of the 1962 football season are in the mail to all broadcast members of the service, news editor John Aspinwall has announced. The service is planing to cover all the professional as well as the college grid events.

Will Start Aug. 16

Beginning Aug. 16, AP will transmit a series of 10 five-minute scripts analyzing prospects and probable order of finish in the American League, with a similar 16-part series on the National League starting Aug. 28. College football will get special attention in the daily "Sportsman" in weeks preceding the first "Football Saturday," Sept. 15.

Throughout the season, AP will present roundups and commentaries, and return the 15-minute "Sunday Quarterback" starting Sept. 23.

WOR Cameras to Follow Roosevelt Harness Races

WOR-TV cameras will be neck and neck with the horses when Harness Racing comes to Roosevelt Raceway beginning Wednesday. The station will air the outstanding track events each Wednesday night, with Woody Lawlis and Lou Boda handling the commentary, and Jack O'Hara calling the first, second, fourth and fifth races.

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N. Y.

Coast 'Pulse' Beat Swelling To Include Production Unit

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Pulse reports that its West Coast office here is now a full-scale market and audience research operation with its own production staff and facilities. The firm has taken additional space for production use exclusively and is moving Paul Snyder from New York headquarters to head the production staff.

Processing began with the May-June Los Angeles radio survey, for which Pulse Pacific did all tabulating and computing. Actual printing of the report will continue to be done in New York.

Pulse Pacific manager Allen S. Klein said the firm plans to expand its Coast facilities in "slow steps," to handle eventually all rating research for San Francisco, San Diego, Seattle and Portland, and subsequently for all 11 western states.

'Eyewitness' to Look At Ga. Race Problem

Albany, Ga. townspeople and civic groups trying to alter the city's social structure will be the subject of an "Eyewitness" report on CBS-TV tomorrow. The program will examine the new push for massive desegregation initiated by the Albany Movement, composed of local Negroes led by Dr. Martin Luther King, Jr.

Charles Collingwood will be anchor man, assisted by on-the-scene news correspondents Hugh Rudd and Philip Scheffler. Featured on the special will be interviews with leaders in the city's crisis.

Highlights of the program will be the movement's progress, based on a religious protest of non-violence, however resulting in almost 300 arrests.

Off the Beaten Track But Not Off His Trolley

Cleveland—WHK newsman Milo Townes suggested to Cleveland's Transit Board a new idea that would eliminate the need for building costly rapid transit rail extensions by employing a network of existing and little-used railroad tracks. The board was enthusiastic, and now WHK is planning to bring rail diesel buses here for promotional runs on the tracks.

KTTV Shifts Execs In Chi, N.Y. Spread

(Continued from Page 1)

nounced by Charles Young the national sales director of the station.

Gerry Velona, Martin Bergman and Tony Santino, account execs with the local sales staff, have been moved to the national sales department, transferring to the New York office. Robert Dickenson, also on the local staff, has been promoted to a national sales spot in the Chicago office.

The station is rapidly expanding its national sales organization and plans opening a San Francisco regional office. The appointment of Ed Hawkins to head that branch was announced last week.

Scott Resigns

Chicago — Bennett Scott has resigned as sales manager of WIND.

FCC Warns Stations On Foreign \$ Hush

Washington Bureau of RADIO-TV DAILY

Washington — The FCC yesterday warned stations they must make announcements about foreign sponsorship on documentary films and other broadcast matter containing political propaganda or controversial topics, when sponsored and paid for by foreign governments and distributed by their agents in this country.

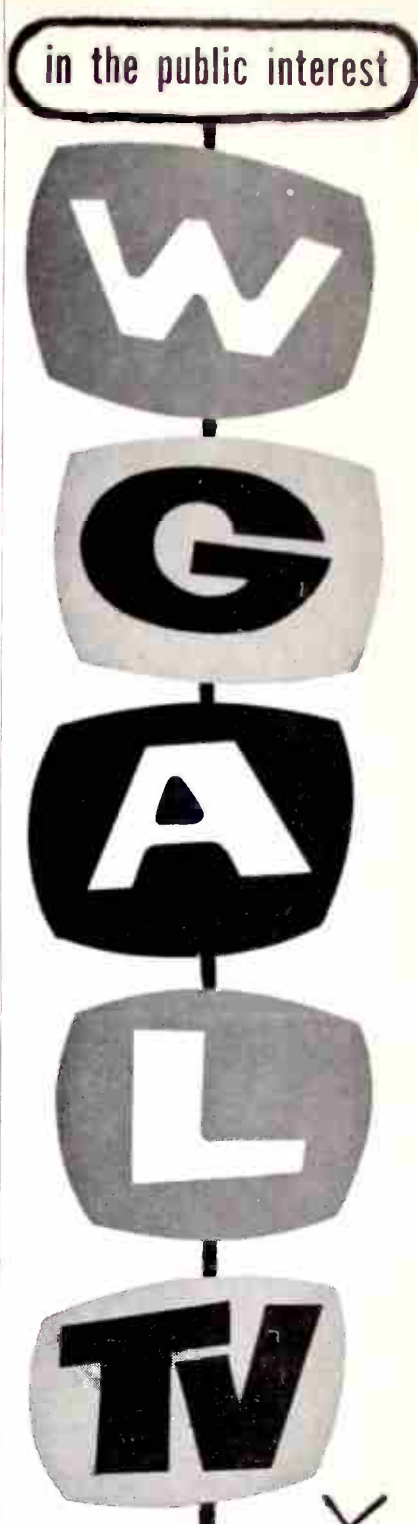
The commission said it has learned that such material has been broadcast without any indication to the public as to the foreign sponsorship involved. It was noted that Sec. 317 of the Communications Act and FCC rules require, in substance, a sponsorship announcement fully and daily disclosing the true identity of the person or persons furnishing such material, which would include identification of the foreign principal concerned.

Ruling on Payments

The act further requires reasonable diligence on the part of stations to obtain from those with whom they deal in connection with any program, information to make the required announcement. In addition, Sec. 508 of the act provides for certain disclosures where payments are made to persons other than the stations for broadcast of the program.

TAC Library Gets Film On Sculptor Fredericks

Detroit — "Marshall Fredericks — His Works and Ideals," half-hour documentary on WXYZ-TV's "Expedition" series, has been accepted for inclusion in the TV Affiliates Corp. (TAC) Library. The film, hosted by Detroit U.'s Professor Frederic Hayes, is a visit to the renowned sculptor in his Royal Oaks studio, and includes the artist's theories as expressed in an interview.



STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: **MEEKER**

News Flashes From Coast-to-Coast

WHIH DeeJay Lineup

Norfolk — Dave Cummins, formerly of WHIH, has rejoined the station as morning man, coming from WICE, Providence, where he was program director. Returning to the evening show is Gary Lawrence, who for the past year has been handling special promotion and sales assignments for WHIH. Moving into the Star Beat and All-Night Shows, is newcomer Jeff Andrews.

Les Brown Day

Erie — Art Arkelian, WWYN VP general manager, has desig-

nated tomorrow as "Les Brown Day." Brown and his group will appear at Erie's leading amusement park for a dance and concert. Prior to that, Les will spin some of his favorite records direct from the station's studios.

To WDAU-TV Sales

Scranton-Wilkes-Barre — John T. Bradley has been appointed an account exec for WDAU-TV.

Live Band Sound

Cleveland — WJW has begun broadcasting live dance music each Saturday night from the Green Tree Restaurant and Lou-

nge, featuring the Gene Vild Orchestra. Ed Fisher announces.

WHDH 'Casts Marine Reports

Boston—WHDH now broadcasts the official U. S. Weather Bureau Marine forecasts hourly from 6:10 AM to 5:10 PM daily. Sunday coverage begins at 9:10 AM and continues until 5:10 PM.

Promos Working Both Ways

Winston-Salem — Mary Jo Hipple of the WSJS-TV promotion department has been named assistant promotion manager. Her new duties include market research and promotion and audience promotion.

All-Nighter Wins Oil Can On Radio-Video Speedway

Cleveland — Tom Griffiths, KYW's "all night" personality, has won the Oil Can Trophy for the second year in a row at the Cleveland Soap Box Derby racetrack. The derby features Cleveland area radio and TV personalities.

Gov't Bothers Biz? Is TV Panel Quiz

Chicago — "Is excessive government interference with business slowing our economy?" will be discussed by a panel of business and Congressional leaders on "All America Wants to Know" Sunday on WGN-TV.

The program will feature John E. Swearingen, president of Standard Oil of Indiana, author of a Reader's Digest article that views government regulation as interfering with economic progress.

Opposing his viewpoint will be two veteran Democratic congressmen, Emanuel Celler of New York and Wright Patman of Texas. Support for his view will come from Sen. Roman Hruska, Nebraska Republican, and Alfred E. Perlman, president of the New York Central Railroad.

Audrey Meadows Signs For 'Life Is a Lie' Seg

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Audrey Meadows has been signed by MGM-TV for a role opposite Edmond O'Brien and Richard Rust in the "Life Is a Lie, Love Is a Cheat" episode of the "Sam Benedict" series. Miss Meadows falls victim to a romantic young gigolo in the story, directed by Don Medford.

Milton Rich PR Firm Moves to New N.Y. Hqs.

Milton Rich Associates, publicity and public relations firm, has moved its headquarters to new and larger offices on W. 53rd St. in New York City, it was announced by president Rich. He said the move was prompted by a "tremendous increase" in business.

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By TED GREEN

• • • It was "Radio-TV Day" at Freedomland Saturday when we helped judge the first annual International Girl Watching Pageant, sponsored by the American Society of Girl Watchers. It was refreshing to judge a beauty contest on beauty alone. Don Morrow emceed the show and sang the theme song, "The Most Watchable Girl In The World" (written by Wade Barnes and should be a hit). All we can say about Don is this guy is loaded with talent and no sponsor could go wrong with him. Lending a hand were beauties Jan Crockett and Carol Knox. Pageant was produced by Gene Barnes. Fellow judges were Earl Wilson (a noted girl watcher), Joe Franklin (he's one, too), noted playwright Howard Teichmann and another girl watcher, Tom Ward.

★ ★ ★ ★

• • • Hal Aloma and his Polynesian orch, featured at the Luau 400, signed for a "Hawaiian Eye" opus . . . Phil Bennett, society orch leader, to show his musical talents (plays 10 instruments and sings in five languages) on the "Tonight" show . . . Lombardy Hotel adding stereo system throughout rooms for the guests . . . Don Morrow of "Camouflage" slated for screen test by Warner's next month . . . Lambert, Hendricks and Bavan to tape a show when they open at Basin Street East. They've also been signed to appear on the "Tonight" show in September . . . Earl Wrightson signed for "Bell Telephone Hour" Christmas show . . . Mongo Santamaria music being beamed on the Voice of America to his native Cuba . . . Merv Griffin raising race horses on his Califon, N. J. farm . . . RCA working on transistor radios so powerful that they will pick up foreign broadcasts.



MORROW

★ ★ ★ ★

• • • Meet David Ross, who for a long time has held a distinguished place in the radio and TV field. As a commercial announcer, his sponsors read like a Who's Who in advertising. As a cultural contributor to broadcasting, he pioneered the reading of good poetry in his memorable and vastly popular radio program, "Poet's Gold." Honors and awards have been bestowed upon him, including the gold medal for radio speech, given by the American Academy of Arts and Letters. As poetry reader, Dave has been heard at numerous public recitals, the most recent occasion a reading at the Library of Congress.



ROSS

His popular and well-loved anthology, "Poet's Gold," has gone through several editions, the latest of which carries a foreword by Clifton Fadiman. Dave is a poet in his own right and has appeared in some of the leading literary magazines. He is at present preparing his own book of poems for publication.

★ ★ ★ ★

• • • Off the Record: RCA Victor's Elvis Presley has been awarded a Gold Record—his 30th in a phenomenal career—for his "Blue Hawaii" album, which has passed the million mark in sales . . . Okeh Records has signed vocalist Ted Taylor, outstanding rhythm and blues artist . . . Singer Donny Marchand, who toils as a busboy at The Steak Pit, Paramus, N. J., is making the local deejay rounds with his first platter, "Round in Circles," on the Trans-Atlas label . . . George Maharis recorded his second album for Epic . . . Columbia is releasing an instrumental version of Broadway's newest musical comedy hit, "Bravo Giovanni," by Luther Henderson and his orchestra . . . With the emergence of folk music as one of the nation's favorite musical pastimes, Decca has put out five albums by some of the most respected and well-loved names in the field. The popular appeal of folk music is based on its ability to "hit home" with practically everyone. Folk songs can tell a story, immortalize a character, present a message or be just plain fun.

New Performers Tapped For Sullivan Spotlight

Ed Sullivan will devote his entire Aug. 19 CBS-TV program to introducing new talent, all with professional experience but newcomers to TV, in a new edition taped earlier this season. Featuring 13 acts, the show is planned as the first in a series of hour programs which will offer youngsters an opportunity for major TV exposure.

Janet Blair Filming 'My Three Sons' Seg

West Coast Bureau of RADIO-TV DAILY
Hollywood — Janet Blair is currently in production with the "Going Steady" seg of the "My Three Sons" series rolling at Desilu-Gower studios. The Don Fedderson production just completed a five-week search for a Japanese youngster who speaks both English and Japanese with the selection of Steven Okigaski, for another "Sons" seg.

Fred MacMurray, the series' star, also reported for filming, but instead of heading for the Desilu-Gower studios, he checked in five minutes from his home at Brentwood for the "Week-end in Tokyo" portion starring Okigaski. His latest Walt Disney film, "Return of Flubber," has just been completed.

Denver U.'s Prof. Porter On Leave for Centennial

Denver—R. Russell Porter, associate director of Denver U. School of Communication Arts and chairman of the radio-TV department, is taking a two-year leave of absence to devote his time to the D. U. Centennial observation, of which he is executive director. His projects include symposia and special events for the observation.

Prof. Porter is a veteran of broadcasting, having taught radio at Emporia State Teachers College, writing and announcing for the Kansas State Network and served as president of the Regional Ass'n for Education by Radio. In 1956, he was one of three U. S. representatives to the Paris UNESCO conference on professional education for radio.

WEDDING BELLS

Redel-Stoneham

Diana Redel, secretary to Sheril Hops, KNX ass't director of merchandising, was married to Peter Stoneham, of Refrigeration Supplies Distributors, at the First Presbyterian Church, Hollywood.

ABC Radio Readies Five Affiliate Meetings

Regional Conclaves Set Coast-to-Coast Starting in New York

Over 100 representatives of ABC Radio's northeastern affiliates are expected to attend the kickoff regional meeting in New York Aug. 13, with four others on tap to discuss Fall programming, station reports and sales outlook, it was announced by web president Robert R. Pauley, who will conduct all five sessions. The others will be in Chicago, Aug. 15; Los Angeles, Aug. 17, Dallas, Aug. 20, and Atlanta, Aug. 22.

Attending the New York meeting will be AB-PT president Leonard H. Goldenison; AB-PT exec VP Simon B. Siegel; James C. Hagerty, ABC news-special events-public affairs VP; Stephen C. Riddleberger, president, ABC Radio o-o's; Morton Weinbach, ABC VP-assistant general counsel of AB-PT; Alfred R. Schneider, ABC VP and assistant to the AB-PT exec VP; Frank Marx, president of ABC Engineers; Michael J. Foster, ABC press info VP, and the following ABC Radio officials:

From All Departments

James Duffy, sales VP; William Rafael, programming VP; Earl Mullin, station relations VP; Ted Douglas, Eastern sales director; Tom O'Brien, news editor; Frederick Zellner, tech ops Nat'l director; Frank Atkinson, stations dep't director; Robert Holmgren, sales-service-business admin. director; Donald Schlosser, ad coordinator and director of sales development dep't; Howard Cosell, sports manager, and Mrs. Elizabeth Harris, research manager.

Others expected to attend the Chicago meeting include David B. Wallerstein, president of Balaban & Katz and AB-PT director; William MacCallum, Midwest regional program director for ABC Radio; Edward G. Bishoff, sales director, Central division, and on-the-air personalities Don McNeill, Paul Harvey and Alex Dreier.

Riddell to Attend

James G. Riddell, ABC Western division VP and a director of AB-PT; Jack Mann, ABC Radio West VP, and William Cochran, station relations manager for ABC Radio's Western division, will attend the Los Angeles meeting.

To Cover Grid Games

Ithaca — All 1962 Syracuse U. football games, home and away, will be aired live by Northeast Radio Network. Play-by-play announcer will be Hank Greenwald; color announcer, Ted Hodge.

50-KW in Wheeling Becoming ABC Affil

Wheeling, W. Va. — WWVA, owned by Basic Communications, Inc., has announced its plans to become affiliated with the ABC network, as of Oct. 25. The 50-kw station, operating on 1170 kc, will cancel its contract with CBS, with which it has been affiliated since 1947.

Ira Herbert, chairman of the board of Basic Communications, in announcing the new association, said, "We are impressed with the progress ABC has been making in the past two years, and its leaders are alert to the changing times." The station, originating in 1926, is considered a leading market in the state.

British American Oil Co. Tackles CTV Gridcasts

Special to RADIO-TV DAILY

Montreal — British American Oil Co., Ltd., one of Canada's leading petroleum companies, will co-sponsor telecasts of major league football in eastern and western Canada for the fourth consecutive year. CTV will carry the sportscasts. Co-sponsors with B. A. Oil will be John Labatt, Ltd., brewers, in eastern, and Nabob Coffee Co. in western Canada.

Telecasts in the western sector jump sharply from 18 to 37 this year, including playoffs. In the eastern part, the increase is from 30 to 38, including playoffs.

'Camera 3' Scopes Letters From Agee to Father Flye

Father James Harold Flye and literary critic Dwight MacDonald discuss "The Letters of James Agee to Father Flye" on "Camera Three," Sunday on CBS-TV. The letters which Agee wrote to his boyhood teacher, cover nearly 30 years in the novelist's life, revealing his attitudes as a writer of our times.

It's Love, Love, Love Says St. Louis Channel

St. Louis — KMOX-TV is not only hinting at, but openly talking about, what it calls the "love interest" brewing between the station and women viewers. The St. Louis TV outlet said NSI (June '62) gives the station a 40 per cent share of daytime home impressions, and a 48 per cent share of daytime women viewers—60 per cent greater than the closest competitor.

FILMS ARE KING ON TV PRIMETIME

But Drop to 35 Per Cent For U. S. Broadcast Day

West Coast Bureau of RADIO-TV DAILY

Hollywood — Filmed programs dominated last season's prime-time offerings of the three TV networks and occupied 35 per cent of the entire national TV day, General Film Laboratories reports.

Live programs, according to the report just published, are gradually being supplanted by tape. General Films also said the U. S. motion picture industry was at an all-time high in TV and non-theatrical categories, while theatrical features continued a 10-year decline.

Jack Fiddles Around To Aid Fund Drives

Philadelphia — Jack Benny, playing his second concert in three nights, netted approximately \$32,000 as guest violin soloist with the Philadelphia Orchestra at Robin Hood Dell here Tuesday night. Proceeds from the benefit performance went to the orchestra's continuance and pension funds.

Last night's gross, coupled with the \$65,000 the CBS-TV star raised in an appearance Sunday night with the Chicago Symphony Orchestra at Ravinia Park in that city, brings to \$3,279,975 the amount of money Benny has netted in the series of benefit concerts he has given since 1956.

Bob Hope Leads Annual Sight-Saving Campaign

Bob Hope will again lead the annual September "Sight-Saving Month" drive of the National Society for the Prevention of Blindness, a national voluntary health agency devoted exclusively to sight conservation. "Sight for a Lifetime" is the goal of the 1962 sight-saving campaign, and is urging complete eye exams.

MC Willis in Mirror Role For 'Dobie Gillis' Episode

West Coast Bureau of RADIO-TV DAILY

Hollywood — John Willis, TV newscaster and emcee, will portray himself in the "Like Hi, Explosives" episode of CBS-TV's "Dobie Gillis" series. Teleplay for the Dwayne Hickman show, filmed at 20th-Fox TV studios, was scripted by Bud Nye and Joel Kane.

Hollywood Nostalgia Gets Network Rerun

"Hollywood: The Golden Years," a documentary on the silent film era which was originally broadcast on NBC-TV last Nov. 29, will be seen again on the network Sept. 18. Actor-dancer Gene Kelly is narrator, both on and off-camera, for the special program. It will be sponsored again by Procter & Gamble thru Benton & Bowles.

The show, packaged by Wolper-Sterling Productions, was produced and directed by David L. Wolper with Jack Haley, Jr., as associate producer and Philip Rosenberg as film editor. Sidney Skolsky and Malvin Wald wrote the narration, and Elmer Bernstein composed the original musical score.

Taft Pays 10¢ Per Share As Quarterly Dividend

Cincinnati — A quarterly dividend of 10 cents per share payable Sept. 14, to stockholders of record Aug. 15, has been declared by the board of directors of the Taft Broadcasting Co. Hulbert Taft Jr., president, has announced that profits before taxes for the first fiscal quarter ended June 30, was \$1,266,357, up 32 per cent from last year's first quarter.

WHK PubService Served

Cleveland — WHK VP-general manager Jack Thayer has received a National Safety Public Interest Award from the city's Safety Council for the station's exceptional service" to safety in 1961.

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who look upon broadcast journalism not only as a living but as a way of life. Airmen - reporters, writers and researchers. Major requirements are creative talent and dedication to the unlimited horizons of the profession. Send letters, resumes and tapes to Box 194, Radio-TV Daily 1501 Broadway New York 36, N. Y.



By JACK RUSSELL

Chicago TV, radio and newspaper personalities have formed a celebrity All-Stars baseball team to play in a charity game Sunday at Thillens Stadium for the benefit of the non-sectarian Jewish National Home for Asthmatic Children in Denver. On the team are Terry Bennett, Marty Faye, Jim Stewart, Dick Biondi, Daddy-o Daylie, Wally Phillips, Dan Sorkin, Irv Kupcien, Paul Molloy, Terry Turner, Larry Wolters, Bill Irvin and Tony Weitzel.

James W. Beach, Foote, Cone & Belding, has been elected national VP for the Chicago chapter of the TV Academy. Other Chicago chapter officers are: Walter Schwimmer, TV producer, first VP; Ray Jones, AFTRA-SAG, secretary, second VP, and Jack Russell, agent, treasurer.

National trustees for the Chicago chapter of the TV Academy are Beach, Richard A. Reinauer, AMA; Virgil Mitchell, WBBM-TV; Robert Lemon, WNBQ, and James G. Hanlon, WGN-TV. Ed Morris, WTTW, was named trustee-elect. One unique committee for 1962-'63 will be headed by Jules Herbuveaux, NBC, who will serve as special counsellor.

NBC's Norm Barry and his wife Marj have returned from a year's auto tour of Europe, during which they visited 17 countries. Now back at his old stand, Norm is starting his 29th year with NBC and 32 in Chicago radio and TV. He returned just in time to pick up the commercial stint for the Central National Bank's sponsorship of "Meet the Press," via Geyer, Morey, Ballard... The U.S. Marine Raiders Ass'n will stage a "raid" on the McCormick Place Pavilion Saturday at 1:30 PM. The event will be described on the field p.a. by Sig Sakowicz, who will also emcee the group's convention dinner at the Edgewater Beach Hotel.

'Caucus' Panel to Tell Of New Look in Tickets

Cleveland—A discussion of the merits of the "new look" in this city's traffic tickets, to be put in use soon, will be aired on WJW-TV's "Cleveland Caucus" Sunday. Host Sidney Andorn will present civic leaders who will try to answer the big question: "Will this new ticket end ticket-fixing, or will it go on as in the past?"

Twins' Tales On 'Calendar'

Psychological and sociological effects of being an identical twin will be surveyed tonight on "Calendar" when CBS-TV news correspondent Walter Cronkite and "Calendar" Hostess Mary Fickett interview two sets of identical twins, Richard and Barry Zamoff of New York City and Fay and Jenny Segal of Miami, on how their twin has affected their lives.

Cronkite will also interview Dr. Frank Faulkner of Louisville U., who has made a study of the habits of identical twins. The Zamoff brothers recently wrote a joint thesis on the subject of twins for a Master's degree at Columbia U.

Mel Ferber is "Calendar" producer and Martin Carr is director.

NJ-ETV Sets Bureau For Speaking Chores

Montclair, N. J. — In an effort to spearhead the drive for ETV in this state, NJ-ETV has formed a speakers bureau composed of its trustees. Members of the group will appear before service clubs, PTA organizations and civic associations to give detailed information about educational broadcasting, and clarify the differences between NJ-ETV and other TV corporations.

Allied with state and local educators, the organization is hoping for an early passage of State Assembly Bill 300, which permits local boards of education to participate financially in the operating costs of a station. The bill was passed in the Assembly last Spring, but has not come to the Senate for a vote.

The proposed first station, planned at a Glen Ridge site, will offer a full range of educational programs for students, teachers and adults, with other stations planned for New Brunswick, Atlantic City and Glassboro.

TV Costs Aiding Radio

(Continued from Page 1)

his prediction.

"Doing its job properly," he said, "network radio provides independent stations with services, mainly in the area of national and international news and special events, which the station cannot provide for itself."

He added that indications at MBS were that more and more stations are eager to join a network that leaves the programming to the station and provides only those services which a network does best, such as "coverage of important events. This gives each local station the prestige of a major league operation."

GENERAL ARTISTS GETS NINE EX-MCA AGENTS

General Artists Corp., as part of a \$4 million expansion program that started two years ago, has acquired the services of nine former MCA agents, according to GAC president Larry Kanaga.

REPORTER VIEWS ASIA ASSIGNMENT

"This is NBC News" Spotlights
Robt. Goralski's Laos Duties

Difficulties encountered by a reporter in covering the news in Laos and Thailand will be described by NBC News correspondent Robert Goralski on "This is NBC News" Sunday. Goralski, a member of NBC News' Washington Bureau, recently returned from Southeast Asia, where he covered the landing of American troops in Thailand and neighboring Laos.

One of the frustrating experiences Goralski found was the amount of time he had to spend "just waiting." "You waste time waiting at airports for the arrival of leaders you want to interview," he says, "and you also have to wait long times for planes when traveling from place to place yourself."

Aaron in Sales Seat Of Motor City FMer

Detroit — William H. Aaron, Jr.'s appointment as sales manager of WDTM (FM), pilot station of the Taliesin Stations Group, has been announced by Marshall M. Carpenter, Jr., president and GM. Aaron has been an account exec with WDTM for the past two years and assumes the post of George S. Milroy, who becomes national sales manager.

Prior to joining WDTM, Aaron was associated with Stan Davis Productions and NBC, New York, writing and producing programs for "Monitor." With WDTM, Aaron has produced a weekly folk music program "All Over This World," heard during late-night hours.

Set-Makers Ask Delay

(Continued from Page 1)

months beyond the manufacturing cutoff date to clear the pipelines of VHF sets.

Late this month, EIA will make another report to the FCC on proposed minimum technical qualifications for the all-channel sets. There will be a meeting Tuesday in New York City of engineers of set and tuner manufacturing companies at the EIA engineering dep't offices, and this will set the stage for EIA technical suggestions.

The agents from the dissolved MCA talent empire are, for the equity division, Eric Shepard, motion pictures, New York, and Margaret Henderson, New York; literary division, Irving Salkow, VP, and Henry Alper, motion pictures, Beverly Hills, and Jack Phelps, play dep't, New York; personal appearances division, Norman Weiss, senior VP, New York, and Marvin Josephson, Chicago; TV division, Roy Gerber, VP, Beverly Hills, and Aviva Hellman, literary dep't, New York.

Other Expansion Moves

Earlier expansion moves on the part of GAC were the acquisition in 1960 of the Baum-Newborn Agency, creating a motion picture division in Beverly Hills and an equity dep't in New York, and the obtaining of the Prelinger-Stuart Agency in August, 1961, to expand GAC services in the literary field. GAC opened its European offices in September, 1961, in Rome.

In 1961 the TV division was reorganized to provide expanded program development and sales facilities and more extensive talent representation. Immediately after the expansion GAC became national TV sales rep for Desilu Studios.

Mexico Film Union Backs 45-Min. Plan

Special to RADIO-TV DAILY

Mexico City—A project for production of 45-minute films to be used on TV and to fill out exhibition time in first-run movie theatres has been approved by the General Assembly of the Technicians and Manual Workers Section of the Union of Film Production Workers.

The matter of financing is still open, with Jorge Duran Chavez, head of the section, intimating that Secretary of State Gustavo Diaz Ordaz may authorize apportioning of credits via the Film Bank.

Distribution Arranged

Supporters of the scheme say it will neither be competitive to episodics turned out at the America Studios nor hurt legitimate feature length producers. The films would be distributed by the three Mexican official channels including Peliculas Mexicanas, Peliculas Nacionales and Cimex.



By PETER C. DAVALLE

• • • First showing on British TV screens of the U.S.-made series, "The Friendly Giant," which has won educational awards in Canada and the U.S., will be from Granada TV . . . And T.W.W. got in first by booking the U.S.-made series, "Official Detective." Since T.W.W. ended its transmissions of "87th Precinct," it's had thousands of letters demanding a return showing. Same goes for BBC-TV; since the last "Perry Mason" was shown, it's been inundated with requests for more of the series. Viewers will get their wish in September.

• • • The American film, "Hollywood, the Golden Years," narrated by Gene Kelly, gets a BBC-TV showing next week . . . Stubby Kaye was one of the guests in ABC TV's "Big Night Out" programs the other day . . . Donald Wolfitt, star of ITC's "Ghost Squad" series now available in the U.S. after a successful British run, had rave reviews when he opened in a new London play, "Fit to Print."

• • • Roger Moore, currently filming "The Saint" TV series over here for ATV, who married singer Dorothy Squires in the U.S. in 1953, has been ordered to return to his wife. In the Divorce Court, Miss Squires was granted a petition for restitution of conjugal rights . . . A British High Court judge has ruled that the pop song "Why?" was not pirated from the old hit "In a Little Spanish Town." Publishers Francis, Day and Hunter brought the unsuccessful action. Writer of the song is America's Peter de Angelis.

• • • Nine months of talks between the BBC and the TV and Screen Writers' Guild have resulted in a new scale of higher fees. Minimum fees will range from \$172.65 for a 15-minute script (\$351 with world rights). Repeats will bring an extra fee . . . The Rank Organization's two big subsidiaries, Bush and Murphy, which have a big share of Britain's TV equipment market, have merged.

• • • ABC's "Armchair Theatre," popular Sunday night drama program, has broken with tradition. It's to repeat one of its most successful productions—"The Rose Affair," written by Alun Owen, which won three major TV contest prizes last year. Decision was prompted by requests from viewers and critics . . . Granada TV will give live coverage to this year's three important political conferences—the Trades Union Congress, the Conservative Party, and the Labour Party. It's the first time viewer will have been offered a front seat at these important sessions.

• • • George Kerr, first story editor of ABC's "Armchair Theatre" series, who went to work in Australia in 1957, has returned to ABC to take up his old job. He succeeds Peter Luke, who transfers from the drama department to features . . . Ex-newspaperman Ron Evans has been promoted to edit TWW's five-a-week magazine program, "Here Today" . . . Fifteen of Anglia TV's own productions have featured in the Top Twenty ratings charts. Latest was Anglia's "Play of the Week"—"Rough Justice."

• • • Massive TV and radio publicity coverage on Peter Ustinov's screen production, "Billy Budd," which was readied as long ago as December, 1961, is now being slotted into BBC and independent TV programs. Reason for the delay is that Warren-Pathe, which backed the picture, has now backed out. The Rank Organization has taken over distribution of this naval drama, which has Robert Ryan and Ustinov in lead roles.

KBTv Adds Staffers

Denver — George M. Mathews has joined KBTv as an account exec. He was formerly local sales manager of WMBD, Peoria. Another addition is Richard J. Braun, former continuity director of KALL, Salt Lake City, who has joined the promotion staff.

Get Their 'Reaction'

Miami — On Sunday, WGBS will present "Reaction," with guest John E. Swearingen, president of Standard Oil Co. of Indiana, and a panel of experts to discuss the topic, "Is Government Unduly Interfering With Business?"

WWDC Pays for License But 'Cooing Billing' Nixed

Washington — WWDC's current good-will promo campaign, "Wonderful Things Happen to People Who Listen to WWDC," took a romantic twist recently when the station played Cupid by offering to pay for all marriage licenses issued in the greater Washington area. Only requirement was for applicant to send in some proof of performance. Irv Lichtenstein, VP, tried to have the county clerk bill the station direct, but they wouldn't go for any "Cooing and Billing" system.

Hemisphere Reports To Use CBS Footage

Kurt Lassen, president of Hemisphere Reports, educational film division of Television City Arizona, Inc., has reached agreement with CBS Films for use of all news film footage in the CBS library.

Under terms of the contract, use of the footage for conversion to educational films is unlimited except for theatrical and TV showing, Lassen said.

Much Is New to Public

"While some of this film has been used on CBS news programs, much of it has never been exposed to public view," he said.

Hemisphere Reports plans to produce films, individually or in series, for a wide range of age levels. They will be offered to banks, public utilities and corporations for presentation to schools and to adult groups as a public service.

Femme Trio Signs Pacts For '11th Hour' Guesters

Ruth Story, Nancy Wickwire and Barbara Stuart have been signed for leading roles in the "Eat Little Fishie, Eat" episode of "The Eleventh Hour," starring Wendell Corey and Jack Ging. MGM is filming the series which bows on NBC-TV this Fall. Norm Felton is exec producer.

Detroit Outlet 'Forums' Int'l Labor Discussion

Detroit — WDTM premieres its "Forum" program Sunday with a discussion of international cooperation among unions and the impact of the Common Market on wages in Europe and the U. S. News director Jack Hamilton will moderate the discussion which includes three UAW officials who were in Berlin for the World Congress of International Confederation of Free Trade Unions.

Pierpoint's Bit of Sweden Lands Him Telstar Post

Washington — Robert Pierpoint, CBS News White House correspondent, made his post-graduate studies and mike experience in Sweden pay off recently when he was appointed to do the Swedish translation for the Telstar broadcast to Europe. Pierpoint was given the job because of his knowledge of the language and past radio experience in that country.

300 Become Citizens On 1st 'Oath' TVer

West Coast Bureau of RADIO-TV DAILY
San Francisco — The largest naturalization ceremony ever conducted in the West will be televised exclusively by KGO-TV Wednesday as a result of a ruling by the Northern California Federal District Court waiving a ban on the use of TV cameras inside a federal courtroom.

Requested by Bar Assn.

The special waiver, granted at the plea of the American Bar Ass'n and KGO-TV, allows the station to telecast the naturalization of a record 300 immigrants from 44 nations at the Masonic Temple Auditorium. The huge theatre will be specially designated a federal courtroom to accommodate the large number of candidates. Judge George B. Harris will preside. Title of the special program is "Citizens '62."

Fleetwood in Peak 1/2-Yr., Begins U.S. Operations

Special to RADIO-TV DAILY
Montreal — The 1962 midyear report of the Fleetwood Corp., Hi Fi and TV manufacturers, has shown a record sales figure, 29.8 per cent ahead of last year's comparable period, marking the largest half-year volume in its history. M. F. Pollock, president, has announced the advanced bookings for new models will put them \$3 million ahead of last year's total sales of \$14½ million.

Fleetwood has also begun its long-planned development of the U. S. market, with a sales force being organized in New York. The American office will include warehouses and show rooms, and —according to Pollock—favorable exchange rates are expected to benefit the company's U. S. operations.

Supper Serenader

St. Louis — Stan Kann, organist featured daily on KSD - TV's "Charlotte Peters Show," begins a new series Saturday on KSD, broadcast direct from Ruggeri's Restaurant.

Spec Relates Cleve. Growth

Cleveland — The world premiere on KYW-TV of "Cleveland — City on Schedule," documenting the growth and redevelopment of this city, will take place tomorrow night. Produced by the Development Foundation here, the half-hour is narrated by NBC news commentator and analyst Chet Huntley.

The special, filmed by the General Picture Corp., was scripted by Frank Siedel, originator and author of the "Ohio Story" series. Not only will the recent urban changes be seen, but also a preview of future plans in the redevelopment program.

The station telecast will be preceded earlier in the day by an invitation-only showing to some 3,000 civic leaders and businessmen who will hear Huntley report his experiences during production of the documentary.

Arrowhead Appoints Werhaw-Gould Reps

Arrowhead Productions, whose "Weekend" variety show returns Jerry Lester to late-hour TV in September, has appointed Werhaw-Gould Co. as exclusive sales and merchandising reps.

W-G has a foundation for its selling job, since WOR-TV and KHJ-TV are set to present the informal comedy show on Saturday and Sunday nights, and seven others are in final stages of contract negotiations.

W-G's activity will include packaging special promotions on the local level, including taped commercials by Lester for advertisers during station breaks.

Mike Laurence Resigns From WMCA PR Post

Michael Laurence, WMCA public relations director and voice news service, Radio Press International, has announced that he will leave his present post this week. He has not made known his future plans.

Laurence, who joined the Straus Broadcasting Group in 1959, was PR counsel to Attorney General Louis Lefkowitz in the recent N. Y. mayoralty campaign. Prior to joining WMCA, he was with UNESCO, and before that with the production staffs of NBC and CBS.

Double Duty

Avery, Tex. — Latest addition to the KCAR staff is John Stephenson as an announcer and deejay.

FCC Stamps 'Okay' On 3 Dakota Sales Involving Pembina

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sale of KCND-TV, Channel 12, Pembina, N. D., by Pembina Broadcasting to Producers, Inc., for \$190,200, with commissioner Bartley dissenting. It also approved sales of KXGO-TV, Channel 11, Fargo, by North Dakota Broadcasting to Pembina Broadcasting for \$390,000, with Bartley abstaining, and of KNOX-TV, Channel 10, Grand Forks, by Community Television to Pembina Broadcasting for \$90,279, with Bartley again abstaining.

The commission said these transactions would lessen concentration of ownership and control by North Dakota Broadcasting in the Fargo-Valley City area, where KXGO has been operated with low power and antenna height, while the purchaser plans to improve the station.

The commission also approved sale of KTHS, Little Rock, Ark., by Radio Broadcasting to KAAV, Inc., for \$500,000, plus \$79,000 for agreement not to compete within 75 miles for nine years.

Campbell Buys ABC-TV Ernie Ford Show for Fall

Campbell Soup Co., through Needham, Louis & Brorby, with BBDO as Campbell's agency, has signed to sponsor the Monday-through-Friday daytime "Tennessee Ernie Ford Show" on ABC-TV beginning Sept. 17. "Tennessee" Ern will also take part in the company's commercials on the program.

The show, which bowed on the air Apr. 2, is now carried on a lineup of 166 stations. Featured on the half-hour daily are announcer Jim Lange and vocalists Dick Noel and Anita Gordon.

'Searchlight' Beams Quiz On Cong. Sam Stratton

WNBC-TV's "Searchlight" will focus on Congressman Samuel Stratton, candidate for the N. Y. Democratic gubernatorial nomination, when he faces a panel of newsmen on Sunday. With Ben Grauer moderating, the panel will consist of NBC's Gabe Pressman, a representative from the local press and Citizens Union Chairman Milton M. Bergman.

Magic Is 'Music Man'

Pittsburgh — The original Broadway cast of Meredith Willson's "The Music Man," including Robert Preston, Pert Kelton, and the Buffalo Bills, will be featured Sunday on "Magictime on WW-SW-AM-FM. Bob Parks will host.

AGENCY NEWSCAST

By RALPH TYLER

The American Association of Advertising Agencies yesterday told the Senate Committee now studying proposed increases in second and third class postal rates that the increases would restrict the growth of the U. S. economy. James M. Henderson, president of Henderson Advertising, Greenville, S. C., appeared before the committee on behalf of the 4As. He said the rate hikes would levy discriminatory postal rates on ad media and are comparable to a federal tax on advertising which would handicap U. S. selling efforts by lessening the basic strength and effectiveness of the distribution machinery.

Richard H. Wilbur has been appointed a brand manager for Helene Curtis Industries. Wilbur, who was a brand manager for Mead Johnson before joining Curtis, will handle selected new products under development, along with at least one of the company's current brands. At the same time, Harvey T. Lyon has been promoted at Helene Curtis to market development manager, products division.

Mrs. Colleen L. Mattice has joined the San Francisco office of JWT as radio-TV time buyer,

Thought for Today

"Advertising creates the mass demand that makes mass production possible. Advertising informs. Advertising educates. It stimulates research and developments that improves products, whether bob-bly pins or box cars. To put it another way, Americans can thank advertising that we have progressed from stereopticons to TV . . . from the Model T to the Thunderbird . . . from the icebox to the refrigerator."

—Ralston M. Coffin,
VP, advertising and sales
promotion, RCA

replacing Elenore Nelson, who has resigned to take an extended world tour . . . Nancy Torikka and Marjorie Holland have been named to the account-service group of Wenger-Michael Advertising, San Francisco. Miss Torikka was formerly with KGO-TV, S. F. and Miss Holland previously was associated with WCRB, Boston.

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TEN CENTS

FCC—AND HOT ISSUES—IN RECESS

Local TV Ads Called \$2 Billion Potential

Chicago—Retailer spending for local advertising on TV was termed "the \$2 billion account no one has" by TvB president Norman E. Cash, speaking at an advertising workshop here yesterday. He said TV now considers itself fortunate if 15 per cent of its total revenue originates from the local advertiser. Local use of TV, he said, is most often on a "hit or miss—here's a few hundred dollars, prove to me you're so great—approach." He recommended retailers use the medium 52 weeks a year.

ABC Pro Gridcasts Tackled by Goodyear

Goodyear Tire & Rubber, via Young & Rubicam, has become the latest national advertiser to sign as sponsor of ABC-TV's third straight year of American Football League coverage, which begins Sept. 9. There will be 37 regular season games carried on 18 dates, in addition to the title tilt at the end of the season. There were only 16 air dates last season.

Other national sponsors are Gillette, via Maxon, Inc.; Lincoln-Mercury, via Kenyon & Eckhardt; P. Lorillard, via Grey Advertising, and DX Sunray Oil Co., via Gardner Advertising.

UHF, AM Bids Get Nod

Washington Bureau of RADIO-TV DAILY
Washington — Application for a new TV station on Channel 12, Walker, Minn., by Central Minnesota TV, and a daytime AM outlet on 950 kc, 1 kw in Kemmerer, Wyo., by Lincoln Broadcasting have been approved by the FCC.

Automated Logs Backed By NAB for Tech Ops

The NAB has endorsed the FCC's proposal to allow use of automated logging devices to record technical operations of both radio and TV stations. However, NAB objected to FCC's proposal for a so-called maintenance log insofar as it would require a daily check by a first-class operator of the automatic log-keeping devices.

BROADCAST AIDE FOR PRESIDENT?

Congress Hopeful Asks JFK
Add Radio-TV Specialist

Richard S. Aldrich, Republican candidate in Manhattan's 19th congressional district, in a letter to President John F. Kennedy, asked today that the President consider creating a new White House post, that of "broadcast secretary." Aldrich stated that "radio and TV have totally proved their competence and importance as vital communications media and deserve a status comparable

(Continued on Page 3)

NBC-TV Bags Lipton For 1st Election Sale

Lipton Tea, via Sullivan, Stauffer, Colwell & Bayles, has purchased one-sixth sponsorship in NBC-TV's coverage of the 1962 elections, the first such sale recorded by a network according to Max E. Buck, NBC-TV Eastern sales VP. Coverage by NBC News for the TV web will start Nov. 6 at 7 PM and continue into the early morning hours of the following day. It will feature Chet Huntley and David Brinkley supported by a special staff of 1,000.

Supervising for NBC News will be its executive VP, William R. McAndrew, assisted by VP Julian Goodman and general manager Elmer W. Lower. The producer will be Reuven Frank. Lipton's commercial format will be similar to that of its 1960 coverage on NBC-TV.

2 Pa. Casters Ass'ns Arrange Joint Confab

Harrisburg — The annual meeting of the UPI Broadcasters of Pennsylvania has been set for Sept. 15 at the Nittany Lion Inn, State College, with part of the session to be held in conjunction with the opening meeting of the News Broadcasters Ass'n.

Jerry Grove, UPIBOP president and news director of WIBG, Philadelphia, will preside over the conference of radio and TV representatives, followed by a

(Continued on Page 2)

NAFI \$800,000 TV Sale Approved for Ft. Worth

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved the sale of KTVT-TV, Fort Worth, by NAFI Telecasting to WKY-TV for \$800,000 with an agreement not to compete. Also okayed for sales are: WITE, Brazil, Ind., by Quad Cities Broadcasting for \$56,000, and agreement not to compete within 25 miles for seven years; WRJS, San German, P. R., by Jose Soler to Electronics Enterprises for \$53,000.

Feldman, Goodford Join Video Pictures as Execs

Film director Dick Feldman, formerly of Doyle Dane & Bernbach, and director-designer Jack Goodford, recently a VP of Electra Studios, have become executive staff members of Video Pictures, Inc., New York. Feldman has produced commercial films and directed dramatic and variety shows. Goodford was a specialist in animation.

Telstar 'Smashing', Old Boy

Special to RADIO-TV DAILY

London—Telstar has emerged from its cocoon as far as Britain is concerned. The press here is enthusiastic. Said the influential "Daily Express:" "Telstar is no longer just a gimmick. It has slipped into an Atlantic-wide communications network."

The "Daily Sketch," looking to the future, suggested: "A daily round-up broadcast live from

Delay in Vital Areas Is Laid to Indecision In Filling Cross Post

By HARRY LANDO

Washington Bureau of RADIO-TV DAILY

Washington—The FCC held its last meeting until September this week, and, as expected, left most of its hot potatoes to simmer through the August recess. Among the important matters on which the commissioners are hopelessly tangled are network option time and new programming sections in application forms.

There are a number of other important matters overdue for a vote, some in various stages of so-called rule-making, and some of less importance to the industry as a whole. Among these is the decision on just who is going to get Boston TV Channel 5, the present occupant, Herald-Traveler, or one of its rivals?

Cross Term Ended July 1

There is some thought that the current indecisiveness at the Commission might be tied in with the delay in the naming of a new commissioner or, the alternative, the reappointment of John S. Cross. Cross is now serving by a relatively new law permitting a commissioner to continue until his successor is qualified. The Cross term ended officially on July 1. This could only be true if it were certain that Cross will not be reappointed, but most observers now believe the announcement would already have been made if he were to get another term.

Nobody, with the possible exception of FCC Chairman Newton

(Continued on Page 2)

America at a regular time would have a sense of immediacy and would probably command a regular audience."

But Richard Dimpleby, who

(Continued on Page 8)



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Farm Bureau Sows Radio Project Seed

Danville, Va.—WDVA here has been selected by the Farm Bureau as the key station in a pilot project of policy development.

Information programs dealing with farm problems and current topics of farm interest will be broadcast on WDVA, and these will be discussed in local community study groups. Reports from these local groups will be made into radio programs for further study, and recommendations will go to the state bureau for its consideration in adopting resolutions.

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COMING AND GOING

MAURIE WEBSTER, CBS VP and Radio Spot Sales general manager, returns Monday from Chicago business trip.

JOHN P. COWDEN, CBS-TV information services VP, to Spain on vacation.

CHOO CHOO COLLINS returns from Las Vegas for p.a.'s in N. Y.

CHARLES YOUNG, KTTV national sales director, in town for business conferences.

RITA GARNER, MBS promotion director, to Paris for one week.

ALAN WAGNER, CBS-TV program development director, leaves for Cape Cod today on vacation.

MILTON J. SALZBURG, Productions Unlimited, Inc., president, in Pula, Yugoslavia, to attend the Pula Film Festival.

MARC BROWN, Marc Brown Associates, Inc., president, returns Sunday from L.A. business conferences.

BILL HAYES, executive business management head, has left for Beverly Hills following N. Y. conferences.

KEX Tabs Truth Serum Probes For Parker Case Witnesses

West Coast Bureau of RADIO-TV DAILY

Portland, Ore.—KEX has announced that considering the response to the Lee Parker "Truth Serum" broadcast and because of the apparent interest by Portland citizens in the Parker story, KEX will pay the costs of sodium pentathol (truth serum) interviews for any of the key witnesses in either of the Parker trials that will willingly submit to such an interview.

Seek Details Involved

The station is undertaking this venture in the interest of finding all the information and hard-to-recall details involved. At both Parker trials, witnesses had apparent difficulty recalling fine details.

2 Pa. Broadcast Ass'ns To Hold Joint Sessions

(Continued from Page 1)

workshop session. In addition to an election of officers, Pennsylvania gubernatorial candidates will appear at a political workshop later in the day.

Officers of the two organizations have announced that the overlapping of the meetings has been arranged so as to be of mutual benefit to both groups.

Melvin Goldberg to NAB As VP-Research Head

Melvin A. Goldberg has joined the NAB staff as VP-research director to head a new industry-wide program of objective research into broadcasting techniques and their effects on society. Former research director of Westinghouse Broadcasting, Goldberg will headquarter in New York.

WEJL Cited by VFW

Scranton — In recognition of outstanding cooperation to the VFW in the annual "Voice of Democracy" contest, WEJL has been awarded a special citation by Anthony Forlenza, Pennsylvania VFW commander.

FCC on Vacation Until September

(Continued from Page 1)

Minow, actually knows what is going on.

If Cross is dumped, and it looks like he has been, it could only mean that the intent is to substitute a vote on the Commission more friendly to Minow's ideas. This would fit in with, and actually has even caused thoughts that FCC delay on important matters ties in with the new appointment.

Speed-Up Plan Dead

Meanwhile, the speed-up process on FCC decisions, started by Commissioner Frederick Ford when he was chairman, and carried on by Minow, has certainly been sidetracked. The new FCC now looks like the old FCC, which frequently found it easier to kick problems under the rug than to take affirmative or even negative action.

If Minow is counting on the vote of a new commissioner, this could only mean further delay in important decisions. The new commissioner would have to familiarize himself with many complex matters before he could vote.

Problems May Mount

Under any theory and by any measure, the list of matters waiting decision by the FCC is long and will get longer during the vacation month of August, and may grow even longer thereafter.

Camarda to Hollingbery

Tom Camarda has joined the George P. Hollingbery Co. as a radio account exec. He was previously an assistant media supervisor with Dancer - Fitzgerald-Sample.

FINANCIAL

(August 2)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13 ³ / ₈	13 ¹ / ₄	13 ¹ / ₄
AB-PT	29	28 ¹ / ₂	29	+ 1/2
A. T. & T.	111 ⁷ / ₈	110 ³ / ₄	111 ⁵ / ₈	+ 1/2
AVCO	23 ¹ / ₄	22 ⁵ / ₈	22 ⁷ / ₈
CBS	35 ³ / ₄	35 ¹ / ₂	35 ¹ / ₂
Columbia Pic.	17	16 ³ / ₄	16 ³ / ₄	- 1/4
Crowell-Coll.	22 ¹ / ₂	22 ¹ / ₂	22 ¹ / ₂	+ 1/8
Decca	38 ³ / ₄	38 ³ / ₄	38 ³ / ₄	- 1/8
Disney	28 ¹ / ₄	27 ⁷ / ₈	28 ¹ / ₄	+ 3/4
East. Kodak	96 ³ / ₄	95 ⁵ / ₈	96 ³ / ₄	+ 1
Gen. Prec.	36 ³ / ₄	34 ¹ / ₄	36 ³ / ₄	+ 1 ⁵ / ₈
General Tel.	20	19 ⁵ / ₈	19 ³ / ₄	- 1/8
Hazeltine Corp	22 ³ / ₄	22 ¹ / ₂	22 ¹ / ₂	- 1/8
Magnavox	36 ¹ / ₄	35 ¹ / ₂	35 ³ / ₄	+ 5/8
MCA	34 ¹ / ₄	33 ⁷ / ₈	33 ⁷ / ₈	- 7/8
M-G-M	34 ¹ / ₂	33 ³ / ₄	33 ⁷ / ₈	- 1/4
Minn. M & M.	50 ⁷ / ₈	49 ¹ / ₂	50 ³ / ₄	+ 1
Nat. General	7 ¹ / ₈	7	7
Paramount	40 ³ / ₄	40 ³ / ₄	40 ³ / ₄	+ 1/2
Plough	31 ¹ / ₂	31 ¹ / ₂	31 ¹ / ₂	- 3/4
RCA	45 ⁷ / ₈	45 ¹ / ₂	45 ¹ / ₂
Storer	30 ³ / ₈	30 ³ / ₈	30 ³ / ₈
Taft	15 ¹ / ₂	15 ¹ / ₂	15 ¹ / ₂	- 1/8
20th-Fox	22 ¹ / ₂	21 ¹ / ₄	21 ¹ / ₄	- 1
United Artists	27 ¹ / ₂	27 ¹ / ₄	27 ¹ / ₄
Warner Bros.	12 ⁵ / ₈	12 ⁵ / ₈	12 ⁵ / ₈	- 1/8
Westinghouse	27	26 ¹ / ₄	27	+ 3/8
Zenith Radio	50 ³ / ₄	50	50 ¹ / ₄	+ 1/8

AMERICAN STOCK EXCHANGE

Allied Artists	3 ¹ / ₂	3	3 ¹ / ₂	+ 1/8
Capital Cities	15 ³ / ₈	15 ¹ / ₄	15 ³ / ₈	- 1/8
Desilu	8 ¹ / ₂	8 ¹ / ₂	8 ¹ / ₂
Esquire, Inc.	7 ⁵ / ₈	7 ¹ / ₂	7 ¹ / ₂	- 3/8
MovieLab	9 ⁷ / ₈	9 ⁷ / ₈	9 ⁷ / ₈	+ 1/2
MPO	7 ³ / ₈	7 ¹ / ₂	7 ¹ / ₂	- 1/4
NTA	1 ¹ / ₂	1 ¹ / ₂	1 ¹ / ₂
Reeves Sound	4 ¹ / ₂	4	4 ¹ / ₂	+ 1/8
Screen Gems	15 ¹ / ₂	15 ¹ / ₂	15 ¹ / ₂	+ 1/4
Technicolor	13 ¹ / ₂	12 ³ / ₄	12 ³ / ₄	+ 1/4
TelePromTer	8 ³ / ₈	8 ¹ / ₂	8 ³ / ₈	+ 1/4
Trans-Lux	13	13	13	- 1/8

* OVER THE COUNTER

Jerrold	5 ¹ / ₂	6 ¹ / ₈	6 ¹ / ₈
Meredith	26 ¹ / ₂	29 ³ / ₈	29 ³ / ₈
Seven Arts	9 ⁷ / ₈	10 ⁷ / ₈	10 ⁷ / ₈
Sterling	1 ¹ / ₄	1 ⁷ / ₈	1 ⁷ / ₈
Transcontinent	9 ¹ / ₂	10 ¹ / ₂	10 ¹ / ₂
Wometco	19 ¹ / ₂	21 ¹ / ₂	21 ¹ / ₂

* Courtesy of National Association of Security Dealers.

Thunderbirds Fly to Chi. For WBKB Talk Show

Chicago — KBKB's Sunday programming ranges the gamut from discussions with several foreign newsmen on its half-hour "Press Internationale," to talks with members of the USAF's famed "Thunderbirds" on the late-night "Off the Cuff." Bob Lewandowski hosts the "Internationale" program.

TOP-CALIBER SALESMAN

Salesman with over 17 years experience in dealing with the public is now available for broadcasting and its allied industries. Have also written articles for publication in national magazines, and planned and carried out campaigns. Write

Box 193

RADIO-TV DAILY
1501 Broadway, N. Y. C.

OUTLETS TO AIR 'SNEEZE' COUNT

Nose Out Ragweed News
For 10 Gotham R-TVers

Beginning Monday, when the 10-week hay fever season starts, 10 radio-TV stations in the New York area will broadcast ragweed pollen counts supplied by the Section on Allergy Research of The Long Island Jewish Hospital.

Stations in the hay fever network are WABC and WABC-TV, WOR, WHN, WNEW, WNYC, WFYI, WHLI, WGSM and WGBB. Each is expected to broadcast the count, representing the density of ragweed pollen in the air over a 50-mile radius, at least four times each day.

Knowledge of the rise or decline of pollen concentration in the air is of importance to hay fever sufferers in planning their daily activities.

7 Arts Chalks Up 7 Sales for Series

Seven Arts registered seven sales for its Warner Bros. post-'50s and Boston Symphony Orchestra TV concert specials during the last week, according to Donald Klauber, VP national sales manager.

Includes 41 Titles

Vol. 3 of Warner's "Films of the '50s," consisting of 41 titles, was bought by WRC-TV, Washington; WITI, Milwaukee; KARK-TV, Little Rock, and KATC-TV, Lafayette, La. In addition to Vol. 3, KATC-TV also signed for 41 Warner Bros. post-'50s in Vol. 2.

Two station sales were also reported for the series of 13 one-hour TV concert specials: WFGA-TV, Jacksonville, and WCSH-TV, Portland, Me.

WINS Chooses Harrison For Sales Manager Post

Arthur Harrison has been named sales manager for WINS, the newly acquired New York radio station of Westinghouse Broadcasting, effective Aug. 15. He was sales manager of the New York Negro market station, WLIB, since 1956.

Harrison began his broadcasting career as an account exec at WITH, Baltimore, and later was media supervisor for the Harry B. Cohen Agency. WBC took title to WINS last week from J. Elroy McCaw, representing Gotham Broadcasting.

GOP Politico Seeks White House Post For Broadcast Ace

(Continued from Page 1)

to that of the press.

"The advent of Telstar," said Aldrich, "has vastly complicated and improved communications opportunities in the 1960s and will, in all probability, complicate electronic journalism still further.

"A broadcast secretary," suggested Aldrich, "would have equal status to the press secretary. He could have the responsibility of keeping the President informed on radio-TV developments around the world and, beyond that, act as a specialist to advise how best to use electronic media."

Asks 'Creative' Approach

Aldrich suggested, "it is essential that presidential press conferences be seen by the largest possible number of viewers," and that "ratings might be improved if the conferences were approached from a creative broadcasting production viewpoint.

"The man selected for this highly specialized appointment," urged Aldrich, "should be a man of vast broadcasting experience." He suggested that "the head of the NAB, LeRoy Collins, might be asked to consult with leading broadcasters to determine who might be best to do the job."

Chrysler and Gen. Foods Back ABC-TV's 'Father'

"Father Knows Best," starring Robert Young and Jane Wyatt, will make its ABC-TV bow Sept. 30 as a Sunday night show, sponsored by The Dodge Division of the Chrysler Corp., via BBD&O, and Maxwell House Division of the General Foods Corp., through Ogilvy, Benson & Mather.

The programs to be shown will consist of the best of the long-running series.

Newark Interview Sets Stage for Pardons Plea

Newark — A taped interview on WJRZ by Dick Jennings was used to set the stage for an hour-long plea before a So. Carolina Pardons Board by attorney Rudolph Zalowitz. The lawyer, who appeared on the program, played the tape to the prison officials as part of his defense to prevent the enforced return of Albert Owings to a chain gang. Owings escaped from the gang in 1947 after being convicted of robbery, and has lived an exemplary new life in Newark since.

DAILY 'WHOOOP-DE-DOO' AT MUSIC-SOUND FAIR

Chicago—More than 300,000 visitors and some 15,000 music dealers are expected to attend the World's Fair of Music and Sound to be held here Aug. 31-Sept. 9 as a national trade and consumer exposition covering the music and sound industry.

WOWO Salutes Nat Cole On 25th Yr. in Show Biz

Fort Wayne — Monday is Nat King Cole Day on WOWO as Nat celebrates his 25th anniversary in show business. The station will salute the artist by playing one of his hit recordings every half-hour. Also, name celebrities will congratulate the singer via tapes throughout the day.

Marlin Perkins Host Of 'Wild Kingdom'

Chicago — Marlin Perkins, renowned naturalist and director of Lincoln Park Zoo here and former host of NBC-TV's "Zoo Parade," returns to TV in January with the network's new entry, "Wild Kingdom," sponsored by the Mutual of Omaha Insurance Co., via Bozell & Jacobs.

Perkins, who leaves his present post in October to direct the St. Louis Zoo, will circle the globe to get material for the show which will explore the habitats of wild animals and primitive peoples.

The half-hour colorcast will, on occasion, originate from the laboratory of the S. Louis Zoo where Perkins will conduct his experiments. "Wild Kingdom" is produced by Don Meiers.

Expert Discusses Music Of Congo in Christianity

Louise Crane, authority on African music and former missionary, will discuss "Congo Music in Christian Worship" when she visits Ormond Drake on his WCBS-TV "Way to Go" Sunday.

Accompanying herself on African instruments, Miss Crane will sing several selections representative of Congolese music in Christian worship services. Her knowledge of the subject stems from the years she has spent in the Belgian Congo with her missionary parents.

Don't Shoot the Pianist, He's at a Missile Base

Pianist Peter Nero will guest on Vic Damone's Summer TV show, "The Lively Ones," Thursday on NBC-TV. His segment was taped at the Nike Missile Base site in Malibu, Calif., where he'll play, appropriately enough, "Something's Comin'."

Demonstrations by musical instrument manufacturers will be held daily at the exposition. Among those who will be making personal appearances are Buddy de Franco, Woody Herman, a percussion group from the Chicago Symphony Orchestra, and the Fine Arts Quartet. The quartet will present a daily live-vs-recorded sound demonstration for Acoustic Research Inc.

Recording stars and artists will make special appearances during the fair. MGM/Verve has announced that TV's "Dr. Kildare" Richard Chamberlain, vocalists Connie Francis, Conway Twitty, Jonie James, Ella Fitzgerald, Jaye P. Morgan, and the Wanderers, and instrumentalists Stan Getz and Leroy Holmes will visit their exhibit.

Leider Made Sales Boss For Ashley-Steiner Reps

Ashley-Steiner, talent rep, has appointed Gerald J. Leider general exec in charge of sales. He recently resigned as director of special programs and program sales for CBS.

Leider was a theatrical producer before joining the network two years ago, and is known for his association with the Broadway hits: "Shinbone Alley," starring Eartha Kitt, and Tennessee Williams' "Garden District." He was also managing producer of the Theatre Guild-American Theatre Society.

Redskins' Feather Worn In D. C. Station's Cap

Washington Bureau of RADIO-TV DAILY

Washington — WWDC Radio will broadcast live from the Washington Redskins' dressing room after each of the 14 regular season games of the National League pro football sked. Standard Pontiac, Inc., will sponsor the weekly reports, the first of which is scheduled Sept. 16 when the Redskins meet the Dallas Cowboys at Dallas, Tex.

Featured on the programs will be Bill McPeak, general manager and coach of the Redskins grid squad. The program will be broadcast 15 minutes after the final whistle of each game, and replayed via tape later in the day.

Adds a Salesman

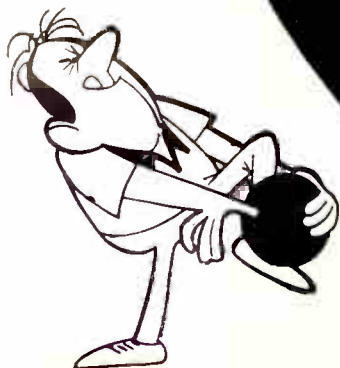
Buffalo — Herbert Resnick has been appointed to WGR's sales staff.

CHAMPION BOWLING



**NOW GOING INTO ITS
NINTH STRAIGHT YEAR**

Now ready—26 brand-new, one-hour
shows for October 1 release
—the greatest bowling
shows ever
produced.



ALREADY SOLD IN 45 MARKETS FOR '62-'63

NSHIP

**IS THE No. 1
BOWLING SHOW
IN AMERICA!**

As a matter of fact—it has the lowest cost-per-thousand of any show in television! (network or syndicated)

CHAMPIONSHIP BOWLING is not only the TOP BOWLING SHOW IN AMERICA—its ratings compare favorably with pro-football and baseball—and it clobbers all other sports shows—basketball, golf, hockey, sports spectaculars, etc.

CHAMPIONSHIP BOWLING is THE PRESTIGE BOWLING SHOW—the one that the national ad agencies and advertisers know and support.

CHAMPIONSHIP BOWLING
Produced in cooperation with
AMF PINSPOTTERS, INC.



WALTER SCHWIMMER, INC.

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FR 2-4392 EL 5-4616

CHAMPIONSHIP BOWLING 1961-62 SOLD STATIONS

KTEN	Ada/Ardmore, Okla.	WMTV	Madison, Wisc.
WAKR-TV	Akron, Ohio	KEYC-TV	Mankato, Minn.
KGGM-TV	Albuquerque, N.M.	WLUC-TV	Marquette, Mich.
KGNC-TV	Amarillo, Tex.	KGLO-TV	Mason City, Iowa
KTVA	Anchorage, Alaska	KBES-TV	Medford, Ore.
WAIM-TV	Anderson, S.C.	WHBQ-TV	Memphis, Tenn.
WLOS-TV	Asheville/Greenville/ Spartanburg, S.C.	WITI-TV	Milwaukee, Wis.
WAGA-TV	Atlanta, Ga.	WTCN-TV	Minneapolis, Minn.
WRDW-TV	Augusta, Ga.	KMOT	Minot, N.D.
KMMT	Austin, Minn.	KMSO-TV	Missoula, Mont.
		WKRQ-TV	Mobile, Ala.
		KNOE-TV	Monroe, La.
		WCOV-TV	Montgomery, Ala.
		WLBC-TV	Muncie, Ind.
KLYD-TV	Bakersfield, Cal.	WDSU-TV	New Orleans, La.
WLBZ-TV	Bangor, Me.	WOR-TV	New York, N.Y.
KFDM-TV	Beaumont/ Port Arthur, Tex.	WVEC-TV	Norfolk/Portsmouth/ Newport News/Hampton, Va.
KOOK-TV	Billings, Mont.	KNOP-TV	North Platte, Neb.
KFYR-TV	Bismarck, N.D.		
WHIS-TV	Bluefield, W. Va.	WOW-TV	Omaha, Neb.
KTVB	Boise, Idaho	WBBO-TV	Orlando, Fla.
WKBW-TV	Buffalo, N.Y.		
		WTAP-TV	Parkersburg, W. Va.
		WOR-TV	Pasco, Wash.
		WEEK-TV	Peoria, Ill.
		KOOL-TV	Phoenix, Ariz.
		WTAE	Pittsburgh, Pa.
		WMTW	Portland, Maine
		KATU	Portland, Ore.
		WGEM-TV	Quincy, Ill.
WCHU-TV	Champaign, Ill.		
WUSN-TV	Charleston, S.C.	KOTA-TV	Rapid City, S.D.
WSOC-TV	Charlotte, N.C.	KOLO-TV	Reno, Nev.
WTVC	Chattanooga, Tenn.	WRVA-TV	Richmond/ Petersburg, Va.
KFBC-TV	Cheyenne, Wyo.	WLVA-TV	Roanoke/ Lynchburg, Va.
WBKB-TV	Chicago, Ill.	KROC-TV	Rochester, Minn.
WKRC-TV	Cincinnati, Ohio	WREX-TV	Rockford, Ill.
WBOY-TV	Clarksburg, W. Va.		
WEWS	Cleveland, Ohio	KXTV	Sacramento/ Stockton, Calif.
KKTV	Colorado Springs, Colo.	KTVI	St. Louis, Mo.
KOMU-TV	Columbia, Mo.	KSL-TV	Salt Lake City, Utah
WNOK-TV	Columbia, S.C.	KONO-TV	San Antonio, Tex.
WRBL-TV	Columbus, Ga.	KFMB-TV	San Diego, Calif.
WBNS-TV	Columbus, Ohio	KTVU	Oakland/ San Francisco, Calif.
WCBI-TV	Columbus, Miss.	KNTV	San Jose, Calif.
KZTV	Corpus Christi, Tex.	KSBY-TV	San Louis Obispo, Calif.
		WTOC-TV	Savannah, Ga.
		KSTF	Scottsbluff, Neb.
		WDAU-TV	Scranton/ Wilkes Barre, Pa.
			Seattle/Tacoma, Wash.
		KSLA-TV	Shreveport, La.
		KVTU	Sioux City, Iowa
		KELO-TV	Sioux Falls, S.D.
		WSJV-TV	South Bend, Ind.
		KREM-TV	Spokane, Wash.
		WICS	Springfield, Ill.
		KTTS-TV	Springfield, Mo.
		WHEN-TV	Syracuse, N.Y.
		WTVT	Tampa/ St. Petersburg, Fla.
		WTHI-TV	Terre Haute, Ind.
		WSPD-TV	Toledo, Ohio
		WPBN-TV	Traverse City/Cadillac/ Cheboygan, Mich.
			Tucson, Ariz.
		KOLO-TV	Tulsa, Okla.
		KOTV	
		WMAL-TV	Washington, D.C.
		KWWL-TV	Waterloo/ Cedar Rapids, Iowa
		KRGV-TV	Westaco/Brownsville/ Harlingen, Tex.
			West Palm Beach, Fla.
		WEAT-TV	Wheeling, W. Va./ Steubenville, Ohio
		WTRF-TV	Wichita, Kan.
			Wichita Falls, Tex.
		KAKE-TV	Williston, N.D.
		KFDX-TV	Winston-Salem/ Greensboro/High Point, N.C.
		KUMV-TV	
		WSJS-TV	
		KNDO-TV	Yakima, Wash.
		WKST-TV	Youngstown, Ohio
		KIVA	Yuma, Ariz.
		WHIZ-TV	Zanesville, Ohio

**What Other Syndicated Show
In America Can Top This List?**

STUDIO BUILDING A-BOMB SHELTER

San Antonio — Southland Industries has received a permit to build a fallout shelter at the company's WOAI studio near the downtown section of this city.

The project, to cost an estimated \$3,500, will be constructed for emergency Conelrad facilities, and was initiated by a request from the local Civil Defense Office. Plans call for a 10-by-15-foot structure to be built beneath the station's parking lot, with a tunnel extending into the studio.

CBS Seals Fred Coe For 2 Original Plays

Fred Coe has been signed to a contract with CBS-TV to produce two 90-minute original dramatic programs during the 1962-'63 season. The specials will be taped in TV City, Hollywood, with writers and directors still to be named.

A CBS spokesman noted that the announcement was part of a long-range plan which anticipates the return of original dramas with provocative themes to CBS-TV. In addition to the Coe specials, three other original dramas are expected to be produced by the network during the year.

Ben Grauer Hosts MDs For 'You and Research'

Ben Grauer will host a panel-discussion by three leading medical authorities on WOR-TV's "You and Research" Aug. 12. The program will outline the many facets of medical progress to date.

Produced by the National Foundation, the half-hour show will point out the need for much more medical investigation and tell what has been accomplished as well as what the profession hopes to achieve in the years to come.

Proposed Ala. ETV Outlet Given 'I.Q.' Call-Letters

Mobile, Ala.—The FCC has assigned the call-letters, WEIQ-TV, to the proposed Alabama ETV station here, Channel 42, scheduled for a 1963 target date. The letters follow the designation of the Alabama ETV Broadcasting Service as the "I.Q. Network" and mark the fifth station on the web. The construction permit for the new outlet was granted on July 3, 1962, for a physical property valued at \$100,000.



By TED GREEN

• • • William Paine has joined the news department of WIP, Philadelphia . . . Les Keiter, WINS sports director, has added a new five-minute sports show to the station's format, which will be broadcast 6:05-6:10 PM Monday-Friday. Les also does one-minute sports capsules throughout the day . . . Have you heard "Snake Bracelet, Painted Eyes and a Cleopatra Wig?" Could well be another novelty hit this Summer . . . Comedian Danny Dawson at Blair House was showing the gang his new Liz Taylor doll. Just wind it up and it comes running back into your arms . . . with false tears, yet!

• • • Singer Judy Scott is joining a correspondence club in the hope of landing some first class male! . . . Comic Bernie Allen, a former cab driver, is appropriately enough getting his first big TV chance on "Car 54." Nat Hiken has signed him for three shows on the advice of Martha Raye, who discovered Bernie . . . An informal 15-minute musical show, "A Song for You," featuring vocalist and pianist Jose Poneira has just opened for its Summer run on CBC-TV in Canada. The show is taped and its popular star is now holding forth at Ridgefield's Stonehenge Inn. Pianist Poneira has been seen on U.S. TV with the Steve Allen Show and Robert Q. Lewis . . . Aside to the many friends of Jack Ross, former New York PR man: Jack is now general manager of the Algiers Hotel in Miami Beach.—Couldn't happen to a nicer guy.

• • • Allen Swift, who hails from a "small town" known as New York, and who is probably the busiest actor-announcer in the field of radio-TV commercials. Allen has earned his enviable reputation as "the man with a thousand voices," without ever being seen by the audience on any of these commercials. Since his first TV commercial assignment in 1954 for Eveready Flashlight Batteries, prior to which he did the voices on the "Howdy Doody" show, Allen has done more than 10,000 commercials in which he has portrayed the voice of everything from a "talking gas range" to a "penguin," in addition to straight announcing assignments. Allen's different "voices" are currently being heard on approximately 800 TV and radio commercials representing about 95 sponsors ranging from hair tonics to automobiles. His "voices" are also featured on the "Diver Dan" and "King Leonardo" cartoon series and, just to indicate his further versatility, Allen is currently featured in the long-running off-Broadway hit, "A Portrait of the Artist as a Young Man," in which his portrayal of three entirely different character roles has won for him critical acclaim.



SWIFT

• • • A la Jimmy Durante splicing for Chock Full O'Nuts, comedian Nipsey Russell is now taping radio-TV messages for Piel's Beer . . . Lynn Loring, who'll be featured in Desilu's "Fair Exchange" series in the Fall, already has been told to lie about her age. Though she'll be 19 shortly, all her bios say she'll be 18 . . . Jay "Dennis the Menace" North goes long pants next season. Producer Winston O'Keefe felt it was about time the 10-year old performer came of age . . . Wex-ton Advertising has appointed Tom Galanti Production Manager. He was formerly with Filson, Haight & Welch, and Frederick-Clinton Co.

• • • Brook Benton is sponsoring a team in the Daddy-o Softball League in Chicago . . . Comedienne Rusty Warren has formed her own merchandising company, which will put out comic napkins, glasses, sayings, etc. . . . Carmel Quinn will appear on three TV specials with Arthur Godfrey next season . . . Singer Enzo Stuarti is taking flying lessons . . . Comic George Kirby now in London to make his European TV debut on the "Chelsea At Nine" TVer . . . Dick Chase and Morty Reed, the new comedy sensation who make their N. Y. night club debut at the Copa on Aug. 23, are up for a guest shot on the "Tonight" show . . . My Stetson's off to Sid Asher, PR director for Freedomland. This guy not only works seven days a week at Freedomland but has done a sensational job in promotion and good will for the park. Sid has a great gent to work for in Art K. Moss, Freedomland's managing director.

BAT MASTERSON OUTDRAWS EARP

If heroes of the "Old West" were reborn, they would quickly discover that the most admired feats of their TV counterparts are the size of their audience ratings rather than their prowess with gun, girl or gelding.

"Bat Masterson" Economee TV Programs' series about a dude who tamed the West, is currently outdrawing the classic cowboy, "Wyatt Earp," in a Los Angeles battle for ratings. "Masterson," a former network show now in syndication, is currently distributed in over 80 markets latest additions being Buffalo, Norfolk and Chattanooga.

'Hennesey' Sales Set 3 NBC Films Marks

"Hennesey," recently placed into syndication by NBC Films, has established three new sales records: it has grossed \$1.5 million in less than four months; has earned more money per episode than any other 1962 syndication entry, and will be seen on more stations this Fall than any other new, off-the-network release.

The 96 "Hennesey" episodes, starring Jackie Cooper, were originally broadcast on CBS-TV. Sales have included three regional purchases by Foremost Dairies, Bowman Biscuit Co. and California Oil Co. The series will be broadcast in nearly 100 markets.

National Telepix Registers Debenlures and Common

Washington Bureau of RADIO-TV DAILY
Washington — National Telepix has filed a registration statement with the Securities and Exchange Commission covering \$150,000 of 6½ per cent convertible subordinated debentures due 1972, to be offered for public sale at 100 per cent of principal amount, also 80,000 currently outstanding shares of common stock to be offered for sale by the holders from time to time at prices current in the over-the-counter market, but not over \$3 per share.

Moscow Music Winners Perform on Philly FMer

Philadelphia — The Evening Bulletin's FM station here, WPBS, will begin a six-week series Sunday, featuring winners of the recent Tchaikovsky International Music Competition. Each show will feature two artists performing their respective specialties that won for them the coveted prizes.

AGENCY NEWSCAST

By RALPH TYLER

A Milwaukee test city promo of a 20-volume reference work sold in supermarkets will feature a concentrated spot advertising campaign on a single station, WTMJ-TV, rather than scatter-shot advertising on all available stations in the market. The drive will begin Aug. 13, timed to take advantage of the back-to-school season. Concurrent with the concentrated on-the-air advertising, WTMJ-TV will promote, as a station sponsored activity, a "Look Up and Learn" contest, open to children residing in Wisconsin. The contest will be based on the contents of the reference set, "Standard Treasury of Learning," with 105 savings accounts at branches of The Marine Corp. banks as prizes. The Milwaukee test city campaign and the "Look Up and Learn" contest are under the direction of Keats Associates, New York City, specialists in local broadcast and in-store promotion and merchandising.

HOUSTON HAPPENINGS: Pate Public Relations has moved to new quarters and announced acquisition of several new accounts including Texas Brahman Association, Diversified Plastics, and Lewis & Associates. Gulf State Advertising has been appointed agency for Houston Livery Service. Frank Tammen Advertising has been named to handle PR for Astral Towers, Ltd. Jim Saye has joined Robinson-Gerrard-McGary as an account exec. Saye has been in advertising and PR for 10 years, working on both consumer and industrial accounts. The agency, incidentally, has been retained to handle advertising, PR and sales promo for Longhorn Supply Co., Inc.

Seiberling Rubber Co., Akron, has reorganized its tire sales division, with Robert E. Kinne, formerly director of merchandising and advertising, named director of marketing services, and Donald A. Van de Carr, formerly with U. S. Rubber Corp., as director of merchandise distribution.

Ol' Ern Ford Gets Visit From Robert F. Kennedy
San Francisco — U. S. Attorney General Robert F. Kennedy will take time out from the American Bar Ass'n Convention here to tape a guest spot on ABC-TV's "The Tennessee Ernie Ford Show" on Monday to be aired on Aug. 17. The attorney general will talk to ol' Ern about his family life, hobbies and sports activities.

Thought for Today

"There are many myths told about advertising. . . And perhaps the one which does most disservice to the American people is the notion—whether it is held by advertising's critics or by a cynical practitioner — that the average American isn't selective, and isn't competent to evaluate the advertising he sees and hears for both its integrity and its creative quality. It seems clear to me that all the advertising and audience figures I've ever seen . . . document how much the American public makes its own critical judgments of the advertising and broadcast programs and print publications to which it is so heavily exposed."

—Donald H. McGannon,
Westinghouse Broadcasting
president

DEMO HOPEFULS ON VIDEO QUIZ

St. Louis Station Asks
Questions from Viewers

St. Louis—KTVI has invited all five candidates for County Supervisor in the Democratic primary here to take part in a telecast, "The Race in the County," to be seen Sunday.

The political broadcast, presented in conjunction with the League of Women Voters, will be based on questions asked by the voters themselves. Viewers have been requested to phone in their questions starting a half hour before show time and continuing through the broadcast.

Bruce Hayward will be moderator. The show will be produced by Bill Leonard under the supervision of executive producer Jerry Levin, who will direct it.

Thomas Pyle Takes Seat On TV City Ariz. Board

Thomas A. Pyle, formerly a director-producer of industrial films for Depicto Films Corp., New York, has joined the board of directors of TV City Arizona, Inc., as the studio manager.

Pyle was with Depicto for the past three years, and before that was with various motion picture companies and advertising agencies. He was also associated with three Phoenix radio stations as a staff announcer before coming East.

Readers Get Eye Opener

"Have You Read . . ." a new early-morning series to awaken an interest in good books will bow Sunday on WCBS-TV with Prof. Floyd Zulli of New York U. Dr. Zulli was the first instructor to appear on WCBS-TV's "Sunrise Semester" when it debuted in 1957. Earlier this year, he was host of the WCBS Radio program, "Books on Call."

"Have You Read . . ." is produced by the WCBS-TV public affairs dept in cooperation with NYU.

Director of the program is John Musilli.

Entire Powell Skein To Sweden, Belgium

Continental Europe has entered a new phase in its buying of U. S. TV programming. Sweden (Sveriges Radio) and Belgium (Radiofusion TV Belge) have purchased "The Dick Powell Show" in its entirety from NBC International, the first sales to broadcasters on the Continent by any U. S. distributor in which all episodes of a series have been contracted for in advance.

While other U. S. TV series have been sold in Europe, the sales have never consisted of more than a few selected episodes at a time. This partial purchasing has been largely due to different system of program-scheduling on the Continent, where specific time periods are rarely scheduled on a long-range or seasonal basis.

Audience Reaction Awaited

Short-term commitments to an imported series enabled these countries to test popularity. If the local audiences responded to the initial segments, additional episodes would be purchased.

The 29 full-hours of "The Dick Powell Show" have already been sold by NBC International to England, the Philippines, Canada, Mexico and Australia.

Gagwriters' Workshop Plans Two-Day Seminar

The gagwriters comedy workshop will hold a two-day seminar on "Careers in Comedy: 1962-63" at Rosoff's Restaurant, its Summer headquarters in New York on Tuesday and Thursday nights.

George Q. Lewis, exec director of the National Ass'n of Gagwriters, and comedian Ron Carey, president of the Future Funnymen of America, will conduct the sessions which will focus attention on the current demands of the laughing arts.

Disk Spinning

Columbia Records and Nippon Columbia Co., Ltd., have renewed their association with Japan. Repertoire produced by Columbia Records-U.S.A. and Columbia Records subsid labels—Epic and Okeh—will be marketed by Nippon Columbia in Japan, along with repertoire from Columbia's wholly owned overseas affiliates, including Discos Columbia de Mexico, Columbia Argentina and Columbia do Brazil. . . . The parent Columbia Records has also announced 74 new releases for August and September, including 14 Masterworks albums, 36 pop albums, 5 Latin American albums, 12 best-sellers "electrically rechanneled for stereo," 6 packages in the new "Hi-Fi Fun Musical Coloring Kits" and a new Russian edition for the language series. Also being released are 15 new 4-track stereo tapes, and two new LPs in its "Portrait" series.

Command has signed Roberta Peters and Alfred Drake to exclusive recording contracts and will feature them as a team in a musical comedy album to be released in the Fall. The LP will be master recorded on Command's 35mm magnetic tape. . . . Kapp will release Bill Dana's newest album, "Jose Jimenez Talks to Teen-agers of All Ages," nationally Sept. 1. . . . Reprise will release 16 new LPs during August. . . . Epic is releasing Florene Darlin's "Long as the Rose Is Red" as an "answer song to Bobby Vinton's "Roses Are Red," greatest single record hit in the label's history.

ABC-Paramount has re-signed Roy Smeck, "The Wizard of the Strings," for three more years. His latest LP is "Stringing Along." The label's Ray Charles has received a Silver Award from the musical weekly, Disc, published in England, for his single, "I Can't Stop Loving You." Released domestically on ABC-Paramount, the song appeared in Great Britain on the H.M.V. label. . . . Impulse! Records, jazz subsid of ABC-Par., has released a new single featuring Jackie Paris, "Cherry" b/w "Tonight," from the new LP, "The Song Is Paris". . . . London is releasing Gene Barry's first single for the label, "Sheboygan," on Aug. 14 to coincide with his opening in "Brigadoon" at San Diego's Circle Arts Theatre.

KTRH Gains 'Voice'

Houston — Jack Conkel, known as the "Voice of the Marines," is the latest addition to the KTRH announcing staff.

Britons Expect Bright Future For Telstar

Frisco Station Sells Promo to Listeners

West Coast Bureau of RADIO-TV DAILY
San Francisco — KSFO has released a "Sound of the City" disk featuring the station's musical signature in a group of musical variations. The flip side features the voices of the station's zaniest deejays and a station-produced burlesque of the "Man in the Street" promotionals. The platter was advertised on the air and in the newspapers for a nominal 50 cents per copy and publicity director Louise Jorjorian says it was oversubscribed before the two-week promotion could be completed. The first day's response totaled 1,239 requests. Two sister Golden West net stations, KMPC, Los Angeles, and KVI, Seattle, have similar promotions.

Dick Joseph Presenting Travelogue on Dimension

Richard Joseph, noted travel authority, will be heard in a new weekly Dimension feature, "Dateline," on CBS beginning Aug. 11. Each week the show will highlight a different spot on the globe, especially those places which figure prominently in the news.

Joseph, who is travel editor of Esquire magazine and a syndicated columnist, will draw on his 16 years of traveling to discuss the foreign places from a visitor's point of view. The program is produced by Ivan Ladizinski under the overall supervision of George M. Perkins.

Purdue ETV for Detroit

Montpelier, Ind. — The FCC has approved Purdue U.'s applications for UHF Channels 79 and 83 to serve Detroit with its airborne experimental educational programming from here.

TV Best Seat for Golf Tourney

Viewers will have the best vantage point for watching the World Series of Golf colorcast from Firestone Country Club in Akron on NBC, Sept. 8 and 9. Action at the final six holes on both days of the 36-hole, medal play competition will be aired from 4:30-6 PM when Jack Nicklaus, Arnold Palmer and Gary Player compete for the first prize of \$50,000.

Two color mobile units, nine color TV cameras, with special telescopic lenses, and a crew of 50 men, including commentators, cameramen, engineers, technicians and production personnel, will be on hand to beam the event. Eight steel towers, ranging in height from 15 to 35 feet, will be erected

'TOP CAROLINA MARKET' CLAIMED FOR PIEDMONT

Winston-Salem, N. C.—WSJS Radio-TV, in a study made by its research dept for the Mayor's Committee here, claims that the Piedmont "Golden Triangle" area has "more people with more money to spend" than any other market in North Carolina.

WIIC Clangs Pitt. Trolley

Pittsburgh — WIIC's Ray Stewart, director of public affairs, assumed the sometimes harrowing role of streetcar conductor when he took over as driver of car No. 1666 of the Pittsburgh Railways Co. The station televised the event as part of its new "Magic Carpet" series.

Before commandeering the streetcar, Stewart went through the training cycle at the transit company's practice area.

Arms Official Presents His 'Issues & Answers'

"Issues and Answers," ABC series, will host William C. Foster, director of the U. S. Arms Control and Disarmament Agency, on Aug. 12 in a discussion of U. S. demands for on-site inspection in the Soviet Union.

Mr. Foster, the official responsible for our disarmament policy after the president, will view the administration's new attitude on disarmament in the light of advances in detection of underground nuclear explosions. White House correspondent William H. Lawrence will interview the guest on the show, originating in Washington.

Paine Joins WIP News

Philadelphia — William Paine has joined the WIP news department.

along the final six holes.

Golf pro Bob Rosburg will join sportcasters Bud Palmer, Chick Hearn and Jack Drees as commentators, with three of them reporting from the towers, and the fourth on a special wireless microphone while walking along with the golfers.

Walter Schwimmer will be executive producer of the "World Series of Golf" and Perry Smith will be producer. Co-sponsors will be Zenith, via Foote, Cone & Belding, and Amana Refrigeration, via MacFarland, Aveyard & Coe.

The survey covered a 5½-year period and listed the expansion of population and other developments in the area, composed of Winston-Salem-Greensboro and High Point, compared to the Charlotte-Gaston County market area.

The research dept said the figures show the Piedmont triangle leading Charlotte and Gaston County in retail, food, apparel, home furnishing, automotive and other sales. The survey also showed Piedmont with a 9.1 per cent greater population than Charlotte-Gaston County.

Spanish Outlet Forms Marketing-Sales Duo

Corpus Christi — Felipe Cantu, bilingual media buyer, and Bill Straley, veteran sales exec, have joined KUNO here as a marketing-sales team. Cantu will be marketing director, with Straley as sales manager. The addition of this team is the outlet's first step in setting up a research and survey service in the Spanish-speaking market in the Gulf Coast area.

Cantu has been associated with KONO, San Antonio, and in recent years was with Conroy Advertising, where he handled Spanish radio-TV campaigns. He was also with Fitzgerald Advertising, New Orleans; Cusick-Schwerke & Wild Agency; KUBO; and KUKA, the last three in San Antonio.

Straley was a national sales exec with Pitluk Advertising, then joined Cusick-Schwerke & Wild as a producer for TV films, animated commercials and promos for national food accounts.

'Eating Can Be Fun' Say Toots Shor, James Beard

Toots Shor, bon vivant and restaurateur, and James Beard, food authority and author of cookbooks, will guest on NBC's "Family Living" Sunday. With moderator Arlene Francis, the culinary experts will discuss "Eating Can Be Fun."

Wichita TV Drops Bid

Garden City, Kan. — The Wichita TV Co. has withdrawn its application for a new TV station on Channel 9 here the FCC has reported.

Press Enthusiastic; Predicts Daily Casts Direct from America

(Continued from Page 1)

broadcast via Telstar from New York to London last Monday for the BBC, was more measured in his comments. He said:

"It is a brilliant achievement, of course, but there is going to be no point in using it as a substitute means of communication, I see its use as being confined, at least for some considerable time, to the news spectacular."

Competition Welcome

Telstar has infused an exciting element of competition between the TV rivals over here—the BBC and the commercial service. Monday night's programs from the U. S., picked up at Goonhilly Downs, Cornwall, pointed the way to all kinds of possibilities. BBC settled for Dimpleby's on-the-spot report from the streets of New York, plus part of a CBS news bulletin.

The Independent TV network went out for hard news, presenting a transatlantic news bulletin in a combined operation with CBS' Charles Collingwood and ITV's Brian Connell.

Picture and Sound Good

Picture and sound quality of both programs was good. The BBC item scored over ITV's by being transmitted live. The ITV item was recorded and included in one of ITN's news bulletins later in the evening.

Tapes 'Dance' Tunes

Hollywood — Art Kassel and his "Kassels in the Air" band, will tape their first hour KCOP musical program, "Let's Dance!" this Saturday at the studio. The show will debut on Aug. 11.

Economy Under 'Scope

New York — The nation's economy will be the topic of inquiry when Secretary of Commerce Luther H. Hodges is the guest on "New York Forum" Sunday on WCBS-TV.

Dreier to Air ABC News, But Wants His Own City

Chicago — Alex Dreier is set to take over the late ABC News (11 PM) the last two weeks in August, but there is a slight tug-of-war between Dreier and the network. Dreier wants to do the show from either Chicago or San Francisco, and ABC wants him to air it from New York. Dreier is to meet with ABC execs in New York the next two weeks to work out the problems.



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VOL. 91, NO. 25

MONDAY, AUGUST 6, 1962

TEN CENTS

U's TO BRING TV OVERPOPULATION?

Televents' \$10 Mil. Buys CATV

Alfred Stern Chairs 2nd Largest Complex

The largest acquisition of community antenna TV systems in the United States was announced today by the newly formed Televents Corp., with purchase for more than \$10 million of all outstanding stock in the nation's second largest complex of CATV systems. Televents also announced the election of Alfred R. Stern as chairman of the board and chief executive officer and Carl M. Williams as president.



STERN

Stern will be located at Televents (Continued on Page 5)

General Motors, L-O-F Hit for False Ad Claims

General Motors, Libbey-Owens-Ford, Louis Marx and Remco Industries have been slapped by the FTC for making unjustified claims in TV commercials. Gen. Motors and L-O-F glass were found guilty of using deception by inaccurately comparing optical distortion between automobile safety plate glass and automobile safety sheet glass, in an FTC (Continued on Page 6)

NBC-RKO Get Swap Hearing

A date has been set and the FCC's chief hearing examiner has been named to preside at hearings on the proposed trade by NBC of its Philadelphia stations for RKO's Boston outlets. Chief hearing examiner James D. Cunningham will conduct pre-hearing conferences beginning Sept. 10 and the proceedings which also involve a bid by Philco for a new TV station on NBC's Philadelphia channel will get going on Oct. 22. NBC's WRCV AM-TV would be exchanged for RKO's WNAC-

'WORLD CHAMP' TITLE CLAIMED

CBS Films Says it Tops Sale of TV Shows Abroad

CBS Films is currently the world's leading distributor of film programs made especially for TV, it was announced over the weekend by Ralph M. Baruch, director of international sales for the company.

"A distributor rises or falls on the success he has in the four primary TV markets which account for more than 70 per cent of the (Continued on Page 6)

Ga. 'Casters Confer 1st Prestige Awards

Atlanta — Two Georgia radio stations and the Georgia Ass'n of Broadcasters' outgoing president were named winners of the association's first annual Prestige Awards.

WDEC, Americus, was selected "Station of the Year" for its contribution to the industry in experimenting with new logging requirements proposed by the FCC.

H. Randolph Holder, WGAU, Athens, and exiting GAB president was named "Broadcaster-Citizen of the Year" for his civic achievements. WROM, Rome, won (Continued on Page 5)

Welpott in New Post As NBC Ups Execs

Raymond W. Welpott, VP-general manager of the NBC radio and TV stations in Philadelphia, has been elected to the network's board of directors and named executive VP of NBC-owned stations and NBC Spot Sales. He will continue as general manager of the Philadelphia stations, maintaining his offices there. In (Continued on Page 6)



WELPOTT

Food Stores, Stamp Cos. Stocking Up on Local TV

Food stores increased their spending in spot TV by 18.4 per cent in the first quarter of 1962, with \$2,559,100 in gross time billings against \$2,160,200 in the same 1961 period, according to TvB. Trading stamp billings also had a sharp rise, climbing from a 1961 first-quarter total of \$354,000 in network and spot TV to \$1,020,944 in this year's first quarter.

TvB announced the billing figures at the same time it released a new presentation stressing that local TV advertising is the best way to reach food and grocery customers to make sales. Titled "The Super Medium for Markets," it points up growing use of TV (Continued on Page 7)

Paul Comstock Joins NAB As VP for Gov't Affairs

Paul B. Comstock has been appointed NAB government affairs VP, effective Sept. 1, with NAB manager of government affairs Hollis M. Seavey to be his assistant. Comstock joins NAB from a partnership in the Bartow, Fla., law firm of Holland, Bevis & Smith.

Unlimited Licensing Is Feared By Collins As Channels Open Up

A warning that TV may be faced with the same problem of overpopulation that now plagues radio has been sounded by NAB president LeRoy Collins. Speaking to the National Audience Board in Washington, Collins predicted that the TV population explosion could result from "a future broad-scale uninhibited licensing of UHF stations."

He said a joint study being made by NAB and the FCC on radio station overpopulation "will not only prove beneficial for the future of radio, but will prescribe information and guidelines to prevent the same overpopulation for TV."

Collins said he considered the temporary freeze on AM radio station licensing "very justified and very needed" as an important prelude to the joint study. "It makes sense to me," he said, "pending this study, to hold the status quo as best we can. Other- (Continued on Page 6)

Larry Walker To Retire As Carolina 'Casting VP

Charlotte, N. C.—Larry Walker, exec VP of Carolina Broadcasting Co. which operates WSOC-AM-TV here, will retire on the advice of doctors on Oct. 1. Walker has been associated with WSOC since 1953 when he became VP of one of the three applicants for Channel 9 in Charlotte. WSOC Broadcasting Co. received the grant and, in 1957, Walker put WSOC-TV on the air.

'You Asked for It' Incurs Suit for Rerun Residuals

Los Angeles — The Writers Guild of America, West, has filed action against You Asked For It Productions in Superior Court, claiming over \$80,000 in rerun residuals due its scripters. KB TV Corp., Mark Lipsky and Victor Corp., who have distribution rights to the series, were also named as defendants.



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lio Espana, Grupo 4, Planta 14.

Groller to Oversee Presby Radio Effort

John Groller has been named producer of radio programs for the division of radio-TV of the United Presbyterian Church. He has been a member of the United Presbyterian broadcasting staff for 11 years.

In his new position, Groller will supervise the production of all materials for radio use. Programs produced under his supervision will be made available to commercial stations, as well as to those sponsored by units of the United Presbyterian Church.

IT'S SURPRISING—

How fast a single error can generate a claim for damages for alleged

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PIRACY — PLAGIARISM —
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NAB Prez Collins Names 10 to Plan '63 Chi Engr. Meet

Washington Bureau of RADIO-TV DAILY

Washington — NAB President LeRoy Collins has announced the appointment of a 10-man committee to plan for the Broadcast Engineering Conference which is held each year as part of NAB's annual convention. The 1963 convention will be held in Chicago's Conrad Hilton Hotel, Mar. 31-Apr. 3. Orrin W. Towner, director of engineering for WHAS, Louisville, was named chairman of the group. Appointed to serve with him were:

William S. Duttera, director, allocations engineering, NBC; J. B. Epperson, engineering VP, Scripps-Howard Broadcasting; James E. Gray, chief engineer, WYDE, Birmingham; Albin R. Hillstrom, director of engineering, KOOL, Phoenix; Clyde M. Hunt, engineering VP, Post-Newsweek stations, Washington.

Also, Leslie S. Learned, engineering director, Mutual Broadcasting System; Frank Marx, president, engineering division, ABC; James D. Parker, director, TV R-F engineering, CBS and Jack Petrik, chief engineer, KETV, Omaha.

Doubleday to Publish Camerer Grid Novel

A new novel by Dave Camerer, sports writer for CBS Radio, will be published Friday by Doubleday and Co. Titled "Nine Saturdays Make a Year," it deals with college football as big business and its effect on the private life of a coach and his family.

Camerer is the writer of the CBS network's "It's Sports Time," with Phil Rizzuto and "Sports-A-Rama," a monthly sports documentary featuring Red Barber.

STORK NEWS

Mr. and Mrs. David Fuellhart are parents of a boy, born at Tompkins County Hospital, Ithaca. Father is Northeast Radio Network program director.

Mr. & Mrs. Julian Goodman are the parents of a boy, born July 29 at New Rochelle Hospital. Goodman is NBC-TV's VP, news.

TV-screen producer Josef Shafel, of Don Fedderson Productions, and his wife Beatrice are parents of a girl, Alexandra.

It's a boy, Scott Evans, for the Norman Richards. Dad is Chuck Goldstein Productions' VP.

COMING AND GOING

CLETE ROBERTS, KTLA announcer, has left on a 2-week vacation.

FRANK GORSHIN has returned to Hollywood following N. Y. TV appearances.

HUBBELL ROBINSON, CBS-TV senior VP of programs, in L.A. on business.

PETE BRANDON, MBS account exec, leaves on a West Coast sales trip.

BUDDY HOWE, GAC's p.a. division president, and NORMAN WEISS, senior VP, to Beverly Hills, Las Vegas and Chicago on client calls.

CYNTHIA PEPPER, star of "Margie," in San Francisco for p.a.'s.

DOUGLAS SMITH, Johnson's Wax ad manager, to Hollywood for the taping of CBS-TV's Red Skelton series.

\$3.5 Mil. for NBC in 5 Wks. Via New & Return Radio Biz

Capping a record-breaking first half, NBC Radio has gathered some \$3.5 million in new and renewed orders in the past five weeks, George A. Graham, VP-general manager, has announced.

Among the new accounts is S. C. Johnson & Son, returning to the network for sponsorship of "News on the Hour," via Needham, Louis & Brorby. Campbell Soup, through the same agency, is planning a big radio push for its V-8 Vegetable Juice product. Another major renewal came from Chevrolet for 52 weeks of "News on the Hour," through Campbell Ewald.

Other sponsors buying into "Monitor," "News on the Hour," "News of the World," "Emphasis" and sports events include: Quaker Oats, via Compton Advertising; Tyrex, and The Savings and Loan Ass'n, both via McCann-Erickson; American Chain Div. of American Chain & Cable, Reincke, Meyer & Finn; Int'l Minerals and Chemicals, via NL&B; Rexall Drug & Chemical Co., via BBDO; Ralston Purina, via Gardner Advertising; Pepsi-Cola and Curtis Publishing Co., both via BBDO, and Jaymar-Ruby, via Fladell Harris and Breitner Advertising.

Night News Man

Miami—Ed Fleming has joined WTVJ as "11 O'Clock News" reporter, Sunday through Friday nights.

GOT PROBLEMS? PHONE 'CONTACT'

Audrey Tittle Digs Up
Answers for Listeners

Atlanta—"Contact," a two-hour weekday show on WSB Radio aimed at clearing up citizens problems, solicits questions from listeners and gets plenty of them, according to the show's hostess, Audrey Tittle. A recent example of "Contact's" helpfulness was when an elderly shut-in called to ask how she could vote in the upcoming city-county bond election.

Miss Tittle rounded up the information, but the county registrar asked her not to give it in a WSB broadcast because too many voters might take advantage of the program of voting designed for shut-ins only. Cooperating, Audrey answered the question by calling the questioner back personally.

Frank Wears New Hat

Miami — Paul Frank of the WLBW-TV news staff has been appointed news director for the station.

Low downpayment with liberal terms. This daytime operation is ideal for an owner-manager. Fine growth market and living areas.

Opportunity to acquire a first mortgage loan, paying 8% interest, with a bonus of 25% ownership in a profitable Western radio station.

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STATE
\$75,000**

**INVESTMENT
OPPORTUNITY
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BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Chicago: 333 N. Michigan Ave.

Atlanta: Healey Bldg.

Beverly Hills: Bank of America Bldg.

Scranton Outlet, Parent Give Lively Gift to Zoo

Scranton — Station WEJL and its parent company, the Scranton Times, have offered to provide \$5,000 to replace an elephant and tiger at the Nag Aug Park Zoo here. The offer was made when the station and newspaper learned that the present specimens were in poor health. In the past, WEJL and the Times have paid for two elephants and a tiger.

'61 for '61' NTA Pack Now on 132 Stations

Sales to four more markets of the National Telefilm Associates post-'48 feature film package, "61 for '61," now places the package on 132 stations, Pete Rodgers, VP in charge of sales for NTA, reports. The newly contracted stations are KSD-TV, St. Louis; WLAC-TV, Nashville; WLUK-TV, Green Bay, and WLUC-TV, Marquette, Mich.

Thesp Reads 2 Stories From Jewish Folklore

Veteran actor Theo Goetz will read two stories from Jewish folklore on CBS-TV's "Lamp Unto My Feet" Sunday. The tales—"A Rabbi for a Day," author unknown, and "The He-Goat Who Couldn't Say No," by I. L. Peretz—conclude with an unexpected ironic twist.

Guest on the program will be Rabbi Charles Shulman, who will be interviewed by host Dr. George Crothers. The show is directed by Marvin Silbersher as a CBS News public affairs presentation.

Ashley-Steiner Names Leader Its Sales Chief

Ashley-Steiner has announced the addition of Gerald J. Leader as a general exec in charge of sales. Leader resigned recently from CBS as director of special programs. Before joining the network two years ago, Leader produced "Ages of Man" on Broadway.

3 Back ABC 'Challenge Golf'

"Challenge Golf," starring Arnold Palmer, teamed with Gary Player in match play against top pro golfers, will be seen on ABC-TV Saturdays and Sundays starting Jan. 5. Sponsors will be Lincoln-Mercury via Kenyon & Eckhardt; General Tire & Rubber via D'Arcy Advertising, and Minnesota Mining & Mfg. via Erwin Wasey, Ruthrauff & Ryan.

Each of the 13 matches will be aired twice a weekend to accommodate golfers out on the green

RFE Hails Quartet For Fund Campaign

Two radio stations and two TV stations have been named winners in the Radio Free Europe Fund's 1962 nation-wide contest to enlist support for RFE. Representatives from each of the outlets will receive a tour of RFE facilities in West Germany and Portugal. Installations in these two countries provide the programming and engineering facilities enabling RFE to broadcast inside the Iron curtain.

The winners of the RFE Broadcasters' Participation Awards are KFLG, Walsenburg, Colo.; WEJL, Scranton; WLOF-TV, Orlando, and WBZ-TV, Boston. The four winners' promotion programs included extensive use of spots, documentary films, interviews and features. RFE is supported by contributions received from American citizens.

Cameras Start Rolling For 1st Liberace Spec

The first of the new series of Liberace TV specials, "Liberace in Hollywood," starts filming Aug. 14, with a segment of Liberace performing in the Hollywood Bowl. On Aug. 17, the shooting will be shifted to the NBC Burbank studios for night-club shots. International Productions is producing the show and Telesynd is in charge of distribution. George Schlatter is producer, Barry Shear director and George Robinson is musical director.

Thomas Pyle Clarifies His Post with Depicto

Thomas A. Pyle has reported that a press release implying he has left Depicto Films Corp., New York, for a studio manager post with TV City Arizona was in error. "Although I have been associated with TV City Arizona," he said, "I am still employed by Depicto Films Corp. and have no plans to change my present status."

New Disk Spinners

Miami—WQAM has appointed two deejays to its staff, Danny O'Shea and Pat Hughes.

on either day. The series will have a prize fund of \$156,000 for the contests.

"Challenge Golf" is being produced by Revue Studios in association with World Wide Productions. Frank Bauer is director and Mark McCormick is tournament director.

HE WHO HESITATES HAS LOST . . .

"THE BIG PAYOFF"

STATION OWNERS . . . "ACT NOW" . . .

SCHEDULE FOR SEPTEMBER

TV'S HOTTEST LIVE STRIP SHOW

"THE BIG PAYOFF"

a WALT FRAMER PRODUCTION

starring BOB PAIGE — DENISE LOR and BESS MYERSON

heading a bevy of America's most glamorous women as your weekly guest LADY IN MINK

"THE BIG PAYOFF"

TV's first and only all new, across-the-board live-tape half hour series produced as a spot carrier and sold direct to you at a price that makes sense

fabulous merchandising and built-in promotional values

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YOUR MARKET MAY STILL BE OPEN RESERVE this exciting RATING and DOLLAR MAKER . . . CALL TODAY WALT or ALAN FRAMER

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By TED GREEN

• • • Fess Parker will have an unusual "first" when his "Mr. Smith Goes to Washington" opens on ABC-TV this Fall. The series marks the first time that the star will be seen on the home screens wearing a business suit replete with white shirt and tie . . . At Mike Manuche's the other afternoon, Rock Hudson denied that he was going to do his own TV series next Spring. However, don't be too surprised, as he indicated, if he gets into the production end of it sometime next year . . . Like you'd expect, Jimmy Dean's platter of "Steel Men" has become a big deejay favorite around western Pennsylvania and western Indiana . . . Dina Merrill, frequent panelist on CBS-TV's "To Tell the Truth," has been signed for a new movie, "The Courtship of Eddie's Father" with Glenn Ford and Shirley Jones . . . The 12,500-man 77th Infantry Div. expects an invasion by area radio and TV newsmen during its annual two-week training period at Camp Drum near Watertown, N. Y. The "Statue of Liberty" contingent, New York's largest Army reserve unit, left for the Summer bivouac over the weekend and will be gone until Aug. 18. The strong radio-TV interest is expected because this is the first time since WW II that the entire training period of the organization will be spent living under canvas.

★ ★ ★ ★

• • • Goings on at Mutual: Account exec Jess Spier to be next year's president of the PTA of Hobart and William Smith Colleges . . . A leading film company after Marilyn Gafah of the sales dept. No news to the sales guys, who insist "she oughta be in pictures" . . . Lois Simmons, Mutual's manager of sales service, just back from the West Coast, complete with photos and an hour travelogue . . . Len Morreale, the Mutual homerun hitter, spending his spare time trying to straighten out his banana tee-shot . . . Don Lowstuter, Mutual's director of research, proving his world is wide by winning twist contests up at Small's Paradise.

★ ★ ★ ★

• • • Lloyd Nolan and Vincent Price in a hot discussion on art at the Barberrry Room the other day. Collector Price spotted Salvador Dali's "masterpiece" version of Bouguereau's "Nymphs and Satyr," which the artist painted for the Barberrry . . . Rip Taylor took along personal manager Buddy Allen to his current stint at The Dunes Hotel in Las Vegas to make sure he wouldn't gamble. (Rip, who's going to watch Buddy?) . . . Canada easing TV censorship bans . . . There's a good chance that British TV will make all cigarette ads verboten in the near future . . . Baby son for John Bolendtz's. He's ass't program director for Muzak Corp. . . . Sudden thought: Don't you think our TV channels hitched their wagon to a TelStar? . . . Songstar Connie Francis will tour the country come October to visit TV interview shows discussing her first book, "For Every Young Heart," via Prentice-Hall due Oct. 25 . . . What popular TV comedy star dropped \$25,000 at the Las Vegas game tables?

★ ★ ★ ★

• • • TV-disk star Connie Russell and her hubby, talent agent Mike Zimring, are lullabying a new baby daughter . . . Sign in the cocktail lounge of Sasso's Restaurant on 2nd Ave.: "Our capacity is 50. Don't try to prove yours." . . . TV's Spike Jones and wife Helen Grayco are celebrating their eighth wedding anniversary . . . Goings on at KGU, Honolulu: The station is still celebrating its 40th birthday. It is an NBC outlet. Their morning musicaster is Sterling Mossman, the barefoot boy. He does a nightly show at the Barefoot Bar at Queen's Surf, then opens his show on KGU at 5:30 AM six days a week. His new album on Decca has just come out . . . Ted Scott, program-operations director of KGU, is essaying "Earthquake McGoon" in the Windward Theater Guild's production. "Li'l Abner." Other Honolulu radio people involved are Donna Merrill (KGMB) as "Moonbeam McSwine," and Ray Buisseret (KHVH) as "Pappy Yokum." Bill Whedbee of KULA is in charge of make-up. Now would you say there are a few hams in radio in that beautiful state?

WLW-C

most important
medium in
COLUMBUS

Test Market of the U. S. A.

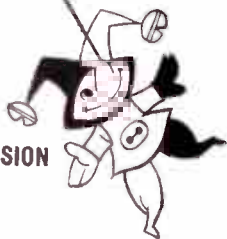
Columbus, Ohio, has become known as the test market of America—because of the wealth of product testing campaigns placed in this capital city . . . and for these half-dozen reasons:

1. Self-contained market
2. Typical and diversified population
3. Close to average income level
4. Stable market
5. Good distribution facilities
6. Good record as an indicator

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You'll see . . . WLW-C . . . best by test!

WLW-C
Columbus
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 Indianapolis Dayton Cincinnati Atlanta
 Crosley Broadcasting Corporation

'What's in a Name?' Asks Paul Henreid von . . .

Hollywood—It's little wonder that Paul Henreid, assigned to direct a "Sam Benedict" segment, had to don his glasses to read the printing on his chair at MGM studios when he showed up for his assignment. Some prankster used his real name: Paul Henreid von Wasel-Waldingau!

Skyway Broadcasting Ups Fennel, Adkins

Ashville, N. C. — Appointments of R. A. "Dick" Fennel as program manager and Glenn Adkins, Jr., as production manager of WLOS-TV has been announced by Morton S. Cohn, station manager, Skyway Broadcasting Co.

Fennel has been with WLOS-TV as a staff announcer since March. Previously, he was operations director of WRDW-TV in Augusta, Ga. In recent years, Fennel has been seen on network telecasts of the Master's Golf Tournament, which originates from Augusta.

Adkins has been a member of the station's staff since it went on the air in 1954. Prior to that time, he was with WNCT in Greenville.

Van Curler TV Outlet Plans Transmitter Move

Albany—Plans to file for permission to move its transmitter has been announced by WAST-TV, o-o by Van Curler Broadcasting Corp., a division of the Stanley Warner Corp. If granted, the Channel 13 transmitter will be relocated from its site on Spruce Mountain, Saratoga County, to Bald Mountain outside Troy.

The request, to be made formally to the FCC within the next few days, is so the station will be closer to the capital district and increase its coverage area.

Franz Allina Joins Straus As PR Dir., WMCA-RPI

Franz Allina has been appointed PR director for the Straus Broadcasting Group, which includes station WMCA, New York, and Radio Press International, worldwide voice news service. Allina for the past two years was with the Benjamin Sonnenberg PR Office.

JUdson 6-7070

ABBAY MAILING SERVICE

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Mimeographing • Multigraphing • Offset Addressing • Mailing

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121 West 46th Street, New York 36, N. Y.

Mexican Videofile

By PEDRO MARIO AMARO

Screen Gems de Mexico has transferred to ampler offices at Plaza de la Republica 43, with Harold Winston, local manager, indicating arrival of new series, including "Hazel," "Mr. Cat and His Gang," "Magoo and His Friends," and others, for Mexican release.

The Mexican Ass'n of Radio and TV Reporters, in honor of the American Telstar accomplishment, has announced new trophy "Telestrella," with this to be awarded to best elements in radio and TV, and the Aztec Gold Eagle Award going to very special and outstanding achievements in the mediums. The "Telestrella" trophy will be a miniature replica of the TV space satellite.

The interview with astronaut John Glenn, taped in Washington by the team of Miguel Aleman, Jr., and Jacobo Zabłudowsky, who prepare and narrate the "Truth In Space" program telecast every Thursday, was both a "first" as an exclusive TV interview, and first time the spaceman has granted an interview for a medium outside of the U.S. Initial preparations for waxing were set up by the U.S. Information Service.

Ken Smith, Candiani Films general manager, would like to initiate a school to train actors for dubbing work, an activity constantly expanding here, according to him. He also would like to grade actors as "A" and "B" groups, with the latter composed of newcomers. The National Ass'n of Actors is considering idea, but not keenly, since the union stand is that all actors should receive the same standard pay scale.

Dubbing firms here moving towards creation of an association to protect their interests in dealings with government, unions, etc. Meanwhile, it is learned that Rodolfo Landa, head of the National Ass'n of Actors, is seeking a more flexible system in hiring of actors for dubbing work. He would like all union members to have a crack at dubbing, and not just "a favored few."

Georgia Awards Made

(Continued from Page 1)

the Prestige Award for "Promotion of the Year" for a special program Kaleidoscope.

At the same proceedings, held during the GAB's convention, now under way, Dr. Noah Langdale, Jr., president of Georgia State College, was named "Georgian of the Year."

Welpott in New Post As NBC Ups Execs

(Continued from Page 1)

addition, Louis Hausman was elected VP, general exec, while John M. Otter was named NBC-TV national sales VP.

Before joining NBC in 1958, Welpott was VP of WKY Television System, Inc., and manager of



HAUSMAN



OTTER

WKY and WKY-TV, Oklahoma City, and previously served as manager of WRGB, G-E station in Schenectady. Hausman joined NBC in July after serving as TIO director since 1959, and before that as a CBS VP. Otter, with NBC since June, 1953, joined its special sales staff in July, 1959, then was named special program sales director, and last month was appointed NBC-TV national sales director.

Meantime, NBC News has promoted Donald V. Meaney to director of news programs and appointed Malcolm R. Johnson as manager of news syndication. Meaney, formerly manager of special news programs, will now supervise production of all NBC News programs. Johnson, who joined NBC News in April, will be responsible for channeling NBC News film reports to the web.

WOWO Goes Downfield With Big 10 Gridders

Fort Wayne — Big Ten college football will be heard on WOWO this Fall starting Sept. 29, and running for nine consecutive Saturdays, according to an announcement by the station's sports director Bob Chase.

Stern Tops Televents Corp.

(Continued from Page 1)

vent's headquarters in New York and the CATV systems operations, headed by Williams, will be in Denver. Stern has been serving as an NBC VP and chairman of NBC International. Williams continues as president of Systems Management Co., Denver.

The companies purchased in the record transaction, which own and operate 18 CATV systems in 10 states and serve more than 43,500 subscribers, were formerly owned by C. A. Sammons, Dallas

Hi-Fi Show Bows to Gals

The first "Ladies Day" in the history of the annual New York High Fidelity Music Show, to be held at the Trade Show Building, has been set for Oct. 4. The entire exposition runs from 2-6.

Raymond V. Pepe, president of the Institute of High Fidelity Manufacturers, sponsoring association, stated that numerous special events for the ladies will be held in the show's auditorium.

They will include demonstrations by noted home decorators showing how hi-fi components can be used in furnishing typical rooms; a new line of "High Fidelity Fashions for Women" and clinics on how to assemble hi-fi components.

2 Ad Filming Centers For Mickey Schwarz

Mickey Schwarz, producer-director of filmed TV commercials, has announced the establishment of production centers in New York and Toronto. The New York production outfit will be called Mickey Schwarz Productions, while the Canadian firm's name is Academy TV Film Productions.

Work is being completed here on a compact centre including sound stages, complete editing and projection facilities and administrative offices. In Toronto, the firm will have use of Hallmark Studios which features a 20-foot cyclorama.

Godfrey Set for Return After Month's Vacation

Arthur Godfrey will return to his CBS "Arthur Godfrey Time" on Aug. 13, following a month's vacation. Godfrey has signed a number of singing stars for the August and September shows, including The Four Lads, June Valli, Carmel Quinn and Richard Hayes. Johnny Parker and his orchestra provide the musical background for the program.

REVIEW THESE FACTS

ABOUT KALAMAZOO-GRAND RAPIDS!

1 POPULATION: Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households. (Source: Television Magazine.)

2 INCOME-RETAIL SALES: Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management's 1960 Survey of Buying Power.)

3 TELEVISION COVERAGE: WKZO-TV reaches more homes daily, nightly, weekly, than any other station in Michigan outside Detroit. (Source: NCS '61.) This coverage area represents one of America's top 28 television markets.

4 SERVICE: WKZO-TV is the only television station serving this important market area with studios in both Kalamazoo and Grand Rapids.

WKZO-TV will keep your sales in step with the outstanding growth in Kalamazoo-Grand Rapids and Greater Western Michigan. And if you want all the rest of outstate Michigan worth having, add WWTW, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
Exclusive National Representatives

Collins Fears UHF Unlimited Licensing To Overpopulate TV

(Continued from Page 1)

wise the problem becomes more complicated and more difficult."

Commenting on public criticism of TV, Collins advanced the idea that "planned viewing" would do away with most of it. He said: "The National Audience Board can encourage the public to be more discerning and to understand the wide range of programming the broadcaster makes available."

Urges Planned Viewing

"Persons turn on radio and TV sets and, because they don't like what they see or hear at the moment, are critical, even though they might have liked what was broadcast an hour earlier or an hour later. If we can just get the American people to study schedules and plan viewing and listening, I think much of the criticism will fade away."

Collins stressed the importance of dispelling parents in the effort to dispel raps at broadcasting:

Cites Parents' Obligation

"The National Audience Board can help, too, by encouraging parents to discipline their children's viewing habits. This is extremely important. The broadcaster simply cannot align all his programming to what would be good for and appeal to children. Most parents should recognize this and enforce rules on their children in regard to viewing and listening hours."

Sam Fox Publishing Is Now BMI Member

Frederick Fox, VP of Sam Fox Publishing Co., has announced that the Fox organization has entered Broadcast Music, Inc. (BMI) through its acquisition of Palisades Music, Inc., a BMI firm.

A long-time member of ASCAP, the firm has provided theatrical background music for over half a century and the acquisition of Palisades Music will extend the firm into the educational, popular and background music areas. Fox will retain its ASCAP membership.

'Wyatt Earp' Reaches Top Roundup on W. Coast
"Wyatt Earp" is currently leading its competitors in the Los Angeles market according to ARB survey figures for the period between May 18 and June 14, released by ABC Films, distributors of the series.

Title-Go 'Telstarcast' Stirs \$300,000 Rights Problem

The Floyd Patterson-Sonny Liston bout for the World's Heavyweight Championship at Chicago's Comiskey Park Sept. 25 has brought to light some problems over its "Telstarcast" in Europe. Negotiations are underway for 18 countries to pick up the match via the TV satellite.

The BBC, in negotiating for the rights in Great Britain, indicates it will insist on having the rights to the other Telstar countries. Martin W. Smith, prexy of Graff, Reiner & Smith, holder of the closed-circuit TV rights, says that over \$300,000 worth of potential revenue is involved.

Smith further pointed out that other operational factors to be considered include the time element, consent of Patterson and Liston and approval by the American Telephone Co., whose lines will carry the match.

FTC Swats Quartet For TV Ad Deception

(Continued from Page 1)

hearing examiner's decision which is subject to appeal.

Marx and Remco accepted consent orders forbidding them from engaging in false advertising of toys on TV. The FTC had charged the actual toys were much less ambitious than represented on TV and couldn't do the things claimed for them.

Under the two separate cease and desist orders, the two firms agree not to represent that any toy or related product contains anything it doesn't contain, or performs in a way it will not actually perform. Such agreements settle cases, but do not involve any admission of guilt.

\$1/2-Million of Computers Tally Up Wichita Votes

Wichita—KAKE-TV is going all out for fast summaries of election returns tomorrow night with over a half million dollars worth of electronic computing equipment. The station has installed the tabulators to correlate results continually flowing in from precincts, and give clearer totals on special tally boards. Throughout the evening, local politicians will appear on the telecast for interviews.

New Chef's for 'Luncheon'

Pittsburgh—WIIC's "Luncheon at the Ones" series, minus vacationing hostess Alice Weston, will continue as the "Summer Luncheon" featuring By Williams and Connie Von Hagen.

Williams is a regular member of the cast and Miss Von Hagen, a frequent guest, is the designing director for Alcoa.

Chicago's Comiskey Park Sept.

BOSTON STATION IS THE CORNIEST

WHDH Farm Director Gives Outlet's Personnel an Earful

Boston — WHDH Radio-TV will be the "corniest" stations in Boston Wednesday when Joe Kelly, WHDH farm and food director, conducts his 12th annual Corn Day.

Each year, mid-way through the peak week in corn supplies, Kelly treats all station personnel and guests to freshly cooked corn. Kelly's "The New England Farm & Food Program" will be entirely devoted to the golden food. In addition, he will make guest appearances on several of the station's other programs.

Baton for Teicher As Net Music Head

Louis I. Teicher has been named director of music operations for CBS-TV. He joined CBS in 1933 and most recently was manager of staff orchestras for the TV network.

Other posts held by Teicher include network operations supervisor for CBS Radio, director of dance band remote broadcasts for CBS Radio and manager of CBS studios and theatres.

Back in St. Lou

St. Louis — Tom Stanton has been reappointed to the KMOX-TV sales staff. He left the station earlier this year to join the sales staff of CBS-TV Stations National Sales in Chicago.

Mars Gets Bigger Quarters

Stamford, Conn.—Mars Broadcasting, Inc., creator and producer of the programming package, "Demand Radio," has moved its executive offices here to larger quarters. Robert Whitney, Mars exec VP in charge of programming, said the firm's studios are expanding into the areas formerly occupied by the offices.

Mars sells its programming package to only one station in each radio market. Whitney said it consists of specially selected musical records; pre-taped original choral and instrumental music; community and pubserv features and ID's, promos and backgrounds to create a station personality of "bigness and vitality."

Nun's Dedication Seen as It Happens

Cleveland—WEWS, the Scripps-Howard TV station here, will broadcast Aug. 13 from St. John's Cathedral the actual ceremony at which 22 Ursuline candidates take their first vows and receive the black veil of a nun. At the same time, 14 Postulant candidates will be "clothed," receiving the white veil and habit of a nun.

The program, "Dedication of a Nun," will be taped for repeat showing the weekend following its live telecast. Last May, WEWS also televised the ordination of seminarians into priesthood from the cathedral.

CBS Films Claim Title As O'seas TV Distributor

(Continued from Page 1)

international distribution potential," Baruch said. "These four markets are Canada, Australia, Britain and Japan. In these four markets and many others, CBS Films has sold more half hours and hour programs made especially for TV than any other distributor."

Baruch said CBS Films is also the leading distributor in Sweden, Denmark, Norway, Italy, Finland, Hong Kong, the Philippines and many other countries."

CBS Films' share of the market in Sweden and Denmark is 75 per cent, and in Norway, 50 per cent. In Italy, CBS Films is 11 per cent ahead of its nearest competitor, Baruch said.

Miss Van Doren Appears On 'Scouts' for Vocalist

Mamie Van Doren will join Roberta Peters and Dick Clark on CBS-TV's "Talent Scouts" tomorrow, introducing singer Tommy Ambrose. Miss Van Doren is currently on a Summer stock tour in "Wildcat."

AGENCY NEWSCAST

By RALPH TYLER

WBFM, New York, continues to round up guests from the ad world with something to talk about on "This is Madison Avenue," starting tonight with Pete Katz, biz manager of Leo

Burnett. Katz will read, among other things, some sizzling memos from Burnett compiled in the trade volume, "Communications of an Advertising Man." Tomorrow, Edith Raymond, fashion editor of Mademoiselle, reveals the reasons for taking this year's college fashions issue outside America to foreign lands for the first time in the magazine's 37-year history. Wednesday, Ed Bond, exec VP and general manager of Young & Rubicam, takes issue with the negative image of the ad industry. Thursday, Paul McDonough, TV producer, Benton & Bowles, explains his responsibility to find "real people," rather than professionals, to perform commercials. He'll also sing an original song he's had published recently. Friday, Ray Robinson, articles editor of Good Housekeeping, explains a male editor's role in producing a woman's magazine. Lorie Beecher is hostess for the series.

Henry A. Mattoon has been named VP-general manager of the Los Angeles office of McCann-Erickson. He replaces David J. Hopkins, who will take over as managing director of Hansen Ruppensohn-McCann-Erickson, Australian affiliate of M-E Int'l in Sydney. Mattoon joined M-E six years ago as a VP and has since acted as chairman of the marketing plans board and associate creative director in the New York office.

Elanco Products Co., a division of Eli Lilly & Co., has named Clinton E. Frank, Inc., Chicago, to handle the advertising for its Greenfield Lawn and Garden products line. The former agency for this business was Henderson Advertising, Greenville, S. C. . . . Marc Brown, specialist in musical backgrounds for TV and radio commercials, has skedded recording sessions for DuPont (N. W. Ayer), Chevrolet's 963 announcements (Campbell-Ewald), Delco (Campbell-Ewald) and Phillips 66 (Lambert & Feasley).

WNAC Birthday Contest Meets Postal Onslaught

Boston — WNAC's recent 40th birthday contest was met with a high response in the bay area, when 50,111 entrants filed for the competition. The station will draw 40 winners a day for four days. The prizes at stake are 160 transistor radios.

Thought for Today

"Obviously, hundreds of lawyers, diplomats, businessmen, scientists and journalists will be involved with Telstar for years to come. The possibilities are endless. Will TV broadcasters get extra fees for reaching extra populations with their words of wisdom or otherwise? What about payment to producers, directors, gag-writers, cameramen and scene shifters? What about residual payments to film actors when Telstar shows old movies to the Afghans and the Serbs? A happy thing, no doubt, that Telstar was launched in heavenly space before man had time to think of those mundane matters. Otherwise, the beautiful little sphere would now be soaring the skies dragging a train of red tape, like the tail of a comet out of orbit."

—Eric Sevareid,
CBS news correspondent

New WBZ-TV Post Goes to Ronald Little

Boston—Ronald Little, WBZ-TV public affairs director, has been appointed to the newly created post of executive producer of the station's program dept., where he will be responsible for all studio activity, videotaped production and supervision of producers and directors.

Little's successor as public affairs director is Albert C. Waller, formerly of the New York Times and CBS-TV. He joins WBZ-TV from WNDT-TV, New York's new ETV station, where he has been serving as a member of the station's original planning council.

Little joined the WBZ-TV program production staff in February, 1952.

New Rahall Radio Link Chooses Bolling as Rep

Jacksonville — WQTY, newest link in the Rahall Radio Chain, is now represented nationally by the Bolling Co., New York, station manager Sam Newey reports.

Newey said the station's "Q.T. Request" direct telephone line hook-up has resulted in the jamming of telephone exchanges in all sections of the Jacksonville area. The station is now handling over 1,000 phone calls a day for requests and dedications of popular records, he said.

'Women' Topic For Susskind

Betty Furness will interview David Susskind on "Woman's World" tomorrow on CBS Radio about career women at the office and elsewhere.

Susskind, as head of Talent Associates, hires women almost exclusively, both on the business management level as well as the creative side in such jobs as editors, associate producers and casting directors. At one time he had as many as 54 women working in positions which are usually held by men.

Susskind will tell why he feels women are superior in terms of the needs of his organization. He will also discuss the areas in which he finds women to be inferior. "Woman's World" is produced by Ivan Ladizinski.

Howard Smith Eyes Lack of Tourists Here

Just what the U. S. is doing to attract tourists to this country will be examined in detail on ABC-TV's "Howard K. Smith—News and Comment" Wednesday. The newscaster will especially view the U. S. Travel Service, established in 1961, and its stepped-up "Visit the U.S.A." program.

With some \$7 billion spent annually by tourists around the globe, and more than half of it by Americans, yet little of it is returned to the U. S. Attempting to shed light on this issue, Smith will host Peter Evans, London Daily Express columnist; Paul Friedlander, New York Times travel editor; Voit Gilmore, U. S. Travel Service chief; Dier Merlin, auto editor of the Paris newspaper "Figaro," and Secretary of the Interior Stewart Udall.

The program, sponsored by Nationwide Insurance of Columbus, O., is directed by Jack Sameth and produced by Bill Kobin.

Named for New FM

Charlotte, N. C. — Reno Bailey has been named assistant production manager of Jefferson Standard Broadcasting Co.'s WBT-FM, which is expected to go on the air shortly.

Disney Colors 'Youth Week'

New Britain—WHBN's fifth annual "Channel 30 Fiesta and Youth Week" will be held at Lake Compounce, Bristol, starting today. It is estimated that more than 25,000 persons will receive over 100,000 free rides during the week.

Special features have been planned each day for the youngsters, including talent shows, pet shows,

Local TV a Fast Item To Food, Stamp Cos.

(Continued from Page 1)

by stores and lists case histories of 47 markets using TV.

Leading grocery store user of TV last year was A&P, with gross billings of \$1,585,970, according to TvB-Rorabaugh, and the presentation contains examples of how 6 A&P stores are using TV. Other examples include four stores of Safeway, which ranked second in 1961 with billings of \$1,354,630, and four stores of Kroger, third-ranking chain with \$1,229,690 billings.

Top spot TV users in the first quarter this year were Safeway, \$400,560; A&P, \$394,760, and Kroger, \$262,960.

The sharp rise in billings for trading stamps in the first quarter of 1962 was highlighted by the expenditures for MacDonald Plaid Stamps, which had spot TV billings of \$458,100, and S & H Green Stamps, with spot billings in the first quarter of \$251,830 and network billings of \$242,944, according to TvB/LNA-BAR.

Prudential Backs Loans Of CBS' 'Century' Pix

CBS has made available on a free loan basis to clubs, churches and civic organizations 75 of its "Twentieth Century" films, to be distributed by Association Films, sponsored by the Prudential Life Insurance Co. Subject matter ranges from life in the 1900s to the exploration of outer space.

To cope with the growing demand for these films, Prudential, which also sponsors the program on TV, has increased the number of prints of the most popular segments of the series. In addition to those prints already in circulation, new "Twentieth Century" programs will become available six weeks after the show bows on the air this season in October.

'Bud' Adams to WLWD

Cincinnati — C. Edman 'Bud' Adams has joined WLWD-TV as production manager. Winner of an American Cancer Society Award in 1961 for a filmed documentary, he has had 15 years of broadcast experience, and most recently was associated with WTHI-TV, Terre Haute.

and as a highlight of the "Youth Week," Walt Disney characters will make personal appearances. WHNB stars will act as hosts and masters of ceremony during the "Youth Week."

Katanga Radio Returns After Bomb-Caused Hush

Radio UFAC in Elizabethville, Katanga, is back on the air with "Lutheran Hour" broadcasts in English and French. A bombardment of the Katanga headquarters, adjacent to the station, had silenced UFAC earlier this year.

Kermit Shafer Forms Nat'l Blooper Club

Miami — Radio-TV producer Kermit Shafer has formed the National Blooper Snooper Club. Shafer, who received acclaim for his capture of notorious lip slipping, is president of the new fun club with the title of "Super Blooper Snooper."

For the uninitiated, "bloopers" are the radio-TV boners which, when collected in an album by Shafer, proved that one man's faux pas is sometimes another's business venture.

Bloopers, Shafer feels, are not confined to those made by show biz personalities. Unconscious humor is created by people in every walk of life and a blooper by a paper hanger is just as hilarious as one by a performer.

Tex. Agriculture Group Honors Charlie Rankin

Weslaco, Tex. — Charlie Rankin, farm director for KRGV Radio-TV, has been selected by the Vocational Agriculture Teachers Ass'n of Texas to receive its "Distinguished Service Award." The citation is being presented to Rankin for his support of the Vocational Agriculture program and he will receive it during the annual awards breakfast Wednesday. Rankin was singled out for the same DSA award in 1958.

Ex-Indian Bill Veeck Gets '1 O'Clock' Cleve. Salute

Cleveland — Former Indians baseball star Bill Veeck will take WEWS' Bill Gordon and Dorothy Fuldheim on a tour through his Easton, Md. farm Aug. 10 as part of the station's salute to the ex-Cleveland. The 90-minute show will be dedicated to him, with an interview and commentary about his past experiences in the big leagues.

KDKA Carries Grid Sked

Pittsburgh — Penn State Football will be carried by KDKA this Fall for the fourth consecutive year. Sports director Tom Bender will handle the play-by-play.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • There are increasing signs that FM radio is really starting to come into its own. Bob Davis, proxy of Davis, Johnson, Andersen & Columbatto, made a nine-station buy in Los Angeles for Glendale Federal Savings and reports that the 13-week campaign just ended showed very satisfactory results. A free booklet by Sylvia Porter was offered and several thousand requests came in. This success is all the more amazing because the listeners had to write in. Telephone calls were not accepted. Local FM stations report that for the first time they are starting to get a volume of calls from Los Angeles agencies for availabilities and rate information. It's been a long, hard pull, fellas.

★ ★ ★

• • • Artie Wayne and his wife are back in Hong Kong to complete production of a Hong Kong episode of their TV adventure series, "Via Vida—The Way of Life." Photographed in color, six episodes of the contemplated 39 are already completed. Formosa is the next stop of the Via Vida, the converted minesweeper that serves as production headquarters and includes a complete floating studio.

★ ★ ★

• • • The Corn Palace in Mitchell, S. D., is completely sold out, two months in advance, for the 15 Lawrence Welk concerts scheduled in September. . . . Lew Ayres plays a Superior Court judge in a "Saints and Sinners" episode to roll at Four Star tomorrow. Marc Daniels produces. . . David Friedkin and Morton Fine will write, direct and produce two new series for MGM-TV. First assignment is an hour dramatic series, "Jonathan Croft."

★ ★ ★

• • • After a two-month lapse, "Hazel" production has resumed at Screen Gems with "Around the World in 80 Minutes." Next season's series is being filmed in color. . . . Keenan Wynn gets a top role in an upcoming "Rawhide" seg. Vincent M. Fennelly is exec producer of the CBS-TV oater.

★ ★ ★

• • • M. B. Scott set a one-station buy in San Francisco on KFRC for Mercedes-Benz. Veteran newscaster and network announcer John Holbrook has joined the news staff of KFRC. . . . Gale Storm now has her own record company, Confideo Records. . . . KTTV has added Richard Duffield, Richard Janik and Stuart M. Miller to its local sales staff. . . . In a special promotion, San Diego's KOGO voiced mobile traffic reports by Joanie Sommers and her appearances on other programs in celebration of Joanie Sommers week promoting her new album. Other "weeks" are planned for the future.

★ ★ ★

• • • Sonny King, Jimmy Durante's sidekick who is currently at the Thunderbird Lounge in Las Vegas, will do a stint on the Sullivan show Sept. 23. . . . Robert Webber plays the title role in "The Trial of Captain Wycliff" for the Dick Powell series. Buzz Kulik directs. . . . Steve Cochran was signed by exec producer Leslie Stevens for a seg of Daystar's "Stoney Burke" series.

★ ★ ★

• • • Wendell Niles, Jr., had Perry Botkin, Joanna Moore and Greg Roman as guest star judges of "Your All American College Talent Show" on KTLA last night. . . . Michael Keating has moved over to KNXT as account exec from a similar post at CBS Radio Spot Sales. . . . KABC has added a six-a-week program on family relations, conducted by Dr. Floyd M. Anderson, executive director of the American Institute of Family Relations. Dr. Anderson will answer both telephone and mail questions on the air each afternoon.

Miss Lampert, Hal Stone Become 'Kildare' Patients

MGM-TV has signed Zohra Lampert and Harold J. Stone for guest appearances in the "A Place Among the Moments" episode of its "Dr. Kildare" series. Miss Lampert makes her debut on the skein as a rejected lover near death from suicide, with Stone in the role of her father. William Graham directs the teleplay by Alvin Boretz, produced by David Victor.

Eternal Light Sees Bible As Seed of 'Social Forms'

The Eternal Light's "Democracy and the Bible" series will present "Social Forms: A Democratic and Biblical Point of View" on NBC, a dialogue between lecturer and critic Mark Van Doren and author Maurice Samuel. This presentation deals with the Biblical origins of morality, and is produced under the auspices of the Jewish Theological Seminary of America.

new...
exciting...
wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP

RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY

RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Hooper. . . . double of all other area stations. Lowest cost per thousand audience. . . . in fast growing Tampa-St. Petersburg market.

WWNR

RADIO 62

Beckley - W. Virginia. . .

1000 WATTS. No. 1 Hooper and Pulse survey, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience. . . . featuring great personalities.

WNAR

RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market. . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY

RADIO 122

Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



Established February 9, 1944

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VOL. 91, NO. 26

TUESDAY, AUGUST 7, 1962

SPONSORS MAKE IT GOLDEN FALL

West'house Agrees To Open Sale Rights Of R-TV to Canada

Westinghouse Electric has agreed to a proposed court order which would forbid it from participating in an arrangement to restrict output of radio and TV sets from the U.S. to Canada, the Justice Department announces. N. V. Philips Gloeilampfabriek, also hit by the same anti-trust suit, agreed to a similar consent judgment this Spring, but suit is still pending against General Electric.

Justice had charged that the three companies since 1926 had tied up Canadian rights to manufacture radio and TV sets through a patent pool. By their control
(Continued on Page 3)

Mohawk Carpet Covers Boone's Turkey Day Spec

"The Pat Boone Thanksgiving Special," starring Patti Page and Phil Harris, will be an hour colorcast on NBC-TV Thanksgiving Day, Nov. 22. Mohawk Carpet Mills, through Maxon, Inc., will sponsor the special program, the third consecutive NBC-TV Thanksgiving Day show it is backing. Roger Gimbel will produce.

ITC Canada GM Harris Elected VP of Company

Hershel Harris, general manager of Independent Television of Canada, Ltd., has been elected a VP of that company, it was announced by Abe Mandell, ITC executive VP. Harris joined ITC of Canada in 1959. In 1960 he was placed in charge of national sales and in 1961, was appointed sales manager.



HARRIS

Toss-up

Both sides of the coin are the same when comparing the audiences of New York's top Network station and WPIX-11. Nielson has proved that qualitatively the "audience content" of a rating point on both stations is the same.

Where are your 60-second commercials tonight?

Adv.

DODD SEES HIS HEARINGS 'MORE THAN HEADLINES'

Washington Bureau of RADIO-TV DAILY

Washington—The forthcoming study of the effects of TV on juveniles is one of the most valuable things which have come out of hearings held by his Senate juvenile delinquency subcommittee, Chairman Thomas J. Dodd (D., Conn.) said on a TV interview program. Asked about a statement by NAB president
(Continued on Page 3)

Politics, Score Are Draw Between Reds, CBS Team

Party politics were cast aside earlier this Summer when CBS News cameraman Herb Schwartz and audio technician Jack Reynolds, grounded in Communist Laos, challenged Red soldiers to a game of volleyball. Although no score was kept, the Communist soldiers acknowledged the fair game by giving the American news team their military medals as token of good will. The CBS team reciprocated with silver coins.

Stronger NAB Code Urgent Need: Collins

Washington Bureau of RADIO-TV DAILY

Washington — Assailing those who feel a stronger NAB code authority would be dangerous, NAB president LeRoy Collins in a speech prepared for delivery to a joint meeting of the Georgia and South Carolina broadcasters at Jekyll Island, Ga., argued that this is the time the industry "desperately needs to do better."

Without mentioning the fact that the codes had been cited to Congressional committees and the FCC for years as proof that government intervention in programming matters is unnecessary, Collins said stronger enforcement
(Continued on Page 3)

3 TV Webs Ready To Boast 'Sold-Out' In Earliest Lock-Up

By RALPH TYLER

The three TV networks are ready to post "sold out" signs for Fall programs this week—making it one of the quickest Fall lockups in video history. NBC says its fourth quarter sked is 94 per cent sold. ABC says it is completely sold out for daytime and 93 per cent for nighttime. CBS said it is sold out from noon to 5 PM., "virtually" sold out from 10 AM.-noon and 95 per cent sold in primetime.

"The early lockup seems to indicate that '62-'63 will be our best year," a CBS spokesman said. His optimism was echoed by an NBC spokesman who said his net anticipates a record-breaking season. And at ABC, the word was
(Continued on Page 3)

McMillan Leaving WSB After 33 Years' Service

Atlanta—Roy McMillan is retiring as newsroom coordinator at WSB after 33 years of service, due to a heart condition. Honored at a party attended by some 150 station employees and guests, he will be presented with a book containing pictures, telegrams and stories of his years in broadcasting.

Roger Coleman Appointed Gen. Mgr. of QXR Web

Roger Coleman, director of WABC-FM has been appointed V P - general manager of the QXR Network. He will supervise operations and station relations for the network which is presently expanding into new national markets. Since its acquisition by *Novo* Broadcasting from the New York Times in April, the web has made plans to increase its affiliate operations into 50 markets this year.



COLEMAN



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46-4324. MADRID OFFICE: Bobby Deglane, Edifi-

cio Espana, Grupo 4, Planta 14.

WBAI-FM Schedules Psychotherapy Study

The pros and cons of group psychotherapy will be considered on WBAI-FM on three consecutive afternoons beginning tomorrow. The first part, titled "Group Therapy with College Students," will be followed by discussions on "Group Therapy as a Social Institution" and "Group Psychotherapy with Father and Son as Co-Therapists."

Theme Is Arms Race

Starting today, the Pacifica subscription-supported outlet will air discussions on the current arms race and survival, with commentaries through Aug. 17. Ex-commander of the OAS Raoul Salan will be heard in a personal defense against the charges imposed by the French government on Friday. Norman Belkin will read, in its entirety, Salan's answer to the charges as it appeared in "Today in France."

Thomas F. Mullahey, a San Francisco TV exec, and Nathan Maccoby, Stanford U. professor of mass communications, will debate the issue, "TV—Are We Being Anesthetized?" on Saturday.

COMING AND GOING

PAT McGUINNESS, KNX newscaster, off on a four-week vacation.

GORDON H. RITZ, WTCN, Minneapolis, operations director, to Nantucket on vacation.

KEIR DULLEA and his actress-wife, MARGOT BENNETT, have returned from Hollywood to co-star in an upcoming "DuPont Show of the Week" for NBC.

ROBERT A. BORDLEY, WTOP-TV general sales manager, in town from Washington visiting TvAR offices.

HARRIET VAN HORNE, World-Telegram & Sun TV columnist, has arrived in N. Y. from Europe aboard the United States.

GEORGE CRANDALL, WJBK, Detroit, general sales manager, to Chicago for agency client meetings.

DARBY NELSON, Empire Broadcasting Corp. executive film producer, has returned to N. Y. after location shooting in Miami, Tampa, Ft. Lauderdale and Key West.

WILLIAM R. McANDREW, NBC News executive VP, arrives in town today aboard the Queen Mary.

RICHARD KROLIK, Time-Life Broadcast Promo-PR exec, in Minneapolis.

HOWARD COLEMAN, WTCN promo director, to Wisconsin on vacation.

Cleveland TV Parts Curtain On Bard's Moor of Venice

Cleveland—A two-hour videocast of Shakespeare's "Othello," with the cast of the Great Lakes Shakespeare Festival of Lakewood, O., will be seen Aug. 20 on KYW-TV. Earle Hyman stars in the leading role. Arthur Lithgow, exec producer and director for the festival, said the production has been revised only slightly to make use of the dramatic opportunities offered by TV.

To add to the interpretive effects achievable in videocasting, Dr. Frank C. Baxter, renowned authority of Shakespearean works on TV and on the staff of Southern California U., has been named host for the presentation.

Patterned After Festival

In announcing Dr. Baxter's association, station officials have emphasized that the televised version of "Othello" will be almost entirely the performance attracting national attention to the nine-weeks Shakespeare Festival.

The telecast will be produced by Phil Enoch of the KYW-TV staff.

Capital 'Conversation' Will Feature Kerr Quiz

Sen. Robert S. Kerr (D., Okla.) will be interviewed by Paul Niven Sunday on "Washington Conversation" on CBS-TV. Sen. Kerr has been a member of the Senate since 1948 and was influential in the recent defeat of the Medicare bill.

Salesman Lives it Up, WMCA Picks Up the Tab

WMCA, New York, has presented a weekend at the Waldorf-Astoria to Sam Goldfarb, salesman for food broker B. Meier & Son, as first prize in a selling contest sponsored by the broker, a WMCA client.

'Outpost' Gets Pinned For DuPont Kickoff

Neville Brand, Richard Conte, Keir Dullea, Claude Rains and Everett Sloane will be the entire cast of an original color drama, "The Outpost," which will launch the 1962-'63 season on NBC-TV's "Du Pont Show of the Week"

The teleplay by Roger O. Hiron will be the first of seven original dramas in color to be produced in New York for Du Pont by the Directors Company, a newly formed partnership of Fielder Cook and Franklin Schaffner. "The Outpost" will be directed by Cook, and produced by Jacqueline Babbin. The drama will be taped on Aug. 16.

Freedman to Produce 7

Sponsor is the Du Pont Co. via BBD&O. In addition to the seven dramas by the Directors Company, the new full-hour Du Pont series will present seven dramas to be produced by Lewis Freedman, two music-variety broadcasts, and six drama documentaries to be produced by Creative Projects, NBC News.

Decca Record Co. Shares Net \$2.17 at Half Mark

Consolidated net earnings of Decca Records, including results of operations of its subsidiary Universal Pictures Co., for six months ended June 30, amounted to \$3,313,972, equal to \$2.17 per share on the 1,527,401 outstanding shares of capital stock. In the corresponding period of 1961, Decca reported earnings of \$1,315,063, equal to \$1.02 per share on 1,285,701 outstanding shares of capital stock.

FINANCIAL

(August 6)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. Lists various stocks like Admiral Corp, AB-PT, A. T. & T., AVCO, CBS, Columbia Pic, etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists various stocks like Allied Artists, Capital Cities, Desilu, etc.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists various stocks like Jerrold, Meredith, Seven Arts, etc.

3M Quarterly Sales Climb 13% Over 1961

St. Paul, Minn.—Record second quarter sales of \$172,826,699, up 13 per cent from \$152,616,378 for the same period last year, have been reported by Minnesota Mining and Manufacturing Co., (3M), parent company of Mutual Broadcasting System.

Net income of \$19,775,608, equal to 38 cents a share of common stock, rose from \$17,928,173, equal to 35 cents a share, for the second quarter of 1961.

A dividend of 20 cents a share paid during the quarter was the 183rd consecutive quarterly distribution on the stock.

Gordon Taking Helm

Houston — Lee Gordon is hosting the "Capt. Bob Show" on KPRC-TV while Bob Russel is on vacation.

TV SALES HYPO OUTLOOK FOR 7 ARTS '62 EARNINGS

Special to RADIO-TV DAILY

Montreal—D. B. Stillman, president of Seven Arts Productions, told shareholders at an annual meeting in Toronto that the company expects better earnings this fiscal year, based on sales to TV stations alone. He added that revenue from the company's participation in motion picture productions will further increase.

However, Stillman declined to estimate earnings since the last fiscal year, saying the firm's operations are too widespread to permit fast gathering of financial information. Net for the latest full fiscal year was \$1,100,555, or 85 cents a share on revenue of \$18,495,569.

Stillman would not discuss current operations of Grand Bahama Development Co., in which Seven Arts has a 20 per cent interest, because, he said, this company is planning a stock issue and is in registration with the SEC.

British Sea Battles Of WW II Depicted

Seawar," a new weekly half-hour documentary depicting Britain's battle for survival during World War II, bows on WPIX Sept. 3.

On the first telecast of the series, produced by J. Arthur Rank, the British Home Fleet sails from Scapa Flow to head off invasion of Norway in "Opening Bid."

First Sea Lord, Admiral Sir Caspar John, G.C.B., introduces each story from the board room of the admiralty in London, and Rear-Admiral Roy Foster Brown, C.B., narrates each episode.

Collins for Stiffer Code

(Continued from Page 1)

is needed to stave off either "the law of the jungle" or the dictum of the bureaucrat.

He also said that the upcoming industry—FCC look at overcrowding in the AM spectrum must take economic considerations into consideration to be "honest and complete," and labelled as "strawmen" warnings from some that economics should be excluded.

CATV No News Service Or Common Carrier: IRS

The Internal Revenue Service has ruled that a community antenna TV system is not a common carrier nor is it a news service since TV programs are not exclusively news, and that since neither exemption applies, CATV systems must pay the tax on "wire mileage service" for microwave transmission by a phone company.

DJ De-Fuzzed As Do-Gooder

Tidewater, Va. — In a public shaving ceremony, WHIH's Jeff Andrews was shorn of mustache, goatee and sideburns to match a pledge to the Kenny Copeland Fund. The whisker mowing was part of an all-out station campaign to raise medical expenses for a Tidewater, Va., farm boy seriously injured when a tractor overturned.

WHIH program director Jack Baker stayed on the air for 24 straight hours soliciting pledges. One group of listeners offered to give \$100 if Andrews would have his public shaving at high noon on a main thoroughfare.

The station's Big Red Thunderbird news unit, equipped with a "Give Here" sign, toured the Tidewater area collecting funds during the campaign. Pledges exceeded \$2,000.

Congress May Get Dodd's TV Proposals

(Continued from Page 1)

LeRoy Collins to the effect that many congressional probes into delinquency produce little more than sensational headlines, Dodd replied this may have happened in the past, but he was sure Collins wasn't referring to the Dodd hearings.

"I think they have produced more than headlines. I am encouraged he believed there are already some signs of improvement. I don't think we are going to have as much brutal sadism, so much violence, unnecessary violence, so much overdoing of sex and we will perhaps have some recommendations to make to Congress, too, so that there will be something a little more than headlines."

Queried on Deliberation

Questioned about whether he had accused TV network execs of deliberately injecting sex and violence into programs to hypo rates, Dodd said: "I thought that some of them had been in the habit of doing this thing for a long time. It is hard to break the habit."

As to the HEW study, Dodd said it will be an effort to determine scientifically what, if any, relationship exists between these shows of excessive violence and sadism and the rising crime rate, particularly among young people. He pointed out that the new probe got started at his suggestion.

Asked whether he had ever thought about probing the mayhem in newspaper headlines and comic strips, Dodd said he has been too much occupied by TV, that some others may have such an interest.

All 3 TV Networks Approach Fall Start Virtually Locked Up

(Continued from Page 1)

that sales were being closed at a tempo 15 per cent faster than last year. The ABC spokesman also predicts a trend for the upcoming season of World War II series.

ABC has two such ready to go: "Combat", produced by Selmur Productions and skedded for Tuesdays, and "Gallant Men," produced by Warner Bros. for Friday night showings.

Analyses by Ayer

One trend that all the nets agree on is the new ease with which day ad time is sold. The trend was analysed by the radio-TV department of N. W. Ayer & Son, which said:

"During the past season, the daytime network schedules were barely 70 per cent sold. At this level of business activity, replete with price-cutting to snare the vagrant daytime dollar, all three network daytime operations ran mostly in the red. . . . Now, for the first 13 weeks of the new season, all three will be virtually sold out—and even ABC, whose rates are lower than its competitors, may post a modest profit."

The agency came up with the following reasons for the daytime breakthrough:

New Patterns Sought

"As the dollar costs of nighttime TV have increased, some advertisers have sought new patterns of sponsorship which would permit them to hold the budget line without appreciable loss of efficiency. This has led to a reconsideration of daytime.

"Another group of advertisers," the agency continued, "formerly buyers of nighttime participations, have found within the past 60 days that they had delayed too long in placing their orders and were facing the prospect of a nighttime sell-out. This . . . has also prompted a reconsideration of daytime.

"At the same time, with nighttime sales in good shape, the networks put some imagination and drive behind their daytime selling efforts," the agency said.

KILT Gets the Shakes Over Rival Cola Firms

Houston—KILT here is nervous about whether the Houston Oilers football team will play in the Public School Stadium or in the Colt Stadium. Reason: KILT has already sold half sponsorship of the Oilers play-by-play sports-casts to Coca-Cola and Colt Stadium has sold exclusive soft drink rights to Dr. Pepper.

'Challenge' Pubserv Probes NY Problems

"Challenge: '62," a new, major public affairs series, premieres Aug. 26 on WABC radio. The series, to be produced by WABC Radio News, will be aired on a bi-weekly basis alternating with "Issues and Answers."

According to station GM Harold L. Neal, Jr., "Challenge" will highlight many of the major problems faced by those living in the greater New York area. Education, housing, science and traffic are a few of the subjects the series will probe. The first three programs in the "Challenge" series currently being researched are: "Report Card: New York," "New York Convention Preview," and "The Lincoln Center Story."

Westinghouse Agrees To Open Canada Rights

(Continued from Page 1)

of patents, the Justice Dept charged, the companies refused to allow firms manufacturing in the U.S. to export to Canada. Attorney General Robert F. Kennedy said that as a result, U.S. sets accounted for only 1 per cent of the Canadian market in 1956.

Under terms of the consent judgment, Westinghouse agreed that it would not enter into any agreement which either directly or indirectly restricts the export of radio and TV sets from the U.S. to Canada and that it would not direct its foreign subsidiaries to be parties to any such arrangement.

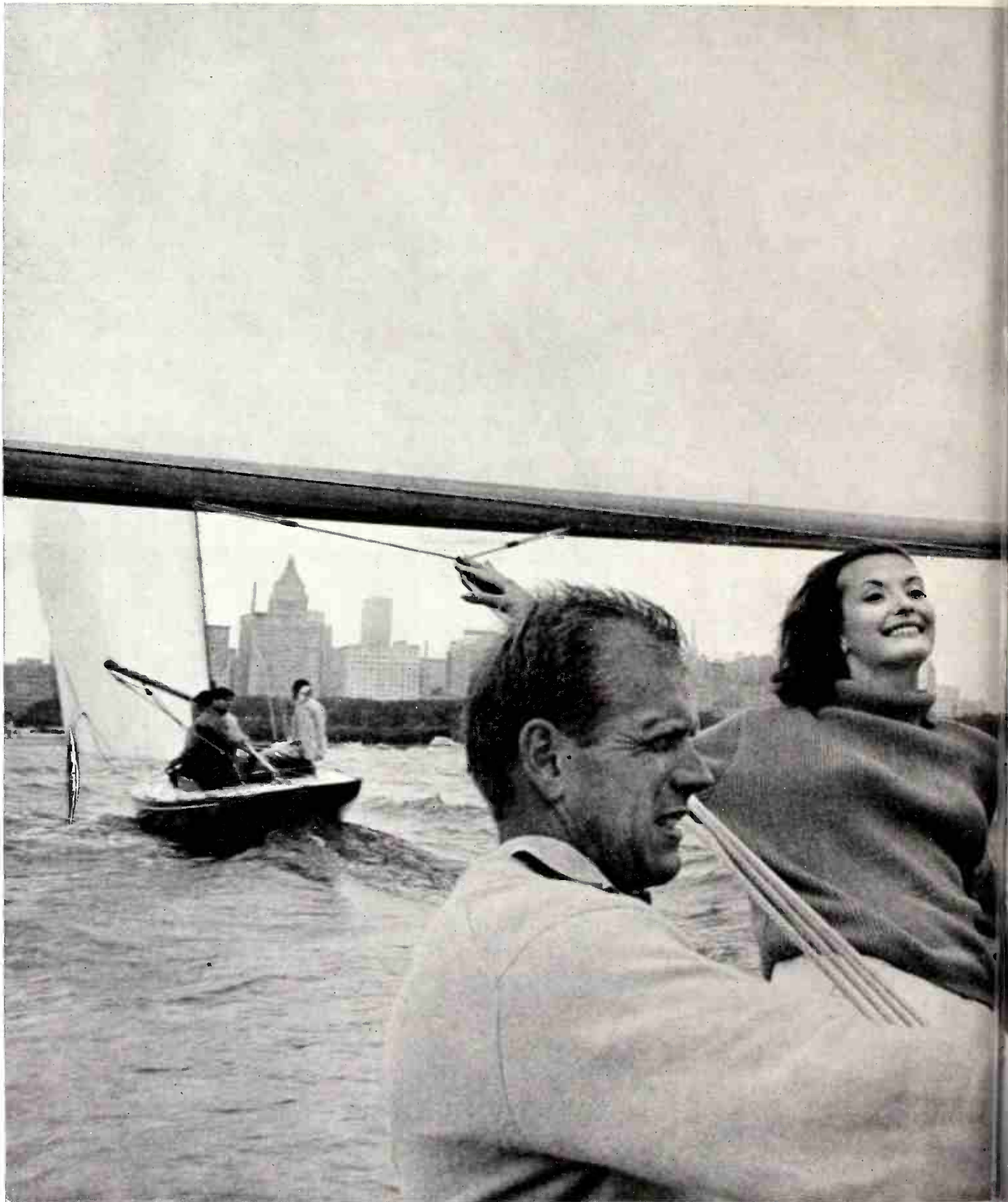
Dreyfus to Wisconsin U. As New Station Manager

Madison, Wis.—Lee S. Dreyfus, associate director of the division of mass communications at Wayne State U., Detroit, will become manager of WHA-TV here on Sept. 1. Dreyfus, who holds a Ph.D. in the communication field, will also have of the rank of professor in the division of radio-TV at Wisconsin U., parent of WHA-TV.

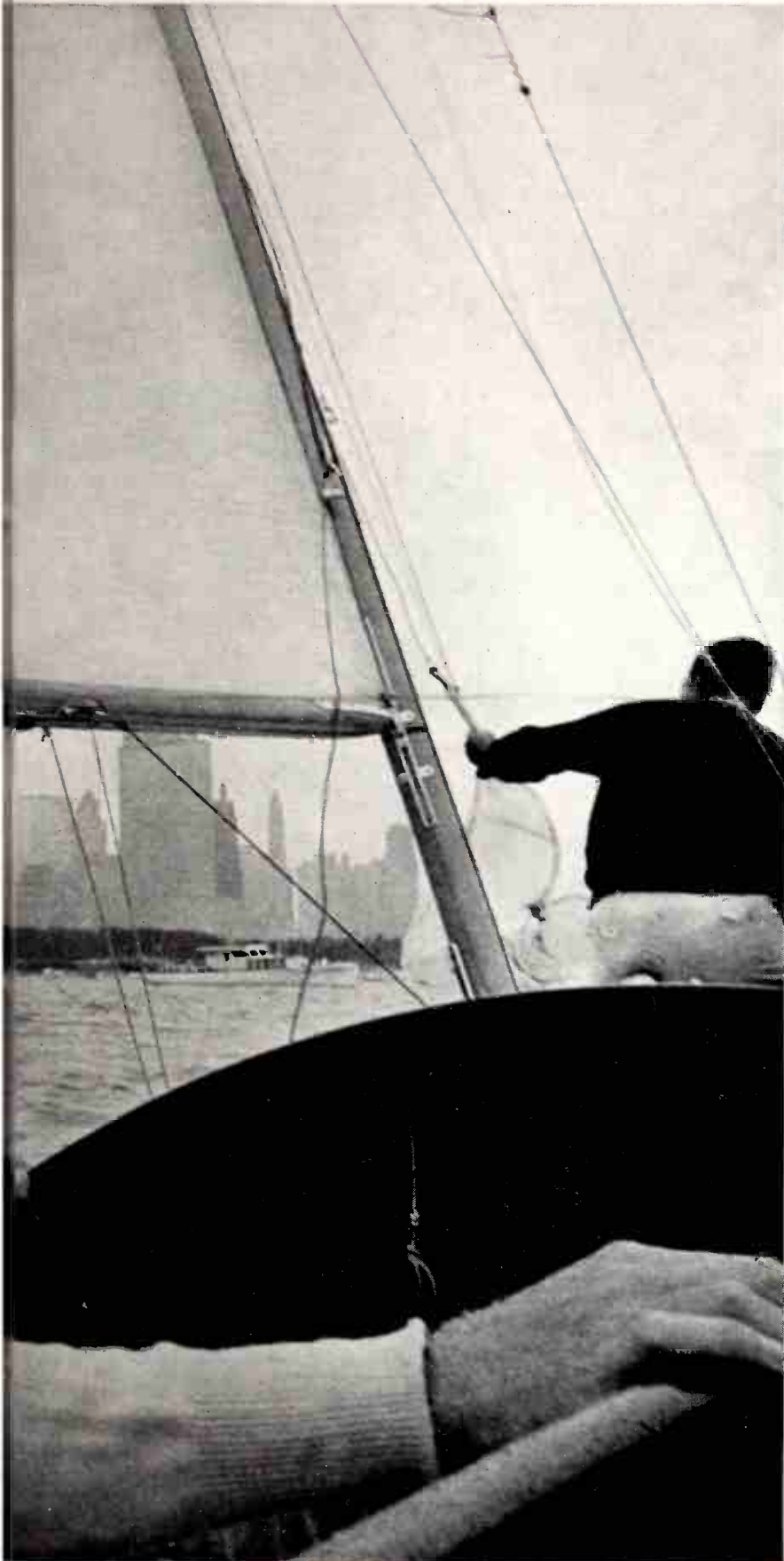
BTS Opens in Milwaukee

Milwaukee — Broadcast Time Sales has opened a branch office here, the first of a series of regional offices. The second of the series will be opened in Pittsburgh this week.

In Chicago



... the world's finest fresh water sailors are served by seven municipal harbors and seven private yacht clubs. Sail or power—mooring facilities are magnificent, including running water, electricity, even telephones piped directly aboard. From the classic Mackinac Race to a fun Sunday cruise—Chicago rates as a sailors' paradise!



In Chicago
WGN
TELEVISION

*offers better
programming through dedicated
community service!*



—the most respected call letters in broadcasting

WGN IS CHICAGO

Jazz Goes on Trial In Okla. Experiment

Enid, Okla.—As a semi-experiment on a 60-day trial basis, KGWA has begun a three-hour jazz program titled "The Sound and the Beat," followed by a one-hour mood program called "Passport to Dreams." Both are hosted by Don Howard.

In addition to this, for the first time in some nine years, there is a regularly scheduled live broadcast from the Club Zahara each night, bringing the sounds of upbeat groups who work out of Dallas and Oklahoma City.

The outlook, according to Howard, is to make advances in promoting quality radio sounds during the early evening hours, after the listener has put in a rough day plowing or jockeying oil driller's rigs.

UNESCO to Air WEWS Cleve. Christmas Spec

Cleveland—WEWS' "The Gifts of Christmas," a locally produced radio special and winner of last year's Cleveland Press Club Award, has been chosen by UNESCO for exhibition at a 24-country conference on Music in TV. The conference will be held in Salzburg. Other American TV shows chosen include Boston Symphony, and Great Music from Chicago.

Ask Storer
Television Sales
why

WJBK-TV

is the

No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

● ● ● Tremendous box-office success of the Carol Burnett Revue, co-starring Marty Allen and Steve Rossi, has skyrocketed sales of the Allen and Rossi comedy album on the ABC-Paramount label. To take advantage of this, the Allen and Rossi team is set for a minimum of eight guest shots on next season's Garry Moore Show, and ABC-Paramount will release a Steve Rossi single, "Because You're Mine" . . . Aside to TV Commercial Casting Directors and Producers: Have you seen England's gift to the USA . . . If not, get a load of the beautiful and talented Kim Carlton. This gal has everything . . . WINS DeeJay Paul Sherman will be doing the remotes from Freedomland on Saturday and Sunday, replacing Bob Lewis. Paul will also do the Sunday show 8-9:30 PM . . .



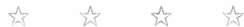
● ● ● Meet Jerry Schnitzer, who has just formed his own film production company in Hollywood. Jerry, who is well known in the trade as a director and producer of TV commercials, is on location throughout the West Coast and Southwest with crews from Gerald Schnitzer Productions. He directed several of the TV commercials that won this year's "Coppa di Venezia" (Cup of Venice) for best general production, was the first American to win the Cannes Film Festival Grand Prix for a commercial and has won numerous awards in other Int'l film festivals as well as the New York and Chicago Art Directors and the American TV Commercial Festival awards. Although best known for his direction of TV commercials, Jerry has done many other feature films and directed several TV programs, "Lassie" and "National Velvet," among them. He and his company are currently producing commercials for Chevrolet, Gallo Wines and Sunray-DX gasoline among others.



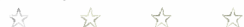
SCHNITZER



● ● ● My Stetson is off to Murray Benson, director of licensing at CBS Films, who was instrumental in bringing together a forceful, creative writer—Andrew A. Rooney—and the publisher, Little Brown & Co. for the development of a magnificent new book to be published early next month called "The Fortunes of War" (Four Great Battles of World War II). The research and photographic material of the award winning series, "The Twentieth Century," was used as the basis for the book and, after reading an advance copy, it looks as though Benson has come up with a best-seller. This pillar is looking forward to the second book in the Little Brown—"Twentieth Century" series, "The Years Between" by Marvin Barrett, which should be another winner, too.



● ● ● Savoy Hilton pianist Ray Hartley, now in his third season at the Savoy Room & Bar, can also be heard on his successful RCA Victor albums, "The Trembling of a Leaf," "For Lovers" and one soon to be released with the provocative title, "Darling, He's Playing Our Song" . . . British TV catching up with the medical race with J. Arthur Rank prepping a "Country Doctor" series in London . . . Millionaire banker-author Joseph Bennett is reportedly readying a TV pilot of his controversial tome, "Luxury Cruise," which has been referred to as the floating "La Dolce Vita." He hopes to present it as a TV series for the Fall.



● ● ● Tom Costigan, veteran CBS-TV newsman, whose probing reportage has sparked some of TV's finest documentaries, is authoring a book on his off-the-cuff chatter with such luminaries as Mayor Wagner, Gov. Rockefeller, Willie Moretti and even Castro, among others, during his many years as a newspaper, radio and TV reporter . . . Bob Brees, new to the WINS staff, will be heard Saturday 12-1 PM, 5 PM-7 PM; Sunday 12-3 PM, 6 PM-8 PM . . . Singer Tony Mitchell, back from his hit engagement as star entertainer for the "Miss Universe Pageant" in Miami Beach, as well as guest appearances at the Roney Plaza and The Fontainebleau, celebrated his birthday at Trader Vic's with Miss Universe, Norma Beatriz Nolan, and Miss U.S.A., Mabel Wilson. This guy gets all the breaks .

Pennant Races Eyed From Barber's Chair

The fifth program in CBS Radio's "Sports-A-Rama" series of special monthly sports presentations will be a documentary devoted to an analysis of the pennant races in the major leagues, featuring interviews with contending managers, players and coaches. Red Barber will host the sports show slated for airing Aug. 31.

The concluding broadcast in September will be devoted to a preview of the upcoming professional football season. "Sports-A-Rama" is sponsored by the Gabriel Co., through Gray and Rogers. James M. Dolan is supervisor of the series.

Patti Reuben Joins NBC As Casting Coordinator

Patti Reuben has joined NBC network as a casting coordinator, after resigning from George Schaefer's Compass Productions. In the latter position, she was associated with many "Hallmark Hall of Fame" TV shows over the past two and a half years.

Prior to joining Compass Productions, Miss Reuben was with Goodson - Todman Productions, and previous to that was a talent coordinator of NBC-TV's "Tonight" show. Other credits include the "DuPont Show of the Week" and Jerry Lewis specials.

'Lutheran Hour' Expands Spanish Language Shows

Expansion of Spanish-language broadcasting in Latin America has been announced by "The Lutheran Hour." Station HCET-6 in Ambato, Ecuador, and station XEGM in Tijuana, Mexico, are now carrying the Spanish Lutheran Hour, "Cristo Para Todas las Naciones."

Katz Agency Named Reps

Washington Bureau of RADIO-TV DAILY
Washington — Harold H. Thoms, president of WEAM, has announced the appointment of the Katz Agency as national sales rep.

WINS' Autograph' Prize Goes to New Jersey Teen

Elaine Weiss of Colonia, N. J. has been named winner of the "WINS Autograph Book Contest." As her prize, Elaine will receive an autograph book containing the signatures of such stars as Chubby Checker, Bobby Rydell, and Bobby Darin, along with a complete set of photographs of the WINS disk jockey staff.

Ralstons Pen New Pop Tune

Esther Ralston, star of NBC-TV's "Our Five Daughters," has just had a new song recorded, for which she wrote the lyrics and her daughter, actress-singer Judy Lloyd, supplied the music. Titled "Dream of Home," Johnny Loren does the recorded version or the Phillips label.

Miss Ralston and her daughter have collaborated on many other songs which have been published and recorded. Judy, who appeared with her mom in a minor role in a "Five Daughters" segment, has had another song recorded with her own lyrics, "Shades of Pink." Andrea Carroll did the vocal.

Sponsors in Lineup For Gopher Season

Minneapolis—A lineup of sponsors has been set for WCCO Radio's coverage of the 1962 U. of Minnesota football season. Play-by-play accounts of all nine gopher games, opening Sept. 29 against Missouri, will be presented by Twin City Federal Savings and Loan Ass'n and Mileage-Direct Service Gasoline.

Bell Group a Sponsor

Northwestern Bell Telephone will sponsor the 25-minute "Football Preview" just before each game, while the half-hour "Football Review" will be offered by Wako Photo, Inc., immediately following.

Velie Sales, Inc., for Monroe Shock Absorbers and Load Levelers, has purchased the one-minute commercials preceding and following the play-by-play cast of 11 games plus the "Football coreboard" every Saturday during the forthcoming gridiron season.

Eagles-Colts Pigskinner To Be Punted in Philly

Philadelphia—WCAU-TV will air the Eagles 1962 pre-season kick-off game with the Baltimore Colts Sunday with Bill Campbell handling the play-by-play. It will be the first of a five-game series to be seen throughout August and the first part of September.

Filmex Unlocks 'French Doors'

Filmex, Inc., has extended its production facilities to Europe with the establishment of operations in the Victorine Studios in Nice, France. It has also established a production office in Paris.

Marshall Stone, exec producer, recently completed four commer-

Mexico R-TV Plans Drive Against Reds

Special to RADIO-TV DAILY

Mexico City — A concentrated counter-offensive to intensified Communist propaganda on radio and TV, disseminated throughout Latin America, is being launched by the Inter-American Radio Broadcasting Ass'n.

Jose Luis Fernandez, president of the association, back from the recent El Salvador meeting of the group, said broadcasters have unanimously approved a project to combat communism and defend representative democracy.

Special programs are being formulated and will be released over facilities of member stations.

Henderson and Sullivan Become VPs of WSOC

Charlotte, N. C.—Carolina Broadcasting Co. has named C. George Henderson and Henry Sullivan to become VPs of WSOC-AM-TV in charge of TV and radio, respectively, replacing the combined post held by retiring Larry Walker. The appointments become effective Oct. 1.

Henderson, currently general sales manager of the TV outlet, has been with the station since 1957, coming from Crosley Broadcasting where he was general manager of the group. He joined the Crosley family in 1949 when he was named sales manager of its WLWC outlet in Columbus, O. He is presently on the board of the TV Bureau of Advertising.

More than 2 Decades in Industry

Sullivan, a veteran of 22 years in the broadcasting field, joined WSOC radio in 1958 as manager, and before that was sales and assistant general manager of WSGN, Birmingham. He was also associated with stations in Greensboro, Wilson and Columbia, S. C., and is a member of the N. C. Ass'n of Broadcasters.

Howard Maines Heads TV For Arthur P. Jacobs Co.

Howard Maines, of the Arthur P. Jacobs Co. publicity department, has been appointed director of the TV staff. For the past three years he has been working primarily in the personalities field, and before coming to the Jacobs Co. was on the publicity staff for Paramount Pictures.

cialists for Revlon International at the Victorine studios. Filmex also has offices in New York and Ft. Lauderdale, Fla.

AGENCY NEWSCAST

General Motors says it will appeal the FTC hearing examiner's decision that GM was guilty of using deception by inaccurately comparing optical distortion between safety plate glass and safety sheet glass. The corporation said: "We believe it is particularly important to observe that the hearing examiner found that the accuracy of statements made by GM in its advertising as to the quality and merits of the safety plate glass used in GM passenger cars is not disputed by the evidence. The hearing examiner's conclusions relate solely to advertising techniques and to inferences which he thinks viewers of the advertising might have drawn from these techniques. We believe his conclusions are supported neither by the facts nor by the law."

Thought for Today

"The client that gets full value from his agency buys not subservience but strength. No prospective client has ever asked us, 'Will you do exactly as we say?' Rather, they want an assurance of experience, imagination, interest, maturity, judgment, dedication. This is what the client buys; this is what the agency, if it is to have a successful relationship, must deliver."

—William A. Marsteller, Chairman, Board of Directors, Marsteller, Inc.

Winnie's Biography To Be Rerun in Fall

The second network showing of ABC-TV's "Winston Churchill—The Valiant Years," will begin Sept. 30. Edgar J. Scherick, VP in charge of TV network sales, announced the following sponsors for the 26-program series:

Menley & James Labs, thru Foote, Cone & Belding; Bulova Watch, thru Sullivan, Stauffer, Colwell & Bayles; North American Philips, via C. J. LaRoche; Ovaltine, thru Tatham-Laird; US Rubber, via Fletcher Richards, Calkins & Holden.

A company offering graphic arts service to the New York TV and motion pictures industries has opened under the name John X. Sgro Associates. Sgro, an artist-producer, said the company's services include all print media art work, as well as slide film art, storyboards, custom-designed film lettering, color-corrected props, animation design, still photography and copywriting. The company also produces TV commercials and movie trailers for theatrical release.

Henry J. Kaufman & Associates, Washington, has been selected by the Porsche of America Corp., headquartered in New York City, to handle all national advertising. Object of the campaign will be to broaden the market for the sports car. Allen R. Jones has been named VP of the ERSCO Sales Management Division of Earl Reynolds Sales Consultants, Columbus, O. Minwax Co., manufacturers of wood finishes and weatherproofing materials, has named Rose-Martin, New York, its agency. Radio and trade papers will be used. Marjorie Dorrance is account exec.

Martin Schwager has been promoted to marketing services director of Kenyon & Eckhardt, Los Angeles. Schwager, who joined the agency in March, 1961, will oversee both media and research. John P. C. McMurrin has joined the staff of Garfield, Hoffman & Conner, San Francisco, as an account exec. He has been advertising manager for the last three years of the Leslie-Spice Island Sales Co. and was previously ad manager of the Tri-Valley Packing Ass'n.



WBAB
LONG
ISLAND'S
HOMEMAKER'S
SWEETHEART

1440 AM — 102.3 FM

BABYLON, NEW YORK

AX 1-1180



Six Mishaps Later, And WBRY Is Still Punching

Waterbury, Conn. — WBRY is convinced that someone up there likes the station. Since May 24, their transmitter has been hit with a tornado, belted with two severe wind and hail storms and struck by lightning three times. And in spite of these six catastrophes, all in short order, the transmitter has been off the air only a total of one hour and two minutes.

Gotham TV Will Air Rams Versus Browns

WNBC-TV, New York, will telecast the Los Angeles Rams-Cleveland Browns exhibition pro football game Sept. 1 direct from the Los Angeles Coliseum. The special will preempt the regularly skedded "Movie 4" feature film.

Ken Coleman, Cleveland Browns announcer, will provide the play-by-play and Warren Lahr, former Browns player, will supply the commentary.

'Jazz Scene' Spotlight On Hip Quartet Duo

Producer Jimmie Baker is filming "Jazz Scene, U.S.A." spotlighting the Synanon Jazz Quartet and the Frank Rossolino Quartet as guest stars. The series, produced for video syndication by Steve Allen's Meadowlane Productions, recently closed a deal with Westinghouse Broadcasting for the purchase of 39 half-hour programs. Steve Binder is directing.

'Sunny Seven' for August Brightens Detroit Spots

Detroit — WXYZ-TV's "Sunny Seven" for August is in the person of Kathleen Wise, Wayne State U. sophomore. As the public service girl for the station (Channel 7), she'll present messages for the agencies whose reps voted her into the job. The agencies include: U. S. Marines and their "Toys for Tots Jamboree," the Michigan State Fair, Detroit Board of Education, the FHA and the Civil Defense Office.

Pete Rugolo Tunes Up To Score 'Untouchables'

Composer Pete Rugolo has been signed by exec producer Leonard Freeman and producer Alvin Cooperman to create an original score for the untitled segment of Desilu's "The Untouchables," to kickoff the upcoming season. The deal also calls for Rugolo to score a second episode later in the current year.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Pete Rodgers, sales VP of National Telefilm Associates, announced 1st Federal Savings of Detroit, Michigan's largest, is seventh financial institution within a month to buy Dr. Albert Burke's "Probe." Contract starts in September for 52 weeks . . . Norman Suffern has been named supervising editor of George Fenneman Productions, Ltd. . . . KTTV has scheduled three more remotes, International Beauty Congress, annual Nisei Week parade and annual Old Spanish Days parade in Santa Barbara . . . Program head Rene Anselmo says KMEX-TV will devote 14¼ hours of its 50-hour schedule to cultural programs, including many from Mexico City, when the Spanish station bows in September.

☆ ☆ ☆ ☆

• • • MGM-TV is preparing an hour dramatic series for the 1963-'64 season based on "The Travels of Jaimie McPheeters," Pulitzer prize-winning novel by Robert Lewis Taylor. This marks the first time a Pulitzer prize novel has been adapted into a TV series as an original presentation. John Gay will write the opening teleplay . . . KABC's news department scored a beat Thursday by being first to air Gov. Brown's refusal of clemency in the Elizabeth Duncan case. Newsman Joe Kala had made arrangements to have a tape of the document fed to KABC the moment it was issued.

☆ ☆ ☆ ☆

• • • The local studios are really getting into high gear now with many Fall series already in production. The "Dr. Kildare" series at MGM is set for the next nine weeks, with seven episodes going before the cameras. It returns to NBC-TV Sept. 27 . . . KGO-TV general manager David M. Sacks has returned following a meeting of ABC-TV o-o station execs in New York . . . Producer Mike Meshekoff has set Jerry Van Dyke, Artie Johnson and Karyn Kupcinec in "The Handmade Private" comedy seg of "General Electric True," which rolls this week at Warner's.

☆ ☆ ☆ ☆

• • • Paul Henreid, until recently with MCA, has signed with Rosenberg-Coryell. He is currently directing a "Sam Benedict" seg for MGM-TV . . . Membership of the Television Producers Guild has approved merger with the Screen Producers Guild. The merger proposal goes to the SPG for a vote within 30 days . . . Robert Paige will emcee "The Big Payoff," which producer Walt Frammer puts into syndication this Fall . . . Frank Cooper office has Don Richardson set for no less than seven starring TV roles to be filmed this Fall.

☆ ☆ ☆ ☆

• • • Bobby Vee is vacationing at home in Fargo, N.D., before leaving Aug. 15 for a tour of the Midwest . . . Fabian has signed with Jack Spina, longtime personal manager of Pat Boone.

☆ ☆ ☆ ☆

• • • Pamela Mason continues her KTTV morning show, although she has left ABC after two years of daily radio . . . Barbara Luna and Carlos Romero have leading roles in "Five Tickets to Hell" seg of "General Electric True" . . . KNX's Bob Crane put on quite a performance on the skins at Lawrence Welk's birthday party at the Palladium the other night. Gene Krupa, move over (but not very far).

☆ ☆ ☆ ☆

• • • Louis Nye is a welcome addition to the cast of "The Beverly Hillbillies," CBS video series. Nye plays a perennial college student . . . Goodson and Todman are talking with Richard Boone about starring in the 90-minute "Broadway Preview" series . . . Fabian starts his tour of one-nighters Aug. 30 when he co-headlines a benefit show with Danny Thomas in Boston for the St. Jude Hospital leukemia fund . . . Herbert B. Leonard, executive producer of both "Naked City" and "Route 66," debuts as a director with "Across Walnuts and Wine" segment of "Route 66," co-starring Nina Foch, Betty Field and Robert Walker Jr. Filming starts today in Oregon City, Ore.

☆ ☆ ☆ ☆

• • • Medallion TV Enterprises has announced syndication of a new half-hour musical series, "Star Route, U. S. A.," produced by Atlas Producers at Paramount Studios. Series depicts the lives of top names in the country-western field. Rex Allen and Johnny Cash are the first two subjects . . . John Astin, co-star with Marty Ingels in "I'm Dickens, He's Fenster," will deliver two lectures on comedy and drama writing at UCLA . . . Mattel Toys has decided to cash in on the popularity of Cecil, the Seasick Sea Serpent, on the "Beany and Cecil" ABC cartoon series by coming out with a doll in Cecil's likeness.

Modern Radio Saluted By 'Chicago Portrait'

Chicago — The Norman Ross-hosted "Chicago Portrait" pub-serv series marks its second year on WLS Saturday with a salute to modern radio. Listeners will get a "behind the scene" view of pub-serv efforts, community action programming and broadcasting techniques at the station.

'Oldtimers' Visit Dick For 5th Cake Chomp

Dick Clark and "American Bandstand" celebrate their fifth anniversary on ABC-TV Friday with the help of studio "oldtimers." The "oldtimers" are the young men and women who frequently attended "Bandstand" in its first year. They will re-visit the WFIL-TV, Philadelphia, studio where the show originates and help Clark eat his birthday cake.

Since the show went on the air in 1957, Clark estimates that over 2,000 acts have been introduced, including such top names as Bob Hope, Jerry Lewis, Tony Bennett, Chubby Checker, and Bobby Darin. Some 82,000 records were introduced as well, Clark related.

Sid Kaufman Becomes TV City Director Exec

Sidney Kaufman, exec producer of last season's Emmy-winning "Macbeth," has joined TV City, Arizona as a director and exec of the corporation. Kaufman will function as a producer and packager in both the motion picture and television divisions of TV City.

A former exec at Continental Films, Kaufman has also been associated with MGM, Paramount and United Artists.

TAC Library Shelf Spot Toasts 'I'm an Alcoholic'

Columbus, O. — WBNS-TV's "I'm An Alcoholic" program has been accepted for inclusion in the Television Affiliates Corp. library. Written, produced and directed by WBNS-TV exec producer Gene McPherson, the documentary resolves around John D., a middle-aged salesman whose business and personal life are wrecked by his dependence on alcohol.

Birkmayer, Bell Merge

Dick Birkmayer, former head of the TV commercial department of MCA Artists Ltd., has formed a partnership with Harry C. Bell, Jr., in the artists management field. The new firm, known as B & B Management Associates, will be based in New York.

RADIO TELEVISION DAILY

The INTERNATIONAL



Indiana University Library
Bloomington Ind

Established February 9, 1917

VOL. 91, NO. 27

WEDNESDAY, AUGUST 8, 1962

TEN CENTS

SARNOFF URGES } INT'L CARRIER MONOPOLY FORMATION OF }

'But Look, Kids, I Really Didn't Mean It!'

Jay Ward, "Bullwinkle Show" producer, said the the puppet who introduces segments of the program told the children in the audience recently to pull the knobs off the set "so we'll be sure to be with you next week." "NBC was furious," said Ward. "Seems about 20,000 kids did pull the knobs off their sets. Well, we fixed it. We had Bullwinkle come on and say, 'Remember, kids, a couple of weeks ago we asked you to pull the knobs off your set.' Well, you can put them back on now. Use glue—and make it stick!"

MINSKY TOPS TELEMETER AS NOVINS QUILTS PARA.

Louis A. Novins has resigned as a VP of Paramount Pictures and president of its pay-TV division, International Telemeter Co., with 12-year Paramount veteran Howard Minsky elected



MINSKY

to the Telemeter presidency, it was announced by Barney Balaban, head of the parent firm. In addition, James P. Murtagh was elected Telemeter chairman; Leslie Winik executive VP; William C. Rubinstein research - development VP, and Philip Isaacs vice president of the organization in charge of franchise sales.

In announcing his resignation, Novins said: "I have been planning to leave the company for some time; my friends at Para-

(Continued on Page 5)

Herald Trib Outlets Become Self-Repped

Herald Tribune radio stations in New York have now switched to self-representation, Martin Stone, president of the group, has announced.

WFYI, Garden City, will assign local salesmen to cover national and regional accounts, with WGHQ, Kingston, operating on the same basis. WVIP, Mt. Kisco, and WVOX, New Rochelle, will be sold nationally through a joint effort by both stations originating from VIP-VOX radio sales, Westchester.

Screen and TV Producers Now in One Guild—SPG

Hollywood—The merger of the Television Producers Guild and the Screen Producers Guild has been consummated, Lawrence Weingarten, SPG president announced yesterday. The guild general membership meeting Monday night approved the terms by which the TV group joins the screen forces. Structure and name, SPG, remains the same as during the past 12 years. The merger, effective immediately adds some 130 TV producers to the 191 film creators on the SPG membership roster.

Mach-Tronics Files \$3.4-Million Action Against Ampex Corp.

San Francisco — Mach-Tronics, Inc., the infant firm that claims to have developed the first portable TV tape recorder, yesterday filed a \$3,375,000 anti-trust suit against Ampex Corp., in Federal District Court here. The action is the firm's answer to a \$2-million damage suit filed by Ampex last June 8 charging piracy of trade secrets and personnel.

In its complaint, Mach-Tronics alleges that Ampex and RCA have, since 1956, engaged in a continuing conspiracy to eliminate competition in the manufacture and distribution of TV tape recorders, virtually establishing a monopoly. Though RCA is not named as a defendant, both RCA

(Continued on Page 5)

AUSSIES LICENSE 600 20TH-FOX PIX

In a deal involving over 600 titles, 20th-Fox TV International has licensed its pre-'48 as well as post-'48 feature films to TV Corp., Ltd., and General TV, Ltd., both of Australia. George Shupert, VP, and Allen Silverbach, international sales director for 20th-Fox, negotiated the deal with Charles

(Continued on Page 6)

Unity Would Give U. S. Equal Status Against O'seas Gov't-Run Ops

San Francisco—Spurred by Telstar's spectacular success, RCA board chairman David

Sarnoff has called for unification of all American international communications carriers into a single privately owned monopoly. The proposal was made yesterday before a session of the American Bar Ass'n, which is holding its annual meeting here this week. Sarnoff said such an American company "would be able, for the first time, to deal on equal terms with foreign government monopolies."



SARNOFF

"Above all," he said, "this plan for unity would eliminate the present weaknesses in our com-

(Continued on Page 5)

Four Star Names Gutman Distrib. Div. Ad Director

Hollywood—Leo A. Gutman has been appointed advertising director of Four Star Distribution Corp. in New York City, new subsidiary of Four Star TV. Gutman, who recently resigned as ad manager for Paramount Pictures in N.Y., was previously Ziv-UA ad director for 15 years.

New Religious Broadcast Aid

Washington—A new public service mass-media organization, the Educational and Religious Radio and Television Ass'n has

opened its first operational office here. Directors of the association, which is incorporated in Indiana, say it is a national, independent and non-profit corporation established to develop and distribute educational and religious materials for use on TV, radio and other mass media.

One of its first projects is the distribution of the Bible Tele-

courses developed by the Washington, D.C., Council of Churches and American U. and broadcast on WMAL-TV. The association will emphasize local community use of its material, expanding the techniques initiated by the Religious Film and TV Project set up under a grant from the Lilly Endowment, Inc.

England's Top Funnyman Retiring from Show Biz

London — Charlie Drake, pint-sized winner of Britain's top comedian of 1962 award, has announced he will retire from show business at the end of the Summer. Drake is still suffering from the after-effects of his accident which millions of viewers saw on their screens. While being dragged through a fake bookcase, he knocked himself out and was taken to a hospital.



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CBS to Prime Time Additional Dialogues

Additional "Dialogues" between outstanding persons, similar to "The Dialogues of Archibald MacLeish and Mark Van Doren," will be broadcast as hour specials in prime time on CBS-TV, it was announced by CBS News president Richard S. Salant.

He said the decision to pursue the dialogue form was taken "because of the unusual interest generated by the experimental MacLeish-Van Doren broadcast, and because its new technique holds promise of further stimulating TV conversations."

Logo for WDAU-TV with text: A DOMINANT VIEW WDAU-TV scranton-wilkes barre and WGBI represented by H-R

COMING AND GOING

WALTER STASKOW, of ZMB-TV, Hamilton, Bermuda, due in N. Y. on business.

BILL HOBIN, "Sing Along" producer, has returned from a two-week vacation cruise.

BILL KAUFMAN, of Screen Gems' public relations, to Pittsburgh, Cleveland, Detroit and Chicago on business.

CARMEL QUINN in Ohio for p.a.'s.

PETE BURNES, Jay Ward Productions VP in charge of the TV commercial department, has returned to the Coast after business conferences in N.Y.

EDDY MANSON to Washington, D.C., to serve as guest conductor of the USAF Orchestra and for an interview on WGMS.

ART OKUN, MBS eastern sales manager, has returned from vacation.

Official's Short-Segment Pix Highlight 1, 2-Reel Upswing

Short-segment film programming is enjoying a marked upswing, according to Seymour Reed, president of Official Films. Since mid-July, four libraries of film series, running from one

Commercial Jingles Ring Up New Sales

Boston—KCBS, San Francisco, has signed with Commercial Producers, Inc., Boston, for a jingle package, becoming the fourth CBS o-o to order this service. The others are WEEL, Boston; WCAU, Philadelphia, and KNX, Los Angeles. A fifth will be inked next week.

Formed in 1958

Arthur Hammell, president of CPI, organized the company in 1958 to supply musical commercials for local advertisers of the same caliber of music available to national firms. With every package supplied by CPI to its stations, exclusive in each market, the firm guarantees local sales equal to the cost of the package. National sales manager Mort Van Brink said the cost of the jingle package amounts to approximately 15 per cent of the total sales.

Among the group-owned radio properties which use commercials created by CPI are WHK, Cleveland; WPRO, Providence; WOW, Omaha, and WANE, Fort Wayne, Ind.

Hecht Joins WCBS-TV For Ad-Program Promo

Arthur L. Hecht has been named advertising-program promotion director of WCBS-TV. He comes to the CBS o-o from CBS Radio, where he has been program promotion - merchandising director.

Hecht started with CBS Radio in 1958 as a copywriter in the Sales Presentation Dep't after serving as promotion-merchandising-research director for the Mutual Broadcasting System. He also spent four years with Young & Rubicam.

minute to 18 minutes in length per subject, have been sold by Official in 15 markets for Fall telecasting, he said. Latest sales include WEWS, Cleveland; KOTV, Tulsa; KGUN-TV, Tucson; KL-AS-TV, Las Vegas; WTHI-TV, Terre Haute; KSWB-TV, Roswell, N. M., and WTAF, Marion, Ind.

The series, consisting of the one-and two-reel "Little Rascals," the five-minute "Greatest Headlines of the Century" and "Almanac" plus the one-minute "Sportsfolio," have been consistently salable programs, Reed pointed out. Because of their brevity, he noted, those shows in many instances are geared to single sponsorship rather than multiple auspices for longer film programming.

Spotted in Kiddie Shows

Unlike the other series, "Little Rascals," with a total of 32 new sales since distribution was acquired by Official last February, has been programmed as a half-hour in some cases such as the current showing on WABC-TV, New York. The one- and two-reelers are being spotted elsewhere in children's programs.

'Golden Year' Sked Polished by KTLA

Over 150 advertiser and agency decision-makers yesterday attended the first of several previews to be held in major advertising centers for "The Golden Year of Programming," the 1962-'63 programming schedule to be carried by KTLA-(TV), Los Angeles. Peters, Griffin, Woodward, national reps, were co-hosts at the affair held at the Sheraton-East.

KTLA-TV has invested heavily in new Fall programming with buys of live, first run, and first run in syndication properties to strengthen its position as a Los Angeles independent. A \$200,000 advertising campaign has been

FINANCIAL

(August 7) NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crowell-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Minn. M & M., Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Allied Artists, Capital Cities, Movielab, NTA, Reeves Sound, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Jerrold, Meredith, Seven Arts, Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

New York Station Lands Car, Food-Drug Accounts

Three automotive and four food-drug accounts placed ad schedules within the last few days with WMCA, New York.

The car account included Chevrolet, thru Campbell-Ewald, Detroit; Gotham Ford Co., via Miller Advertising, and Empire Lincoln-Mercury thru Richard LaFond.

In the food-drug category were Buitoni Food Corp., via Kenyon & Eckhardt; Parks Sausage, thru Leon Shaffer Golnick Advertising, Baltimore; New York State Pharmaceutical Ass'n for Life Savers, via Products Advertising Corp., and St. Joseph Aspirin, by Lake-Spiro-Shurman.

launched to hawk the station's efforts.

Presently under construction by the Paramount-owned station, a mobile sign unit is being erected on the roof of the Hollywood Taft Building and will be the largest animated combination news and program information display in California.

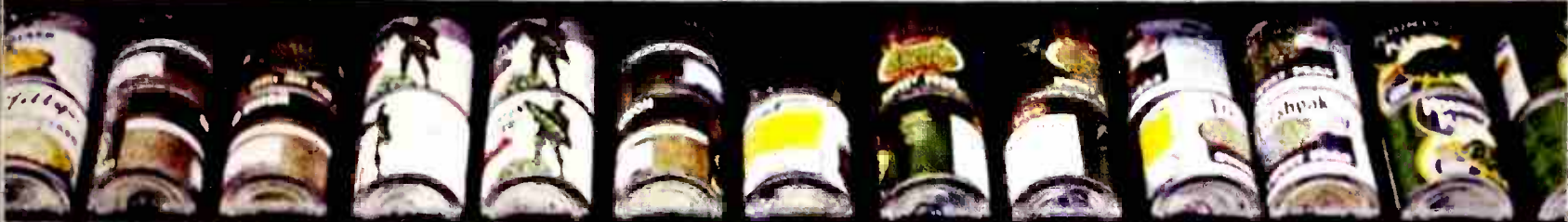
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who buys the most?



Vol. 9

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MEX Apartar ROM delle G Alfonso Box 34 REAU Kamiya 46-4324 ficio E.

CB Ad

Ad outst "The Leisl be b prim anno dent He the c cause erate Leisl beca prom TV

SCI and

young adults buy the most!

young adults buy the most food... and most of almost everything



Young adults (under 50) buy 65% of all food products. This means that when you buy young adult ABC Radio, you're buying food advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults;

presents to the food advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to food, (and related products), young adults buy the most of everything you sell. Your ABC Radio sales representative will be glad to give you the young adult facts.

ABC RADIO FIRST WITH YOUNG ADULTS

Source: Life Magazine Study of Consumer Expenditures

Latest to Flee Castro Bares Cuban Predicament
Nestor Williams, latest Cuban prisoner to be released by Castro will be interviewed on WLIB tonight by WLIB news director Clarence Rock.

Contact Sponsoring N.Y. Election Results

Following the lead of NBC-TV, WNBC-TV becomes the first local New York station to announce a sponsor for the Nov. 6 local election coverage, with the purchase by Contac of one-half sponsorship of the local election reports via Foote, Cone & Belding. Peter M. Affe, WNBC-TV station manager, said Contac, a product of Henley & James, will sponsor one five-minute segment every hour, beginning at 7:25 PM. WNBC-TV will offer two such reports every hour until conclusion. Gabe Pressman and Edwin Newman are anchormen at WNBC-TV's election central, where reports on the races in New York, New Jersey and Connecticut will be flashed by Reporters in counties of those states.

Int'l Carrier Monopoly Urged

(Continued from Page 1)

communications structure and secure for America a position of strength commensurate with our nation's contributions to world-wide communications." Sarnoff said the "random policies" governing the nation's communications services evolved from the separate development of the land-line telegraph, ocean cables, wireless telegraphy, the radio telephone, and broadcasting. Despite the fact that the domestic public telephone and telegraph services, and international telephony, are legal monopolies, Sarnoff said, the 10 American companies operating in the international telegraph field "must compete for traffic which at the foreign end is usually handled through government monopoly." The foreign monopolies, he added, "can and on some occasion do play one company against the other with resultant disadvantage to American companies and the American public." Although the recently proposed communications Satellite Corp. establishes a form of legal monopoly, he continued, most of the communications companies auth-

Mach-Tronics Files Against Ampex Corp.

(Continued from Page 1)

and Ampex are charged with conspiring to suppress research in favor of existing models, curtailing competition through costs and licensing of patents, and to "destroy the business of any independent manufacturer who threatens to enter the market." The complaint further alleges that Ampex instituted its trade secrets suit against Mach-Tronics in order to harass the firm, to force it to spend money defending itself against "false allegations" and to divert it from selling its competitive taperecorder. The suit asks that the Ampex-RCA "conspiracy" be enjoined and seeks trebled damages plus legal fees. Commenting on the litigation, Henry W. Howard, San Francisco attorney and a VP of Mach-Tronics, said: "We regret that we have no choice but to fight Ampex in the courts. We would much prefer to fight our battles in the market place. The need and demand for low cost TV represent the market of perhaps \$1 billion which neither Ampex nor ourselves nor both of us combined can justify."

Record Plays 'Til Boss Pays

Washington Bureau of RADIO-TV DAILY

Washington—Looking for a pay raise? It's easy when you know how. DJ Larry Justice locked himself in the control room of WPGC in suburban Prince Georges County and played "Presidential News Conference," a novelty record, over and over for two solid hours. Between playings, Justice took his case for a pay raise to the people. He also allowed the station's regular newscasts to interrupt playing of the record. After he was eventually taken off the air, fired and then rehired, the deejay won his pay raise. On the air, he told his listeners he had been hired six months ago with the understanding his salary would be raised in four months. WPGC general manager Robert Howard said that Justice was given a "substantial raise" after being rehired, but didn't say how much that might be.

Para. Elects Murtagh Telemeter Chairman

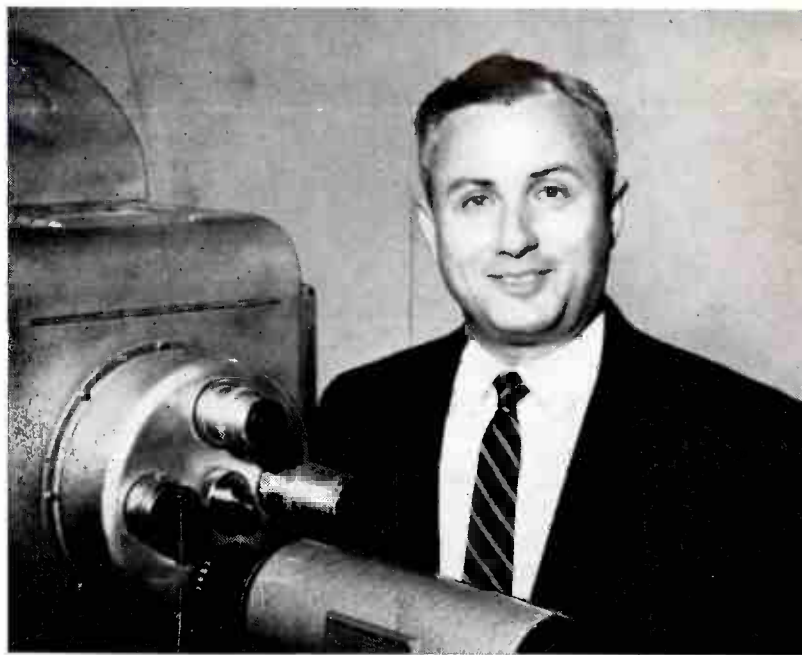
(Continued from Page 1)

mount have known this. I can now move on with the comforting feeling that the principal project presently under my direction is well on the way." Expressing his belief in pay-TV, he added: "Among other interests, at the right time I plan to participate in it."



MURTAGH

Novins will remain with Paramount until the end of the week, with his future plans, as yet unannounced, expected to include his return to the law practice he left when he joined Paramount. Minsky, Western and Canadian sales manager of Paramount Film Distributing Corp. since April, previously served as assistant to Paramount executive VP George Weltner and as Telemeter exec.



WBRE-TV COLOR PIONEERING PAYS OFF AS DEMAND SURGES

David Baltimore, WBRE-TV General Manager: "The big surge of enthusiasm for Color TV in the Wilkes-Barre area has already brought a 'demand exceeds supply' situation. Everyone is finding out that Color provides TV's fullest enjoyment and service, and we believe Color TV will be a big factor in audience and advertiser selectivity by '63." Color TV can pay off for you, too. Find out how from: J. K. Sauter, RCA, 600 North Sherman Dr., Indianapolis 1, Ind., Tele: ME 6-5311.

WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET? To reach Main Street, U.S.A., turn at Mutual.

Whatever your market—teen age, young marrieds, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. Pick your market and head for Main Street, U.S.A. Check the signpost and turn at Mutual Radio. LANDMARK: Mutual Radio delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M

A Service to Independent Stations



By TED GREEN

• • • Announcer-narrator Frank Butler will always remember July 20th—on that day he won two commercial auditions and then played bridge with friends and in the opening hand he drew 13 spades.—Now watta-ya-tink the odds are for 13 spades? . . . JFK is frightened over the physical fitness aptitudes of our youth. We suggest immediate installation of closed circuit systems featuring “visiting instructors” Jack La Lane and Debbie Drake. They’ll prod the lazy kids into shape . . . A top network exec confided to us in Mon-signore that he had just seen the advance rushes of Joe Franklin’s new series, “Joe Franklin’s Silent Screen” and to quote him, “It will open a new horizon in programming” . . . Monicker for Sinatra: “The Swinging Philanthropist” . . . Comic Bernie Allen: “I enjoy sick humor—but it has to be in good taste!” . . .

• • • When it came to selecting beautiful gals years ago, the tops were, Flo. Ziegfeld, Earl Carroll, Gene Buck, Nils T. Granlund (NTG to you youngon’s) and George White. Today we can put Walt Framer in the same class. His selection of gals for his new syndicated “Big Payoff” show is simply terrific. This pillar hasn’t seen such beauty in years. Incidentally, Walt has added six more stations to his list, and by the end of this year “Payoff” will have close to 100 stations. All we can say—You just can’t miss with this show . . . Aug. 19 will be a big day for world accordion champion Donald Hulme, a resident of Belleville, a suburb of Newark, N. J. At that time, the 21-year-old virtuoso on the very melodious Hohner instrument will

be featured on Ed Sullivan’s CBS-TVer and will introduce a 200-bass custom-made accordion to the U.S. audience . . . Did you know that the skin pressure per square inch of a first class kiss is 10 lbs—and that one in the ecstasy class can hit 25 lbs? (Are you curious how we found out?) . . . The new Ivory Bar at the Westhampton Bath and Tennis Club was designed by its president himself, Jerome (Jerry) Riker. Naturally, he gave himself an unlimited budget for the plush bar . . . The Van Camp Sea Food Co. has started an intensive spot campaign on WNAC-TV, Boston . . .

• • • Jazz trumpeter Al Hirt, television’s man-with-the-golden-horn, will switch to the legit stage Sept. 3 when he opens in an original musical review titled “Sounds of the Sixties.” Featured on the bill will be singer Andy Williams. “Sounds of the Sixties” will mark Al Hirt’s first stage appearance, although he has been starred in nightclubs, on TV, in concerts and in motion pictures. (Quite a versatile guy!) . . . New York Airways’ new turbine-powered, prop-jet helicopters can carry 25 passengers at a speed of 155 miles an hour, but the longest flight you can take is eight minutes, from Newark Airport to LaGuardia direct. New York Airways will have a heliport atop new Pan American Building at the Grand Central.

• • • Bert Parks’ twin sons, Joel and Jeff, who have reached their 16th birthday, are toiling as caddies at the Green Hills Country Club in Greenwich. They’ve inherited their dad’s personality, which makes them equally as popular with the members as they are with their fellow bag toters . . . KYW, Cleveland, has named Michael Ruppe, Jr., PR manager, and Henry Hirsch ad-sales promo manager . . . KYW’s “Program PM” begins a special series of programs recorded by Mike Wallace during his current “Around the World in Forty Days” trip. Harv Morgan hosts the show . . .

• • • Confusion reigned at TV Guide the other day when a message arrived from Irish International Airlines that Ed Roth, director general of Telefis Eireann (Irish TV network), who’d been the magazine’s guest in New York last March, had sent three boxes of watercress as a belated token of his appreciation. Muttering “watercress?” all the way, the mags East Coast rep, Charles E. Reilly, Jr., assistant Barbara Greenberg and promo manager Joe Keyes hoofed it to the airlines to accept their gifts from the olde sod. Much to their surprise—and delight—they found it wasn’t watercress at all, but beautiful hand-carved Irish Waterford crystal-ware.

Nudists Stay Away From KYW Contest

Cleveland — His vacation plans postponed due to a revised program schedule, KYW personality Joe Mayer is being “cheered on” by a barrage of humorous vacation photos from listeners, ranging from the hilarious to the ridiculous. Winner of the “Joe Mayer Funny Vacation Photo Contest” will be awarded a week’s trip for two to Niagara Falls, Ontario.

‘Careerathon’ Fights School ‘Drop Outs’

Detroit — In an effort to combat school “drop outs” with entertainment and information, WXYZ-TV is presenting a 90-minute public service program, “Careerathon,” Aug. 18.

The entertainment will be a typical teenage “sock hop” in the studio. Also, Frank Fontaine, Nancy Sinatra, Carmen McRae and Oscar Peterson will perform.

Information will be supplied by Dr. Samuel Brownell, superintendent of public schools, and a panel of businessmen. Youngsters and parents will be asked to phone panel members for information concerning school and career problems. All conversations will be heard on the air.

Cleary to Taliesin Outlet As Programming Chief

Detroit—Norman B. Cleary, former assistant professor of Wayne U.’s science of society department, has joined the staff of WDTM here as programming director. In his new capacity, he’ll be responsible for the station’s classical, concert, folk and jazz music shows, and direct the further development of the Taliesin outlet’s entertainment productions. Since May, Cleary has been host of “WDTM Saturday Night,” and will soon be heard on “Wisdom of the Orient” and “Turning Leaves.”

Aussies Take Fox Pix

(Continued from Page 1)

Michelson, representing the Australian group in one of that country’s largest TV deals to date.

Sir Frank Packer, chairman of the Australian corporations, and in the U. S. for America’s Cup Yacht Challenge, signed the agreement on behalf of the Australians.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street
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'Competitive' TVers Elect Wm. L. Putnam Committee Chairman

Erie Pa. — William L. Putnam, president and general manager of WWLP, Springfield, Mass., has been elected chairman of the Committee for Competitive TV at a meeting here which also voted to incorporate the committee and set up a permanent PR program on behalf of UHF operators.

Other elected officers were vice chairman Frederick C. Mueller, VP and general manager, WEEK-TV, Peoria, Ill., and secretary-treasurer John W. English, secretary of WSEE-TV here.

Has Four-Part Program

The board of directors announced that the committee will "participate actively in the future development of the TV spectrum and assist in its utilization to maximum potential . . . encourage construction and operation of new local TV service to local community interests; further the development of a more competitive TV service in the U. S. and a meaningful expansion of the industry and provide a 'sounding board' and 'listening post' for the fullest exchange of advanced research and technical information concerning TV transmission and reception."

ABC-TV Ups McAvity To Helm Sales Planning

John McAvity has been promoted to the new post of ABC-TV sales planning coordinator. He has been manager of nighttime sales service for the ABC-TV sales dept. since November, 1961, having joined the network in September, 1959.

Ex-MCA Records Chief Joins Ashley-Steiner

Ashley-Steiner, inheritor of several MCA key agents, has added Bobby Brenner, in charge of MCA's record division for almost 12 years, to its roster. Brenner will work with performers in all departments as well as in the developing and sales of new properties.

REPORT FOCUSES 'LEARNING LENS'

Omaha Outlet Surveys ETV Why, How & Where

Omaha, Neb. — A special report, "ETV, The Learning Lens," will be seen on WOW-TV tomorrow and rebroadcast Sunday. Producers of the report visited KUON-TV at Nebraska U. and other ETV stations at Kansas City, Des Moines and in the Minneapolis-St. Paul area.

Prominent Nebraska educators, including chancellor Clifford Hardin, will give their views on ETV. The report will explore both the instructional and cultural benefits of ETV, what kind of programs are offered and how many people can be served.

Conn. Outlet Claims Top Listening Post

Stamford, Conn.—Although in direct competition with powerful network and independent stations, WSTC still is out front with an audience more than that for the three top New York radio outlets combined, according to a Pulse which has just been completed for the station.

The survey claims that WSTC enjoys a listening population three times greater than the highest-rated Gotham station, and almost 10 times greater than any other Connecticut outlet. The Pulse, according to station manager Julian Schwartz, supports the contention that national accounts would do well to consider strong fringe-area stations rather than rely on fringe coverage by New York.

Emphasis on News

WSTC concentrates heavily on news with 14 local news round-ups daily in addition to regular hourly reports. Active in "live" community broadcasts, the Stamford station, recently increased to 1,000 watts, programs "good music" such as standards, show tune albums and classical selections.

Quinn Called from Pitt For WINS Program Post

Dominic R. Quinn has been named program manager for WINS, the new Westinghouse Broadcasting outlet in New York, effective next week.

Quinn has been program manager of KDKA, the WBC outlet in Pittsburgh, since April, 1960. He brings to the post a dozen years of broadcasting experience, including work at Westinghouse's WIND, Chicago.

'Ripcord' Lands Prime Slots As Top Advertisers Sign Up

Ziv-UA's "Ripcord" series, now in its second year of production, has demonstrated strong audience appeal by winning prime time slots in several markets, M. J. (Bud) Rifkin, exec VP in charge of sales, has reported.

In conjunction with White & Shuford Advertising, Ziv-UA has placed the skein in five of the markets in which California Oil Co., Western Division (formerly Standard Oil of Texas), has renewed for the upcoming productions. The stations are KGNC-TV, Amarillo; KOB-TV, Albuquerque; KROD-TV, El Paso; KSWB-TV, Roswell, N. M., and KSYD-TV, Wichita Falls.

Several Are Newcomers

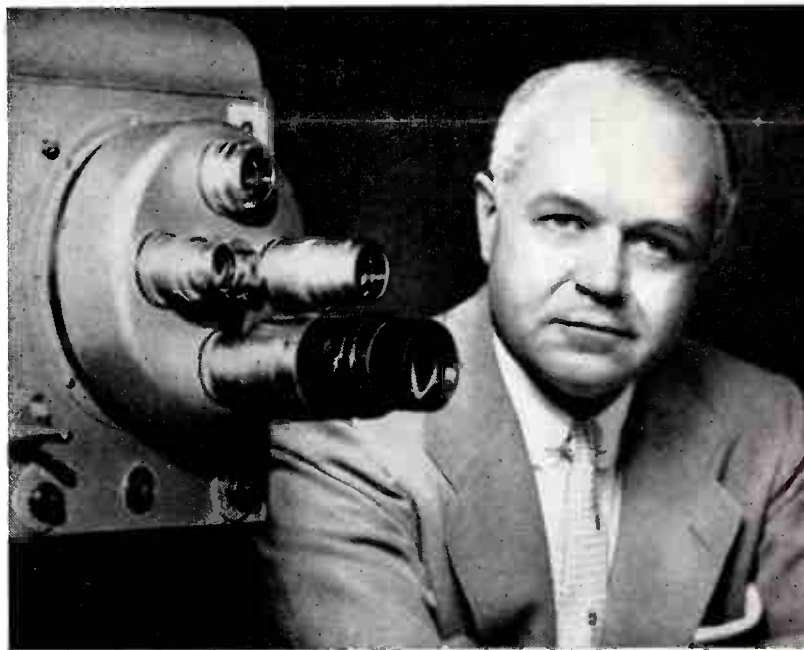
Savannah Sugar Refining, via Burton E. Wyatt & Co., has renewed "Ripcord" for the second year on WCYB-TV, Bristol, Va., the third station firmed up for the company. Newest sponsors to join the series' roster are Hartz Mountain Products for WHDH-TV, Boston, via George H. Hartman & Co., and DuKane Supply Co. for WI-

IC-TV, Pittsburgh, via Feldman & Kahn.

Color stations are WJBK-TV, Detroit, the newest, with past users signing again including outlets in Chicago, Milwaukee, Cincinnati and Indianapolis. Latest station renewals for the skein are KLZ-TV, Denver; WVEC-TV, Norfolk, and KLFY-TV, Lafayette, La.

Pet Project Patted

Chicago—Jim and Bud Stewart, of WBKB's "Here's Geraldine," have received a commendation from J. J. Shaffer, managing director of the Anti-Cruelty Society, for their TV feature, "Pet of the Week." Since the Stewarts' spotlighting of a pet supplied by the Society, not one has failed to be adopted.



COLOR PIONEERING PAYS OFF 3 WAYS FOR WFIL-TV PHILADELPHIA

Roger W. Clipp, WFIL-TV General Manager: "Color is definitely the most exciting aspect of Television's present and future. Color TV means increased circulation and revenue. It also has gained a great deal of prestige for WFIL-TV, a pioneer in Color TV in the Philadelphia area." Color TV can increase your profits and prestige, too. It will pay you to find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

ATTENTION!
RECORD COMPANIES
EXPERIENCED SALES PROMOTION-PUBLICITY and ADVERTISING EXECUTIVE AVAILABLE.

Box 191, RADIO-TV DAILY
1501 Broadway New York City

7 Deadly 'In's' To Her Purse

San Antonio — Seven common rackets which fraudulent operators use to cheat unsuspecting housewives will be exposed on WOAI-TV with cooperation of the Better Business Bureau.

The exposes, which will be shown on the station's regular 10 PM newscasts, include: "Go Into Business for Yourself with Vending Machines," "How to Get Sets of Encyclopedias Free," "Obtaining Home Appliances at Low Cost through So-Called Referral Plans," "Landscaping Rackets," "Free (?) Subscriptions to Magazines," "Fraudulent Earn Money at Home Plans" and "Door-to-door Charity Solicitations by Individuals."

WEDDING BELLS

Handy-Cambria

Betsy Handy, of CBS-TV press information, and Fred Cambria, "Calendar" and "Jackie Gleason Show" production supervisor, were married Saturday in N. J.

Rollins' Earnings Reach Record High

Wilmington, Del. — Rollins Broadcasting reports record sales and earnings for the year ended Apr. 30, with net earnings of \$437,396, equal to 46 cents a share on revenues of \$6,395,312. Comparable figures for the previous year were net earnings before special credits of \$358,533, equal to 40 cents a share on revenues of \$4,401,773.

Large Jump over Last Year

O. Wayne Rollins, company president, told shareholders that the company's cash flow from operations was \$1,535,051, equal to \$1.60 a share, compared with \$943,671 before special credits equal to \$1.04 a share for the comparable fiscal period of a year ago.

The figures, he said, represent a 45 per cent increase in revenues, a 22 per cent increase in earnings and a 62 per cent increase in cash flow. Rollins owns three TV stations and seven radio outlets nationwide.



WLW-TV COLOR TV RATINGS AND SALES CLIMB IN COLOR-FULL CINCINNATI

John T. Murphy, WLW-TV General Manager: "A WLW-TV survey shows that Color programs have *double* the ratings of the same programs in black-and-white, and Color commercials have *triple* the impression of their black-and-white counterparts. Result: WLW Television sales have increased 34% since we installed Color TV equipment." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Although the other L.A. independent TV stations have announced a heavy schedule of new programs for the Fall, KTTV's Bob Breckner is adding just two new off-net programs in prime time. His feeling is that few network shows do well as re-runs and he bought the two he thinks will make it—"Checkmate" and "Thriller." For daytime, KTTV has bought Walt Disney's "Mickey Mouse Club," which fits in with its other two highly rated kid shows. While continuing to specialize in sports and special events, KTTV will fill in the rest of its evening hours with its proven network re-runs, the Friday night "Colgate Theatre," consisting of post-'50 MGM pictures, and such specialized features as Paul Coates and Tom Duggan. Breckner has no immediate plans for color, preferring to wait until color sets constitute a larger per cent of the total sets in Southern California than they do now . . . Dootsie Williams, president of Dotto Records, is making long-range plans for the organization of two non-profit corporations with the ultimate goal of owning a TV and radio station in Southern California. These would be Negro-owned stations whose primary function would be to fulfill the need of the Negro people for a better PR job, he said.

• • • More than 3,500 UHF converters have been sold in the Los Angeles area in the past month to distributors, in anticipation of KMEX-TV's debut in September. One company has already launched a door-to-door sales campaign in Greater Los Angeles, Riverside, Orange and San Bernardino counties . . . Dan Duryea has canceled plans to make a feature film based on his 10-year-old "China Smith" TV series. He thinks the character would be indigestible to today's sophisticated movie audiences . . . Herbert B. Leonard and his executive assistant, Sol Baer Fielding, will go their separate ways after a two-year association . . . Pippa Scott checked in at Revue this week to resume her starring role in "The Virginian."

• • • Connie Stevens due back at Warner's for work in "Hawaiian Eye" after time out for minor surgery . . . The Frank Cooper Office has signed Gale Storm and actor Paul Lynde for representation in all fields . . . Fess Parker is back at work in "Mr. Smith Goes to Washington," after a week in Santa Barbara supervising construction of his \$1.5-million mobile home park . . . Writer Julian Fink has come up with a one-year contract at Four Star, which makes him a partner in all properties and projects he originates. He has already begun work on two one-hour series, "The Commandos" and "Metropolis" and has a third series entitled "Hall of Justice" in preparation. He has free rein on all his projects.

• • • KABC's Ben Hoberman advises on the second anniversary of the ABC o-o's conversation programming that his share-of-audience has increased by one-third in that time. Remember the days when it was fashionable for stations to brag that they had practically no talking except news? . . . What would you do if a man with a heavy Italian accent phoned you and told you a tale of woe and asked for advice. Hang up? This is the routine followed by KMLA-FM's Aldo Aldi, but he reports that most people not only listen, but offer helpful advice. Calls are made at random and he tells them at the end that they were on the air, and then secures permission for later use of the conversation.

Westport Outlet to Open FM Dawn-Midnite Air

Westport, Conn.—A new FM radio service, operating from sunrise to midnight, will be inaugurated Sept. 1 by WMMM here. To be known as WMMM-FM, the station will duplicate regular AM broadcasting during the day and continue with independent programming of good music after sundown.

Sidney J. Flamm, president of the station, said the FM service will be expanded later to include multiplex for stereo broadcasting. Tests of the new transmitter are being held periodically throughout this month.

Luxenberg, Ober Upped At CBS Radio Services

Leon Luxenberg and Norman Ober have been promoted at CBS Radio Information Services Dept., Luxenberg from his post as network sales presentations director to director, sales promo merchandising director, and Ober from program writing director to audience promo director.

Luxenberg came to CBS Radio in 1955. Formerly, he was manager of research at American Weekly. Ober joined CBS in 1946 as a member of the network program writing staff. His first novel, "Bungalow Nine," was published this year.

AGENCY NEWSCAST

A new service based on an information-gathering system which establishes a correlation between the public's buying habits and its viewing, listening and reading habits has been set up by SRDS-DATA under the name "Consumer/Audience Profiles."

Phillip W. Wenig, president of Data, Inc., the research and data-processing subsidiary of Standard Rate and Data Service, said "Our goal is to have information on every county in the U.S. This information can then be combined into any type of larger geographic area, such as a particular advertiser's sales zone . . . Some of the Consumer/Audience Profile data will be in hour-by-hour segments in the routine day of typical consumers representing every economic and social level."

* * *

The 25th annual Writing and Picture Competition sponsored by TWA has been announced by Gordon Gilmore, PR VP. The competition now provides more recognition of the communications arts in aviation journalism and includes categories for radio-TV writers and TV and newsreel cameramen. In all, the competition has 15 categories in four classes. Each winner receives \$100 in cash and a commemorative award. One winner in each class is recipient of an extra "sweepstakes" award of an additional \$100 prize.

* * *

Hovey Larrison, staff member of Conklin, Labs & Bebee, has been appointed director of TV and radio for the Syracuse ad and PR agency. He joined CL&B in 1961 after five years as radio-TV director of program promo and publicity for WHEN-TV, Syracuse . . . Robert Schulete has been appointed manager of print production in the New York headquarters office of Geyer, Morey, Ballard. He had been acting manager of the department.

Available Promotion Man

If your promotion problem is not just another press agent but rather a crackerjack idea man, our getting together would, I am quite confident, be most mutually satisfactory.

BOX 197, RADIO-TV DAILY
1501 BROADWAY
NEW YORK 36, N. Y.

Thought for Today

"Cooperative advertising is a large and important segment of advertising generally. It is doubtful whether anyone really knows what the total dollar amount of cooperative advertising is in this country. But it is very substantial. There have been estimates that it amounts to 25-30 per cent of store advertising expenditure. The trade press estimates it at no less than \$275 million and we estimate that the figure is probably closer to \$500 million. This is a considerable sum of money. If cooperative advertising is altogether stopped, this flow of funds will be directly lost to the American economy and to the advertising media."

—Harold H. Bennett
National Retail Merchants
Ass'n President

Terre Haute TV Outlet Furnishes Ad Survey

Terre Haute, Ind. — WTHI-TV here has just completed a major distribution of its third annual Brand Preference and Home Information Study, analyzing advertised consumer and automotive products within the station area. Of the 1,500 questionnaires sent out in this state and Illinois, slightly over one-third return is reported.

Household Data Included

The primary purpose of the survey is to furnish information to the advertiser concerning his product's public acceptance compared to competition, as well as provide a sales and merchandising tool. The study also includes household information and a section on shopping habits.

Although metropolitan newspapers prepare such analyses, the station feels it is the first broadcast medium to issue this data on a regular yearly basis.

Paul Frank's Scope Scans All Miami News Events

Miami—Paul Frank has been appointed news director of WLBW-TV and will be in charge of all news operations including the sports and weather departments and the production of all documentaries and special event telecasts. Frank has been with WLBW-TV since it began operation in November.

TV's Greyland Probe In Colorful Quarterly Crew to Zoo For Big To-Do

Should TV remain free to be "bad" as well as "good"? Is Canadian TV "superior" to U. S.? A government-sponsored TV network? Who needs the "packager"? TV's program responsibility and program support need overhauling? Ground Rules for TV debates. Editorializing on TV. Progress of ETV.

These are the questions posed and topics discussed in the third issue of TV Quarterly, the Journal of the National Academy of TV Arts and Sciences, scheduled to be released Aug. 16. Published cooperatively with Syracuse University's radio-TV center, TV quarterly features articles contributed by outstanding leaders in the TV industry.

Bob Story at WHIH

Norfolk — Lloyd C. (Bob) Story has been named operations director for WHIH, where he will be responsible for overall supervision of the station's Portsmouth studio and transmitter facilities.

Minneapolis — The cast and production crews of WTCN's "Lunch with Casey" series will spend the entire day of Aug. 23 at Como Park Zoo, St. Paul. The crew will videotape zoo activities, with the hour program skedded for airing on Sept. 8.

Casey Jones (Roger Awsumb), Roundhouse Rodney (Lynn Dwyer) and Cousin Lem (Jim Wiley) will appear on the program, in addition to members of the zoo staff. Young fans have been invited to come to the park.

Segments will include coverage of the zoo's miniature train, monkey island and children's farm and performances by Sparky the seal, the big cats and bears.

Leading Lady

St. Louis — Alice Friedman, of WIL's promotion department, has been selected to co-star in the JCCA Center Players production of "Little Sunshine," which will open Aug. 25 at the Theater In the Woods.



WGN-TV CITES CONTAGIOUS COLOR ENTHUSIASM IN CHICAGO MARKET

Ben Berentson, WGN-TV General Manager: "Enthusiasm and interest in Color TV is growing and spreading every day. To meet this great opportunity and exciting challenge, we've planned over 1600 Color hours this year, and we foresee a major break-through in Color sales to advertisers in '63." Color TV has big opportunities for you, too. Find out about them today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.



By JACK RUSSELL

Special clinics for radio program directors will be held during the World's Fair of Music & Sound at McCormick Place Aug. 31-Sept. 9, with topics to range from programming the automated station to selecting a music pattern. The promo chiefs will meet with retailers of records, hi fi components, radio, TV, phonographs and musical instruments for the opening general conference session Sept. 5 on "Opportunities and Challenges for the Record and Sound Industry." The following day they will participate in a session on "Building and Projecting a Strong Station Image," with the Sept. 7 discussion to center on "Making News a Vital Part of Programming." The wind-up Sept. 8 will feature four speakers discussing "When to Change your Station Format."

WTTW on Tuesday will debut an eight-program series produced by the Atomic Energy Commission, demonstrating how atomic power is used in the U. S.' space effort. The premiere, "Atoms for Space," describes the development and use of compact nuclear power sources for space under the AEC's Systems for Nuclear Auxiliary Power (SNAP) program and chronicles the first use of atomic power in the nation's space effort. By use of animation and models, it also shows the basic uses of SNAP devices on land and sea . . . The same night, WTTW will feature Oscar Brown, Jr., Chicago's "Mr. Kicks," on its "Sid McCoy & Friends" jazz series, in a preview of his forthcoming role as a network TV jazz star.

Clark George will host a press luncheon at the Sheraton-Chicago Aug. 16 and, later in the day, a cocktail party at WBBM-TV in honor of Jackie Gleason as a preview to Gleason's return to TV, now being promoted by "The Great Gleason Express"—a special train carrying Gleason, musicians, entertainers producers and writers . . . Armand Bel, WLS sales manager, has announced the appointment of George Mazarr as an account exec. Mazarr was formerly with WEAW, Evanston, and Golf Digest Magazine.

Select Reps Adds Outlet

Select Station Reps has been named exclusive national rep for WALA Radio-TV. The stations are owned by Pape TV, Inc., and serve the Mobile-Pensacola market.

AM-TV Safety Drive Rolls Up High Score

Winston-Salem, N. C.—A WSJS-AM-TV saturation campaign on behalf of highway safety in the state has resulted in a 23 per cent drop in accidents for the first three weeks of July, over the same time last year, according to station officials. Injury-producing accidents were down 27.5 per cent, with an 11 per cent drop in the number of persons hurt.

The campaign was conducted under the auspices of the station's public service department, emphasizing "Project Impact," a special program of stepped-up traffic enforcement by the Highway Patrol.

Newscasts were tagged with safety reminders, and special films pointed out the rules to be followed as well as the stricter measures used by enforcement officers. In addition, the outlets carried interviews with the head of the Highway Patrol unit throughout each day.

St. Louis Joins Search For Ideal Teenage Girl

St. Louis—WIL, the St. Louis Balaban station, will participate in the "Miss Teenage America" contest. The station, in association with Crestwood Shopping Center here, will send a St. Louis finalist to the national competition in Dallas Oct. 8.

Semi-finals will be held during September and early October. Contestants, between 13 and 17 years of age, will be judged on personality, poise and attributes of an ideal teenage girl.

Chevrier and Desmarais Hiked in CBC Sales Dep't

Special to RADIO-TV DAILY
Montreal—The appointments of W. E. Chevrier as sales manager of the National Selective TV Sales, and of Jean Desmarais as sales manager, radio, have been announced by Maurice Valiquette, sales director for CBC. Both will be headquartered in the commercial division of the network in this city.

'Memory Lane' Signposts Sport WOR-TV Address

Joe Franklin, whose "Memory Lane" program has appeared on TV for 11 years, moves to WOR-TV beginning Oct. 1. The daily hour show retains its present format of interviews with show biz personalities and film clips of early movies.

Back at Mike

Hollywood — Phil Norman, KNX personality, has returned following a successful three-week recuperative vacation.

NBC to Hoist Race Anchor For America's Cup Challenge

Drama, intense competition, superb skills and the old-guard social traditions that are part of international 12-meter yacht racing, will be seen Sept. 17 on "America's Cup," a special NBC News presentation.

Exhibits Booming For '62 Hi Fi Show

Manufacturers are signing for 25 per cent more exhibit space this year than last for the seventh annual New York High Fidelity Music Show, Oct. 2-6, at the N. Y. Trade Show Building.

Raymond V. Pepe, president of the Institute of High Fidelity Manufacturers, Inc., the sponsoring association, said the exhibit will emphasize FM-stereo. The show will cover five floors housing millions of dollars worth of new hi fi components.

Acting Hostess

Indianapolis — Frances Farmer, WFBM-TV's afternoon movie hostess, will appear in a starring role at the Geting's Summer Theatre in Anderson, tonight thru Saturday with the Madison County Dramatic Players in a presentation of "Yes, My Darling Daughter."

'Kid' Rides Again

Orange, Tex. — Clu Gulager, who stars as Billy the Kid in the "Tall Man" series, will appear at all performances in the Orange Jaycee World Championship Rodeo scheduled from Aug. 23-25.



THE WINNAH! Pro Bob Goalby (left) is interviewed at the Insurance City Open Golf Tournament by WTIC's Fred Bernard immediately following his "sudden death" victory over Art Wall, Jr., on the seventh overtime hole. The event which took place at the Wethersfield Country Club near Hartford last weekend enjoyed exclusive on-the-course coverage by WTIC Television and Radio. WTIC-TV used six cameras to cap the coverage of the final two days of the tournament. Goalby's first prize money was a neat \$5,300 of the event's total of \$35,000. (Advt.)



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VOL. 91, NO. 31

TUESDAY, AUGUST 14, 1962

TEN CENTS

EUROPE VIDEO'S 'BRIGHT HORIZON'

TELSTAR 'NYET' ON SPACE-CAST

Russians Reject Offer
From 3 U. S. TV Networks

Russia turned down a chance to try to transmit live TV from the orbiting Vostock space ships to the American audience by Telstar, it was learned yesterday.

NBC, ABC, and CBS jointly made the proposal to make the attempt yesterday but received a polite but firm negative response. If the Russians had accepted the offer, there would have been complex technical problems of coordinating transmissions from the craft through Europe to Telstar.

Leeds Calls Signals In Vid Series Thrust

Strong indications that Talent Associates - Paramount Ltd. is about to uncork a strong thrust into filmed situation - series for TV were seen in word yesterday that Martin N. Leeds has been elected executive vice president of the company and a member of the board of directors of the organization.

Leed's election was announced by David Susskind, president. Coupled with the news was a statement by Barney Balaban, (Continued on Page 8)

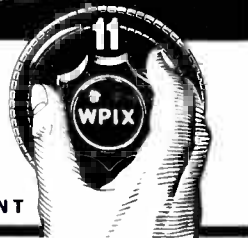
St. Louis Weather Gal Captures 'Today' Role

Pat Fontaine, St. Louis TV personality, has been selected for the highly coveted role as "Today Girl" on NBC-TV's early morning "Today" show, and (ironically enough) begins her new assignment "today." Pat, who has worked as a weather girl for the past four years, has been in broadcasting for ten years.



Nielsen proved a rating point on WPIX-11 and on New York's top network station delivers the same number of homes with same income levels, home and automobile ownership characteristics.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

Pauley Stethescopes Radio's Sales Upbeat

Industry statements over the past six months that timebuyers are moving heavily into radio were documented in New York yesterday by ABC Radio president Robert R. Pauley. Reporting to 100 network affiliates gathered for the first of five regional ABC Radio meetings, Pauley said the network booked more business by the end of July this year than it did in all of 1961.

Calling the trend "a buyers revolution in network sales," Pauley said ABC closes its first half of this year 48 per cent ahead of the first six months in 1961 in regular programming sales.

"With eight selling weeks to go for the third quarter on Aug. 1," he said, "business firmly in the

(Continued on Page 3)



PAULEY

Three Desilu Studios Busier Than Beehive

West Coast Bureau of RADIO-TV DAILY

Hollywood—Twelve TV series, including three hour shows and nine half-hours, are slated for filming this week at Desilu Productions' three studios.

Shooting at Desilu Gower will be the Desilu-owned "Fair Exchange" and "The Lucy Show." Series employing Desilu facilities and services include "My Three

(Continued on Page 7)

Export Chief Brings Back Cheerful News For U.S. Producers

European marketing prospects for U.S.-made TV product have definitely brightened, RADIO-TELEVISION DAILY was reliably informed yesterday.

It should prove extremely heartening news to this country's video production houses, whose managements have been hopefully studying foreign sales figures as a means of bolstering total profits in the face of rising costs.

"The good word" came from John G. McCarthy, TV Program Export Ass'n president, who returned over the weekend from a month's activity abroad.

'Attack' Withers

In Great Britain, he stated, "British common sense is prevailing"—which means, according to McCarthy, a second commercial network probably will be okayed for operation in '64. This, he said, will be in addition to another BBC channel which had been recommended by the bombshell Pilkington report.

The withering attack on American (Continued on Page 3)

Third-Quarter Dividend Is Declared by AB-PT

Leonard H. Goldenson, AB-PT president, yesterday said the board of directors has declared the third quarterly dividend of 25 cents on the common stock, payable Sept. 15, to holders of record on Aug 24.

Liquor Advertising Charted

Washington Bureau of RADIO-TV DAILY

Washington—Guidelines to assist radio and TV stations in navigating a careful course that bans hard liquor advertising but permits beer and wine commercials have been drawn by the NAB Code Authority. The new guides supersede all previous interpretations and rulings.

Among other things, they make clear that mixed beverages containing hard liquor are under the ban. Use of the corporate name of an organization that distills or

distributes hard liquor is permissible in advertising a non-alcoholic product.

"Advertisements for stores which sell liquor in addition to other beverages or products are acceptable," the guidelines say, "provided there is no mention or

(Continued on Page 6)



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Gov't Music Subsidy Given Fair Billing

Chicago — Industry members will participate in a series of discussions at the World's Fair of Music and Sound, to be held at McCormick Place here Aug. 31 through Sept. 9. Leonard B. Meyer, of the Chicago U. music department, heads the Educational Committee.

One highlight is to be an airing of "Should the Federal Government Subsidize Music?" A panel of RCA and Zenith engineers will discuss "Music in the Electronic Age" and "Contributions of the Recording Industry to Sound."

TV's 'Sewerman' Carney Tops Gleason Guesters

Art Carney, the ineffable TV sewerman and comic irritant to Jackie Gleason for six years, is the first guest star to be announced for the premiere show of "Jackie Gleason's American Scene Magazine," Sept. 29, on CBS-TV. Carney is currently starring in the Broadway comedy hit "Take Her, She's Mine."

COMING AND GOING

ART LINKLETTER to Knoxville, Tenn., Charlotte, N. C., and Norfolk, Va., on business.

ALLEN LUDDEN, host of CBS-TV's "Pass-word," in Skowhegan, Me., appearing in "Critic's Choice" at the Lakewood Play-house.

LEN SCHOLSSER, WBBM, Chicago, program director, vacationing in Mexico.

JOHN YOUNG, KTTV controller and accounting department director, and CHARLES YOUNG, national sales director, have returned to Hollywood following business trips to N. Y. and Chicago.

DAVID BLOOM, Hollywood TV Service general sales manager, back in L. A. after a business tour of N. Y.

IRENE MCCAFFREY, of CBS-TV's program department, in Jamaica on vacation.

EDDY MANSON has returned to N. Y. from Washington, D. C., where he conducted his own symphony played by the U. S. Air Force Orchestra.

HANK ALEXANDER, of Video-Tape Productions, Ltd., to Saratoga for videotaping sessions.

CARMEL QUINN to Terre Haute, Cedar Rapids, Ia., and Corunna, Mich., for p.a.'s.

R-TV Set Sales Out-Race Purchases in 1961 Period

Washington—The Electronic Industries Ass'n has announced a peak half-year mark for radio set sales by distributors, paced by a big June month, totaling 4,800,574 units compared to 4,370,863 in the corresponding period last year. TV sets purchased hit the 2,724,038 mark, rising from 2,491,744 screens in the 1961 period.

3 25-Year Staffers Get Service Awards

Chicago — Twenty members of the NBC staff here have received employe service awards for 10, 20, and 25 years employment. Lloyd E. Yoder, NBC VP and GM of stations WMAQ and WBNQ, presented the awards at the annual outing.

Staff members feted at the outing were Frank Golder, engineering; John Holtman, staff announcer; and Rolland Reichert, night manager, all 25 years. Joining the 20-year club were Harry Johnson, Donald Fitch, Emerson Squires, Ed Morrell, William Schooley and Donald Wilson, all of the engineering staff; Richard Maslan, film editing; and Gustav Lindholm, TWX.

Nine on Job a Decade

Marking 10-years of service are Rosemary O'Donnell, news; George Balego, production; Steward Carr, TV network sales; Earl Gutknecht, business office; Charles Baker, news; Lauretta Blair, PBX operator; David Gray, TV program director; Jack Signorelli, engineering; and Yoichi Hara, graphic artist.

6 Million TV Sets Moved

Washington — TV set makers shipped approximately six million sets to distributors in 1961, with a total value of \$805 million, according to the Census Bureau.

Logos' Cameras Roll On Mankind's Ladder

Washington Bureau of RADIO-TV DAILY
Washington — Focusing on the entire scientific and human ladder ascending from the ocean's floor to the starlit signposts of outer space, Logos, Ltd., begins production of a pilot film for its new TV science series "The Anonymous Ones — the Scientists," Friday, with Dave Garroway as commentator.

Logos is the video film company recently formed by Dr. Paul Schaffer, a former professor of surgery, from among the personnel comprising the TV production unit he headed at the Walter Reed Army Medical Center here.

Thirty-nine scripts, which have been completed, will be entirely shot in color. Goodson-Todman Productions is sales rep for the package.

W. Va. Chiefs Reelect WWNR's Miller as Prexy

Beckley, W. Va. — Bob Miller, WWNR news director, has been reelected president of the West Virginia Associated Press News Directors Ass'n at its recent meeting here. Other officers elected include Jack Johns, WCLG, as VP and Charles Monzella, AP Service, Secretary.

Zenith in \$2-Mil. Ad Drive

Chicago—Zenith Sales Corp. is launching a \$2 million-plus advertising campaign in network TV and other media during Fall.

Gresham Spearheading KFS Operations in West

King Features Syndicate's TV department is expanding its sales operations with the establishment of a western division to be headed by Maurie Gresham. Gresham held the same position of western division sales director with Allied Artists.

FINANCIAL

(August 13)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crowell-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M.G.-M., Minn. M & M., Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Filmways, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, Trans-Lux.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Menke Appointed Mgr. Of Three WFBM Outlets

Indianapolis — Don Menke has been named manager of stations for WFBM-TV, AM and FM, effective Sept. 2. He has been with WFBM for more than 20 years and was formerly manager of WEOA, a subsidiary in Evansville, Ind.

Sales Curve Delighting ABC Radio Affils

'Buyers Revolution' Tracked by Pauley At Regional Confab

(Continued from Page 1)

books was 25 per cent ahead of the full third quarter total last year."

James Duffy, ABC Radio VP and national director of sales, reported that Don McNeill's "Breakfast Club" sales for the first half of this year were 61 per cent ahead of the same period in 1961. By Aug. 1, he said, the third quarter already showed a nine per cent increase over the full 1961 third quarter.

Sports Booming

He said sports programming sales increased 118 per cent in the first half over last year, while third quarter sales were 132 per cent ahead of last year's full quarter by Aug. 1.

Duffy reported that "Flair" showed a 63 per cent sales improvement in the first half over 1961, and by Aug. 1 third quarter sales were already 86 per cent over the full quarter last year.

Week-end news sales, he said, improved 63 per cent, and week-day news sales 62 per cent, over the first half of 1961.

Affiliate Roster at 412

Earl Mullin, ABC Radio VP for station relations, announced that the net now has a total of 412 U.S. affiliates, compared to 371 last year.

The New York meeting will be followed by regional meetings in Chicago, tomorrow; Los Angeles, Friday; Dallas, Monday, and Atlanta, Aug. 22.

Jim Murray Joins Writers On 'Andy Williams Show'

West Coast Bureau of RADIO-TV DAILY

Los Angeles — James Murray, Los Angeles Times sports columnist, has been added to the writing staff of the "Andy Williams Show," to premiere on NBC-TV Sept. 27. Murray, who had also been with Time Magazine and Sports Illustrated, joins the team headed by Mort Green, former Perry Como scripter.

MBS 'Voice of Prophecy' Embarks on 22nd Year

For the 22nd consecutive year, the General Conference of the Seventh-Day Adventist Church has renewed its sponsorship of Mutual Broadcasting's "The Voice of Prophecy," and the full-year renewal becomes effective Sept. 16. Dr. H. M. S. Richards, founder of "Voice of Prophecy," has been with the show since its inception.

Philpot Coordinating Network Sales Action

Robert E. Philpot has been appointed sales coordinator for CBS-TV Sales by William H. Hyland, the net's senior VP, Sales.



PHILPOT

Philpot joined CBS-TV in 1951. He has been director of sales service since Sept. 1961. Previously, he was director of sales development and a sales presentation writer in the Advertising and Sales Promotion Dept.

At ABC, he was a sales presentation writer in research and sales development and a research analyst at Sullivan, Stauffer, Colwell and Bayles.

Gotham Station Opens Candidates 'Who's Who'

"Know Your Candidates," a new series of half-hour pubserv programs to be broadcast weekly until after the September primaries, will begin Sunday on WLIB, New York.

The Sunday evening broadcasts will give listeners an opportunity to know the candidates running for various city, state and national offices.

Lounsbery New Producer For 'Telephone Hour'

Dan Lounsbery has been assigned by Henry Jaffe Enterprises to produce NBC-TV's "Bell Telephone Hour" this coming season for the company. Barry Wood continues as exec producer for the hour colorcasts.

British Producer Lashes Out At Telecast 'Technicalities'

Special to RADIO-TV DAILY

London—One of Britain's leading producers, Sir Tyrone Guthrie, landed some hard-hitting judgments recently when he addressed the gathering of AR-TV directors, technicians and designers here. He stressed the great tendency to pay "far too much attention to mechanical and technical problems," and added, "I have seen the artistic ground down in the interests of the machines."

He thought the director's job is to protect the artist from the "assaults" of the lighting and sound technicians, who must be prepared

AD TRUTH BOOK HOT-CAKE ITEM

An Advertising Federation Manual, "The Advertising Truth Book," which contains a program of self-control for the industry, has gone into its third printing. More than 10,000 copies already have been distributed.

Prepared primarily for use by local advertisers, agencies and media, it is concerned with self-regulation on the local ad scene which accounts for over half of America's \$12 billion industry.

Sports Net 'Vehicle' For JFK's Address

Sports Network's major league hook-up facilities gained a new look yesterday with an offer to its 400 stations to feed them President Kennedy's address to the nation.

Sports Network decided to transmit the Kennedy speech to stations which might not have otherwise been able to carry the address.

"We've contemplated using the hook-up before for special news events and have tried it on a smaller scale," SN president Richard Bailey noted, "but this is the first time for our entire national hook-up."

The special news event was made available strictly as a public service, Bailey added, noting he anticipated further the opportunity for such broadcasts.

Press Club Sec'y

Dallas — KRLD-TV's Joe Scott has been elected secretary of the Press Club of Dallas Foundation. The foundation, supported by proceeds from the club's annual Gridiron Show, provides journalism scholarships at various universities and colleges in the state.

WINS Civic Relations Entrusted to Cowlan

Bert Cowlan has been named to the new post of director of community relations for WINS, New York. He has been a member of the Westinghouse Broadcasting program board for the last two years, producing radio and TV pubservice and education programs.



COWLAN

Before joining Westinghouse, Cowlan was VP and general manager of WBAI-FM, New York, from 1958 to 1960. During the preceding 10 years, he worked as a radio actor and announcer for the networks on a number of programs, including "Stella Dallas," "The Big Show," and "The Eternal Light."

Cowlan began his broadcasting career early. He was a professional radio actor at age 12.

U. S. Industry Favored

(Continued from Page 1)

can air shows that was expected to follow in its wake failed to materialize when Parliament turned its legislative thinking on Sir Harry P's findings.

In West Germany, McCarthy's tactful maneuvering broke the logjam of U.S. shows caused by down-the-line personnel who were shelving the product for many months, while top-quality U.S. material was being slotted into fringe time.

German Program in April

Free Germany's approved Second Program now is scheduled to begin operations next April. Its director general, Prof. Holtzamer has accepted an invitation from the TPEA president to tour U.S. facilities in October.

McCarthy also had extended talks on the virtues of American programs with topside officials in Sweden, Denmark and Finland.

EIA, FCC Meet To View All-Channel Standards

Washington—TV set manufacturers have agreed on recommendations to gear the scheduled Electronic Industries Ass'n meeting Aug. 22 with reps of the FCC to technical standards for all-channel TV receivers. L. M. Sandwick, EIA consumer products staff director, noted that the 100 per cent industry cooperation helped make the new all-channel law effective.

SYRACUSE • NEW YORK

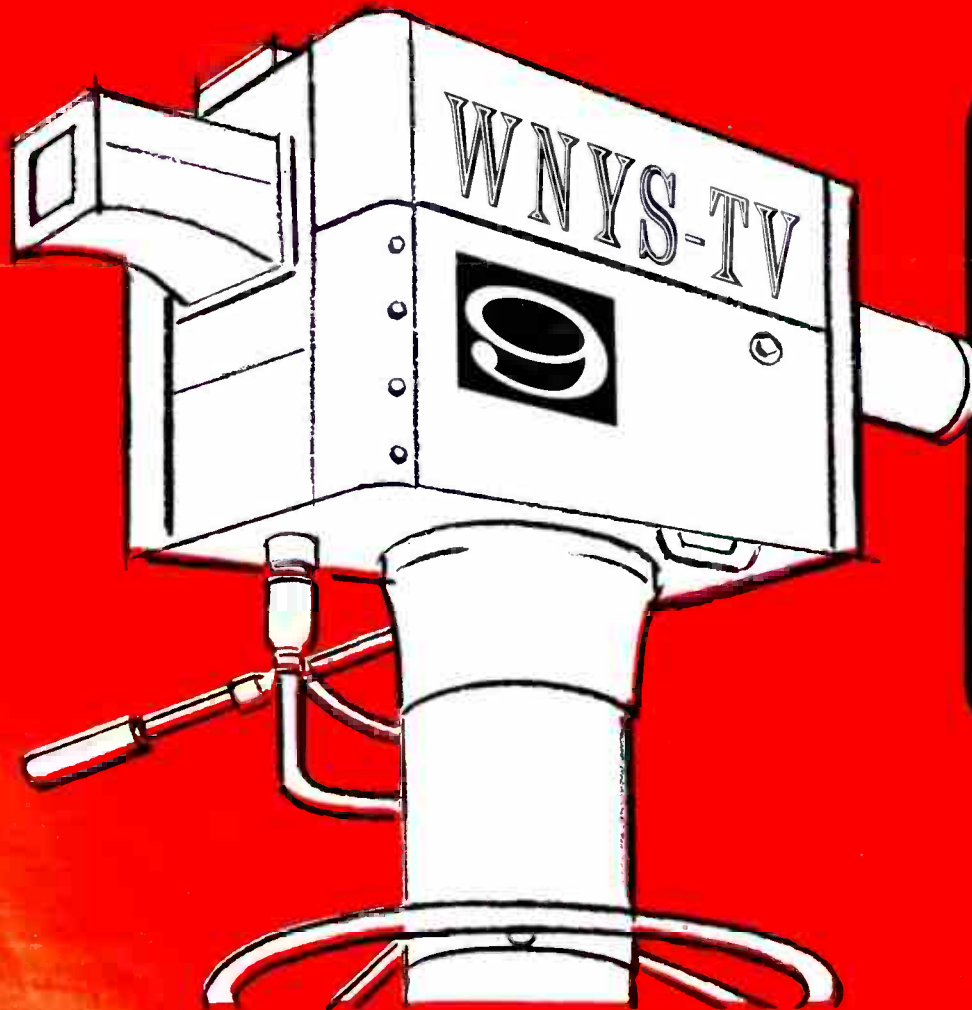
WNYS-TV

W ONDERFUL N EW Y ORK S TATE

STARTING SEPTEMBER 9TH

THERE'LL BE A NEW SELLING FORCE IN SYRACUSE-
THE INFO YOU WANT IS ON THE OPPOSITE PAGE.

WE'LL BE CALLING YOU SHORTLY



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

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DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO

CHANNEL 9 ABC AFFILIATE • SYRACUSE, NEW YORK

PROGRAM SCHEDULE • WNYS-TV

8:30 AM	ROMPER ROOM
9:00 AM	JACK LA LANNE
9:30 AM	SILVER DOLLAR JUBILEE
11:00 AM	TENNESSEE ERNIE
11:30 AM	YOURS FOR A SONG
12:00 NOON	JANE WYMAN
12:30 PM	CAMOUFLAGE!
1:00 PM	DIVORCE COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	BANDSTAND
5:00 PM	SUPERMAN
5:30 PM	AMOS 'N ANDY
6:00 PM	WEATHER • NEWS
6:15 PM	ABC NEWS
6:30 PM	ADVENTURES IN PARADISE
INDIVIDUAL EVENINGS FOLLOW NETWORK LINE UP	
11:00 PM	WEATHER • NEWS • SPORTS
11:15 PM	STEVE ALLEN SHOW



RATE GUIDE #1

*** CLASS "AA"**
7:31-10:59 pm Daily

	1-51	52
	WKS	WKS
30 Seconds or more	\$450	\$360
20 Seconds	350	280
10 Seconds	150	120

*** CLASS "A"**
6:31-7:30 pm Daily

	5 PLAN		10 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds or more	\$325	\$260	\$240	\$192
20 Seconds	270	216	220	176
10 Seconds	120	96	100	80

*** CLASS "B"**
6:00-6:30 pm Daily • 10:59-11:15 pm Daily

	5 PLAN		10 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds	\$275	\$220	\$210	\$168
20 Seconds	220	176	170	136
10 Seconds	100	80	80	64

*** 6:30 pm, 11:00 pm take the lower rate and are planable.
7:30 pm takes the lower rate and 5 Plan only.**

CLASS "C"
5:00-6:00 pm M-F

	5 PLAN			
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds or more	\$220	\$176	\$170	\$136
20 Seconds	180	144	140	112
10 Seconds	80	64	60	48

CLASS "D"
S.O.-5:00 pm M-F • S.O.-6:00 pm Sat & Sun • 11:15 pm-S.O. Daily

	5 PLAN		10 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds or more	\$140	\$112	\$100	\$80
20 Seconds	120	96	80	64
10 Seconds	50	40	30	24

Bishop In, Buttons Out As Host for 'Tonight'

Joey Bishop will return to the "Tonight" show as host the week of Sept. 3-7 on NBC-TV. Red Buttons, originally announced as host for the week, will be unable to appear because of conflicting commitments, the network said.

400 Kids Honored For Fund Carnivals

Minneapolis — In a special live show, WTCN personality Dave Lee will confer certificates of appreciation on approximately 400 children who responded to Lee's suggestion they have street carnivals for aid to the fight against muscular dystrophy.

Scheduled Sept. 8

The hour show will be held Sept. 8. The street carnivals, which netted almost \$3,000 for MD aid, were the result of appeals made by Lee on his kiddies show, "Popeye and Pete with Dave Lee." Youngsters received a kit which gave them carnival suggestions.

Chi.'s Election Round-Up Bought by Two Sponsors

Chicago—Election night coverage of local returns on WNBQ has been completely sold out, sales manager Norman Cissna has announced, with Uptown Federal Savings and Loan Ass'n and Menley and James Laboratories as sponsors. Uptown Federal placed the order through its own advertising division, while Foote, Cone and Belding is the agency for Menley and James.

Children's Author Speaks About Books on 'Look Up'

Joan Walsh Anglund, author of best-selling children's books, will discuss her works, "A Friend Is Someone Who Likes You" and "Love Is a Special Way of Feeling," on CBS-TV's "Look Up and Live" Sunday. Miss Anglund will discuss these topics with host Dr. William Hamilton, professor of Theology, Colgate-Rochester Divinity School, who will also read excerpts from the books.

Music Hath Charms . . .

Boston—WNAC's Bill Hahn, host of "Around the Town" and "Curtain Time," has received a citation from the Massachusetts Federation of Music Clubs for "outstanding distinguished work in the field of music and musical achievement and the cause of musical art."



By TED GREEN

• • • WCBS radio's Jack Sterling is taking an acting assignment this Fall with a players' group in Connecticut . . . Gloria Okon, WPIX weather gal, enjoying long week-ends on her new boat "Lovin' Care" . . . Gloria Lambert, a Mitch Miller "Sing Along" featured personality, cuts a long-playing record soon on some of her outstanding hits of the past two seasons . . . Billy Sands, a regular on the "Bilko" series, has been inked for a running role in ABC-TV's new comedy series, "McHale's Man," starring Ernest Borgnine . . . The Incomparable Hildegard has returned to the Persian Room of the Plaza . . . For its new TV series "Empire," Chrysler Corp. has leased a not so "barren wasteland" in Santa Fe, N.M.

• • • Columbia records has released the 25th anniversary edition of Harold Rome's "Pins and Needles." Rome supervised and is heard as a singing member of the cast. Included is Barbara Streisand, show-stopping Miss Marmelstein of Rome's newest Broadway hit, "I Can Get It For You Wholesale," Jack Carroll and Rose Marie Jun. The album features songs from subsequent editions of the show and numbers from the original score. Musical direction is by Stan Freeman and vocal arrangements by Elise Bretton.

• • • Harold Hecht already has a bid to adapt his forthcoming film, "Bird Man of Alcatraz," as a TV series. The film is based on Robert Stroud's life story of spending the last 50 years behind prison walls . . . Shirley Meller, who was the producer's assistant for the late Ernie Kovacs TV shows and the "Foreign Intrigue" series, landed the same job for the forthcoming Glenn Ford film, "The Grand Duke and Mr. Pimm" . . . Dick Shawn, signed for a key role in Stanley Kramer's "It's a Mad, Mad, Mad, Mad World," still anxious to return to Broadway, where his ill-fated starrer "The Egg," brought him personal acclaim . . . Cincinnati's WLW radio-TV personality Bob Braun finally visited our town. His hit Decca record "Till Death Do Us Part" may lead to a motion picture career for this nice guy musician.

• • • Jack Lemmon, dining at the Assembly Steak House revealed that he would like to play a villain as a change of pace from the happy-go-lucky guy roles that have made him so famous . . . Thirty-two new albums, including eighteen Decca, five Gold label Classical, seven Coral and two from Brunswick, are being released by Decca Distributing Corporation for a Fall Promotion plan under the merchandising slogan, "Sales Unlimited" . . . "Dobie Gillis" producers are reportedly looking for a youngster to play star Dwayne Hickman's nephew in the series next season . . . When Joey Dee guests on the Dick Clark Show he'll plug his soon to be released disc, "What Kind of Love is This?" . . . Patrons at Monticello's Peppermint Cane received an unexpected treat the other night, when several members of "Car 54, Where Are You?" put on an impromptu show . . . Those late evening discussions between Broadway manager Joe Cavallaro and popular TV star Joe Franklin at Richard Salisian's tasty Golden Horn, may lead to a "Memory Lane" spectacular.

Guidelines Set for Liquor Ads

(Continued from Page 1)

display in any way of distilled spirits or implied references thereto. The use of the word 'liquor' as part of the sponsor's name is prohibited."

As for mixers, the guidelines say: "The advertising of products which may be used or mixed with distilled spirits is acceptable, provided that in connection therewith, distilled spirits are not specifically mentioned or displayed."

On restaurants, airlines and ho-

tels, the guidelines had this statement:

"Advertising the availability of beverages which contain distilled spirits is not acceptable. The advertisement of 'lounge,' 'barroom,' 'taproom' or 'tavern' in such a manner as to imply the availability of distilled spirits is unacceptable. The use of the term 'cocktail lounge' to describe a place of business is not acceptable under any circumstances."

Disk Spinners Plug Selves For 'Singing DJ' Crown

Rochester — WROC deejays are locked in bitter song struggle to determine the best or—at least—the most tuneful in their midst. When one of them, Jim Fields, issued the challenge, colleagues Dick Waffles, Ken Powell, Bob Mill and Gary Smith quickly accepted. Now the station is in the throes of a listener-response contest to determine the "Singing Deejay" king.

Low Freedman Helms Colorcast for DuPont

"The Interrogator," colorcast drama set against the years of conflict that preceded independence for the Mediterranean island of Cyprus, will be produced by Lewis Freedman as an NBC-TV "Du Pont Show of the Week," Sept. 23.

The adaptation by Don M. Maniewicz of Troy Kennedy Martin's original teleplay, will be the first of several color dramas to be produced for "Du Pont" by Freedman this season. Jack Smight will direct.

MCA VP Brown Joins GAC Literary Division

Former MCA VP Ned Brown has joined General Artists Corp., as a VP in the literary division, Ingo Preminger, unit president, said yesterday. While at MCA, Brown guided the careers of such screen writers as John Michael Hayes, Abby Mann, Joseph Stefano and others. He also represented such best sellers as "From Here to Eternity," and "Don't Go Near the Water."

South Bend FMer Opened By Michiana Telecasting

South Bend—The opening of an FM station, currently duplicating the WNDU Radio sked, has been announced by William Thomas Hamilton, VP and general manager of Michiana Telecasting Corp., and Daniel E. Martin, manager of WNDU radio. The new station broadcasts at 92.9 megacycles with a power of 20,000 watts.

'Lab 30' Out of Test Tube As Weekly Youth Feature

"Lab 30," a series for young people demonstrating advanced concepts of modern scientific research, has bowed as a WNBC-TV Sunday feature. The segs feature Hugh Downs in 10 demonstration conversations with scientists. The kickoff yesterday featured Dr. Stewart Way on jet propulsion.

NBC-TV Probes Top Of Senate Campaign

Ten Senatorial races of national interest in the 1962 elections will be covered with on-the-scene film reports of campaign highlights in "Anatomy of the Senate" Sept. 8 on NBC-TV. This will be the second program in "The Campaign and the Candidates" series of eight NBC News special pre-election programs.

Sponsoring the political series will be the Savings & Loan Foundation.

Aussie Outlet Ad Promo Cops CCA Sales Award

Westport, Conn.—The Community Club Award here has presented its annual CCA Merchandising Award to Australian station 3KZ for "demonstrating outstanding results that can be achieved by creative merchandising."

Selected from over 300 stations in the U. S., Canada, Puerto Rico and Australia, 3KZ featured unique promotional measures such as proofs-of-purchase, points-of-purchase and soft-drink bottle top collections.

2 Mich. Companies Get Initial Nod for New AMs

Washington Bureau of RADIO-TV DAILY
Washington—FCC hearing examiner Charles J. Frederick has issued an initial decision looking toward grant of a new AM station to Wolverine Broadcasting on 1530 kc, 500 watts, directional antenna, in Wyoming, Mich. Another decision was also directed toward Muskegon Heights Broadcasting on 1520 kc, 1 kw reduced to 250 watts during critical hours, daytime, in Muskegon, Mich.

La. Outlet Builds Tower; Will Receive CBS News

Lafayette, La.—Construction has started on KLFY-TV's new tower here, to be the tallest in the Gulf area—reaching 1,239 feet high. With the new tower in operation, the station will be serviced with CBS news coverage for the first time, and outlet officials announced that an additional 100,000 homes will receive its signal.

Sukiyaki, Cup o' Sake & Thou

West Coast Bureau of RADIO-TV DAILY
Hollywood—Steve Allen and Jayne Meadows celebrate their eighth wedding anniversary tonight when a typical Japanese dinner is served them on low tables as they recline on floor cushions. This might be any couple celebrating their nuptials except that the entire proceedings will be telecast coast-to-coast as part of Steve's late-nite TV show.

ASSOCIATED PRESS R-TV ELECTS 4 AS DIRECTORS

The Associated Press Radio and Television Association yesterday announced the election of four members to its 16-man board of directors. They are: Tom Eaton, News VP, WTIC, Hartford, Conn.; Robert E. Schmidt, general manager, KAYS, Hays, Kan.; Dwight Martin, VP, WDSU-TV, New Orleans; and Tom Bostic, president KIMA, Yakima, Wash. Each will serve a four-year term. Eaton, Schmidt and Martin—are incumbents.

Eaton will represent radio stations of more than 10,000 watts in the Eastern District; Schmidt, radio stations under 1,000 watts in the Central District; Martin, TV stations in the Southern District, and Bostic, radio stations of 1,000 to 10,000 watts in the Western District.

Annual Meeting Sept. 17

The APRTA Board is composed of four directors from each of four geographical sections of the country. Nominations were made by a committee headed by John Henzel, president and general manager of WHDL, Olean, N. Y.

The board annual meeting will be in New York Sept. 17. Other board members are: Daniel W. Kops, WAVZ, New Haven, president; Joseph M. Cleary, WESB, Bradford, Pa.; Ken Nybo, KBMY, Billings, Mont.; Carl Lee, WKZO-TV, Kalamazoo; Paul Adanti, WHEN-TV, Syracuse; F. O. Carver, WSJS, Winston-Salem; Frank Gaither, WSB, Atlanta; James L. Howe, WIRA, Ft. Pierce, Fla.; Jim Bormann, WCCO, Minneapolis; Gene Terry, WTAD, Quincy, Ill.; William W. Grant, KOA, Denver, and John Thompson, KRCA-TV, Los Angeles.

Majorette, Hip Combo Stroll Kids' 'Midway'

A championship majorette and an "avant-garde" combo dubbed the "Circus Seven" have joined NBC-TV's new circus-variety show, "Marx Magic Midway," which premieres Sept. 22. The baton-twirler is blonde Bonnie Lee Glier, 16, winner of the National Twirling Championship Open at age 13. Claude Kirchner is ringmaster. "Marx Magic Midway" is sponsored by Louis Marx and Co., toy manufacturers.

and Television Association yesterday announced the election of four members to its 16-man board of directors. They are: Tom Eaton, News VP, WTIC,

Station's Receptionist Wins Second Vacation

Syracuse—WSYR radio-TV center receptionist Leta Blain returned from her vacation too late to attend the station's annual picnic, so she went directly home to unpack. At 11 PM, station VP Bill Rothrum called to tell her to start packing again—her name had been pulled from a hat for an all-expense paid trip to Bermuda.

ABC Group Junkets To Outer Mongolia

ABC News reporter Charles P. Arnot and a film crew will have the rare opportunity to visit Communist Outer Mongolia during a 14-day tour. They will depart from Moscow for the trip which includes a three-day stop-over in Irkutsk, three days at Ulan Bator and an air and bus trip through a broad area of the country including the Gobi Desert.

Arnot Has Joined Team

Arnot, who has been covering the peace negotiations in Laos, the fighting in Vietnam and the American troop movement in Thailand, met his crew Tuesday for the Moscow trip.

After the Mongolian trip, Arnot resumes his post as ABC News African bureau chief in Nairobi, Kenya.

12 Series, Lots More Keep Desilu Churning

(Continued from Page 1)

Sons," "Lassie" and "Ben Casey." Shows filming at Desilu Cahuenga include: "I'm Dickens, He's Fenster," "The Andy Griffith Show," "The Danny Thomas Show," "The Joey Bishop Show" and "The Dick Van Dyke Show."

Desilu-owned "The Untouchables" and "The Real McCoys," the latter a facilities-and-services deal, will be on the Desilu Culver stages where George Stevens' theatrical film production of "The Greatest Story Ever Told" is in pre-production phases.

Walker-Rawalt Gains Two

Norfolk, Va.—Stations WBOF-AM and WYFI-FM here, Metro-WBOF o-o, have appointed Walker-Rawalt Co., New York, their exclusive national representatives.

Engineer Convention To Show Equipment

A technical program of 11 sessions of engineering papers will make up the Society of Motion Picture and TV Engineers' convention Oct. 21-26, at the Drake in Chicago. Theme of the convention is "Communication Progress—TV and Motion Pictures in Industry and Education."

Reports Presented

At a recent SMPTE board meeting, reports from the society's editorial VP, Glenn E. Matthews of Eastman Kodak, and convention VP Harry Teitelbaum of Hollywood Films, listed convention attractions which will include an equipment exhibit, a tour of the Argonne National Laboratory, a special session for awards and a banquet and dance.

'Eternal Light' Examines War, Democracy Crises

"Problems of War and Democracy" will be the thirteenth in the series of dialogues on NBC's "Eternal Light" program Sunday, with critic and Columbia U. professor emeritus Mark Van Doren and author, lecturer Maurice Samuel. The show is part of the current series, "Democracy and the Bible."

"Eternal Light" is a presentation of the Jewish Theological Seminary of America, produced in cooperation with NBC. Dr. Ben Bokser, rabbi of Forest Hills Jewish Center, is radio program editor, with Milton E. Krents as producer for the seminary.

Gulf, American Tobacco Buy '62 Army Gridcasts

Army football, to be aired on WOR radio for the fifth consecutive year, has been sold to Gulf Oil for local Gulf dealers and the American Tobacco Co. for Lucky Strike and Tareyton cigarettes. The gridcasts are scheduled to begin Sept. 22.

'Just Cruising Along...' Becomes WKAP Reality

Allentown, Pa.—WKAP here did some fancy road work to unveil its new \$10,000 "Funmobile," cruising the station-on-wheels through the city's newest shopping center. The motor studio is especially designed for remotes throughout the Lehigh Valley area. Making WKAP news are John Wagner who joins the outlet as night newscaster, and manager O. R. Davies who was named for the Steering Committee to vaccinate residents with the Sabin Oral vaccine.

Mexico Eyes Hookup With Bell for Telstar

Special to RADIO-TV DAILY

Mexico City—Telesistema Mexicano has initiated moves to make certain that the republic will have a direct link in future special TV. Interests here have stated that they will enter into arrangements with Bell Telephone Co. as soon as Telstar transmissions are offered regularly and commercially.

With Mexico's Channel 3, Monterrey, retransmitting programs picked up from KGBT-TV in Harlingen, which in turn picked up Telstar telecasts from Europe, technicians here point out that the country has possibilities for 12 to 14 retransmission spheres of TV emanating from England, France, Spain and points in Central Europe.

Mexican TV, press and local news agencies feel they would benefit from use of the retransmission spheres. In TV programming, European signals coming in late at night from Europe can be videotaped and released at more appropriate times.

Jacobowitz Is Elected Golden Circle Group VP

Newark, N. J.—Abe Jacobowitz, director of engineering for Communications Industries Corp., was elected a VP yesterday of the firm which operates radio and TV stations in New York, New Jersey, Pennsylvania and Ohio — the "Golden Circle Group."

Jacobowitz joined CIC early last year following 13 years as an engineering and sales manager, respectively, for the Mutual radio network and Gates Radio Co., a Quincy, Ill., manufacturer of broadcasting and recording equipment.

Velona Accepts Top Post In KTTV Sales Traffic

Los Angeles — Charles Velona has joined KTTV here as sales traffic manager, Val Conte, the station's commercial operations manager, has announced. Velona resigned a similar post with KTLA to accept the Channel 11 position.

Leeds in Susskind's Camp

(Continued from Page 1)

president of Paramount, which has a 50 per cent interest in the program packaging company. Balaban said:

"The movie is directly in line with Paramount's plan to play a vital and vigorous role in the TV field — including film, live and taped video programs."

Leeds will be in charge of TAP's coast operations and will head-

AGENCY NEWSCAST

By RALPH TYLER

A survey conducted by Central Media Bureau, Inc., revealed that 10 major companies, representing a total advertising expenditure of some \$450 million, are now using computers to measure sales effectiveness of advertising. CMB said the companies include the Chrysler Corp. and Scott Paper Co.; a drug company spending more than \$20 million in advertising, an electronic appliance manufacturer with an ad budget exceeding \$30 million, a food concern with a \$35 million-plus appropriation, an electrical appliance manufacturer with a budget over \$60 million, and two of the soap giants.

WAPE, Jacksonville, Fla., announces a contest for timebuyers, with the first prize "a beautiful picture of Ben Franklin" and ten runner-up prizes of transistor radios. To participate, buyers are asked to jot down on a post card or letter what they think the next Hooper Radio Audience Index of the station will be, and address it to WAPE, Box 1103, Jacksonville, Fla., on or before Aug. 31.

A one-for-one cooperative advertising program by Renault of Southern Calif. with its dealers in the nine western states went into effect yesterday, continuing thru late October. The firm recently named the Los Angeles office of Fuller & Smith & Ross to conduct its advertising and PR.

Maradel Products, Inc., has appointed three New York agencies to advertise the following products: Mogul, Williams & Saylor, for Nutri-Tonic Home Permanent, Life Hair Spray, Lashbrite Eye Makeup, Git Dandruff Remover, Redeema Gelee, Creme Emollia, Pup Corn, Hair Luxury, Softone Shampoo, Nutri-Tonic Cream Shampoo, Rinse and Lotion Shampoo, Color-Chrome hair coloring rinse and Weldies; Kastor, Hilton, Chesley, Clifford & Atherton, TIS Hair Coloring, Pier's Formula, Rinseless TIZ, TIZ Mist, Sally Hansen's "Hard-as-Nails," "Nail Protein," Mend-a-Nail and Nail Glamour, and Kenneth Rader, Inc., for Dri-Day deodorant.

Thought for Today

"If we believe in freedom of choice, and we do, advertising is a potent force in accelerating the separation of the good from the not so good, in products, services and ideas. It can either convey information that will lead to an informed choice, or create a curiosity that can lead to an informed choice. Its power to constructively influence the total economy can scarcely be over-emphasized. Its power to promote dubious things has been vastly over-rated."

—Leo Burnett,
Leo Burnett Co., Inc.,
Chicago

'Cartoon' Zoo' Gales Swing Open Sept. 3

A new series of Hanna-Barbera animated cartoons, "Cartoon Zoo," will be telecast Monday thru Friday beginning Sept. 3 on WPXI.

The program is made up of three separate cartoon features, "Lippy, the Lion," "Wally Gator" and "Touche Turtle," distributed by Screen Gems. The series also will have a live emcee-host who will be announced later.

Muslim Leader on Panel For 'The Angry Negroes'

"The Angry Negroes" will be the topic Thursday of a special broadcast in the WWRL. New York, Negro community problems series, "Controversy."

Taking part will be Paul Zuber, civil rights attorney; Malcolm X, New York Muslim leader, and P. Jay Sidney, actor. Leon Lewis, news director of WWRL, is producer and moderator of the program.

Boston Outlet Boards Welcome Wagon Int'l

Boston—WNAC is the exclusive voice of Welcome Wagon International in the greater Boston area, it was announced recently by William T. Morris, VP. The Welcome Wagon hostesses will acquaint newcomers to the area with the programming on WNAC and invite them to make it a listening habit.

WLW-T CINCINNATI

NATIONAL COLOR TV LEADER

...with these
COLOR TV firsts

FIRST NBC color affiliate.

FIRST to colorcast daytime big league baseball on a local and regional basis. Cincinnati Reds.

FIRST to colorcast indoor remotes under normal lighting conditions—with new low-light color tube developed by GE and Crosley Broadcasting engineers. Cincinnati Royals and U. of Cincinnati basketball games.

FIRST to colorcast night-time outdoor remotes, including big league night baseball, under normal lighting conditions. Cincinnati Reds.

... which adds up to about 55 hours of color TV programs weekly on WLW-T, including almost 1/2 of night-time programs in color.

... resulting in more color TV sets in Cincinnati per population than any other city in the U. S. A.!

So call your WLW Television Representative. You'll be glad you did!

The other dynamic WLW Stations
WLW-I WLW-D WLW WLW-C WLW-A
 Television Television Radio Television Television
 Indianapolis Dayton Columbus Atlanta
 Crosley Broadcasting Corporation

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Indiana University Library
Bloomington Ind

Established February

VOL. 91, NO. 32

WEDNESDAY, AUGUST 15, 1962

TEN CENTS

HIGH COSTS MELTING TV PROFITS

'Lightcasts' Breakthru Achieved

Sound Rides on Beam At University's Lab

West Coast Bureau of RADIO-TV DAILY
Stanford, Calif.—A major breakthrough has been achieved here in the development of a light beam that could carry a hundred million TV programs simultaneously, or as much information as all the radio communication channels now in existence are capable of carrying.

Scientists at Stanford University's Electronics Laboratories have revealed they have made the first successful transmission of microwave signals, using a light wave as the carrier. The achievement was hailed as the first step toward using the enormous wide-band potentialities of "coherent light" for communications.

(Coherent light differs from "incoherent" or ordinary light in being
(Continued on Page 7)

JFK's Press Meetings Prime-Time Skedded

WNBT, New York, will broadcast President Kennedy's regularly scheduled press conferences in prime evening time, Richard D. Heffner, VP and general manager, said today. Each week, the President's press conference will be taped for broadcast on the same evening at 9:30 PM.

Rollins Signs 'King' Cole in \$150,000 Deal

Wilmington, Del.—Nat "King" Cole has signed with Rollins Broadcasting, Inc., to star in a daily hour radio program on five of the company's stations. He'll receive more than \$150,000 for the first 39 weeks of the contract. Al Lanphear, VP of Rollins, said the Cole program will be produced for a general rather than a specialized audience.

Vidnet June Billings Register 12.2% Gain

Network TV gross time billings rose 12.2 per cent in June over the same month in '61, the TVB reported yesterday. Billings for the month were \$63,722,372 against \$56,788,579 a year ago.

For the first six months of 1962, network billings were \$387,722,615, an increase of 11.6 per cent
(Continued on Page 5)

Bill Would Yank License For Too Much Sex, Crime

Washington Bureau of RADIO-TV DAILY
Washington — A bill to revoke licenses of radio stations (but not TV stations) "which broadcast programs, a predominant characteristic of which is the undue exploitation of sex, crime, horror or violence," has been introduced by Rep. William J. Randall, (D., Mo.)

O'SEAS REPORTS GET EMMY NOD

New Category Is Added For Foreign Newscasts

A new category recognizing "the vital reporting job being done internationally by the TV industry" will be added to the 1962-63 Emmy Awards, National Academy of TV Arts and Sciences president Robert F. Lewine announced yesterday.

The new category will be for outstanding achievement in "International Reporting or Comment"
(Continued on Page 8)

United Stas. Network Lures Mullen, Nathe

West Coast Bureau of RADIO-TV DAILY
Los Angeles—As part of its current national expansion program, United Stations Network has appointed Frank E. Mullen president and Robert Nathe executive VP of the syndicated organization.



MULLEN

Their appointments were announced by Al Petker, board chairman of the firm, a division of AP Management Co.
Mullen is a former executive VP and general manager of NBC. Nathe was associated with Don Sharpe Enterprises and the firm of Doherty, Clifford, Steers & Shenfield, Inc., as executive in charge of broadcasting.

FCC Report Reveals '61 Operations Rose Higher than Revenue

Washington Bureau of RADIO-TV DAILY

Washington—Total TV industry revenues set another record in 1961, but operating expenses increased during the year so that profits before Federal income tax fell almost 3 per cent below 1960, according to the FCC's annual report on TV finances released yesterday.

Total broadcast revenues for TV in 1961 rose to \$1.31 billion, up 3.9 per cent from \$1.26 billion in 1960. But broadcast expenses rose 5.5 per cent, from \$1.02 billion in 1960 to \$1.08 billion in 1961. Thus profits before Federal income taxes fell 2.9 per cent from \$244.1 million in 1960 to \$237.0 million in 1961.

The decline in profits was caused by high network operating expenses. Net before-tax earnings of individual stations rose. The three networks and their 15 o-o's had revenues of \$675.3 million in 1961, 51.2 per cent of the industry total, up 5.4 per cent from \$640.7 million in 1960. Their expenses, however, rose 7.8 per cent to \$588.
(Continued on Page 3)

MCA Half-Yr. Earnings \$6,631,000, Stein Says

Jules C. Stein MCA board chairman, yesterday announced that consolidated unaudited net earnings for six months ended June 30, amounted to \$6,631,000 and, after preferred dividends, were equal to \$1.38 per common share. A non-recurring item of \$3,083,000 or 46 cents per share, made a total of \$1.84 per share for the six months.

Ex-Westinghouse Topper Buys Minnesota Outlet

Washington — Former Westinghouse radio division exec Charles V. Woodward has contracted to buy KSUM, Fairmont, Minn., for \$250,000, according to national media brokers Hamilton, Landis and Associates. Selling, subject to FCC approval, is J. E. Hyde Jr.

She's 'Calamity Jane' Again

Carol Burnett, who captured both Emmy and RADIO-TELEVISION DAILY All-American awards this year, will star in "Calamity Jane," a CBS-TV 90-minute musical comedy special, Hubbell Robinson, senior VP — programs, said yesterday.



BURNETT

"Calamity Jane" is a network production with Bob Banner Associates supervising. The Banner firm also produced the "Julie (Andrews) and Carol at Carnegie Hall."
"Calamity Jane" was first produced on the musical comedy stage at the Starlight Theatre in Kansas City, Mo., in July, 1961, with Miss Burnett in the title role and is based on the original Warner Brothers motion picture. It encompasses the original motion picture score by composer Sammy Fain and lyricist Paul Francis Webster, including the Academy
(Continued on Page 7)



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Co-ops Inks 7 Markets For 'Story of' Buy

The Consumers Cooperative Ass'n, to date the biggest single domestic buyer of the new Ziv-UA release, "The Story of..." has inked seven markets in five of the six midwestern states for which the company has contracted.

The seven stations skedded so far are: WOI-TV, Ames, Ia.; KO-LN-TV, Lincoln, Neb.; KELO-TV, Sioux Falls, S. D.; WIBW-TV, Topeka, Kan.; KFEQ-TV, St. Joseph, Mo.; KVTV, Sioux City, Ia.; KO-TA-TV, Rapid City, S.D.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania... constant and complete coverage of local political, religious, social and sports events... reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.

WDAU logo and text: scranton-wilkes barre and WGBI represented by H-R

COMING AND GOING

DORIS ANN, NBC-TV religious program manager, has returned to New York after 10-weeks filming in Europe and the Near East.

MICHAEL ABBOTT to Washington, D.C. for business conferences.

WALTER CRONKITE is back in N. Y. after a month's vacation in Europe.

ROBERT P. SUTTON, CBS Radio and VP and KNX general manager, to Dana Point on vacation.

GORDON MASON, Golden West Broadcasters national sales manager, to San Francisco for business meetings.

ROBERT WALKER has returned to Hollywood after filming a "Route 66" segment in Oregon.

JACK MULLANEY to San Francisco to meet with NBC network and station execs on the new "Ensign O'Toole" series.

GERALD LAMARCHE, French Network of Radio and TV in Canada manager, arrives in N. Y. today from Europe.

HANK JONES and DEAN KAY in Chicago for promos and p.a.'s on behalf of the "Tennessee Ernie Ford Show" and their own recordings.

ROBERT TROUT in Europe on vacation.

ABC RADIO OFFERS AFFILS LOCAL PROGRAM SERVICE

Reflecting a trend from music-and-news-only programming, ABC Radio will launch in October a new program service for affiliates' local broadcast and sale on a subscription basis.

The first two ABC-produced programs to be offered will be "The Dr. Joyce Brothers Show" and "The Dr. Albert Burke Show," each five-minute, five-day-a-week skeins.

The new program service was announced by ABC Radio president Robert R. Pauley, who said the shows will be offered "at a reasonable cost from the affiliate standpoint." With the programs, the affiliates will receive promotion and sales presentation aids, advertising kits, program openings personalized for each subscriber and "every possible help."

May Be Expanded

Pauley said the service was being started at the request of affiliates and "will be expanded or changed according to the needs indicated by stations themselves."

Two Mullins Co. Execs In N.Y. on Sales Pitch

After the largest Fall films purchase by KBTB, Denver, involving ten major syndicated properties, Alvin G. Flanagan, VP and general manager for the Mullins Broadcasting Co., and Bob Brown, general sales manager, have arrived in New York for sales presentations to agency and sponsor personnel.

Channel 9 plans to screen some of the programs in full color.

Flanagan and Brown will also visit Chicago and two other cities.

A Taste For News

Chicago — The National Tea Co., through Lilienfeld & Co., has purchased sponsorship of WNBQ's 10-minute "NBC News: Evening Report" on Wednesday-Friday evenings for 52 weeks, effective Sept. 19.

FINANCIAL

(August 14)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, etc.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, etc.

* Courtesy of National Association of Security Dealers.

WREX-TV's Cruiser Makes Debut at Fair

Rockford, Ill. — WREX-TV is telecasting the Winnebago County Fair to its viewers in an extension of remote coverage of local "spectaculars." The fair starts today and runs until Saturday.

Included in the fair beamer will be the complete harness and quarter-horse racing events along with an interview of the fair queen and members of her court.

Making its debut at the fair will be a video tape mobile cruiser recently purchased by the station, enabling WREX-TV personalities to originate live shows from the grandstand and exhibition hall.

Summer Staffer

San Antonio—Ronnie Pearlman has joined KEEZ-FM for the summer as an announcer. He is a radio-TV major at the U. of Texas.

Special WABC Gezundheit For Hay Fever Sufferers

There may be no cure for hay fever, but WABC listeners who suffer from that summertime ailment will have the advantage of knowing why. The station will broadcast hourly pollen count reports and is making available a free booklet on the subject and titled "Suggestions for Hay Fever Sufferers."

Spanish-Lingo TVer Pre-Selling Opener

When Spanish-language KMEX-TV takes to the Los Angeles airways Sept. 15, the UHFer expects to have \$250,000 in pre-sold time. The station already has \$200,000 of that figure in its sombrero, according to Rene Anselmo and Julian M. Kauman, VPs of Spanish International Broadcasting, which is launching the first completely Spanish-programmed TV outlet in California.

Also Operates WMEX

SIB also operates WMEX in San Antonio, Tex., along with five other stations on the Mexican side of the border. However, KMEX-TV will be the first such station on the U. S. side built solely for Spanish programming.

The station's programming will feature live video-taped productions out of Mexico City and will present the complete telecasts of bullfights from the Mexican arenas. Jai-Alai matches will also be seen by telecast from Mexico City.

Ted Streibert Quits Time Stas. to Serve As Int'l Biz Advisor

Theodore C. Streibert, VP and General Manager of the Time Inc. TV and radio stations in Minneapolis - St. Paul, WTCN-TV - AM, has resigned to establish an international business consulting service, based in New York. He will serve Time Inc. as consultant to the international division of Time-Life Broadcast.



STREIBERT

Operation of the WTCN stations will continue under the direction of Arthur M. Swift Jr., station manager for TV, and Gordon Ritz, radio station manager. Supervising the Twin Cities operation will be Willard Schroeder, Time-Life Broadcast VP and general manager of stations WOOD TV-AM-FM, Grand Rapids, Mich.

Named by Eisenhower

Streibert, who joined Time Inc.'s broadcasting division in 1960, has had varied experience in the international field for many years. He was appointed by President Eisenhower in 1953 as first director of U.S.I.A., responsible for "The Voice of America" and all information and cultural activities overseas. From 1957 to 1960, he was on the staff of Nelson and Laurance Rockefeller, being primarily associated with the Rockefellers' International Basic Economy Corporation. In his new consulting service, he will be available in advisory capacities to firms with overseas interests dealing with merger negotiations, financing, acquisition of new properties and new projects.

Streibert joined WOR in 1933,

DEMAND FOR QUALITY PIX UPS UAA'S RELEASE SKED

United Artists Associated is releasing feature pictures years ahead of original, normal schedule because of mounting demands for quality product by stations throughout the country.

MUTUAL TAKING A TELSTAR RIDE

Bureau Chief to Capture Sound Pix of London

In the first Telstar transmission made exclusively for use by Mutual, the radio network today will present a sound picture of contemporary London. Norman Gelb, the network's London bureau chief, will conduct the radio tour of the British capital.

Hargitay 'Muscling' Into L.A. TV Picture

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Musclemann Mickey Hargitay and his producer Leo Guild have negotiated with KTLA and Paramount TV Productions for three pilots of "The Mickey Hargitay Show," to be video taped Aug. 27. Taping is preliminary toward local airing of the half-hour series.

Under the banner of Mickey Hargitay Productions, the projected health skein will be filmed at stars' homes with the celebs participating in exercise and diet discussions.

Pre-sold commercial tie-in is with Bentley Management Co.

after four years as assistant dean of the Harvard Business School. ing the Mutual Broadcasting System. He was appointed VP and general manager of WOR in 1937, and became its President in 1945.

In 1934, he participated in founding Mutual Broadcasting System.

UAA executive vice-president Erwin H. Ezzes yesterday disclosed this move. He said that the newly released "United Artists Showcase for the Sixties" has been sold at the rate of two markets per day in its first two weeks of selling, including weekends. The average for the 33 pictures, he said, represented a 40 per cent increase in sales over the comparable number of feature-film releases during the same period last year.

Stations are now seeking strong-storied, spectacularly scened and fast-moving features in lieu of the simpler romantic dramas that permeated the post-World War II decade, he pointed out.

Cites 'Hollywood Special'

A major break in establishing this sales pattern was prior presentation of 13 of these pictures via ABC-TV on "Hollywood Special," Ezzes said. These will be shown first-run off-the-network on a market-by-market basis starting in November to accent feature programming, he said.

An additional factor is the growing tendency of newspapers to highlight first-rank feature films as "best bets" in their daily TV pages, Ezzes commented.

The 28 sales of "UA Showcase" include: WABC-TV, New York; WGN-TV, Chicago; WWL-TV, New Orleans; WGR-TV, Buffalo; WKZO-TV, Kalamazoo-Grand Rapids; KTVK, Phoenix, Ariz.; WAPI-TV, Birmingham, Ala.; WCIV-TV, Charleston, S. C.; WCCB-TV, Montgomery, Ala.; WLUK-TV, Green Bay, Wis., and KBAK-TV, Bakersfield, Calif.

Educational Film Library Appoints Three Directors

The Educational Film Library Ass'n has elected Iola B. Tryon, film librarian of the Russell Library, Middletown, Conn., to its board of directors. Re-elected as directors were Galon R. Miller, audio-visual director of the School City of South Bend, Ind., and F. A. White, director of the Audio-Visual Center of the U. of Wisconsin, Madison, Wis.

Electronic Medal Holders Will Pick New Awardees

Washington — Seven Electronic Industries Ass'n medal of honor winners, led by Dr. Elmer W. Engstrom, president of RCA, who won this year's award, will join five EIA VPs in picking the award winner for next year, EIA announces.

Only 40% of U's in Black

(Continued from Page 1)

3 million, 54.4 per cent of the industry total, from \$545.5 million during the preceding year. Their profits fell 8.6 per cent to \$87 million, or 36 per cent of the industry total, from \$95.2 million in 1960.

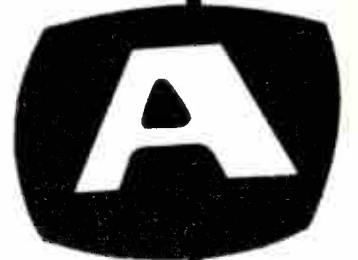
The 525 other stations had total revenues of \$611.6 million in 1961, up 2.4 per cent from \$597.1 million in 1960; expenses of \$461.0 million, up 2.8 per cent from \$448.5 million in 1960, and before-tax profits of \$150.6 million, up 1.3 million from \$148.6 million in '60.

UHF stations still lagged far behind VHF. The FCC reported that almost 80 per cent of VHF stations in operation during all of 1961 showed profits, but only

about 40 per cent of full-year UHF stations were in the black for the year. Also 127, or 37 per cent, of the VHF stations had profits before taxes in excess of \$400,000, while not a single UHF hit that rarified financial atmosphere.

Median revenue of TV stations reporting profits in one-station markets was \$411,225, compared to median revenues of \$155,986 for losing stations in the same markets. For two-station markets median revenue was \$726,069 for profitable stations and \$259,971 for losers. For markets with three or more stations, median revenue for profitable stations was \$1,639,986, and \$518,730 for losers.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: MEEKER

Broadhead Regains Allied Record Cos.

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Daken K. Broadhead has announced that he and his associates have re-acquired their 29-year-old Allied Record Manufacturing and Allied Record Sales companies from Precision Radiation Instruments (Tops Records).

A year ago, they sold their concerns and Broadhead joined the Tops firm in an executive capacity, heading the Allied Division PRI had established.

In buying back the Allied Companies they had operated for 15 years, they also regained Allied's 57th St. pressing plant in Los Angeles, ownership of the Allied name and the custom accounts Allied has been handling here. These include Mercury and the Disney labels, among others. Allied's Belleville, N. J., plant, included in the original sale to PRI a year ago, is not part of the transaction and remains with PRI.

Stamford Dept. Store Originating News Cast

Stamford, Conn. — "Community Affair," a headline news show originating from the Chanteclair Room of the Stamford Bloomingdale's store each week, starts its second season on WSTC and WSTC-FM, Sept. 24. In addition to Bloomingdale's, sponsors include Pitney-Bowes, Clairol and American Cyanamid.

Station in Gloversville Added to Northeast Web

Ithaca — Northeast Radio Network has signed WENT, Gloversville, N. Y. as its newest affiliate, effective Monday. The station, operating on 1340 kc with 1 kw, is a CBS-affiliate. Northeast net, a division of Ivy Broadcasting Co., serves 30 AM and FM stations in upstate New York and Pennsylvania.

Call 'Em by Right Name

Houston — KTHH, Demand Radio 79, has given its deejays a new name. They will now be known as "producers."

ADVERTISING SALES PROMOTION

Copy designed to publicize your name, SELL your product, promote your property. Write

Box 199, RADIO-TV DAILY
1501 Broadway
New York 36, N. Y.



By TED GREEN

• • • Two of the biggest space-grab activities in June and July were Benny Goodman's activities and his trip to Russia and the Miss Universe Beauty Pageant. Both were handled simultaneously by Herbert K. Landon, Inc. Capper was a 20-minute meeting with President Kennedy at the White House for Goodman, his secretary, Muriel Zuckerman, and Landon. JFK sat in his rocker and chatted with the trio. Goodman is smashing all records, playing SRO at all engagements since his return to the USA . . . My Stetson's off to station WLBW-TV, Sunny Channel 10, Miami, Florida, and to Mike Schaffer and Pat Alter, who acted as host and hostess at a cocktail party in the presidential suite and terrace of the Summit Hotel. Purpose of the affair was to introduce Channel 10's image, "Miss Sunny" JoAnn Pfug to the press. The "Miss Sunny" role, derived from a cartoon animated character developed for advertising, came to life in an hour remote from Miami Beach last July. Miss Sunny will tour Florida as the station's representative at all functions. She is also used in station's ads and on air promotions.

☆ ☆ ☆ ☆ ☆
• • • Singer Cathy Carr, the only female vocalist waxing on the Laurie label, is clicking with her updated version of "Ivory Tower." Her original disk of that tune sold 3-million-plus in 1956 . . . Suzy Parker hopes to spark her acting career via TV assignments . . . West Coasters report that Bing Crosby may give up his radio series . . . Britania tummy-tosser Marlene Adamo is being considered for a "Hawaiian Eye" guesting. She'd be an eye-ful . . . Hypnotist Ted Schlessinger observes that the movie "Girl with a Suitcase" is still making the rounds . . . Brook Benton's new Mercury album, "There Goes that Song Again," hit the charts a week after it was released.

☆ ☆ ☆ ☆ ☆
• • • Meet: Lisa Carroll, who just a few short years ago was told that she would never again walk—let alone sing. Today, through great determination and with a helping hand from the late Victor Young, she is on the threshold of a long career. Lisa received her original training in the operatic field and on the eve of an audition with the Metropolitan Opera was involved in a serious auto accident that took six lives and left her bedridden for four years. During this time she met the late Victor Young who inspired her to overcome this tragedy and return to the theatre. With his help she trained with Olga Eisner, the famous vocal teacher whose ex-pupils include Martha Wright and Polly Bergen. Lisa regained her voice and went into the Desert Inn in Las Vegas with Rudy Vallee, Paul Whiteman and Harry Richman. From there Lisa went on to engagements at the Moulin Rouge in Hollywood, the Thunderbird in Vegas, Mr. Kelly's in Chicago and the Living Room in New York. Her TV appearances include the Ed Sullivan show, and dramatic roles in the Ford Theatre, Alcoa Hour, Medic and the Crusader.



CARROLL

☆ ☆ ☆ ☆ ☆
• • • Harry Novik, general manager of WLIB, has been invited by the Jamaica Independence Celebrating Committee to partake of its independence celebration later this month in Kingston, Jamaica, W. I. . . . Composer Jacques Belasco, who was up for an Emmy this season, is in for additional honors as a result of his work on "Vincent Van Gogh: A Self Portrait," which has been chosen to represent the U. S. in the Prix Italia 1962, the oldest international competition in radio and TV . . . Gloria Lambert of NBC's "Sing Along With Mitch" is planning a short European vacation before getting back to hard work next month.

☆ ☆ ☆ ☆ ☆
• • • Bourne-France, a new publishing combine formed by Mrs. Bonnie Bourne on her recent Spring trip to France, is already on the move. Formed in association with Editions Tutti, the publishing affiliate of Philips Records managed by Gerard Tournier, it has already acquired for the French-speaking market such chart runners as "Come on Baby," the Bruce Channel smash, Joe Dowell's "Little Red Rented Rowboat," and the new Vic Damone version of the Cahn-Van Heusen song, "Cathy," featured in the MGM production, "Boys' Night Out," plus the new Maxine Brown pick hit, "I Kneel at Your Throne."

Selmur Signs Nugent As Scribe of Series

Frank Nugent, former motion picture editor of the New York Times and Hollywood screen writer, has been signed by Selmur Productions as writer for "Land of the Wild," a new outdoor adventure TV series which Larry Lansburgh will produce.

Currently working on the John Ford production of "Donovan's Reef," Nugent's other credits include "Mr. Roberts," "The Last Hurrah," and "The Quiet Man." Selmur Productions is a subsidiary of AB-PT.

'Lamp' Guests to Discuss Catholic Unity Council

The 21st Ecumenical Council of the Catholic Church, which opens Oct. 11 in the Vatican, will be discussed in "Christians and the Council" on CBS-TV's "Lamp Unto My Feet" scheduled for Aug. 26.

Participants will include the Rev. Thomas Stransky of the Paulist Fathers, a member of the permanent staff of the Vatican Secretariat for promoting church unity; John Mannion, executive secretary of the National Catholic Liturgical Conference, and Dr. George Crothers, the program's host.

Cleveland Star on Stage For Debut in 'Girl Crazy'

Cleveland—Mike Douglas, star of his own daily KYW-TV show, will make his musical debut on the legitimate stage in the lead role of George and Ira Gershwin's "Girl Crazy" at the Packard Playhouse in Warren, O. In addition to hosting his half-hour program, Mike will be commuting to the playhouse for performances, through Sunday, as a TV actor who goes West and becomes a sheriff.

OBITUARY

Gertrude Chetkin

Services will be held today at 1 PM in Riverside Chapel, 76th St. and Amsterdam Ave., for Gertrude Chetkin, mother of Mrs. Sybil Simon, wife of Arthur Simon, advertising manager of RADIO-TV DAILY. Mrs. Chetkin is also survived by her granddaughter, Judith Ann.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street
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JUNIOR'S TV HEROES AID MOM WITH HER SHOPPING

Jacksonville, Fla.—If Junior won't eat his cereal, doesn't brush after every meal or hesitates at the traditional Saturday trek to the bathtub, it's quite possible the family breakfast food, toothpaste or soap is not the same one used by his favorite TV hero.

A TV advertising effectiveness study, recently conducted by William Wahl Associates for WJXT, indicates that at least 60 per cent of children under seven have some influence on the purchases made at the supermarket. For children between 7-13, the figures jump to 67 per cent with cereals, toothpastes and soaps leading the list of products where the kiddies are most interested in having their wishes heard.

Four-Part Questionnaire

The surveys conducted in West Palm Beach consisted of interviews with homemakers during January and May. They were asked to indicate on a four-part scale — Very strong, Slightly strong, Some or No influence—the degree of influence which the youngsters exerted toward the purchase of particular household products and which ones.

In the homes where junior's wishes were listened to, cereals led the list as the product where specific brands were purchased as a result of youngsters' urging, with 48 per cent. Soap and toothpaste followed with 24 and 10 per cent respectively. Peanut butter, drinks and candy were next in line.

Moscow Award Pianist 'Recital Hall' Performer

WNBC-TV's "Recital Hall" Saturday will feature Daniel Pollock, 1958 winner of Moscow's Tchaikovsky Piano Competition. The program is presented by the station's public affairs department in conjunction with the Lincoln Center, Juilliard School of Music and the Metropolitan Opera Ass'n.

Rubinstein Plays Chopin

Pianist Artur Rubinstein will perform in an all-Chopin program on WOR-TV's "World Artists Concert Hall" Sunday at midnight.

'Koko' Klown Antics Fill WPIX Laff Bill in Fall

"Koko The Klown," a new animated cartoon created by Max Fleischer, debuts on WPIX Sept. 10, with comedian Larry Storch as the behind the scene voice of "Koko" and his "Kohorts." Hal Seeger is producer and the daily cartoon show is distributed for TV by Video House.

CBS EYE OPENS ON BEAUTY FEST

Web Slates 2½-Hour Spec On Miss America Contest

New songs, new entertainment features and, of course, new faces will highlight this year's two-and-a-half-hour "Miss America Pageant" on CBS-TV Sept. 8. Originating live from Convention Hall in Atlantic City, the 1962 cavalcade of beauties will be centered around the theme "The Magic of Miss America."

Bernie Wayne, composer of the pageant's year-old themesong, "There She Is, Miss America," has written several new songs for this season.

Joey Taking Studio Hiatus

West Coast Bureau of RADIO-TV DAILY
Hollywood — There will be a week's production hiatus on the new Joey Bishop series, filming at Desilu-Cahuenga, beginning Sept. 3, to permit the star to go to New York to headline the "Tonight" show on NBC.

Bishop has also been set for an intensive p.a. campaign that week on behalf of his new series, which kicks off Sept. 15, in color.

Vidnet Billings Rise

(Continued from Page 1)

over '61's \$347,313,741. January-through-June billings for the individual networks were as follows: ABC-TV, \$100,690,335, up 6.4 per cent from '61's \$94,636,040; CBS-TV, \$149,443,593, an increase of 16.2 per cent over '61's \$128,636,037; NBC-TV \$137,638,687, up 11.0 per cent from \$124,041,664 last year.

Daytime billings rose 15.4 per cent in the first six months of '62 to \$120,780,344 against \$104,691,977 last year, while nighttime billings for the period were \$266,992,271, up 10.0 per cent over '61's \$242,621,764.

These billing figures are compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by TvB.

Big Niner Bats for 'Faith'

Pittsburgh — The Pirates' pitching star, Vernon Law, will take the guest spot on KDKA's "Faith at Work" Sunday, with host Rev. Donald James.

Sky-Drop 'Station' For Instant Casts

Washington Bureau of RADIO-TV DAILY
Washington — The U. S. Army Signal Corps has ordered a high-powered broadcasting facility that can be set down by helicopter anywhere in the world and put on air to a civilian population or enemy forces in a matter of hours.

Gates Radio Co., Quincy, Ill. will build the first system at a cost of \$1.2 million and deliver it within 10 months. The "heli-portable broadcast system" includes two powerful transmitters (one AM and the other short-wave), an 150-foot-tall antenna tower that telescopes for flight; seven studio-control shelters with tape recorders, turntables and radio news teletypes, and 11 diesel-powered electric generators.

'U. S. Steel Hour' Casts Top Trio for 'Dry Rain'

John Kerr, Phyllis Newman and Johnny Desmond will star in "Dry Rain" on CBS-TV's live "U.S. Steel Hour" Sept. 5. The teleplay, by Harold Gast, concerns two young people who are victimized by a gangster in a Nevada gambling town.

The drama is directed by Bruce Minnix and produced by The Theatre Guild, with George Konold as exec producer.

Larry Parks Turns Medic For 'Dr. Kildare' Episode

Hollywood — Larry Parks has been signed by MGM-TV to guest star in the "Breakdown" episode of its "Dr. Kildare" series on NBC-TV. He makes his bow as a paranoid resident doctor in the teleplay by Betty Andrews, directed by Lawrence Dobkin. Norman Felton is exec producer with David Victor producing.

Prestige to Rep WASK As 2nd Hoosier Account

Prestige Representation Organization, station reps, has been appointed by WASK, Lafayette, Ind., as its exclusive national sales rep, replacing Jack Masala & Co. The outlet, which recently increased its power to 1,000 watts, is the second Indiana station to sign with PRO.

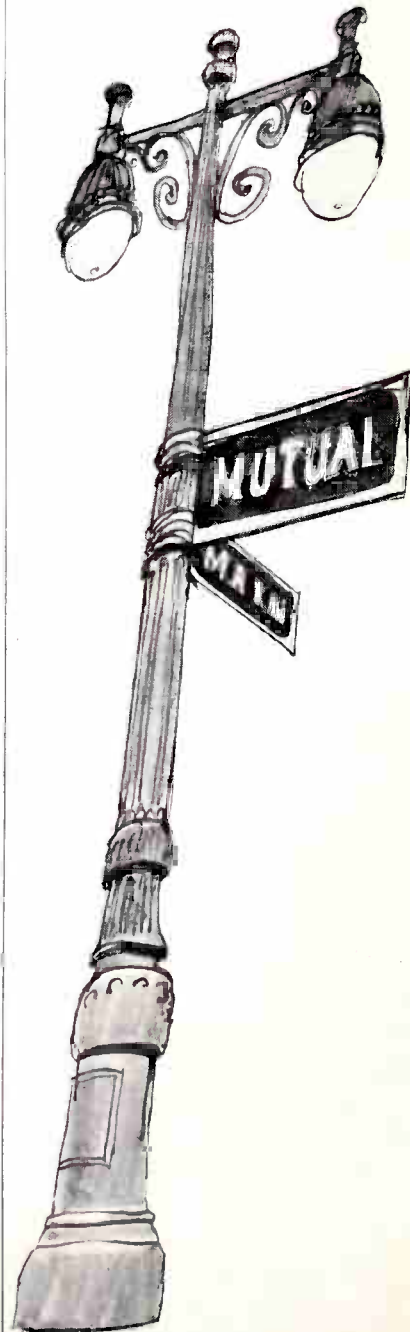
Willie Lump Lump Talks To Boys from the Press

Columbus, O.—Red Skelton will hold a press conference Aug. 23 in the WBNS-TV studios here for press, radio and TV reporters. The comedian will be in Columbus for appearances at the Ohio State Exposition.

THE ROAD TO MARKET MUST PASS MAIN STREET
To reach Main Street, U.S.A., turn at Mutual.
Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.*

Mutual Radio | 3M

A Service to Independent Stations



Corps Hopefuls Jam Mails After NBC Documentary

In a congratulatory letter to NBC News Washington correspondent Ray Scherer, Peace Corps associate director Bill Moyers noted that "In the week following the NBC re-run of 'The Peace Corps in Tanganyika,' we received 5,950 letters requesting information about the corps. This was the greatest number of letters the Peace Corps has received in any single week."

CBC Meeting Scans Woman's Real World

Special to RADIO-TV DAILY

Toronto — Some 480 Canadians from nine provinces have registered as delegates to the CBC conference, "The Real World of Woman," to be held here Sept. 6-9. The conference will examine woman's role in contemporary society.

Highlights of the meeting will be broadcast on CBC Radio and TV. Helen Carscallen is conference organizer.

Eastman to Beat Drum As Gotham Outlet's Rep

Robert E. Eastman & Co., has been appointed national sales reps for WMCA, according to Stephen B. Labunski, the station's VP and GM. WMCA will be served through Eastman's out-of-town offices located from coast-to-coast.

Passionist Celebrant

Springfield, Mass. — The Very Rev. Theodore Foley, C. P., American assistant to the Superior General of the Passionists, will be guest celebrant of WWLP's "Chalice of Salvation" Aug. 26. Celebrating the Mass on TV, Father Foley will also be seen on WRLP, Greenfield, Mass., and WHNB, New Britain, Conn.

STORK NEWS

Actor John Larkin and his wife Audrey have become the parents of a boy, John, Jr.

It's a boy for Mr. & Mrs. Fred Israel. Father is an electronics engineer.

Mr. and Mrs. Richard Carlton have become parents of a girl, Karen. Carlton is Trans-Lux TV Corp. VP.

Mr. & Mrs. Stan Walker are parents of a girl, Gail Robin. Father is RCA Victor Records press and information administrator.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Danny Thomas has evolved as a Hollywood prime creator of TV comedy shows. Among his successful series are his own show, starting its 10th season and those of Dick Van Dyke, Joey Bishop and Andy Griffith. Danny will also be exec producer of "The Real McCoys" next season. In preparation are "My 15 Blocks," starring Jan Murray as a policeman, and a series starring Bill Dana as Jose Jimenez, the elevator operator, a character Dana developed in a guest star role on "The Danny Thomas Show."

☆ ☆ ☆ ☆

• • • Last year's "Checkmate" producer, Dick Berg, starts filming this week on the first of ten hour-long Alcoa Premiere dramas at Revue Studios . . . Producer Elliott Lewis has set Reta Shaw and Murvyn Vye for important roles opposite Lucille Ball and Vivian Vance in the CBS "Lucy Show," with filming to start tomorrow night at Desilu-Gower.

☆ ☆ ☆ ☆

• • • An agreement negotiated by Daystar Productions and Local 47 AFM makes Daystar the first non-Alliance TV producer in Hollywood to agree on using only live American music for scoring. This move guarantees local musicians more than 1,800 man hours on the "Stoney Burke" series alone.

☆ ☆ ☆ ☆

• • • Red Skelton does three p.a.'s in four weeks at state fairs before resuming taping of his new one hour CBS-TV show Sept. 11. The first two have already been taped . . . International Video Tape has mailed out a large number of 1962-63 Network TV Schedules in handy pocket size. If you don't have yours or want more, write or call IVT in Los Angeles.

☆ ☆ ☆ ☆

• • • David Burke and George Dalen of General Electric are in town with BBD&O execs Barry McCarthy, Herminio Traviesas and Hiram S. Brown Jr. for a series of meetings on "General Electric True" with exec producer Jack Webb, producer Mike Meshekoff and the program's p.r. reps, Cleary-Strauss-Irwin & Goodman.

☆ ☆ ☆ ☆

• • • Hal Styles, mid-western rep for International Video Tape Inc. returns to Chicago headquarters tomorrow after a series of meetings with William F. Wallace, IVY prexy . . . Exec producer Aaron Spelling has bought fifteen original teleplays for Four Star's "The Lloyd Bridges Show." Filming of the ninth show starts this week, with eight already completed.

☆ ☆ ☆ ☆

• • • Roger Perry, who plays a young intern in "Eleventh Hour," is in Nice, France filming "Follow The Boys." A former MCA client, Perry is being besieged by multitudes of agents and reps in such numbers he's wondering who's minding the store in Beverly Hills!

☆ ☆ ☆ ☆

• • • Jim Critchfield, comedy writer for Ralph Edwards the past six years, signed with Jay Ward Productions to script staff of the half-hour series, "Fractured Flickers" . . . Bill Dana tapes his second appearance on the "Steve Allen Show" tomorrow . . . KMEX-TV sales manager Ken Hildebrandt winds up three days of presentations in Chicago today, while Julian Kaufman and Rene Anselmo are due in New York this week on a similar mission.

☆ ☆ ☆ ☆

• • • Ben Casey fans may be in for a mild shock next season when they see their hero succumb to such human antics as getting into a saloon brawl, going on a drunk and making love to his chief anesthetist. The plan of producer Matthew Rapf is to please a few more viewers without alienating the many.

☆ ☆ ☆ ☆

• • • KGBS is capitalizing on the strong positions of the two Los Angeles major league ball clubs by hosting an interview Sunday morning with Herald-Examiner Sports Columnist John B. Old on the subject of baseball. Points to be covered include the possibility of major league ball for San Diego and a third major league team for Los Angeles.

☆ ☆ ☆ ☆

• • • Vic Damone checked in at Columbia yesterday to tape three TV commercials for Ford, sponsors of NBC-TV's "The Lively Ones."

'Sporting' W. Va. Outlet Catches Anglers' Praise

Beckley, W. Va. — WWNR has been voted a "good sport" by the "West Virginia Conservation" magazine for its programs on conservation and special shows directed for area anglers. A daily stream report is aired mornings with "beep" commentaries by Conservation officers. Annually, WWNR kicks off the trout season with a pre-opening, all-night program of music and news to entertain fishermen lining the streams.

4 Sponsors Awaiting Skelton Hour Opener

Guest stars Juliet Prowse and Phil Harris, along with the Modernaires and the new Skelton Dancers assist Red Skelton when he opens his 10th season on CBS-TV with an enlarged one-hour show Sept. 25.

Sponsors are Best Foods thru Lennen & Newell; Johnson's Wax via Foote, Cone & Belding, Lever Brothers thru BBD&O, and Philip Morris via Benton & Bowles.

Ed Simmons, Dave O'Brien, Martin A. Ragaway, Arthur Phillips and Hugh Wedlock write the show, which is produced by Cecil Barker and directed by Seymour Berns.

Keith, Martin Pacted For 'Sam Benedict' Seg

Brian Keith and Lori Martin have been signed by MGM TV for guest starring roles in the "Sam Benedict" episode "Run Softly." The seg, written by Leonard Heideman from a story by Ed Waters, is being directed by Paul Henried. E. Jack Neuman is exec producer of the hour dramatic series which debuts on NBC-TV Sept. 15, starring Edmond O'Brien.

Cubans Given Welcome

Philadelphia — The Cuban Families Committee for Liberation of Prisoners of War, touring the nation to raise funds to free some 1100 prisoners held in Cuban concentration camps, was hosted by WIBG. The station helped arrange for their numerous appearances in the city and aired a special "Philadelphia Speaks Out" program on their behalf.

WEDDING BELLS

Bonn-Weinstein

Ron Bonn, associate producer of "Calendar," and June Weinstein, of the N. Y. Hospital Cornell Medical Center nursing faculty, have announced their engagement. The couple plan a September wedding.

Fans 'Riding High' At Fiesta in Bristol

Bristol, Conn. — Scores of hoppers are converging at Lake Compounce Amusement Park here for "Channel 30 Fiesta Days" through Friday, the station's annual outdoor fest. Making sure that everyone rides high, the outlet is giving free amusement rides to each person attending.

Members of the "Colonel Blown" show are putting on a talent contest at the park to choose some lucky fans 8-14 years old, to appear on the program. A feature of the fun fest is the appearance of the "Walt Disney Wonderful World of Color" characters who will be on hand to greet the crowds.

Johnny Palmer Host

Supervised by WHNB - TV's promotion department, the fiesta includes a nightly dance, with Channel 30 personality Johnny Palmer hosting, a "twist" contest and a pet parade with some of the more unusual pets appearing on the outlet at a later date.

Philly Outlets Up Morgan To Helm Special Events

Philadelphia—Rex Morgan, star of his own WFIL-AM-TV shows, has been appointed director of special events for the stations. Taking over his new assignment immediately, he will continue his Monday through Friday TV series, but will discontinue his radio show as of Aug. 31 to concentrate on his new duties.

Morgan, who as a major in the Army Air Defense Command wrote and produced the documentary "Count Down" series, also starred on his own TV program in Colorado Springs and Denver.

Miss America '57 Starring In 5-Mins. X-Board Series

"Beauty Break," a new five-minute TV series starring Marilyn Van Derbur, former Miss America, with "how-to" tips in feminine fashion and good grooming, debuts in the Fall. A recently-completed pilot program is soon to be offered to potential sponsors and advertising agencies.

Intended as a Monday-through-Friday offering, the series is being produced by Taylor-Nodland Ltd. in association with Mademoiselle magazine. Taylor-Nodland last year pioneered the five-minute TV series with Burr Tillstrom's "Kukla and Ollie" show, as an NBC daytimer and is now meeting equal success overseas.

Miss Van Derbur, a Phi Beta

Kappa graduate of the University of Colorado, won her Miss America title in 1957. Since then she has become a popular TV personality, both as the sponsor's spokeswoman on the "Bell Telephone Hour" specials and as mistress of ceremonies for TV coverage of the Miss America pageants—an assignment she will undertake again when CBS televises the pageant from Atlantic City in September.

Burt Harris is director of "Beauty Break," being taped at New York's ABZ studios.

Stars Lend Voices For Hospital Drive

The 12th annual Jewish Chronic Disease Hospital Month will be aided by spots from TV and radio stars, reports Hal March, chairman of the September fund drive for the Brooklyn institution.

Among the stars who have made radio and filmed spots are: March, Tom Poston, Orson Bean, Julius LaRosa, Bud Collyer and Dane Clark. Radio spots have also been made by: Fred MacMurray, Betsy Palmer, David Susskind, Rudy Vallee, Marth Wright, Carol Reed and Robert Stack.

'Calamity Jane' Returning

(Continued from Page 1)

Award winning ballad "Secret Love," plus six additional new songs.

The forthcoming television production will be adapted from the musical comedy stage book by Charles K. Freeman.

WAVY TUNES SAIL ON 'ENTERPRISE'

Outlet Gives Navy Carrier Records for Musical Trip

Norfolk, Va. — When the world's largest man-made moving object, the Navy's nuclear-powered aircraft carrier, "Enterprise," pulled out to sea, WAVY music went along. To insure that the 4,500 officers and enlisted men would have tunes galore, the station supplied the carrier's special services section with stacks of records — singles and albums — from its own library.

For Football Fans

New York — For the 7th consecutive year, WCBS will broadcast a comprehensive schedule of Ivy League Football Games for the 1962 season. Jack Laflin will handle the play-by-play and Bob Delaney the color.

Big Sound Panorama 7th Hi-Fi Show Goal

Millions of dollars worth of high fidelity components will be demonstrated on five floors of the Trade Show Building Oct. 2-6, when the seventh annual New York High Fidelity Music Show presents one of the largest exhibits of hi-fi components ever assembled under one roof.

Products displayed at this year's show, according to Walter O. Stanton, chairman of the board of the Institute of High Fidelity Manufacturers, will be lighter, slimmer and more compact, yet more powerful than those available in past years.

Bob Asman Is Tapped To Produce News Show

Robert Asman, associate producer of NBC-TV's "David Brinkley's Journal," will produce the new Fall series, "This Is NBC News," to bow Oct. 14. The program will open with a late news summary by anchorman Ray Scherer in Washington, then present four of five filmed news reports.

Asman joined the network last Summer when he was assigned to Brinkley show, coming from CBS where he was production manager of the "Twentieth Century" series. Starting his career as an announcer, he later was a producer with radio stations in Rochester and Geneva, N. Y.

Ivy Web Plans Reports With European 'Dateline'

Ithaca, N. Y.—"Northeast Dateline the Continent," sponsored by the investment distributing firm of Carl M. Loeb, Rhoades & Co., will move through Europe in the next few weeks with reporter Steve Nevas. The Sunday night series on the Northeast Radio Network, owned by the Ivy Broadcasting Co., will feature reports from Copenhagen, Stockholm, West Berlin and Geneva.

Davis Makes Scene

Houston—KYOK deejay Avery "Zing Zang" Davis, broadcasts live from the station's new studios at King Center shopping center every Thursday and Saturday from 5-8 PM.

Jerry Grove Plays Host To Fan Club Prexy, Veep

Philadelphia — WIBG news director Jerry Grove, pleased to learn that a "Jerry Grove Fan Club" was under way in the Hunting Park section of Philadelphia, has hosted the president and veep of the club at WIBG studios.

Light-Waves Harnessed as R, TV Carriers

(Continued from Page 1)

ing all of one wave length. Ordinary light is composed of many wave lengths, all interacting and interfering with one another. The coherent light is produced by a laser," a development first suggested in 1958 by Prof. Arthur L. Schawlow, now of Stanford's physics dept. Atoms in a laser are synchronized and emit their light in only one direction.)

'Demodulation' Problem

A means of putting a microwave information signal on the light beam, or "modulating" it, was developed some time ago. Stanford's breakthrough was to find a way of directly "demodulating," or receiving, the information, much as a radio receiver "demodulates" the information signals carried on radio waves.

Successful tests of two such de-

vices and plans for a third were announced by Prof. Anthony E. Siegman. He likened them to the

In New York, a network engineer commented that practical use of the light beam in communications was still probably "several years off." He said it would have little value in broadcasting, because of its point-to-point limitations, but may prove useful for relays.

Coupled with a communications satellite such as Telstar, it may play a significant role in spanning the Atlantic with thousands of communications channels, rather than only a few.

first crystal receivers of radio and said they are capable of refinement into the superhetrodyne class of modern radio.

The three devices are a microwave phototube, a "fast semiconductor photodiode" (more compact and, in some respects, more efficient than a phototube, it requires the use of an amplifier), and an "FM discriminator microwave phototube," designed to demodulate frequency-modulated light.

Invaluable in Space

One of the present drawbacks of a laser for earth-bound communications, the scientists said, was that clouds or other objects might stop its beam unless a pipe, or similar transmission channel, were used. In space communications, light waves would be superior in many respects to radio waves because magnetic storms and other conditions that "black out" radio communications would not affect them.

Renault of So. Calif. In 60-Wk. News Buy

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Renault of Southern California has bought 60 weeks in KTLA's "Clete Roberts News" via Fuller, Smith & Ross, Inc.

Account exec Lee Langer negotiated the deal for KTLA in cooperation with the agency account exec Pat O'Rourke and VP and broadcast director Dave Mathews. The Roberts news program currently airing at 10 PM. swings to 11 PM and will carry Renault across the board.

Chicago Outlet Scans Jews in Germany Today

Chicago — "The Jews in Germany," part two of "The Face of Modern Germany" series, will be seen on WBKB here Aug. 25. The segment, filmed in Germany by the station's production team of Ronald Born and Sam Ventura, examines the Jews' "emotional, religious, social and political integration, or absence of it, into the German community of today."

New Emmy Category

(Continued from Page 1)

ary" originated on foreign soil. This year's awards will cover programs presented from April 15, 1962, thru April 14, 1963.

Other changes include the return, after a three-year's absence, of a category for "Panel, Quiz and Audience Participation Programs." The category formerly known as "Public Affairs and Education" has been changed to read "News Commentary or Public Affairs," and the achievement recognized last year for writing in the documentary field has been altered to clude "News or Documentary Writing."

Suspended from the list of categories this year is "Outstanding Achievement in the Field of Daytime Programs." However, each of these programs will compete in its own category.

Sponsors Golf Tourney

Stamford, Conn. — WSTC will sponsor the amateur city golf championship for the 14th year, Sept. 8-9 at Hubbard Heights Golf Club, and provide prizes for the winners.

Nets Allotted Telstar Time

TV networks and UPI TV have been allotted three minutes each by American Tel and Tel for London to New York transmissions via Telstar from 12:12-12:47 today during the 332nd orbit of the satellite.

In course of the same orbit, the procedures will be reversed for transmissions from New York

AGENCY NEWSCAST

By RALPH TYLER

How "far out" can you go with a TV commercial and still deliver an effective sales message? That question has been on Schwerin Research Corp.'s mind. It came up with some interesting answers in its monthly bulletin under the far out title "The Way the Kookie Crumbles."

Some of the generalizations hazarded are these:

The novel "kookie" approach must have a product purpose behind it; it is not enough merely to be bizarre.

Humor—that which we all claim to have a sense of—is extremely difficult to do well (one man's meat, etc.).

There has been a particularly strong payoff from well-executed "no people" commercials—in both abstract animation and live action.

The bulletin sums it up this way: "The offbeat approach, then, is not an automatic guarantor of commercial effectiveness. Like straight sell, it can be done well or ill. When it is done well, it has the advantage over conventional commercials of uniqueness: like an enticingly dressed girl in a nudist colony, it rivets attention."

Victor F. Boero, director of art at Fuller & Smith & Ross-Pittsburgh, has been appointed VP... McCloskey & Co., Philadelphia, and Chatham Properties, New York, have appointed T. L. Reimel Advertising as agency for the Rittenhouse - Dorchester, high-rise luxury apartment building under construction on Rittenhouse Square West, Phila. . . A catalog of motion picture stock shots has been released by Fotosonic, Inc., New York. The scenes are contemporary.

The "Chain Lightning" merchandising program of KNBC, San Francisco, which supports radio advertisers by arranging in-store displays, grocery ads, shelf talkers, merchandising mailings and other extras, is celebrating its tenth year . . . Irving J. (Pinky) Vidacovich, radio personality familiar as "Cajun Pete" has joined the Swigart Co., New Orleans, as VP, radio and TV services. Vidacovich was also musical director of the Dawnbusters program over WWL radio, where he entertained for more than 20 years as "Placide Vidac."

to London. Participating in these three-minute demonstrations will be ITA, Britain's independent network, also the NBC and ABC skeins.

Thought for Today

"Despite the fact that broadcasting falls under a form of government regulation, the broadcaster still can and should be just as individualistic as a person is individualistic — as every community is individualistic. Indeed, that is the best way for him to stay a broadcaster. Not only is there room in broadcasting for new concepts and new ideas, but the surest way to succeed is to dare to dare."

—NAB president LeRoy Collins



COLLINS

Bennett and Hollands Filling Triangle Posts

Philadelphia — Triangle Stations has filled two newly created posts with the naming of David J. Bennett as director of FM operations, and Dick T. Hollands as manager of personnel.

Hollands, who joined Triangle in September, 1961, will also continue his work on special assignments for the Radio & TV Division headquarters.

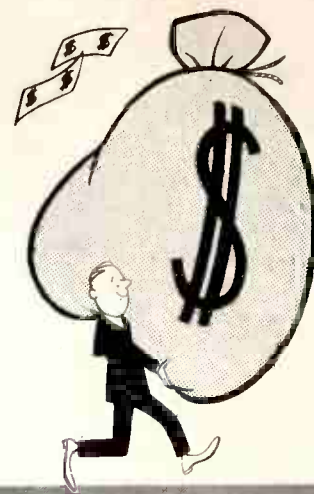
Bennett will direct the Triangle Program Service, which supplies FM programs to stations throughout the country, and he will supervise activities of the Triangle FM stations.

WJZ-TV Appointments

Baltimore — Jerry Turner has been added to WJZ-TV's announcing staff and Ted Wehe has joined the station as weathercaster to assist meteorologist, Jim Smith.

Hip 4-Year-Old Drums Way to Paramount Pact

Paramount TV Productions has signed four-year old James Bradley, Jr., to an exclusive three-year pact. Jimmy may be the youngest talent yet signed in picture history. He's a jazz drummer with amazing virtuosity on the skins. Says mamma Bradley, "He's been playing since he was 16-months old."



SALES MANAGER GETS BONUS!

FINDS WHLI Island*

—4TH LARGEST MARKET IN U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Apparel Sales than 35 states and its \$3¼ Billion Retail Sales outranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.



PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gil-Perna



Established Feb 1944

VOL. 91, NO. 33

THURSDAY, AUGUST 16, 1962

TEN CENTS

CATV BOOM—WHAT A HEADACHE!

BARUCH BATTERS CRITICS OF U.S. PROGRAMS O'SEAS

Sharply contradicting the often heard criticism that American film programs are "flooding" foreign TV channels, CBS Films director of international sales Ralph M. Baruch declared

yesterday that "due to restrictions, artificial or otherwise, American TV programs have not had the opportunity to be freely sold abroad."

"If the trade barriers which have been put up against American TV programs abroad were raised against any other American exporter," he told the Brooklyn Rotary Club, "those affected would be the first to claim discrimination and ask for freer trade. If the nationalistic feelings which exist in the offshore TV industry were as high in any other field of commerce, those concerned in



BARUCH

(Continued on Page 5)

FALL'S PROMISE: COMEDY AND WAR

Westerns Gone That-a-Way In Coast Productions

By HAL HILDEBRAND West Coast Bureau of RADIO-TV DAILY

Hollywood — Judging by production here, comedy and World War II stories will comprise a good part of this Fall's TV schedule. Gone "that-a-way" are several of last season's oaters. Only two new ones—"The Virginian" (Revue) and "Empire" (Screen Gems)—will gallop with surviving Westerns.

"The big guns," explain the (Continued on Page 2)

WGAL-TV Goes West On Two-Station Buy

WGAL Television, Inc., yesterday signed an agreement involving a total of approximately \$3,250,000 for the purchase of KOAT-TV, Albuquerque, N. M., and KV-OA-TV, Tucson, Ariz.

Accord on terms, subject to FCC approval, was reached in Washington last week-end between Clair R. McCollough, WGAL-TV president, and Clinton D. McKinnon, Alvarado TV president. Turnover of the two stations is expected some time before the year's end.

McCollough said he contemplates no management changes for the outlets. Although he declined (Continued on Page 7)

WCNT Deal Okayed

Centralia, Ill. — The FCC's Broadcast Bureau has approved sale of WCNT here by Southern Illinois Broadcasting to Four County Broadcasters for \$155,000.

Westinghouse Pacts Opening Night 'Casts For 6 B'way Shows

In a revolutionary merging of theatre and TV, Westinghouse Broadcasting this year will telecast six new Broadway shows in their entirety in five cities, simultaneous with their New York opening.

WBC last night had reached verbal agreement on the deal with the Theatre Guild, but legal details are still to be ironed out. The five WBC markets to view the plays are Pittsburgh, Cleveland, Boston, San Francisco and Baltimore. Other markets may follow, but New York will be blacked out.

The verbal deal includes Westinghouse partial financing of the Theatre Guild plays chosen for telecast. Westinghouse also is to get an option on all Theatre Guild plays for the next two years.

WBC will have neither censorship rights nor artistic control (Continued on Page 8)

'Crisis and Dilemma' In Unfair Competition Sparks Ga. Seminar

The burgeoning field of community antenna television service has produced a whole new set of wrinkles on the furrowed brow of commercial broadcasting.

Biggest of the new problems disturbing industry operators is how to protect their investment—not from CATV per se but from unfair competition which they see as more than an incipient danger at present.

Investigation Planned

Tabbed "a growing crisis and dilemma," community antenna video soon will undergo clinical analysis, with preventive medicine certain to be prescribed as a vital regimen before Winter arrives.

Spurred by recent CATV developments in their own area, the Georgia Association of Broadcasters has slated this as topic A for its 2nd Southeast Radio-TV Seminar Oct. 16 in Atlanta. It will (Continued on Page 7)

P. Lorillard Takes Half Of NBC Yachts Special

P. Lorillard Co. has purchased half sponsorship of "America's Cup," a special full-hour NBC News presentation Monday, Sept. 17, according to Sam K. Maxwell, Jr., director, special program sales.

The P. Lorillard order was placed through Lennen & Newell.

ABC Jetting Vidtapes Of Betty's Mile Run

Jim Beatty's assault on the world record for the mile in a London stadium on Saturday will be videotaped and flown by jet to the U. S. for exclusive telecasting on "ABC's Wide World of Sports" Sunday.

Hewitt Chosen to Produce Prime-Time News Extras

Don Hewitt yesterday was assigned to produce the upcoming series of CBS News Extras. Blair Clark, the network's news general manager and VP, said the extras will cover major news stories on-the-spot as well as through filmed footage of important developments.

They are expected to be presented in prime-time periods, with Douglas Edwards as anchor man. Metropolitan Life Insurance Co. will be the sponsor, marking the

company's network TV debut. The news extras will be in addition to such current CBS news series as "CBS Reports" and "Eyewitness."

Don Hewitt, at 39, has been producing and directing network TV news programs and special documentaries for 14 years.

Cleveland Broadcasting To Acquire L.A. Outlets

Cleveland — Cleveland Broadcasting Co., owner of WERE-AM-FM here, and WLEC, Sandusky, O., has just completed negotiations to buy Los Angeles stations KFAC-AM-FM. Deal, via Howard Stark, was completed between Ray T. Miller, Cleveland prexy, and E. L. Cord, West Coast outlets owner.

Paris Newsfront Seen Today via Telstar

BCINA and the French TV Network will beam a news program, including pertinent newsfilm, from Paris to New York, in an East-West Telstar transmission during the satellite's 341st orbit today between 11:50 AM and 12:25 PM. In New York, NBC News will transmit the seg to clients of the NBC News program service.



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Kirk in 'Crow's Nest' For Flagship Sales

John S. Kirk has been appointed sales manager for WABC-TV, New York. He joined the flagship station in April, 1956, as an account exec and later was assistant sales manager.

Before joining Channel 7, Kirk was VP and account exec of the Hilton & Riggio Advertising Agency. He will assume his new post immediately.

Collins 'Music Man'

San Antonio — Bob Collins has been named KITE music director and is also filling in from 12-4 PM as a deejay. He was formerly with KAPE as announcer.

Frye to Monaco for Revue

Producer-director William Frye has signed a one-year contract to do special TV assignments for Revue Productions exclusively. The first will be an hour color tour of Monaco in which Princess Grace of that principality will be seen.

The Monaco special will be shot there this Fall for a still unannounced network, and will be seen in early '63. In addition, Frye has

COMING AND GOING

CLAIR R. McCOLLOUGH, president and general manager of WGAL and WGAL-TV, Lancaster, Pa., and his wife, in Europe on a month's vacation.

EDWARD M. JONES has returned from the Republic of the Congo, where he filmed a program on the U.N. in action for "CBS Reports."

ART OKUN, MBS eastern sales manager, to Milwaukee today on business.

PETE BRANDON, MBS account executive, returns from West Coast trip tomorrow.

JAC HOLZMAN, Elektra Records president, due in N.Y. for business meetings.

Hits of Courtroom, Hospital Dampening Project Hopefuls

(Continued from Page 1)

agencies which have bought network primetime for their sponsors. "will be the shows with comedy format by established personalities."

These include Dick Van Dyke, Joey Bishop, Jack Paar, Lucille Ball, Red Skelton, Andy Griffith and a covey of new ones that are essentially slapstick type comedy, such as "I'm Dickens, He's Fenster."

Somewhat baffling is the dropping of "Hennesey," a top-rated show with a Naval background, and the starting of a new nautical comedy, "Ensign O'Toole."

In the war category, "Combat," "The Gallant Men" and "McHale's Navy" lead off. Several hush-hush series also are now being prepared.

Another from MGM

The medico-type, so successful with "Ben Casey" and "Dr. Kildare," will be on the tube, of course, but there are few production companies trying to cut in on the two hits. Exceptions are "Nurses" and "Eleventh Hour." The latter, incidentally, comes from MGM which produces the popular "Kildare."

The determined crime-buster, lawyer and courtroom dramas will stay on too, but they'll be limited to the successful "Perry Mason,"

KTLA Names Irv Rosten Executive Head of News

West Coast Bureau of RADIO-TV DAILY Hollywood — Irwin Rosten has been appointed executive director of news for KTLA. He will take over the administrative duties of Cleve Roberts and George Lewing, who have requested full time news duties.

"The Defenders" and a new one, "Judge." Animation programs continue on an even keel with the drop-out of "Calvin and the Colonel" and the start of "The Jetsons."

Major headaches are anticipated in shows from the same studio on opposite channels at the same time. A dozen shows may thus be exterminated before the season's half-way mark.

'MIGHTY MOUSE' TO UNICEF AID Singing Stars Join Rodent On Group's Halloween Promo

Mighty Mouse, star of "The Mighty Mouse Playhouse," on CBS-TV, is being joined by singer Steve Lawrence and musical comedy star Mary Martin in promoting the 1962 Halloween "Trick or Treat" drive for UNICEF (United Nations Children Fund).

The stars appear in a special 15-minute public service program, "A Mid-October Night's Dream," which will be distributed by the U. S. Committee for UNICEF to radio stations throughout the country and Canada. Terrytoons, CBS Films division, is producing.

Hub City Series Sees Science in Daily Living

Boston — A new "Dateline Boston" series, "Frontiers of Science," will debut on WHDH-TV Aug. 24 as a half-hour colorcast. The program features host John Fitch, MIT science reporter, in a series of discussions to inform the adult about new scientific developments and their application to everyday living.

The first show, "I See the Car, Red," will deal with linguistics, and demonstrate a computer that can sing the alphabet and read and understand handwriting. Guests on the initial show include Drs. Morris Halle and Samuel Keyser, both affiliated with MIT.

FINANCIAL

(August 15)

Table with columns: High, Low, Close, Chg. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crowell-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Minn. M & M., Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

Table with columns: Bid, Aske. Rows include Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, Moviela, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePromPTer, Trans-Lux, TV Industries.

Table with columns: Bid, Aske. Rows include Jerrold, Meredith, Seven Arts, Sterling, Transcontinent, Wometco.

Web Promotes Burns To Contracts Head

Richard N. Burns has been appointed director of contracts and assistant business manager for CBS-TV sales dep't, succeeding Richard H. Low, who resigned for an executive post with Young Rubicam.

Burns has been contract manager-network sales since he joined CBS in 1960. Succeeding him in the job will be Julian J. Lind, currently associate contract manager.

Arch Sings Along

Houston — The voice being heard with the Cajun Band's recording of "Roses are Red" that of KNUZ deejay, Arch Yacey, The recording is heard on the show.

Why WTRF-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, and 3

Says Robert W. Ferguson:

"We bought the Seven Arts films because they are
by far the most outstanding feature films available

to local television stations.

"We are very happy with all three Volumes.
I don't believe there is anything else available for television that can come up to them.

"They have consistently brought WTRF-TV the highest film ratings in the Ohio Valley area. Local, regional and national advertisers have shown great acceptance to spot buys in and around Seven Arts' 'Films of the 50's', and the success of these presentations has been extremely gratifying.

"We haven't started running Volume 3 yet — we start them in the Fall — with the films that are in there like "Battle Cry" and "Mister Roberts" we are sure of S. R. O. with sponsors, and continued high ratings."

Seven Arts' "Films of the 50's"... Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill.
ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks
GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Robert W. Ferguson,
Executive Vice President
and General Manager.
WTRF-TV, Wheeling, West Virginia.



'Show Me' Farmers Hail Huntley Sod-Buster Film

News commentator Chet Huntley and NBC have received an award for distinguished service to agriculture from the Missouri Farmers Ass'n for "The Land," a filmed documentary examination of the American farm broadcast in color March 13.

Jaffe, Ex-MCA Trio In Mutual Rep Deal

In a major talent agency development, The Jaffe Agency in Hollywood has effected a mutual representation arrangement with the newly-formed HBS, Ltd. agency of New York. Announcement of the arrangement was made yesterday by Phil Gersh, Jaffe president.

HBS, Ltd. was formed last week in New York by three former MCA talent execs in the New York office of the one time world-wide agency organization. In the trio are Stark Hesseltine, Leo Bookman and Richard Seff.

Radio Pitches Resound Thru British Empire

Separated by 11,000 miles of land and sea, two radio executives of Adam Young Inc. delivered sales broadsides in the British Commonwealth. Bill Wallace, AY's west coast radio manager, travelled to Australia as a guest of the Melbourne Advertising Club to speak on "Radio—A Must in Every Budget." Esther Rauch, director of radio development for Adam Young in New York, spoke in Toronto, addressing herself to "Do They Really Listen When They Say They Don't?"

Clifford Barborka, Jr., AY's radio VP, is holding himself in reserve.

Janice Carrel Joins Sales Of Richards Assoc. in D.C.

Washington Bureau of RADIO-TV DAILY
Washington—Janice Carrel has joined Richards Associates, public relations firm, as an account executive. Miss Carrel, a former San Francisco resident, handled promotions and sales at KNBC there.

ADVERTISING SALES PROMOTION

Copy designed to publicize your name, SELL your product, promote your property. Write

Box 199, RADIO-TV DAILY
1501 Broadway
New York 36, N. Y.



By TED GREEN

• • • Harvey Bernhard, VP and treasurer at Wolper Productions, slipped off and married Lillian Kramer Brown in Oakland, Calif. . . . What director of filmed TV shows could be busier than Paul Henreid? Currently helming a "Sam Benedict" episode, the actor-turned-director is wanted by MGM-TV to remain on the lot to meg a couple of "Empire" segments. Henreid's committed, however, for another Alfred Hitchcock Show . . . TV-Film star Ronald Reagan's mother died recently . . . Bandleader Richard Himber's friends will be happy to know he's recovered from his recent illness and looks better than ever . . . At House of Lords, Hewlett, L. I., a teenage girl introduced her father to a boy. "He followed me home. May I keep him?"

• • • A tip of the Stetson to WNBC-TV's host on the Early Show Gene Hamilton. This guy has class! . . . The industry is in for a great surprise real soon when the new Jean Martin opens with her new act—beautiful as ever and sings like a lark . . . The "Here's Hollywood" visit to silent screen star Harold Lloyd at Greenacres is a scoop NBC is very happily inviting us all to view this Thursday. Coverage is so vast on Lloyd's 20-acre estate that director Van Fox had to employ new TV techniques to get it all on tape . . . Phil Bennett signed to provide the music for Merv Griffin's new show . . . A major Eastern radio and TV station is in the market for a top sportscaster to do a five minute radio and TV sports show five times a week. Contact this column.

• • • Meet: Hardie Frieberg, president of Telesynd, who has had a brilliant career in promotion and sales. Shortly after graduation from Alfred U., he joined the publicity dept. of Arma Corp. Before long he was manager. He left to become an account executive with David O. Alber Associates p.r. firm. Then Hardie went to Ziv as a NY account exec and later became eastern sales manager of TPA, later taken over by ITC. When Jack Wrather was looking for someone to run his Telesynd division in August, '61, he tapped Frieberg, who has done an outstanding job with the "Lone Ranger" and Ray Bolger series.



FRIEBERG

• • • Goes on at Audio Fidelity: Sidney Frey, president, spent several days on an aircraft carrier in the Atlantic recording authentic sounds for a future release . . . He also recorded missile sounds at Eglin Air Force Base in Florida for a September release. The demonstration was attended by President Kennedy . . . Through the efforts of Frey, who has a record company in Brazil, two winners of the Carnival in Rio appeared on the "Tonight" show recently. Their magnificent costumes weighed 80 pounds each and cost \$12,000 . . . Seven new releases are scheduled for Audio Fidelity! . . . sound effects, U. S. Air Force firepower, stereo spectacular demonstration and sound effects, Eddie Osborn at the Baldwin organ, Great movie themes with Johnny Puleo and his Harmonica Gang, the Sound of Magnificent Mandolins, with Dick Dia and orchestra, Merry-Go-Round Band organ, recorded at Paul Eakins famous Gay 90's Village, hit Broadway Musicals, with Jo Basile, his accordion and orchestra . . . Clair Orson and Diane Terman, p.r. gals for Audio, back from a week in Bermuda.

• • • WWRL's Art "Sports Roundup" Rust is resting his arm after an appearance in Harlem for Holland House Coffee, he signed so many autographs . . . Robert Bergmann, president of Filmex, Inc., announces his firm has extended commercial production facilities to Europe for clients. Filmex is now established at the Victorine Studio in Nice, France, and has a production office in Paris . . . Bob Eubanks, early AM Deejay on KRLA, Pasadena, resumes as host of the west coast TV teen program, "Pickwick Dance Party" which airs via KTLA 6 to 7 Saturday eves.

Popular Kalamazoo Disk Puts 'Home Town' on Map

Kalamazoo, Mich. — WKMI has a lit on its hands with its new record, "Kalamazoo . . . My Home Town," which it introduced a few weeks ago. Produced by the station, lyrics by Howard Steere, the disc is running ahead of all the late releases, according to a poll by the outlet. WKMI aired the platter as a promotional vehicle, and local fans have picked it up from there.

'Kukla, Ollie' Laffer Starts Syndie Sales

CBS Films has secured syndication rights to "Burr Tillstrom's Kukla and Ollie" series and will place it in national distribution immediately. The series, comprising 195 five-minute programs (65 are brand new) is packaged by Taynod Productions of Chicago

Frederick L. Gilson has been named to fill the newly-created post of assistant international sales manager of CBS Films. Gilson has been manager of the firm's St. Louis office for the past 17 months.

and will be available for station broadcasts which are scheduled for September.

Created, written, staged and voiced by Burr Tillstrom, the programs feature all the Kuklapolitan characters. In addition, actress Fran Allison, connected with the series during its 10-year network run, appears in every fifth show.

Mars Promotes Oakes; James Chief Engineer

Stamford, Conn. — Mars Broadcasting, Inc., has announced the promotion of Robert F. Oakes to production systems director. Oakes, formerly technician director for the company, will report to Don Bruce Whitney, national program director.

The company also announced the acquisition of Charles E. James, who will serve as chief engineer. He was formerly production engineer for WIL St. Louis.

Mars Broadcasting produces feature material for more than 300 radio stations in the country. The company also produces "Demand Radio," 24-hour-a-day radio programming service for local outlets.

Fulks in News Spot

Dallas — Warren Fulks has replaced Frank Gieber on KRLD-TV's 10 p.m. news.

Navy 'Mission' for Convening News Chiefs

Anti-Sub Warfare To High Spot Conclave On Coast Sept. 19-22

Broadcast news directors around the country are coordinating staff news assignments with an eye toward being piped aboard the U.S.S. Yorktown Sept. 19.

The carrier, three destroyers, four destroyer-escorts and aircraft will embark from San Francisco on an anti-submarine warfare "Hunter-Killer" sea exercise being conducted by the Navy in conjunction with the Radio-TV News Directors Ass'n convention. Meeting date: Sept. 19-22.

Red Subs in Area

The Navy's disclosure of the presence of Russian nuclear-powered subs in the Pacific, and Premier Khrushchev's recent boast of a Soviet Polaris-type missile, give added significance to this mission, being planned to give RTNDA members and wives increased information about one of the nation's first line of defense.

Arrangements have been made with the Navy for tape and film coverage of the exercise and cameras and tape recorders will be available for chronicling of the event by members.

Three-Hour Workshop

A three-hour radio workshop has been scheduled for Thursday, with Ed Ryan, WTOP, presenting several new techniques. A TV workshop is on the Friday calendar and will be conducted by Bert Cannings, CFCF-TV.

"Reporting Crime News: The Challenge to Radio and TV Newsmen," is the subject of a seminar Saturday afternoon conducted by the School of Criminology, University of California, Berkeley. Dean Joseph D. Lohman will moderate the panel of experts. Following the crime reporting seminar, members will hear Jules Bergman, science editor of ABC News, discuss how newsmen can become more expert in the rapidly expanding area of space news coverage.

Final affair of the convention is the Paul White Memorial Award banquet. CBS network's newsman Eric Sevareid is on tap as the banquet's principal speaker.

Scranton Youths Dubbed 'Champs' by Local Station

Scranton, Pa. — Some 125 youngsters will be honored by WEJL on Tuesday as "Champions" of various inter-playground activities held throughout the Summer. The annual event, in cooperation with the Scranton Recreation Bureau, will be climaxed with a radio broadcast of interviews with the winners.

NBC-TV Day Sales Since First of May Reach \$32 Million

Over \$32 million in new and renewal business has been recorded by NBC-TV daytime sales since May 1, it was announced yesterday by James Hergen, director of daytime sales.

The sales volume breakdown by month is \$13.5 million in May; \$10.7 million in June, and \$8 million since July 1.

"Much of the sales volume recently recorded is in part a result of NBC's new daytime sales plan," Hergen said.

Sponsors making NBC daytime buys since July 1 are: Bristol-Myers, Quaker Oats, General Foods, Purex Corp. Adolph's Ltd., Miles Labs, Reader's Digest Ass'n, Golden Grain Macaroni, Wander Co., American Home Food Products, U. S. Borax and Chemical, General Mills, Campbell Soup, Kraft Foods, Corn Products, Lever Brothers, Sweets Co. of America, Whitehall Labs, Pharmaco Inc., and Grove Labs.

Highwaymen on Int'l Road With 'Voice of America'

The Highwaymen, popular folk-singing group, have completed a half-hour radio tape for the "Voice of America," to be aired in the Far East and other European locales. The group was chosen because of its international approach to folk music.

U.S. Image Abroad Harmed By Carping Press—Baruch

(Continued from Page 1)

the U. S. would be the first to complain."

Baruch threw a challenge to the print media, which, he said, have "taken up any cry heard in our land that the TV industry is giving the U. S. a black eye overseas." He said the "blown-up publicity" and the "grossly misinformed criticism" are doing the most harm to the U. S. image in areas overseas.

Baruch said about one-quarter of CBS Films sales abroad were news and public affairs programs. He added: "What about the other three-quarters? What about the entertainment programs which have been under fire? Let us grant one fact. American TV entertainment programs are popular on TV abroad and are in demand."

Baruch said that his firm feels duty bound to make every program in its catalog available to

BOSTON ORK HOUR SPECS START VIDCASTS SUNDAY

The Boston Symphony Orchestra's series of 13 one-hour TV concert specials will premiere on TV simultaneously in New York and Washington this Sunday at 8 p.m. Robert Rich, VP and general sales manager of Seven Arts Associated Corp., said yesterday. WNEW-TV, New York and WTTG, Washington, are to present the symphony weekly through Nov. 11.

Produced by Seven Arts

The series is being produced by Seven Arts Associated in association with the Boston Symphony Orchestra. Other station buys reported are WJBK-TV, Detroit; WMAR-TV, Baltimore; WGR-TV, Buffalo; WTVN, Columbus, O.; WAVE-TV, Louisville; WFGA-TV, Jacksonville; WSM-TV, Nashville; WKYT, Lexington, Ky.; WGAL-TV, Lancaster, Pa.; WFIE-TV, Evansville, Ind.; WTRF-TV, Wheeling, W. Va.; KTRG-TV, Honolulu; WICU-TV, Erie, Pa.; WCIV-TV, Charleston, S.C.; WCBS-TV, Portland, Me.; WABI-TV, Bangor; KFSA-TV, Ft. Smith, Ark.; KOLO-TV, Reno; KSHO-TV, Las Vegas, and KGUN, Tucson.

'MY GEORGE WILL' 'BUT MY JOHN ...'

Wives of Rival Candidates Offered Motor City TV Spot

Detroit — The adage that behind every successful man is a woman has gained greater credence here with the offer by WX-YZ president John F. Pival of free TV time to the wives of Michigan's gubernatorial candidates to present their reasons why hubby should be elected.

Thirty minutes of prime evening time will be made available, Pival said, for distaff discussion of the candidates. Each will be given 15 minutes.

Sesac Packages Records Of Football Band Music

Sesac, Inc., has announced a new package of "instant sports music" to highlight the Fall football season. It consists of the Purdue U. Band, Allentown Band and the National Symphonic Band playing football and collegiate music on five Hi Fi records.

Bill McCarter Gets Post As NETRC Programmer

Philadelphia — William J. McCarter, former program director and assistant general manager of WHYY-TV, the city's non-commercial TV station, has joined the National Educational TV and Radio Center as development officer. N.E.T.R.C. is the headquarters and programming agency for more than 60 affiliated non-commercial stations across the country.

Long in Production Field

Producer-director of three Ohio State Award-winning TV program series, McCarter has been in TV production and programming for 10 years, and with WHYY-TV since 1956. Prior to that, he was a producer-director for WFIL-TV here.

Louis Nizer Takes Stand On 'A Moment With ...'

Attorney Louis Nizer will talk about libel, divorce, plagiarism and the judicial system in general when he appears Sunday on "A Moment With ..." on WNBC-TV. Sharing the program will be Wallace Sterling, president of Stanford U., who will discuss higher education in the U.S.

Light Beam 'Tuned,' Scientists Report

Another scientific development in the use of a laser light beam for communications was announced yesterday by General Telephone & Electronics Corp. Scientists in the corp.'s lab on Long Island, a spokesman for the company said, have developed a method that allows the lasers to be "tuned" rapidly for the first time like a conventional home radio set.

The spokesman said the ability to tune the lasers from one frequency to another will make for greater fidelity in transmissions, similar to the superheterodyne principle of present-day radios. It will also allow greater flexibility, enabling senders to switch frequencies when interference is encountered, he said.

Science Fiction Shows Send Ratings Upward

Allied Artists TV Corp.'s Science Fiction Features, according to latest ARB ratings, are enjoying a new success, Robert B. Morin, AATV's VP and general manager, said yesterday.

KTTV, Los Angeles, programming the features Saturdays from 8:30 to 10 p.m., reported a June ARB of 13 with a 27 per cent average quarter-hour audience share, compared to the June '61 ARB of 1 and a 2 per cent average quarter-hour share.

WALA, Mobile, Ala., in 4 to 6 slot, received an ARB rating of 18 with a 57 per cent audience share and 31,000 homes reached. This more than doubled last year's June mark for the same time period.

CBS Seeks FCC Renewal Of Canada Sales Permit

Washington Bureau of RADIO-TV DAILY
Washington — CBS has applied to the FCC for renewal of its authority to supply CBS-TV programs to Canadian TV stations, including several new ones.

Lens in 'Focus' Captures San Francisco Chinatown

"Canton West," produced by KGO-TV, San Francisco, will be the tenth and final program in the "Focus on America" series when it's screened Sept. 12, ABC-TV. ABC newsman Bill Shade is the series host. "Canton West" is the story of San Francisco Chinatown, the largest Oriental settlement in the Occidental world. Written, produced and directed by Gordon Waldear, the show was filmed by Frank Robinson.

'Frontier Dr.' on Call; Vies with City Medics

Hollywood—"Frontier Doctor," Hollywood TV Service "clinical western," still rides the TV-medic wave. Stations which have recently signed for the package include KOIN, Portland; KKTU, Colorado Springs, and WLTV, Bowling Green, Ky.

Cleveland Newsman Leading Trip to Asia

Cleveland—WJW-TV news director Ken Armstrong has announced tentative plans for a Fall trip through the Southeast Asian countries of Laos, Thailand and South Vietnam. This will be the newsman's seventh trip outside the U. S. and his second to Asia.

In his journeys, Armstrong has travelled extensively through the Soviet Union and Communist dominated countries. By returning to Asia, Armstrong feels he will be able to gather new insights into the threatened Communist takeover in the three nations.

Walsh on NMSS Board

Boston—William D. Walsh, of WNAC-TV's sales staff, was named to the Executive Committee of the Board of Trustees of the Mass. Chapter of the National Multiple Sclerosis Society.

WPTR Picks Parker

Albany—Ken Parker has been appointed Action Central News director of WPTR. Parker, active in the news media for over 10 years, has previously been with WDVA, Danville, Va., Herald Tribune Radio in Mt. Kisco, and earlier, with WPTR news.

Astaire Signs Woods

Los Angeles—Modern folk singers George and Katie Wood have been signed to a recording contract with yearly options by Fred Astaire, Choreo Records president. Woods is currently a KTLA-TV cameraman.

Is Yours Here?

Chicago—Professor Bob Cosbey's "This Is Folksong" program marks its 4th anniversary on WB-3M this month. Dr. Cosbey is celebrating the occasion by airing a series of all-time favorite folk songs.

Discuss 'Intercommunion'

New York — Archbishop Iako-

Sponsors' Renewals Top CBC High Mark

Special to RADIO-TV DAILY
Toronto — The TV sales dept of CBC, now entering its tenth anniversary year, reports a record number of renewal sponsors for Fall. John Malloy, sales director, said the majority of sponsors were returning to the net for 52-week contracts.

Quaker Oats of Canada is going into net TV for the first time this Fall with part sponsorship of the Perry Mason show. In the past, the Peterborough, Ont., company has relied on spot TV.

June Taylor Has Open-Call For 16 'Gleason' Dancers

Choreographer June Taylor has scheduled an open-call for dancers, to be held in the Terrace Room of the Henry Hudson Hotel on Sept. 6, from 1-6 p.m., to select 16 dancers for "Jackie Gleason's American Scene Magazine" TV show. Final selections will be made on Sept. 7 from approximately 40 girls held over from the previous day's auditions. Miss Taylor, Gleason and producer Jack Philbin will make the final selections.

The 16 dancers who are hired will go into rehearsal immediately for the show's premiere on CBS-TV, scheduled Sept. 29, 7:30-8:30 p.m.

News Flashes From Coast-to-Coast

vocs of the Greek Archdiocese of North and South America, and Dr. David H. C. Read, minister of the Madison Avenue Presbyterian Church, will be guest panelists on WABC's "Pilgrimage," Sunday, in a program entitled, "The Unfinished Reformation." The topic will be "The Problem of Intercommunion."

K. C. Sales Manager

Kansas City — Richard J. Wall has been appointed KCMO-FM sales manager. He previously was a member of the KCMO retail sales dept.

Navy Games to WFLN

Philadelphia — WFLN has completed negotiations to broadcast the entire 1962 U. S. Naval Academy football schedule beginning Sept. 22.

Charity's Aide: Komito

Miami—Milton Komito, WCKR manager, has been named to the Children's Cardiac Hospital Board of Trustees and was ap-

CBS SPEEDS UP 'NETALERT' OPS

Web Cuts Signal-Air Time
To 30 Secs. for Affils

CBS Radio has effected a speed-up of its "NetALERT" operation, in practice for the past year. The one-minute delay between notification to the 206 CBS affiliates and the airing of special bulletins has been reduced to 30 seconds.

"NetALERT," which became operational on Sept. 1, 1960, is a 'round-the-clock network radio signaling system which makes it possible for stations to receive urgent flashes whether on or off the air. Six different signals are involved, transmitted at a fraction of the normal program sound level.

Dan Welkes Joins GAC As Gen'l Exec for TV

Daniel H. Welkes has joined GAC as a general executive in the TV division, with duties that will also place him on special assignments, senior VP Herman Rush has announced.

Welkes comes to his new post from MCA where he had been for the past 14 years in every phase of show business. His most recent position with MCA was as VP of the TV department where he worked closely with some of today's top personalities.

pointed chairman of the Radio Committee for the United Fund of Dade County, p.r. division.

Clubwomen's Choice

Pittsburgh — Marjorie Pearson, secretary to KDKA general manager, L. R. Rawlins, has been named communications chairman for the Pa. Federation of Women's Clubs, and publicity chairman for the group's Southwest district.

Music by Barrie

Toledo — Art Barrie, veteran announcer and moderator of the award-winning "People's Opinions" program, is now featured in an "adult-appeal" popular music program on WSPD.

Country 'Jamboree'

Baytown, Tex. — Country music has returned to KWBA, which is featuring the music nightly in a show called "Country Music Jamboree." Bob Wolfe and Jerry Lee are deejays.

Engineers Nominate Head of B'klyn Poly

Dr. Ernst Weber, president of Brooklyn Polytechnic Institute, has been nominated to serve as president of the Institute of Electronic Engineers (IEE), a 160,000 member group that comes into existence with the merger of two leading engineering societies in January.

Weber's name heads the list of 25 names being submitted for approval of the membership of the two merging groups, the American Institute of Electrical Engineers and the Institute of Radio Engineers, as officers and directors. All voting members of AIEE and IRE will be asked to ballot either for or against the entire slate.

Georgia Assn. and NAB To Study CATV 'Crisis'

(Continued from Page 1)

supplement the NAB's Fall regional two-day meeting which begins the day before in that city.

It was SERTS' session last year which made a major contribution to the logging and renewal forms controversy. This time, according to C. C. Smith, of WDEC, Americus, GAB president:

"We plan a serious, shirt-sleeves conference to fully alert the grassroots telecaster and the AM and FM broadcaster to what he faces in CATV."

Executives of every state broadcasting association have been invited to participate. Ray E. Carow, of WALB-TV, Albany, who is GAB VP for TV, will moderate. NAB officials, Congressional leaders, a Washington communications attorney will participate in free wheeling discussions.

For the NAB, the forthcoming session is significant because it will help promote support for its proposed legislation on the subject. Recent court decisions and FCC pronouncements on CATV are to be assessed in the light of local conditions. Other TV problems on the SERTS agenda are pay TV, educational video and recent FCC rulings.

Philly Channel on Green For Live PGA Coverage

Philadelphia—Headed by "pros" Art Wall and Al Nelson, Delaware Valley's top golfers will be seen on WRCV-TV Sunday competing for the Philadelphia District P.G. A. Championship Golf Tournament, live from Whitemarsh Valley Country Club. The NBC-owned station will have sportscaster Jim Leaming, newsman John Schubeck and NBC sportscaster Jim Simpson, of WRC-TV, Washington, describing the action.

'BIG BROADCAST, 1962' STIRS THOSE MEMORIES

A nostalgic "Big Broadcast of 1962," bringing back personal appearances of such veterans of early day radio as Morton Downey, Rudy Vallee, Easy Aces, Lanny Ross and others, is being planned for the First International Communications Fair, to be held in New York Nov. 28-Dec. 2.

The consumer and trade show, to be produced by Harold R. Meyer at the Coliseum, will also feature continuous playing of the top early radio programs.

Ham Station Licensed

The fair will display latest equipment in communications, citizens band radio, ham radio, marine and aircraft communications, shortwave listeners, FM multiplex, high fidelity, FM commercial two-way radio, etc. A ham radio station has been granted a license by the FCC and will be operated at the fair by the Hudson Amateur Radio Council. There will be a museum of early wireless communications and a space exhibit sponsored by NASA.

Boston DeeJay and Fans Sing 'Aloha' for 3rd Yr.

Boston — WEEI morning personality Tom Russell will play host again this year to a group of fans accompanying him on a "Hawaiian Holiday" from Sept. 7-22. During their stay in the 50th state, the party will visit Honolulu, Maui, Kilo, Kona and Kauai, with a trip to Pearl Harbor as highlight of the tour.

For the past two years, Russell has taken a group of listeners to Hawaii. This year, he plans a one-day stopover at the Seattle World's Fair en route to the Pacific state.

WGAL-TV Goes West

(Continued from Page 1)

comment on the purchase price as told to this publication, McCollough revealed the transaction includes a new studio and office building now under construction in Albuquerque. The structure is due to be completed in October.

WGAL-TV is a member of the Steinman Stations which operate radio and TV outlets in five cities of Pennsylvania and in Wilmington, Del.

CBC French Newshawks Take D.C., London Posts

Special to RADIO-TV DAILY

Montreal — The CBC Network has selected Jean M. Grand-Landau and Romeo A. Leblanc as its first French-language correspondents. The former will assume his duties in Washington, D.C., effective Sept. 1, while the latter takes up his post in London.

Station Answers Demand For Accident-Free Casts

San Antonio, Tex. — KENS-TV has responded to a survey that showed that listeners prefer local news coverage without emphasis on accidents. The station said that from now on fender benders, minor accidents and small mishaps befalling the unfortunate will be omitted and the stress will be on "the significant, the informative, the interesting."

CBS Stars Junketing To Dallas on Promo

The second annual CBS star junket will visit Dallas Aug. 25-26 to give affiliates' press and promotion directors from a five-state area a preview of new Fall entries.

Stars gathering for the first day of the fete include Zina Bethune, of "The Nurses"; Donna Douglas, of "The Beverly Hillbillies"; Cy Howard, producer of "Fair Exchange," and Aaron Spelling of Four Star Productions.

The second day's entourage includes James Allardyce, writer for "Alfred Hitchcock"; Sebastian Cabot of "Checkmate"; Candy Moore of "The Lucy Show"; Gale Gordon of "Dennis the Menace," and Tony Martinez of "The Real McCoys."

ALSAC Salutes WLS

Chicago—WLS has received a plaque from ALSAC (Aiding Leukemia Stricken American Children) for outstanding participation in the Teenager's March Against Leukemia.

WPIX Hikes News Coverage As Part of Fall Expansion

Implementing its plans for major Fall program expansion, WPIX has announced details outlining increased coverage of new morning cameo news shows.

Each of the programs will include national and local news plus late weather reports. The half-hour weekend show "Sunday News Report," will headline the latest developments occurring during the weekend. The format calls for spanning international, national and local news events in addition to reporting sports results and weather.

The outlet also will telecast two

Stein Research Head For ABC-TV O-O's

Walter Stein, former director of research and sales promotion for ABC-TV spot sales, has been named director of research for the ABC owned TV stations, it has been announced by Theodore F. Shaker, president of the owned TV stations division.

Before joining ABC in July, 1961, Stein was director of research and sales development for WCBS-TV, New York, and prior to that was assistant manager of research at CBS-TV spot sales.

Philly Has 'Open Line' For 'Beep' Sports Calls

Boston — WCAU's sports coverage has been expanded with the new "Open Line on Sports with Bill Campbell and Tom Brookshier" as a Tuesday night feature. The half-hour program presents open lines for listeners to call in their questions and comments.

Besides the phone segment, the two sportscasters offer discussions dealing with sports in general and a football roundup during the professional season.

Chi Radio Spot Sales Of CBS Net Adds Kvale

Bernie Kvale has joined the Chicago office of CBS Radio Spot Sales after two years as a station rep with Avery-Knodel. Prior to that, he was employed by the National Advertising Co., division of 3M.

Lavis CTV Legalite

Special to RADIO-TV DAILY

Toronto — James Barr Lavis has been appointed assistant director of legal and business affairs for the CTV TV Network, to aid in the preparation of contracts and advise in legal matters. Lavis, who was a practicing attorney prior to this appointment, will also be engaged in program and sales business.

Researchers Exhibit New TV Ads Testing

Audits and Surveys Co. presented its techniques for TV commercial testing to advertising and marketing executives in New York yesterday. The techniques measure viewer recall and retention of commercial copy points on a continuing basis.

F. Wallace Knudsen, VP and director of TV Surveys, a division of the marketing research firm that developed the techniques, said each report is based on telephone interviews conducted 24 hours after the commercial's telecast in 10 major metro markets. Respondents are selected at random and screened to determine whether they viewed the program on which the commercial appeared. Two hundred interviews with women who viewed the program are included in each report.

Plattsburg Gets Report From Cal. Missile Plant

Plattsburg — Sidney J. Spiegel, news and sports director of WE-AV here, is the guest of General Dynamics Astronautics today, having been flown to the San Diego, Calif., plants for an on-the-scene remote report of G. D. A.'s construction of the Atlas Missile now being installed in 12 different sites surrounding Plattsburg. Spiegel will make a remote from Offutt Air Force Base in Omaha.

'Dutch' Mele Takes Stroll Down WOR 'Memory Lane

Newark—Albert "Dutch" Mele, former Cincinnati Reds and Syracuse Chiefs baseball star, will stroll down Joe Franklin's "Memory Lane" on WOR Friday. "Dutch" will reminisce about the days when his bat was a deciding factor in many a game.

Showcasts Pay-TV Stopper?

(Continued from Page 1)

over the plays. They will be taped exactly as given two days before the opening, and shown on the opening night at exactly the same curtain time and with the same intermissions.

Westinghouse has the right to sell time on the telecast, but has not yet decided whether to make the programs sponsored or sustaining.

RADIO-TV DAILY also learned that Westinghouse has been holding conversations with other Broadway producers for similar arrangements.

One of the aims of the theatre shows, which are expected to cut considerable ground from under

pay TV, is to give TV drama some of the immediacy impact of a news special.

The arrangement may upset all hitherto held canons of Broadway financing. Although Westinghouse will have no artistic control over productions, its potential cash outlay may decide whether or not a play is actually put on.

Actors Equity and other unions are certain to have much to say about increased fees for their members who will be exposed to a five-city audience enormous by theatre standards.

The first play in the scheme is skedded for this Fall, but the title has not been revealed.

AGENCY NEWSCAST

By RALPH TYLER

WJRZ's four-and-a-half-month old newscasting formula, that alternates national and world news with northern New Jersey regional reports, is catching on with sponsors, according to the Newark station's commercial manager Frank T. Breslin. He said eight of the 14 sectionalized five-minute news periods the station presents daily are sponsored in their entirety, while five other nine-county metro New Jersey editions keyed to the entire area are specifically requested by advertising clients for adjacencies or, wherever possible, participations.

Establishment of a new Boston firm specializing in corporate and financial PR has been announced by Frank P. Model, managing partner. Model resigned last month as director of PR for the Sackel-Jackson Co., where, since May, 1961, he supervised corporate PR for Lestoil Products, Inc. and Standard International Corp. Before moving to Boston from New York in '61, Model was an editor with Time, Inc. The new company will represent Boston-based clients nationally through its affiliates in New York City and Washington. Reciprocally, Model & Co. has already competed one assignment for a New York-based construction firm in New England.

Howard Colwell has been elected VP and copy director, and Stanley Freeman chosen as VP and senior art director, of Kudner Agency, New York. Sauter Laboratories, Nutley, N. J., announces the appointment of Kastor Hilton Chesley Clifford & Atherton for its line of proprietary drug products. Campbell, thru BBDO, is starting a promo this month for a drink named "Frisky

Thought for Today

"What we have been seriously concerned about is a drift towards indirect, but nevertheless effective, program control by the government. We do not think that the unhappy results of such control would come about overnight. But in the long process of history, there would certainly be a day of reckoning. I want to emphasize that our fear of program control is based on very deep convictions. We do not see it primarily as a matter of our own or being gored."

—Frank Stanton,
President, CBS, Inc.

Sour," a mixture of Campbell's Beef Broth, ice water and fresh lemon juice. . . William H. McIntosh has been promoted to account exec at Kenyon & Eckhardt, Boston. He has been with K&E for two years, serving as assistant account exec.

Video Bible Course Will Review 'Acts'

A nationwide Bible teaching series will be sponsored by the National Council of Churches in cooperation with NBC-TV's Public Affairs Program Dep't. The series of four Sunday programs, starting Sept. 9, will use maps, paintings, statues and charts to explain and comment on the Book of Acts.

The programs will feature the Rev. Dr. Edward W. Bauman of Washington, a university professor and Methodist minister. The skein will be part of the net's regularly scheduled Sunday religious program, "Frontiers of Faith."

UPI Hikes R. T. Eskew To Exec Sales Manager

Appointment of R. T. Eskew to the newly-created position of exec sales manager of United Press International was announced by Mims Thomason, UPI president.

Eskew moves to UPI headquarters in New York from Atlanta, where he has been southern division manager for the past five years.

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Why Be Satisfied With Less?

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PRESS PROBE AN R-TV BUGABOO

Radio Liberty Penetrates USSR Via Telstar

Audiences throughout the Soviet Union for the first time yesterday heard greetings from America relayed by Telstar in seven Russian languages. The ATT's sky switchboard went multilingual in relaying to a receiving station in France a program prepared in New York by Radio Liberty for broadcast in Europe. Since 1961, Radio Liberty has broadcast to the USSR, despite Iron-Curtain jamming.

SENATE UNIT OKS AIRING JACKIE-IN-ORIENT FILMS

Washington Bureau of RADIO-TV DAILY

Washington — The Senate's Foreign Relations Committee yesterday approved a resolution which would permit USIA color films of the Jacqueline Kennedy trips to India and Pakistan to be shown on TV.

The resolution, which must still be voted by the Senate and approved by the House, expresses the sense of Congress that the films should be made available to the American public through educational and commercial outlets.

Thus far there has been no action on an identical resolution in the House. If the Senate approves the measure, there is at least some chance that USIA might move without House action.

Some members of the Senate committee indicated they felt USIA interpreted its own powers too narrowly when it concluded it is unable legally to release the film for public showing within the U. S.

Henry White Appointed Academy Liaison Chief

Henry S. White has been appointed chairman of the National Chapters Committee of NATAS. White is eastern consultant for Paramount TV Productions. The committee serves as a liaison between the nine chapters and the national organization.

Triangle New Exec Post Awarded John Scheuer

Philadelphia—John D. Scheuer, Jr., has been appointed to the newly created position of administrative executive of the Triangle Stations, Roger Clipp, R-TV division VP of Triangle Publications, Inc., said yesterday.

Mexican Radio Rushing 45-Seg Series on MM

Mexico City—There's been a quick grab here at promotional values in the late Marilyn Monroe's story. Writer Carlos Chacon has rushed through a 45-segment half-hour series on her life. Taped series will be heard over XEW and distributed later to other Spanish language areas.

Margarine Spreading Ad Budget Over TV

A sharp rise in video advertising for margarine was noted yesterday by the TvB. In the first five months of this year, TV net billings increased 59.7 per cent over the same period a year ago. On spot TV, margarine billings

(Continued on Page 3)

24 State Ass'n's Exec Secs. Get Ga. 'Workshop' Invites

Atlanta — A workshop for executive secretaries of state broadcasting ass'ns will be held here Oct. 16 under the Georgia State Ass'n of Broadcasting auspices. The daylong workshop sessions will take place at the same time but separately from the NAB's Fall regional meeting and the 2nd Southeast Radio-TV Seminar in Atlanta.

GAB executive secretary Jack

4A's Supports NAB Radio Self-Discipline Campaign for Code

In a move to tighten self-discipline in broadcast advertising through cooperation between stations and ad agencies the NAB is sending a complete list of its radio code subscribers to members of the 4A's.

The step marks the first time such a list has been made available to ad agencies, and the latest in a series of actions linking NAB and AAAA in efforts to raise commercial standards.

The 4A's has recommended that

(Continued on Page 4)

Charles Pogan Elected Veep of Capital Cities

Charles G. Pogan has been elected VP of Capital Cities Broadcasting Corp., Thomas S. Murphy, executive VP, announced yesterday. Pogan has been director of operations for WTEN (TV), Albany, N. Y., for the past eight years. Since July, '61, he has been in charge of programming for all Capital Cities TV stations. Pogan went to Albany in '53 as operations head



POGAN

(Continued on Page 4)

Station-Newspaper Single Ownerships Facing Celler's Quiz

Washington Bureau of RADIO-TV DAILY

Washington — Broadcasters—not newspaper publishers—are expected to bear the brunt of hearings planned by Rep. Emanuel Celler (D., N. Y.) on press monopoly. While the government has no control over newspapers, it does over broadcasting—and so a major part of the probe is deemed certain to involve newspaper ownership of almost 500 AM radio stations and about 175 TV stations in the U. S.



CELLER

Celler has said his hearings will take place between the death of the 87th Congress and the birth of the 88th—but he hasn't pinpointed the date. Best guess is that, if the New York Democrat persists with his hearings, they will occur after the November elections. Some political observers think this depends on whether

(Continued on Page 4)

FCC Re-Skeds Hearings For New UHF in Austin

Austin, Tex. — Hearings have been re-scheduled for Nov. 5 by the FCC on an application for a new TV station here. Dalton Homer Cobb's app is set for Oct. 22. Other seekers of the proposed UHF outlet are Capitol Telecasting Co. and Austin Broadcasting Co.

Filing on FM Allocations Pegged to Oct. 1 Deadline

Filing times in the FM allocation proceedings have been extended from Aug. 31 to Oct. 1, and for reply briefs from Sept. 17 to Oct. 16. The Commission said, however, that in view of the urgency of the proceedings no further extensions are likely.



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7 Arts Sales Pace Vol. 3 in 75 Marts

Including 4 new sales during the past week, Seven Arts Associates' Volumes 3 is now in 75 markets, Robert Rich, VP and general sales manager, said yesterday. New buyers are: WKTU, Utica, N. Y.; KCEN-TV, Temple, Tex.; WBTU, Charlotte, N. C., and WFBC-TV, Greenville, S. C. KCEN-TV also added Volume 2 to its purchase of Warner Bros. "Films of the 50's." Other sales during the past week included the Boston Symphony series to KGUN-TV, Tucson, and WKYT, Lexington.

JFK's 'Name-Drop' Wins Popularity for Pa. Welder

Hazleton, Pa. — Minutes after President Kennedy used George DeMartz's name on his broadcast last week, WAZL here aired a special "beep" phone interview with the new local personality from his night-shift job. DeMartz, who retrained as an arc welder, was used as an example by the President in speaking about the manpower retraining program.

COMING AND GOING

GEORGE CRANDALL, WJBK, Detroit, general sales manager, arrived in N. Y. on Tuesday for client and agency meetings.

JEANNE ANDERSON, hostess of "The Good Life," weekly syndicated program, to Hollywood to originate series from the West Coast.

ABBE LANE and XAVIER CUGAT to Europe today for a month's vacation.

BOB RUSSEL, songwriter, en route to London for an upcoming musical production.

ALFRED HITCHCOCK due in London Sunday for a week's stay.

PAUL CRESTON, ASCAP director, and GENE BRUCK, coordinator of concert and symphonic repertory, to Chicago to attend the Sigma Alpha Iota National Convention.

ALFREDO ANTONINI, CBS music director, to Chicago for guest conducting appearances with the Grant Park Symphony.

DICK WHITTINGHILL and BOB PALMER of KMPC, L.A., to San Francisco with the 10 winners of their recent "Welcome Stranger" contest.

MICHAEL DANN, CBS-TV network programs VP, returns Monday from a fishing trip to Northern Maine.

Annello Key Speaker At Arkansas Parley

Brinkley, Ark. — Douglas A. Annello, NAB's general counsel, and a top authority of legal "do's and don't's" in broadcasting, will be a featured speaker when the Arkansas Broadcasters Ass'n convenes its Fall meeting in Little Rock, Aug. 24-25.

Also included on the varied ABA convention slate is a talk by Coach Frank Broyles of the University of Arkansas at luncheon session. The title of the talk is "Broyled Pig."

There will be panel discussions and elections of officers for 1963. ABA president Ted Rand will preside.

'ExSEC Workshop' Set

(Continued from Page 1)

executive secretaries," he said, "and there has been a big increase in attempts to hire such officials in the past year. States looking toward a full-time central office for their broadcasting ass'n should find this workshop very helpful."

In recent months North Carolina, California, New York and Georgia have set up station ass'n central offices. Florida recently re-organized its central office and groups in Indiana, Oklahoma, Idaho, Illinois, Tennessee, Alabama and Mississippi are considering similar setups.

D.C. 'Satellite' Studio Orbits to Pre-School Fest

Washington—WWDC Radio will move its "Satellite" studio to the Congressional Shopping Plaza at Rockville, Md., Aug. 24 to stage an open-air "Back-to-School Block Party." Appearing in person will be recording artists and station personalities Carroll James, Fred Gale, Earl Robbin and Bob Will, entertaining with dance contests and a host of variety acts.

Len Reinsch Checks U.S. Status in Africa

Atlanta — J. Leonard Reinsch, executive director of WSB Radio-TV here, has begun a month's tour of Africa in his capacity as chairman of the U.S. Advisory Commission on Information.

He will visit Monrovia, Leopoldville, Johannesburg, Cairo, Beirut and other centers to observe USIA and other informational and propaganda activities. In addition to this official U. S. duties, Reinsch will air special reports and interviews for WSB Radio.



REINSCH

Best Bankity-Bank Bank

The Radio Advertising Bureau has formulated "101 Promotion Ideas for Banks," illustrating several of the vigorous promotional approaches to formerly staid financial institutions.

A 10-point presentation and a series of actual banking case histories were released earlier under the title of "Radio Makes \$\$\$ and Sense for Banks."

The latest ideas package ranges from subdued community and public service ideas to colorful events such as a drive to draw

"lucky" depositors on Friday the 13th.

One Arizona bank, in fighting a stogy image, radio advertised itself as the "best bankity bank bank in Arizona." A Pennsylvania bank went on the air to invite listeners to "salt away some money" and gave away free salt shakers.

FINANCIAL

(August 16)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Filmways, etc.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, etc.

* Courtesy of National Association of Security Dealers.

Primaries A 'Dress' For Voting Coverage

Topeka, Kan.—WIBW-TV-AM-FM, with the aid of more than 100 reporters and a computer, has covered the Kansas primary elections as a dress rehearsal for an even more extensive coverage of the November elections.

For the primaries, WIBW-TV placed a camera and reporter team in the Univac Computing Center in downtown Topeka, while the station's Studio 13 was turned with a receiving center with panels showing vote totals on all races. Anchor man Rush Evans, by use of a split screen, was able to talk to reporter Bob Kearns at the computer while the audience watched the information for the broadcasts being fed to the machine.

NBC Radio Affiliates Executive Unit Meets In Colorado Springs

Colorado Springs, Colo. — The NBC Radio Affiliates Executive Committee will hold a three-day meeting starting Sunday at the Broadmoor hotel here. The radio net will be represented by William K. McDaniel, executive VP; George A. Graham, Jr., VP and general manager, and Tom Knode, VP, station relations.



McDANIEL

Executive committee members expected to attend are William Grant, LOA, Denver, chairman; John Tansey, WRVA, Richmond, Va., vice chairman; Lyall Bremser, KFAB, Omaha, Nebr., secretary-treasurer; Thomas Baines, WDAY, Fargo, N. D.; Les Biederman, WTCM, Traverse City, Mich.; Gustav Brandborg, KVOO, Tulsa, Okla.; Thomas Carr, WBAL, Baltimore, Md.; Robert Rich, WDSM, Duluth, Minn.; and Stan Torger-son, WMC, Memphis, Tenn.

IMM Is Handling Rights To Fullmer-Tiger Bout

World-wide ancillary rights, including closed circuit TV, radio and motion pictures, to the Gene Fullmer-Dick Tiger middleweight championship bout, skedded for Oct. 16 in San Francisco, will be handled by IMM Productions, New York.

For Theatres and Arenas

The firm, a joint venture of Lester M. Malitz, Inc., and Arlene Investing Corp., will offer the bout both for large screen theatre and arena showings. Malitz said Tele-Prompter Corp. will supply closed circuit TV equipment and facilities for the broadcasting of the contest.

Pied Piper Really a DeeJay

Chicago—The Pied Piper of Hamlin, 26-year-old Bill Shoup of Hamlin, Mich., has begun a trek recreating the legendary journey. It's to persuade the populace on his route to follow him to Chicago.

Dressed in red and yellow tunic, hat, britches, and trailing a scarf with his magic flute attached to it, the WKLA disc jockey's trip on horseback from Hamlin will cover 300 miles and take him to 18 cities in 11 days, arriving in the Windy City Aug. 27, in time for the opening of the World's Fair of

DAIRY-GO-ROUND DRAWS 20,000 FREE-MUNCHERS

Philadelphia—The WCAU Radio grounds and parking lot became a fair-ground yesterday as 20,000 listeners converged on the CBS-owned radio station for an all-day free picnic and open house. Station personalities broadcast outdoors in front of the crowds from 6:05 AM to 4:00 PM. The talent line-up included newscasters Bob Menefee, Tom Brookshier, Mike Grant, John Trent and Ed Harvey. Alan Scott, Doug Arthur and Hugh Ferguson made guest appearances.

The dairy-go-round day highlighted a week-long public service campaign to promote increased use of milk and milk products. The campaign is the idea of WCAU farm director Hugh Ferguson. All visitors were served free breakfasts and lunch. Through the efforts of the Philadelphia Dairy Council, every dairy in the area was represented.

The crowd consumed about 3,000 quarts of milk; 1,600 quarts before 11:00 AM; more than 9,000 eggs and 6,000 servings of ice cream.

Seattle's Lee Schulman Helms Nat'l Emmy Group

West Coast Bureau of RADIO-TV DAILY

Seattle—For the second consecutive year, Lee Schulman, program director of KING-TV here, has been named chairman of the National Emmy Awards Committee of the National Academy of TV Arts and Sciences. The nine-man group which he heads coordinates nominations, balloting and the gala TV presentation of the coveted Awards.

Robert Flanders Helms Muzak AM-FM Stations

Indianapolis — Muzak stations WFBM-AM-FM have announced the appointment of Robert Flanders as general manager, replacing Shirl K. Evans, Jr., who recently resigned. Flanders, who has been with the station since 1942, will also continue as engineering director, while Don Menke, newly appointed stations manager, will direct WFBM-FM.

OUTLET ROLLING BOWLERS 'HOW'

Ten-pin Clinics Set Up Throughout Springfield

Springfield, Mass. — WWLP-TV will present free bowling clinics throughout the Springfield area Aug. 24 and 25 in cooperation with AMF Pinspotters, Inc.

Champion all-star bowlers will conduct the clinics at five ten-pin bowling houses around Greater Springfield. For the Springfield sessions, champion bowlers Frank Clause, Marge Merrick and Joe Cawlina will appear.

British TV's Upsurge Seen in TWW Shifts

Special to RADIO-TV DAILY

London — John Baxter, former film production chief who has been executive controller of Television Wales and the West for the past 18 months, has joined the board of T.W.W., Ltd. and is its new managing director, succeeding Alfred Francis, who becomes vice-chairman.

Lord Derby, Chief of T.W.W., said, "It is quite clear that a new phase in the development and growth of TV is starting and the new executive arrangement has been made with this in mind."

Margarine Budget Up

(Continued from Page 1)

In the first quarter of '62 were up 25.9 per cent.

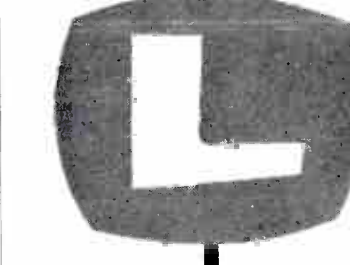
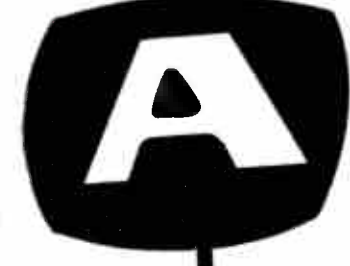
In the January-May period margarine gross time billings on nets, according to TvB/LNA-BAR, were \$2,259,030 against \$1,414,756 a year ago. Spot gross billings in the first quarter were \$2,655,140 against \$2,108,810 in '61, according to TvB/Rorabaugh.

Leading net brand was Lever Bros. Imperial Margarine which had billings of \$578,295 in the first five months, compared with \$323,326 in that period last year. Standard Brands' Blue Bonnet, which used no network TV in '61 had five-month billings of \$437,076.

Fleischman's Margarine led the '62 quarter on spots with \$517,330 against \$570,110 in the first quarter of '61. Blue Bonnet followed closely, with \$509,500, compared with \$419,060 in the '61 quarter.

Margarine network billings in '61 were \$3,621,571, while spot TV's total was \$8,437,970.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: MEEKER

'DOC' PUTS ARM ON SHOPLIFTERS

WLOF-TV Pix Weigh Heavily
On Light Finger Activities

Orlando, Fla.—“The Case of the Shoplifters,” a special documentary detailing the extent and techniques of shoplifters in Orlando and the surrounding Central Florida area, will be telecast on WLOF-TV tomorrow.

Detailed film interviews between detectives and various shoplifters bring out the variety of methods and people involved in department store thievery, including professionals, kleptomaniacs and people who steal for a thrill. Orlando law enforcement agencies cooperated fully in the filming.

Warner's Kotler Uses Soft Sell on Admen

There was no sales pitching when Joseph Kotler, VP of Warner Bros. TV Division, recently played host to more than 150 advertising agency media people and other guests at a New York showing of “The Music Man.”

“The main purpose of this screening,” Kotler said, “was to let agency media people know that we are in New York and ready to supply them with any information they need about Warner Bros. TV series. Other than a brief mention of the fact that the same company that produced ‘The Music Man’ also produced such TV programs as ‘Maverick,’ ‘Surfside 6,’ ‘Roaring 20’s’ and other hour shows . . . there was no sales presentation whatsoever.”



KOTLER

Celler's Probe A Gasser?

(Continued from Page 1)

Celler is convinced newspapers discriminated against his party in the campaign for votes.

Idea for the probe was born with the merger of Los Angeles newspapers. Celler expressed alarm that newspapers, and therefore editorial opinion, were being concentrated in too few hands. In line with this view, he looks with suspicion on newspaper ownership of broadcasting outlets, particularly where there are no competing newspapers in the station's market.

The FCC's own criteria for choosing between applicants lists diversification of the media of

PGW Presents Story Of 'Special Handling'

“Special Handling,” a new presentation by KBTW, Denver, has been shown to luncheon groups of agency and advertising executives this week by Peters, Griffin, Woodward, Inc., national reps for the station.

The color film representation portrays the growth of Denver as well as the new studios and color equipment recently unveiled by the station. The film was followed by a slide showing of new KBTW programming handled by Al Flannigan, station VP and general manager, and Bob Brown, general sales manager.

Ayers Takes Top Seat For 'At Your Service'

Kirby Ayers has been named exec producer of the “At Your Service” program on WCBS, specifically supervising production on the radio shows of Martha Wright, Ed Joyce, Bob Maxwell and Allen Gray.

Code Gets 4A Support

(Continued from Page 1)

its agency members, which shape and place commercials on the air, “observe the spirit and letter” of the radio code. In turn, the NAB Radio Board has endorsed the new AAAA creative code designed to eliminate advertising abuses and raise standards.

The list turned over to the AAAA includes the call letters of 1,576 radio stations that subscribe to the code. Additions will be sent to the 4A's each month.

Pogan Capital Cities VP

(Continued from Page 1)

to help put the station on the air. He remained when Capital Cities purchased the outlet in November, '54. Previously, Pogan was associated with TV and advertising in Scranton and Boston and with network operations in New York.

communications as something to be desired. Some Congressmen—Celler is among them—have insisted that the FCC follow through and vote against a newspaper when there is a qualified competing applicant for a broadcast facility. Other Congressmen have berated the FCC for discrimination against newspapers.

Celler's announced position has been that it is a bad thing when there is a single newspaper ownership in a community, and even worse when that single ownership also owns the only or even the dominant radio or TV station.

AGENCY NEWSCAST

By RALPH TYLER

A combined staff going-away and “coming in” party was held in New York last night by the Lawrence C. Gumbinner Advertising Agency. The farewells went to Texas-bound Hugh Cohn and Dick Blue. Also present were their new boss, Judge Roy Hofheinz—owner of radio station KENS and the Houston Colts .45. Cohn and Blue will head a new Houston firm, specializing in sports packaging for the Colts and other teams. The welcomes went to three new execs who will join Gumbinner Sept. 4: Elmer Jaspan as VP and associated director of the agency's radio-TV dept.; Bertrand Lanchner, director of departmental business affairs, and James J. Neville, sports director.

Ralph Hess, Jr., sales manager at WDVA, Mutual outlet in Danville, Va., reports four “home town” supporters of the Danville ball team are sponsoring broadcasts of the regional play-off of the Connie Mack Baseball League. The rooters are Appalachian Power Co., Rich Petroleum Sales, and Danville Coca Cola Bottling Co.

MIDWEST MEDLEY: Robert A. Sollisch, formerly owner of Sherman & Sollisch, Warren, O., agen-

10 New Works Debut On Symphony Series

The New York Philharmonic concerts will return to CBS Radio for the 33rd consecutive season, beginning Oct. 6. The new season will include the world radio premieres of specially commissioned works by 10 noted composers to celebrate the orchestra's inaugural year at Philharmonic Hall in the Lincoln Center of the Performing Arts.

The 10 composers are: Samuel Barber, Leonard Bernstein, Carlos Chavez, Aaron Copland, Alberto Ginastera, Hans Werner Henze, Francis Poulenc, Paul Hindemith, Darius Milhaud and William Schuman.

It's Tough Being Tops, Trio Tells Hy Gardner

Liberace, TV personality Bud Collier, and Don Ameche will guest on WOR-TV's “Hy Gardner Show” tomorrow, to discuss the ups and downs of show business. The personalities will also comment on the various problems they've encountered in reaching the top of their profession, and elaborate on the everyday problems which a celebrity faces.

Thought for Today

“As a member of the radio and TV dept of the Navy Recruiting Aids Facility I am frequently in contact with the broadcasting industry . . . Yet, in all of these regions there is a common bond among them. Never is anyone ‘too busy’ to answer my questions, never unable to offer some assistance. In this business where ‘time’ is of the ultimate importance, and great pressures are omnipresent, the cooperation I seek is invariably achieved.”

—Marc L. Spector
USN, Recruiting Aids

cy, has become creative director of graphics at Howard Marks Advertising, Cleveland, supervising creation and production of visual material for all media, including print and TV . . . Philip W. Hunt has joined NL Corp., Cleveland, as sales director. He formerly was advertising and marketing counsel with Nelson Stern Advertising.

'Valiant Years' Take Second Turn on ABC

The second ABC-TV presentation of “Winston Churchill—The Valiant Years,” the 26-episode series based on the six-volume Churchill memoirs of World War II, will begin with “The Gathering Storm,” Sept. 30.

“Winston Churchill—The Valiant Years” is presented in association with Jack LeVien International Productions and Screen Gems.

Montreal's Pierre Berton Getting Own Fall Series

Montreal — A TV series, the “Pierre Berton Show” featuring the Canadian author, newspaper columnist, and radio TV commentator, Pierre Berton, will debut here on CFCF-TV, Sept. 17. The hour-long program will provide an opportunity for Channel 12 viewers to meet some of the best-known international personalities, as well as many of Canada's “home-grown” luminaries.

In an informal, late-night conversational vein, the new entry will also spotlight outstanding books, motion pictures and recordings. The “Pierre Berton Show” is a production of Screen Gems (Canada), Ltd.



Established February 1922

VOL. 91, NO. 35

MONDAY, AUGUST 20, 1962

TEN CENTS

RADIO POOLING FOR ADS PAYOFF

Chester Rejoins NBC, Tinker Off to Coast — Both TV 'Key'-VPs

Two young executives of diversified, creative experience in TV shows have been appointed to key posts in the program organization of NBC-TV by Mort Werner, Vice President, Programs.



CHESTER

Giraud Chester, 40, is returning to NBC, where he began his TV career in '53 as second to Werner, in charge of program administration. He was formerly daytime programming VP and a member of the Plans Board at ABC-TV.

Grant Tinker, 36, who rejoined NBC as a general program VP last November, has been promoted to VP, Program Operations, West Coast. He will be second in command under Felix Jackson,



TINKER

(Continued on Page 5)

'DRAKE' SAILING SYNDIE'S MAIN

14 New Segs Supplement 1st-Run Off-Net ½-Hrs.

"Sir Francis Drake," ITC's swashbuckling, action-adventure series, now on NBC-TV, Sunday nights for P&G, is being released for regional and local market advertisers.

Abe Mandell, ITC exec VP, today said available to sponsors are 12 half-hour first-run off-network and 14 new segments. Be-

(Continued on Page 5)

Myriad Video Spots Dance in U.S. Eyes

A total of 214 products or services were advertised on spot TV for the first time in the second quarter of this year, according to data compiled by Rorabaugh Co. for the TvB.

Of the top 100 advertisers in '61, 22 had 26 brands appearing on the spot list for the first time, including: Patrol, Halt Deodorant, Hands Up, Radiant Furniture Pol-

(Continued on Page 6)

\$514,800 for WTVW-TV

Evansville, Ind.—Sale of WTVW-TV here by Evansville TV to Producers, Inc., for \$514,800 has been approved by the FCC's Broadcast Bureau.

Keystone Survey Uncovers:

What's Wrong With Industry Conventions

Despite their convictions that certain broadcast industry meetings are important for business and professional reasons, many station owners and managers give them the go-by because of time, location, cost and an "impotent" agenda, Keystone Broadcasting System reports following a survey of its 1,130 affiliates.

As a result of the findings, Keystone president Sidney J. Wolf is urging a central clearing house for annual broadcast industry

meetings. Such a coordinating group, he said, would "give the busy station owner and executive a better chance to plan for and to attend the many conferences he'd like to attend, and assure a greater turn-out of top-level people."

About 69 per cent of the station

NAB Group Mobilizes To Evolve Strategy On FM Development

A committee of FM broadcasters has been reactivated by the NAB to chart strategy on complex allocations proposals by the FCC and will meet on Aug. 29 to study them.

John F. Meagher, NAB's radio VP, said the FCC's grant of an extension of time will permit broadcasters to assay the Commission's proposed supplementary rulemaking for the first table of FM station assignments. Oct. 1 is the new deadline for filing com-

(Continued on Page 6)

JFK Asks \$4.9 Million To Aid ETV Construction

Washington Bureau of RADIO-TV DAILY Washington — The President has asked Congress to appropriate \$4.9 million to begin the recently authorized program of grants for construction of ETV broadcasting facilities. The funds are expected to provide assistance for construction of 20 new stations and for expansion of 15 of the 64 already on the air.

City's 6 Rival Outlets In Joint Sales Pitch; Split 600-Spot Deal

Radio's "cannibalistic competition" is out. "Togetherness" is the sound industry's watchword for today — at least against the common foe.

As an example of how stations close ranks to go after advertising business held by other media, RAB president Kevin B. Sweeney cites six outlets in a large Midwestern city who jointly presented a sales pitch to a shopping center. Result: 600 spots in a two-week campaign!

On the West Coast, he added, stations pooled resources to produce a presentation disc that successfully sold time to national advertisers.

So important does RAB regard "team selling," that it will be a central topic for study during the organization's series of regional management conferences, which start Sept. 10 at Burlingame, Cal.

The report will cover such "unity" problems as: how author-

(Continued on Page 5)

Joe Bernard Managing KFVB in Los Angeles

West Coast Bureau of RADIO-TV DAILY Los Angeles — Joseph J. Bernard today starts as general manager of KFVB, announcement was made by Joseph Drilling, Crowell - Collier Broadcasting Corp. president.

Bernard, in broadcasting field more than 25 years, was formerly VP and general manager of KTVI, St. Louis, and of WGR and WGR-TV, Buffalo.

Scotty Reston on Board Of Nat'l Educat'l TV&R

James B. (Scotty) Reston, Pulitzer Prize-winning head of the New York Times Washington bureau, has been named a board member of the National Educational Television and Radio Center, programming agency for the 60 NET affiliates and six educational radio stations.

(Continued on Page 8)



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Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone

46-4324. MADRID OFFICE: Bobby Deglane, Edi-

ficio Espana, Gruno 4, Planta 14.

TV Campaign Hikes Youth Job Chances

Chicago — The joint WBKB-Illinois State Employment Service "Jobs for Youth" campaign, begun June 10 on Channel 7, has resulted in a 73 per cent increase in job placement to date in the station's signal area.

The TV spot campaign has aimed at focusing the public's attention on the necessity of finding jobs during the summer not only for students but for all unemployed young people.

IT'S SURPRISING—

How fast a single error can generate a claim for damages for alleged

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PIRACY — PLAGIARISM —
INVASION OF PRIVACY —
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21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
107 William St. 175 W. Jackson St.

TAC CONFEREES TO GET FIRST DIVIDEND CHECKS

Chicago—Operations managers and program directors from most of the 50 member stations of Television Affiliates Corp. will be attending the TAC programming conferences here today and tomorrow.

NAB Prez Given 'Needle' To Point Up R-TV Assist

Seattle—NAB president LeRoy Collins was presented with a handmade replica of the Space Needle, famed symbol of the Seattle World's Fair, at a broadcasters' banquet honoring him, in the Washington Athletic Club. Alfred Rochester, exec director of the Washington State Commission and a Fair official, made the presentation and cited the country's radio-TV stations for outstanding and almost unanimous public service support of the Fair.

'Shake Hands... But Come Out Fighting'

Philadelphia — WFIL radio and TV has worked out ground rules for a debate between the Democratic and Republican candidates for Governor of Pennsylvania to be aired in September. Each nominee will have an opening statement, followed by a rebuttal, and then each candidate will have an opportunity to pose questions to his rival and comment on the answers before giving a closing summary.

Available to Other Stations

No restrictions have been imposed on debate topics, the station said. The debate is being made available to all stations in the Commonwealth for broadcasting.

Detroit Radio Pioneer Sparks Into 42nd Year

Detroit — WWJ celebrates its 42nd anniversary today. Originally equipped with a transmitter rating of 20 watts, WWJ presented its first broadcast to a few hundred 'ham' operators who had carefully adjusted homemade receivers to extract the "magic" from the air. Today, the pioneer station serves 1,898,500 homes in Detroit and the southeast Michigan area.

Judson 6-7070

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Addressing • Mailing

3-Hour Service

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COMING AND GOING

DEBBIE EDELSON, KNX continuity editor and assistant public affairs director, to La Jolla for a three-week vacation.

REV. D. WILLIAM McCLURKEN, Episcopal Church radio-TV director, returns to N.Y. from TV production and consultation at Seattle World's Fair.

MILBURN McCARTY, of the Milburn McCarty Associates PR firm, to L.A., San Francisco and Seattle on business.

ERNEST PINTOFF, Pintoff Productions president, to the Coast for location shooting and production meetings.

CLIFF CARLSON, KNX controller, leaves today on vacation.

MEL SPIEGEL, NBC Press, column editor, leaves for a week's vacation in Canada today. ERNIE OTTO, in similar post, returns today following his week away.

Int. Films Sells 22 Pix To Nipponese Video Net

International Film Distributors, Inc. has licensed 22 feature pictures to Nippon Television Network Corp. of Tokyo, Japan. The features include 19 Technicolor and three black and white films produced by Pine-Thomas for Paramount distribution.

The films are all post-'49 features. The 19 Technicolor movies will be colorcast on the Japanese net.

Rep. Celler Sponsors Bill For D. C. Youth Theatre

Washington Bureau of RADIO-TV DAILY

Washington — Offering a bill to set up a children's theatre and cultural center here, sponsor Rep. Emanuel Celler (D., N. Y.) told the House that it would "provide cultural fare superior to many of the movie and TV programs seen by millions of children today."

'Supercar' Licensing Zooms

If you see a strange object flying through the air or diving into the neighborhood pool, it might well be the youngster next door testing a new Supercar toy. Plans are under way for an all-out merchandising campaign tied-in with the ITC half-hour moppet series.

More than 40 leading U.S. manufacturers, such as Remco Industries, Ideal Toy, Louis Marx, Milton Bradley, Western Printing and

Colorforms have been licensed to produce a wide variety of clothing, soft goods, toys, games, costumes, dolls, books, jewelry, stationery, soaps and allied items. Before the year is out, more than 100 items will be ready for store counters.

SOUTHEAST?

If you're interested in buying or selling a broadcast property in the Southeast, it makes sense to deal with Cliff Marshall and our Atlanta office. Cliff has been dealing with Southeastern broadcasters for over 20 years and knows his markets intimately. Call him at Jackson 5-1576.

BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Chicago: 333 N. Michigan Ave.

Atlanta: Henley Bldg.

Beverly Hills: Bank of America Bldg.

BECAUSE **NEW YORK** IS DIFFERENT



**AMERICA'S GREAT RADIO
TEAM BOB & RAY NOW ADD
THEIR BRILLIANCE TO WHN**



Bob



Ray

Talent is never left "unturned" in any Storer market because each station endeavors to bring its listeners the programming they like best. That's why there's no such thing as a format formula at Storer. Each station is individually created for the community it serves. Small wonder Storer is your best buy in 9 key markets. **IMPORTANT STATIONS IN IMPORTANT MARKETS**

Represented by Katz

LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK	STORER BROADCASTING COMPANY
MIAMI W'GBS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV	



A SMASHER

Well, our publicity tour of the West Coast markets on behalf of "ACROSS THE SEVEN SEAS" has come to an end, and here we are again, and aren't you glad? (Sure you are.)

But seriously, we were on the road for 18 days and concentrated our attack on key markets like San Francisco, Portland, Seattle, and Spokane. The stations involved in these markets gave me a walloping lesson in showmanship. Weeks before our small unit arrived in these cities, the P.R. directors had the campaigns so beautifully tailored that it was just impossible to miss getting a fantastic volume of publicity and promotion. In fact, I doubt if the West Coast has ever delivered this kind of a campaign to any syndicated TV series. It's been a smasher.

We hosted dozens of screenings and luncheons, and at all times, were given full opportunity to describe the new horizons of "ACROSS THE SEVEN SEAS."

The newspaper space we have been receiving is measured not in inches but in whole columns. We made dozens of appearances on local TV programs; taped local promo spots; posed for hundreds of black and white as well as color layouts, etc.

Please allow me to indulge myself and express my deep gratitude to KPIX, San Francisco; KGW-TV, Portland; KOMO-TV, Seattle; and KHQ-TV, Spokane. Thank you, Al Baccari, Dick Wright, Margaret Hagerty and Birney Blair. You and your managements showed me more TV showmanship in 18 days than I have seen in Hollywood in recent years. I've waltzed thru a hundred publicity junkets in my time, but never one like this.

A smasher.

— JACK DOUGLAS

P.S.

Next time you're in Portland, let "Wag" Wagstaff treat you to broiled salmon at The Pantry. You'll quit home cooking.

Advt.



By TED GREEN

• • • Jan Murray, long-time specialist in stand-up comedy and for a decade emcee of many audience-participation programs, is currently on a multi-faceted kick. While working on new show ideas, he's also directing his talents toward the Danny Thomas-Sheldon Leonard situation-comedy, soon to be piloted with Jan as star. Of course, Jan's still busy on his NBC-TV "Charge Account" stanza . . . John Reed King's KDKA Radio morning, noon and night newscasts pulverizing Pittsburgh Radio rating records and occasioning a network offer to return to New York . . . an offer that was turned down. He likes it there . . . Danny Kaye becomes a client of Ashley-Steiner, Inc. . . . Filming of the first "Liberace in Hollywood," TV show will be at the Hollywood Bowl, NBC's Burbank studios and other coast points . . . George B. Buchalter, assistant to Gerald Sherwin, WINS director of advertising, publicity and promotions, off for the annual two-week of maneuvers with the Army at Fort Eustis, Va. . . . Newsman Art Van Horn to the Virgin Islands for an August holiday . . . At his "glendi" (that's "party" in Greek, kids!) in the Grecian Palace, top Greek star Tony Maroudas told us of his American TV debut on Joe Franklin's program.



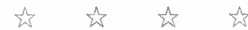
MURRAY



• • • Meet: Darren McGavin who claims he was TV's first actor to star simultaneously in two popular TV series—"Riverboat" and "Mike Hammer." According to the actor: "It was quite a harrowing schedule. It consisted of working a 90-hour week, commuting between two different film studios!" Darren will switch to another acting area this fall. He's currently directing and starring in the new Jerome Chodorov drama "The Happiest Man Alive." It co-stars Eva Gabor. The production is having its pre-Broadway try-out at the Westport Country Playhouse and opens on Broadway in September. Darren steadfastly refused to perform in TV "Westerns." McGavin, a native of Spokane, Wash., played his first major film role opposite Katherine Hepburn in "Summertime".



McGAVIN



• • • Aside to Al Slep: Oops! So sorry, old man. My battered Stetson's still tipped to pal Gene Hamilton for his masterful "Movie 4" delivery. Would it be too devilish to say, we were just testing (woof, woof) to see if you really read us, Jackson? . . . Martin Carr has been signed to direct the upcoming CBS Hour Special, "Arias and Arabesques" Thursday, Aug. 30. Carr, youngest director on the CBS net staff, also directs the morning weekday Calendar show . . . PA Len Gochman and his lovely wife, Jan, formerly Pat Boone's secretary, are expecting a second edition in December.



• • • Muriel Fox Aronson has been asked to speak on "The Physician's Public Relations" at the AMA's annual Institute in Chicago Aug. 30. The VP in Carl Byoir's p.r. firm, Muriel also is the wife of Dr. Shepherd G. Aronson, medico . . . Eve Alwyn, who co-stars on WEAT-TV, Palm Beach, with her mother Lauri Alwyn, has made a quick recovery from her recent operation and is on the air again . . . Clara Antonetti, former women's director of WTSA, Brattleboro, Vt., now writing a column for the Brattleboro Reformer . . . Band-leader Sammy Kaye and his orchestra will be starred on a TV spectacular produced by Jackie Gleason's Idees Grandes firm and slated for CBS televiewing on Tuesday, Sept. 18. Sharing honors with Sammy on the hour-long TV special will be Keefe Braselle and Beatrice Kay. Jack Philbin handles production reins.

Sponsor Vote to KNX for Nov. Polls Cover

West Coast Bureau of RADIO-TV DAILY
Hollywood — The entire KNX general election coverage package for the Nov. 6 balloting has been sold out — almost three months before the air date — with the signing of the last three clients, each taking a third of the 8 PM-midnight broadcast.

Sponsors lined up behind the special vote coverage include The Galtry Co., through Brangham, Sewer Advertising; Glendale Federal Savings & Loan, through Davis, Johnson, Mogul & Colomatto; and Lincoln-Mercury-Comet Dealers, through Hixon & Irgensen.

KNX reporters will be stationed at all important election centers.

Chester and Tinker Tapped for Key NBC-TV Posts

(Continued from Page 1)

Network programs VP West Coast, had will transfer his office to the NBC headquarters at Burbank.

In line with these appointments, Elwin S. Friendly, Jr., has been named special programs VP and will, in addition, assume responsibility for special program assignments previously handled by Tinker.

Ford Foundation Scholar

Chester first joined NBC in '53 as a Ford Foundation scholar to study the development of TV. He remained with the network thru '57 as a general programming executive. After a brief period with the Ted Bates Agency, he joined NBC to establish that network's daytime program schedule. Chester had taught at various universities, including Cornell, Michigan and Wisconsin and at Queens College. He is co-author of "Radio and Television," a textbook on broadcasting.

Tinker returned to NBC from Benton and Bowles, where he was VP and director of program development. Before that, he served as operations manager of NBC Radio for three and a half years.

SPARE THE KNOB, SPOIL THE CHILD

Ribicoff Advises Parents To Curb Kids' Viewing

Abraham Ribicoff has urged parents to limit their children "to a certain number of hours of TV a day." Parents who allow their children to "sit like vegetables in front of a television set are doing a disservice to the children and themselves," the former Secretary of Health, Education and Welfare declared in a McCall's article.

Ribicoff, a Connecticut Democrat currently running for the Senate, conceded "there's a lot that's very good on TV." He added that TV addiction prevents youngsters from doing their homework properly, and suggested they might "profit more from reading."

Laotian Reds' Captive on Air

NBC News cameraman Grant Wolfkill, who was released by the Laotian Communists early Friday after being held prisoner 15 months, will tell his story in an NBC News TV special at 8 PM today, preempting "National Velvet."

Wolfkill, a 39-year-old former Marine combat photographer, was seized by the Reds after the army helicopter he was in crashed 50 miles north of Vientiane.

Hong Kong bureau chief James Robinson, who accompanied Wolfkill to New York, also will appear.

RAB for 'Team Selling'

(Continued from Page 1)

ity is delegated among the stations; how proposals are arrived at; and how presentations are set up, developed and delivered.

In addition to the analysis of team selling, the conferences will range over more than 120 subjects, all related to selling, promotion, programming and management methods of radio stations.

Pick-Your-Language News Reports Aired

Miami, Fla. — WLBW-TV and Spanish radio station WMIE have joined forces to produce a Spanish simulcast of Channel 10's "6:15 Evening Report" for South Florida's 200,000 Spanish speaking people.

Starting today, Paul Frank, WLBW-TV news director, will deliver the news in English complete with film and photo stories on Channel 10, while the TV station's Latin program director, Alberto Gandero, will report the same news in Spanish on WMIE. Those who want to hear the program in Spanish can turn down their TV sound and tune their radio set to WMIE.

Golf Lesson Number One: Stay Out of Sand Traps

A new TV series, "The Golf Clinic" has been filmed at Miami's Doral Country Club under the supervision of producer-director Leonard Anderson.

First segment in the series of half-hour programs is devoted to sand traps. It stars Jay Hebert, ex-PGA champ, and Light Horse Harry Cooper.

Deadline Is Postponed For Kingtree Station

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted the request of E. G. Robinson, Jr., for a 30-day extension of his authority to operate WDKD, Kingtree, S. C., pending commission review of a petition asking reconsideration of the July 25 decision refusing to renew the station's license.

Sir Francis Sailing

(Continued from Page 1)

fore Leo Burnett, P&G agency, selected 'Drake,' more than 200 offerings were screened, he declared.

Exhaustive research went into preparation for filming. Drake's ship, the Golden Hind, was reconstructed down to the last detail of rigging, both in studio and actual seagoing form.

Nat'l Tennis Tilt Served Over NBC's Nets in Fall

Semi-final and final rounds of the National Singles Tennis Championships at the West Side Tennis Club, Forest Hills, N. Y., will be covered by the NBC radio-TV networks Sept. 8 and 9, with former champion Jack Kramer and sportscaster Jim Leaming describing the action.

RAHALL RADIO STATIONS



WLBW

No. 1 RADIO

Tempa - St. Petersburg, Florida
Sam Rahall, Manager

WKP

No. 1 RADIO

Allentown-Bethlehem-Easton, Pennsylvania
"Oggie" Davies, Manager

WWR

No. 1 RADIO

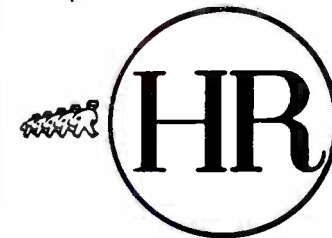
Beckley, West Virginia
Tony Gonzales, Manager

WNA

No. 1 RADIO

Norristown-Philadelphia Area
John Banzhoff, Manager

... the above Rahall Radio Stations are proud to be associated with one of America's foremost national representatives.



Representatives, Inc.

N. Joe Rahall, President

also: WQTY, Jacksonville, Fla.

Represented by The Bolling Company

Mogen David's Ad 'Mostest'

Mogen David Wine's new six-point ad program which includes co-sponsorship in the new NBC-TV "Jack Paar Show," and continued spots on the "Tonight" show, will be the company's largest. It will also utilize 34 weekly blurbs on CBS Radio, along with various TV spot schedules.

In connection with their TV ads, the firm will support distributors and retailers with a greatly expanded point-of-sale program.

KENNEDY-McCORMACK DEBATES

The eyes of the nation are on the senatorial race in Massachusetts.

You too may have beeper coverage with actualities and your own sign off.

Veteran reporters cover for you at Boston, Aug. 27 and at Holyoke, Sept. 5; all reports from both debates \$23.00. Also, free advance promos.

for info call now—442-2515

Press and Radio Associates

Box 903

Pittsfield, Massachusetts

Lib, Legs, Kemosabe Spur Telesynd Deals

Arrangements are being made to film the "Evening with Liberace" TV specials in Lake Tahoe, Miami Beach, New York, New Orleans, London, Paris and Rome, according to Hardie Frieberg, president of Telesynd, handling distribution. "Liberace in Hollywood" is now being filmed on the Coast.

In other activity at Telesynd, "The Lone Ranger" 90-minute full length feature film has been sold to four additional TV stations. The color film has been purchased by WDKA, Pittsburgh; WTIC, Hartford; WMAR, Baltimore; and KBMT, Beaumont.

Nine More for 'Ranger'

The half-hour "Lone Ranger" series has added nine markets, bringing the total to 70. They are: WRGB, Schenectady; WLWD, Dayton; KSD, St. Louis; KCMO, Kansas City; KLZ, Denver; KCPX, Salt Lake City; KDKA, Pittsburgh; WRAL, Raleigh; and WMCT, Memphis.

Three Canadian TV stations have purchased the "Ray Bolger Show" from Telesynd: CHCH, Hamilton, Ontario; CJSS, Cornwall, Ontario; and CJCB, Halifax, Nova Scotia.

214 Products Video'd

(Continued from Page 1)

ish, Cotton Maid Instant Spray Starch, Tegrin, Brandywine Mushrooms, Bounty Stew and Chili, Big Red Dog Food, Groom and Clean Hair Tonic, Cyclewild Chemical Products, Action Bleach, Octagon Soap, J-Way Lawn and Garden Care, Bar-B-Chew Dog Food, Tender Aid, Redi-Groom, Aspir-Vess, Sealtest Fruit Drink, Squibb toothpaste, Dunhill cigarettes, Wheat Chex, Awnings, Fizz-Nik, Master Wax and Linde Star Jewelry.

2 for Burn-Smith Reps

Burn-Smith Co., station reps, has been appointed exclusive national rep for WWHG-AM-FM, Hornell, and WBNR, Beacon-Newburgh, New York.

Lion Has Heart Attack After TV Jungle Stint

CBS Films is producing a new jungle adventure series near Acapulco, Mexico. A tame lion named Claude, born and raised in Hollywood, was imported for the series, reports TV Guide. He escaped from his cage one night, wandered into the jungle, returned the next day, suffered a heart attack and died. The attending veterinarian said Claude simply could not adjust himself to jungle living.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • In line with the current popularity of do-it-yourself projects, KTTV is airing an unusual one-hour weekend program called "Builders Emporium Home Show." Slotted from 4 to 5 Saturday afternoon, it is handled by Myron Ronne, an expert do-it-yourselfer who is also a professor at Pierce College. Ronne and his wife have just completed the seven-year job of building their own home valued at \$45,000. Program employs films of projects such as installing a sprinkler system and gives weekly prizes for best home-done jobs and household hints.

☆ ☆ ☆ ☆

• • • The Lancers have formed a new company to make radio and television commercials . . . Joe Zigman will direct the NBC "Chet Huntley Show" next season . . . Nick Webster has been set to produce and direct "Short Term Prisoner," an ABC special for Bell & Howell. Robert Lewis Shayton will script . . . Work halted temporarily last week on the ABC comedy series "I'm Dickens, He's Fenster" when co-star John Astin suffered facial cuts from a paper package that contained foam rubber but also a piece of wood to give it weight. A swift make-up job enabled production to continue.

☆ ☆ ☆ ☆

• • • Sol Baer Fielding, who left Bert Leonard last week, has signed with GAC, where he will be handled by Irving Salkow. Fielding is developing a new series, "A Way of Life" . . . "Biography" producer Jack Haley Jr. started "Sen. Joseph McCarthy" last week, giving Wolper Productions nine half-hours in production on this series . . . Jackie Cooper's new deal with Four Star Television calls for his company to develop and produce properties as well as for development of a series in which Jackie will star. It was his own company that produced Hennessey and "People's Choice."

☆ ☆ ☆ ☆

• • • Larry Zeman has left Gardner Advertising, St. Louis, to join the Chicago office of KTTV as account exec. KTTV has also upped Mike Volpe to the national sales department to work with client reps, brokers and sales agents of national accounts.

☆ ☆ ☆ ☆

• • • Jeremy Slate has been set to guest star in "A Taste of Honey" seg of "The Untouchables" at Desilu-Culver, with Alex March directing . . . John Dehner has the guest lead in a "Rawhide" episode for producer Vincent Fennelly . . . The "Operation Birthday" episode of "Ensign O'Toole" began filming at Four Star, directed by Don Taylor.

☆ ☆ ☆ ☆

• • • The Highwaymen have taped a half hour program to be beamed by Voice of America to the Far East . . . Mae Clark has a featured role in an upcoming "Perry Mason" seg . . . Bradford Dillman leaves for New York to start rehearsals for a Broadway play when he finishes starring in the title role of "The Voice of Charlie Pont" for Alcoa Premiere at Revue. Dillman will co-star with Jane Fonda in "The Fun Couple," opening in New York in the fall.

☆ ☆ ☆ ☆

• • • Travel-adventure producer Jack Douglas guests on "Frandsen's Feature" tomorrow afternoon on KRCA to discuss his new color series, "Across the Seven Seas" which debuts on that station tomorrow night . . . KNXT pre-empt "The Alvin Show" Wednesday night to present a half-hour preview of their fall program lineup in a presentation called "Seven Wonderful Nights."

☆ ☆ ☆ ☆

• • • Frank Gorshin is set for four TV shows next month, starting with a return visit to Mike Stokey's "Stump the Stars." The following week he will appear on KTLA's "By the Numbers," after which he does a local show in Cleveland, followed by a headline appearance on the new Canadian variety program, "The Tommy Ambrose Show," on CBC.

☆ ☆ ☆ ☆

• • • "McKeever and the Colonel" and "Ensign O'Toole" were previewed for 70 offspring of Four Star employees last week to introduce the series to the younger set . . . David L. Wolper got a half million feet of film from Johnny Allen, owner of one of the world's largest collections in New York for use in Wolper Productions' "Hollywood: The Talkies." The documentary will be released over ABC-TV Jan. 23.

☆ ☆ ☆ ☆

• • • KWKW's Howard Kalmenson set deal in San Francisco with Ted Hall for national representation by National Time Sales . . . When Irene Ryan saw the total tab for her entire wardrobe in "The Beverly Hillbillies" set CBS back \$34.50, she asked the producer, "Are you absolutely sure I'm the star of the show?"

FMer in South Bend Gets FCC's 'Go' Sign

South Bend, Ind. — Operating on an experimental basis for the past two weeks, WSBT-FM has received final FCC approval for full-time operation on 101.5 megacycles, it was announced by Arthur R. O'Neil, GM of WSBT-AM-FM-TV.

Special unduplicated FM broadcasting, O'Neil said, will be regularly scheduled throughout the week. In response to listener surveys, appropriate AM shows will be combined with the FM slate.

Patterson Hr. Readied As Plus on Big Bout

"The Floyd Patterson Story" is being produced by the Big Fights, Inc., New York, for telecast before or after the Patterson-Liston fight Sept. 25.

Producer William D. Cayton said the hour special shows the world's heavyweight champion from his earliest Golden Gloves bouts, through his winning the Olympics, and highlights his major pro fights up through his championship bouts with Johansson. Patterson narrates his own story.

NAB Group Mobilizes

(Continued from Page 1)

ments on the proposals and how to set up an FM assignment table.

"The correct resolution of the questions raised . . . certainly will play a significant role in the overall development of FM broadcasting," NAB executives said.

The Ad Hoc Committee on FM allocations will meet at NAB headquarters in Washington.

Ben Strouse, president of WWDC-FM, Washington, is chairman. Members are Allen T. Powley, WMAL-FM, Washington; Ogden Prestholdt, CBS, New York; Harold I. Tanner, WLDM-FM, Detroit; and William Tomberlin, KMLA-FM, Los Angeles.

Seeks Mississippi UHF

Hattiesburg, Miss. — Newforte, Inc., has applied to the FCC for a new TV station on UHF Channel 17 here.

Weathercasters in Clouds For Berlin U. Symposium

Austin—Two KTBC-TV meteorologists, Kenneth John and Norman Wagner, who air daily weathercasts, will take part in a symposium on weather research at the Free Berlin U. the end of this month. The pair have been researching the wind currents of the stratosphere for the past two years.



CANADIAN WEB TRIPLES ITS BLUE-CHIP SPONSORS

Special to RADIO-TV DAILY

Toronto—In its sophomore TV campaign, CTV, Canada's commercial TV network, has tripled the number of sponsored programming hours over its first season a year ago. A key feature of the new Fall schedule is the "magazine" concept which CTV pioneered in daytime and which now extends into the nighttime programming.

Platters Served in Bed To Syracuse Disc Jockey

Syracuse, N. Y.—Ross Morton, deejay for WOLF, did three of his early morning shows this month while having breakfast in bed. The scene was McCrory's Dep't Store, where he bedded down in a display window while spinning his platters.

Sta. Rep Helps KLAC Celebrate C-P Deal

Colgate-Palmolive Co. has returned to spot radio broadcasting in a deal made with KLAC, Los Angeles.

VP and general manager Bob Forward said this marks the first time in years the C. P. firm has used radio for such an extensive campaign.

Following signing of the contracts, Edward Petry & Co. hosted a party at the "21" for C-P and ad execs.

'Top Ten Dance Party' Twists into 8th Year

"Top Ten Dance Party," a teenage TV series syndicated live, starts its eighth year in September.

The series got its start on WHBQ-TV, Memphis. Producer Alan Sands forwards audience participation ideas to each of the local stations carrying the show. In most cities, sponsors are local soft drink bottlers or department stores.

Three significant factors apparent in the new CTV schedule, are the increased participation by such experienced TV users as Procter and Gamble of Canada, American Home Products and General Foods; the addition of 16 new advertisers; and the further consolidation and expansion of CTV's daytime network strip programming, following breakthrough established last year.

CTV national program director Michael Hind-Smith noted that the network is pleased with the power of its U. S. pre-release programming and the increased scope of its Canadian shows on the schedule.

Additional blue chip sponsors already in the CTV camp include Lever Brothers, Adams Brands, Canadian National and Canadian Pacific Telecommunications and Imperial Tobacco.

TV City Arizona Forms Auxiliary Recording Co.

Phoenix, Ariz. — Television City Arizona will form a recording company, Camelback Records, as a separate division of the TV and film studios to be built near here, president Ben Pivar announces.

The recording division, which Pivar will supervise during its organization period, will be keyed to musical exploitation of theatre films and syndicated TV shows produced by TV City, he said.

Disk Spinning

MGM/Verve's radio station subscription service is growing fast, according to Sol Handwerker, publicity and promotion director. Deal supplies stations with a steady supply of MGM and Verve records as well as the company's subsidiary labels, Choreo, Charlie and Cub records, in five different categories adapted to their requirements.

Cameo-Parkway Record will hold a national distributors meeting at the Ambassador, Chicago Friday and Saturday to present a new rack merchandising program plus new p.o.p. sales aids and a new company policy. Al Cahn, national album sales director, and Harry Chipetz, general manager, will direct the meeting with Bernie Lowe, president, attending.

ABC-Paramount is releasing the first single, "Don't Keep Our Friends Away from Me" and "Don't Let Him Know the Truth" by 17-year-old Sharon Strauss, whose dad is the N. Y. Times ski editor and sports writer . . . Company also reveals that success of Claudine Clark's Chancellor single, "Party Lights," prompted release of a new album of same title . . . ABC-Par will emphasize its jazz subsidiary, Impulse!, and reactivate the Apt label. Howard Stark, Westminster Records sales director, will take them under his wing. Immediate push centers around nine new Impulse! releases, including packages by Count Basie, Max Roach, Shelly Manne, Jackie Paris, McCoy Tyner, Manny Albam, John Coltrane, Curtis Fuller and Roy Hanes, while Apt's first release is by England's Lonnie Donegan.

Steve Blaine, Jay-Gee Records president, reports the addition of the following labels to his roster: Chex, Hope, Pike, Belinda, Le Cam, Tempwood V, Palette, Gold Eagle, Jalo, Domino and Vandam . . . At Chicago's World's Fair of Music and Sound, RCA's recording and percussion artist, Dick Schory, will head the World's Fair Orchestra.

Gal Legionnaires Salute WHLI Pubservice Work

Hempstead, L.I. — WHLI has been cited by American Legion Auxiliary #390 with its Certificate of Merit Award for "cooperation in promoting programs for child welfare, rehabilitation and community service."

News Flashes From Coast-to-Coast

Fynn Joins Kauffman PR

Washington, D. C. — George J. Fynn has joined the p.r. staff of Henry J. Kauffman & Associates, advertising and p.r. firm. For the past four years, Fynn has been with United Aircraft Corp. and its Pratt & Whitney Aircraft division, East Hartford, Conn.

Look What's Getting Promoted

Minneapolis — WLOL, which has launched a 3-week "Stay in School" campaign aimed at high-school age students, is featuring messages from leading local busi-

nessmen, spot announcements, news interviews and news specials on the subject.

Eat to a Beat

Garden City, N. Y. — WLIR has begun broadcasting live music from L. I.'s famous clubs and eateries; this time from Dave Huschle's Country Club Restaurant, with music played by Arnold McCoy on the Hammond Organ and piano.

Lotz a WOW-TV Salesman

Omaha — John Lotz has joined

WOW-TV as a salesman. He is formerly of KELO-TV Sioux Falls, S. D.

KMAC Announcer

San Antonio — Charlie Young, who has joined the KMAC announcing staff, will take over the station's country and western music shows.

Dialers Dig Sound

Houston — The "Sound of the City" music has made its bow on KPRC and is catching on with local listeners.

TENNIS ANYONE? NYET? SO TALK

St. Petersburg, Fla.—Via trans-Atlantic telephone interview, during WSUN's early morning news show, two American tennis players in Moscow told news director Irwin Brown how an English-speaking Russian entered their room just to ask their reaction to the safe landing of the Soviet cosmonauts.

Don Dell of Bethesda, Md., told Brown how he and Frank Froehling of Coral Gables were awakened suddenly the morning of Aug. 15, by the young Soviet who told them of latest space development and wanted to know the athletes' reactions.

3 Directors Chosen By CBS Radio Affils

CBS Radio Affiliates Ass'n has announced the election of directors for three districts. Lee Fonden, station manager and director of sales, KLZ, Denver, has been elected director of District No. 7, replacing E. K. "Joe" Hartenbower, who will become ex-officio member of the board, following the ninth annual affiliates convention, scheduled for Sept. 12-13.

William A. Roberts, VP and GM, KRLD, Dallas, has been elected director of district No. 8, as replacement for A. R. Hebenstreit.

Westerman Whillock, president and GM, KBOI, Boise, Idaho, has been re-elected director of district No. 9. All are for a three-year term.

Panaceas for Conventions

(Continued from Page 1)

per cent of the station executives attending between 10 to 20 such sessions yearly.

Almost seven in ten station owners and managers—68 per cent—attribute their non-attendance to lack of time. They report "other business commitments" . . . "the press of business is too great" . . . "with a small station and a small staff there's little time to get away" . . . "meetings take too much time from the job."

About one in five broadcasters—18 per cent—said the programs at conventions and meetings are weak, inept. Among their comments: programs "are dull, badly planned" . . . "presentations are done by managers who aren't hip" . . . "material is boringly presented" . . . "content is too shallow."

Fifteen per cent of the station

Oil, Beer for Bears On WGN's Fall Sked

Chicago — WGN's Fall sports coverage this year includes 13 regular season Chicago Bears games and four pre-season exhibitions. Jack Brickhouse is handling the play-by-play with assistance from Irv Kupcinet on 12 games. Lloyd Pettit will mike the remaining game.

The Bears broadcast schedule is sponsored jointly by Standard Oil Division, the American Oil Co., and the G. Heileman Brewing Co. "Football Warm-Up" and "Football Scoreboard," two 15-minute features will precede and follow-up the regular gridcasts. "Warm-Up" is sponsored by Fairfield Savings and Loan Ass'n, while Household Finance Corp. is picking up the tab for "Scoreboard."

Martin Colby Sits Atop Sales Apex at Triangle

Philadelphia — Martin Colby has been promoted to the newly-created post of eastern TV sales manager for the Triangle stations, effective immediately. Colby has been an account exec in the Triangle national sales office in New York City since March 1958. In his new assignment, he will supervise national spot sales in the New York-New England area for the six stations.

Asip at CBS Radio

William A. Asip has joined the CBS radio network sales department as an account exec, coming from ABC radio division in a similar position. Asip started as an NBC trainee, later joining sales, then going to Edward Petry & Co.

AGENCY NEWSCAST

By RALPH TYLER

Universal Pictures has developed a saturation radio promo with New York stations WINS and WHN in connection with the opening Wednesday of "The Phantom of the Opera" in the Gotham market. The WHN promo is built around a letter writing contest on the theme "The Most Frightening Character I Have Ever Met." WINS is having a day-long lobby broadcast from the RKO Palace with listeners being urged to come to the lobby to identify disguised photographs of WINS disc jockeys. Models will tour the Broadway area with portable radios to enable visitors to participate in the contest.

The State Medical Society of Wisconsin has named Geyer, Morey, Ballard as its advertising agency . . . Omaha headquartered Universal Advertising Agency has opened a branch office in Kansas City. The firm serves clients in the food, industrial, financial and retailing fields . . . Forrell, Thomas & Polack Associates, creators and producers of music for advertising, moved over the weekend to new offices at the same mid-Manhattan address.

KNX Radio, Los Angeles, has been presented a merit award for "exceptional service" by the Motor Car Dealers Associations of Southern California and Los Angeles. The citation acknowledges the pubserv spot announcements for the two associations carried by the station for the last several years.

HOUSTON HIGHLIGHTS: Clifton E. Anderson, former manager

Five Are Impaneled By New Fall Quizzer

Sebastian Cabot, Jan Clayton, Diana Dors, Beverly Garland and Ross Martin have been signed so far as regular panelists of "Stump the Stars," to premiere Sept. 17 on CBS-TV. Pat Harrington, Jr., hosts the half-hour program based on the "Pantomime Quiz" series.

Mike Stokey is executive producer and John Hueners producer of the new show, sponsored by the Ralston Purina Co., represented by Guild, Bascom and Bonfigli.

Desilu Meeting

Hollywood — Desilu Productions, Inc. will hold its annual stockholders meeting tomorrow morning at the Desilu Little Theatre.

Thought for Today

"Once in a while an invention is born in a flash of inspiration. Usually, however, it's preceded by long patience, large dollars and a great deal of work—often painstaking and monotonous. The flash of great creativity comes just as seldom in advertising as in the two dozen campaigns we are most proud of, not a one can be said to be evolutionary. They were improvements on improvements. They were researched. They were nurtured. And all this takes time and money."

—William A. Marsteller
Bd. Chrmn., Marsteller, Inc.

of the agriculture dept of the Houston Chamber of Commerce has joined Willoughby & Associates as an account exec . . . The Nahas-Blumberg Corp. has been appointed agency for the Quality Beverage Co. . . . Weintraub Associates has been retained to handle promo for the Bellair Merchants Association . . . Liffmoore, Inc., has named the L. Sheffer Agency to handle its advertising . . . Macon Freeman, Jr., ad manager for Tennessee Gas Transmission Co. has been installed as president of the Houston Advertising Club for '62-'63. I succeeds Weldon Weekley of Weekley & Valenti Advertising.

ABC International TV Reps Halifax Outlet

ABC International Television Inc., has been appointed sales rep outside Canada for CJCH-TV Channel 5, Halifax, Nova Scotia. CJCH-TV, with satellite stations in Annapolis Valley (Channel 10), and in Digby (Channel 6), and with Amherst (Channel 8) ready to go on the air in two weeks, covers 90,000 TV homes. It is affiliated with CTV, the commercial TV net in Canada. According to the '61-'62 Sales Management Annual Survey of Buying Power, total retail sales in the station's coverage area are \$441,600,000 annually.

ABC International, in addition to its association with CJCH at CFTO in Canada, also is associated with 20 TV stations in other countries throughout the world.



Established February 5

Indiana University Library
Bloomington Ind

VOL. 91, NO. 36

TUESDAY, AUGUST 21, 1962

TEN CENTS

WAR-CRY: BREAK NEWS BARRIER!

LIVE RADIO DIPS TOE IN TELSTAR

Sweden, Four U. S. Cities
Linked by NET Broadcast

Telstar will again write communications history on Thursday when it carries its first live radio broadcast between Europe and the U. S.—an hour program produced by the National Educational TV and Radio Center concerning the state of the U. S. economy.

Swedish economist and sociologist Dr. Gunnar Myrdal will exchange his critical views of the U. S. economy—which he has called stagnant—with U. S. experts speaking from Boston, Minneapolis, Philadelphia and Washington.

Communication Glut Exposed by Mitchell

Maurice Mitchell, former broadcasting executive and now president of Encyclopedia Britannica,



yesterday envisioned "automated automation"—machines talking with one another—in the future, declaring that "we are moving toward a communications glut and a society drenched and flooded by communications."

Urging his audience to "keep more humanity in programming,"

(Continued on Page 5)

Ed Sullivan Recovering From Operation at Mayo's

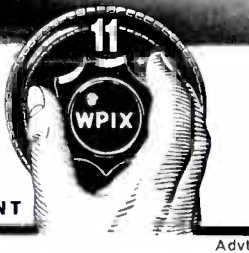
Rochester, Minn. — Ed Sullivan, who underwent a gall bladder operation Saturday at the Mayo Clinic here, is reported in excellent condition.

Sullivan said he wanted to clear the decks for the Fall season. The CBS-TV show is scheduled to begin weekly live productions Sunday, Sept. 30.



A station's programming is exposed every day. All you need do is look to see that WPIX-11 has a "network atmosphere" of network-proven and network-quality programs. And the finest national advertisers.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

R-TV Daily's Stand For 'Equal Access' Wins NAB Support

By ARTHUR PERLES

This newspaper's frequently reiterated editorial stand that the industry utilize its own resources to battle the restraints on broadcast journalism has won the strong fighting support of the NAB.

Now it's up to the broadcasters themselves to launch a series of frontal attacks on the news barriers that have loomed up all about them, in the opinion of Howard Bell, NAB vice president for planning and development.

First, and possibly most important, target for assault is the American Bar Association's Canon 35, on the books since 1937. Fact of the matter is, Bell says, that many state legislatures and Supreme Courts consider the ABA's condemnation of electronic journalism "the force of law."

The second wave of battle, he believes, should be directed against the FCC act which limits broadcasting's freedom to program microphone and camera appearances

(Continued on Page 7)

Western Location Augments Pivar's Facilities in Phoenix

Phoenix — Television City Arizona has completed negotiations for purchase of a Western location site with sound stage, frontier streets, scenic backgrounds and workshops. It will be called TV City West, president Ben Pivar said yesterday.

CBS-TV Web Nails Up 'SRO' on Elections

The Institute of Life Insurance, Bristol-Myers Co. and The Goodyear Tire & Rubber Co. Inc., have signed for full sponsorship of CBS News coverage of the '62 national and local elections on CBS-TV, web's senior sales VP William H. Hylan said yesterday. Price tag for the broadcast reportedly is in excess of \$700,000. With this sale, CBS' video election coverage

(Continued on Page 3)

'Leonardo' Reigns Abroad

NBC International has completed sales of the "King Leonardo and His Short Subjects" television series to England, Japan and Australia.

Pivar has just returned to Hollywood to line up more production deals for the new enterprise.

The TV and theatre film producing organization also has optioned a five-acre property in downtown Phoenix for the company's executive office and main studio, Pivar said. The property will serve as production headquarters, with sound stages, dubbing and recording studios and complete facilities for film and videotape, including commercials.

Markuson Elected Prexy Of Pittsburgh's TV City

Pittsburgh — Upon acquisition by The Hearst Corp. of the 50 per cent stock of Television City, Inc. (licensee of WTAE) from the Wolf-Reed group, a board of di-

(Continued on Page 5)

Pauline Frederick Due In Moscow Before Thant

Pauline Frederick, NBC News UN correspondent, will cover UN Acting Secretary General U Thant's trip to Moscow and other European capitals, which begins Aug. 25. Miss Frederick was to arrive in Moscow yesterday in advance of Thant. She also will cover Thant's visits to Warsaw, Prague and Vienna.

Philippines Seeks Ouster Of U.S. Station Manager

Manilla—The Philippine government has filed deportation charges against Robert La Rue Stewart, American manager of a radio-TV station in Quezon City. Stewart is charged with corruption of public officials, violation of radio control laws and "participation in partisan politics."



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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GAC-TV Names Ford Talent Boss in East

Tony Ford has been elected VP in charge TV talent, East Coast, for General Artists Corp.-TV. He joined GAC a year ago as director of TV talent, responsible for the handling of artists in all TV areas, including guest slots, variety program bookings, specials, commercials and transcriptions.

Ford left Television Artists Corp. to join GAC-TV. Before that he was a prominent freelance producer.

New CATV Entry in Northwest

A new entry into the community antenna TV industry has been announced following acquisition of the Columbia Television Co. of Pasco - Kennewick, Washington. The purchasing group is headed by Robert M.

COLLECTIONS For the Industry ALL OVER THE WORLD TV-Radio-Film and Media Accounts Receivable No Collections—No Commissions STANDARD ACTUARIAL WARRANTY CO. 220 West 42 St., N. Y. 36, N. Y. LO 5-5990

COMING AND GOING

DAVID L. WOLPER, head of Wolper Productions, in New York from Hollywood for a week.

ARTHUR M. SWIFT, WTCN station manager, back from Canadian hunting and fishing vacation.

ROBERT A. J. BORDLEY, general sales manager for WTOP-TV, Washington, visiting TvAR offices in Chicago until Wednesday, then on to company's Detroit office.

DICK OSGOOD, Detroit's WXYZ entertainment editor, leaving for vacation until Sept. 4.

GORDON RITZ, director of radio operations for WTCN, returns from holiday in Nantucket.

ISAAC KLEINERMAN, producer of CBS-TV's "Twentieth Century," off for Paris today to start filming a documentary on NATO.

Marx Toys Sponsors New TV Kiddie Show

Louis Marx & Co. will fully sponsor a new half-hour weekly TV program for children, "Marx Magic Midway," during the '62-'63 season on NBC starting Sept. 22. Agency is Ted Bates & Co.

The weekly show is the first network TV program fully sponsored by Marx. The show will feature circus, magic and variety acts and star Claude Kirchner as ringmaster. Sales of five Marx toys will be promoted in all areas on a 12-month basis on "Marx Magic Midway" and also on "Magic Land of Allakazam" on ABC-TV, "Captain Kangaroo" on CBS-TV and "Ruff and Reddy" on NBC-TV. A heavy campaign of spot TV commercials will supplement the network effort.

3 Station VPs Co-Chair Jewish Hospital 'Month'

Theodore H. Walworth, Jr., WNBC-AM-TV; Norman E. Walt, WCBS-TV, and Sam J. Slate, WCBS, VPs of their respective stations, have been named co-chairmen of the Radio & TV Committee of the 12th annual Jewish Chronic Disease Hospital Month drive, celebrated during September, it was announced by Hal March, chairman. Leading entertainers have made radio and TV spots which will be heard and seen in the New York area during the "Month."

Radio Liberty Tries Again On Telstarcast into USSR

An attempt will be made Wednesday or Thursday by Radio Liberty to reschedule a program in seven Soviet Union languages that was originally transmitted Aug. 16, via Telstar for broadcast inside Russia. The program was transmitted faithfully by Telstar to the receiving station in France, but a breakdown in land equipment prevented the multi-lingual messages from getting through to Radio Liberty facilities.

MacMurray Reports To 'Three Sons' Set

West Coast Bureau of RADIO-TV DAILY Hollywood — Fred MacMurray has returned after two weeks of fishing in Colorado, where he has taken his annual holiday for the last eight years. He was to report yesterday to the set of "My Three Sons" and Don Feddersen Productions at Desilu Gower Studio, rejoining Bill Frawley and his three TV "sons," Tim Considine, Don Grady and Stanley Livingston.

Filming will continue now with all five players on deck until late November, when the 38 half-hour "Sons" programs for the '62-'63 season are scheduled to be completed.

Eastman Kodak Names Hyndman Ass't Veep

Rochester, N. Y.—An announcement released by Eastman Kodak Co. yesterday revealed that Donald Hyndman, manager of the company's motion picture film department, has been appointed an assistant vice president. Hyndman will continue to make his offices in the firm's home executive quarters in this city.



HYNDMAN

FINANCIAL

(August 20)

NEW YORK STOCK MARKET

Table with columns: Stock Name, High, Low, Close, Chg., Net. Includes Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll, Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp, Magnavox, MCA, M-G-M, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Chg., Net. Includes Allied Artists, Filmways, Moviela, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, TV Industries.

*OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Jerrold, Meredith, Seven Arts, Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Chi Station Videotaping MPATI History Studies

Chicago—A series of 32 twenty-minute social studies programs are being produced by the WNBQ video tape department here for the Midwest Program on Airborne TV Instruction, Lafayette, Ind. Utilizing both film and live instruction techniques, the programs are designed for Junior high school level, and titled "Your State Today," examine major historical, geographical and political characteristics of six states in the MPATI area — Illinois, Indiana, Ohio, Kentucky, Michigan and Wisconsin.

WFLN Augments Sales

Philadelphia — WFLN has "dug in" for a stronger place in the Fall sales picture, with the acquisition of two of the city's veteran time salesmen, Bill Cole, formerly of WIBG, and Bob Halberstadt of WFIL-TV.

Lowell Thomas to Delineate 'Casters Duties

N.Y.S. Execs' Confab Slated for Sept. 6-8 At Saratoga Springs

Lowell Thomas yesterday was announced as the featured speaker at the high-light dinner Sept. 7 of "Fun and Forum," the first annual executive conference of the New York State Broadcasters Association. The announcement was made jointly by Harold L. Neal, Jr., VP and general manager, WABC Radio, and Herbert J. Mendelsohn, VP and general manager, WKBW, Buffalo.



THOMAS

The executive conference is being held Sept. 6 thru 8 at the Gideon Putnam Hotel in Saratoga Springs.

Thomas, now in his 32nd year on the air reputedly with the longest continuous run of anyone in the history of network broadcasting, will discuss the world situation and broadcasters' responsibilities in keeping the public informed of worldwide developments.

Sam Slate, VP and general manager, WCBS Radio, and president of the New York State Broadcasters Association will preside over the three-day conference.

Carolyn Adds Sweetener To 'Coffee at the Marott'

Indianapolis — Carolyn Churchman, radio-TV personality and fashion commentator, began her tenure yesterday as hostess on WFBM's "Coffee at the Marott." The new program will be aired direct from the Crystal Room of the Marott Hotel and will utilize a celebrity interview format.

Eastman Reps Tenn. AM

Nashville, Tenn. — WKDA here has appointed Robert E. Eastman & Co., as national sales representative, effective Sept. 1.

Rex Ingram Dons Cloth For 'Brighter Day' Role

Rex Ingram, veteran stage, screen and TV actor has been signed by producer Leonard "Buzz" Blair for a continuing role in "The Brighter Day," CBS-TV's daytime drama series. He will be seen as Victor Graham, an ordained minister who is forced to take a full-time job because his new church is unable to pay him a living wage.

Wolper Cracks Ice On ABC As 2 Specs Explore 'Lotusland'

West Coast Bureau of RADIO-TV DAILY

Hollywood—David L. Wolper yesterday said both of his new hour-length TV specials on Hollywood, sponsored by Procter & Gamble, have been scheduled for telecast by ABC-TV. They will mark the web's first showing of a Wolper Production.

"Hollywood: The Talkies" will be aired, Jan. 23. Documentary will pre-empt "Wagon Train," which was also side-tracked by "Hollywood: The Golden Years" last November on NBC-TV.

"Hollywood" The Great Stars" will be shown, Mar. 13, pre-empting "Naked City."

Jack Haley, Jr., and Wolper are currently producing the TV specials. The musical score is being composed and arranged by Elmer Bernstein.

A re-run of "The Golden Years" on NBC-TV is slated for Sept. 18.

TV Tube Sales Picture Bright for First Half

Washington Bureau of RADIO-TV DAILY

Washington — Factory sales of TV picture tubes in the first half of this year totaled 4,556,143 units valued at \$87,332,694, compared with 4,575,197 units worth \$90,-971,519 in the first half of 1960, EIA reports. Receiving-tube sales in Jan.-June, 1962, were 183,459,000 units valued at \$154,298,000, compared to 178,754,000 units worth \$150,500,000 in the corresponding months last year.

CBS Election Cover SRO

(Continued from Page 1)

is now SRO.

The Institute of Life Insurance is making its network TV debut with this purchase.

J. Walter Thompson is the agency for the Institute of Life Insurance. Young & Rubicam, represented Bristol-Myers Corporation and Goodyear Tire.

Empire Shooting Resumes

"Empire," Chrysler Corp.'s weekly hour-length color series, resumes filming in Santa Fe, New Mexico, tomorrow. Eight complete episodes have been shot since production first started on location in New Mexico.

Stars Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal, as well as the crew, were all given a two-week hiatus and returned to Los Angeles, while the equipment was stored in the Santa Fe National Armory.

ABC Videos '62 Elections Campaign Series

"Inside Politics," with ABC News political editor William H. Lawrence, premieres Sunday, Sept. 9. Series of special reports on the '62 national, state and local races, runs for eight weeks. First program will spotlight top contests around the nation. Hard news of the week will be reported by Lawrence and Washington and regional reporters assigned to "Inside Politics." Program producer is Jack Kinkel.

KPIX PREVIEW FALL FASHIONS

'Clothescast' Sponsored By 7-Up Bottling Co.

West Coast Bureau of RADIO-TV DAILY

San Francisco—KPIX will preview high school, college and career girl fashions Thursday on "Fall Report: Fresh Young World of Fashion," with a repeat telecast Sunday. The program is sponsored by 7-Up Bottling Co. in cooperation with Macy's California.

The show is produced and directed by Loring d'Usseau. Script writer is Joan Wilson; clothes and accessories were coordinated by Al Duarte. Filming will be done at Paramount TV Productions, Hollywood. Sale was negotiated through J. Walter Thompson.

Church Rites Today For Kirkham Torney

Southport, Conn. — Services will be held today at 2:15 PM in Trinity Episcopal Church here for Kirkman Wright Torney, director of Station Representatives Sales, Seven Arts Associated Corp., who died of a heart attack Saturday while being taken to Norwalk Hospital. He was 53 years old.

A native of San Francisco, he attended the University of California. Early in his career, he was in the hotel business and then ran a talent booking agency. In World War II, he served with the Navy in the South Pacific. After the war he operated the Torney Bush chain of TV retail stores in California for several years and then became associated with MCA, joining Seven Arts in 1960.

Liberace TV Venture Bouncing into Court

West Coast Bureau of RADIO-TV DAILY

Los Angeles—International Artists, Ltd., Liberace and Gabbe-Heller Management yesterday sought court assistance in establishing rights of various parties concerned with the production of the proposed TV series, "Evening with Liberace." Involved are the Wrather Corp., Tele-Synd and its president Hardie Frieberg.

The Liberace group charged that Tele-Synd contracted to finance production costs for a pilot which was to be made at NBC. In exchange, Tele-Synd was to get the right to sell and distribute the hour-long video show for a five-year period.

The action alleges Tele-Synd set up production plans for the show and reneged on their financial commitment.

Earl Sargent Harvests Farm Group's 'Oscar'

DeKalb, Ill. — Earl Sargent, farm service director of KWFT, Wichita Falls, Tex., has been awarded the "Oscar in Agriculture" at the annual Summer meeting of farm paper, newspaper and farm radio-TV men here, under the auspices of the DeKalb Agricultural Ass'n. The award was presented for Sargent's campaign for stubble mulching which contributed notably in soil conservation.

Kehl Heads FM Programs

Fairfield, O. — Paul Kehl has been named program director of WFOL-FM here, due to begin operations on 94.9 mc about the middle of September.

The station will be 100 per cent stereo.

Merv Griffin to Follow 'The Girls' as PM Shows

The live guest show, "Leave it to the Girls," returns to afternoon TV Sept. 10 at 1 PM on WNBC-TV, followed by the network's "Merv Griffin Show" at 2 PM. Both will run Monday thru Friday.

ΠΟΤΕ ΣΤΗΝ ΚΥΡΙΑΚΗΝ

"NEVER ON SUNDAY"

The Greeks had a word for it . . . several words in fact. Yes, self-discipline is the core of a civilized society. Stated simply, it means doing what you should do, not just what you want to do.

Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are "convenient and necessary" to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes.

Finding fault with the Codes is a popular pastime. Like cooperative or democratic government, cooperative self-regulation is sometimes halting, circuitous and leveling. But this is the price of living together in a complex interrelated industry. "Life in society," observed Will Durant, "requires the concession of some part of the individual's sovereignty to the common order."

Yes, the Greeks had a word for it: "ΠΟΤΕ ΞΤΗΝ ΚΥΡΙΑΚΗΝ." Freely translated it means "Never on Sunday," which after all is one kind of self-regulation. Corinthian goes further. It observes: The Radio and Television Codes on Sundays, Mondays and all ways.

Responsibility in Broadcasting

THE CORINTHIAN

Student Jobs Drive A Success: Sacks

West Coast Bureau of RADIO-TV DAILY
San Francisco — Gratifying results obtained from the "Summer Jobs for Students" campaign have



SACKS

been videotaped by David M. Sacks, ABC VP and general manager of KGO-TV, for prime viewing time. On August 1 — with a month of vacation left — more than 11,000 young people in the Bay Area had been placed in summer jobs by the California State Employment Service. This is a 37½ percent increase over last year. Last month 4,400 student placements were made locally — a 32 percent boost over 1961.

3 Firms Share Backing Of Keefe Brasselle Spec

"Keefe Brasselle's Variety Gardens," hour musical show starring the TV personality, will be presented on CBS-TV Sept. 18. Sponsors for the special include Procter & Gamble, via Benton & Bowles; S. C. Johnson & Son, via Louis & Brorby, and Reynolds Tobacco, via William Esty Co.

Produced in association with Ideas Grandes and Lunar Productions, the program captures the American scene at the turn of the century. Jack Philbin is exec producer.

Markuson Elected Prexy Of Pittsburgh's TV City

(Continued from Page 1)

rectors meeting here elected G. O. Markuson, Hearst Corp. exec VP, as President. Leonard Kapner, president of WCAE Inc., was elected exec VP.

Other officers of Television City, Inc., now include Franklin C. Snyder, VP and general manager; Alan Trench, VP President and sales manager; James Gormly, treasurer; M. H. Ewing Secretary; Frank Massi, assistant treasurer; and Warren P. McGoldrick, assistant secretary.

NBC DOCUMENTS CHURCH HISTORY

Web Staff Back After Filming Church Spread in Europe, East

Doris Ann, manager of NBC-TV's religious programs, has returned to New York after a 10-week period of filming four programs in 19 cities in eight countries in Europe and the Near East.

The programs, devoted to the history and development of the Roman Catholic Church, will be broadcast by "The Catholic Hour" on the NBC-TV Network in May, 1963. They are being produced in cooperation with the National Council of Catholic Men.

'Raggedy Ann' Now TV Bound

West Coast Bureau of RADIO-TV DAILY

Hollywood — Philip and Ruth Cobey have acquired TV, radio and motion picture rights to the nearly 50-year-old "Raggedy Ann" stories by Johnny Gruelle. A television series is planned for next year.

The husband-and-wife team said the agreement was made with M. Hughes Miller president of the Bobbs-Merrill Co.

Sees Communication Glut

(Continued from Page 1)

Mitchell maintained the average person is incapable of absorbing all the communications pressures from the varied media which demand one's attention.

Mitchell addressed executives of 50 member stations of Television Affiliates Corp's programming conference which opened here today. He told them that in Soviet Russia educational TV shows directed at children are being replaced by "enlightenment" for adults because the latter are much less advanced in their "thinking" than the younger generation.

Referring to current domestic ETV ventures as "less than effective," Mitchell said:

"It is up to the commercial broadcasting to lead the way . . . because people are not oriented to the communications of today's world."

Gagster-Golfers Tee-Hee Off

More gags about golf than golf shots are expected when the first annual Humor Academy golf tournament and dinner is staged Sept. 13, at the Edgewood Country Club in River Vale, N. J. Over 200 gagster-golfers are expected for the event.

Veteran comic and NBC Monitor sports reporter Phil Foster is chairman of the event. Milton Blackstone, acting exec director of the Humor Academy, is directing

the overall event and is handling the executive invitations.

The golf awards dinner, including the presentation of trophies and prizes, will be held that evening at the country club. Nathan's of Coney Island will offer the diners a "9th Hole luncheon."

'Trails West' Takes Syndicated Highway

Fifty-two selected half-hours of "Death Valley Days" have been re-edited and retitled as "Trails West!" with introductions by Ray Milland and are now being offered to stations on a market-to-market basis.

"Trails West!" is being distributed by Peter M. Robeck & Co., Inc., New York, on behalf of the U. S. Borax & Chemical Corp. and McCann-Erickson, Inc. Roebeck also distributes the "Pioneers" reruns for Borax, now on air in more than 150 U. S. and Canadian markets.

Rod Gibson Helms Sales For Patterson Radio-TV

West Coast Bureau of RADIO-TV DAILY

San Francisco — Patterson radio-TV chain has announced the appointment of Rod Gibson as national sales manager for the chain, making his office here. The chain owns KSAN here, KBIF and KICU-TV, both in Fresno.

Gibson was formerly sales manager of WSTV-TV, Steubenville, O., and the Friendly Group. Prior to that position, he was with the All Canada Radio and TV Facilities, Ltd., Toronto.

AA Reports Ten Sales On Its 'Bomba' Series

Robert B. Morin, VP and general sales manager of Allied Artists TV Corp., reports 10 more purchases of the "Bomba, the Jungle Boy" features.

The 10 stations purchasing are WBAP-TV, Ft. Worth; WCIV-TV, Charleston, S. C.; WGN-TV, Chicago; KCOP-TV, Los Angeles; WALA-TV, Mobile; WDSU-TV, New Orleans; CKLW-TV, Detroit; WIS-TV, Columbia, S. C.; WJFB-TV, Augusta, Ga.; WRVA-TV, Richmond, Va.

Springsteen for U-I Film

R. G. Springsteen, veteran director of TV outdoor-adventure productions, has been set by Producer Gordon Kay to direct Universal's forthcoming Audie Murphy starrer, "The Iron Collar."

Steve Lawrence Debuting As Four Star TV Thesp

Singer Steve Lawrence will make his TV acting debut in Four Star Productions' "Saints and Sinners," new Nick Adams series on NBC. Lawrence, playing a straight dramatic role, will leave for the West Coast Sunday to start rehearsals for this segment. He recently made his legitimate stage debut in "Pal Joey."



-  **KHOU-TV**
HOUSTON
-  **KOTV**
TULSA
-  **KXTV**
SACRAMENTO
-  **WANE-TV**
FORT WAYNE
-  **WISH-TV**
INDIANAPOLIS
- WANE-AM**
FORT WAYNE
- WISH-AM & FM**
INDIANAPOLIS

Represented by H-R

STATIONS

'Showtime' Bills 2nd Year Of European Big Tents

The young and young-at-heart will be able to watch another season of European circuses on TV with "International Showtime" bowing for the second year on NBC-TV Sept. 14. With Don Ameche hosting the Friday night series, the kick-off program will present the "Circus Schumann" of Copenhagen.

Kentucky Color Dawn Breaks on WAVE-TV

Louisville, Ky. — WAVE-TV originated the first live color telecast in Kentucky when it colorcast its half-hour "Morning Show" recently. One portion of the program, a one-man art show by WAVE-TV art director George Tuell, was on color videotape.

In addition to local color, this season the station will schedule more NBC colorcasts than ever before with about 68 per cent of all nighttime NBC shows in color as well as two-and-one-half hours of daily daytime color.

Kelly's New Job

Houston — Bob Kelly has been named KTHT program director. He has been with the station since 1959.

Ask Storer
Television Sales
why

WJBK-TV

is the

No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Broadway-TV actress Elizabeth Seal and actor-husband Zack Matalon lullabying a baby son . . . TV comic Rip Taylor, at Sasso's Restaurant, said a parking meter is where a car can stop on a dime . . . In remembrance: It was just a year ago, Broadway columnist Danton Walker passed away. A good friend of this writer and everyone else on the Main Street beat . . . Happy Birthday greetings to Marilyn Maxwell, Delores Del Rio, Sylvia Sydney and Roy Calhoun . . . Bea Kalmus celebrating her 15th year on the airlines . . . Eva Gabor has completed rehearsals on her new play, "The Happiest Man Alive," she's taken it into Summer stock prior to the Broadway opening in the Fall.

★ ★ ★

• • • Earl Wrightson set for Fall guest shots around the world . . . Saverio Saridis, singing ex-cop, will tour the country this Fall with a series of concerts . . . Guards at Buckingham Palace are greatly helped by closed circuit TV, recently installed . . . Lambert, Hendricks and Bavan and Cannonball Adderley to join forces with other music greats for the first jazz special in history on CBS . . . Luau 400 to host one on the "Family Show" in the near future.

★ ★ ★

• • • Meet: Gary Romero, best described as "four talents in one." He's a successful TV producer, radio singer, song lyricist-melody man, and talent scout extraordinaire. Currently is collaborating with Burgess Meredith on a TV spectacular, "The Gold Rush Epic." He also produces record albums. His latest are "Abe, the Rail Splitter," sung by the Harry Belafonte Singers; "Songs and Stories of the Gold Rush," narrated and sung by Buzz Meredith; "Healing Hands," and "Folk Songs and Legends of Great American Rivers," sung by the Robert de Cormier Chorale. The last two albums won ASCAP awards. Gary has "discovered" such radio-TV-record talents as Sunny Gale, "Texas Jim" Robertson, Johnny Morse and others.



ROMERO

★ ★ ★

• • • Composer Jacques Belasco has written and orchestrated three original Eastman Kodak commercials for the NBC-TV "Walt Disney Show" starting in September . . . Gloria Lambert, of the "Mitch Miller Sing Along Show," takes off on a ten-day vacation, to her native Worcester, Mass., before going back into the Fall-Winter series . . . WPIX weather gal Gloria Okon taping a new set of Arnold Bakers promos for the stepped-up sales program to be seen in 20 markets.

★ ★ ★

• • • Joseph Harnell, having made a remarkable recovery from an auto collision in Canada, where he was scoring and conducting the film "Ten Girls Ago," is now back in full swing, playing piano and also composing, arranging and conducting for the "Play Your Hunch Show" on NBC-TV . . . Claude Kirchner has been elected president of Celebrity Merchandisers, Inc. Claude hosts a daily popular-children's program on WOR-TV, Channel 9, in New York City and the "Magic Midway" show on the NBC-TV network . . . The Hotel Astor has been elected by producer Walt Framar as the initial New York location for taping of his TV show, "The Big Pay-off," Sept. 3 with Robert Paige and Denise Lor in the mink-spotlight.

Hemingway's Sister Tells About Author's Childhood

Marceline Hemingway Sanford, sister of the late Ernest Hemingway, is the guest of WCBS' Martha Wright, "At Your Service" program, today. Mrs. Sanford, author of the new book, "At Home With the Hemingways," will chat with Martha about the early years with her brother Ernest.

Terrell Moves to Dallas As TV System Manager

Dallas — Jim Terrell has been named manager of KTVT-TV by WKY TV System, Inc., of Oklahoma City, new owners of the independent TV station. He comes to the Dallas-Fort Worth post from the operating firms WKY-TV in Oklahoma City, where he had been assistant manager.

RTRA Metes Tidy Sum To Charities: \$392,519

More than \$392,519 has been distributed to charitable, health and welfare causes during the 1961-'62 fiscal year by Radio-TV-Recording and Advertising Charities, it was announced by Randy Wood, Decca Records prexy and RTRA president.

'Perry' Gets New Slot For Bow in 6th Year

"Perry Mason," starring Raymond Burr as the famed Earle Stanley Gardner attorney, starts its sixth season Sept. 27 in a new time slot, scheduled for Thursday at 8 PM.

Sponsoring the upcoming season's series are: Sterling Drug Co., via Dancer-Fitzgerald-Sample; the Drackett Co., via Young and Rubicam; Colgate-Palmolive Co., via Ted Bates and Co.; Philip Morris, via Benton & Bowles, and Cocoa-Cola, via McCann-Erickson.

Gail Patrick Jackson is exec producer of the skein for Paisano Productions, with Jackson Gillies as associate producer. Alternate producers are Arthur Marks and Arthur Seid.

Bob Owens to Manage Fargo Radio, TV Outlets

Fargo, N. D.—The appointment of Robert L. Owens as manager of KXJB-TV and KXGO Radio, has been announced by John W. Boler, president of the North Dakota Broadcasting Co.

Owens served as manager of KXGO-TV prior to its recent sale to the Pembina Broadcasting Company. The new manager of the two stations has been national sales manager for NDBC since last January and will continue in that position.

'Camelot's' Goulet Plays 'Scout' for Understudy

Robert Goulet, of "Camelot" fame, will introduce his understudy, Bob Peterson, on CBS-TV's "Talent Scouts" Aug. 28. The program, replacing the vacationing "Garry Moore Show," is an Irving Mansfield-Peter Arnell production, featuring Jim Backus as host.

STORK NEWS

It's a girl for Mr. and Mrs. Arthur Shulman. Dad is assistant to the publisher of TV Guide Magazine in Philadelphia.

It's a boy, Mark, for Dick and Ann McGear. Dad is KNX assistant sales manager.

AGENCY NEWSCAST

By RALPH TYLER

It's not surprising that a company named "Wretched Mess Enterprises" would use offbeat advertising techniques, particularly in view of the fact that the head of the company and chief copywriter is one David Bascom, chairman of the board of San Francisco ad agency Guild, Bascom & Bonfigli, Inc. The company, in West Yellowstone, Mont., makes and markets a Wretched Mess trout fly, designed to resemble the contents of the average trout's stomach. Ugh! Bascom said its "fiendishly clever design uses genuine scientific principles that are completely unknown and undiscovered."

Benton & Bowles announced yesterday three additions to its roster of VPs: Robert C. Diserens, Richard J. Lord and John C. Weaver. Diserens joined B&B in 1953 as an account exec. Earlier this year he became an account supervisor. Prior to joining B&B he was associated with Ted Bates; Ogilvy, Benson & Mather; Doherty Clifford & Shenfield; Compton Advertising and JWT. Lord, who earlier this year was promoted to creative supervisor, came to B&B in 1961 as a copy group head from Young and Rubicam where for seven years he had been successively copywriter, copy director and writer-supervisor. Weaver, an account supervisor at B&B, joined the agency in 1953 as an account executive. Previously he had been advertising manager of the Crosley division of AVCO, product advertising manager of Swift & Co. and a copy writer and editor for Procter & Gamble.

ST. LOUIS SIDE GLANCES: Colman H. Kraus has been appointed assistant national PR di-

Thought for Today

"The launching of the Telstar communications satellite was a space-age break-through of first importance. Although it may be several years before this spectacular accomplishment will have any substantial impact on what one sees on his receiver, eventually it will lead to enlarging the scope of TV and thus marks another milestone in the growth of the medium."

—William S. Paley
Board Chairman, CBS, Inc.

rector of GEM International, Inc. He was formerly promo and PR director for Naegle Advertising Companies, Inc., Minneapolis, Minn. . . Storm Advertising Company has appointed Dawn Peterson, formerly with Western Printing Co., to its art staff. Marie Selvaggi, formerly with Rutledge Advertising Co., and D'Arcy Advertising Co., has been named production manager. . . Pat Wheelless Goldman has joined the staff of John M. Simmons Associates as account exec and fashion consultant. She was advertising director for Johnson-Stephens and Shinkle Shoe Co.

John Y. Johnson has been named ad manager of the glass container, container, closure and plastic products division of Owens-Illinois Glass Co., Toledo, succeeding Robert Dilworth, who resigned to join John I. Carr Associates, Toledo.

2 Major Ad Groups 'PR' Their Business

A joint committee to provide information for the public about advertising has been formed by the Association of National Advertising Agencies. It has been created as an "action" group, to develop projects designed to increase knowledge of the role of advertising in a free enterprise economy.

Banzaff is Chairman

Max Banzhaf, director of advertising, promotion and PR, Armstrong Cork Co., Lancaster, Pa., is chairman. He is also vice chairman of the ANA. Clinton E. Frank, president of the Chicago agency bearing his name, is vice chairman of the new committee. He is also chairman of the 4A's committee of the board of government, public and educator relations.

A UNESCO TV Feather Adorns Michigan U

Ann Arbor, Mich. — Five half-hour programs produced by the University of Michigan have been selected for showing at the UNESCO World Conference on Music and TV which starts Aug. 23 in Salzburg, Austria. U. M. will be the only U. S. university represented. Programs selected for showing in Salzburg are primarily offerings from the major U. S. TV networks.

Two Stations in Hiatus

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broadcast Bureau has granted permission to the following stations to remain off the air: WZOK-FM, Jacksonville, Fla., until Aug. 27, and KMET, Paradise, Calif., until Oct. 15.

Earle Moderates Stirring In New 'GE College Bowl'

Robert Earle has been named as the new moderator for the "GE College Bowl" on CBS-TV. He succeeds Allen Ludden when the intercollegiate q. and a. program returns for its fifth season Sept. 23. It's Earle's first network series. He has been in broadcasting 16 years and is former Radio-TV Dep't chairman of Ithaca College.

Laclede Gas Backing Mo. U. Coach's Show

St. Louis — Dan Devine, Missouri U. head football coach, will have his own KTVI program, the "Dan Devine Show," starting Sept. 16, sponsored by the Laclede Gas Co., via D'Arcy Advertising Co. The 11-week post-game series will focus attention on the grid achievements of the Missouri Tigers, reviewing the highlights of the team's game-of-the-week with films, interviews and a forecast of the following contest.

Kenyon & Eckhardt Adds Munday as Acc't Exec

Robert Munday has joined Kenyon & Eckhardt, Inc., as an account exec. Munday has been with Ted Bates as an account exec handling Standard Brands and the Brown and Williamson Tobacco Company, and with Leo Burnett servicing Lava soap for Procter & Gamble. At Burnett he also was a marketing-media supervisor on Pillsbury Mills, The Toni Company, The Tea Council and Pfizer.

Dillman to B'way Role After 'Alcoa Hr.' Episode

West Coast Bureau of RADIO-TV DAILY
Hollywood — Bradford Dillman, currently assigned to Revue Studio for the title role in "The Voice of Charlie Pont" for the Fred Astaire-hosted "Alcoa Hour," will come to New York after the filming for a Broadway part. He has been slated to join Jane Fonda in "The Fun Couple," to open in the Fall.

Fire Dep't Turns All Out For Training 'On the Job'

The New York City Fire Department will premiere its TV training program, "On the Job," with formal ceremonies Aug. 30, 7:30 P.M., on WUHF. Commissioner Edward Thompson and Chief Arthur J. Massett, in charge of the personnel and administration bureau, both appear on this special introductory telecast.

Broadcasters Urged to Shatter Restraints

(Continued from Page 1)

of political candidates. Another irksome ban keeps radio and TV reportage equipment from sessions of the House of Representatives and its committees. A campaign of indoctrination is being launched by the NAB to eliminate hostility of some legislators to the rights of networks and stations to editorialize on the air.

Heard by Broadcaster Group

In an address over the past weekend to the Oklahoma Broadcasters Association, Bell decried the apathy of the broadcasters themselves to the discriminations practised against radio and TV as news media. Here's the way Bell put it to the Oklahomans:

"The time has come for broadcasters to stand up and be counted on this issue. If we are to

persuade the lawyers and others, who look upon us as second-class citizens in the field of journalism, then it's time we took our case to the people, for it is the public which has the greatest stake in this issue. . . . Actually the public knows very little of this problem. They are not aware of the discriminations that do exist. I feel certain that if they were, they would fully support our position."

Favors 'Major Campaign'

Broadcasters, "through forums and use of the airways," he maintained, "need to mount a major campaign to enlist the support of the people in the fight to advance the people's right to know.

"Broadcasters generally need to be more aggressive in seeking out local coverage of public proceedings and in further strengthening

the quality and character of news and informational service provided to the public."

Feels Panel Was 'Packed'

Joint efforts of NAB and ABA representatives to work out a solution to the stalemate of Canon 35 appear doomed at this time. Referring to a recent panel discussion of the National Conference of State Trial Judges, Bell said it was "a neat job of panel packing." Six judges were chosen for the panel, Bell said, and only two favored broadcast coverage of court proceedings. Moreover, though it was held during the ABA convention a couple of weeks ago in San Francisco, the presiding judge refused to proceed with the meeting as long as TV cameras of a local station remained in the room.

Truman, Goldwater Aired from Banquet

Chicago — Former President Harry S. Truman, Senator Barry Goldwater, and Mayor Richard J. Daley of Chicago will participate in an exclusive live WBBM Radio broadcast of the American Hellenic Educational Progressive Association's annual banquet tomorrow.

The Greek-American fraternal organization, which numbers over 40,000 with its auxiliaries, is meeting in Chicago for the first time since 1935. Other special guests at the banquet will be Alexander Matsas, the Greek Ambassador to the U. S., and Archbishop Iakovos of the Greek Orthodox Church of North and South America.

Bob Shanks to Produce New 'Merv Griffin Show'

Bob Shanks, associate producer of NBC-TV's "Tonight" show, has been signed to produce "The Merv Griffin Show," the net's new Monday-through-Friday hour daytime color series beginning Oct. 1. The skein, starring Griffin as host, will feature variety entertainment including conversation, music and interviews with notable guests from showbusiness and other fields.

John McGiver Checks-In For '11th Hour' Episode

West Coast Bureau of RADIO-TV DAILY
Hollywood — John McGiver has been signed by M-G-M-TV for a top guest role in "The Seventh Day of Creation" episode of "The Eleventh Hour," to bow on NBC-TV Oct. 30. McGiver plays a senile religious fanatic in the story by Eric Stone and directed by William Graham.

Johnson Becomes Ohio VP

Middletown, O. — Warren Johnson, sports director of WPFB has been named a VP and a director, having joined the station in 1948 as an announcer.

AP Beams Ike Wirephoto Into Pix Net Via Telstar

Telstar Satellite has been used to send an Associated Press picture of former President and Mrs. Dwight D. Eisenhower from London directly into AP's Wirephoto network to newspapers and television stations across the United States and Canada. The transmission marked first use of the satellite to transmit a picture directly into an American picture network. The radio signal was relayed directly into AP's North American Wirephoto network.



By PETER C. DAVALLE

• • • British TV screens provide a wide-open market for American cartoon series. "Popeye" blazed a trail that's been most profitably explored by "Huckleberry Hound," "The Flintstones" and "Top Cat." High production costs have kept British-made cartoons off our screens, though British studios have turned out some first-rate puppet films. "Supercar," for example, is repeating in the U. S. its fantastic success over here. Latest of the U. S.-made cartoon series to hit our screens is "The Bugs Bunny Show," which ABC-TV is currently networking to two other ITV areas.

• • • Tomorrow sees "curtain up" on this year's Radio Show at Eares Court in London, the BBC's biggest shop window of the year. There'll be 150 separate entertainment programs, by famous bands and artists, from the show stage during the 11-day event . . . Many technical observers, including some from the U. S., are expected to attend. They'll be especially interested in the Avenue of Colors, with its demonstrations of color TV on the 625-line system. BBC chairman Sir Arthur Fforde, opens the big show.

• • • T.W.W.'s recording-breaking discs programs, "Discs a Gogo" is back on T.W.W. and Anglia screens after its summer recess. The show's been nine times in the regional Top Ten charts already this year, a record for any regional TV show in Britain . . . The coffee-bar setting, with teenagers both listening to the latest pop records and dancing to them, will stay. So will MC Kent Walton, whose breezy style is rapidly making him No. 1 favorite with British teenage viewers . . . T.W.W. have high hopes of "Discs A Gogo" bitter-sweet singer Peter Harvey, who has a big spot in the first edition of the new series with his initial record "Don't Tell Joe."

• • • BBC-TV director Richard Evans, who guides the destiny of "What's My Line" every week, is currently collecting clips for a 45-minute TV program on screen musicals to be screened in September. Scripting and composing chores have fallen to me . . . Granada TV's "One Man's Music" series continues with a program devoted entirely to Richard Rodgers . . . The Dick Powell shows now being screened by BBC-TV are getting fine viewer and press reaction.

• • • Just back from Cyprus, with an on-the-spot report on this once troubled isle, is a T.W.W. team headed by news editor Peter Cole. They shot some unique film of a mass memorial service for an EOKA hero, attended by Archbishop Makarios. Cole's report appears this week in T.W.W.'s punchy weekly news program, "In The News" . . . For four successive weeks, BBC-TV will present close-ups of four of Britain's leading current affairs weekly publications; "New Statesman," "Spectator," "Tribune" and "Economist." Members of each paper's staff will appear on each program.

• • • London run of the stage version of the BBC's most successful TV revue, "The Black and White Minstrel Show" has been extended from November to February of next year. Bookings are reported fantastic. "Minstrel" won the "Golden Rose of Montreux" last year . . . Coincidental with the news that the show returns to BBC-TV screens in October, comes word that a stage version will also open soon at the Tivoli Theatre in Melbourne, Australia. What price Broadway?

Cugie and Abbe ITC Guests

Xavier Cugat and Abbe Lane have been signed as guest stars on "Broadway Goes Latin," Independent Television Corp. half-hour TV musical series.

"Broadway Goes Latin" takes the top songs from Broadway's best-known musicals and, in song, dance and big production numbers, does them in Latin-American tempo. Some of the hit shows represented in the 39 half-hours are "My Fair Lady," "South Paci-

fic," "Porgy and Bess," "Carousel," "Oklahoma," "Sound of Music," and "Pal Joey."

Starring as host of the series is Edmundo Ros. Featured with him is the Edmundo Ros orchestra and a large continuing cast of singers and dancers. Producer is Milton H. Lehr.

Warner Ringing Up 17 Hr. Video Sales

With eleven stations purchasing 17 additional hour-long Warner Bros. TV series during the first two weeks of August, sales continue to surge, Joseph Kotler, video VP, said yesterday. All six WB hour series have now been sold in the Dallas-Fort Worth market. KTVT, which previously purchased "Maverick" and "Surfside 6," has also signed for "The Roaring 20's," "Bronco," "Sugarfoot," and "Bourbon Street Beat."

Sales to Many Areas

Other recent sales are to: WA-VE-TV, Louisville; WSUN-TV, Tampa-St. Petersburg; KSYD-TV, Wichita Falls; KLBK-TV, Lubbock; WCPO-TV, Cincinnati; WB-IR-TV, Knoxville; WLOS-TV, Asheville; KJEO-TV, Fresno; KTRK-TV, Houston; WSUN-TV, St. Petersburg and WJW-TV, Cleveland.

McLeod Joins CTV Web As Prexy's Right Hand

Special to RADIO-TV DAILY

Toronto — Bruce McLeod, until recently general manager of CJCH Radio and TV, Halifax, has joined CTV as executive assistant to the president. McLeod, 46, will handle preparation of departmental budgets; revenue projections; future expansion of the network; station relations and various other CTV projects.

Youth Board Exec Offers 'Direct Line' on Juveniles

Arthur Rogers, exec director of the New York City Youth Board, will answer viewers' questions on juvenile delinquency, employment, and other topics concerning youth activities on WNBC-TV's "Direct Line" Sunday. Volunteers from the N. Y. League of Women Voters will answer the battery of telephones and relay queries to the Youth Board official for on-the-air answers. Vic Roby moderates.

Merit Prods. Corners Floyd-Liston Go Rights

Emanuel J. Spiro, president of Merit Productions, has been awarded the contract to produce the motion picture of the Sept 25 Floyd Patterson-Sonny Liston heavyweight championship fight for post-bout theatre distribution. Martin W. Smith, head of Graff, Reiner and Smith Enterprises, Inc., owners of the radio, TV and motion picture rights to the Liston-Patterson bout, made the announcement.



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VOL. 91, NO. 37

WEDNESDAY, AUGUST 22, 1962

TEN CENTS

SENATE R-TV WALL CRUMBLING?

ARMAND GRANT INHERITS ABC-TV'S DAYTIME BOOM

With the fourth quarter long since sold out, an increase in advertisers from last year's 48 to the current 64 and ratings up 14 per cent, ABC-TV daytime programming yesterday ac-

NO APPEAL, SO LICENSE GOES

Automatic Revocation Hits Palm Springs FMR

Washington Bureau of RADIO-TV DAILY
Washington—The FCC decision revoking the license of KSFR-FM, Palm Springs, Calif., for unauthorized transfer of control, violation of rules requiring employment of first-class operator at all times, and alleged misrepresentations to the commission, has become effective automatically in the absence of an appeal, the commission reports.

Graff in ITC Post As Syndie Sales VP

E. Jonny Graff has been elected VP in charge of syndication sales for Independent TV Corp. He comes to the post — after a brief interlude in advertising — from NTA, where he was VP. and sales manager for Snader Telescriptions.



GRAFF

Graff's start in the entertainment field was as a composer and orchestra leader, and as a featured musician with Meyer Davis.

John Porter Resigns—To Go Fishing Up North

John Porter, NBC director of national advertising and promotion, announced his resignation yesterday. His immediate plans are to take a fishing trip in the Northern Hudson's Bay region.

quired a new VP - in - charge. He's Armand Grant, replacing Giraud Chester who has resigned to rejoin NBC in a top administrative post.

In announcing Grant's appointment, Thomas W. Moore, ABC video top-kick, said: "Armand has played an important role in the network's growth and quality appeal. We are confident his experience and ability will prove of even greater importance in future daytime pro-



GRANT

(Continued on Page 6)

Art Price Coastbound As Don Sharpe's Aide

Arthur Price has been named executive assistant to Don Sharpe, president of GAC-TV.

Price, with GAC's New York TV department for 8 years, will move to Beverly Hills this month.

GAC-TV recently added two former MCA executives: Roy Gerber, West Coast talent VP, and Irving Salkow, Literary department.

Brown Pays Political Call On Flag-Poll-Sittin' Allen

Currently on one of his political kicks, Steve Allen will play host to Edmund G. (Pat) Brown, candidate for reelection for Governor of California on the Democratic ticket on the "Steve Allen Show" Sept. 6.

Joel Chaseman, executive producer of the show, said appearances are also contemplated for former VP Richard M. Nixon, Brown's Republican opponent, and for Robert L. Wycokoff, the prohibitionist candidate.

Outside the political sphere,

Show Biz Know-How To Put Ideas Across In Kids' New Series

Entertainment techniques were demonstrated yesterday by NBC-TV as an aid to advanced teaching ideas that will draw children to video sets when the net's "Exploring," hour weekly education series for five-to-11-year-olds, makes its bow, scheduled for Oct. 13.

The colorcasts will use puppets to teach mathematics, animation to explain the history of words, and dance to make certain social studies concepts come alive. Guests from the arts and sciences

(Continued on Page 5)

Industry Support Seen For Hollywood Museum

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Active nationwide support by the radio-TV industry of the projected Hollywood Museum is reportedly in the cards after a week of meetings here between Howard Bell and John Patt of NAB, and Sol Lesser, museum commission chairman, and L. A. Board of Supervisors chairman, Ernest Debs.

Station Control Shift OK'd

Yuma, Ariz.—The FCC's broadcast bureau has granted shift of control of KVOY here from Colonial Broadcasting to a receiver, King Lees.

Special Floor Action For Mikes, Cameras Proposed by Javits

Washington Bureau of RADIO-TV DAILY

Washington — Pointing to "dramatic breakthroughs" scored by TV coverage of legislative proceedings in certain states, Sen. Jacob K. Javits (R., N. Y.) yesterday introduced a resolution which would authorize opening up selected Senate floor proceedings to camera and microphone on an experimental basis.

Javits said that with TV, there would be no need to dramatize issues to gain public understanding and interest, maintaining that "television (exposure) would dramatize the issue in a matter of days."

Experimentality Stressed

Specifically, the resolution would authorize the Senate rules committee to determine time and conditions under which experimental radio and TV coverage of selected Senate sessions would be permitted. Javits emphasized the experimental nature of his proposal, but his comments left little

(Continued on Page 8)

Pacific Gas Sponsoring 11 H.S. Pigskin Battles

West Coast Bureau of RADIO-TV DAILY

San Francisco—Pacific Gas and Electric Co. has purchased for the second year KGO-TV's 11-game telecast schedule of "High School Football." It will cover nine Bay Area prep leagues ranging from Marin County to the southern peninsula. All contests will be video-taped on Friday.

25 1st-Run Rank Films Bought Abroad by NTA

London—National Telefilm Associates has closed a deal here for exclusive TV distribution rights for 25 first-run J. Arthur Rank feature movies to be syndicated under the title, "Top Rank." Negotiations for the package were handled by Bernard Tabakin, NTA president.



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150 WHN Spots Plug Paramount's 'Hatari'

A participation contest for Howard Hawks' "Hatari!" has been set by Paramount Pictures with WHN, New York, during the film's run beginning today at Loew's and other leading neighborhood theatres in the metropolitan area.

A total of more than 150 spot announcements are being broadcast in behalf of the contest. Heaviest concentration of spot announcements is on the station's news and music programs.



scranton-wilkes barre and WGBI represented by H-R

COMING AND GOING

SHERRIL TAYLOR, president of Taylor-Norland, Ltd., arrives in New York today from Chicago for production of a new five-minute TV strip, "Beauty Break."

TED STRAETER, MGM and Capitol recording pianist, arrived from Europe today for his Savoy Hilton opening.

THOMAS G. TINSLEY, Maryland Broadcasting Co. prexy, sails today on the Queen Mary for Cherbourg and Southampton.

WILLIAM McDANIEL, GEORGE GRAHAM and TOM KNODE of NBC Radio return today from a network-affiliates meeting in Colorado.

B. B. KREISLER, International Film Associates-TV Corp. president, has returned from a cross-country business trip.

ROBERT RICH, VP and general sales manager, and HERBERT RICHEK, operations director of Seven Arts, have left for sales meetings at the company's Toronto offices.

RCA Shapes Optical Crystal For Modulating Laser Beam

West Coast Bureau of RADIO-TV DAILY

Los Angeles — A new development in the rapidly moving field of research into possible uses of Laser light beams to carry sound and other information has been announced by the RCA Semiconductor and Materials Division at the Western Electronics Show and Convention here.

ZOOKEEPER MILT IN WPIX CAGES Moss Named TV Guardian Of 'Cartoon Zoo' Denizens

Milt Moss, who appeared on a WPIX variety series in the early 1950's, returns to the station as host-emcee of "Cartoon Zoo," a new children's series featuring the adventures of such Hanna-Barbera creations as "Wally Gator," "Touche Turtle," and "Lippy the Lion." The program premieres Sept. 3.

On the show, Moss will be featured as "Zookeeper Milt," proprietor of the three denizens of the "Zoo." Moss, who has combined comic talents with straight dramatic roles in over 500 radio-TV shows, entered the children's entertainment field in 1953 when he joined Ray Heatherton's "Mercury Mailman" series.

Diocese and College Run Michigan Outlet

Grand Rapids, Mich. — WXTO-FM, owned jointly by the Grand Rapids Catholic Diocese and Aquinas College, has gone on the air here as a commercial station. Bishop Allen J. Babcock said the station is the latest step in the diocese' missionary program and termed it "a medium for Catholic thought, news and philosophy in our community."

Programming mainstay will be music, but the station also hopes to serve as a forum for discussion and information. Aquinas College students studying such subjects as speech and journalism will receive training at the station. The college is providing studio and transmitter space.

The company said it has developed a practical modulator for Laser beams with wave lengths to 15 microns, well beyond the presently usable Laser spectrum.

The heart of the new modulator is a new optical crystal that solves many of the optical and electrical obstacles that have constituted a barrier to practical Laser developments, according to E. O. Johnson, chief engineer of the semiconductor division. Initial application will be in radar systems.

Women Series and Opera Premiering in Stamford

Stamford, Conn. — WSTC-AM-FM here is airing its new "For Women Only" program with Lillian Lang Ordman hosting the show Mondays, Wednesday and Fridays. Designed as an informative show, the format includes interviews with guest experts on home-card, fashion, theatre and Hollywood.

Making its separate debut on the FM station is a series of operas for two hours each morning, the program being changed twice weekly. ABC World News will be heard during the intermission between acts.

Cincy Vid Tower Soars 971 Ft.; Cost \$500,000

Cincinnati — WKRC-TV's new tower rises 971 feet—almost twice as high as the Seattle Fair space needle. The tripod structure was three years from drawing board to transmission stage and cost over \$500,000. It is designed to withstand 200 mile-per-hour winds.

FINANCIAL

(August 21)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp, AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Equire, Inc., MPO, NTA, etc.

*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, Sterling, Wometco.

* Courtesy of National Association of Security Dealers.

Michigan FM Increases Power with New Antenna

Benton Harbor, Mich.—WHFB-FM management officials have announced that the 99.9 mc station is increasing its power by more than 30 percent, from the present 9,200 to 12,000 watts effective radiated power. The power increase is being accomplished through installation of a new and improved FM antenna, authorized recently by the FCC.

J. P. Scherer, the station's general manager, states that the new FM antenna will be installed as soon as fabrication and testing by the Radio Corporation of America is completed. He added that the installation will be effected with a minimum of disruption of programs broadcast over WHFB-FM with most of the work being done at night.

Car, Cigar and Oil In Sponsors' Stand For Miami vs. Pitt

University of Miami and the University of Pittsburgh, two independent football powers, kick off the 1962 NCAA football TV schedule Sept. 15, when they clash at Pitt Stadium. CBS-TV will air the action.

The Miami-Pitt contest will be the first of nine coast-to-coast and 15 regional football attractions to

"College Football Kickoff," a weekly 15-minute filmed grid feature precedes CBS-TV's coverage of the 1962 NCAA football games and features Chris Schenkel as host.

be presented on the network during the fall season. Lindsey Nelson will describe the grid contest, Terry Brennan will handle the color commentary, and Jim Simpson will be on the field for interviews and player introductions.

"NCAA Football" will be sponsored by the Ford Division of the Ford Motor Co., the General Cigar Co., and the Humble Oil & Refining Co., represented, respectively, by J. Walter Thompson Co., Young & Rubicam, Inc., and McCann-Erickson, Inc.

NY Dems Pick Weldon For R-TV Ad Chores

Martin Weldon, one time associated with WCBS and WABC-TV, has been appointed the New York Democratic Party's statewide campaign director for advertising, radio, and TV. Weldon has participated in 13 political campaigns in New York, New Jersey and Pennsylvania.

'Phantom' Preem Sparks Lively WINS Remotes

WINS radio, in conjunction with the opening of U-I's "Phantom of the Opera" at the Palace Theatre today, will do two remotes from the lobby of the theatre. The entire "Hi There Universe" show with Stan Z. Burns and the first two hours of the "Swingin' Soiree" with Murray the 'K' will be aired live from the lobby.

Demo, GOP Party Chiefs View Pennsylvania Race

Philadelphia—Democratic state chairman Otis B. Morse and his Republican counterpart George I. Bloom will discuss the Pennsylvania gubernatorial campaign tomorrow on WCAU-TV's "Channel Ten Reports." Sponsor is Nationwide Insurance Co., thru J. Thomas Callahan Advertising.

Miami Outlet, Pepsi Cola Bottle Auto Safety Promo

Miami—In a concerted effort to reduce and possibly eliminate the death toll on the streets and highways of South Florida, WCKR and local Pepsi Cola bottlers have come up with an unusual approach. In the event that no deaths attributed to traffic accidents are reported in Dade County during the Labor Day weekend, WCKR and Pepsi Cola will give a free Pepsi to every registered driver and his family in the county.

Jacobs Named To Ad-PR Post

Harvey Jacobs has been appointed manager of advertising, sales promotion and PR for ABC International Television, Inc., it was announced yesterday by Donald W. Coyle, president of the American Broadcasting-Paramount Theatres, Inc., global subsidiary.



JACOBS

Jacobs has been with ABC-TV since December, 1958, as a writer in the TV Sales Development department. Prior to joining ABC-TV, Jacobs was editor of East, a New York weekly feature newspaper. In 1961, he won the Playboy Award for Fiction for a short novel.

ABC International Television, Inc. is associated with television stations in 14 foreign countries.

Minister Scans Judaism

"The Historical Way of Israel" will be discussed on WCBS-TV "The Way to Go" Sunday by Dr. James Muilenburg. Ordained as a Congregationalist minister, he will compare Judaism and Christianity.

FCC Smooths Path For Radio Daytimer In Taylorsville, N. C.

Washington Bureau of RADIO-TV DAILY

Washington—FCC hearing examiner Chester F. Naumowicz, Jr., has issued an initial decision looking toward grant of the application of Alexander Broadcasting for a new daytime AM radio station on 860 kc, 250 watts, in Taylorsville, N. C.

In other FCC business, the broadcast bureau has granted a new UHF-TV station to William L. Fox on Channel 29 in Jenkintown, Pa. The bureau also cleared the way for two new AM and three new FM stations.

New Jacksonville AM

Jacksonville Broadcasting was granted a new AM on 1500 kc, 1 kw, daytime, Jacksonville, Ark., and Faribault County Broadcasting got 1560 kc, 250 watts, daytime, in Blue Earth, Minn.

Spring Arbor College got 89.3 mc for a new noncommercial FM in Spring Arbor, Mich., and San Jose State College got 90.7 mc for a new noncommercial FM in San Jose, Calif. Antilles Broadcasting was granted 100.7 mc for a new Class C FM in Bayamon, P. R.

Indiana Station Shuffle Ups Morrow, Blacklaw

South Bend, Ind. — W. Forrest Morrow, formerly program-production manager, has been named operations manager for WSJV-TV. Morrow joined the station in 1953 as production manager. James E. Blacklaw has been promoted from assistant production manager to production manager. Blacklaw joined the staff in 1959 as a cameraman.

Kelin Replaces Ells

Cincinnati — John W. Kelin has been named program director of WLW-A, replacing Neal Van Ells who has resigned to accept a position with WRCV, Philadelphia.

BBC Airs 'Trouble' Tapes

Special to RADIO-TV DAILY

London — The BBC's world wide short wave broadcasting service has started using tape recordings from listeners of examples of broadcast interference to explain how to overcome such reception difficulties.

The tapes and accompanying advice are aired on the weekly "Shortwave Listeners Corner," a General Overseas Service program. Apart from giving technical advice, the program helps answer questions about the BBC short wave services.

Recently, the producer offered to play any sound listeners might like to hear from the BBC's li-

brary of recordings. Bird song came high on the list of requests. The sound of Piccadilly Circus, the noise inside a pub and the voice of a London bus conductor were other requests.

One man asked for the complete sound of a London air raid during World War II. He thought if the younger generation heard the sounds of war, they would decide that it should not happen again.



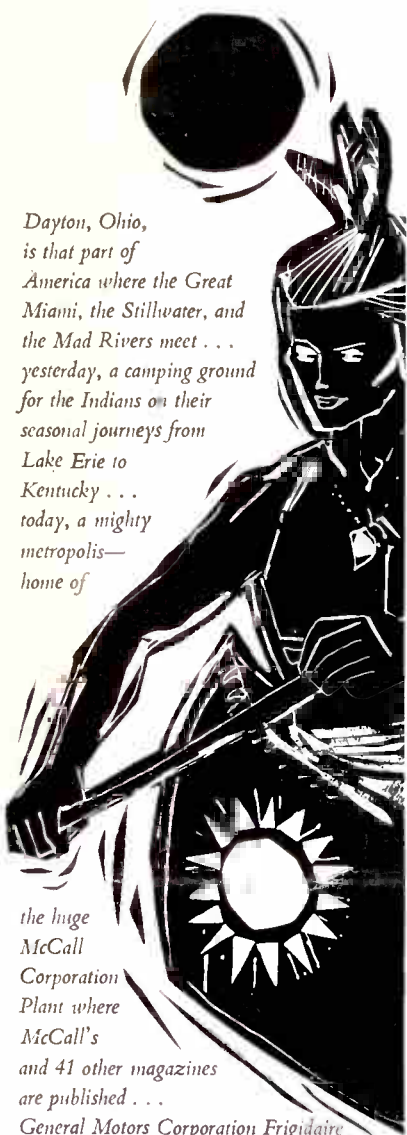
in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: MEEKER



Dayton, Ohio, is that part of America where the Great Miami, the Stillwater, and the Mad Rivers meet . . . yesterday, a camping ground for the Indians on their seasonal journeys from Lake Erie to Kentucky . . . today, a mighty metropolis—home of

the huge McCall Corporation Plant where McCall's and 41 other magazines are published . . . General Motors Corporation Frigidaire Division, world's largest producer of electric refrigeration equipment . . . National Cash Register Company, nothing else like it anywhere . . . 730 large manufacturing plants with the Nation's highest percentage of skilled artisans . . . a 13-county trading area of over one million people with one-and-a-half billion dollars of annual spendable income. And WLW-D covers all this . . . and covers it best! So call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton television

the other dynamic WLW Stations

WLW-A WLW-I WLW-C WLW-T WLW
 Television Television Television Radio
 Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation



By TED GREEN

• • • The USIA is filming a documentary on Telstar in four languages with NBC-TV newscaster Frank Blair chosen to do the English narration and to have his image projected to the satellite . . . It's a boy for WNBC Sales Staffer Jack Magan. Craig Anthony made his appearance at Flushing Hospital . . . If producers are seeking an exciting, pulsating milieu for a series set in Greece, or any mid-Eastern country for that matter, this sentinel suggests the Grecian Palace on 8th Avenue. Intriguing atmosphere, fascinating performers . . . Aside to Jerry Schnitzer (who is forming his own film Production company) and "Luxury Cruise" producer Joseph Bennett contact Arturo Chabau of Television Interamericana, S. A. 4543-45 Ponce de Leon Boulevard Coral Gables 46 Florida.



• • • Honolulu spy number one, reports that Akuhead Pupule (Hal Lewis) moves his morning show to KGU September 3rd from KORL. Hal's an old timer in the radio business in Hawaii and pretty much a controversial figure . . . Mills Music appoints Bennett Public Relations for World-Wide Publicity program . . . Joe Franklin celebrated his new WOR-TV contract by hosting a party of friends at Ging Tom's Hoy Yuen Restaurant . . . Kay Korwin's newest client Kim Carlton (Miss England) goes into her second filming for G.E. Hair Dryer and has been signed for the Big Payoff . . . "Royalty" in the pretty personage of pert Kitty Lutz, to be crowned Queen Silvia in the 26th Annual Mountain State Forest Festival in Elkins, West Virginia, will make an exclusive TV appearance on the "Joe Franklin Show" this Friday morning on ABC Television.



• • • Meet: Keir Dullea, whose co-starring role with Melvyn Douglas and Claude Rains in the "Outpost" segment of the "Du Pont Show of the Week" may gain him the recognition in TV that "The Hoodlum Priest" brought him in motion pictures. In the short space of one year, since young Dullea completed his co-starring role in "The Hoodlum Priest," he has risen high in video. His role as the young lieutenant in the "Outpost" segment marks his fifth guest-star TV appearance in succession. He has recently starred in such major productions for network airings as "Alcoa Premiere," "Eleventh Hour," "Going My Way," "Empire," "Checkmate," "Cain's Hundred," "U. S. Steel Hour," and "The Play of the Week." Dullea recently completed his second motion picture, "Lisa and David," an independent produced by Frank Perry and Paul Heller. Co-starring with Keir are Janet Margolin, Howard Da Silva and Neva Patterson. Keir was born in Cleveland and raised in New York City. He operated a pushcart to enable him to attend the Neighborhood Playhouse where he studied under famed dramatic coach Sanford Meisner.



DULLEA



• • • Off the Record: Columbia Records and Nippon Columbia Co., Ltd. have renewed their association . . . Columbia Records will release 36 new popular and jazz LPs for this month and September . . . A new mood is set by Paul Anka in his RCA album, "Let's Sit This One Out." . . . In "Caribbean Guitar," his 16th album for RCA Victor, master guitarist Chet Atkins makes a fingertip survey of the enchanting music of the Caribbean.



• • • "The Vivacious One," an RCA Victor release, features talented young Ann Margret, recently chosen to be a star in the forthcoming movie version of the Broadway hit, "Bye Bye, Birdie." The songs highlight her vitality, versatility and smooth way of singing . . . "I'll Walk with God," features the near-legendary tenor, Mario Lanza, in songs which demonstrate his versatility and special vocal warmth. From "The Lord's Prayer" to "None but the Lonely Heart," the album presents the great tenor in music in which he excelled: songs of devotion and love.

Pitt Outlet Takes 80 MGM Features

Pittsburgh — Eighty MGM movies, including such post-1950's as "Mogambo," "Summer Stock," "Conspirators" and "Gaslight," have been purchased by WIIC to be skedded in Saturday and Sunday night slots.

To make Saturday night at the movies a successful all-feature night, the station's program staff consults with Pittsburgh theatre agents to learn the art of skedding films that complement each other. The programs will combine NBC with other feature packages. The first of the new MGM pictures has been scheduled for Sept. 8.

Ex-Police Chief Named To Dayton Outlet Slot

Paul J. Price has been named as community service director of WHIO - AM - FM - TV Dayton, according to an announcement by Robert H. Moody, Exec VP. Price has been associated with the Dayton Division of Police since 1935. He was appointed Chief of Police in 1955 and retired from that position in July.

Ebensberger to Succeed Hendryx as AM-TV Mgr.

Alpine, Tex. — Phil Wayne Ebensberger has been named station manager of KVLFF-AM-TV here, it was announced by Gene Hendryx, president of the Big Bend Broadcasters, Inc., operators of the two stations. Ebensberger succeeds Hendryx, who is the Democratic nominee for state representative of the 72nd district in Texas. Ebensberger is former program director of the two stations.

STORK NEWS

Lester and Rita Dinoff are the proud parents of a new son, Robert Keefe, born at Doctors Hospital. Dad is public relations director for WABC-TV.

Born to Mr. and Mrs. Ralph Tyler at St. Vincent's Hospital, New York, Monday, a son, Michael. Father is a member of RADIO-TELEVISION DAILY's editorial department.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street
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How to Sell Pubaffairs Locally

TAC Conferees Get Admen's 'Lowdown'

By ERNEST VILLANUEVA

Chicago — Richard Depew, VP of TV programming, Cunningham & Walsh and Robert Lipson, director of advertising, Bell & Howell, bolstered the case for national sponsorship of local public affairs programming in addresses at the wind-up session of Television Affiliates Corp. conferences here yesterday.

Holding that the time was "ripe" for greater activity in the local pubserv areas, Depew, in listing his reasons, pointed out that through the network efforts, there has been an increased viewer acceptance of public affairs programming and the big plus locally is the "national sponsor benefits from local personalized selling."

Rate Card Suggestions

"It is still cheaper," he said, for a sponsor to buy network participation than to have to contract for entire 13-week local period." He urged TAC members to develop local rate cards which would result in practical consideration of their markets by national advertisers.

Lipson, whose company has bought over 40 network public affairs programs, released the results of a study conducted for Bell & Howell which showed that sponsors gain a 20 per cent higher identity impact from PA backing than do sponsors of what be termed "regular" programming. Lipson noted that his firm was now interested in carrying its PA sponsorship efforts down to a local level.

'Relate' to the Viewer

Lipson said many pubaffairs shows just don't relate to the average viewers experience and thus, to some extent, are wasted.

In a discussion of "TV for Women," Paul Sciandra, program director, WGR, Buffalo, told the group that by adding stock market reports and Dow Jones averages to his stations new programs, it had raised distaff ratings by several points.

Radio Engineer Tunes in Tale of His Heroic Rescue

Washington — WWDC engineer Peregrine "Perry" White helped save a young boy through mouth-to-mouth resuscitation in June, but the event didn't come to light until recently when a member of the Wheaton Rescue Squad showed up at the station with a letter of commendation from the Maryland Department of Forest and Parks.

Ole Tennessee Ernie Rubs Vick Right Way

The Vick Chemical Company has signed as a daily sponsor of the "Tennessee Ernie Ford Show" on ABC-TV for six months beginning Oct. 1, it has been announced by Edward Bleier, ABC VP in charge of TV daytime sales.

The Vick sponsorship will be for various products including "Tri-Span," "Lavoris," "Vicks Cough Syrup" and "Vicks Vapo-Rub," and the order was placed through Morse International, Inc.

Palmer Takes Globe-Trot To Film Sports Events

Sportscaster Bud Palmer has left for a five-month world-wide tour to film, in color, unusual championship sports events for his new series "Sports International with Bud Palmer." The show premieres on NBC-TV, Jan. 12, 1963, and will be seen Saturdays from 3:30 to 5 PM.

During the trip, Bud will interrupt filming a show with Stirling Moss, internationally known racing car driver, to fly home from London, to Akron, O., to cover NBC-TV's "World Series of Golf," on Sept. 8 and 9.

Nippon TV Net Buys 22 U.S. Feature Films

International Film Distributors have announced the licensing of 22 features to Nippon TV Network Corp., of Tokyo, Japan. The features include 19 Technicolor and three black and white productions produced by Pine-Thomas for Paramount distribution.

New NBC Kiddie Series

(Continued from Page 1)

will make personal appearances. Host of the new series is Dr. Albert R. Hibbs, senior staff scientist at Cal Tech's Jet Propulsion Lab. Language, music and math will make up the first half-hour of each weekly program, and the second half will be devoted to social studies and science.

"Exploring" will be taped in New York for broadcasting. Director is Marvin Einhorn, producer-director of NBC-TV's "Continental Classroom." Edward Scherer is associate producer. Series is being written by Edward W. Walsh.

San Antonio Staffer

Austin — Jean R. Lange has been appointed community coordinator of ETV station KLRN-TV's San Antonio office.

TELEVIEWS

'ACROSS THE SEVEN SEAS'

KRCA, L.A., Aug. 21, 7-7:30 PM

Created and produced by Jack Douglas. Released in association with Bing Crosby Productions. Series host—Jack Douglas.

The newest of Jack Douglas' travel series bowed simultaneously last night on 10 western NBC stations under sponsorship of American Home Products, thru Y&R. Crosley has also purchased the series, with sales in other markets in various stages of negotiation.

Undisputed leader in travel films for TV, Douglas has come up with a new concept with "Across the Seven Seas." Photographed in color, the series alternates four basic themes: "Adventure," journeys of modern-day travelers; "At Home Abroad," exotic locales; "Sundown," the world's most exciting cities at night, and "The Fabulous Fifty," unusual journeys through the U.S.

The entire series will have some sound on film but, with the seventh program, Douglas will introduce "The Talking World of Travel Adventure," with 80 per cent sound on film and only 20 per cent narration. This might start trend in travel films.

The premiere was in the "Sundown" format, the city visited was Papeete. The color photography was exceptional and the soft tones of twilight and evening emphasized how different Papeete looks at night. The thin story line and the un-selfconscious movements of the native actors combine with locally recorded sound to make this a different kind of travel film that should surpass Douglas' previous successes. His narration provides just enough information and commentary to keep the viewer aware of what he's seeing.

—Larkay

Becker Seeks Interviewer

V. S. Becker Productions, in the planning stage of a new interview radio program, is in the market for a popular interviewer.

Spec on Youths Weighs Laws Against Adult Duty

The personal responsibility of adults toward the younger generation will be weighed against reliance on legislation on "Why Can't They Be Like We Were?" WCBS-TV documentary tomorrow. Focusing on the teen-age drinking problem, the special attempts to probe the meaning of this underlying symptom of social unrest.

WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET? To reach Main Street, U.S.A., turn at Mutual.

Whatever your market—teen age, young marrieds, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. Pick your market and head for Main Street, U.S.A. Check the signpost and turn at Mutual Radio. LANDMARK: Mutual Radio delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M

A Service to Independent Stations



Chi Population Explosion Detonates Documentary

WBKB will present "The P-Bomb," a look at Chicago's population explosion narrated by newsman Alex Dreier, Sept. 2. Featured with Dreier in this hour film report will be Philip Hauser, director of the population research and training center and the Chicago community inventory, University of Chicago. "The P-Bomb" was produced by Con O'Dea and directed by Cliff Braun and Carl Tubbs.

Pops, Classics Mesh In 'Bell' TV Tapestry

An outstanding array of popular and classical stars will be presented in the NBC-TV colorcast of the opening "Bell Telephone Hour" of the season Sept. 24. Musical comedy star Carol Lawrence, opera singers Roberta Peters and Robert Merrill, ballet dancers Rudolph Nureyev and Lupe Serrano, concert pianist Byron Janis, and the vocal-instrumental group The Brothers Four will comprise the cast. Donald Voorhees will conduct the Bell Telephone Orchestra.

This season the "Bell Telephone Hour" will be presented as a series of eight one-hour specials. Barry Wood will be executive producer for Henry Jaffe Enterprises. Dan Lounsbury will be producer and Sid Smith the director.

'World of Sports' Lenses Nat'l Aqua Ski Tourney

The 20th Annual National Water Ski Championships to be held at Callaway Gardens, Pine Mountain, Ga., will be presented on "ABC's Wide World of Sports" Sept. 2 on ABC-TV. Jim McKay, regular host of the series, Bill Fleming and Stew McDonald will handle the commentary and interviews during the meet. The 20th Annual National Water Ski Championships will be produced by Dick Kirchner and directed by Mac Hemion. Roone Arledge is exec producer of "ABC's Wide World of Sports."

OBITUARY

Ruth Warburton

Memorial services will be held Saturday for Ruth Warburton, former supervisor of on-the-air promotion for ABC-TV. The services will be 4 PM in the Congregational Church of New Milford, Conn. She died Saturday (Aug. 18) at Lake Crystal, Mich. She had been with ABC-TV from January 1949 until her retirement in July, 1961.



• • • At an informal press conference which preceded a cocktail party hosted by ABC Radio for West Coast affiliates, ABC Radio Network President Robert Pauley revealed that, as a result of ABC's new look at network radio, affiliates have been set in all major markets with the single exception of St. Louis. He expects to establish an affiliate there within the next few weeks.

★ ★ ★ ★

• • • Lennen & Newell will have a budget shortly for an all-FM buy in Los Angeles for Van De Kamp's Bakeries. This is another big step forward for the long-suffering FM broadcasters in L. A. and an encouraging sign for operators in other markets.

★ ★ ★ ★

• • • John Spartacos, one of Greece's foremost musicians and composers, guests on KHJ-TV's "Million Dollar Matinee" today, hosted by Lucky Pierre subbing for Wayne Thomas . . . Jack Webb resumes filming "General Electric True" this week after a one week hiatus . . . The flood of "Cleopatra" publicity certainly didn't hurt the ARB on KNXT Saturday night when the 1934 De Mille production came up with a fat 15.0 rating.

★ ★ ★ ★

• • • The third Purex-NBC special for next season will be "The World of Maurice Chevalier," to air Jan. 24 . . . KMLA expands its FM stereo programming next month by adding the previously monaural Chico Sesma "Latin Holiday" to its stereo schedule . . . Writer Larry Markes is collaborating with Ed Jurist on a Warner Brothers TV pilot entitled "Killer Diller."

★ ★ ★ ★

• • • Art Weingarten, motion picture and TV writer, has signed with the Hal Landers Agency for representation in all fields . . . Rene Anselmo is in Mexico City looking over television program properties to buy for the debut of KMEX-TV September 15 . . . KTTV will give Southern California motorists some strong preventive medicine when the station airs the "Death On the Highway" film, "Signal 30" on the eve of the Labor Day week-end. This is the film shown to errant motorists by a Santa Monica judge recently. It caused one woman to faint and produced other violent reactions from viewers.

★ ★ ★ ★

• • • Arranger-composer Mel Henke has been signed by ABC to produce a one-minute promo spot for three of the new fall shows, "I'm Dickens, He's Fenster," "Our Man Higgins," and "McHale's Navy" . . . Fred MacMurray is back from two weeks of fishing in Colorado and has reported in for filming of "My Three Sons" at Desilu. Filming will continue until the entire series is completed late in November.

★ ★ ★ ★

• • • P. R. man Chet Switell will write the Hollywood-Las Vegas column for The National Insider, Chicago tabloid weekly . . . KNOB-FM celebrates its fifth anniversary as the world's first jazz station with a special day of programming Sunday . . . Sept. 1 is the target date for completion of the new KHJ AM and FM transmitters . . . Steve Lawrence and manager Ken Greengrass are in town for Steve's dramatic television debut in Four Star's "Saints and Sinners" rolling this week. Discussions are also being held for additional appearances in Four Star properties.

★ ★ ★ ★

• • • Bob Crane, KNX morning man par excellence, has followed his agent Jerry Zeitman from MCA to William Morris . . . KHJ Radio news chief Allan Moll is back from S. F. meetings with Cliff Engle on "California Report," statewide news coverage fed between KHJ and KFRC on "PM Final" every afternoon.

'Melancholy Baby' Grows Up

Veteran thespic William Frawley, former song-and-dance man, will sing a song in "My Three Sons" this week which he introduced to the nation 49 years ago in 1913, during his long-gone vaudeville days.

The tune, "Melancholy Baby," was written on the back of an old grocery bill by two old-time buddies, Ernie Burnett and George Norton, who brought it to Frawley while he was playing at the old

Mozart Cafe in Denver. Frawley placed the lead-sheet on the saloon piano, rehearsed it with his accompanist and that night the now gravel-voiced Frawley "laid 'em in the aisles" with his introduction to the nation of "Melancholy."

Dental Ass'n Offers 3 Pix In Promo for Tooth-Care

As a public service, the American Dental Ass'n is making available three films on proper care of the teeth and mouth: "What Do We Know About Teeth?" "Project Teeth" and "The Case of the Missing Tooth." The films are being offered for free-loan to schools, community groups and TV stations through the regional offices of Association Films, Inc.

RR Merger Tracked In Twin Broadcasts

Altoona, Pa. — WFBG radio-TV recently broadcast two programs regarding the proposed merger between the Pennsylvania Railroad and N. Y. Central, an action of primary interest to Altoona residents.

The first was a filmed broadcast of the announcement by Morton S. Smith, VP, Pittsburgh region, PRR, and John L. Parker, manager of the Altoona yards, of the proposed merger and the press conference that followed.

In order to provide equal time, the stations arranged a special program "The TWU Answers the PRR," presenting the Transport Workers Union's side. Portions of the broadcasts were carried on WVAM and WRTA, Altoona; WTRN, Tyrone; and WKMC, Roaring Springs.

Ohio AM Taps Blair Co. As National Sales Rep

Youngstown, O. — The appointment of Blair TV Associates as exclusive national sales representatives for WFMJ-TV here, effective Sept. 1, has been announced by general manager Mitchell Stanley. The station, operating on 47 kw and visual power of 94 kw, is o-o by the Vindicator Printing Co., and is affiliated with The Youngstown Vindicator, newspaper here.

Mitchell Stanley has guided the WFMJ-TV and WFMJ radio operations for the past nine years. Prior to that he was connected with the WINN, Louisville, Ky.; WNAB, Bridgeport, Conn., and WWDN, Woonsocket, R. I.

Grant Succeeds Chester

(Continued from Page 1) gress."

Grant has been director of day-time programming for ABC-TV since July, 1958. He joined ABC in August, 1957, as day time executive producer. Among shows he supervised are "Who Do You Trust," Dick Clark's "American Bandstand" and "Yours for a Song."

23 More TVers Ink MCA Off-Net Shows

MCA TV's off-network full-hour programs continue their sales activity with purchases by 23 additional stations. "Checkmate" has reported new sales to WRGP-TV, Chattanooga; KGBT-TV, Harlingen (Tex.); WREX-TV, Rockford; WTVT, Tampa; WTOL-TV, Toledo; WCPO-TV, Cincinnati; KVAL-TV, Eugene; WTVJ, Miami; KTNT-TV, Tacoma Seattle; and WHEC-TV, Rochester.

"Thriller" has added KTVU, San Francisco; WCPO-TV, Cincinnati; WNEP-TV, Scranton; KTRK-TV, Houston; and KFRE-TV, Fresno.

"Frontier Circus" has recently been sold to WTOK-TV, Meridian (Miss.); and WTHI-TV, Terre Haute. "Riverboat" has been purchased by WALA-TV, Mobile; WUSN-TV, Charleston (S. C.); WJXT, Jacksonville; WTOK-TV, Meridian; and WTHI-TV, Terre Haute. "Overland Trail" has added WEAR-TV, Pensacola; WUSN-TV, Charleston (S. C.); WTOK-TV, Meridian; and WTHI-TV, Terre Haute. "Suspicion" has been purchased by WUSN-TV, Charleston (S. C.). "Cimarron City" has been acquired by WUSN-TV, Charleston (S.C.); and WTHI-TV, Terre Haute.

Nine Int'l Visitors Voice Peeves on World Status

Atlanta, Ga. — During a four-days visit here nine young adults from four foreign countries were invited to voice "What's Wrong with the World?" as a special WSB "International Round-table" program. The show was taped for airing Wednesday, with Bob Van Camp and Audrey Tittle as co-hosts.

Lawhon Back, A Night Owl

Greenville, S. C. — Joel Lawhon has returned to WFBC's news and public affairs department. He

Philco Buys All-Nite Show On Friendly Frost FM

Philco will sponsor an all-night program, "Moondial," on WTFM, aired from midnight to 6 AM with Bryce Bond hosting. Extending through December, 1962, the FM musical show "marks the first time a major advertiser has sponsored an all-night stereo program," says David H. Polinger, general manager of the Friendly Frost Broadcast division.

United Fund Radio Network Blooms in Arizona Desert

Phoenix — A new radio network blossomed here this June from a seed planted by Ray Smucker, VP of NBC affiliate KTAR, during a brainstorming session last February for the greater Phoenix-Scottsdale United Fund.

For the first time in Phoenix—and perhaps the country—all radio stations in the area banded together to create a public service network. Herman Chanen, United Fund's campaign chairman, pledged United Fund's cooperation in providing the 60-second feature—

3 Top Sponsors Buy 'Lock Up' in Canada

A year's co-sponsorship of the Ziv-UA TV film series, "Lock Up," for all French Canadian markets has been purchased in a three-ply bankrolling by Lever Brothers, Warner-Lambert and American Motors.

Series will be dubbed into French and retitled "Derniere Recours" (Last Resort). Premiere date, which has been set for some time in October, will be announced shortly.

Sale was handled by Colm O'Shea, VP of ZIT, Ziv Canadian

Ziv-UA's corporate name will change to United Artists Television, Inc., effective Sept. 1. It follows the company's recently announced policy of working only through autonomous producers in TV, as its parent, UA Corp., does in motion pictures.

subsidiary, through Cockfield, Brown & Co., Ltd.; Breithaupt, Milsom & Benson, Ltd., and McKim Advertising, Ltd.

one a day.

Smucker presented the United Fund Radio Network concept to the Metropolitan Broadcaster's Ass'n, and followed this up with a written invitation to the valley's 17 radio stations. Thirteen stations accepted immediately and the others joined soon thereafter.

'World of' Opener Visits Maestro Benny Goodman

A change in schedule will bring viewers "The World of Benny Goodman" as the first of the season's new NBC Special Projects "World of—" programs, Oct. 29, on NBC-TV. "The World of Jacqueline Kennedy," originally announced as the first, will be the second, Nov. 30. Eugene S. Jones is producer-director of "The World of—" series. Donald B. Hyatt is exec producer.

Madison Ave. Taking N. Carolina Junket

Washington Bureau of RADIO-TV DAILY
Washington, D. C. — Some 30 men and women from the Madison Ave., New York, environs leave tonight for a four-day tour of this city, courtesy of WITN-TV.

The station is sponsoring the junket to acquaint New York advertisers with its market in the eastern part of the state. Scheduled for the visitors are boat trips, golf, swimming parties and a trip to the "High and Mighty"—the channel's 1,523-foot tower.

Four Account Execs Swell Bolling Force

Four account execs and a new director of research have been added to the radio and TV departments of The Bolling Co., New York station reps.

Two of the account execs, Peter R. Scott and Robert Cronin, have been assigned to the firm's TV dept. Scott a former Ted Bates and Co. time-buyer, most recently was with Katz as eastern TV sales rep. Cronin has been with Blair TV Associates. He will headquarter at the Bolling office in Chicago.

Phillips Clark and Joseph P. Foley have been assigned to Bolling's radio sales dept. Clark moves to Bolling from station WVOX, New Rochelle, N. Y. Foley formerly was on the staffs of the Paul H. Raymer Co. and Weed TV Corp.

The new director of research is N. Gary Eckard, who comes from Charles Harrison Smith Associates, Minneapolis, a research and promotion consultation firm in radio and TV.

Dave Parson Gets Nod For USIA Legal Post

David Parson, an attorney in the communications field, has been named deputy general counsel for the U. S. Information Agency. Parson was graduated from the University of Chicago Law School. Since 1947 he has been affiliated with the Chicago law firm of Kirkland, Fleming, Chaffetz and Masters. Among the firm's clients whom Parson counselled were Station WGN and WGN-TV, and independent broadcasters in the Chicago area.

Hal March Winds Up List Of 'Scouts' on Aug. 28

Hal March completes the roster of guest stars for CBS-TV's "Talent Scouts" Aug 28 when he will introduce a vocal group, "The Couriers." The program is replacing the vacationing "Garry Moore Show" for the Summer, with Jim Backus as host.

Ch. 7, Where Are You? Hub City Fans Wonder

Boston — Just how a police call surreptitiously filtered through WNAC-TV's "Late News" with Leif Jensen will go down as one of the unsolved mysteries of TV. Somehow, a police officer's voice blocked out a portion of Channel 7 program, and was heard to say, "The loot may total more than half a million dollars," referring to U. S. Mail van robbery earlier that evening. Channel 7 Where are You?

News Flashes From Coast-to-Coast

will be featured regularly on the weekly "Night Report" and take active part in all phases of news and community affairs programming.

Cheers for 'Chapel'

Minneapolis — The Minnesota Council of Churches has awarded a Special Citation Award to KMSP-TV for its non-commercial, non-sectarian program, "Chapel of the Air."

Station Switches

Ft. Worth — Bill Enis, formerly of KXOL, has been named program director at KCUL. Lawton Williams has a new show, 12 noon-2 p.m. His former 4-6 p.m.

program is now being conducted by Lucky Leroy. Latest addition to the announcing staff is Aaron Allan.

WBAB Exec on Hospital Bd.

Babylon, N. Y. — Sol Horenstein, prominent attorney and chairman of the board of WBAB, has been elected to the board of trustees of the Southside Hospital of Long Island.

WEBR Adds One

Buffalo, N. Y. — Ellis Marvin has been named WEBR news and public affairs director. He comes from Green Bay, Wis., where he held a similar post with WLUK-TV.

3 Lifting Video Tab Of 1st Godfrey Spec

Armstrong Cork Co., Menley James, Inc., and Quaker State Oil Refining, represented by BBD&O, Foote Cone & Belding and Kenyon, Eckhardt respectively, will sponsor the first of the three Arthur Godfrey specials on CBS-TV this season.

Titled "Arthur Godfrey in Hollywood," the show will be taped in September and presented Nov. 10, pre-empting "The Defenders." Producer-director will be Perry Lafferty, and Hal Kanter will write the show.

'Gator Games Packaged For 6-Station Network

Jacksonville, Fla. — WJXT, Jacksonville, will air U. of Florida football games this Fall and feed them to a state-wide net of TV stations that include WLBW-TV, Miami; WTVT, Tampa; WDBO, Orlando; WEAR-TV, Pensacola, and WINK-TV, Ft. Myers.

The program, featuring 'Gator head coach Ray Graves, will be telecast Sundays, beginning Sept. 23 and will be packaged entirely by WJXT. Sponsors are the CopeLand Sausage Co., Alachua, Fla., and Stockson, Whatley Davin & Co., a state-wide mortgage and insurance firm headquartered in Jacksonville.

Four Series Purchased By Thailand TV for Fall

Charles Michelson, Inc., has purchased for THAI-TV, Bangkok, Thailand, the "Bonanza" series, to be aired on the foreign TVer once weekly starting Sept. 15. Other purchases for the station include: "Sword of Freedom," from ITC; "Third Man," from BBC, and "Rawhide," from CBS.

Toledo FM Names Two

Toledo, O. — Ray Barker, operations manager for WMHE-FM, has been named to head commercial operations and direct an expanded local news and public affairs program. William A. Woods will take charge of national sales and local music programming.

WANTED

CHIEF ENGINEER needed for UHF Station in New York State. Would consider Transmitter Engineer looking towards Chief. Salary Open.

Box 200
RADIO-TV DAILY
1501 Broadway, N. Y. C.

AGENCY NEWSCAST

By RALPH TYLER

Richard E. Davis, radio-TV copy supervisor, has been elected a VP of BBD&O, which he joined in 1951 from his post as program editor and writer with NBC. He was named a group head in 1954 and a supervisor in 1961. Account group heads Richard I. Rossheim and Robert A. Sowers have also been elected veeps. Rossheim, before joining BBDO-San Francisco in 1955, was advertising and promotion manager for Gallo Wine Co. Prior to that, he was advertising and sales promo manager for American Silk Mills, New York, and Old Mr. Boston Distillers, Boston. Sowers joined BBDO's marketing dept in 1959 from a position as marketing services supervisor for the Pillsbury Co.

James G. Blackmon has joined Henry J. Kaufman & Associates, Washington, D. C. as a staff artist. Blackmon formerly was promotional art director for WSOC-TV, Charlotte, N. C. . . . Miss Lynn Dender is a new assistant PR director at Don Kemper Co., Inc., New York. Prior to joining Kemper, Miss Dender was publicity director of American Research Bureau, Division of C-E-I-R, Inc., New York, and served on the publicity staff of WOR.

The Northeast Radio Network reports successful response to its "Northeast Calendar," aired daily to give listeners an opportunity to submit announcements of community activities and have them broadcast free of charge. Eldridge Park in Elmira, New York, and the Ralston Purina Co. are sponsors . . . KC&S Studios, Inc., and Barry-Jones Studios, both of New York City, have merged their advertising design services to form Bryant Studios, Inc., Jack Barry, one of the officers of the new firm, has for 28 years specialized in advertising art for the motion pictures as well as for TV, the theatre and advertising agencies. Walter Cohen and Larry Skora, the two other principals, produced a complete range of art for advertising agencies and service organiza-

Thought for Today

"How little in fact the ratings tell us. They tell us simply how many people watch a particular program. They tell us nothing about the people themselves: who they are, why they watch; or how much they enjoyed what they watched . . . Did they watch because they actually wanted to or merely because they were too apathetic to switch off? Did they actively enjoy the program or did they merely tolerate it—a means of killing time for those who like time dead, as Rose Macaulay put it? Or were they perhaps fast asleep—or even as dead as their time—with the set still switched on?"

—H. Carleton Greene,
BBC Director-General

tions, as well as the entertainment field.

Two auto-makers have lined up spot campaigns on radio WJRZ, Newark, N. J., here in behalf of their 1963 models. Ford Motor Co. initiates a campaign Sept. 8 that will extend thru October in behalf of Ford cars and trucks, via JWT, New York. Oldsmobile Division of GM has skedded a WJRZ campaign in October in behalf of its dealers via D. P. Brothers, Detroit.

Bennet Public Relations, Inc., New York, has been appointed to handle PR and publicity for Mills Music, Inc., and its affiliate, the B. F. Wood Music Co., Inc.

Loring Armstrong has joined Don Kemper Co. as production manager of the agency's New York office. Before joining Kemper, Armstrong was with D'Arcy Advertising, Chicago, and was on the production staff at Leo Burnett, Chicago.

Javits Backs Equal Access

(Continued from Page 1)

doubt of his confidence that the broadcast media would prove itself in action.

He pointed to the success of TV coverage of United Nations sessions and of selected Senate committee hearings. He also told the Senate that broadcasters had scored breakthroughs in highly successful coverage of state legislature floor proceedings in Arizona, Idaho, Kansas, Oklahoma, Michigan and Massachusetts.

Javits said these developments "suggest that direct radio and TV coverage of selected Senate sessions may well be in the public interest. It should at least be tried on an experimental basis."

Javits said radio-TV would provide the "broadest possible coverage" of the proceedings and would bring Congress closer to the people, resulting in a better informed citizenry as well as a more responsible legislature.

FM STEREO IS MORE THAN



MUSIC ON WSB RADIO



It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful heard on WSB-FM. Heard better, too. Reflecting different impressions like many-sided prism, WSB Radio offer different services to listeners from a walk of life.



Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte
WHIO/WHIO-TV, Dayton.

Represented by
Edward Peiry & Co., Inc.

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THURSDAY, AUGUST 25, 1964

TEN CENTS

MINOW'S DICTUM ON COMMERCIALS } SELF-RULE NOW 'PAST DUE'

DEATH SENTENCE 'DEFENDERS' 1ST

Its Controversial Opener Recalls Abortion Flap

"The Defenders," prize-winning series, which last season tackled the controversial question of abortion, opens its new season Sept. 15 on CBS-TV with another provocative theme, capital

(Continued on Page 7)

Local Pols Blanked On Web Time Buys

ABC-TV yesterday announced it had turned down a Republican request to buy five-minute time slots on primetime network shows that could be used for regional or local candidates.

Web said that during the com-

(Continued on Page 4)

Will Rogers TV Portrait Gets 3rd Purex Backing

Sponsored by the Purex Corp. for the third time, NBC "Project 20" will again present "The Story of Will Rogers" on the net's TV network Sept. 14. Narrator will be Bob Hope.

Stations in Charlotte Offer to Underwrite Installation of CATV

Charlotte, N. C. — Jefferson Standard Broadcasting Co. and Communications System Corporation have presented a proposal to the Florence Cable Co., with Jefferson Standard holding controlling interest. Other stockholders are CSC and Spencer Kennedy Laboratories, Inc.



CRUTCHFIELD

The proposal submitted to the Florence city

(Continued on Page 5)

DeMolay Honor Legion Award for Cronkite

CBS newsman Walter Cronkite has been named to receive the DeMolay Legion of Honor, DeMolay International's highest annual award, "for outstanding service to their community and to their fellow man," at the organization's banquet in Dallas.

VIDEO DIRECTORS WANT OWN ORG

Steering Committee Set At TAC Parley Wind-Up

Chicago — TV program directors here for a Television Affiliates Corp. conference have voted unanimously to form a national association of TV program directors. It is to be independent of

(Continued on Page 5)

Senate's 'JD' Probe Just Slap on Wrist?

Washington Bureau of RADIO-TV DAILY
Washington — The Senate Juvenile Delinquency Subcommittee released a long-overdue report on its extensive probes into the causes of juvenile delinquency, and curiously had little to say about tele-

(Continued on Page 6)

FCC Permission Asked For New UHF TV Test

Washington Bureau of RADIO-TV DAILY
Washington — Electronic Enterprises has asked the FCC for experimental authority to test and develop a new UHF TV translator signal booster, using UHF channels 70-83 in Newport, Ore.

NAB Code His Guide On Ad-Time Limits—New Vidnet Predicted

TV broadcasters were put on notice yesterday by FCC chairman Newton N. Minow that he thinks the time "is past due to put up or shut up on self-regulation" of on-the-air commercials.

In the absence of effective industry imposition of "clear and certain" limits on video blurbery, Minow contends, the FCC will have to step in and do the job.

Sees Code as Guideline
He suggested, further, that if the Commission adopts regulatory curbs, it should use the NAB's code provisions as a guideline.

Answering a question put to him by a National Audience Board representative for its newsletter, Minow declared:

"I do not believe that any Commission rule should govern content of commercials. The FTC deals with complaints as to content of commercials on case-by-

(Continued on Page 7)

Jules Bricken Signed For UA-Scott Series

Motion pictures and TV producer Jules Bricken, has been signed as producer of the new hour drama series starring George C. Scott, planned for CBS-TV in the '63-'64 season.

Series, with Scott as a newspaper columnist, will be produced by United Artists-TV with CBS having creative control.

Sarnoff on Freedom:

Telstar No Excuse for Gov't in Programs

Scoring proposals that the government supervise programming sent overseas by Telstar for the sake of "the U.S. image abroad," NBC board chairman Robert Sarnoff declared yesterday that the development of a new technology of transmission gives no ground for interference



SARNOFF

with programming.

"The principle of free expression is not changed depending on the means of program distribution — whether the programs are transmitted from stations to receivers, or relayed by a satellite, or shipped in cans," he said.

Sarnoff pointed out that the notion that programs transmitted by satellite should be subject to government influence would mean that such influence would be centered on news programs, since news would be the content of most satellite-transmitted broad-

casts. And news, he added, is the most important area to protect against government interference.

On Telstar's technical side, Sarnoff called the satellite "only an experimental splash in the ocean of space." Facilities for regular satellite TV transmissions are still several years off, he said.

Admitting that "at some future time" there will be satellites able to relay programs directly to sets in the home, he said these will be useful for program distribution to countries where TV systems have not been established.

Mutual's Frank Erwin Joining Peace Corps

Frank W. Erwin, assistant to Robert F. Hurleigh, president of the Mutual Broadcasting System since August 1959, is taking a leave of absence to become Public Affairs Co-ordinator for the Peace Corps. Erwin, a NYU cum laude grad, joined Mutual Network in May 1957 following several years in ETV.



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ficio Espanas, Grupo 4, Planta 14.

RCA, Kodak Offering Disney Treats in Fall

"The Golden Horseshoe Revue" has been announced by producer-host Walt Disney as the initial 1962-'63 season offering of his "Walt Disney's Wonderful World of Color" which premieres Sept. 23 on NBC-TV. The musical variety hour will originate from the "Golden Horseshoe Theatre" at Disneyland and stars Ed Wynn.

Disney's color extravaganza is produced in association with NBC-TV and is sponsored by RCA and Eastman Kodak Co., through J. Walter Thompson. Five of the Disney programs have already been taped.

Tibaldi, Sutherland Duo In Strauss' 'Fledermaus'

Renata Tibaldi and Joan Sutherland will star in Johann Strauss' "Die Fledermaus" on WOR radio's "Golden World of Opera" Saturday. In addition, guest stars will include Birgit Nilsson, Leontyne Price and Mario del Monaco, with host Jay Harrison, director of the opera and classical divisions of Readers Digest Music, Inc.

COMING AND GOING

MAURICE WEBSTER, CBS VP and general manager of Radio Spot Sales, on business to Denver, Los Angeles and St. Louis.

PAI HARRINGTON, JR., host of CBS-TV's "Stump the Stars," arrives tomorrow for a weekend's visit, then to Cleveland Tuesday.

HANK ALEXANDER, of Video Tape Un-

limited, to Pine Mt., Ga., for video-taping session.

ALFREDO ANTONINI, CBS musical director, has returned from Chicago guest-conducting Grant Park Symphony.

JAN MURRAY returns tomorrow from conferences with Danny Thomas and producer Sheldon Leonard in Hollywood.

'Hottest Show' in St. Louis on KSD Doorstep

St. Louis—KSD-TV viewers had a ringside seat when a spectacular general alarm fire broke out across the street from the station's building here. The regular program sked was interrupted to telecast the scene with a camera hurriedly pushed onto the sidewalk outside the studio. Then the upper floors of the studio building itself caught fire and everyone was ordered out. KSD and KSD-TV continued broadcasting from remote transmitters. When the staff returned, they found the building smoke saturated but otherwise undamaged.

Gulf Oil Co. Greases Penn State Gridiron

Pittsburgh — Gulf Oil Corp., will sponsor the Penn State football broadcasts on KDKA this Fall, with Tom Bender, KDKA sports director, handling the play-by-play. He has been associated with coverage of the Nittany Lions' gridcasts since 1959.

A pre-season pick to repeat as winner of the Lambert Trophy, symbol of the Eastern Championship, Penn State opens its schedule Sept. 22, against Navy. Last season the Nittany Lions had one of the top ratings as a collegiate football radio attraction in Pittsburgh.

'Waker-Upper' Wilson For WNBC Eye-Opener

Deejay "Big" Wilson returns to the "wake-up" type show which netted him top ratings at Cleveland's KYW when he takes over WNBC's "Morning Show" Sept. 3. Wilson recently conducted an evening program for another metropolitan New York station.

Jim Lucas, program host for the past 11 months, will now be able to devote full time to "Concentration" and other NBC-TV programs.

New TV 'Jungle Boy' Swings to WPIX Prem

"Jungle Boy," a new half-hour weekly adventure series filmed entirely in East Africa, premieres on WPIX Sept. 16. Michael Carr Hartley, in the title role, makes his professional debut in the skein, and is truly a "Jungle Boy" since the lad was born and reared in Kenya. George Breakston of Kenya Productions is producer-director and the show is distributed for TV through NTA.

SADLER'S WELLS INKS WITH BBC

Studios Will Telecast
Up to 6 Operas Yearly

Special to RADIO-TV DAILY

London — Studio productions of performances in the repertoire of Britain's Sadler's Wells Opera Co. are being seen on BBC-TV under an exclusive three-year agreement. The contract enables the BBC to televise not less than four and not more than six operas and operettas.

First of the studio productions, recorded at the BBC-TV Center a few days after the signing of the agreement, was a performance of the Gilbert & Sullivan work, "The Mikado."

Prof Spoofs Sudsy Dramas

"Gallantry," an operatic satire on TV soap operas and commercials composed by Dr. Douglas Moore and starring Martha

Twin Cities Outlet Sends Remote Cameras to Fair

Minneapolis-St. Paul — Once again this year KMSP will send its remote cameras to cover the State Fair here, starting Monday and ending on Labor Day. The station will be housed in a mobile home, equipped as a temporary studio on the fair grounds, where the crowds can stop in for a filmed preview of Channel 9's new Fall shows.

Daily in the Morning

"Random," with Mary Jo and Bob Allard, will be aired daily in the mornings, while the afternoon show, "State Fair Special," will feature the station's leading personalities interviewing celebrities who may be visiting the fair at the time.

FINANCIAL

(August 22)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp.	14 7/8	13 3/4	14 5/8	+ 1/2
AB-PT	34 3/8	33 1/2	34 1/4	+ 1 1/8
A. T. & T.	114 1/2	113 3/8	114 1/2	+ 1 1/4
AVCO	24	23 5/8	24	+ 3/8
CBS	39	38 1/2	38 3/8	+ 3/8
Columbia Pic.	20 7/8	20	20 3/4	+ 7/8
Crow-Coll.	25 7/8	25 1/8	25 3/8	+ 1/2
Decca	39	38 5/8	38 3/4	+ 1/4
Disney	31 7/8	31 1/4	31 7/8	+ 3/8
East. Kodak	100 3/4	99 1/2	100 3/4	+ 2 1/4
Gen. Prec.	38 1/8	37	38 1/8	+ 1 3/8
General Tel.	21 1/4	21	21 1/4	
Hazeltine Corp	22 1/2	21 3/8	22 1/2	+ 3/4
Magnavox	37 7/8	36 1/2	37 7/8	+ 1 1/2
MCA	40 1/8	39 5/8	40 1/8	+ 1/2
M-G-M	36	35 3/4	35 3/4	- 1/8
Minn. M&M.	55 7/8	53 7/8	55 1/2	+ 1 3/4
Nat. General	7	6 7/8	7	
Paramount	38 7/8	38 1/2	38 7/8	+ 3/8
Plough	30	29 1/8	30	+ 1 1/4
RCA	48 3/8	47 3/4	48 1/4	+ 1/2
Storer	30 1/4	30 1/4	30 1/4	- 3/8
Taft	18	17 3/4	17 3/4	
20th-Fox	23 3/4	23 1/8	23 1/2	+ 3/8
United Artists	28 3/4	28 3/8	28 3/4	+ 3/8
Warner Bros.	13	12 7/8	13	
Westinghouse	29 3/8	28 3/8	29 1/4	+ 3/8
Zenith Radio	52 3/8	50 1/2	52 1/2	+ 1 3/4

AMERICAN STOCK EXCHANGE

Allied Artists	4 1/8	3 3/4	3 7/8	- 1/8
Capital Cities	15 3/8	15 3/8	15 3/8	
Desilu	8 3/4	8 1/8	8 3/8	+ 1/2
NTA	1 1/8	1 1/8	1 1/8	
Reeves Sound	4 1/2	4	4	+ 1/8
Screen Gems	19 1/8	17 3/8	19 1/8	+ 7/8
Technicolor	11 7/8	11 1/2	11 3/4	+ 1/8
TelePromTer	7 7/8	7 7/8	7 7/8	- 1/8
Trans-Lux	13 1/8	13	13 1/8	
TV Industries	1 1/2	1 1/2	1 1/2	

*OVER THE COUNTER

	Bid	Asked
Jerrold	5 3/4	6 1/2
Meredith	26 1/2	29 3/8
Seven Arts	8 1/2	9 1/2
Sterling	1 1/2	2
Transcontinent	9 5/8	10 5/8
Wometco	22 1/2	24 5/8

* Courtesy of National Association of Security Dealers.



We'll clear it up on September 12th



**SEVEN ARTS
ASSOCIATED
CORP.**

Lessons Pay Big Prizes On 'Back-to-School' Bee

Salt Lake City—KALL is airing its pre-school warm-up program, "Back-to-School Facts," with tips on bus schedules, registration news and—as a cheery welcome to students—greetings from area principals. Tied in with the promo is a KALL spelling bee that offers bright listeners school items as a bonus for knowing their ABC's.

45,000 Nutmeggers Jam 5th Fiesta Days

New Britain, Conn.—Nearly 45,000 fans participated in the fifth annual WHNB-TV Fiesta Days recently held at Lake Compounce in Bristol and over 100,000 free rides were given to viewers who requested tickets. Requests were received from 72 towns throughout Connecticut.

Trophies were presented to each of the winners in the daily special events held for the youngsters by Colonel Clown, Tex Pavel and other WHNB personalities who acted as hosts for the contests.

Minstrels Strum Banjos For Andy's Knee Slapper

The Christy Minstrels with Randy Sparks have been signed by producer Bob Kinkel as regular performers on "The Andy Williams Show," hour musical-variety color series which bows Sept. 27 on NBC-TV.

The Christies not only sing, but play all types of folk instruments such as guitars, banjos, bass violins and a variety of others, including the harmonica and fife. The 15-member group will be featured from time to time on the show and used to support other musical numbers.

OBITUARY

Ralph Gompertz

Services will be held today at Riverside Funeral Home for Ralph Gompertz, 32, assistant director—administration, CBS-TV Technical Services, who died yesterday following a protracted illness.

Glen Mackay

Montreal—Glen Mackay, sales and exec, and VP and regional manager of the CTV network in Montreal died Aug. 17 at the General Hospital. He was a past president of the Advertising and Sales Executive's Club of Montreal and honorary president of the Junior Advertising and Sales Club of Montreal.



By TED GREEN

• • • Negotiations are underway for a broadcast of Ted Straeter's music from The Columns at the Savoy Hilton when he opens Tuesday, Sept. 11. A gala celebrity-studded opening is planned. The Savoy Hilton's pr director, Gail Benedict, former actress, stepped into the breach and did a taped interview for the U. S. Army with recruiting Sergeant Bob Thompson . . . Kirby Ayers, a veteran in radio production has been named executive producer of the "At Your Service" programs on WCBS Radio. He'll supervise production on the radio shows of Martha Wright, Ed Joyce, Bob Maxwell and Allen Gray . . . Aside to Musicasters: Watch for two new releases by Talent Records, featuring Jack Carroll singing "In the Still of the Night" b/w "Being in Love" and Rosemary June (Top Jingle vocalist) with "All of Me" b/w "Bad Girl Blues" a real swinger, arranged and conducted by Joe Harnell.

☆ ☆ ☆ ☆

• • • This morning this pillar thought he was on a Hollywood set instead of being in the Emerald Room of the Hotel Astor. We were thrilled watching handsome Bob Paige and talented Denise Lor go through their paces on Walt Framer's first "Big Payoff" taped show in which Framer was nicked for a beautiful mink coat. This show is a brand new "Big Payoff" and would be a big payoff for any station that takes it on . . . To station reps or agencies seeking someone for research media matters or promotion—we know just such an experienced man! He's especially well-oriented in broadcast research and is available now. Contact this column.

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• • • A rare bird in a man's business—Gene Barnes, glamorous, red-haired producer of WNBC-TV's "Family" show. Only full time female producer in New York City—to our knowledge. Product of Northwestern U. and Chicago U., Gene started in publicity, public relations, radio-TV writing, directing and producing in Chicago with "Welcome Travelers," "Hint Hunt," "Ladies Be Seated" and "Something to Talk About." Before leaving Chicago, Gene wrote and produced the WNBQ-TV jazz show, "Here's Music," and a filmed series, in cooperation with the American Medical Association—"It's Baby Time." It supplied the third element in the original "Hi Mom," in 1957 when she made the sale to WNBC-TV.



BARNES

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• • • Baby Briefs and Wedding Bells from WCBS Radio: The Arnie Christie's (WCBS Radio Director) are expecting their third child in October. They have two boys . . . Win Gould (WCBS Radio Traffic Manager) and Art Maier (WCBS Radio Press) recently became "Proud Poppas" of baby boys . . . Miss Carole Rose (WCBS Radio Sales) will marry Mickey Hershkowitz (formerly of WCBS) on Sept. 22 . . . Harvey Graber (WCBS Radio Programming) and fiancée Miss Marsha Goldstein have set the date of their wedding for December 9 . . . WCBS radio's Jack Sterling is casting supporting roles for the "Music Man" which will be presented by the Town Players, New Canaan, in November. Jack and his wife, Barbara, are playing the lead roles . . . Les Midgley, producer of CBS-TV's "Eye-witness" is back behind his desk following a month's vacation . . . Sherril Taylor, president of Taylor-Nodland Ltd., has arrived in New York to begin work on his new "Beauty Break" series.

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• • • Have you seen the mechanical mannequin on the "Tonight" show with Jerry Lewis or on "Play Your Hunch?" She's from New Orleans and goes by the name of Gail Del Corral. We understand that several ad agencies are trying to figure how to get her as an exclusive for commercials and personal appearances. Looks like Lester Lewis has another winner on his hands . . . Phyllis Sands, the TV showgirl with the nifty proportions, was once an NTA secretary . . . Seldom do able casting people get their just due, but Art Thebado blended some fine faces and talents on the Westinghouse series over CBS-TV.

Youngstown Gets FMer In Outlet Operation Split

Youngstown, O. — WBBW has become the first full-time FM station here having separated its FM programming from its AM operation. The outlet will air FM shows from 8 AM to midnight, Monday thru Saturday, and from noon to midnight, Sundays. Formerly the programs had been beamed from noon to midnight on a seven-day basis, in conjunction with the AM station. The AM and FM broadcasts will be combined several times daily for news.

Kraft Initial Sponsor Of 'Exploring' Series

Kraft Foods is the first advertiser to purchase sponsorship in "Exploring," NBC-TV's new full-hour series for children. James Hergen, director, daytime sales, NBC-TV said the show was first offered for sale three weeks ago.

Hergen added NBC is presently negotiating with several major national advertisers for the remaining time. He said he expects the program to be fully sponsored when it goes on the air.

Young Holds 'Umbrella' For 5 Dakota Stations

The five-station North Dakota KX Network has appointed Young Television Corp. as its national representative, bringing the five under one representative roof for the first time.

KXJB-TV., Valley City-Fargo, serves as flagship and originating station for the net, which includes KXMB-TV, Bismark; KNAB-TV, Aberdeen; KXMC-TV, Minot, and KDIX-TV, Dickinson. The stations will be offered to national advertisers as a group buy.

Dr. Anderson to Survey Negro Campaign in Ga.

Dr. W. G. Anderson, leader of the Albany, Ga. Movement and associate of Dr. Martin Luther King, Jr., will guest today on WWRL's "Controversy," telling the "inside story" of the campaign. Leon Lewis, WWRL news director is producer and moderator.

No Local Time for Pols

(Continued from Page 1)

ing political campaign it would only consider orders for political programs "entirely national in character."

ABC-TV said it was "simply not feasible" for it to make national time available for local or regional candidates. Such time sales must be handled by the local stations themselves, the net said.

Desilu Productions Breaks New Ground With Game Program

West Coast Bureau of RADIO-TV DAILY
Los Angeles—First live program to be produced and packaged by Desilu Productions is "By the Numbers," a game show currently on KTLA, Los Angeles, Desi Arnaz reported to company stockholders here.

KTLA 'Proving Ground'

Arnaz also revealed that the company has arranged with KTLA for the independent station to act as a proving ground for all Desilu-produced live shows designed for ultimate network consumption. The pilot of a second live Desilu Show, "Zoom," is being financed by NBC and is currently in work.

"The company is entering the field of industrial real estate development with the construction of a manufacturing plant for a national company," Arnaz said. "The new facility will occupy five acres at the Desilu Culver Studio on a site unusable for motion picture or TV production."

Acquires 33 French Films

He announced that Desilu has acquired for TV syndication a package of 33 made-in-France motion pictures, none of which has ever played in the U. S. on either TV or movie screens.

Directors Seek Own Org

(Continued from Page 1)

their TAC membership. A steering committee was organized to plan membership and administrative structure.

Serving on the committee are: Tom Jones, WFIL-TV, Philadelphia; Dan Schuffman, WBKB-TV, Chicago; Stan Cohen, WDSU-TV, New Orleans; Roy Smith, WLAC-TV, Nashville; Paul Sciandra, WGR-TV, Buffalo, and Pete Kizer, WOOD-TV, Grand Rapids.

TAC members also voted to have two annual conferences. The next meeting is scheduled for January.

AMERICA'S CUP TV SPEC AHoy!

Cullen, Amory, Morris Host
 NBC-TV Yacht Racing Plum

Bill Cullen, Cleveland Amory and Everett B. Morris will be host-narrators for "America's Cup," the hour special detailing the story of international 12-meter yacht racing set for broadcast Sept. 17, on NBC-TV. Cullen is a boating enthusiast; Amory is a chronicler of American society; and Morris, sailing editor of the New York Herald Tribune, is dean of American sailing reporters.

Admen's Jobs Take the Air

Fairfield, Conn. — "Job News for Advertising Men," new one-minute public service feature of WICC here, is being aired twice each morning, Monday through Saturday, between 6:30 and 7:30 AM.

The regional outlet, serving the suburban dormitories of Madison Ave., is working in cooperation with Jerry Fields Associates in preparing the on-the-air job tips. According to Kenneth Cooper, station prexy, the feature is an outgrowth of WICC's employment broadcasts started over three years ago.

Cooper quotes a state employment office official as saying, "now we regard radio as the best medium for hard-to-fill positions."

Traffic Chief, Cabbies Fill 'Hy Gardner' Fare

Henry Barnes, New York Traffic Commissioner, will guest on WOR-TV's "The Hy Gardner Show" Saturday at midnight. The new commissioner will discuss the city's traffic problem and his ideas for remedying it. On hand will also be three cab drivers who will attempt to point out the various problems they face in day-to-day traffic.

Revue Gives Garfield Editing, Sound, Lab

West Coast Bureau of RADIO-TV DAILY

Hollywood—Harry Garfield has been named to head all post-production activities, including film editing, sound and lab work for Revue Studios at Universal City. He will continue as head of Revue's music publishing and its music department.

In Revue production activity, Joyce Bulifant, Noah Beery, Rosemary Murphy, Edmund Glover, James McMullen and Ed Holmes have been signed for guest roles in the "A Guy for Clementine" stanza of "Wide Country" which airs on NBC-TV. Don Weis is director.

John Doucette has been pacted for a guest appearance in the "Temptation" seg of "Wagon Train" which starts its ABC-TV schedule Sept. 19. Sharon Farrell and Robert Cornthwaite have also been signed for roles in the same episode, being directed by Virgil Vogel.

Miss Green for 'My Way'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Dorothy Green has been set to join Dan Duryea as a guest star in the "Mr. Second Chance" segment of Revue's "Going My Way" series for ABC-TV.

'Dimension' Has Fitting For New Fall Fashions

Betty Furness will turn from the more profound concerns of "Woman's World" on her CBS radio network Dimension the five days beginning Sept. 10, to deal with five basic ways for making the most of the new fall and winter fashions. Miss Furness is widely regarded as one of the nation's most tastefully attired women.

7 Arts Taps Ginsler For Canadian Sales

Selwyn (Sully) Ginsler has been appointed Canadian sales director for Seven Arts Productions Ltd. He will headquarter in the Toronto office.

He began his career with Empire-Universal Films and later became a salesman for Alliance Films in Toronto and for the Detroit office of United Artists.

Ginsler subsequently was transferred to UA's Cleveland office and next to their Buffalo office as sales manager. In November, '58, Ginsler moved to UA's Canadian office and was named 16-mm Canadian sales manager. He later was appointed Canadian TV manager.

Stations Back CATV Setups

(Continued from Page 1)

council calls for an amount of \$400,000 including 50 miles of cable installation which will be expanded an additional 25 miles at a later date and a 12-channel installation which will enable subscribers to receive seven commercial stations, the S. C. ETV network, an FM quality music channel and 24-hour weather, time and temperature service.

Subscribers would pay a \$20 installation fee and \$5 monthly charge. If approved by the Florence city council, the system will

go into operation by Dec. 1. A decision on the proposal, which was submitted in opposition to one by the Broadcasting Co. of the South, is expected to be handed down next week.

Charles H. Crutchfield, executive VP of Jefferson Standard, said additional communities are being considered for CATV systems.

Jefferson Standard currently operates WBT-AM-FM and TV in Charlotte and WBTW-TV in Florence.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS

Star-Tripping Order of Day

Week end star visits to leading cities have begun in a long-range operation for CBS-TV talent. The first visit, Aug. 11 and 12, brought Walter Brennan, Zina Bethune, Lloyd Bridges, Audrey Christie, Candy Moore, Beverly Garland, Gale Gordon, Burt Reynolds and Irene Ryan to the Cincinnati and St. Louis areas. Friday and Saturday will find Miss Bethune, Sebastian Cabot, Buddy Ebsen, Cy Howard, Aaron Spelling (the latter two not performers, but well-known producers), James Allardice, Gale Gordon, Candy Moore, Tony Martinez and James Philbrook visiting Dallas and Houston.

Sept. 8 and 9 net stars will visit Boston and Washington areas. Indianapolis and Milwaukee will be visited on Sept. 22 and 23 and Detroit and Pittsburgh Sept. 29 and 30. Atlanta and Miami are scheduled for Oct. 13 and 14.

Mimic Gorshin Will Mug In Ralston-Backed Show

TV personality Frank Gorshin, noted for his impersonations, has been signed as a regular team member on "Stump the Stars," completing casting for the new charade show which begins Sept. 17 on CBS-TV.

"Stump the Stars" is sponsored by Ralston Purina Co. thru Guild, Bascom and Bonfigli. On the program, host Pat Harrington, Jr., presides over two teams who act out quotations, sayings and epigrams submitted by the audience. Gorshin joins Beverly Garland and Jan Clayton on one of the teams. Sebastian Cabot, Diana Dors and Ross Martin are the regulars on the other team.

Hayes Surveys Labor

Boston — A. J. Hayes, president of the Machinists' Union and VP of the AFL-CIO, will review labor's contributions in the past year and what is ahead in a special Labor Day address Sept. 3 on WNAC.

Chicago AM Digs Out Of Mail Flood for Promos

Chicago—Twin promos by WLS, one an offer to make a house payment, the other, a car payment, hit a responsive chord among the station's listeners. According to president Ralph Beaudin, the month-long offer culled tremendous mail response. "Lucky Car Payment," drew 16,504 pieces of mail in a two-week period, and in the following two-week stretch, "Lucky House Payment," elicited 22,704 cards and letters.



By PETER C. DAVALLE

• • • Thousands of visitors to London for the Radio and Television Show at Earls Court, are getting an exciting foretaste of what's in store for them when Samuel Goldwyn's "Porgy and Bess" opens at London's Dominion Theatre in October. Sammy Davis' "It Ain't Necessarily So" clip is being screened on every TV stand at the show which carries a color TV set . . . Meanwhile, in London's Carlton Tower Hotel, the GEC-Sobell-McMichael Group are staging their own TV and radio show—but for dealers only. They're demonstrating color, too.

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• • • The American TV film, "D-Day," produced by David L. Wolper, goes out over the BBC-TV network this week . . . While over in the U. S. not long ago, roving newsman Alan Whicker investigated your methods of tackling juvenile delinquency. His report was screened by BBC-TV this week . . . A new U. S. Western series bowed on British screens this week. Anglia TV have booked "Outlaws" . . . Latest music-maker to be featured in Granada TV's "One Man's Music" series is America's Jimmy McHugh.

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• • • "Machines Like Men," the BBC-TV documentary which goes on out Aug. 30, will give British viewers their first look at "Shoobox," the U.S. robot that can recognize and understand the human voice. "Shoobox" is being specially flown over to Britain from the Seattle World Fair for the BBC program, which will also take in some film shot by BBC units in New York, California and New England.

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• • • ATV's "Twenties Show," to appear in which Dorothy Provine flew over to London a couple of months ago, hit the ITV network the other day—but without Dorothy. You'll remember that it was while preparing for the show that she got laryngitis and had to retire. But even without Dorothy, the show came over very nicely. Meanwhile, "The Roaring Twenties," through which Dorothy became known to British viewers, continues to hit the high spots in the Granada TV ratings chart.

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• • • World-famous Soviet musicians are to make 12 programs for Granada TV. Cellist Mstislav Rostropovich records the first of them at the Granada TV centre, Manchester, this week. Others include David Oistrakh—he'll be given two programs—and the Borodin String Quartet (four programs). Granada don't dabble in culture when they decide to take the plunge. They go the whole hog! . . . ARTV will screen two U.S.-made full-length Intertel features, on Mexico and Turkey, some time during the autumn.

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• • • Average audience for the first 24 programs in Ulster TV's revolutionary "Midnight Oil" series—the first "University of the Air" in the United Kingdom—was more than 130,000. Medicine, law, literature and music, were the subjects covered . . . Ulster TV managing director R. B. Henderson sums up: "It's been a fascinating experiment and has probably some very wide future implications." Personally, I wouldn't be at all surprised to see Ulster TV's bold experiment getting a full network booking.

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• • • Burl Ives' recording of "Call Me Mister In-Between" has been banned by the BBC. Reason: it contains the word Chevy—and the BBC doesn't allow advertising. That's why the BBC banned Bing Crosby's recording of "In My Merry Oldsmobile" last month . . . A Rank Organization film unit flies to Spain this week to shoot TV publicity material on the Samuel Bronston picture "55 Days at Peking." I'll be going with them, to handle the interviewing. Hasta la vista!

Danish Circus In Center Ring

The "Circus Schumann" of Copenhagen, Denmark, will open NBC-TV's "International Showtime" for the second season Sept. 14, with Don Ameche returning as host of the series.

All of the material for the 1962-63 season will be new. There will be no repeats from last year, nor of any material presented during the new season. Some familiar circus and ice shows will be back, but with new acts. "International Showtime" is taped in European cities during actual performances before audiences with host Ameche sitting among them.

French Program on Camus To Be Seen in New York

An hour TV program, "A Search for the Real Albert Camus," produced by Radiffusion-Television Francaise, will be seen on WNDT New York, Sept. 17.

The program will be presented in the original language, while FM radio station WRVR broadcasts a simultaneous English translation for the benefit of non-French speaking viewers. Camus, a Nobel Prize winning author was killed in an automobile accident in 1960 at the age of 47.

Senate Probe Reported

(Continued from Page 1)

vision. The subcommittee did threaten once again to recommend that networks be brought under direct FCC regulation so as to deal with practices "which may limit the individual broadcast licensee to operating his station in the public interest."

Lack of attention to TV in the face of the fact that most of the time of the subcommittee and most of the national newspaper headlines it attracted were concerned with that phase might be explained by the promise of a future "interim report" devoted solely to the study of the alleged relationship between juvenile behaviour and TV viewing.

Long Island Broadcaster Hits Fair Car Squeeze

"Someone goofed," said Paul Godofsky, general manager of radio station WHLI, Hempstead, N. Y., in a broadcast editorial about the lack of parking facilities at the upcoming New York World's Fair. He said: "Millions and millions of dollars are being spent to move the motorized public to the Fair. And for what? . . . Twenty-thousand parking spaces will not begin to take care of more than a fraction of the 250,000 people expected to attend every day."

AGENCY NEWSCAST

By RALPH TYLER

WCBS Radio personality Allen Gray will originate his "At Your Service" program from the 61st annual convention of the New York State Food Merchants Ass'n at Grossinger's Sept. 17 and 18. Gray will depart from his regular "Speak-Up" format for the two days, and instead will interview some of the more than 1,200 food industry leaders who will be on hand for the convention.

William La Cava, president of William La Cava Associates, will join the New York office of Foote, Cone & Belding, Sept. 1, as senior producer in charge of the TV commercial dept. He will succeed Roger Pryor, retiring VP and senior producer. La Cava is the son of the late Gregory La Cava, noted Hollywood producer and director. Bill La Cava has headed his own TV commercial and industrial film production firm since April, 1961. Prior to that he was VP in charge of TV for Cunningham & Walsh and a TV producer at McCann-Erickson. He began his agency career in 1950 with NL&B, and was head of the TV art dept when he left there in 1956.

"The Increasing Importance of Small and Medium Size Agencies in Our Marketing Structure" will be discussed Sept. 18 at a dinner meeting of the League of Advertising Agencies, New York. At the league dinner meeting Oct. 5, the topic will be "How the Smaller Agency Can Get Business in Unexpected Places." The meetings are open to executives of smaller and medium size agencies in the greater New York area.

Joseph P. Dudley has been named copy chief for the Oldsmobile account at D. P. Brother & Co., Detroit. Dudley, who joined the agency in 1960, has had a career as a copywriter. He succeeds Leonard Kotowski who recently was promoted to creative supervisor on the Olds account. R. Bruce Oliver, formerly advertising assistant at John Hancock Mutual Life Insurance Co., has joined Kenyon & Eckhardt, Boston, as an account exec. Promotion of John C. Trindl, Jr., to an associate copy director has been announced by Needham, Louis, Brorby. He becomes an agency officer after four years with NL&B as a TV commercial writer.

Pete Fonda in Revue Seg

Hollywood—Peter Fonda, who just completed his film debut in Universal's "Tammy and the Doctor," has been set for a guest appearance in the "Temptation" segment of Revue's "Wagon Train" series for ABC-TV.

Thought for Today

"Maintaining good public relations is nothing less than good business for a television or radio station. Good public relations increase a station's acceptance by its public. It is this public, and no one else, that in the final analysis determines the success or failure of a station."

—Sydney H. Eiges
Vice President, Public Information, National Broadcasting Co.

Pat Hardesty Given H. Miller Film Rights

West Coast Bureau of RADIO-TV DAILY
San Francisco — Author Henry Miller has granted world rights for first filming of one of his works to Patrician Productions, an independent San Francisco film company. The story "The Smile at the Foot of the Ladder," was written and first published in 1948.

Patrician Productions' owner, Patricia Patterson Hardesty, authored the shooting script and will also produce and direct the hour art film, to be made in 16mm color. Bulk of the shooting will be in northern California; some exteriors may be filmed in France and Germany.

New Video Web Predicted

(Continued from Page 1)

case basis. The facts of the particular case determine whether or not administrative action is necessary."

On the need for another TV network, Minow answered the National Audience Board:

"Yes, someday. We are growing at the rate of more than three million people per year. Per capita income is increasing, as is leisure time. With the unlocking of the UHF channels through the all-channel legislation, other network or chain operations will be feasible and will serve the public interest by bringing a new diversity of programming."

Minow said he saw no contradiction in the Commission's support of the all-channel TV receiver bill and its concept of "birth control" for AM population, observing "The situation in AM and TV are very different. "It's not just that in AM there are close to 4,000 licensees. This station explosion has occurred with-

'Challenge' Treats Pupil Dropout Crisis

WABC new public affairs series "Challenge: '62" premieres Sunday. First program in the new bi-weekly series, "Report Card: New York," documents high school dropouts.

It will reveal the pressures on teenagers that cause them to leave before graduation. WABC news director Jack Powers will describe the circumstances with experts aiding him.

McCormick a Speaker On Chi 'Sound Fair' Panel

Boston—William M. McCormick, president of the Yankee Network Division of RKO General and general manager of WNAC, WRKO-FM and WNAC-TV and Yankee, will speak at the World's Fair of Music and Sound, to be held at Chicago's McCormick Place Sept. 5-7. McCormick will be one of the panel speakers in Session 31, titled "When to Change Your Station's Format" Sept. 7. Leon Schlosser, programming director of WBBN, Chicago, is chairman.



McCORMICK

'Back to School' Spec

Dallas, Tex. — Jerry Haynes' "Mr. Peppermint" show, five-a-week on WFAA-TV, will mark the "Back to School" season with an hour special Sunday.

Tina on 'Guest Shot' TVer With Athletic Inclinations

Tina Louise has arrived in New York from the West Coast having completed taping for a new TV show, "Guest Shot," for the Fall. It will have two guest celebrities each week who are to discuss and demonstrate their hobbies with news writers.

Computers Facilitate 2 New ARB Services

Two new services, made possible by the use of advanced computer facilities, were announced in New York yesterday by the American Research Bureau, division of C-E-I-R.

Jack Gross, agency sales director, said one of the services, a Spot Activity Report, summarizes all spot activity with markets used for a particular brand. The analysis can be ranked by markets, within markets, by stations, or in terms of increasing efficiency so that the most efficient spot is listed first, he said.

The other new computer product is Sales Territory Analysis, which shows total homes reached by individual network shows, by local shows, by spot amounts, and by combinations of these.

Reps Wire Party Circuit For Des Moines Station

Broadcast Time Sales has been named exclusive national sales rep by KCBC, Des Moines. The appointment, effective immediately, was announced jointly by Jon Fletcher, a principal of the station, and Carl L. Schuele, president of BTS.

A series of cocktail parties is being held at major time-buying centers to announce the change in reps and to introduce station execs to time-buyers and media people. New York was the scene of one of the parties last night, with attendance by station execs Fletcher; Claire E. Grant, VP and general manager; Robert D. Bunce, national sales manager, and Don Purdy, program director of the outlet.

'Defenders' Returning

(Continued from Page 1)

punishment. The drama, "The Voices of Death," deals with a young mother charged with first degree murder of her abusive spouse.

Sponsors are Brown & Williamson Tobacco Corp., via Ted Bates; Allstate Insurance Companies, via Leo Burnett; Speidel Corp. thru McCann-Marschalk, and Lever Brothers, thru Ogilvy, Benson & Mather.

Dear Mr. Thrower,



THURSDAY AUG. 9, 1962

Dear Mr. Thrower,
My Name is Debbie Hartigan.

Last week my Daddy brought home
some new Koko the Clown Cartoons and
showed them to my friends and to me.
We loved them.

Last Night Daddy told us We would be able
to see more of them soon On WPIX. That
makes us very happy. THANK YOU!

yours truly,
DEBBIE HARTIGAN

P.S. WE WATCH CHANNEL 11 ALL THE TIME!

TELEVISION **WPIX** CHANNEL 11

FRED M. THROWER
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

August 10, 1962

Dear Debbie:

Thank you for your letter.

We liked your Daddy's cartoons too,
and I have no doubt that Koko will soon
be one of the most popular cartoon
personalities in television. Kids and
clowns just seem to go together.

I am happy that you watch our shows and
through you I would like to thank all the
boys and girls who have given WPIX-11 the
largest children's audience in New York.

I know that Koko will be a tremendous
favorite on Channel 11 from 4:25-4:30 PM
Monday through Friday, starting September 10th.

Sincerely,

WPIX Inc • 220 East 42nd St., New York City 17 • Murray Hill 2-6500

contact:
Al Hartigan
Vice President -
General Sales Manager



VIDEO HOUSE, INC.
48 W. 48 ST., NEW YORK 36, N. Y. CI 6-2425



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VOL. 91, NO. 39

FRIDAY, AUGUST 24, 1962

TEN CENTS

GLOBECAST CONTROLS ADVANCED

AFL-CIO Asks Taft Outlet Probe

Morgan News Axing In South Stirs Union

The AFL-CIO yesterday renewed its demand for an FCC investigation of WBRC, Birmingham, Ala., which it charged with "arbitrary action" in cancelling Edward P. Morgan's news report sponsored by the labor federation.

The union said the controversy began June 19 when Morgan reported on a Justice Dep't suit against the city of Birmingham to enforce desegregation of its facilities at the municipal airport. The mayor of Birmingham protested the program, and, it was alleged, the next day he announced that WBRC was dropping it.

The AFL-CIO originally complained that the program was dropped because of the specific Birmingham broadcast. Now the federation concedes that the station had actually told ABC, the

(Continued on Page 8)

Harry Olsson Appointed General Att'y of AB-PT

Harry R. Olsson, Jr., has been appointed as general attorney for AB-PT, Everett H. Erlick, VP and general counsel, said yesterday. For nine years, Olsson was senior attorney at NBC and previously served as Warner Bros. attorney for five years.

8 Bell, 9 Dinah Hours On Jaffe's Color Slate

Hollywood—Seventeen hours of top-budget color programming will be created by the Henry Jaffe organization and delivered to NBC for telecasting during the season ahead.

Comprising eight hour presentations by Bell Telephone and nine Dinah Shore shows, in association with Sewanee, the 17 will be broadcast over the season into April and May.

Haberman Finds Looking into Lens No Snap

As a CBS-TV photog, Irv Haberman knows what it's like to tell someone to "freeze." Wednesday night, however, he found himself looking into the lenses of the "U. S. Steel Hour." Producer George Kondolf had sought a realistic-looking crime shutter-clicker. His aide, Bill Nichols, said, "There's your man," indicating Irv. The result: a shaking half-minute on-camera for the man who has urged world figures to "hold it, please."

Shields Quitting NAB To Serve McCollough

Dan W. Shields, a NAB TV exec for the past eight years, has resigned to become an executive assistant to Clair R. McCollough, president of The Steinman stations, Lancaster, Pa., starting Sept. 17.

Shields first joined NAB in '54, as assistant to the TV veep.

He previously had worked as a film producer in the Biow agency, as program director for WEEU-TV, Reading, Pa.



SHIELDS

New Charlotte FM Applies For Rise to 100,000 Watts

Charlotte, N. C.— Application for permission to increase WBT-FM to maximum power of 100 KW has been filed with the FCC by Jefferson Standard Broadcasting Co. WBT-FM, which signed on the air Aug. 15—is operating now at 4,300 watts. New regulations allow FM stations up to 100 KW, beginning Sept. 10.

Sets Yield Heap Big Tax

The U. S. collected \$172 million in excise taxes on Radio-TV sets, phonographs and components in the year ending June 30 and \$43 million of that came in the fourth quarter. I. R. S. reports.

Schenck, Zabel, Warner To 'Bring 'Em Back Alive'

Hollywood — Aubrey Schenck and Edwin F. Zabel have agreed with Warner Bros. to co-produce a TV series based on Frank Buck's famous "Bring 'em Back Alive." They have set up h.q. at Warner Studios for early production.

TV Production Dept. Proposed by Zanuck

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Darryl F. Zanuck, in his new role as president of financially-troubled 20th Century-Fox, has asked the stockholders for full authority to organize a complete dept for the

(Continued on Page 8)

Foreign Policy Link With Int'l Programs Cited by FCC Aide

Washington Bureau of RADIO-TV DAILY

Washington — Government licensing and control of international broadcasting to assure that programs will further U.S. foreign policy was urged yesterday by Tedson J. Myers, assistant to FCC chairman Newton Minow. Myers said broadcasters should be assured such steps would not constitute "bureaucratic meddling," but went on to suggest that development of broadcasting resources "along lines most beneficial to the foreign policy of the United States" should be assured.

Myers made his report in a memo to Ralph A. Dungan, special assistant to President Kennedy, directly contradicting the position taken a day earlier by NBC

(Continued on Page 3)

Proxmire for Editorials

Washington Bureau of RADIO-TV DAILY
Washington — TV editorials represent "one of the most heartening developments for those who believe in freedom of speech and freedom of expression and dissent our society," Sen. William Proxmire (D., Wis.) has told the Senate.

Minow, Murrow ETV-'Openers'

Newton N. Minow, chairman of the Federal Communications Commission, and Edward R. Murrow, director of the United

States Information Agency, will officially open Channel 13 — WNBT, New York, on Sunday, Sept. 16, according to an announcement by Dr. Samuel B. Gould, president of the Educational Broadcasting Corp. Richard D. Heffner, station vice president



MINOW



MURROW

and general manager said that Murrow will serve as master of ceremonies. Additional features of the premiere, as well as the names of other government officials to appear as a feature of the premiere will be announced shortly by the management.



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Early Birds to Get A Video Education

Chicago — The educational series produced by the U. of Michigan will be in a new time slot (6:30-7 AM) when it starts its Fall semester Sept. 3 on WB-KB.

The film and video-taped series features members of the university faculty discussing a wide range of topics from the world of higher education. The initial Fall program will be "World of Birds," a talk by Prof. Andrew J. Berger on bird intelligence, power of flight and song.

WANTED

CHIEF ENGINEER needed for UHF Station in New York State. Would consider Transmitter Engineer looking towards Chief. Salary Open.

Box 200

RADIO-TV DAILY

1501 Broadway, N. Y. C.

COMING AND GOING

MARY FICKETT, CBS News "Calendar" hostess, is vacationing on Cape Cod for two weeks.

WILLARD VAN DYKE, CBS director, off to Peru for four weeks of shooting for a "20th Century" documentary.

BEN GRAUER, NBC commentator, returns

tomorrow to assume news assignments after a business trip to Dublin and the continent.

JIM McELROY, MBS account exec, leaves on a business trip to Philadelphia and Boston.

VINCENT DARAIO, Hicks & Greist VP, to the West Coast Monday for sales and production meetings until end of the week.

LITTLE LEAGUE AT BAT FOR WPIX SERIES 'CAST

Jackie Robinson will describe the color and sportscaster Jack McCarthy the play-by-play Sunday when WPIX televises the final championship game of the Little League World Series for the third year. Co-sponsor is the New York Daily News.

The game, which is the culmination of playoffs all over the world for the championship of Little League Baseball, will be played Saturday at Williamsport, Pa., and videotaped for Sunday's showing.

Champs to Take Part

Series participants will include eastern champ, Pitman, the pride of southern New Jersey; Del Rio, Texas, best in the south; western winner San Jose of California; the northern titlist from Kankakee, Ill.; Canada's entry from Stoney Creek, Ontario; France, representing Europe; Kunitachi, Pacific hopeful from Japan, and Del Norte, Monterrey, Mexico, which copped the Latin American title.

Chamber Music TVcast Introduces New Works

The American premiere of a new work, "Introduction to the Choros," by composer Heitor Villa-Lobos will be presented Sunday by WNBC-TV in a live telecast marking the 10th anniversary concert of the Washington Square Chamber Orchestra.

The orchestra, which offers free concerts each Summer under the auspices of the Washington Square Ass'n, will also perform the world premiere of "The Square," by Leo Peracchi.

New WCOP Sound Nets Bubbly, Roses for Admen

Boston — To kick off its new sound, Plough Broadcasting's WCOP presented champagne and roses to all agency people in the area. WCOP recently changed from a rock and roll sound to a new mixture of music. A contest is being conducted among time-buyers to "name the sound."

KELLY TAKES BOW AT MUSEUM FETE

Interrupts TV Filming For New York Reception

Gene Kelly will interrupt current filming of his new ABC-TV series "Going My Way" to fly to New York for a reception in his honor by the Museum of Modern Art, which is presenting a retrospective film series, "The Art of Gene Kelly," Sept. 2 thru Oct. 6.

Guests at the reception will include Betty Comden, Adolph Green, Alan Jay Lerner, Judy Garland, Leonard Bernstein, Cyd Charisse and other names associated with the Kelly career.

GAB's Jack Williams On Good-Will Trek

Atlanta — Georgia Ass'n of Broadcasters exec secretary Jack Williams is on the road until the end of this month, conducting his second good-will tour among stations in southwest and north-east sectors of the state. On the first leg of his journey, he is visiting Albany, Dawson, Blakely, Camilla, Bainbridge, Cairo, Quitman, Valdosta and Baxley.

Williams then will head for Washington to consult with spokesmen of the FCC, NAB and FTC. Monday, Williams will address the Atlanta Teachers Ass'n and the Cleveland, Ga., Rotary Club. He closes out his trip with visits to Toccoa, Clayton, Elberton and Hartwell. He will also speak in Cornelia and Commerce.

Miss Graham 'At Home'

TV personality Virginia Graham appears today on Evelyn Cunningham's "At Home Show," WLIB. Miss Graham will discuss the importance of the homemaker as a family figure.

FINANCIAL

(August 23)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. Lists various stocks like Admiral Corp, AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists various stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Seven Arts, Sterling, etc.

* Courtesy of National Association of Security Dealers.

Barbara Stanwyck Tells Of UNICEF Chile Deeds

Barbara Stanwyck will narrate "Littlest Citizen of Santa Cruz," which tells of one project undertaken in Chile by UNICEF (United Nations Children's Fund), heard on this week's edition of WOR's "Around The World" on Saturday. Other features this week include: a view of the possibilities of using atomic energy and its by-products in Africa; and the fight against sleeping sickness.

16 Yrs. of Book Reviews

Dallas, Tex.—Miss Evelyn Oppenheimer will return to KRLD for the 16th year on Sept. 2 in her book review program, under sponsorship of the new Doubleday Book Shop.

Educators Pressing for Choice V Channels

New Receiver Law Fails to Halt Drive For Equal Status

Washington Bureau of RADIO-TV DAILY

Washington — Strong hints that choice VHF channels should be reallocated for educational use were contained in a report issued by the Department of Health, Education and Welfare, following a study made by the National Association of Educational Broadcasters under a HEW contract.

The report said that the primary ETV channel should wherever possible be VHF because most of the larger population centers are equipped for V's rather than UHF reception and because VHF gives greater coverage at less cost. It added "it is obviously futile to broadcast on frequencies which cannot be received by the community." HEW noted, however, that since the survey was completed, the all-channel receiver bill has been signed into law.

Rules Revision Sought

NAEB argued that the FCC should by policy give education equal consideration with broadcasters in any contest for a VHF channel, even though it hasn't been reserved for educational use and that a primary, wide-area TV service in each community is vital to a nationwide system of instruction and general education. The FCC should revise its rule and reallocate TV channels with this objective in mind, it was pointed out.

The report said that although only 62 of the 309 channels reserved for educational use were in use when the survey was made, more than three times the latter will be needed for an adequate U. S. educational TV service. It expressed hope that a further study will demonstrate how more than 1,000 new channel allocations can be added to the present table without disturbing any existing assignments.

Poetry Buffs Say Hail Hail To 'Verse' Spec Via Mail

The Public Affairs Department of CBS News received an estimated 40,000 letters in response to the hour special broadcast, "Americans: A Portrait in Verse," presented recently on CBS-TV. The program was produced and adapted by Richard Siemanowski and directed by Joseph K. Chomyn, with original music composed by George Kleinsinger performed by the CBS Symphony Orchestra under the direction of Alfredo Antonini.

Dialers May Yet See Jackie's Trip on TV

Washington Bureau of RADIO-TV DAILY

Washington — The Senate yesterday passed by voice vote a resolution which would clear the way for U. S. showings, including TV, of the USIA color films of Jacqueline Kennedy's trips to India and Pakistan.

The measure now goes to an uncertain fate in the House, because a similar resolution in that body has been gathering dust on a committee shelf.

Senate action followed quickly after a glowing Senate finance committee report on the films which, in turn, followed formal committee action in unanimously approving the resolution approving the showing.

Lenses Catch 'Panorama' Of 'Drought '62' Effect

Binghamton, N.Y. — WNEB-TV's "Panorama" will focus attention on the agricultural land throughout the Channel 12 coverage area to examine the drought and its effect on the farmer and consumer, today, sponsored by Millbrook.

Produced by the station's public affairs department, the documentary is directed by L. Peter Edles and narrated by news director Ed Kane.

Norm White Takes Reigns Of CIC Bay State Outlet

Springfield, Mass. — Norman White has been promoted to general manager of WACE here, it was announced by Lazar Emanuel, Communications Industries Corp. prexy. White, who has been program director since July, 1961, is a veteran broadcaster with experience as an announcer and salesman. CIC also owns WJRZ, Newark; WEOK, Poughkeepsie, WKST, New Castle, Pa., and WKST-TV, Youngstown, O.

U.S. Globecast Control Urged

(Continued from Page 1)

board chairman Robert Sarnoff to the effect that the new communications satellite should not provide grounds for Government tampering with TV programming.

Myers suggested an Office of International TV to write the necessary regulations and to govern International video transmissions originating in the U. S.

Myers said that although the new agency could be placed in the FCC, USIA or White House, he felt the State Dept. would be its best home. He said his report had no connection with the FCC, but

DJ SAYS 'D' IN JD MEANS 'DECENCY'

Florida Outlet Aids Youths With Club, Teen Panel Talk

Orlando, Fla. — In a "positive" effort to combat juvenile delinquency in the mid-Florida area, WLOF-TV and 16-year-old Sandy Contella — station's Dance Time post—are instituting the "Juvenile Decency Club."

Says Sandy "When you take the five middle letters out of the word 'delinquency' and substitute the first letter of 'character' — C — you've got 'decency.'" Teenagers will receive a card with six pledges of good conduct.

Radio's Value To the Family

St. Louis, Mo. — Mrs. Alice Koch, assistant to the general manager of KMOX, will be principal speaker at Women's Day observances in Lane Tabernacle Church this Sunday.

Her talk, titled "What Radio Means To Your Family," emphasizes positive values in radio's news and information programming.

Overall theme for the day-long church activity is "Universal Peace and a Woman's Responsibility."

Labor Prexy Speaks Out On JFK, Nat'l Economy

George Meany, AFL-CIO president, will make a Labor Day weekend appearance on ABC-TV's "Issues and Answers" Sept. 2. The "voice of labor" will discuss the President and his relations with labor and business, and will be questioned on the national economy (he has predicted a recession in 1962).

'Desilu Playhouse' WNBC-TV Sell Out

Announcements in the "Desilu Playhouse" series, which becomes a Sunday night feature on WNBC-TV starting Sept. 30, have been sold out. The hour dramatic series replaces the Sunday edition of "Movie 4."

The roster of sponsors includes: Breakstone Products, thru Mogul, Williams & Saylor; Chase Manhattan, Ted Bates; Shell Oil, Ogilvy, Benson & Mather; Columbian Coffee, Doyle, Dane & Bernbach; H. O. Cereal, Dancer, Fitzgerald & Sample; Revlon, Grey Agency; Bufferin, Young & Rubicam, and Carter Products, thru Sullivan, Stauffer, Colwell & Bayles.

Fox Publishing Acquires Dorabet Co., Copyrights

Sam Fox Publishing Co. has acquired Dorabet Music, Inc., ASCAP affiliate. Dorabet was formerly headed by Mercury recording artist Clebanoff, Wayne Robinson and Caesar Giovannini, who will continue to exploit their copyrights for the parent firm.

Fox added that Mercury albums and disks are included in the deal, especially those of Clebanoff and Giovannini.

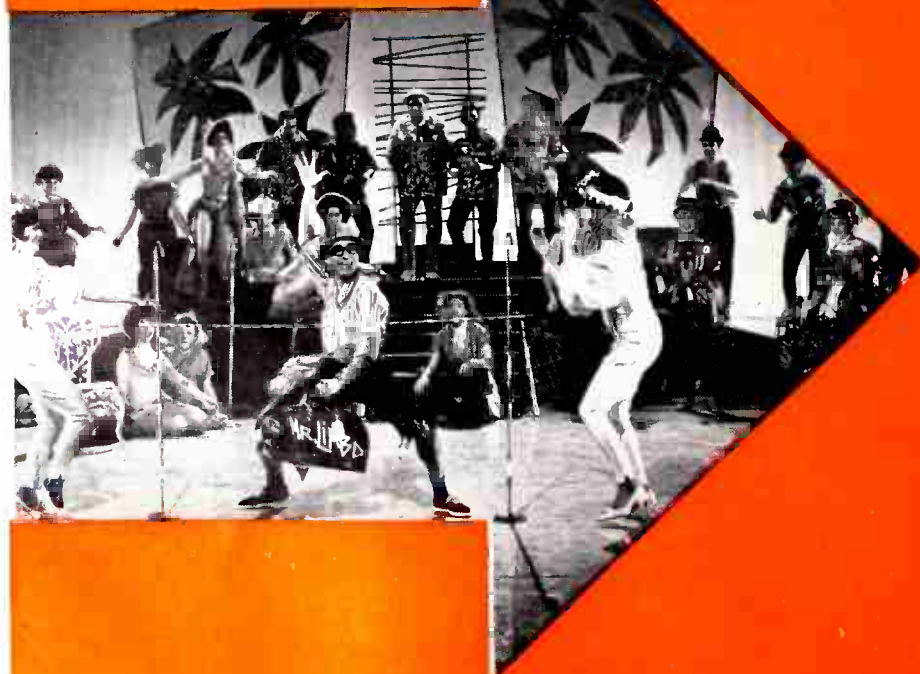
5 'Main Street' Films Get Dual Buffalo TVcast

Buffalo — "Main Street," five documentaries ranging from reminiscences of an Oklahoma homesteader to feelings of persons displaced by housing project, will premiere on WNED-TV, Monday and be repeated on Thursday. In the first program, titled "New Orleans," music accompanies the many moods of the colorful city, while other programs look at Boston and the problems created by a long range housing project, then on to Oklahoma for the history of the state.

The five programs were taken from twenty-five submitted to N. E. T.'s Main Street" project.

Dual City TV News Op Breaks W. Va. AP Mark

Huntington-Charleston, W. Va. — WSAZ-TV, West Virginia dual-city TV news operation broke all records in July for number of stories supplied to Associated Press. Of the 97 stories supplied by radio-TV facilities, WSAZ-TV accounted for 40—26 from Charleston, 14 from Huntington. This was the highest tally since the state's AP office began keeping count.



*Take the
biggest hits from
Broadway's best musicals...*

**MY FAIR LADY
SOUTH PACIFIC
OKLAHOMA!
PAJAMA GAME
THE BELLS ARE RINGING
PORGY AND BESS
SOUND OF MUSIC
ANNIE GET YOUR GUN
THE KING AND I
CAROUSEL
PAL JOEY
KISMET
CAN CAN
BRIGADOON
SHOW BOAT
FINIAN'S RAINBOW
OLIVER**

*...and many more
...Set to the toe-tapping,
hip-swinging beat of Latin rhythms,
Dress the stage with
lavish costumes, spectacular sets,
big production numbers...*

and **OLÉ** it's...

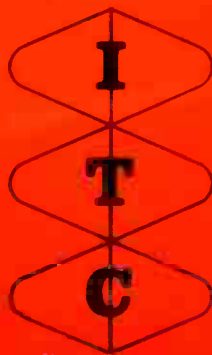
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THE EDMUNDO ROS FULL 30-PIECE
ORCHESTRA, COMPLETE CHORAL
AND DANCING GROUPS

Coast Legit Theatre Stock Sale Approved

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Valley Music Theatre, first legitimate theatre to be completed here in 30 years, has been granted permission by the California Corporations Commissioner to sell up to \$1.1 million in stock to the public through its parent corporation, Music Theatre Inc.

Theatre officers Nick Mayo, Randolph Hale and Cy Warner said they plan groundbreaking Nov. 1 on the site of the 2,600-seat theatre-in-the-round on Ventura Blvd. Its primary use will be to present a 20-week Summer season of 10 musical comedies.

Warner is partner in radio station WPD, Tampa, Fla.; Mayo recently produced and directed the CBS-TV series, "The Witness," and Hale operates San Francisco's Alcazar Theatre.

Motor City TV Revs Up For International Regatta

Detroit—Exclusive TV coverage of the Detroit International Regatta will be presented by WWJ-TV Sunday. The Regatta, replacing the Silver Cup and Detroit Memorial races, will be the only test for unlimited powerboats on the Detroit River during the 1962 season, with most of the national's finest hydrophones vying for the "Spirit of Detroit" trophy and a \$10,000 purse.

Sportscaster Don Kremer and Gene Osborn will describe the event.

Doro Merande at MGM For 'Sam Benedict' Seg

West Coast Bureau of RADIO-TV DAILY
Hollywood — Doro Merande has been signed by MGM-TV for a guest star role in the "Image of a Toad" episode of "Sam Benedict," starring Edmond O'Brien with Richard Rust. Miss Merande plays a fiery old lady who falls under the spell of a cancer-quack "doctor" in the story by Ellis Marcus. E. Jack Neuman is exec producer of the series, to debut Sept. 15 on NBC-TV.

Old Music and Old Disks Make New Sound on FM

Riverside's WRVR will premiere two new music shows, "The Live-ly Archives" with John De Witt and "Treasury of the 78" with Gene Bruck on Sept. 14 and 21, respectively. The former surveys music of the Western civilization, while the latter will recall the days of the 78 rpm record, with discs drawn from Gene Bruck's own shellac library.



By TED GREEN

• • • Fran Warren and Her Troublemakers, featuring Georgie Auld, currently breaking records at the Las Vegas Riviera, are being set for a flock of TV guestings upon the group's return to New York . . . One of the Vesuvio staff penned a "Perry Como Cha-Cha-Cha" and is waiting for Mr. Relaxation to pay one of his regular visits to the restaurant to sound it out on him . . . A TV comic at the Bal Tabarin said his psychiatrist told him there's nothing wrong with him except that he suffers from fits of impressions! . . . Actress Robin Raymond gearing herself for video character role guestshots while she appears this Winter in a Broadway play, "A Matter of Position" . . . Lou Walters was at the chic Pompei Restaurant discussing a TV spec for his Las Vegas "Folies Bergere" this Fall . . . My Vegas spies say Bobby Darin's impressions of Cagney, Jimmy Stewart, Walter Brennan, Dean Martin, Clark Gable, Robert Mitchum, at the Flamingo, would really be bigtime on the air.

★ ★ ★ ★

• • • Michael Graham has succeeded Paul Alter as director of the daytime "Price Is Right." Alter takes over directing chores on the daytime "To Tell the Truth." Alter also directs the nighttime "Truth" and the nighttime version of "Price." Graham is a former associate director and stage manager on "Price" . . . "Password" segues to Hollywood for three weeks of taping at CBS Television City, Sept. 10-21. Exec producer Bob Stewart and 15 staffers will make the trek west . . . Richard Hayes who took over for the vacationing Merv Griffin on the daytime "Play Your Hunch" for two weeks, doing a great job. Goodson-Todman, meanwhile, continues to audition replacements for Griffin, who exits "Hunch" Oct. 1 when he begins his own "Merv Griffin Show on NBC" . . . Goodson-Todman executive VP Bud Austin looks great after a three-week business trip to London, Paris and Rome.

★ ★ ★ ★

• • • Meet: Barbara Bellino, a registered nurse by earlier training. Barbara was femceeing her own variety show, "CokeTime," which originated at WGN-TV in Chicago for three years when it was suddenly cancelled. She took her talents to Denver where "economic necessity" forced her return to nursing at St. Luke's Hospital. Barbara decided to go to Hollywood early in '62 to give showbusiness one more try. No work. Finally, she decided on a comeback from the inside. With no secretarial experience, she wangled a job with Dalton Danon, film director at KTLA-TV, Hollywood. After just five months with the Paramount-owned station she was signed this week to a long-term exclusive pact to head up the hour nationally-franchised kiddie show "Romper Room," which beams five mornings per week over the station.



MISS BELLINO

★ ★ ★ ★

• • • Eva Gabor clicking in her new play, "Happiest Man Alive," on the Summer stock trails. It's due on Broadway in the Fall . . . Marc Brown, a musical talent on commercial backgrounds for TV and radio, has just signed a longterm deal with Chevrolet . . . Arthur Shulmans, assistant to publisher of TV Guide, are lullabying a baby girl . . . WNAC, Boston radio outlet, still celebrating its 40th year of airwaving . . . TV dancer Carol Sherman and singer Daniel Hanafin walked down the middle aisle.

★ ★ ★ ★

• • • Singer Allan Chase, who scored on a recent "Talent Scouts" outing, headlines at the Living Room beginning Monday . . . NBC is interested in Steve Lawrence and Eydie Gorme as stars in an hour weekly variety series during the '63-64 season . . . Bo Belinsky may do a syndicated radio show during the off-season from his baseball chores . . . Broadway manager-drama coach Joe Cavallaro has opened an acting school in Levittown, L.I. . . . Morse-Gurtman Associates, now expanding into radio-TV production . . . Ruth Olay returns to "Tonight" for two appearances in September . . . Tab Hunter turns up in the most unlikely places. He'll be seen in a "Death Valley Days" episode.

Lincoln Center Bow To Get 'News' Slant

"Opening Night at Lincoln Center," to originate in Philharmonic Hall, the center's first building, on Sept. 23, will be produced on CBS-TV by Robert Saudek Associates.

Saudek said the production will be handled "as a news event whose content is pure entertainment." The broadcast will feature the concert itself—the New York Philharmonic conducted by Leonard Bernstein—plus the new building and the distinguished opening night audience that will fill it.

Host for the two-hour show will be Alistair Cooke, formerly of "Omnibus."

Jupiter Casting Names 2 For Sales in Cincinnati

Cincinnati—WSAI-AM-FM has announced the appointments of Lee C. Hanson as general sales manager, and Lu Bassett as regional sales manager for the radio outlet. Hanson comes to the Jupiter Broadcasting Co. station from McManus, John & Adams, Bloomfield, Mich., where he was supervisor of broadcast activity. He had also been associated with WILS as well as with WILX-TV, Lansing, Mich.

Bassett, formerly national sales manager and account exec for the station, will also take charge of the merchandising staff.

NET Takes Measure Of Post-War Europe

"This New House," a six-program survey of economic and political developments in western Europe since World War II, bows on the National Education TV network during the first week in September.

NET camera crews travelled across Europe to document the series and to record comments of such public figures as Hugh Gaitskell, leader of Britain's Labor Party; Paul-Henri Spaak, minister of foreign affairs of Belgium, and Ludwig Erhard, vice-chancellor of the German Federal Republic.

Outlet Detours Fare Hike By City's Transit Firm

Syracuse—WOLF has been instrumental in obtaining a public hearing on a proposed rate-increase by the city's transit system. Offering to forward letters to the Public Service Commission, the station was flooded with responses. Result—the commission bowed to public demand.

AGENCY NEWSCAST

By RALPH TYLER

Benton & Bowles has formed General Public Relations Ltd., London, as wholly-owned PR subsidiary. Gale D. Benn, a VP of General Public Relations, New York, will be managing director of the London subsidiary. GPR's London client list presently includes Johnson's Wax International; Procter & Gamble (product publicity for Camay, Spic and Gay); Courage, Barclay & Simonds Ltd. (major British brewer); J. Lyons & Co. Ltd. (teas); and Buxted Chicken Co. Ltd. GPR president Harry Carlson said further expansion in the European Common Market is anticipated and the opening of additional offices in several European capitals is under study.

The Lockhart Agency, New York, has been retained by the Milk Products Division of Pet Milk Co., St. Louis. Maurice A. Lockhart, general manager of the agency, will serve as account supervisor. In his role as PR rep on special market problems, Lockhart will help coordinate activities of the advertising dept of the milk products division and its agency, Gardner Advertising. He will serve as a member of a team to broaden contacts within the Negro community and also assist Pet personnel in promo activities.

Art Foley, formerly VP for advertising, publicity and promotion of Televenture, Inc., producers of documentary films, has been appointed director of public information for the New York City Cancer Committee of the American Cancer Society. Luckenbach Steamship Co. has named Birmingham, Castleman & Pierce for advertising. After 112 years of intercoastal shipping the steamship company recently deployed its fleet to international operations. The company now plans to place greater emphasis on advertising.

11 Cast for 'Laramie'

West Coast Bureau of RADIO-TV DAILY Hollywood — Jim Davis, John Qualen, Hugh Sanders, Ron Hayes, L. Q. Jones, Andy Romano, Norman Leavitt, Clan Soule, Eddy Waller, Edna Holland and Hal K Dawson have been signed for "The Reckoning" segment of Revue's "Laramie," on NBC-TV.

Freberg's Punshine in Miami

Miami — WGBS will present "Stan Freberg" as the eighth "Monthly Spectacular" in the current series heard on the last Monday of each month. Freberg's wit and humor will come to life through two of the comedian's albums, "Stan Freberg Presents the United States of America," and "Stan Faces the Funnies."

Thought for Today

"Most people who work effectively in agencies must have a way with words. . . . We hear much talk of the growth of non-verbal communication — but the talk itself is strongly verbal. In an advertising agency, as elsewhere in the world, one still finds that it is words that carry the vital imperatives: believe, drink, investigate, visit, call, specify, use, renew, wire, wear, eat, drive, play, hear, apply, read, tell, and — above all else — buy."

—Ketchum, MacLeod & Grove

Hi-Fi Toots Horn At N.Y. Trade Show

The Seventh Annual New York High Fidelity Music Show, sponsored by the Institute of High Fidelity Manufacturers, Inc., will be held Oct. 2-6, with an attendance of more than 30,000 persons expected at the New York Trade Show Building.

Special features will include a 24-hour a day "Stereathon" direct from the exposition to commemorate the first anniversary of FM-Stereo radio broadcasting in the U. S.; a "Ladies Day" Oct. 4 with decorators demonstrating how to furnish rooms around hi-fi components, and exhibits showing the future of hi-fi sound in transportation, outer space and in the home.

Mitropoulos on Podium In 'Artists Concert Hall'

Dimitri Mitropoulos will conduct the New York Philharmonic Symphony in a half-hour concert on WOR-TV's "World Artists Concert Hall" Sunday at midnight. In addition to the orchestral selections, a detailed exhibition of the inner working of a symphony orchestra and its conductor will be presented. The second part of the concert will include Elen Dosa and Eugene Conley in arias from grand opera.

VP Ahead for Brady As Coast Show Head

Ben Brady, who created and produced several TV hit series, has been named executive in charge of programming, western division, by ABC, Daniel Melnick, nighttime programming VP, said yesterday.

Brady is expected to be elected a network VP at the next meeting of the AB-PT board of directors on Sept. 10.

Melnick said the Brady appointment emphasizes the move toward more provocative, creative programming and will strengthen the Coast division for creative, day-to-day collaboration with all production sources, companies and individuals.

Original Skelton Producer

Brady developed and produced the first Red Skelton series on CBS-TV. This was followed by "Perry Mason," for which he developed the pilot film and produced the first 70 episodes. He was successful with "Have Gun, Will Travel" series and the "Johnny Carson Variety Show."

He is founder of the TV Producers Guild of America and served as its president from its inception in '59 until this year.

5 New Sales Reported For Cavalcade of '60's

Robert B. Morin, VP and general sales manager of Allied Artists TV Corp., has reported five more station sales for AA. TV's recently released Cavalcade of the '60's—Group II features.

The five station purchases include: WHEN-TV, Syracuse; KGUN-TV, Tucson; WPRO-TV, Providence; WOKR-TV, Rochester, and WSAV-TV, Savannah.

Ben Halpern Takes Reins For Mahoney Co. in N.Y.

Jim Mahoney & Associates, public relations firm, has named Ben Halpern as director of its newly enlarged East Coast office, New York. Halpern had previously been associated with United Artists Corp. for nine years, as promotion manager of its TV department, and before that as European promotion manager at the film company's headquarters in Paris.

CBS Radio Web Acquires Gainesville, Fla., Affiliate

Gainesville, Fla. — WGGG has become an affiliate of CBS Radio, it was announced by William A. Schudt, Jr., VP, affiliate relations, CBS Radio. The station is owned by Radio Gainesville, and operates on 1230 kc with a power of 1000 watts. Leon E. Mims is general manager.



Red Skelton broke all existing records at The Illinois State Fair in Springfield on Saturday evening, August 18. He played before 15,800 people. They had to turn away 4,000. While in the area, Skelton, a student of Lincoln history, made a tour of Lincoln's home with Gov. Kerner.

★ ★ ★

Boyd W. Lawlor of WJJD has inaugurated a new music policy—that of the big band—big sound with a beat. A demo album has been distributed with a "wanted" notice—to name the sound. Ballads and lullaby strings have been eliminated—singers and groups with a beat are used. The idea is great and in the first ten days they have written close to \$25,000. new business. A major national account in a local agency is considering its entire Fall budget for WJJD. The month prior to the "change-over" was the highest sales period in two years.

★ ★ ★

Music of America, a two-program dramatization of folk songs, premieres on WTTW Wednesday, Aug. 29.

★ ★ ★

Benny Davis, composer of "Margie" in its 40th year—and other hits, guests on "The American Musical Theatre" tomorrow. (3:30-4:00 PM on Television 2.)

★ ★ ★

"Why Stand Still" will be the theme of the 1962 Advertising Workshop of the Chicago Federated Advertising Club, starting Sept. 24. W. W. Wilson, chairman, and Alan Drey, co-chairman, have announced. There will be nine clinic subjects and each will be covered in 8 highly concentrated weekly sessions.

Scholarship Fund Created In Deem Rahall's Memory

The Deem Rahall Memorial Scholarship Fund has been set up by Sam, Farris and Joe Rahall in memory of their late brother. Col. Deem F., who was killed in a plane crash June 6, 1952. The scholarship will be awarded to an outstanding student at Woodrow Wilson High School, Beckley, W. Va., from which Deem graduated. The selection committee is composed of W. W. H. S. principal W. H. File, Jr., a local attorney and J. Sid Larrick Jr., a businessman.

Fairest of Teen-Agers Gets Rust Craft Crown

Stubenville, O. — WSTV-TV's "Teen Princess" will be selected and crowned on the station's "9 Teen Time" show tomorrow, with a trip for two to the Canadian National Exhibition going to the lucky teenager. Rust Craft Gift Packs, wrist watches and magazine subscriptions go to the weekly winners, judged on their speech, poise and appearance. WSTV-TV-AM-FM is executive headquarters for the Rust Craft Stations, a subsidiary of Rust Craft Greeting Cards, Inc.

ETVer Nears 'Go' In Southwest Texas

San Antonio — Arrival of transmitter and related equipment at the KLRN-TV transmitter site midway between San Antonio and Austin clears the way for the ETV station to complete construction and begin broadcasting.

N. W. Willett, chief engineer, said "If all goes well, we may begin test broadcasts about the end of August." The station is planning regular scheduled broadcasts the second week in September. Before that, it will use unscheduled filler material for its programs.

The station will serve the Austin-San Antonio area on Channel 9 on a non-commercial license issued to the Southwest Texas Educational.

Detroit Station Gears For Michigan Faircast

Detroit — More than 40 live radio reports, five "At the Fair" TV programs and film and video tape segs will highlight the WWJ coverage of the 1962 Michigan State Fair. A large assemblage of the station's personalities will ride in the fair parade Aug. 24. The fair runs until Sept. 3.

'Jackie Mason Evening'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Comedian Jackie Mason, comedy star of the Jack Paar and Ed Sullivan TV shows, plus singer Ruth Olay and the Joe Felix Trio, will present "An Evening With Jackie Mason" for one night only, Sept. 8, at the Santa Monica Civic Auditorium.

WEDDING BELLS

Mike Roberts, WBC VP and general manager of program sales, will wed Margaret Jewell of Franklin, Tenn., Sept. 1 in Kennebunk, Me.

HOLLYWOOD TELEGRAPH

ETODAYS NEWS AND VIEWS OF THE WEST COAST

• • • Twentieth Century-Fox's "Hong Kong" has topped out in ARB in three key markets in its current syndication run. On WJZ-TV, Baltimore, with a 6:30-7:30 PM time slot, it drew a 52 per cent share; on WDSU-TV, New Orleans, it garnered a 58 per cent share with a 10:30 PM start and in the Greenville-Asheville-Spartanburg market, where it is slotted at 6 PM Sunday, it outdrew the competition by 78 per cent, with an average rating of 16. "Hong Kong" has been syndicated in more than 66 markets.

☆ ☆ ☆ ☆

• • • Carson-Roberts has been appointed as the agency for Pacific Ocean Park. Tony Arnone, director of advertising and publicity, said the annual budget is approximately \$200,000 . . . Hal Phillips and Associates will handle advertising and p.r. for Albert Parvin and Co., division of the Starrett Corp. Agency President Hal Phillips will supervise the account, with Robert Harper as AE . . . KNX has added Russ Powell to its news staff. Powell was news director at KFRE since 1956.

☆ ☆ ☆ ☆

• • • Michael Evans has finished his role in "Bye Bye Birdie" and signed for top role in "UXB," "General Electric True" seg. The series goes into production at Warner's this week . . . KABC has shored up its news staff by bringing in Vern Williams from WBZ Radio and TV, Boston . . . KGW, Portland, has added 27-year-old Rick Housely to its staff of disk jockeys to hold down the 12 to 4 PM slot . . . Mr. and Mrs. Artie Wayne have arrived in Bangkok to scout locations for an hour adventure episode to be shot in color. They travel aboard a \$2,300,000 minesweeper which the couple have converted into a floating studio. Entitled "Via Vida—The Way of Life," filming features eight teenagers traveling aboard the ship on its two year around the world cruise.

☆ ☆ ☆ ☆

• • • M-G-M's "Travels of Jaimie McPheeters" will go into production in October with Robert Sparks producing the hour series for release over ABC-TV for the '63-'64 season. John Gay is developing the first script . . . Nelson Leigh, after 12 years as a pastor in "The Lutheran Hour" TV show, will be a general in a feature picture at Universal . . . Halsted Welles has been signed to adapt "The Dark Labrynth" for producer Dick Berg's one hour "Alcoa Premiere" . . . "Flower Drum Song" star Jack Soo has been offered \$250,000 to make three pictures in Japan. If he accepts he will have to go to language school to learn the language! The show closes its run at the Thunderbird, Las Vegas, in November and may move to Harrah's Club at Tahoe.

Union Demands Taft Inquiry

(Continued from Page 1)

network which carries Morgan, that it was dropping the show several hours before the controversial broadcast.

AFL-CIO PR director Albert F. Zack then wrote FCC Chairman Newton Minow: "We do not believe WBRC should be allowed to escape from this matter by virtue of the calendar. As you yourself have said, more needs to be done to elevate the standards and balance of radio and TV programming. Here is a clear case in which those standards — and certainly the balance of programming — are being debased."

Taft Broadcasting is said to have told the FCC that Morgan's program had been carried as an accommodation to ABC. To this, Zack answered that on March 6, 1961, WBRC requested permis-

sion to carry the Morgan newscast on a year-round basis. Because WBRC is a secondary affiliate, permission had to be secured from the network's primary Birmingham affiliate, WCRT.

"The necessary consent was obtained," the AFL-CIO letter said, "and the arrangement continued through Friday, June 22, 1962. Who was being 'accommodated'?"

The Taft firm was quoted as saying it was substituting Chicago baseball games for the Morgan newscast as "part of the decision to expand and improve local program services, including news." Zack said: "How news services are 'improved' by replacing them with ball games is a question that leaves me bewildered."

Web 'Accents' Polynesia With a Hipswinging Seg

"Accent" takes a look at the islands of Hawaii, and at the hula, the dance that has played a significant role in the islands' culture, Aug. 30 on CBS TV. In a visit to Pali Pass on Oahu, the broadcast, entitled "Hawaii," reconstructs the turbulent early history of the Pacific islands that form the newest U. S. state, recalling the tribal battles that belie its peaceful air today.

Pharmaco Bankroll 'Gospel Time' Series

Pharmaco, Inc., through N. W. Ayer & Son, has placed an order with Integrated Communications Systems for full sponsorship of 13 half hours of "TV Gospel Time," a new TV show.

"TV Gospel Time" will feature an all-Negro cast and a six-station line-up is scheduled in Southern markets as well as New York and Washington for a September start.

Fox Stockholders Asked To Back TV Production

(Continued from Page 1)

production of TV shows.

"It may be that we cannot translate such operations into profit before the calendar year 1964," he said, "but no field presents greater opportunity, not only for profits, but for absorption of part of the overhead of manufacturing film for theatres.

"Any company which bears the brunt of free competition of the small screen, while failing to exploit the benefits to be derived from this medium, is not balancing its books, so to speak," he said, adding: "We intend to do so."

Zanuck said the TV dep't would "seek out the young and able talent looking for opportunity," and be dedicated to "a firm policy of making a place for itself in this rich and growing field."

Philharmonic Hall 1st Set for WQXR Airing

The first radio broadcast direct from the new Philharmonic Hall in Lincoln Center, New York, will be made by WQXR on Sept. 24, when the Boston Symphony Orchestra will perform. This occasion will be a double first, because it will be the premiere appearance in New York of the new conductor of the Boston Symphony, Erich Leinsdorf, who has just succeeded Charles Munch.

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MONDAY, AUGUST 27

CENTS

R-TV NEW LOOK: INDUSTRY GIANT

TV Paces All Media In Ad Revenue Gain; Viewing at New High

Mounting at its most rapid rate in many years, TV advertising is setting the pace for gains in all media in '62, Norman E. Cash, TvB president, said this morning. During June and July, viewing also set new records, he added.

In the first six months of the year, national advertising gross time expenditures in television increased by 15.2 per cent. Network and spot television billings in the period totalled \$759,304,000, compared with \$659,241,000 in last year's first half.

Network billings, according to
(Continued on Page 6)

Promotion to Buchanan As Topper for WJW-TV

Cleveland — Robert S. Buchanan has been named general manager of WJW-TV, Storer Broadcasting TV outlet here. He has been general sales manager for the station since February, 1961. Buchanan's replacement is George U. Lyons, from Storer TV Sales, Chicago, where he was midwest manager.

Grossman Goes to NBC As Ad-Promo Director

NBC has appointed Lawrence K. Grossman director of national advertising and promotion. He joins NBC from CBS-TV, where he served six years as a key executive in the advertising and sales promotion dept.

Outlet Gets Permission To Build Higher Tower

Wichita, Kan.—KTVH, which maintains studios in both Wichita and Hutchinson, has been granted permission to construct a new taller TV transmitting tower approximately nine miles east of Hutchinson. The station also will install a new transmitter, terminal and microwave equipment.

Lint Wells Joins Storer As Washington Newsman

Miami — Linton Wells, internationally famed newsman-author, has joined Storer Broadcasting Co. as Washington correspondent. Stanton P. Kettler, exec VP, yesterday said Wells begins for Storer on Sept. 1. Wells' addition is seen as another big step in Storer's expanding news services.

2 Sponsors Snap Up Title Fight on Radio

Bristol-Myers and Hudson Vitamin Products have tossed a haymaker at other bidders to secure co-sponsorship of ABC Radio's broadcast of the Floyd Patterson-Sonny Liston heavyweight championship fight Sept. 25, from Chicago's Comiskey Park. The package is estimated at \$400,000. Dominion Seven-Up Co., will fully sponsor the bout in Canada.

This is the second time that Bristol-Myers is sponsoring a heavyweight title bout, having
(Continued on Page 5)

21 Nations' Casters Gathering in Capital; Sparked by Telstar

Washington Bureau of RADIO-TV DAILY

Washington — Twenty-one broadcasters from around the world, will be here to participate in the '62 International Broadcast Seminar, as guests of the Broadcasters Club of Washington at a reception and buffet Thursday.

Joseph Goodfellow, WRC-AM, FM and TV VP, club president, said.

"With live overseas radio and
(Continued on Page 3)



GOODFELLOW

Trans-Lux Dividend

Board chairman Percival E. Furber has announced a 15 cents per share quarterly dividend for Trans-Lux Corp., paid Sept. 28 to holders of record on Sept. 14.

Let's Talk
It Over

It's 'Open Season'
On Video Industry
For Ballot-Hunters

By ARTHUR PERLES

LOOKING AT IT one way, TV ought to feel pretty good about political hacks and office-seekers sounding off on corrosive effects of the household magic-box on the American family. They always pick on important things to mess up with cloudy thoughts.

But, then, when you consider their intellectually puerile efforts to make a whipping boy of TV, it is a pretty dangerous thing for the national welfare. There were three such separate attacks on commercial video within the span of a few days — the last one possibly the most serious.

The administration today moves cautiously along a narrow corridor stretching across an economic abyss. One sure way to court financial disaster is to allow continuance of these heedless lunges at TV, an industry which, with radio, has a payroll of 86,000 full-time employees; with many times that number in contributive services; with average individual earnings of \$7,477, with annual revenues of \$1.3 billions, and with direct responsibility for billions more in set sales.

Surely, TV didn't grow that big because it was not fulfilling its proper
(Continued on Page 8)

Dept. of Commerce Study Shows 86,000 Full-Time Workers

While the Federal administration treads softly through current economic uncertainties, informed radio and TV executives yesterday urged that White House pundits to take a fresh look at "The Numbers" . . . of people and dollars involved in the broadcasting industry.

They pointed to latest reports of the Dept of Commerce, which show broadcasting as employing 86,000 persons, with average annual earnings per full-time employee in 1961 of \$7,477.

Ahead of All But Brokers

Radio-TV employees were out-ranked in average pay only by security and commodity brokers, who chalk up a yearly \$9,607. But engineering and professional services could manage only \$7,049—and the average for all industries was \$4,843.

Here then is a high wage industry—and a BIG industry, with those figures as "required reading" for the casual antagonists of broadcasting:

Radio and TV accounted for \$888 million of national income in 1961 — up from \$877 million the year before. This is on a "value
(Continued on Page 7)

Broadcast Bureau Okays \$1 Million Sale of WAIT

Chicago — The FCC broadcast bureau has approved the \$1 million sale of radio station WAIT by WAIT, Inc., to Maurice and Lois Rosenfield, Harold and Robert Weiss and the firm of Devoe, Shadur, Miksva and Plotkin. Sellers were paid an additional \$75,000 not to compete for four years.

Wodlinger Will Manage New Grand Rapids TVer

Grand Rapids — Mark Wodlinger has been appointed VP and general manager of the new Channel 13 TV station here, which goes on the air Nov. 1. He has been national sales and station manager for WMBD-AM and TV, Peoria, Ill., since 1959.



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UHF's Promo Ties in With Conclave Sale

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Thrifty Drug Stores and KMEX-TV today will launch the Ole 341—Thrifty Drug Store Contest.

Manny Borun, Thrifty Stores VP, and Rene Anselmo, of KMEX-TV, new Spanish-language TVer due on the air next month, said the tie-up will offer five new Chevrolet Covair sedans and 10 round-trip vacations for two in Mexico as top prizes of a free contest thru 125 Thrifty stores in the greater Los Angeles area.

Thrifty will co-sponsor in connection with a campaign for thousands of do-it-yourself converters, which are electronic adapters for TV sets to receive KMEX-TV's UHF Channel 34.

ADD UP THE FACTS!
ADULT AUDIENCE
+ TOTAL AUDIENCE
K-NUZ NO. 1 BUY
HOUSTON

IF YOU NEED A SPEAKER, NAB HAS A ROSTER OF 335

Washington Bureau of RADIO-TV DAILY

Washington — In a major move to inform the public about the broadcast industry, the NAB has published a directory of prominent broadcasters available to speak without charge to national, state and local organizations.

The booklet, "If You Need a Speaker," contains the names of 335 radio and TV professionals who have volunteered to represent the industry at meetings of interested groups. All are from NAB-member stations or nets.

Requests Heavy

Nearly 28,000 copies of the booklet have been requested in advance of publication by 33 varied professional, veterans, business, charitable, civic, and fraternal organizations. John M. Couric, NAB PR manager, said an ultimate demand for 100,000 copies is anticipated.

"We feel this is one of the best ways," he said, "that the industry can develop a greater understanding of broadcasting's vital functions in serving America in a climate of freedom."

Newsman Paul Harvey On Western Talk Tour

ABC Radio newsman Paul Harvey will address the Chamber of Commerce of Cortez, Col. Sept. 9. On the 15th he will journey to Harlingen, Tex., to speak at the Jaycee Banquet. While Mr. Harvey is out of town, "Paul Harvey News" will originate from KVFC, Cortez.

New England Outlet Joins ABC as 128th Affiliate

The primary affiliation with ABC-TV of WTEV, Providence-New Bedford-Fall River, has been jointly announced by Robert L. Coe, TV station relations VP, and Charles J. Lewin, VP of the WT-EV-TV. The station will begin broadcasting Jan 1, 1963. In announcing the affiliation, Coe said this will be the first time viewers in the Massachusetts-Rhode Island area will have the full net schedule available. The new affiliation gives ABC-TV 128 primary affiliates.

Mich. Political Scientist Surveys Peace Problems

Detroit — "Some Problems of War and Peace" will be taken up on WDTM's "Forum" Sunday by Michigan U. research political scientist Dr. J. David Singer. Talking with moderator, Jack Hamilton, Singer will discuss his new book called "Deterrence, Arms Control and Disarmament—Toward a synthesis in National Security Policy."

COMING AND GOING

JOHN S. HAYES, Post-Newsweek stations prexy, off to Portland and Seattle on speaking engagements for the United Community Funds.

BOB BANNER, TV producer, to Las Vegas for Carol Burnett's Sands Hotel opening, then Hollywood for confabs.

DOUG CAMPBELL, KABC national sales manager, in N. Y. for a few weeks.

NORMAN BAER, news and special events director of MBS, back from vacationing in Mexico.

ROBERT WEISBERG, TV Affiliates Corp. VP, has left for London, Paris and other European TV centers to discuss TAC expansion.

GEORGE HEINEMANN, NBC pubaffairs manager and a Lt. Commander in the Naval Reserve, goes on active duty at the Pentagon for two weeks starting Sept. 2.

Benny G. Back Home Again

The third in WBKB's biographical documentary series, "Home Again," will feature the return to Chicago of world-acclaimed jazz great Benny Goodman, Sept. 8.

Goodman, born and raised on Chicago's West Side, will recall the variety of musical experiences that made up his early years in the Windy City and explain why he "can't go home again." The show was produce and directed by Ronny Born and Sam Ventura.

Grazier 2nd in Command For Erie AM-FM Sales

Erie, Penna. — Arthur P. Grazier has been appointed assistant sales manager of WWYN here, also serving in the same capacity for the sister station, WERC-FM. For the past two years, he was an account exec and sales manager of WSEE-TV in this city, and is a members of the Erie Advertising and Sales Club.

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F. X. Zuzulo Returns As Mutual's PR Head

Francis X. Zuzulo returns to Mutual Broadcasting System today as PR director. From 1944 to 1957 he served Mutual as press relations manager, director of audience promotion, and subsequently, national director of press and PR.



ZUZULO

When Thomas F. O'Neill, then majority stockholder in Mutual, bought RKO Radio Pictures, Zuzulo was given the additional responsibility of director PR for RKO-TV. In this same period, he also supervised publicity and promotion for WOR and WOR-TV.

He left the network to become manager of the New York office of the Robert K. Richards PR organization. Most recently he was director of radio and TV activities for the American Committee on Italian Migration.

Production Chief Slot To WTAR's Bill Ross

Norfolk-Newport News, Va.—William C. Ross has been name program and production manager of WTAR, it was announced by Jack B. Prince, WTAR VP. staff announcer since joining the station in August 1960, Bill Ross conducts the "Talk of the Town" telephone audience participation program.

'Compass 12' Covers Bio Of Fla. Pioneer Kingsley

Jacksonville, Fla. — "A Hour Forgotten," a WFGA-TV "Compass 12" color presentation sked for Aug. 29, tells the story Zephania Kingsley and was filmed entirely on the Kingsley plantation which is now a state park. Kingsley played an important role in the development of northeast Florida.

WANTED

CHIEF ENGINEER needed for UHF Station in New York State. Would consider Transmitter Engineer looking towards Chief Salary Open.

Box 200
RADIO-TV DAILY
1501 Broadway, N. Y. C.

RAB Hits the Road with Test-Plan Results

Sweeney To Tell Execs At 8 Regional Meets How Drive Shapes Up

Results of Radio Test Plan's first half year — including a rundown on more than 100 presentations to firms spending close to \$1 billion in national advertising—will be revealed in a series of RAB management conferences starting Sept. 10.

Presentation by Sweeney

RAB president Kevin B. Sweeney will also provide examples of the new type presentations to registrants at the eight conferences. The Radio Test Plan, RAB's bid to increase radio's spot billings \$30 million annually, was launched March 1 for an 18-month period. It offers research at the radio broadcasting industry's expense to prove to advertisers that the injection of radio into a media mix can substantially increase brand shares and sales.

In addition to the Radio Test Plan, the conferences will range over some 120 subjects, all related to radio selling, promotion, programming and management methods. Attendance will be limited to top-level station management.

Bunker to Attend

In addition to Sweeney, RAB executives attending will be: Edmund C. Bunker, president-elect, who will succeed Sweeney on March 1 as RAB president; Miles David, RAB VP-administration, and Patrick E. Rheumue, director, member development.

Locations and dates for the conferences are: Burlingame, Calif., Sept. 10-11; Des Plaines, Ill., Sept. 13-14; Williamsburg, Va., Sept. 17-18; Haddonfield, N. J., Sept. 20-21; Atlanta, Ga., Sept. 24-25; Dearborn, Mich., Sept. 27-28; Overland Park, Kan., Oct. 1-2, and Fort Worth, Tex., Oct. 4-5.

WWDC Jumping the Season To Play Washington's Santa

Washington Bureau of RADIO-TV DAILY

Washington — WWDC is being everybody's bachelor uncle these days as part of its "Wonderful Things Happen" promo. For instance:

The station provided free golf for duffers, amateurs and pros by paying all green fees for one day at the Fort Dupont Golf Course. Result: the largest turnout in the history of the course.

The station boasted it had the "cleanest listeners in town" following its offer of free laundry service. Now they're claiming their listeners have the "cleanest cars in town" as a result of providing free car washes throughout Washington. Among the hundreds of cars washed was WW-

Gene Wilkin Defines 'The Public Interest' Because FCC Hasn't

Portland, Me. — The FCC has yet to come up with a satisfactory definition of "the public interest, convenience and necessity" that could guide all radio and TV stations, according to WGAN-TV general manager Gene Wilkin in a speech before the Sanford Kiwanis Club.

"Mr. Minow of the FCC has said what it is not," Wilkin continued. "The public interest is not necessarily what interests the public . . . for, if the public were left completely on their own, Mr. Minow feels we would have nothing but Mickey Spillane on the screen."

Wilkin then came up with his own definition of "the public interest" based on his belief that "responsible individualism" holds the future of American broadcasting:

"The public interest is the measure of insight a responsible individual broadcaster has into the needs of his community and the maintenance of a balance in meeting the known desires, as well as the unspoken wants, and the apt use of broadcast communications to further both individual and national growth."

Anita O'Day to Headline As Single on 'Jazz Scene'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Songstress Anita O'Day has been signed by "Jazz Scene, USA" producer Jimmie Baker, as the headliner for a one-girl show on the series, being filmed for TV syndication by Steve Allen's Meadowlane Productions.

DC's own soiled station wagon.

The station sprang to the rescue of perplexed pattern planners as well as bewildered automotive experts after a printing "boo boo" in which McCall's Catalog listed a special number to telephone if anyone had trouble with a pattern. The phone number turned out to be the Ford Motor Co. When WWDC heard that gaskets were being confussed with gussets it immediately began a series of free pubserv announcements to set the numbers straight.

HAYES GIRDS CBS RADIO 33RD SYMPHONY YEAR

CBS Radio network president Arthur Hull Hayes, after a guided tour of the new Philharmonic Hall, conducted by William Schuman, president of Lincoln Center for the Performing

Arts, announced plans for the 33rd season of New York Philharmonic Symphony broadcasts.

The new radio season will include the world premieres of works by 10 internationally renowned composers, commissioned in celebration of the orchestra's inaugural year at its new home in the Lincoln Center.

Saturday Feature

The concerts will be presented in their entirety on Saturdays, beginning Oct. 6 and concluding May 25. Joining music director Leonard Bernstein will be seven guest conductors, Sir John Barbirolli, Karl Boehm, Paul Hindemith, Lorin Maazel, Thomas Schippers, George Szell and Pierre Boulez.

Three assistant conductors, Serge Fournier, Yuri Krasnopol'sky and Zoltan Rozsnyai, have been appointed.



HAYES

MULTI-TV HOMES 18 OUT OF 100

'Double Vision' Not Rare, According to ARB Study

Nearly 18 per cent of the TV households throughout the country now have two or more sets apiece, the ARB reports after a three-month study.

The breakdown shows that over 16 per cent of TV homes now can watch on two sets and over 1 per cent can see TV on three or more sets in their own homes. The figure for one-set homes is 80 per cent. The remaining 2 per cent of known TV homes were not available for the count.

ARB also reports that of all TV homes, over 7 per cent are now able to receive signals from UHF stations.

Rawlins Dons 3 Civic Hats

Pittsburgh — L. R. Rawlins, general manager of KDKA Radio, has been named to several new civic and trade positions, including the chairmanship of the education committee of the Pennsylvania Ass'n of Broadcasters, which he also served as first VP.



RAWLINS

In addition, he has been elected to the board of directors of the Allegheny County Society for Crippled Children and Adults for a three-year term and also will act as Pittsburgh chairman for the Radio Free Europe campaign.

Ray Watson Tosses Hat In Dallas AM Sales Ring

Dallas, Tex.—Ray Watson has been named to the sales staff of WFAA here, coming from the U. S. Intelligence Corps where he did investigative work. A veteran of more than 15 years in sales, he was with the Dallas Morning Star and the Harte Hanks newspapers.

Telstar Sparks Conclave

(Continued from Page 1)

TV very much in the news these days, there is added interest in the event.

Sixteen nations of Africa, Asia, Central America, the Middle East, and South America are represented. They begin a four-month stay in the U. S. on the State Department's invitation and are scheduled to visit local radio and TV stations, USIA, Voice of America, the FCC, and the Hagerstown, Md., ETV

Broadcasters Club chairman of the reception is Michael J. Marlow, Washington Bureau of CBS News.

Jay Ward, Bensen Miller Working on Kid Daytimer

Hollywood — Jay Ward, producer of "Bullwinkle" and "Fractured Flickers" TV series, has joined forces with Bensen Miller Enterprises to finance and create a syndicated daytime TV series for children, "Princess Morningstar." Series, already in three markets—Bakersfield, San Diego and Fresno—will feature a local beauty as the Princess, who will be



WE'RE IN BUSINESS

The ten West Coast markets have televised the premiere episode of "ACROSS THE SEVEN SEAS," and the viewers have voiced their reactions, and the trade papers have said their piece, and the newspapers (Bless 'em) have also had their say.

Let me say it real quick: We're in business!

Modesty prevents me from repeating all the raves.

But on the other hand, why should you be deprived of the unbiased, unprejudiced, and unsolicited opinions of our peers.

So, we'll get the stuff together, for next week, we'll release the gist of a dozen or so reviews.

It's awful nice seeing the kids on the staff smiling again, and I'm glad for everyone of these loyal and devoted toilers. I'm also very glad for the client, American Home Products, the company that put me in business eight years ago with "I SEARCH FOR ADVENTURE."

History has a way of repeating itself, even in the television business. It's an eerie feeling, but it's mighty easy to take. We'll spill the beans next week.

— JACK DOUGLAS

Advt.



By TED GREEN

• • • Tom McDermott of Four Star, trying to get Jimmy Dean to say 'yes' to a pilot for a spinoff of "The Dick Powell Show" . . . Alan King, due on Garry Moore's first of the season, Sept. 25, will play only one night club stint this season. He opens at The Sahara in Las Vegas Oct. 16. A three weeker . . . Dick Rubin's first big project as the new N. Y. veep at United Talent Management, Ltd., will be to return Dave Garroway in his own show. "Garroway At Large" looks set for a comeback in January.

☆ ☆ ☆ ☆

• • • ABC-Paramount this week released the first single by a new contract artist, Sharon Strauss. The 17-year-old sings "Don't Keep Our Friends Away from Me" and "Don't Let Him Know the Truth" . . . Jerry Rader, of ABC-Paramount's export department, called to active duty in the U. S. Navy nine months ago, has returned to his desk. He will resume his duties as export manager . . . Verne Williams, WNAC-TV, Boston, weekend authority on "Late Weather," is taking Horace Greeley's advice. He joins ABC news in Hollywood. His first assignments are three different newscasts on radio and one on TV in the movie capital.

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• • • Bert Lawrence, president of Bermican Film Corp., scouting locations in Europe for the Standard Oil Company of New Jersey. Shooting begins second week in September . . . This fall, Epic Records will release two new LPs by the Cleveland Orchestra Conductor George Szell: Beethoven's "Pastoral" Symphony and Johann and Josef Strauss' Waltzes and Polkas . . . Overheard at Rattazzi's: She's so stupid that when somebody says 'hello' she's stuck for an answer . . . United Artists Records has scheduled nationwide personal appearances for young crooner Mike Clifford to plug his latest disc, "Close to Cathy." He has already visited Boston and Hartford, with Cleveland next on the list.

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• • • Charles Akin, owner-host of Charles V Restaurant, has made a start on his book, "Food For Thought" . . . Sonny Hayes, jingle biz nice guy who's prexy of Selling thru Sound, this week celebrates his 22nd year in the field . . . At the Westchester Dinner Theatre, the other PM, this pillar was reminded of Sinatra's first appearance at the NY Paramount when he was swamped by the ladies. The same thing happened to George Montgomery, following his performance in "Plain and Fancy" . . . Marc Brown, newest music phenom who composes background tunes for click TV and radio commercials, is being paged by Broadway and Hollywood producers.

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• • • Alvin H. Perlmutter has joined Harold D. Cohen & Associates, artists' reps. Perlmutter, TV producer and consultant, was formerly program manager of WNBC-TV, New York. He also served as that station's director of public affairs and executive producer. He has written on TV for various publications and is a member of the faculty of Fairleigh-Dickenson U., where he conducts the TV workshop . . . Mamie Van Doren, just completing three weeks in "Wildcat" at Meadowbrook Dinner-Theatre, Cedar Grove, N. J., has been held over for an additional two weeks. She's also being sought to tour the presentation to Saint Louis and to Coconut Grove in Los Angeles.

Mills Returning to U.S. TV

In his first American TV appearance in a dramatic role since he premiered on "Producers' Showcase" in 1956, English actor John Mills will star in the title role of "The Interrogator" on "DuPont Show of the Week," Sept. 23, on NBC-TV, in color.

Mills will portray Fallon, an English superintendent of police dealing with Greek terrorists dur-

ing the conflicts preceding Cypriot independence. Jack Smight will direct from Don M. Mankiewicz' adaptation of Troy Kennedy Martin's original teleplay presented last year on BBC-TV.

WPIX Opens Throttle On 'Cartoon Express'

One of the old huff 'n puff steam locomotives, "Fireball-11," will roll down WPIX tracks beginning Sept. 8 as the station's new 90-minute "Cartoon Express," with "Smokey Bill" Britten at the throttle. The children's weekly will carry a caboose full of cartoons, "Laurel and Hardy" comedies and "Dick Tracy" sequences.

Throttling the program is veteran children's show emcee-host Bill Britten, ex-Barnum and Bailey clown. Prior to this affiliation, Britten was featured as Johnny Jellybean on "Time for Fun" and appeared in "Jolly Jean and His Fun Machine" as well as "Wonderama."

WPIX has also skedded the return dates of two series for the Fall — "Checkmate" and "Adventures in Paradise." The former, distributed by MCA-TV, will bow on Oct. 1, while the latter begins on Sept. 6.

Art Weill Leaves Loew's For Account Exec Post

Arthur Weill, long-time Loew's Inc. and WTA executive, has joined WABC as an account exec, VP and general manager Harold L. Neal, Jr., has announced.

Weill's career has been spent almost entirely with Loew's where he started as a travelling theatre auditor, then transferred to the comptroller's office of WHN, owned by Loew's.

'Mr. Wizard' to Conjure 12th Yr. of Experiments

NBC-TV's "Watch Mr. Wizard," will start its 12th consecutive season of informative experiments Sept. 1, starring Don Herbert as Mr. Wizard, creator and producer. Each week the half-hour series illustrates basic scientific principles through simplified but dazzling experiments.

The program is an NBC public affairs presentation with Dr. Morris H. Shamos, physics department chairman at New York U. as adviser to Herbert and his staff.

Luncheon Doodler Creates 'Eddy', the Editorialist

Orlando Fla. — WLOF - TV claims a "first" in TV editorials with the addition of cartoons to emphasize high points of editorial comment. "Eddy" the cartoon character named after "editorials" and his friends were created by WLOF - TV's general manager Joseph L. Brechner a luncheon doodler.

DAUGHTER TRADE IS SERIES BASE

Desilu's Hands Across Sea For Fall 'Fair Exchange'

"Fair Exchange," a new hour situation comedy series created by Cy Howard and starring Eddie Foy, Jr., debuts on CBS-TV Sept. 21, comically accounting the contrasting home lives of two families — the Walkers of New York and the Finches of London — each of which has "adopted" the other's teenage daughter for one year.

Foy appears as the American father with Audrey Christie cast as his wife. Lynn Loring portrays the daughter who goes off to England and Flip Marks plays the kid brother. The English counterparts are played by Victor Maddern, Diana Chesney, Judy Carne and Dennis Waterman. Ed Feldman is producer of the Desilu production filmed in association with CBS-TV.

Four-Part 'Look Up' Scans Social Action

Produced in cooperation with the National Council of Catholic Men, CBS-TV will present a four-part series on "Look Up and Live" of filmed interviews with Bishop John J. Wright of Pittsburgh, beginning Sept. 2. The programs will highlight Catholic action in social problems on three levels—individual, parish and diocesan.

Exec producer for CBS is Pamela Ilott with Chalmers Dale producing. Richard J. Welsh is exec producer for NCCM, and Joseph K. Chomyn and Portman Paget direct.

Chemical Bank Sponsors Times Late News Wrapup

The Chemical Bank New York Trust Co. will sponsor The New York Times Late News Roundup on WQXR seven nights a week from 11 to 11:15 beginning Sept. 3. The 52-week contract was placed thru Benton & Bowles.

The bank will be the first advertiser on WQXR's late news roundup, the 11 PM periods having only recently been made available for commercial sponsorship.

Espy to Dayton Channel

Dayton, O.—Frederick M. Espy, formerly with the sales and production department of WLWT, Cincinnati, has joined WLWD, sales service coordinator, Dale A. Smith sales manager, has announced.

Car Dealer, Retailers Toss Patriot Aerials

Boston — WEEI will broadcast the complete slate of Boston Patriots football games this season, sponsored by the Lincoln-Mercury Dealers of New England and Zayre Department Stores. Bob Gallagher will handle the play-by-play and Fred Cusick will do the color of the gridiron contests.

The Patriots games will also be carried throughout New England on the Patriots Radio Network which includes WHAY, Hartford; WMAS, Springfield; WBRK, Pittsfield; WNEB, Worcester; WEAN, Providence; WGIR, Manchester; WPOR, Portland; WABI, Bangor; WLAM, Lewiston and WDEV, Waterbury, Vt.

2 Sponsors Sign Bout

(Continued from Page 1)

previously bought the second Patterson-Johannson encounter. It's to be Hudson Vitamin's first purchase of a major national sports event.

The B-M's order was placed through Doherty, Clifford, Steers & Shenfield. Pace Advertising signed for Hudson Vitamin. The last radio broadcast of a heavyweight title fight drew 16 million listeners.

'Leave It to Beaver' Hops Into New Slot in 5th Yr.

"Leave It to Beaver," beginning its fifth season on ABC-TV Sept. 27, moves to a new time slot—Thursday at 8:30 PM. The half-hour series joins the net's strong two and a half hour comedy block Thursday evenings, and continues with regulars Barbara Billingsley, Hugh Beaumont, Tony Dow and Jerry Mathers cast in the title role.

Kaufman to Handle Mennonite Account

Mennonite Broadcasts, Inc., headquartered at Harrisonburg, Va., has appointed Henry J. Kaufman & Associates, Washington, to handle its international radio broadcasting account. The Mennonite faith has more than 400,000 adherents throughout the world.

MBI president Lewis B. Strite said the organization sponsors religious broadcasts in 21 countries in seven languages via more than 250 weekly programs. It is also planning a companion series of one-minute messages to be offered to radio stations for public programming.

HURRY!
TWA's
writing
and picture
contest
closes
Sept. 20



Prestige and cash may be waiting for you in the Silver Anniversary of TWA's annual competition. Material broadcast or published between Sept. 15, 1961 and Sept. 15, 1962 is eligible. The deadline for entries is Sept. 20. Contest categories include newspaper, magazine, radio-television and photo coverage of commercial aviation and air travel. For complete contest details, write: Mr. Gordon Gilmore, TWA, 380 Madison Avenue, New York 17, N. Y.

Gordon Gilmore
Vice-Pres. Public Relations
Trans World Airlines



Shirley Dons Dustcloth For Second 'Hazel' Year

Shirley Booth will again portray "Hazel" on the NBC-TV series—in color for the 1962-63 season which starts Sept. 20. Harry Ackerman is exec producer. The director is William D. Russell. The series is sponsored by the Ford Division of the Ford Motor Company through J. Walter Thompson Company.

Jack 'Paar-fait' Set For Sept. 21 Fall Bow

"The Jack Paar Show," a new hour interview and music show, makes its debut on Sept. 21 on NBC-TV. With Paar at the helm, the program will resemble to a large degree the late-night show which Paar conducted for five years.

The show will be produced by Paul Orr, who served as producer of the late-night show. Another familiar figure on hand for the weekly color program will be bandleader-pianist Jose Melis. Paul W. Keyes and Bob Howard are the writers.

Dalton Joins Eastman Chi Radio Rep Staff

Donald G. Dalton has joined the sales staff of Robert E. Eastman & Co., national radio reps. Dalton will be headquartering in the Eastman Chicago office.

From October 1958, Dalton was with Gill-Perna, Inc., as a radio and TV salesman. Earlier he had been on the sales staff of the Chicago Sun Times and with WGN, Inc.

'Sunrise' Class Launches 6th Year of Credit ETV

"Sunrise Semester," New York's first TV course for college credit, offered by WCBS-TV and New York U., will begin its sixth academic year starting Sept. 24. Two courses in economics and English will be given through Jan. 12, 1963, and during the 1963 spring semester, from Jan. 28 through May 11, two courses in English and history.

Ass't Labor Secretary Scans Youth Employment

Fort Wayne, Ind. — Herbert Salinger, special assistant to secretary of Labor Goldberg and brother of the presidential press secretary, will appear on WKJG-TV's "Searchlight" Monday. Presented in cooperation with the Fort Wayne League of Women Voters, the subject of the program is "The President's Committee on Youth Employment."

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • In response to 700 letters mailed by David L. Wolper to TV stations requesting footage of President Kennedy's campaign tours, he has had offers from 264 stations. Unusual footage from local films will be integrated into Wolper's two one-hour specials, "The Making of the President 1960."

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• • • Golden West Broadcasters take over the operation of KEX, Portland, from Westinghouse Sept. 5, with Bert West supervising the management of the new addition along with his other duties. West is v.p. and general manager of KVI, Seattle . . . Parke Levy has been assigned executive offices at Four Star, where he begins his six-month deal to develop new properties to be co-produced by his Parke Productions with Four Star. The comedy producer's last two series were "December Bride" and "Pete and Gladys."

☆ ☆ ☆ ☆

• • • KRCA will start "Desilu Playhouse" Sept. 29, with the dramatic anthology slated for showing Saturday nights from 11:15 to 12:15 . . . KCOP goes on the air 7:30 this morning to preview for the press and the public their new Hanna-Barbera cartoon series in a special half hour telecast. The five-minute color featurettes debut on Sept. 3 as part of the "Beachcomber Bill" strip 6:30 to 7:00 PM. . . . KLAC g.m. Bob Forward is vacationing with his family in British Columbia . . . Fabian has been selected by the Variety Club of Philadelphia as chairman of the entertainment division for Old Newsboys' Day on Sept. 14, annual charity affair to raise funds for the Variety Club Camp for Crippled Children.

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• • • Bahia Hotel guests and crowds at the beach got a preview of the new Ford when Don Fedderson Productions filmed the 1963 Ford TV commercial at Mission Bay . . . Director Don Weis and actress-wife Rebecca Welles guested on "Here's Hollywood" Friday in a home interview taped in the burned out ruins of their Bel-Air home . . . Rose Marie cut a series of special comedy on-the-air promo spots for "The Dick Van Dyke Show" last week . . . Jay Ward's "Rocky and his Friends" has been renewed by 48 stations, with 24 new stations picking it up in December. Dancer-Fitzgerald-Sample Agency advised Ward that 21 additional stations will air "Rocky" starting Jan. 7.

David Rush Named Chief Of AM-TV News in D.C.

Washington Bureau of RADIO-TV DAILY
Washington—The appointment of David L. Rush to the WRC, WRC-TV news staff has been announced by William B. Monroe, Jr., news director of NBC here. He comes to the net from WTOP-TV, which he joined in 1960. In 1957, Rush became associated with WSJS, the NBC-affiliate in Winston-Salem, N. C. as a newscaster, doing Monitor interviews and "World News Round-Up" spots.

'Pete' and Eddie Bracken 'Going My Way' for Revue

West Coast Bureau of RADIO-TV DAILY
Hollywood — Harry ("Pete") Morgan and Eddie Bracken have been set for guest appearances in the "Like My Own Brother" segment of Revue's "Going My Way" series, starring Gene Kelly, Dick York and Leo G. Carroll, to debut on ABC-TV Oct. 3. Morgan and Bracken will portray brothers who become rivals after their father's death, with Robert Florey directing.

Video Billings Jump 15.2%

(Continued from Page 1)

LNA-BAR, were \$387,773,000, up 11.6 per cent from 1961's six months at \$347,314,000. National spot billings in the first half of 1962 were \$371,531,000, an increase of 19.1 per cent from the \$311,927,000 in the 1961 period (TvB-Rorabaugh).

Growth rate of network TV billings is the greatest since 1956 when the increase for the year was 20.0 per cent, while the 19.1 per cent for spot TV is the highest since the bureau and Rorabaugh began compiling figures. The previous high increase was 18.3 per

cent for the year 1959, Cash noted. In comparison, magazine billings increased by 6 per cent in the first half of 1962, while newspaper advertising linage increased by 1.4 per cent.

According to A. C. Nielsen, the average TV home usage during June was four hours and 32 minutes per day, a new high. Previous high was four hours and 29 minutes in '61. In July, a new record of four hours and 15 minutes per day for the average home was set, compared with four hours and 10 minutes in '61 and '58.

WCCC Series Verifies Nutmeggers SS Accounts

Hartford — WCCC's Program Department has developed a public service series in cooperation with the Hartford District Social Security office that invites listeners to write to the station for verification of earnings credited to their Social Security accounts. In the first few days over 1,000 requests were received from sixty-three Connecticut towns.

Bill Sturm to Direct Norwood Animators

Washington Bureau of RADIO-TV DAILY
Washington—Bill Sturm, a leading animator who has headed his own studio for the last 14 years, has come here to direct the new animation division of Norwood Studios, Inc.

Sturm began drawing "Felix, the Cat" and "Popeye, the Sailor" when he was 17, and down through the years he has earned such credits as his opening sequence in "Gulliver's Travels," "Fantasia," "Dumbo," "Speaking of Animals" and "Early to Bed." With his own studio he has produced TV commercials, training films and features, including "Rudolph, the Red-Nosed Reindeer."

N.Y. TV Salutes Munch In Musical Profile Spec

An orchestral portrait of Charles Munch, retiring conductor of the Boston Symphony Orchestra, will be aired on WQXR in a special two-hour program on Thursday, with Martin Bookspan, long associated with the conductor, as host. Musically, the program will feature some of the highlights of Dr. Munch's thirteen-year career as conductor and music director of the famous Boston Symphony. The comments will be heard by members of his orchestra.

Norman Joins Howard Co. As Chicago Account Exec

Patrick "Pat" W. Norman has joined the Chicago office of Bernard Howard and Co., radio-TV reps, as account exec. Norman was previously associated with KTVI and prior to that with KWK, St. Louis.

WGBH Foundation Seeks ETV Channel in Hub City

Boston — WGBH Educational Foundation, which operates non-commercial educational stations WGBH-TV-FM and WFCR here, has petitioned the FCC's Broadcast Bureau to set aside UHF Channel 44 in this city for non-commercial use.

Jersey ETV Will Air —But Without Schools

Newark — New Jersey school boards got the official okay Friday from the state's attorney general Arthur Sills to participate in educational TV, but radio station WJRZ pointed out to its listeners that it "becomes academic at this late date."

The station, probing the reasons why no New Jersey school board has subscribed to the educational programs on WNDR-TV, Newark, found last week that the state's education commissioner, Dr. Frederick Raubinger, had requested an official ruling on legality before permitting the school boards to make any plans. As a result, the ETV station goes on the air Sept. 16, but the Jersey school board budgets cannot be altered until early next year.

News Staff Rides High In Traffic Crackdown

Orlando, Fla.—Speeders on Florida highways were photographed from the air by WLOF-TV here, in a demonstration by the State Highway Patrol of its new innovation in traffic control. News photographer Dick Neville flew with a traffic air cop shooting a clearly marked WLOV-TV news car travelling at high speed to show how air control works.

Earth-bound Dick Richmond, WLOF-TV news editor, in the apprehended test automobile, quipped "somebody up there hates me!"

Hub City Politicos Slated In Pre-Election FM Talks

Boston—WHXR here has been conducting interviews with candidates in the state's coming political races on "Meet the Candidate," consisting of daily nine-minute "get acquainted" talks with the aspirants. Merrill Smith, the station's general manager, has sent letters of invitation to all major candidates to appear on the program.

Bob Lewis Is New Pilot Of WABC 'Nite Satellite'

WABC's "All Night Satellite" has a new pilot at the controls. His name is Bob Lewis.

His professional career began on Long Island where he worked for station WBIC, WGLI and WG-BB. His background also includes assignments with WTMH - FM (The Concert Network), WNHC, New Haven, and most recently with WMGM and WINS in New York City.

AGENCIES

By RALPH TYLER

Emerson Foote, president of McCann-Erickson and a founder of another agency that still bears his name, discusses worldwide implications of American advertising tonight on "This is Madison Ave.," WBFM's daily visit with the image makers on AD Row. Tomorrow, Jack Sidebotham, Young & Rubicam, acknowledges his role in the creation of the fictitious beer-selling brothers "Bert and Harry" to host Lorie Beecher. Wednesday, it's Naome Walsh, fiction editor of Good Housekeeping; Thursday, Paul G. Gumbinner, VP of Lawrence C. Gumbinner agency, and Friday, Jim Magas, composer of music for commercials.

Thought for Today

"Any producer who thinks he can outsmart the station buyer of product is doomed to failure in TV's present-day marketplace, with its abundance of quality offerings. It is axiomatic that 'proven programming' is not a phenomenon but the result of highly creative people at work in all areas of TV production. Without quality there will be no audience and without an assured audience, there's no sale."

—Len Firestone, VP
4 Star Distributing Corp.

WABC Radio has a ticklish promotion afoot for B. F. Goodrich's P-F Flyers. The station is awarding Flyers to the first seven of its listeners whose tracings of their big toes (on a post card or letter) most closely resembled the big toe of the WABC's PM personality, "Big Dan" Ingram.

R. E. Anderson has joined the William Esty Co. as a VP. Formerly an associate brand promotion manager with Procter & Gamble, he will serve as account exec on Chesebrough-Pond's Inc.

Carling Breweries Ltd., thru McKim Advertising, and American Motors (Canada) Ltd., also thru McKim, will sponsor the National Football League games to be seen on CBS-TV's World of Sport series during the '62 season.

Marlboro reports it will be a participating sponsor on the following TV shows during the coming season: "Route 66," "Rawhide," "Jackie Gleason Show," "Walter Cronkite and the News," "Red Skelton," "The Alfred Hitchcock Show" and "Perry Mason." Julie London has just completed a commercial for Marlboro that will be seen on the sponsored shows and on spot.

Examiner Rejects False Ad Charges

Washington Bureau of RADIO-TV DAILY
Washington—FTC hearing examiner Joseph W. Kaufman has issued a ruling which would dismiss charges that Jerrold Electronics of Philadelphia had falsely advertised its "TV receptors." The FTC staff can appeal the ruling to the full commission.

Kaufman said FTC counsel failed to produce testimony from consumers, whom the law is designed to protect, or from experts, but relied on "scientific semantics plus a report of doubtful persuasiveness," and that it appeared the charges "would and could not be proved."

Jerrold, on the other hand, put in "voluminous" proof, both expert and consumer, to which the hearing examiner said there had been no rebuttal. Jerrold also stopped manufacturing the devices two years before the complaint was issued.

Glazer to Columbia U. For Exec Biz Course

Ralph Glazer, New York sales manager for CBS Radio Spot Sales, has been selected by Columbia University for its exec program in business administration. The course continues thru Sept. 22 and is limited to an enrollment of approximately 50 men.

N.Y. ETV Opens School With Basic Russian Class

WNDR, in cooperation with Fordham U., will present a two-credit college course, "Russian for Beginners," to be aired Mondays, Wednesdays and Fridays at 7 PM, starting Sept. 17. Continuing through two semesters of the college year, the course will be conducted by James S. Cully, language instructor at Fordham, with exercises in vocabulary and reading. Robert D. B. Carlisle is the producer.

JIM MOORE VOICE WINS FAIR PRIZE

Blue Ribbon Pinned
On Coast Personality

West Coast Bureau of RADIO-TV DAILY
San Francisco — Jim Moore, host of KGO Radio's "Studio 81" program, has been named "Voice of California" for the 1962 California State Fair in Sacramento. Moore won the competition on the basis of vocal appeal, sales ability, sincerity, pronunciation, enunciation, inflection and enthusiasm.

Collins Lauds Javits For 'Access' Stand

Washington Bureau of RADIO-TV DAILY
Washington — NAB president Leroy Collins has appealed to the Senate for passage of the Javits resolution to permit radio-TV coverage of Senate floor proceedings. He lauded Sen. Jacob K. Javits (R., NY) for his stand in favor of greater public enlightenment, and expressed the hope the House would take similar action.



COLLINS

Collins said in a statement that "I hope the resolution will not go unnoticed by the House of Representatives and that, in its wisdom, it sees fit to open up proceedings both in the chamber and in the committee rooms to the American people through radio and TV."

Howery Opera Designer

Houston — KHOU-TV Art Director Robert Howery has been commissioned to design all the sets for the Houston Grand Opera Ass'n's production of L'Elisir d'Amore (Elixir of Love) by Gaetano Donizetti. The opera will be presented here Sept. 27-30.

R-TV Salaries in 2d Place

(Continued from Page 1)

added" basis and is not the same as industry income.

Compensation of radio and TV employees totaled \$662 million in 1961, compared with \$644 million in 1960 and \$507 million in 1956. Wages and salaries accounted for \$643 million of the 1961 total, \$625 million of the 1960 total and \$496 million of the 1956 total.

The industry had 86,000 full-time-equivalent employees in 1961, 84,000 in 1960 and 75,000 in 1956. Average number of full-time and part-time employees was 94,000 in 1961, 92,000 in 1960 and

82,000 during the 1956 period.

The report said that Americans in 1961 spent \$3.8 billion for radio and TV sets, records and musical instruments, up from \$3.6 billion in 1960, after a steady increase from \$2.8 billion in 1956. In addition, Americans paid \$909 million to have their radio and TV sets repaired in 1961, up from \$860 million in 1960 and \$585 million in 1956.

Number of persons engaged in industry manufacturing was given as 98,000 in 1961, 87,000 in 1960 and 77,000 in 1956.

'Get a 2nd TV Set And Make It Color'

Saginaw, Mich. — WNEM-TV, which recently acquired 64 Warner Bros. color features from Seven Arts, is promoting color TV set sales on the local level with the theme "Put a second TV set in your home . . . and make it color!"

The promotion, in cooperation with Morley Bros., RCA Color TV distributors in Eastern Michigan, has included a concentrated on-the-air campaign, car cards, window displays and exhibits in the station lobby, as well as newspaper ads. Local color TV dealers cooperated by tuning in showroom demonstration sets to WNEM-TV.

Canadian R-TV to Cover 3-Day Women's Confab

Special to RADIO-TV DAILY
Toronto — CBC radio and TV coverage of the corporation-sponsored conference, "The Real World of Woman," will include highlights of plenary and workshop sessions, to be held at Hart House, Toronto U., Sept. 6-9. Experts and 480 delegates will meet to discuss woman's role in present-day society.

Eugene Hallman, CBC programming VP, will chair the opening session.

Webb Casts Mike Evans To Tick 'G.E. True' Seg

West Coast Bureau of RADIO-TV DAILY
Hollywood — Jack Webb has signed Michael Evans for a leading role in the "UXB" (Unexploded Bomb) segment of the "General Electric True" series, to bow on CBS-TV Sept. 30. The teleplay deals with demolition experts seeking "live" bombs in London, 20 years after the war.

Guido Stumps for Stars

Dallas, Tex. — Pat Harrington, Jr., young comedian also known as Guido Panzini, will visit here plugging "Stump the Stars," of which he is host-emcee. The program is a revival of the long-time Summer replacement show, "Pantomime Quiz."

Life's Bubble Will Burst For Soap Box Drama Hero

Mark Rydell, known as Jeff Baker to fans of CBS-TV's "As The World Turns," will terminate his seven year association with the daily dramatic series to devote his time to directing. The producers have agreed to let the character of Jeff Baker be "killed off" in an automobile accident.

Model Ena Hartman Inks NBC Development Pact

Ena Hartman, a young fashion and photographer's model from Buffalo, N. Y., has become the latest talent discovery to be signed to an NBC "development contract." Miss Hartman was signed as a result of a series of NBC talent auditions and will be groomed as a dramatic actress and singer. She will be sent to dramatic school and to a vocal teacher.

WOR Airs Ten-Part 'Profile of Space'

"Profile of Space," a 10-part study of the science of modern astronomy, will be seen on WOR-TV starting today and continuing daily thru Friday, followed by five Monday - thru - Friday programs the next week.

Host is Prof. William Liller, U. of Michigan astronomer. The opening program, "Second Genesis," considers the problems which will confront man on his journey into space. The series was produced by the U. of Michigan TV Center.

9 Sponsors Purchase Canadian Laff Skein

Special to RADIO-TV DAILY
Montreal — "Chez Miville" a comedy hour on CBC's French radio network, entering its eighth year Sept. 17, has been purchased by nine sponsors for the forthcoming season.

New program sponsors are: Imperial Tobacco of Canada, through McKim Advertising, and O'Keefe Brewing Co., through Foster Advertising.

Those renewing their contracts are: Herdt & Cherton, Sauviat Associates; Peugeot Automobiles, through Crombie Advertising; Crino, through F. H. Hayhurst; Aylmer Food Products, through F. H. Hayhurst; Belanger, through Burns Advertising and Editions Marabout, through Payeur Publicity.

Tex. Deejays Spin Skates

Houston, Tex. — KNUZ is sponsoring the "World Championship Roller Contest" to be held here Aug. 31, with program director Ken Grant handling the entries. The contest is to settle the claims of disc jockeys who contend they hold the record for consecutive rides on a roller coaster.

☆ *Let's Talk It Over* ☆
(Continued from Page 1)

functions — to inform and to entertain; if it hadn't kept on improving, evolutionary attrition would have found it replaced by some other service.

All this being true, shouldn't truly public-spirited persons stop tearing at a key pillar of industry before they pull the whole structure down around our ears?

You'd certainly think so. But let's see what happened just in the past few days:

After a long stretch of dull hearings by the Senate Juvenile Delinquency subcommittee, its chairman, Thomas J. Dodd (D., Conn.), filed an overdue report which actually says very little about TV. Yet that didn't restrain the doughty solon from threatening again to demand FCC regulation of the networks. So, what else is new Senator? Or, are you saving it for election-time blasting?

SENATOR Barry Goldwater (R., Ariz.), who should know better, climbed aboard the demagogic bandwagon to inveigh against TV as "barbaric" in a space-hunting speech before a Greek-American group in Chicago.

And, now a stripling maverick in the camp of the FCC, yclept Tedson J. Myers, who is chairman Minow's assistant, has sent up a trial balloon in urging the White House to use the old pretext of foreign policy consistency so that the State Dept. might take over control and licensing of international broadcasting affairs.

I'm confident Myers isn't so indiscreet as to carry this message to the President without first having checked out its contents with his boss. Why didn't Minow advance the idea himself? Was he afraid of a direct rebuff? Lead balloons, Mr. Chairman, are out of date.

L'Affaire Telstar is even sillier since it comes on the heels of statesmanlike observations on the subject by NBC board chairman Robert Sarnoff. Satellites must not serve as an excuse for Federal invasion of programming. The next step would be Big Brother rule.

RAHALL RADIO STATIONS



Staffed by WIDE-AWAKE PERSONALITIES

dedicated to PUBLIC SERVICE in the communities which they serve!



No. 1 RADIO
Tampa - St. Petersburg, Florida
Sam Rahall, Manager



No. 1 RADIO
Allentown-Bethlehem-Easton, Pennsylvania
"Oggie" Davies, Manager



No. 1 RADIO
Beckley, West Virginia
Tony Gonzales, Manager



No. 1 RADIO
Norristown-Philadelphia Area
John Banzhoff, Manager

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National Rep. The Bolling Co.

N. Joe Rahall, President
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RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Established February

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VOL. 91, NO. 41

TUESDAY, AUGUST 28, 1962

TEN CENTS

NAB FIRES BACK AT CODE CRITICS

CBS BLUEPRINTS TALENT 'BREAK'

Five Program Directors To Attend N. Y. Meeting

Plans for the "Repertoire Workshop" series of 35 half-hour programs devoted to the development of local professional and outstanding amateur talent will be discussed in New York Sept. 13 at a meeting of the five pro-

(Continued on Page 5)

4 Kansas TV Outlets Initiate Webbing Sat.

Wichita—Four of the state's TV stations have joined to form the Kansas Broadcasting System. It begins operating Saturday, affiliated with CBS and represented

(Continued on Page 6)

Buchanan Picks Lyons To Succeed Him in Sales

Cleveland — George U. Lyons has been named general sales manager of WJW-TV to succeed him by general manager, Robert S. Buchanan.

Lyons comes from Storer TV Sales', Chicago office where, since it started, he has been midwestern sales manager, previously, he was midwestern sales manager for Storer



BUCHANAN

(Continued on Page 3)



Giant Beater

New York is giant in size and sales. WPIX-11 delivers the "right tool at the right time" ... minute commercials in prime evening hours in a "network atmosphere."



NEW YORK'S PRESTIGE INDEPENDENT

Advt.

New \$2-Mil. Coast HQ Skedded in Late '63

West Coast Bureau of RADIO-TV DAILY

Hollywood—Plans for a \$2-million dollar West Coast headquarters for RCA at Sunset and Ivar, were announced yesterday. Building owner Frank Muller, and John K. West, RCA staff VP, said jointly that construction of the nine-story, 76,000-square-foot structure is expected to begin in December, with completion in late 1963.

RCA will fully occupy four of the lower floors, and part of a

(Continued on Page 4)

Myers Telstar Memo Exposure Demanded

Washington Bureau of RADIO-TV DAILY

Washington—The White House should make public the entire text of Tedson Myers memo asking government control over international TV programming, since it fails to show "adequate concern for the protection of America's basic freedom of information," Rep. Perkins Bass (R., N. H.) said yesterday.

The memo by Myers, aide to FCC chairman Newton Minow, called for a government agency to make sure international programs beamed abroad via Telstar.

Common Market Spurs British Web Ads Unit

Special to RADIO-TV DAILY

London — ABC TV of Britain has established an overseas sales division under senior sales executive Leo Long. Company director George A. Cooper, said "Present negotiations on the European common market have demanded a special division to stimulate and Service advertisers in Britain.

Pat-Dick Debate 'A Must'

Special to RADIO-TV DAILY

San Francisco — The storm over negotiations for a TV debate between Democratic Governor Pat Brown and GOP gubernatorial nominee Richard Nixon has evoked telecast editorial comment by Philip G. Lasky, Westinghouse VP and Western net supervisor.

"KPIX regrets the current controversy over the ground rules

for proposed TV debates this Fall," Lasky said. "Charges and counter-charges have been exchanged between both candidates. We feel that if the candidates do

(Continued on Page 5)

Collins, Pabst Score, 'Deceptive Doubletalk,' 'Muddled Accusations'

Knifing through "deceptive double talk" and "muddled accusations," the NAB has let go with a top three-man salvo against critics of the Radio and TV codes who contend they "throttle free thought and creativity."

Denouncing one suggestion that the codes are "all right to have hanging on the wall for the sake of appearance"

without concerted effort to enforce them, NAB president LeRoy Collins declared: "We do not regard our codes as camouflage suits to make broadcasters appear to be something they are not. We are determined to see that both the people and government respect them. We do not believe that we will deserve this respect unless they are enforced."

William B. Pabst, of the Code

(Continued on Page 4)

Dick Clark, Mars Joining For Custom Radio Shows

A new Dick Clark radio show, produced for airing by individual stations, soon will be available on an exclusive major-market basis. The two-hour daily spectacular

(Continued on Page 3)

John Henry Faulk Accepts 'Tell Truth' Panel Invite

John Henry Faulk, recently awarded \$3,500,000 in a libel suit against Aware, Inc., has accepted the invitation of Mark Goodson, of Goodson-Todman Productions, to appear on five CBS-TV "To Tell the Truth" programs. This will be the entertainer's first appearance on a New York station since he was dismissed in 1957 for being linked to a Communist conspiracy.



PABST



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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New Powell Season To Rotate 'Originals'

Original dramas presented by a rotating group of top Hollywood producers and directors will be featured on the "Dick Powell Reynolds Aluminum Show" and "The Dick Powell Show" alternately starting Sept. 25 on NBC-TV in a time slot a half-hour later than last season.

Powell will continue his habit of "off-beat" casting in various parts. The series is sponsored by the Reynolds Aluminum Co., the American Gas Ass'n and Kimberly-Clark Paper Products.

'Language' Beamer Set

"Language — Does It Unite or Divide?" is the topic on the "What Do You Think?" program Wednesday, on WNBC Radio.

'World of ...' Crew Points Lens on Chevalier

Paris—Eugene S. Jones, producer-director of "The World of ..." series is here with a sound-film crew to start production, on durable world showman Maurice Chevalier. Purex Corp., through Edward H. Weiss & Co., sponsors on NBC-TV Jan. 24. The Chevalier portrait will project the entertainer's life from turn-of-century Paris music halls to today's showbiz capitals.

COMING AND GOING

RICHARD MALTBY, back from Las Vegas on business.

GIORGIO PADOVANO, exec VP of RAI, returning from vacation in Italy.

GENE SHEFRIN, exec VP, David O. Alber Associates, on two-week trip to Los Angeles.

BOB FERRIS, KNX newsman, leaving for his holiday.

GORDON H. RITZ, WTCN manager, to New York on business.

BARNEY MILLER, KNX news director, left for two-week vacation.

IRS Kayoes Capital Gains In Sales of Pix, TV Tapes

Washington Bureau of RADIO-TV DAILY

Washington—Sale of TV film and tapes and sale of motion picture feature films for TV, even though the films were leased originally, will hereafter be taxed as ordinary corporate income, rather than continuing to qualify for the lower capital gains tax under a new Internal Revenue Service ruling yesterday.

Aware of Market

Despite leasing arrangements for first showings and films and programs, IRS holds that film feature and TV film and tape program producers "are aware of the market that exists for sales of TV films after initial leasing periods," and that they may choose to sell or to rent or to rent first and then sell, depending on which method proves to be most profitable.

"Moreover, even if the producer originally has no intention to sell, he may develop a substantial intent to sell by the time of sale," it was ruled.

IRS said, however, that where a company produces films for motion picture theatre exhibition and in "an isolated or unusual" case makes a sale for TV use, such sale will continue to qualify for capital gains under this new ruling.

Sloan Foundation Chief Elected to ETV Board

Everett N. Case, president of the Alfred P. Sloan Foundation and former president of Colgate U., has been named to the board of directors of the National Educational Television and Radio Center.

The appointment marks Dr. Case's second term as a director. He was a member of the NETRC board from 1955 to 1961.

TWIN TREASURES ADDED BY SHARI

Star Enters 3rd TV Year As Mom, 'Nymph' Winner

"The Shari Lewis Show" begins its third season of color programs on NBC-TV Sept. 8, with its petite star richer by two more keepsake treasures than she had this time last year.

For one, Shari now owns a Gold Nymph Award, bestowed on her by the Second International TV Festival at Monte Carlo in February, for the "best variety program." Also, Shari has become a mother. Her first born — a six-pound, nine-ounce girl named Mallory — arrived July 7.

Welk Bubblers Bounce Along

West Coast Bureau of RADIO-TV DAILY Hollywood — Lawrence Welk's TV performers are steadily departing and returning to Los Angeles, while taking on a P.A., concert and fair bookings. While Welk's Champagne Music continues to bubble each Friday and Saturday at the Hollywood Palladium, a number of his featured musicians have found "gold" in traveling throughout the Midwest and East.

Accordianist Myron Floren presently is on a fair tour in Freeport, Illinois, Lexington, Nebraska, Essex Junction, Vt., and Elkhorn, Wis. Jo Ann Castle and Joe Feeny appeared last week at Lewisberg, W. Va., and have a fair booking at Cobleskill, N. Y.

Marimbist-tap dancer Jack Imel filled a week's engagement at the Wisconsin Dells Resort, in Delavan, Wis., followed this week by Welk singer Jim Roberts in the same spot. Larry Hooper takes off for Martin, S. D.

FINANCIAL

(August 27)

NEW YORK STOCK MARKET

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Admiral Corp., AB-PT, AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Capital Cities, Desilu, Filmways, MPO, NTA, etc.

*OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Jerrold, Meredith, Seven Arts, etc.

FM Celebrates 21 Yrs.

WWSW-FM comes of age Aug. 28, when it celebrates its 21st birthday. The 50,000 watt station is now the oldest frequency modulation station in the nation.

ELECTRONIC RECORDERS

of 7418 Beverly Blvd., Los Angeles

announces a new 4-track stereo playback unit for automobiles that operates on a 12-volt system. The auto tape unit is the size of a car radio and is installed neatly under the dash. It plays pre-recorded tape cartridges with music available from the top record labels. One cartridge plays up to 304 minutes or the equivalent of six albums. The unit is completely transistorized and operates without attention using a continuous loop principle. After the cartridge has played it plays again. A switch is provided to change from tracks 1/2 to 2/4. Four speakers are installed in the four corners of the automobile to provide true hi-fidelity stereo in every seat. The unit can be installed in an hour by any competent car radio installer.

ELECTRONIC RECORDERS

invite dealer inquiries.

YOU WANT A PAY RAISE? HEAR MORE CAR RADIO

Wage earners in the \$10,000-plus income bracket are said to devote 14 per cent more listening time to their car radios. An RAB report, "A Master Key to Auto Radio," released this week, profiles the auto-audience by age, occupation, income and education.

While all population groups spend substantial time with their car radios, the report points out, the medium appears to have special strengths with listeners in the "age of acquisition" and among drivers in higher groups.

"People making \$10,000 or more spend one hour and five minutes daily," the report notes, "against one hour for American motorist as a whole, and 57 minutes for people earning \$6,000 or less."

Listening by age, analyzed in the study, based on 3,000 interviews of motorists in major markets, showed that drivers between 25 and 34 devote one hour and 11 minutes daily to the car radio, this is also the largest market for most mass distributed products. The report concluded by noting that almost half of all motorists listen virtually all the time they're behind the wheel.

Lou Eberhardt Assumes Cincy Outlet News Duties

Cincinnati—Lou Eberhardt has joined WSAI as news editor. A University of Missouri grad, Eberhardt came from WNOR, Norfolk, Va., where he was news director. He has previously worked in news at WGH, Norfolk-Newport News, Va., and WSOY, Decatur, Ill.

'So Long Until Tomorrow' Under Olds Sponsorship

"Lowell Thomas and the News" will be presented for the fourth straight year on behalf of the Oldsmobile Division of GM beginning Sept. 24 on CBS Radio. The renewal marks Thomas' 33 years as a news broadcaster.

Buchanan Picks Lyons

(Continued from Page 1)

Broadcasting and national sales manager of WSPD-TV, Toledo, based in New York. He started with Storer as an account exec at WJBK-TV, Detroit.

Candidates' Who's Who Bows on Portland TV

Portland, Ore. — "Candidates '62," a program designed to present local candidates to the public and describe the offices to which they aspire, will bow Sept. 2 on KATU. George Gearhart, of the Junior Chamber of Commerce, will be host-moderator.

FIREWORKS SPARK GLOWING STORY

Hub City's Spec Launches Chronicle of Its Climb

Boston — WHDH-Radio will launch a campaign aimed at telling the story of "The New Boston" with an elaborate aerial fireworks display Sept. 7.

The colorful "shoot" will be part of a half-hour TV program to originate live on WHDH-TV, from the Charles River Basin area here. The special local program will preempt the regular CBS-TV schedule for the half-hour.

Int'l Films, A-V Shows Merge

The 6th Annual Industrial Film and Audio-Visual Exhibition, combined with the 2nd Annual International Film Festival of New York, will be held at the Barbizon-Plaza Hotel, New York Sept. 25-27.

During the exhibition, a panel discussion will be presented by the Metropolitan Audio-Visual Ass'n of New York, on "Visualizing an Idea," with panelists from industry, community organizations and educational institutions.

A seminar, "Creative Interaction of Sound and Sight" will be directed at the exhibition by Phil Davis, president of the Musical Commercial Producers Ass'n. There will be a debate on production costs.

Daily Show by Clark, Mars

(Continued from Page 1)

will be produced and distributed by Dick Clark Radio Productions and Mars Broadcasting, of Stamford, Conn. Using a DJ-MC format, the show will be individually produced to fit programming needs of franchised stations.

"In effect," said Stan Kaplan, Mars executive VP, "the Dick Clark show will add a nationally famed personality to the station's local lineup." Noting that the show sounds like it's being broadcast to a local audience in a local auditorium with major stars and full production facilities, Kaplan said:

"It's not canned and it's not live, and has more immediacy and liveness that cannot be accom-

Academy's Trustees Confer in Hollywood

Peter Cott, executive director of The National Academy of TV Arts & Sciences, arrived in New York from Hollywood this week to meet with ATAS trustees here prior to their attending board of trustees sessions in Hollywood Sept. 14-15-16.

Trustees from New York are: Bob Bonner, Burton Benjamin, Evelyn F. Burke, Todd Cott (executive VP), Roger Englander, Betty Furness, Ben Grauer, Larry Lowenstein, David Susskind, Mort Werner (treasurer) and Henry S. White.

Serving from Hollywood are: Dick Berg, Seymour Berns (VP, Hollywood), Wendell Corey, Sandy Cummings, Marvin Aubrey Davis, Don J. De Fore, Gail Patrick Jackson, Danny B. Landres, Robert F. Lewine (president), Loren L. Ryder (secretary), John Scott Trotter and Bud Yorkin.

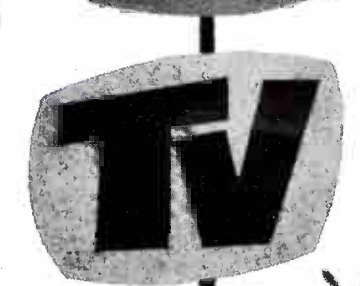
Others on the board are: Robert M. Adams (VP, Washington), James W. Beach (VP, Chicago), Thomas V. Dukehart (VP, Baltimore), Kenneth Langley (VP, San Francisco), Mark Russell (VP, St. Louis), Lee Schulman (VP, Seattle), Don Tuckwood (VP, Phoenix), James G. Hanton, Robert Lemon, Virgil Mitchell and Richard Reinauer, Chicago, William Hollenbeck, San Francisco, and Lewis W. Shollenberger, Washington, D. C.

Packager Sues Sponsor On 'Unfulfilled' Contract

Youngstown — Mannesmann-Meer, Inc., has been named defendant in a \$32,500 damage suit filed by Engineering News-Report Network of Pittsburgh for alleged breach of contract on a radio show. The petition stated that the defendant with McKay Machine Co., had a continuing contract for a weekly broadcast from Pittsburgh and Youngstown on engineering subjects, with each firm paying \$325 per week.

The plaintiff claims Dieter Hancke, M-M sales VP, gave a verbal agreement for resuming broadcasts and that, if McKay dropped out as co-sponsor, his firm would take on the program. The petition states that, after two broadcasts, he refused payment.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: MEEKER

9 California Cities To Air Burke 'Probe'

West Coast Bureau of RADIO-TV DAILY
San Francisco—A new 52-week series of half-hour TV broadcasts by Dr. Albert E. Burke, analyst of current national and international problems will be seen in nine California communities through Crocker-Anglo National Bank sponsorship.

Series Called 'Probe'

Called "Probe," the series will be aired by KERO-TV, Bakersfield; KHSL-TV, Chico; KIEM-TV, Eureka; KMJ-TV, Fresno; KOVR-TV, Sacramento; KSBW-TV, Salinas; KRON-TV, San Francisco; KSBY-TV, San Luis Obispo, and KEYT-TV, Santa Barbara. The series will start next week on various dates, depending on the city.

The bank sponsored Burke's "A Way of Thinking" last year in San Francisco and Sacramento only.

AM 'Civic Pride' Promo Climaxed by Scout Bldg.

Salt Lake City—KALL Radio's July and August "Project Pride" promotion reached its climax with the ground-breaking ceremonies at the soon-to-be-started Boy Scout Building headquarters. Every hour the need to support the Boy Scouts and "help return the good turn" was aired on the station—along with facts about scouting, taped interviews with community leaders and scout executives, tied-in with a money contest open to listeners. For every dollar won on KALL, an equal amount went to the Boy Scouts.

New Home in Hollywood For RCA Due Late in '63

(Continued from Page 1)

fifth, totaling approximately 41,500 square feet, for its West Coast corporate functions, electronic data processing sales activities, and recording studios of RCA-Victor Records.

Wall Street Co. Declares 'Dividend' on Caruso Spec

WQXR's musical "special"—a tribute to the late Enrico Caruso—will have a repeat performance on Monday, with Francis J. Robinson, assistant manager of the Metropolitan Opera and perhaps the foremost authority on Caruso, his life, his career and his interests, as host commentator. Sponsor will be Smith, Barney & Co., Wall Street investment firm which also backed the initial broadcast.



By TED GREEN

• • • H. (Jerry) Girouard has joined the sales staff of Jayark Films Corp. as an account exec. He previously was with NBC Films and Victory Program Sales as district manager . . . Tip of the Stetson to Art Van Horn's anchoring of the ABC-TV Telstar team covering the Eisenhower speech from Sweden . . . Buddy Young has been upped to assistant publicity manager at United Artist Corp. . . . Ray Hartley, Australian pianist, now in his third season in the Savoy Room & Bar of the Savoy Hilton, is about to launch his third RCA Victor album—this one to be called "Darling, He's Playing Our Song."

• • • Phil Brooks, media buyer at Donahue & Coe on Columbia Pictures, has written a song called "Stop Thief" which will be released on Riverside. There's no end to Phil's talents . . . Epic Records has released an answer song to "Roses Are Red." The new release, "Long as the Rose Is Red," introduces a new young female songstress, Miss Florraine Darlin, who is a protegee of Bobby Vinton . . . Philips Records releasing two excellent sides from the Tony Martell album because of many requests from the field. The "For You" side represents the sweet approach, and the other side, "Turnabout," represents the up-tempo, swinging-type tune that exemplifies the Martell orchestra.

• • • Hollywood's loss is New York's gain. Michele Lee, the femme lead in "Bravo Giovanni," is a young star to watch. The 19-year-old West Coaster stopped this pillar cold when we heard the Broadway cast album of the show. Michele resumes her lead role this month when the musical reopens after a Summer holiday . . . Dina Merrill off to Hollywood for "The Courtship of Eddie's Father," in which she'll appear as a brunette . . . Gil Cates, producer of Don Morrow's "Camouflage" TV series, "passing out the cigars on arrival of a son . . . Elizabeth Morgan, hostess of her own daily show on WJRZ, will return from her vacation in the Fall with an enlarged format.

• • • NBC music director Paul Taubman will conduct the National Symphony of Austria in Vienna Oct. 19 . . . Earl Wrightson's "American Musical Theatre" giving four \$1,000 scholarships to New York City students . . . Cannonball Adderley, teacher turned jazz musician, set for a weekly music class on NBC in the Fall . . . Don Morrow, emcee of ABC's "Camouflage," will tour California this Fall giving water ski lessons . . . Lambert, Hendricks and Bavan set for a Fall jazz spec in Australia . . . Once Telstar is operational, all air and boat lines will be able to provide TV for their passengers . . . Songstress Honey Sanders is a natural for the "Tonight" show . . . Merv Griffin being swamped with offers from Hollywood, which he is turning down . . . Pierre Dellapina, owner of Cyrano's Restaurant, may be seen on a Fall "Dr. Kildare" opus.

Collins, Pabst Defend Codes

(Continued from Page 1)

Review Board, joined the fray to counter what he described as "the hue and cry that we are a police organization strangling free thought and creativity in the industry." Pabst denied that the NAB is in the censoring business, snooping into station business methods, nor does it have any Big Brother psyche.

Not Temporary Answers

"We are looking at the industry in terms of the long pull, not just seeking temporary answers," he maintained.

In Little Rock, over the weekend, Douglas A. Anello, NAB general counsel, told the Arkansas Broadcasting Association that the NAB is meeting a rising trend of

tighter broadcast regulation by demonstrating the "positive factors" of the industry.

Regulation has grown heavier through the years, despite some periods of respite, he said, citing, among other things, the 1952 Communications Act amendments which provided third parties with greater protest rights in broadcasting application cases before the FCC. He also discussed various punitive and restrictive provisions of the 1960 Communications Act amendments.

He said NAB is meeting the stiffer trend by stressing such positive factors as the industry's strengthened self-regulatory operations.

2-Hour WHN Special Taps Sammy Davis

"The Sounds of Sammy Davis, Jr.," featuring specially recorded material never before presented on a New York City station, will be the second in WHN's expanding series of music spectaculars,

WHN is helping acquaint New Yorkers with the state's new driver point system regarding moving traffic violations, offering a booklet to its listeners, prepared by the State Commission on Motor Vehicles.

slated for Sept. 6. The two-hour program, produced by WHN music librarian Julie Ross and directed by Sal Marciano, will be led by Dick Shepard as the host- emcee.

Although the show will be dominated by entertainment, it will have Sammy discussing his background, his future, his association with the "Clan," his approach to life and introducing his own songs. Sammy will also be featured in songs and impersonations, and the program will present his personal musical favorites as well as many songs with which he has been associated, played by typical "Sound of Music" orchestras and music groups.

L. Walton Smith Tops PR for Rochester Ch. 13

Rochester, N. Y. — L. Walton Smith has been named promo-PR manager for WOKR-Channel 13. He was formerly promo-PR manager for WROC-TV-FM. Here, serving in that post from 1954 until the sale of the station by Transcontinent Television Corp. to Veterans Broadcasting Co. for some time.

In 1959 Smith was promo manager for Transcontinent.

Prior to joining the station, then WHAM-FM-TV, he had been an account exec with Jack Knabb Advertising here for over six years.

Telemeter Given OK To Test Pay-TV System

Washington—International Telemeter has received a license for a new experimental TV station in Los Angeles to develop and test a new device for scrambling pay-TV pictures, the FCC reports. There can be no public participation in the experiments and the FCC will give no consideration to any funds the company may spend when and if it comes a question of whether the FCC will approve any system developed.

Golden Gate

... and its environs

By BILL SHEA

San Francisco — First episode of the Kaiser Industries-sponsored "Lloyd Bridges Show," which debuts Sept. 11 on CBS-TV was showcased for the press at a Trader Vic's luncheon. Main reason for mentioning it here is: seldom does the Golden Gate enjoy first peek at major net programming. Usually, it is Lotusland or New York which gets the original crack. There was a reason, albeit sentimental. The highly talented Bridges is a Golden Gater from nativity up through childhood schooling, which included his yen to be a ham. In high school, he took time out from starring as a football and basketball player to play roles in Greek and Shakespearean dramas and an occasional contemporary opus. Bridges wanted his first truly "acting" video mummery to be exposed initially here. So did the Kaiser brass, which happens to be headquartered well within the Golden Gate periphery. Ergo, what chance did Young & Rubicam have to say nay? The agency lads generally determine where and when a big butter tub should start churning. But not this time. * * *

Reno and Tahoe Harrah's has signed a 52-week contract to sponsor NBC newsmen Ed Arnow in a nightly regional newscast on KNBC radio. It marks the first time the gambling casino industry has decided to share its advertising budget, heretofore strictly press, with the broadcast media. KNBC general manager Bill Decker advises us the sale was handled by Radio Spot Sales and Hofer, Dieterich and Brown, agency for Harrah's. * * *

Ch. 7's new programming concept, "The Big Show," which offers adult video fare during 5 and 7 each weeknight, proved commercially successful two weeks prior to its debut on Monday, according to Russ Coughlan, general sales manager of KGO-TV.

'Repertoire Workshop' Plans

(Continued from Page 1)

gram directors of the CBS o-o TV stations.

The series will start in January with each station producing seven programs which will be seen on all five stations. The programs will present drama, music, dance, poetry, dramatic readings and other art forms to give encouragement and exposure to deserving local talent.

Program directors attending will be: Daniel Gallagher, WCBS-TV, New York; Leon Drew,

Jack Benny Series Regulars Make Summer Vacation Time

Anyone who thinks that television stars spend the off-season lounging about their pools, playing golf or jaunting through Europe might consider the Summer just completed by Jack Benny, Don Wilson and Dennis Day.

These principals of "The Jack Benny Program," which moves to Tuesdays for its 13th season premiere Sept. 25 on CBS, did not idle away the time.

Benny, for example, went on the road to give three benefit violin concerts, and rehearsed a fourth. He played two night club engagements and filmed 14 new shows for the coming season.

Wilson, in addition to working in 13 of those shows, made guest appearances on two other pro-

grams, served as master of ceremonies at the American Bowling Congress awards banquet, judged the Arizona finals of the Miss Universe Beauty Pageant and appeared at a benefit for the Damon Runyon Cancer Fund. Wilson and his actress wife, Lois, also starred on the stage in Akron, Ohio, in "George Washington Slept Here."

Dennis Day played a succession of night club engagements in the U. S. and Canada, then made personal appearances at a number of state and county fairs.

New Coast Offices For Clearing House

Making another step in its national expansion, Broadcast Clearing House will open new Los Angeles offices Sept. 15 with Frank William Crane as western manager.

Crane resigned his most recent post as partner in Torbet, Allen & Crane, station rep firm of which he was VP and Los Angeles manager. Before forming his own company he worked as VP and general manager of the Imperial Broadcasting System as exec VP of Radio KDAY Los Angeles, and as national sales manager of Radio KPOP Los Angeles. He has also served as president of the Southern California Broadcasters Ass'n.

BCH now has sales and service offices for advertising agencies, station representatives and stations in New York, Chicago, San Francisco and Los Angeles. More will be added in the next few months.

Cooper on WINS Staff

WINS has announced the addition of Perry Cooper to its staff. Cooper will be working with Don Ovens, WINS music director.

Fort Worth Station Buys Building Site

Fort Worth, Tex.—Radio Station KXOL has bought a 15,000 square foot site here for construction of a new and bigger building to house the station.

Earle Fletcher, VP and general manager, said construction will start as soon as plans, now on the drawing board, can be completed. The property, at the corner of Forest Park Boulevard and Pulaske St., was bought from Beatrice Foods and Earl Defee.

Le Jazz Hot Aficionados Heading for Haverstraw

Haverstraw, N. Y.—New York City jazz men Sol Yaged, Coleman Hawkins and Sam "The Man" Taylor, head a large number of artists coming here tomorrow for a jazz festival sponsored by the Haverstraw Rotary Club.

Deejay Jack Lazare will emcee the festival, which will be held under the lights at the Little League Stadium in benefit of the North Rockland Hospital Fund.

Editorial Blasts 'Flap' Over Pat-Dick Debates

(Continued from Page 1)

not go through with the proposed TV debates California votes will suffer as they and the rest of the country's electorate would have, had there been no presidential TV debates two years ago."

Crux of the beef between Pat and Dick is whether a panel of newsmen, including someone from broadcasting, would question the debaters, as was done in the 1960 Kennedy-Nixon series. Brown favors the panel, but Nixon wants face-to-face questioning.

Disk Spinning

Reports that Cameo-Parkway Records was negotiating for purchase of Twentieth-Century-Fox Record Company are unfounded, according to a spokesman for the latter, who adds his company is not up for sale.

M-G-M Records will exhibit at the World's Fair of Music and Sound, McCormick Place, Chicago, Aug. 31 through Sept. 9. All its labels will be represented: M-G-M, Verve, DGG, Choreo Parker, Club and Vesuvius. Personal appearances will include Conway Twitty on Sept. 4, David Rose, Sept. 5, Shelley Berman, Sept. 6, Jackie Mason, Sept. 7 at their booth. Sol Handwerker, M-G-M Records publicity and promotion director, will be in charge.

Westminster announces completion of the first series of recordings conducted by Pierre Monteux, Berlioz' "Romeo and Juliet," with the London Symphony Orchestra and a chorus including an international cast. The company regards it as a prestige item. A "new look" in packaging is planned for a Fall release.

Olympic Radio and TV Sales Corp. has contracted with Enoch Light, exec director of Command Records, to produce and manufacture demonstration discs for Olympic stereophonic sets. Discs will be used by dealers to demonstrate sets to prospective purchasers, and given as gifts to actual buyers.

In the first live radio use of Telstar, a Swedish economist and four Americans exchanged opinions about the U. S. economy on WRVR - FM and the Educational Radio Network. Gunnar Myrdal spoke from Stockholm, while the American team will include Walter Heller, chairman of President Kennedy's Council of Economic Advisors.

Cancer Research Reports Win Citation for Alcott

Los Angeles — KNX newsmen Carroll Alcott has been presented the Jean M. Kline Memorial Award for outstanding local reporting on progress in the field of cancer research. He was cited for his daily radio reports from the American Cancer Society's annual science writer's seminar in Phoenix, Ariz., and for an hour documentary on cancer research.

'Toys' for Tots' Fete To Promote Yule Aid

Detroit—A huge parade through downtown Detroit will kick off a two-day observance of WXYZ's "Toys for Tots Jamboree" Sept. 7.

Winding through the downtown district during the crowded noon hour, the parade will feature station talent and network and recording stars being brought in for the Jamboree, which will be held at Edgewater Park Sept. 8. Soupy Sales, who got his start at WXYZ-TV, is coming in to headline the shows.

The Jamboree is sponsored by WXYZ and WXYZ-TV in cooperation with the U. S. Marine Corps Reserve. The stations have bought out the amusement park for the day and the "price of admission" is one new toy. The toys are then distributed to needy children at Christmas time by the Marines.

Warners Names Andrews Western Sales Manager

William P. Andrews, who has been handling roving sales assignments from Warner Bros. Television Division offices in New York, has been named western district sales manager.

Andrews, who joined Warner Bros. three months ago, will headquarter in San Francisco, effective immediately. He'll handle such Warner Bros. TV programs as "Maverick," "Surfside 6," "The Roaring 20's," "Bronco," "Sugarfoot," and "Bourbon Street Beat."

Four Kansas TV Outlets Form Broadcasting Web

(Continued from Page 1)

nationally by Blair Television Associates. The new cooperative effort will originate through KTVH, which maintains studios here and in Hutchinson, and also includes KTVC, Ensign; KAYS-TV, Hays, and KWHT-TV, Goodland.

KTVH and KTVC have been operating as a two-station network since last May 15. KAYS-TV has been affiliated with ABC-TV the past three years. KWHT-TV is already a CBS affiliate. KTVH, which took to the air July 1, 1953, as Kansas' first TV station, has always been with CBS. The individual stations are separately owned and operated, except KWHT-TV is owned by KAYS-TV.

KTVH last week was granted FCC permission to proceed with construction of a new 1,503-foot transmitting tower, with work to begin within the next few weeks. When completed in early 1963, it will be the tallest structure in Kansas and will be 31 feet higher than the Empire State Building, including its TV antenna.

AGENCY NEWSCAST

By RALPH TYLER

"Research in the Changing Marketing Structure" themes the Advertising Research Foundation's 8th Annual Conference, Oct. 2 in New York. Among highlights are filmed and taped

interviews with four retired marketing research "greats," a look at "Plans for the Future" by Wendell R. Smith, Marketing Science Institute president; a three-part discussion on "The Computer's Invasion of Media Planning," a luncheon keynote address by Birny Mason Jr., Union Carbide Corp. president; a panel on "What Contribution Can Communication Theory Make to Constructing and Evaluating an Advertising Campaign?," and a debate on "Resolved: That Industrial and Consumer Advertising Research Require Different Techniques."

Radio station WHIL, Hempstead, Long Island, N. Y., has circulated 8,000 brochures in its program of monthly mailings to agency personnel, advertising managers, sales managers and business leaders on the theme "A Station is Known by the Companies it Keeps." The brochure lists over 500 companies that keep WHIL "on their Long Island sales staff year after year." The station is currently running approximately 85 per cent national and regional spots. The mailing piece also quotes the latest figures from Sales Management on Long Island, fourth largest U. S. market area.

Backed by approval from the Advertising Council, the American Cancer Society is stepping up its Conquer Uterine Cancer Program on radio and TV. Goal of the intensified program is to persuade all adult women to have a "Pap" smear test with their annual health checkup. The Advertising Council is including the program in its September-October Radio-

LANDON RETIRES AFTER 41 YEARS

KDKA Honors Engineer As New Career Starts

Pittsburgh—E. B. (Ward) Landon, who joined KDKA in 1921 when radio was in its infancy, is retiring from the station Friday. Now studio engineering supervisor, he became associated with KDKA not many months after it took to the air on Nov. 2, 1920, with the Harding-Cox presidential election returns.

KDKA will honor Landon at a retirement dinner tomorrow. The term "retirement" is not exactly correct. Landon, at the age of 65, will be starting another career.

Thought for Today

"A pinch of salt can be greatly improved by dropping it on a nice T-bone steak . . . Anyone who thinks by the inch and talks by the yard ought to be moved by the foot . . . A southpaw is not necessarily a man who raises his children in the South . . . The girl who says she wouldn't marry the best man on earth is probably nearer the truth than she suspects."

—Sam Cowling
on Don McNeill's Breakfast Club

TV Bulletin which goes to network and local stations

D. P. Brother and Co. announces the following promotions and appointments in its Detroit headquarters: John C. Martin is named account exec on the Guide Lamp Division and GM Defense Research Lab accounts; William B. Landis joined the agency as a copy writer on the AC Spark Plug Division account; Gerald T. Kennedy has been assigned to the agency's sales promotion staff as a copy writer on the Olds account, and William R. Easton is appointed product promotion manager in the sales promotion section, responsible for various technical writing activities relating to the Olds account.

HOUSTON HAPPENSTANCE: Savage Laboratories, Inc., has named Thobae-Browder for advertising and PR. John L. Andrews has been retained to represent the Snelling Motors and Foreign Imports, Inc.

'Real McCoys' Ready For Network Switch

"The Real McCoys," on ABC-TV the past five seasons, will become a CBS-TV feature Sept. 30, sponsored by Ralston Purina via Gardner Advertising, and American Tobacco via BBDO. The filmed series stars Walter Brennan and Dick Crenna, and features Tony Martinez, Andy Clyde, Lydia Reed and Madge Blake.

Charlie Isaacs, who formerly produced the "Hey Jeannie" show and the "Gisele MacKenzie Show," will produce "The Real McCoys" for Brennan Westgate Productions at Desilu Studios in Culver City. Irving Pincus is the series' creator.

Outlet in D. C. Bares Narcotics Addiction

Washington Bureau of RADIO-TV DAILY
Washington — "Our Addicted Community," an original series on narcotic users, is being aired by WWDC Radio in ten 15-minute news specials nightly Mondays thru Fridays until Sept. 7.

During the series, addicts are telling their personal stories of drug enslavement, and members of their families are discussing stresses within the home. Law enforcement officials, physicians, and ministers and laymen in rehabilitation work also are appearing on the program.

WWDC Radio has editorially endorsed compulsory hospitalization for addicts, Ben Strouse, station president, said.

Phoenix Outlet Tackles High School Gridcasts

Phoenix—KPHO-TV will broadcast live an entire high school football game every Friday evening beginning Sept. 21. The program, to be titled "High School Football Game of the Week," the program will run for nine consecutive weeks and feature two different high school teams each week. Art Brock, sports director for KPHO-TV, will narrate the play-by-play from the playing field.

'Learning' Opens Series With Lawrence Novel

"The Plumed Serpent," by D. H. Lawrence, will be discussed Monday on CBS' "Invitation to Learning" by host George D. Crothers and guests William Tindall, Columbia U. English professor, and Eric Larrabee, managing editor of "Horizon." As the first in a four-part series on 20th century novels, this segment deals with Lawrence's views on primitive and sophisticated peoples.

Maureen O'Hara Skeds Christmas 'Bell Hour' Shot

Maureen O'Hara, starring opposite Henry Fonda in Warner Bros' "Spencer's Mountain," has been signed for the Christmas Telephone Hour program.

'Voices Inc.' Sings Out On Two Social Problems

The a cappella octet, "Voices Incorporated," will present two musical-narratives this Sunday and next on "Our Protestant Heritage" on WNBC-TV. Topic of the first program will be "Automation: Friend or Foe," and the second will be "No Negro Need Apply" (the Negro's history in the labor movement).

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



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VOL. 91, NO. 42

WEDNESDAY, AUGUST

CENTS

JFK NIXES INT'L VIDEO CONTROL

Borge Selden Firm Lining Up Series of Specs

Victor Borge Selden Associates has signed Jim Moran to star in one of the six special hours in its Six Pac TV, slated for this season. In addition to Moran's publicity escapades, segment will look thru his apartment, which resembles an exotic museum, and feature a house party attended by drama stars. VBS is at work on another segment, "The Best of Borge," an anthology of the humorist-pianist's great performances and much new material.

Pulitzer Prize Novel Inspires MGM Skein

A new TV series based on the '58 Pulitzer Prize novel by Robert Lewis Taylor will be produced by MGM-TV in association with ABC-TV for the net's '63-'64 sked. Titled "The Travels of Jamie McPheeters," the series will cost an estimated \$5 million for year's production.

Novel relates the westward trek of a 13-year-old boy and his doctor father during the Gold Rush of 1848. The initial episode, written by John Gay, will go into production in October, with Robert Sparks producing.

Purina Dog Chow Skeds Breaking Out in Spots

St. Louis—Ralston Purina Co., St. Louis, will launch a commercial barrage on all Purina Dog Chow spot TV skeds starting Sept. 1, and on "Leave It to Beaver," the new "Jackie Gleason Show," and "The Real McCoys." A radio spot campaign using CBS and NBC plus independents, will run in 205 markets for three-weeks starting Sept. 19. Gardner Advertising is the agency.

TV Cowboys 'Sissified,' But Hoot Liked Salaries

The late Hoot Gibson, in his last interview, mourned the passing of the old rootin', tootin', silent movie cowboy, and the rise of his "sissified successor" on TV. "These (new) guys really have it easy. They all have doubles and they don't even have to get on a horse," he told Show Magazine. But Gibson added, "More power to them as long as they can get the money."

TALENT REVENUE STILL GROWING

Category Nets \$356.3 Mil.
27% of Broadcast Income

Of '61 total broadcast revenues of the industry, \$962 million, or 73 per cent, came from sale of time and \$356.3 million or 27 per cent from sale of talent and program material to advertisers. The FCC notes that proportion of revenues from sale of talent and program material has been increasing in recent years, from 23 per cent

(Continued on Page 2)

Negro Newsman Set To Cover UN for ABC

Malvin R. Goode, Negro newsman and 14-year veteran of the Pittsburgh Courier, will join the ABC News Department Sept. 10, assigned to its United Nations staff, it was announced by James C. Hagerty, ABC VP in charge of news, special events and public affairs.

Goode has had over 13 years experience in news broadcasting, beginning in 1949 with a 15-minute stint on KQV, Pittsburgh, and

(Continued on Page 5)

FCC's Initial Decision Denies WBZY Transfer

Washington Bureau of RADIO-TV DAILY

Washington — An initial decision looking toward denial of Pioneer States Broadcasters, Inc., application to move WBZY from Torrington to West Hartford, Conn., reducing power from 1 kw to 500 watts, but continuing as a daytimer on 990 kc with directional antenna, has been issued by FCC hearing examiner Basil P. Cooper.

Fire Breathing Dodd Chanling Old Refrain About Sex, Violence

Washington Bureau of RADIO-TV DAILY

Washington—A new attack on violence and sex on TV by Sen. Thomas Dodd (D., Conn.) yesterday was inserted in the Congressional Record with laudatory comments by Sen. Edward Long (D., Mo.) Dodd, who seemed to quiet down a bit lately, was back to breathing fire.

"Frankly, I was amazed at the callousness some of the TV producers displayed at the exhaustive hearings..." he said; adding:

"I think the hearings have had

(Continued on Page 6)

7 Arts Shifting Tobias, Adolph Sent to Frisco

Lester Tobias is being transferred from Seven Arts' Los Angeles sales division to the company's New York home office, and Alden Adolph has been named the new Western Division account exec, it was announced by Robert Rich, VP - general sales manager.

Tobias began his show business career starring in the Avon Comedy Four and on his 70th birthday was traveling through the West-

(Continued on Page 3)



TOBIAS

White House Advises Rep. Bass It Rejects FCC Aide's Report

Washington Bureau of RADIO-TV DAILY

Washington — The administration has no intention of setting up any agency to control the type of TV programming beamed abroad. That was the word from a White House

Arthur Perles' front-page editorial on Monday blasted Myers' report as a pretext to wangle government control of TV programming.

official, according to Rep. Perkins Bass (R., N. H.) yesterday.

Bass demanded that the White House make public a study by FCC chairman Newton Minow's assistant, Tedson Myers, in which Myers called for establishment of such a new bureau to make sure TV programs beamed overseas are in line with U. S. foreign policy.

The New Hampshire Republican yesterday said he had been assured by the White House that the Myers study does not reflect administration policy and that, in fact, the administration has no idea of doing any such thing.

Irv Kupcinet Plans Shift To Another Chi Station

Chicago — WBKB will be the new home of Chicago Sun-Times columnist Irv Kupcinet on Sept. 15, if negotiations are successful to transfer him from his slot at WBBM-TV, where he currently hosts the "At Random" show. WBBM-TV will retain the "At Random" title and format.

Surging N.Y. Negro Market Revealed in Pulse Survey

An updated, scientifically calibrated yardstick for advertisers to measure media expenditures within metropolitan New York's expanding Negro community was presented to the industry yesterday by radio station WLIB.

Harry Novik, the outlet's general manager, revealed the results of an in-depth socio-economic survey conducted by Pulse. It presented these statistics on

the 1,600,000 Negroes in the New York market:

The median yearly income of the household head has mounted in ten years from \$2,971 to \$4,340.

The entire family's median annual income is \$5,800, nearing

(Continued on Page 5)

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Bible Text Analyzed In 13-Wk. Chi Series

Chicago — WBBM on Sept. 19 will present the first of a 13-week series of informal discussions of significant Biblical texts as part of The Chicago Board of Rabbis' concerted efforts to encourage regular reading of the Bible. Titled "Spectrum," it will have Rabbi Moshe Babin as discussion leader, with participants to be selected from Chicago area congregations. Rabbi Babin is author of "The Evolution of the Book of Daniel."

A DOMINANT VIEW ON WDAU
Prestige TV in Northeastern Pennsylvania . . . constant and complete coverage of local political, religious, social and sports events . . . reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.

WDAU TV
scranton-wilkes barre and WGBI represented by H-R

COMING AND GOING

DAVID C. MOORE, president, Transcontinental TV Corp., arriving aboard Queen Elizabeth from Southampton and Cherbourg.

ROBERT C. TROUP has left for Painted Mill, Md., to produce a special featuring the Kingston Trio.

GOWER CHAMPION in from Los Angeles to confer with Richard Rogers and Alan Jay Lerner.

ROY GERBER, GAC veep, leaving for duties in Beverly Hills office.

AL PARENTY, Young TV Corp., to southeast on business.

H. WILLIAM FALK, RADIO-TV DAILY associate editor, back from a 10-day vacation trip to Puerto Rico.

JOHN L. KOSHOURIS, operations VP for VHF, Inc., to Atlantic City as associate producer for the "Miss America" show.

AL COLLINS, KGO-TV, off on vacation.

JERRY SCHNITZER, president of Gerald-Schnitzer Productions, in New York for meetings.

JAMES PARKS, sales director, and NOYES SCOTT, KRCA sales manager, on a two-week business trip in New York and Chicago.

Hair Tonic, Coffee Back 'Kickoff '62'

"Kickoff '62—A College Football Preview" will be seen on CBS TV Sept. 13 under the sponsorship of Bristol-Myers Co. for Vitalis, via Doherty, Clifford, Steers & Shenfield, and General Foods Corp. for Maxwell House Coffee, thru Ogilvy, Benson & Mather.

The hour filmed and live sports special is intended to capture the on-the-scene excitement prevailing on the nation's campuses in advance of the NCAA football season. It will preview broadcast on the net of nine coast-to-coast and 15 regional NCAA games during the Fall season.

George Titus Assumes WTOP Sales Exec Post

Washington Bureau of RADIO-TV DAILY
Washington — George R. Titus has been named director of sales development at WTOP. Titus has resigned his post as managing director of the advertising firm of McCormick & Titus and will serve on the board of directors of the affiliated PR firm, McCormick Associates.

Previously, Titus was advertising director of Woodward & Lothrop and has also been promotion director at the Washington Times-Herald.

Industry Talent Revenue Continues on Upgrade

(Continued from Page 1)
in '59 to 25 per cent in '60 and to 27 per cent in '61.

There were 451 VHF and 74 UHF stations in operation during all of 1961 and 10 of each operating part of the year, while 3 VHF and 2 UHF stations went off the air during the year. Thirteen VHF's reported profits in excess of \$3 million, and 55 between \$1 million and \$3 million during that time period.

NEWS-INFO MIX GETS DAILY DOC

Living 'In Depth' Joins Morning Format at KMOX

St. Louis — A Monday-through-Friday 10-minute documentary has been added to the KMOX 7-to-9 AM news and information format. The documentary, locally produced by the CBS o-o, will deal with an unusual or little-known facet of today's living, explored in depth.

Subjects to be covered by the KMOX series, titled "For Your Information," will include such topics as the high cost of political campaigning, palmistry, divorce laws and professional football player drafts.

'Stoney Burke' Sold Up North

"Stoney Burke," United Artists TV's new Fall network entry, has been bought in Canada by MacLaren Advertising Co. on behalf of four major advertisers for national telecast on CTV.

Sale was handled by Colm O'Shea, VP of ZIT, Canadian subsidiary of UA TV. MacLaren's four participating clients are: H. J. Heinz Co. of Canada; Lever Brothers; Canadian General Electric, and Beecham Products.

"Stoney Burke" will premiere in the U. S. on ABC-TV Oct. 1, at the same time as the Canadian premiere. Series is being produced for UA TV by Leslie Stevens under his Daystar Productions banner.

WLIB Pubaffairs Head Named to School Board

George W. Goodman, public affairs director at WLIB, has been named as a member on New York City's School Board serving Harlem area districts.

FINANCIAL

(August 28)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp.	14 1/2	14	14	— 3/8
AB-PT	33	32 1/2	32 1/2	— 1/2
A. T. & T.	112 7/8	111 3/8	111 5/8	— 1 1/4
AVCO	23 3/8	22 3/4	22 7/8	— 5/8
CBS	38 3/4	38 1/8	38 1/8	— 5/8
Columbia Pic.	20 1/4	19 1/4	19 1/4	— 1 1/4
Crow-Coll.	24 1/8	23 3/8	23 3/8	— 3/4
Decca	38 3/4	38 1/4	38 3/4	— 1/4
Disney	32	30 3/8	30 3/8	— 1 1/4
East. Kodak	101 3/4	99 1/8	103 1/4	— 5/8
Gen. Prec.	37	35 1/4	35 1/2	— 1 3/4
General Tel.	26 3/4	26 1/4	26 3/4	+ 1/2
Hazeltine Corp	21 3/8	21 1/4	21 1/4	— 3/8
Magnavox	37 1/2	35 7/8	36	— 1 1/2
MCA	31 5/8	31 1/2	31 1/2	— 1/4
M-G-M	35 3/8	35 3/8	35 3/8	— 1/4
Minn. M&M.	54 5/8	52 7/8	53	— 1 1/2
Nat. General.	6 7/8	6 1/2	6 1/2	— 1/4
Paramount	39	38 1/2	38 5/8	+ 1/8
Plough	31 1/2	30 3/4	30 3/4	— 1 1/4
RCA	48 7/8	47 7/8	47 7/8	— 1 1/4
Taft	18	18	18	— 3/8
20th-Fox	21 3/4	21 3/8	21 1/2	— 1/4
United Artists	28 3/4	28 1/2	28 1/2	— 1/4
Warner Bros.	14 1/4	13 3/8	13 1/2	— 5/8
Westinghouse	28 1/2	28	28 1/8	— 3/8
Zenith Radio	55 3/8	53 1/2	53 3/8	— 1 3/8

AMERICAN STOCK EXCHANGE

Allied Artists	3 5/8	3 5/8	3 5/8	— 1/8
Capital Cities	15 1/2	14 7/8	15 1/8	— 3/8
Desilu	8 3/8	8 3/8	8 3/8	— 1/8
Esquire, Inc.	3 3/8	3 3/8	3 3/8	— 1/8
Filmways	5 3/4	5 1/2	5 3/4	— 1/4
Movielab	9 1/2	9 1/2	9 1/2	— 1/4
MPO	7 7/8	7 3/4	7 3/4	— 1/4
NTA	1 1/8	1 1/8	1 1/8	— 1/8
Reeves Sound	4	3 7/8	4	— 1/4
Screen Gems	19 3/8	18 3/4	18 3/4	— 1/4
Technicolor	13 1/4	12 3/4	13 1/4	+ 1/4
TelePrompTer	8 7/8	8 1/4	8 1/8	— 1/8
Trans-Lux	13 1/8	13	13 1/8	— 1/8
TV Industries	1 3/8	1 3/8	1 3/8	— 1/8

*OVER THE COUNTER

	Bid	Asked
Jerrold	5 3/4	6 1/2
Meredith	24	27 1/2
Seven Artists	8 5/8	9 5/8
Sterling	1 3/4	2 1/4
Transcontinent	9 5/8	10 5/8
Wometco	23 1/2	25 5/8

* Courtesy of National Association of Security Dealers.

Editorial Writer Named For Denver Radio-TV

Denver — Lawrence C. Martin, associate editor emeritus of the Denver Post, has been signed to write editorials for KBTV and KBTR Radio, which plan to begin editorializing the early part of next month. In addition to presenting opinions on local and regional matters, editorials will explore national problems when they have a direct effect on Colorado residents, according to John C. Mullins, president and owner of both stations.

New Rhode Island Outlet Using H-R TV as Reps

WTEV-TV serving the Providence, Rhode Island market, has appointed H-R Television, Inc. as exclusive national reps. An ABC-TV affiliate, WTEV will begin operation Jan. 1.

NBC EXTENDS 'VIRGINIAN' PAST ORIGINAL 13 WEEKS

After viewing the first five segments of Revue's "The Virginian," NBC-TV has ordered the new series extended indefinitely beyond the 13 weeks called for in the original contract.

The hour-and-a-half weekly color skein, which will debut Sept. 19 as a Wednesday night feature, recently completed filming on nine of the feature picture-length segments in 10 weeks. Stars are Lee J. Cobb, James Drury (in the title role), Doug McClure, Pippa Scott, Gary Clarke and Roberta Shore.

In other Revue activity, Harry Guardino has been signed to star in "The Masked Marine," and Halsted Wells to adapt Lawrence Durrell's "The Dark Labyrinth," both for hour shows in the "Fred Astaire Premiere" series on ABC. Also, Lee Krieger, Leon Lontoc, John Kahn, Mako, Llyod Kino and John Mamo were signed for the "Movies Are Your Best Diversion" segment of the new "McHale's Navy" series starring Ernest Borgine, set for an Oct. 11 ABC bow.

Signed by Revue for the "Able Weatherly Story" episodes of "Wagon Train," starting Sept. 19 on ABC, were John Ashley, William Fawcett, Valerie Varda and J. D. Cannon. John McIntire stars. Kayro Productions has resumed filming on Revue's "Leave It to Beaver" after a five-week hiatus. Five segments of the new season's series, which begins its sixth season on ABC next month, were in the can before the hiatus.

ABC Net Signs Pair As Primary Affiliates

ABC has signed primary affiliation agreements with WLOX-TV, Biloxi, Miss., and WTEV, Providence-New Bedford-Fall River, R. I. WLOX-TV begins broadcasting Sept. 10, and WTEV starts beaming Jan. 1, 1963. The double affiliation addition now gives the ABC network 129 primary affils.

Negro in Theatre Surveyed

WBAI-FM will broadcast a panel discussion, "The Negro in the Theatre," Sept. 9. The program will be repeated Sept. 10.

Half-Hour Daytime Pilot Readied For NYC Cameras

Pilot of a new half hour daytime serial, produced by Television Personalities, Inc., goes before the cameras in New York City within the next few weeks. Executive producer of the proposed series is Richard Rector of VHF Productions.

WPIX Steams Ahead On British 'Sea War'

"Sea War," a new weekly half-hour documentary which depicts Britain's battle for survival during World War II, will be telecast Thursday on WPIX, starting Sept. 6. Distributed by Independent Television Corp., the series

Italian songstress Katyna Ranieri has been signed to guest in "Broadway Goes Latin," half-hour series from ITC which debuts Sept. 10 on WPIX, sponsored by Ballantine Beer and Reynolds Tobacco. Edmundo Ros hosts the series. Opening seg features Toni Arden and Johnny Pacheco, Pachanga creator.

was produced by the J. Arthur Rank Organization in cooperation with the British Admiralty.

On the first telecast, the British Home Fleet sails from Scapa Flow to head off Hitler's lighting invasion of Norway in "Opening Bid" where the issue resolved itself into Nazi planes versus British ships. Much of this British "Victory at Sea" is compiled from actual films taken at the time, other scenes faithfully reconstructed to make the overall picture complete.

First Sea Lord, Adm. Sir Caspar John, G. C. B., introduces each story from the Board Room of the Admiralty in London, and Rear-Admiral Roy Foster-Brown, C. B., narrates each episode.

Carol Burnett Inks Long-Term CBS Pact For Specs, Guesting

Carol Burnett, represented by Martin Goodman Productions, has signed a long-term contract with CBS TV to appear in a number of specials and to guest star on regularly scheduled network programs.



BURNETT

A regular weekly series starring Miss Burnett is also under consideration, according to Hubbell Robinson, senior VP for programs.

Bob Banner Associates will produce the Burnett projects in association with the net. Banner's negotiations with CBS-TV were handled by Ashley-Steiner, Inc.

As already announced, Miss Burnett will star in "Calamity Jane," a 90-minute musical comedy special to be seen on CBS-TV during '62-'63.

7 Arts Shifting Tobias, Adolph Sent to Frisco

(Continued from Page 1)

ern states selling "Films of the '50s" for Seven Arts. His new assignment will be announced shortly.

Adolph, who will headquarter in San Francisco, formerly was general manager of the Telenews Theatre in that city since 1958. Before that he was booker and buyer for the John Parson's Pacific Theatres and Telenews Theatre. He was a sales rep in San Francisco for Republic Pictures from 1952-'57, and from 1950-'52 held the same post with RKO. Adolph began his career in film sales with Allied Artists.



ADOLPH

It Takes 16 TV Tons for 54 Pretty Smiles

CBS-TV's two and a half-hour live broadcast of the "Miss America Pageant" in Atlantic City Sept. 8 is more than a matter of 54 pretty girls trying to look their best. To the network it means 16 tons of electronic equipment shipped to the scene from New York and a 40-man crew under the supervision of Paul Levitan, director of special events.

Eight TV Monitors

The equipment will include a control room with eight TV monitors, plus sound and picture con-

trols. Some eight and a half miles of communication cable will be strung through Convention Hall to coordinate cameras, microphones and other facilities. Six TV cameras will be spotted in the broadcast areas, with two extra cameras standing by.

For two days before the actual

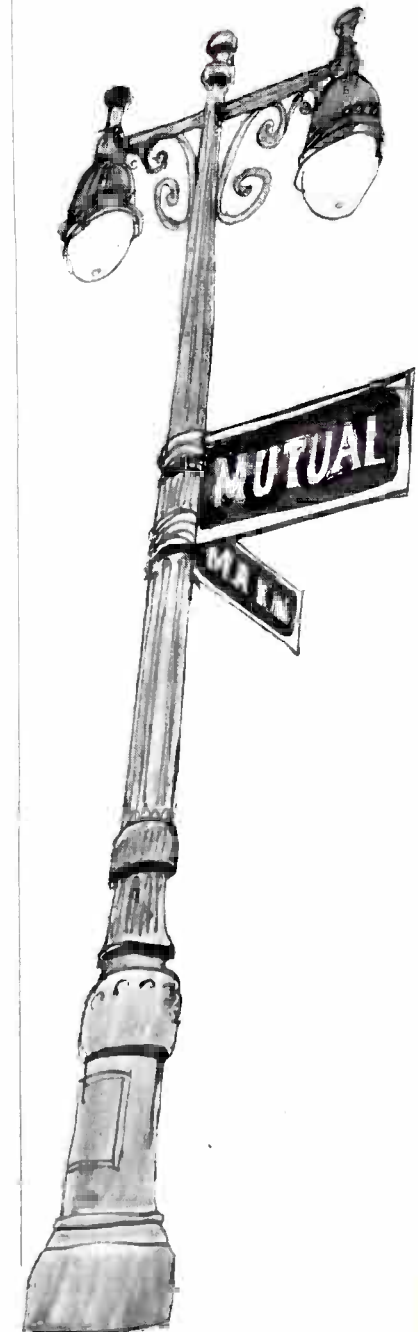
broadcast, Levitan and his crew will train their cameras and mikes on all the preliminary events leading up to the broadcast itself. During these dry runs, they will be able to time their shots, and figure out the best angles from which to pick up the talent performances of each of the 54 girls who will represent all 50 states, plus New York City, Chicago, the District of Columbia and Canada.

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual.

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M

A Service to Independent Stations



YOUNG VIEWERS GET FALL TV PIE

PTA Magazine Sees Skeds Promising 'Accent on Youth'

Chicago — The Fall TV prospect promises "youthful pie in the sky . . . as tempting as ever," reports The PTA Magazine, official publication of the National Congress of Parents and Teachers.

Upcoming programs selected for evaluation included CBS' "Reading Room," whose purpose is "to stimulate interest in books among 8-12-year-olds;" NBC's "Exploring," to be "aimed at educating 5-11-year-olds in . . . just about everything," and ABC's "Discovery '62," which plans "to explore and participate in every facet of a youngster's interest and imagination."

The magazine also mourned the soon-due demise of "Tottle," a Philadelphia offering in CBS' exchange program.

4A's Creative Code Wins NAB Approval

The new Creative Code of the American Association of Advertising Agencies has been endorsed by NAB's Radio Code Review Board and TV Code Review Board, plus seven other associations.

The Code was adopted at the 4A's annual meeting April 26. Copies are available without charge from the 4A's headquarters in New York. Other endorsers include Associated Business Publications, Advertising Federation of America, Ass'n of Industrial Advertisers, Ass'n of National Advertisers, Agricultural Publishers Ass'n, Magazine Publishers Ass'n and National Business Publications.

Liberace Joins Roster Of Keefe Brasselle Spec

Liberace has been signed as special guest star on "Keefe Brasselle's Variety Gardens," hour special Sept. 18 on CBS-TV. Jack Philbin is executive producer; director is Jerry Shaw and choreographer is Ron Fletcher. Syd Zelinka, Will Glickman, James Sheldon and Walter Stone are the writers.

Sponsors are Proctor & Gamble, S. C. Johnson & Son and Reynolds Tobacco, via Benton & Bowles, Needham, Louis & Brorby Wm. Esty Co.

Leo Handel Completes TV Pilot Film Script

Leo A. Handel has completed the script for the pilot film, "Unfair Competitor," for his comedy TV show "The Poll Taker."



By TED GREEN

• • • Garry Simpson, a top director, has joined N. W. Ayer & Son as a commercial producer on the DuPont account. Formerly a network producer-director for NBC, Simpson recently produced educational TV courses for the New York State Regents ETV project . . . Mag writer Paul Denis spending a week at the Stardust Hotel in Las Vegas—Helps to have the green staff there, Paul . . . Actress Leona Milen will be commentator for the hour show at the Hotel Manhattan's Playbill restaurant, titled "Luncheon at the Playbill" on WNCN (FM) . . . Actor David Nelsons are lullabying a baby son. David is the son of TV's Ozzie and Harriet . . . Disk star Paul Anka, while guesting with Bea Kalmus via her mikes at The Mayflower Hotel in Atlantic City, N. J., the other evening, flipped over a tune titled



SIMPSON

"Tears in Your Eyes" penned by Bea, he'll wax the ballad at his next session . . . Sistie Chapman of CBS-TV's "Calendar" show and John Moffitt, asst director of the "Ed Sullivan Show," are honeymooning . . . Hoppy birthday to Eydie Gorme, Julie Newmar and Frank Gifford . . . Comedian Rip Taylor will jet to England in October to guest on BBC-TV top variety shows.

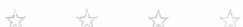


• • • Meet: Jack Gregson, now in New York after three years in Miami. Born and raised in Spokane, he had his first radio show at the age of 12, five days a week sponsored by a local dairy. After graduating from Moran Junior College in California and pursuing a law course at Stanford U., he served in the Air Force and then centered his activities in broadcasting on the West Coast. From there, Gregson moved to New York City, and for eight years was continuously doing commercials and emceeing network shows. His best known was the "Wednesday Night Fights" on ABC-TV. His deep, convincing voice serves well for the sponsor's message.



GREGSON

• • • J. Akuhead Pupule leaves Honolulu's KORL and is being replaced in the morning spot from 6 to 9 AM by Jack McCoy. Jack used to conduct "Breakfast in Hollywood" from the film capital and has been in Honolulu for the past three years. He has an afternoon TV show which has a large audience, but this is his first radio show in Hawaii . . . Ira Morais, who has been operating his own PR organization, has merged his accounts with Dunwoodie Associates, Garden City, N. Y., and been appointed director of the PR Dept. and elected a VP of the company . . . Scozzafava (yup, that's his name), who designed dresses for Genevieve, Martha Wright, Gwen-Verdon, Myoscha Umehi, and many other tops, has been signed to design his most unusual best for Jean Martin's International opening Sept. 7 . . . Things we would like to know: How come NBC-TV's "Our Five Daughters" is going off the air? ? ? ? The show is completely sold out and still has a high rating.



• • • Harry Kelly, sales manager of Mercury-Wing Records, has announced the release of six new albums, including such artists as The Platters, Dick Contino, Jan August, Eddie Heywood, Sil Austin and Richard Hayman and his orchestra . . . Columbia Records has signed pianist Gary Graffman to an exclusive long-term contract . . . Also signed is 21-year-old vocalist Tobin Matthews. Tobin's first release will be "Susan," a swinging popular version of the waltz, "Viilia," from the operetta "The Merry Widow" . . . How about letting this reporter know if your station or agency has an opening? Give someone a break through "Operation: Give a Break."

NEW JERSEY ENDS LONG TIME NO TV

WNBT Readies Telecasting Of Nightly State Profile

New Jersey, which has complained of video neglect by New York stations, now gets its chance. WNBT yesterday announced it will telecast a nightly half-hour "Profile: New Jersey" starting Sept. 17.

The program will feature interviews with New Jersey public officials including members of the State Legislature and community leaders. First program will be a news conference with Gov. Richard J. Hughes interrogated by three State House reporters. He will appear regularly every Monday.

27 Gridcasters Mike NFL Action for CBS

Twenty-Seven sportscasters, one of the largest teams of reporters ever assigned to one sports series, will cover the action and color of the 97 National Football League games to be broadcast exclusively this season on regional networks of CBS-TV.

Group Begins Sept. 16

The group, which begins its assignment Sept. 16, includes: New York Giants, Chris Schenkel and Pat Summerall; Cleveland Browns, Ken Coleman and Warren Lahr; Los Angeles Rams, Gil Stratton and Bill Brundige; Baltimore Colts, Chuck Thompson; Minnesota Vikings, Herb Carneal and Clay Tonnemaker; Green Bay Packers, Ray Scott and Tony Canadeo; St. Louis Cardinals, Jack Drees and Bill Fisher; Philadelphia Eagles, Jack Whitaker and Bosh Pritchard; Chicago Bears, Red Grange and George Connor; San Francisco 49ers, Bob Fouts and Gordon Soltau; Pittsburgh Steelers, Joe Tucker and Joe Bach; Detroit Lions, Van Patrick and Bob Reynolds; Washington Redskins, Jim Gibbons and Ed Gallaher, and Dallas Cowboys, Frank Glierer and Davey O'Brien.

Mort Bassett & Co. Tapped As WGHQ National Reps

Kingston, N. Y.—WGHQ has announced the appointment of Mort Bassett & Co., as national reps. WGHQ is flagship station of the Herald Tribune radio network.

HOWARD E. STARK

Brokers and Financial Consultants
Television Stations—Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-9405

WLIB Charts Big Leap in N.Y. Negro Income

Earnings per Family Jumped from \$2,971 To \$4,340 in 10 Yrs.

(Continued from Page 1)

the par of \$6,200 for white families in the area.

Total food expenditure is \$577,500,000.



NOVICK

Family median monthly rent average is \$72.

The average Negro family unit comprises 3.6 persons, virtually the same as the 3.4 figure for the entire New York community.

Education is accelerating at a more rapid pace than among any other ethnic groups. Negro high school graduates this year was proportionately only one per cent below that of the average in all New York counties. Today 26.4 per cent of all Negro family heads have some high school education. Of these, 27.2 per cent have completed high school. More than 10 per cent have attended college and the number of Negroes entering the professions is increasing daily.

40 per cent of the families today have bank accounts. More than half have Blue Cross and Blue Shield coverage.

The last such qualitative study of New York's Negro market was made by WLIB in 1952.

Negro to UN News Staff

(Continued from Page 1)

including service with WHOD (now WHOM), Homestead, Pa.; WTAE, Pittsburgh, and other radio and TV stations throughout the Eastern U. S.

Hagerty said his assignment to the UN "is part of ABC's news expansion in preparation for covering extensively the activities of the international organization when its General Assembly reconvenes."

Double-Barrel 'Maverick' Rides WOR-TV in Fall

WOR-TV will show two different episodes of "Maverick" on Sunday and Monday each week starting Oct. 7 throughout the Fall season.

30 Nations See USIA Video

The TV program "Let's Learn English," produced by the U. S. Information Agency, has been accepted by local stations and networks in 30 countries, including 19 in Latin America alone, the agency said in a report to Congress on its activities for the first half of 1962.

During that period, the agency's radio arm, the Voice of America,

5 New Execs Named At ABC Radio and TV

ABC has announced five appointments in the network and its divisions, topped by Robert T. Goldman being named assistant to the president of the ABC-owned TV stations and Ronald L. Sack getting the post of publicity-promo manager for the ABC-owned radio stations. Goldman, with ABC since 1958, will coordinate business affairs of the five o-o TV outlets. Sack was with WLS, ABC o-o in Chicago, since October, 1958, recently as promo manager.



SACK

Other Appointments Made

Other appointments involve Walter Stein being named research director for the ABC-owned TV stations; Arthur Platzman upped to sales presentation writer for ABC-TV, and Eugene Pleshette named VP in charge of ABC Merchandising, Inc.

Stein, with ABC since July, 1961, was previously with WCBS-TV and CBS-TV Spot Sales as a research exec. Platzman has been with ABC-TV since April, 1958, most recently in its research dept. Pleshette, who was managing director of the now-closed Brooklyn Paramount Theatre, has been with United Paramount Theatres and its successor company, American Broadcasting-Paramount Theatres, since 1934.

Broadcast Time Sales Names McLaughlin VP

Broadcast Time Sales has appointed Benjamin B. McLaughlin a VP in its New York office, it was announced by BTS president Carl Schuele. Former sales manager of KETV, Omaha, McLaughlin has been in broadcast sales and station management over 13 years. He began his career at WICU-AM-TV, Erie, where he served as VP-general manager of the stations.

AGENCY NEWSCAST

By RALPH TYLER

A European consumer product,—Odol, a mouthwash will attempt major brand status beginning Sept. 10 with a heavy advertising campaign on Radio Station WPAT. Odol was introduced in Europe in 1890 and has been in national distribution in the U. S. for years. Until now, advertising here has been confined to small space in local newspapers, including foreign language publications. The Odol radio campaign will not engage in a competitive battle over germicidal or bad breath prevention claims.

New appointments at Gardner Advertising include Jere B. Chamberlin, TV producer; Michael J. Sheets, account executive, and Thomas Atkinson, a member of the creative art staff. Chamberlin came to Gardner from Toronto, where he was manager of the commercial dept of Baton Aldred Rogers, Ltd., TV station. Sheets, assigned to the Grove Laboratories account, has been associated with Grant Advertising in Miami, Fla., N. W. Ayer & Son, Philadelphia, and McCann-Erickson, Chicago. Atkinson, a commercial artist for the last four years, is a Washington U. grad.

MIDWEST MEDLEY: Jules W. Beuret, Jr., has resigned as director of advertising and sales promotion for Magnavox, Fort Wayne, Ind., to become director of marketing for Pfizer Laboratories, marketing division of the Charles Pfizer and Co., Wilton, Conn. . . . Kevin McCarthy has

Thought for Today

"There is a well-worn axiom in the advertising business that an agency is no better than the people in it, and indeed the second axiom goes to the effect that the agency business is simply a business of people. It is certainly true from a standpoint of arithmetic: in 1961, nearly 70 per cent of all the dollars taken in by agencies in the American Association of Advertising Agencies was paid out in salaries, augmented by fringe benefits—group insurance, major medical, profit-sharing and pension plans."

—John Crichton
President 4A's

been named art director of Creative Marketing Associates, South Bend, Ind. . . . Acorn Chemical Co., Cleveland, has named Hesselbart Mitten Advertising, Akron, to handle its advertising, sales promo, publicity and PR . . . Alex Arndt, former VP and partner of Roberts Printing Co., Toledo, has expanded his graphic arts service into a full ad agency in Toledo. Rocco Pizza will handle PR for the new agency, and Ralph Johnston, until recently with Colle & McVoy Agency, Minneapolis, will be copy and creative director.

Boston Outlet Scans Town's Rapid Growth

Boston—Newsmen, researchers and production men from WBZ Radio have been probing to find the success secret of the industrial growth of Norwood, a town near Boston. The answers they've found, plus taped interviews with town fathers and state officials, have been incorporated into a documentary, "Surburbia's Business," to be aired Friday night.

Jefferson Kaye produced and narrates the story of Norwood, whose industrial base increased 50 per cent in one decade. He said Norwood might easily serve as a model for other towns that want to bring in new industry.

Mack in 'Desert'

Cleveland — Wayne Mack, WDOK good music announcer, had one of the starring roles during the just-completed two-week engagement of "Desert Song" at Musicarnival.

14 Marts Purchase Four MCA Programs

MCA-TV has sold its off-network half-hour programs in 14 new markets and reports renewals in five additional markets.

"M-Squad" has been purchased during the last week by WJBF-TV, Augusta, Ga.; KPRC-TV, Houston, Tex.; KOCO-TV, Oklahoma City; WNAC-TV, Boston, and WHBF-TV, Rock Island, Ill. The series has been renewed by KNOE-TV, Monroe, La.; KREX-TV, Grand Junction; KGNS-TV, Laredo, and WSPD-TV, Toledo.

"Dragnet" has added WKJG-TV, Ft. Wayne; WEAR-TV, Pensacola; WOC-TV, Davenport; WDXI-TV, Jackson, Tenn., and has been renewed by WCKT, Miami, Fla. "Restless Gun" has recently been acquired by WHBF-TV, Rock Island; WAVY-TV, Norfolk, and KLIX-TV, Twin Falls. "Love That Bob" has been bought by WNYS-TV, Syracuse, and KATC-TV, Lafayette.

Gov. Brown Leading Allen Politics March

West Coast Bureau of RADIO-TV DAILY
Hollywood — Governor Pat Brown of California joins a roster of top stars including Jayne Mansfield, singers Steve Lawrence, Lynn Franklin and David Allen and comedians Louis Nye, Rose Marie and Doodles Weaver on "The Steve Allen Show" next week.

Joel Chaseman, show's executive producer, said appearances are also contemplated for former Vice President Nixon and Robert L. Wyckoff. They and Brown are candidates for Governor, on the Democratic, Republican and Prohibitionist tickets.

New Stereo Tape Unit Puts Hi Fi on Highways

Motorists, who have been able to listen to car radios for years and more recently have had TV available for their passengers, now have another dimension in sound to keep them content while they drive — a four-track stereo playback unit marketed by Electronic Recorders, of Los Angeles.

Completely transistorized and operating on a 12-volt system, the unit is the size of a car radio and fits under the dash, with speakers installed in the four corners of the auto to provide full hi-fi stereo.

Playing pre-recorded tape cartridges available from all top record labels or compiled by the owner, the unit plays up to 304 minutes on one cartridge — the equivalent of six albums. After the cartridge is played, it automatically repeats, and each unit has a switch to change from tracks 1/3 to 2/4.

'Work of Mercy' Views House of Hospitality

"A Work of Mercy," a half-hour film shot on location at the Catholic Worker House of Hospitality and Peter Maurin Farm in New York, will be seen on CBS-TV's "Look Up and Live" Sept. 9. The film, second in a four-part series on Catholic social action in the U. S., is produced by CBS Public Affairs in cooperation with the National Council of Catholic Men radio-TV staff.

Young Named U.S. Rep Of Montreal French AM

Special to RADIO-TV DAILY

Verdun, Que.—French-language station CKVL has appointed 850 kc with 50 kw day and 10 kw night, its programming consists of four hours daily of live variety and audience participation programming and even 15-minute soap operas.

TV Not Yet Education Tool, Ontario Teachers Contend

Special to RADIO-TV DAILY

Montreal—"TV could be useful in bringing master teachers within reach of isolated rural areas—many of which now man their schools with untrained teachers"—but a number of the board of governors of the Ontario Teachers' Federation are "as yet unconvinced of the value of TV as a teaching aid," according to T. R. Ide, chairman of the group's audio-visual education committee.

One board member said, "Nobody has been able to convince me that we can do more with TV than we can with film," while Dr. S. G. B. Robinson, executive secretary of the Ontario Secondary Teachers Federation, declared that the cost of TV facilities would be formidable because a film library

that can be shown on classroom projectors is economical and more flexible.

Although declining to say so publicly, Canadian educators have indicated they feel that serious mistakes have been made in ETV in the United States because "wealthy foundations placed its control in the hands of TV specialists who do not understand the needs of education." They believe ETV will be of real use to teachers "only if it is controlled by them."

Radio Docs Probing 60 Firms in Tucson

Tucson—KCEE is planning a series of radio documentaries to tell the story of the city's industrial development, with programs to be built around each of 60 Tucson firms. Working with the station on the project, slated for an early September start, are Robertson Ford, Chamber of Commerce manager, and Kenneth Dixon, executive director of the Industrial Development Board.

Each program will be some 10 minutes in length and involve descriptions of processes, talks with management, tours of plant facilities with tape equipment, and information as to the firm's production volume and its general value to the community.

Sen. Dodd Renews Attack On Video Sex, Violence

(Continued from Page 1)

some effect but we need to go further."

He also urged lawyers to "raise your voices in protest against the way some of these courtroom dramas depict the lawyer." He said motion picture producers are trying to meet TV competition by "sick" themes and heavy overtones of sexuality and noted the cumulative effect of "nauseating" contents of drugstore magazine racks.

Meanwhile, Rep. Alfred E. Santangelo (D., N. Y.) was inserting in the Congressional Record a statement which is at odds with the Dodd position. Santangelo held that the solution to Juvenile Delinquency lies in the home.

ETV Channel Bid Filed

Washington Bureau of RADIO-TV DAILY
Washington — The Georgia State Board of Education has applied for a new non-commercial educational TV station on UHF Channel 18, in Chatsworth, Ga.

WSOC Prexy Reinsch On Africa Info Junket

Charlotte — J. Leonard Reinsch, president of WSOC radio-TV and chairman of the U. S. Advisory Commission on Information, will record special features for WSOC radio during a month's tour of Africa to observe USIA and other information and propaganda activities within the continent.

Hartz Back to Ziv-UA For 11-Mart Package

Hartz Mountain Products, via George H. Hartman & Co., has renewed for the second year its special campaign with Ziv-UA, which calls for one or two pre-selected programs, depending on the client's budget, to be telecast in each of the top 11 markets in the country, starting in October. Involved are New York, Chicago, Los Angeles, San Francisco, Detroit, Boston, Cleveland, Philadelphia, Pittsburgh, Minneapolis and Washington.

Al Goustin, general manager of Ziv-UA's special plans division, said Hartz Mountain's first choice this year is "Tombstone Territory," aired on ABC prior to syndication release. The list includes three used by Hartz last year: "Ripcord," now in its second year of production; "Adventure at Scott Island" and "Everglades."

Russ Powell Assumes KNX News Staff Slot

West Coast Bureau of RADIO-TV DAILY
Hollywood — Russ Powell has been added to the staff of the KNX News Bureau. Powell comes to KNX from KFRE, CBS radio-TV affiliate in Fresno, where he was news director since his affiliation in 1956.

Roanoke TV Station To Mark 1st Decade

Roanoke, Va.—WLSL-TV, which began telecasting here in December, 1952, is planning a major promo and anniversary campaign, to kick-off next month. The four-month campaign will culminate in a day-long birthday party Dec. 11, marking its decade of telecasting.

Plans Special Programs

Horace Fitzpatrick, station VP-manager, said a series of community salutes, birthday parties and special anniversary programs will be carried out, including honors and prizes to a "Birthday Baby," the child born closest to the 10:10 AM or PM time on Dec. 10. WLSL-TV is Channel 10.

Other anniversary specials will include a variety of programs built around TV 10 years ago, and special salutes to all WLSL-TV talent and programs on the air for the 10 years the station has telecast. The station will also conduct special block parties, parades and other hoopla with a spectacular outdoor jamboree featuring all of the WLSL-TV stars capping the festivities in October.

Cities Service Pioneers Bilingual Fla. Newscast

Miami—Cities Service will sponsor a first in area radio-TV Monday when its 6 PM TV-news program in Miami will be simulcast in both English and Spanish. The simulcast, called "Telamigo," is designed to provide more complete news coverage for the large Cuban population in the Miami area speaking Spanish.

Under the system, radio listeners of WFAB, a Spanish-language station, will be urged to tune in the TV news show on station WCKT, while maintaining the sound on WFAB. While Wayne Fariss does the TV news show on WCKT in English, Manolo de la Torre, a former Cuban newsman now with the U. S. Information Service, will do the Spanish version on radio.

'Si Señor, I'm a Cowboy,' Portugal's Could Be Bull

A look at the almost medieval existence of a Portuguese campino—a loose equivalent of the American cowboy—who is lifted out of his drab life only by the favorite "theatre" of his country, bullfighting, will be presented in a special CBS News broadcast, "Clowns and Heroes," Sept. 13 on the CBS-TV. It was written and produced by J. C. Sheers and was directed by Alexander Hammid.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



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VOL. 91, NO. 43

THURSDAY, AUGUST 31

CENTS

R-TV 'SUPPLICANT FOR FREEDOM'

DESTINY OF ETV RIDES ON MONEY

Better Programs Require More Pro Help, Study Says

West Coast Bureau of RADIO-TV DAILY
Stanford, Calif.—If ETV is to go ahead it must have more money to have more and better programming, a research team at Stanford U. revealed after a two-year ETV audience study.

The researchers said they found that ETViewers were "intensely loyal," but the viewers also wished the station had more money to hire top-bracket professional help, to maintain high production stan-

(Continued on Page 7)

TTC Stations Getting Berlin Direct Report

Kansas City — John Herrington, newsman for Transcontinent TV Corp.'s WDAF-AM-TV currently on a six-months assignment at London for NBC as this year's Earl Godwin Memorial Award winner, is in Berlin until Saturday, reporting directly to the stations here on the latest crisis. His reports will also be fed to other TTC o-o stations.

Herrington is working under the direct supervision of NBC chief European correspondent Joseph C. Harsch. Earlier this month the two met in London with TTC president David C. Moore, who returned this week.

Surgery for Don Garrett To Remove War Shrapnel

Don Garrett, publicity-promotion chief of Screen Gems, entered Flower-Fifth Hospital, New York yesterday for operation to remove World War II shrapnel from leg. German mortar shell caught Garrett in France in 1944.

500-watt Day Permit

Buffalo, Minn. — Wright County Broadcasting Co. has been granted a new AM radio station construction permit on 1360 kc, 500 watts, daytime, by the FCC's broadcast bureau.

Senate Unit Passes Full FCC, FTC Budgets After House Pruning

Washington Bureau of RADIO-TV DAILY

Washington — The Senate Appropriations Committee has voted to restore cuts made by the House in Administration budget requests for the FCC and FTC. Congress had been asked to appropriate \$14,617,000 for the FCC in the current fiscal year, up from \$12,525,000 actually spent last year, but the House clipped the request by \$262,000.

For the FTC \$11,845,000 was requested, up from \$10,345,000, but the House cut the request by \$1,125,000.

Sen. Warren Magnuson (D., Wash.), chairman of the Senate Appropriations Independent Offices Subcommittee — and also chairman of the full Senate Commerce Committee which has juris-

(Continued on Page 4)

Rollins Raises Dividends, Report Record Earnings

Wilmington, Del. — Rollins Broadcasting announced increased dividends and record first quarter sales and earnings in a quarterly report to shareholders. A regular quarterly dividend of 10 cents per common share and a dividend of 5 cents per share on class "D" common stock were declared. First quarter revenues were \$1.9 millions.

Social Scientists Prodded to Explore All Mass Media

Washington Bureau of RADIO-TV DAILY

Washington — NAB research director Melvin A. Goldberg yesterday prodded social scientists to clear up "areas of ignorance" about mass communications and their future.

In a speech before the American Sociological Convention here, Goldberg said, "We need more dreaming about the world of tomorrow and we need to prepare for it. The communications industry needs a 'Catalog of Future Research' or 'A Codification

STANTON RENEWS ATTACK ON EQUAL-TIME POLITICS

Chapel Hill, N. C.—Characterizing electronic journalism as "a supplicant for freedom," Dr. Frank Stanton, CBS president, yesterday called for the elimination—"flatly, permanently and inclusively"—of existing political

equal-time restrictions which are still preventing broadcasters "from doing what we were able to do in the presidential campaign two years ago."

Dr. Stanton's remarks made clear to the industry and nation at large that there will be no let up in the fight for total erasure of Section 315 in the Communications Act to "aid the democratic machinery in an age of new and awesome demands."

With precision-timing, as all political parties poise for the Fall elections campaigns, the network chieftain chose the scholarly setting of the University of North Carolina here for a stirring plea to remove the "artificial brake on 'our moving forward progres-

(Continued on Page 6)



STANTON

It's Rifles vs. Transistors In Propaganda Air War

Voice of America has had considerable success with contests for foreign listeners in which transistor radios were the prizes, US-IA reported yesterday. Russian propaganda radio resorts not only to contests with larger prizes (rifles, shotguns, typewriters, home movie cameras) but also quiz shows.

2-Day Jamaica Meet For MBS Affil Execs

The 17-man Mutual Affiliates Advisory Committee will hold its annual meeting with Mutual Broadcasting management Sept. 13-14 at the Jamaica Reef Hotel in Port Antonio, Jamaica, the West Indies, it was announced jointly by MBS president Robert F. Hurligh and MAAC chairman Victor C. Diehm, president of WAZL, Hazelton, Pa.

Host for the two-day discussion of Mutual's Fall programming plans, sales outlook and a general progress report will be Rex Rand

(Continued on Page 7)

Broadcast Bureau Okays Carthage Station Sale

Washington Bureau of RADIO-TV DAILY

Washington—The FCC's broadcast bureau has approved sale of KDMO, Carthage, Mo., to George and Ruth Kolpin for \$80,000 by Carthage Broadcasting, which agreed not to compete in radio within 50 miles for 10 years.

Autry's Melody Ranch Destroyed in Coast Fire

Hollywood — A rampaging 20,000-acre fire destroyed Gene Autry's Melody Ranch yesterday, site of many Western TV series and motion pictures and formerly owned by Monogram Pictures. One of the first to cover the conflagration was KTLA, which used a helicopter and ground units for its reports.

of Ignorance.'

He said mass communications must have "social science fiction writers" to compete with science fiction writers in coming up with the right questions — and some of the right answers.

While predictions of science

(Continued on Page 5)



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

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Procter and Gamble Again Ride 'Car 54'

"Car 54, Where Are You?" will continue under sponsorship of Procter & Gamble, via Leo Burnett, when it starts its second season Sept. 16 on NBC-TV.

The series, produced by Eupolis Productions, Inc., is filmed on location in New York City and at the Biograph Studios in the Bronx. It stars comedians Joe E. Ross and Fred Gwynne.

'Price' Cashing In on Bidders

"The Price Is Right" nighttime color series enters its sixth season on NBC-TV this Fall — a record for a network TV audience participation program in prime time. The series moves to a new Monday time spot on Sept. 17. The "Price" daytime version enters its seventh year this Fall.

TOM TULLY leaving for Santa Fe, to act in "Empire" seg.

KEN GAUGHRAN, WCCO program director, to Atlantic City to produce Miss America Pageant reports.

SOL HANDWERGER, MGM Records, and ERNIE COLEMAN, of DGG, leave tomorrow for the World's Fair Of Music and Sound in Chicago.

TED GENOCK of Eastman Kodak and WOODY BENOIT of J. Walter Thompson,

check into Disney studios for series of meetings.

G. F. BRICKENDEN, CBC regional program director, off to Malaya to advise on TV programming there.

TONY GEORGIAS, KNX, starting three-week vacation in Canoga Park, Calif.

ANN HARRIS VERNER (Miss Washington) departing for Atlantic City for Miss America Contest.

Bulova Buys Up Time On Nine ABC Nighters

Bulova Watch, via Sullivan, Stauffer, Colwell & Bayles, will sponsor nine ABC-TV nighttime programs during a special two-month campaign through November and December of this year.

New programs included are "The Roy Rogers-Dale Evans Variety Hour," "The Gallant Men," "Stoney Burke" and "Wagon Train." Other shows in the Bulova lineup are "Winston Churchill — The Valiant Years," "The Sunday Night Movie," "77 Sunset Strip," "Ben Casey" and "Naked City."

Robert Cochran Climbs CBS-TV Sales Ladder

Robert Cochran has been appointed account exec in the New York office of CBS TV Stations National Sales, it was announced today by Ted O'Connell, eastern sales manager of National Sales. Cochran succeeds Alfred Di Giovanni, recently named account exec in the CBS TV Network Sales department.

Cochran transfers from San Francisco where he has been an account exec since January. He came to National Sales from KNXT Los Angeles.

Fla. Outlet's Movie Fans 'Spot the Stars' for \$50

Jacksonville — Summertime movie viewers received an added extra recently with WJXT's "Spot the Stars" contest. The object was for viewers to recognize stars in their younger years. At the end of five days, correct entries were placed in a box. The first name drawn won \$50.00.

Strother Subs As BBC's Rep

Greeve del Strother will act as the BBC's representative in the U. S. during the absence of Dennis Scuse, who leaves today for a six-week stay in England.

Del Strother is assistant general manager of the BBC's TV Enterprises Dept't in London, Scuse, with his wife and eight-year-old son, will sail on the Mauretania. He plans to spend three weeks at the TV Enterprises Dept't while in the British capital viewing their methods.

Allied Artists Adds 12 For Science Fiction Pix

Robert B. Morin, VP—general sales manager of Allied Artists Television Corp. reports the addition of 12 more cities to the AA TV Science Fiction Features sales roster: WHBQ-TV, Memphis; WBEN-TV, Buffalo; KSYD-TV, Wichita Falls, Tex.; KOSA-TV, Odessa, Tex.; KWTV-TV, Oklahoma City; WRVA-TV, Richmond, Va.; KBTW-TV, Denver; KONA-TV, Honolulu; KARK-TV, Little Rock; WFMJ-TV, Youngstown; KMBC-TV, Kansas City; KCRA-TV, Sacramento.

Morin also notes that top advertisers are buying the features, including Pepsi-Cola, Texaco, Dristan, Phillips Milk of Magnesia, Coca Cola, Vitalis, Goodyear, Procter & Gamble and Bufferin company.

FINANCIAL

(August 29)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp.	14 1/4	13 7/8	14 1/8	+ 1/8
AB-PT	32 1/4	31 3/8	31 7/8	— 3/8
A. T. & T.	112 1/8	110 5/8	111 7/8	+ 1/4
AVCO	22 7/8	22 1/2	22 7/8
CBS	38 1/4	37 1/2	37 3/8	— 1/2
Columbia Pic.	19 3/4	19 1/8	19 3/4	+ 1/2
Crow-Coll.	24	23 1/4	23 5/8	+ 1/4
Decca	39	39	39	+ 1/4
Disney	31 3/4	30	31 1/2	+ 7/8
East. Kodak	101	99 3/8	100 3/4	+ 1/2
Gen. Prec.	36 3/8	34 1/2	36 1/4	+ 3/4
General Tel.	20 3/4	20 3/8	20 1/2	— 3/8
Hazeltine Carp	21	20 7/8	21	— 1/4
Magnavox	36 3/4	35 1/2	36 1/4	+ 1/4
Minn. M&M	52 7/8	52	52 5/8	— 3/8
MCA	31 5/8	31 1/2	31 5/8	+ 1/8
M-G-M	35 3/8	34 3/4	34 3/4	— 5/8
Nat. General	6 3/4	6 5/8	6 3/4	+ 1/4
Paramount	38 3/8	38	38 3/8	+ 1/4
Plough	30 3/4	30 1/8	30 3/4
RCA	48 1/4	47 1/4	48	+ 1/8
Taft	18	18	18
20th-Fox	22	21 1/2	21 5/8	+ 1/8
United Artists	29	28 1/2	29	+ 1/2
Warner Bros.	13 1/2	13 3/8	13 3/8	— 1/8
Westinghouse	27 7/8	27 3/8	27 3/4	— 3/8
Zenith Radio	54 1/4	52 5/8	53 1/4	— 3/8

AMERICAN STOCK EXCHANGE

Allied Artists	3 7/8	3 5/8	3 5/8
Capital Cities	14 3/4	14 5/8	14 3/4	— 1/8
Desilu	8 1/4	8 1/4	8 1/4
Filmways	5 3/8	5 3/8	5 3/8
Reeves Sound	4	4	4
Rollins	12	11 3/4	12	+ 1/2
Screen Gems	18 5/8	18 5/8	18 5/8	— 3/8
Technicolor	13 1/4	12 3/8	12 1/2
TelePrompTer	7 7/8	7 7/8	7 7/8
Trans-Lux	13	13	13	— 1/8
TV Industries	1 3/8	1 3/8	1 3/8

*OVER THE COUNTER

	Bid	Asked
Jerrold	5 5/8	6 3/8
Meredith	23	25 5/8
Seven Arts	8 5/8	9 5/8
Sterling	1 3/4	2 1/4
Transcontinent	9 5/8	10 5/8
Wometco	23 1/2	25 5/8

* Courtesy of National Association of Security Dealers.

Milt Levy Back on Job After 10 Mo. Navy Stint

West Coast Bureau of RADIO-TV DAILY Berkeley — Milton L. Levy, manager of the California Service Agency and the California Farm Network, has resumed his position after having spent 10 months on active duty with the Navy. While on active duty Levy, a LCDR in the Naval Reserve, served as a Public Information officer with Joint Task Force Eight, the Nuclear Task Force in Hawaii and the Christmas Islands. He was also PIO for Patrol Squadron 872 which was the recalled unit.

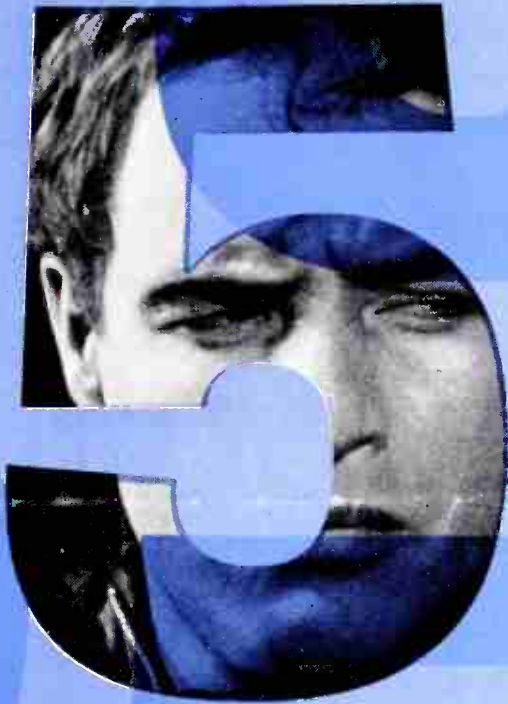
KGW Adds DJ Housely

West Coast Bureau of RADIO-TV DAILY Portland, Ore. — Rick Housely, KGW's latest DJ addition, comes here from KLO, Ogden, Utah. He has been in radio since 1956 and did a stint with the Air Force in Brownsville, Tex., where he gained further experience by working with KGBT.

PUBLICITY WRITER

15-year background, from Girl Friday to PR director, includes broadcast publicity-promotion. Immediately available.

Box No. 201, RADIO-TV DAILY 1501 Broadway, N. Y. 36, N. Y.



We'll clear it up on September 12th



**SEVEN ARTS
ASSOCIATED
CORP.**

Sound Track in Spanish Gives First Aid Lesson

Spanish-language KMEX-TV, Los Angeles, recently received a Spanish sound track version of the Red Cross film, "Your Breath Can Save a Life," which describes the mouth-to-mouth method of artificial respiration to revive children or adults.

DuPont Stokes Efforts Of 'Fire Rescue' Unit

"Fire Rescue," a dramatic film record of the actual operations of Rescue Company One, a trouble-shooting unit in the New York Fire Department, will be broadcast on NBC-TV's "DuPont Show of the Week" series Sept. 30.

The presentation is headed by exec producer Irving Gitlin. Fred Freed is producer and Jack Fuller is writer-director.

For three months NBC cameras have been eyewitnesses to the highly dangerous work of the small corps of firefighters Freed, Fuller and a film crew, using ultra-mobile camera and sound equipment, followed members of Rescue Company One day and night to various emergencies, and have filmed the men in action at close range.

Engineer Edwin Keim Ends 30 Yrs. at WWVA

Wheeling, W. Va. — Edwin Keim, WWVA chief engineer since 1942, has resigned his position. Keim had been with WWVA since 1931. His duties will be taken over by William McGlumphy, who will also continue in his present capacity as transmitter supervisor. He will be assisted by Fred Gardini, recently named assistant chief engineer to the outlet.

Ashley-Steiner Drawing More Stars to Roster

Ashley-Steiner, Inc., which attracted MCA clients and agents in the recent dissolution of MCA's talent department, has added Joan Fontaine, Eileen Heckart, Pat Hingle, Joseph Wiseman, Joe Campanello, Viveca Lindfors and Paul McGrath to its roster.

Milburn McCarty Adds Scott-Textor PR Duties

Scott-Textor, producer of radio and TV commercials, TV musical tracks and custom recordings, has announced that its public relations activities will be handled by Milburn McCarty Associates.



By TED GREEN

• • • That was quite a "welcome home" party thrown for actor-singer Charles Aknin at his Charles V Restaurant. A host of celebrities turned out to pay tribute to him . . . Eva Gabor is delighted that she is being recognized these days more as an actress than a personality . . . Hardie Frieberg, president of Telesynd, reports an extremely gratifying rush on the part of TV stations to buy the new "Evening with Liberace" series . . . Julia Meade in her first starring role on Broadway as Barbara Bel Geddes' three-week replacement in "Mary, Mary," is a big click. The girl is proving she is a most capable actress . . . That big grin on Guy Lombardo's face these days is because attendance at his production of "Paradise Island" is running at least 10 per cent ahead of expectation . . . Marc Brown, brilliant young composer of background music for TV and radio commercials, in Hollywood for conferences.

☆ ☆ ☆ ☆

• • • Baby son for TV producer Mitchell Graysons in NYC . . . Baby daughter for TV actor Tim Conways . . . Sid (Steak Pit) Allen spotted this sign in the window of a Broadway hosiery shop: "Your Face May Be Your Fortune, But Your Legs Draw the Interest" . . . Color TV will bow in Western Germany in 1964. There are now 65 million B&W sets in operation . . . Songstar Connie Francis bought the novel, "Girl Singer" (penned by Debbie Ishlon), and plans to relate the tale via her own video series on a major network . . . Bob Hope mourning the passing of his brother Jack Hope.

☆ ☆ ☆ ☆

• • • Meet: Robert V. Whitney, executive VP of Mars Broadcasting, Inc., Stamford, Conn., he began his radio career at WCRB, Boston, a cum laude graduate of Syracuse U. He began his career at WCRB, Boston, and later became news editor of WSYR-AM-TV in Syracuse. As program director of KALL, Salt Lake City, he raised the station's share of audience from fifth to first place in the market. Whitney next became program director of KBOX, Dallas, and was then promoted to national program director of the Balaban stations, operating out of WIL, St. Louis. At Mars, Whitney is creative director of such features as "Promotion-of-the-Month," "Fun Test," "Scrambled Sing-Along," "Star Test" and "Demand Radio."



WHITNEY

☆ ☆ ☆ ☆

• • • Singer Freda Payne signed a contract with ABC-Paramount Records. Sid Feller, A&R director for the label, is currently listening to material suitable for the singer . . . Errol Garner and Columbia Records jointly announce that all disputes between them have been amicably settled . . . Comedian Bernie Allen says that TV documentary, "Can We Afford Tomorrow?" must have been sponsored by his wife . . . Fred Robbins off to Europe for a month of taping in London, Madrid, Rome and the Venice Film Festival for his nationally syndicated radio strip, "Assignment Hollywood." Show starts Oct. 1 on Radio Luxembourg . . . Cy Swingle has been appointed general sales manager for local and national sales at WCKR, Miami . . . Aside to director Ted Post: Please contact this columnist. Ditto, director Van B. Fox.

☆ ☆ ☆ ☆

• • • When singer Enzo Stuarti visits his native Rome in November, it will mark his first visit to his birthplace since his family fled the Fascists in 1938 . . . Oscar Brown, Jr., will complete his new musical, "Slave Story," by Dec. 1 . . . Copa comics Chase & Reed up for a guest shot with Steve Allen . . . Garry Moore wants Brook Benton to guest on his TVer . . . Comic George Kirby has been signed to return to the Copa next May 19 . . . Singer Don Anthony and his wife are expecting . . . Vaughn Monroe is up for a guest shot on "Dr. Kildare" . . . Mike Clifford's first disk on U-A, "Close to Cathy," appears headed for a breakout, having been picked as "record of the week" on WINS, NY; KYW, Cleveland, and KQV, Pittsburgh . . . Julian (NBC-TV) Goodmans are lullabying a new baby son.

Haney to Choreograph For Como 'Music Hall'

Carol Haney will take over Peter Gennaro's choreography assignment for the first five color broadcasts of "Perry Como's Kraft Music Hall" when it returns to NBC-TV for the new season Oct. 3. Gennaro will return when he completes his current duties of dance creation and direction for the upcoming production of Irving Berlin's new Broadway musical, "Mr. President."

Two Pay \$600,000 For Akron's WCUE

Akron—Two Akron men have purchased WCUE from Ted Estabrook and John Valdes for a price exceeding \$600,000, subject to FCC approval. The new owners are George W. Mamas, VP-general sales manager for WCUE, and Donald M. O'Neil, of the Akron office of Bache and Co., stock brokerage firm.

Estabrook, who formerly owned radio stations in Rhode Island and Florida, and Valdes purchased WCUE from Edwin Elliot in February, 1959. The station was started by Elliot in 1949. Mamas has been with the station for seven years, and previously was with United Broadcasting Co., operators of WHKK (now WHLO) here. O'Neil also was with WHKK at one time.

Another Look on Tap At N. Y. Fair Progress

The second in a series of filmed progress reports, "Preview: New York World's Fair 1964-65," is now available to TV stations through Association Telefilms. The 28½-minute motion picture is produced by John Campbell Productions and sponsored by the N. Y. World's Fair 1964-'65 Corp. Narrated by Bob Considine, it shows the 646-acre park site in Flushing Meadow, N. Y., the star-studded Fair Preview Day ceremonies and views of exhibitors' pavilions, models and construction already under way for the mammoth enterprise.

Senate Restores Budget

(Continued from Page 1)

diction over the agencies — was credited with influencing restoration of the full budget requests for the two agencies.

The committee did not comment on its action with respect to the FCC, but as to FTC said: "In providing such restoration the committee is hopeful that substantial progress can be made on the backlog of pending investigations."

Walt Framer Taping First Three Weeks Of 'The Big Payoff'

Walt Framer's "The Big Payoff," returning to the national TV scene after a three-year absence, is now taping its first three weeks of Monday through Friday programs at the Hotel Astor, New York.



FRAMER

At the show's first taping session, a hotel guest, Mrs. Carl Hinshaw of the Chalet Suzanne, Lake Wales, Fla., won a fashion collection and was presented with a mink coat when husband Carl correctly identified Rodin as the sculptor of "The Thinker."

The music-fashion-giveaway show travels to Mt. Airy Lodge in the Poconos, Sept. 9-16 as its second origination point. Bob Paige and Denise Lor head "The Big Payoff" roster of stars.

Flag-Bound Skippers View Baseball Races

A baseball documentary titled "A Look at the Pennant Races" with Ralph Houk, Walter Alston, Al Dark, Bill Rigney and other diamond personalities as guests, will be presented tomorrow on CBS Radio's monthly "Sport-A-Rama" program. Red Barber will again be the host.

"Sport-A-Rama" is sponsored by The Gabriel Company, through Gray and Rogers.

Dreams of Tomorrow Wanted

(Continued from Page 1)

writers have become space-age reality, he said, very little has been done in basic communications research, or in giving "systemized thought to the areas of knowledge we would like to have," he said.

"Areas of Ignorance"

He listed the following "areas of ignorance" as worth study:

"Taste," What role is played by the mass media in the process of change of taste. How can taste be improved? "Leisure," Will there be a change of attitude toward the use of leisure time? Can the people be prepared for more leisure? Will it be okay to do nothing? "Education," Will the schools recognize that TV and radio can be just as much education forces as books and magazines? "Social Institutions,"

CHI EDITORIAL SMACKS 'BARGAINING' IN COURTS

Chicago—WBBM has editorially entered into an actual case in Cook County's Criminal Court and called the case "a disgrace." In an editorial broadcast twice last weekend, E. H. Shomo, CBS Radio VP and general manager of WBBM, revealed the findings of a WBBM investigation of the case with several pertinent facts.

WEEDIN SPEAKS AT AD WORKSHOP

It's 'Back to School' For KNX Program Chief

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Harfield Weedon, program director of KNX Radio, Los Angeles, will be chairman for the day and principal speaker at the 12th Annual Advertising Workshop today of the Los Angeles City Schools. The meeting is being held at the ABC TV Center.

Weedon will discuss "Enlightened Radio as an Educational Assistant." He'll serve as chairman for the morning activities.

QXR Net Taps Brown As Region Manager

H. Stillwell Brown of Ithaca, N. Y., has been appointed New York State regional manager of QXR Network. His former posts include advertising executive with Rumrill Co., Ithaca; general manager of the Concert Network, and network manager and VP of the Northeast Radio Network and its predecessor the Rural Radio Network from 1948 to 1960.

Brown is a former director of the National Ass'n of FM Broadcasters, former VP of the New York State Ass'n of Radio and TV Broadcasters, and a member of the Radio and TV Executive Society.

Indictment Part

He gave the background of the Busse story, which began on the morning of June 2 when Ronald Busse repeatedly choked and struck his stepson, Randy James Dobbe, in a motel near Arlington Heights, Ill., just outside Chicago. On June 28, the Cook County Grand Jury returned a murder indictment against Busse.

Shomo said that between June 28 and Aug. 7, the legal bargaining system of the Cook County Criminal Courts went into action. Attorney Julius Echeles was assigned to represent Busse by Chief Justice Joseph J. Drucker. The editorial revealed that in return for a plea of guilty, the State agreed to lower the charge from murder to involuntary manslaughter.

Investigation Starts

Shomo said it is time this practice stopped, after noting that such deals are being made every day in our Criminal Courts. The station announced that it is turning over the facts in this case to the Chicago Bar Ass'n, the State's Attorney's office, and the Chicago Crime Commission, which has already started its own investigation of the case at the suggestion of WBBM.

Filmex Appoints Gluck Production Center Head

Stephen Gluck has been named production center manager at Filmex, Inc., a TV commercials producer. Gluck was formerly assistant production manager of MPO Videotronics and has done free lance commercial film direction.

Group Seeks to Boost Literacy Via KLRN-TV

Austin—A committee of Austin citizens interested in literacy training is meeting with KLRN community coordinator Carolyn Vaughan to make plans for the use of "Operation Lift," a TV series designed to teach reading and writing to adults. The committee is working to set up literacy training workshops in the KLRN area.



Once upon a time....

there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name — "Timothy Churchmouse"!

Before very long he grew to be so popular, that his fame spread and spread . . . until one day he became the star of a Sunday School program on WLW-I. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service . . . of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

WLW-i Indianapolis

TELEVISION

reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-A
 Television Television Television Television
 Cincinnati Columbus Radio Dayton Atlanta

Crosley Broadcasting Corporation



Twin promotions by WLS, one an offer to make a house payment, the other a car payment, hit a responsive chord among the station's listeners. According to president Ralph Beaudin the month-long offer culled tremendous mail response.

Three top Chicago executives have been added to the roster of Midwest business leaders slated to appear on Wade Advertising's television-panel show on WGN-TV. The Saturday night program, entitled "Mid-American Marketing on the March," begins Oct. 6. The new additions are Judson S. Sayre, chairman Norge Division, Borg-Warner Corp., William G. Karnes, president, Beatrice Foods Co., and Robert L. Gibson, Jr., president, Libby, McNeill & Libby.

Members of the Third District, American Legion Auxiliary of Illinois, presented a citation of merit to WGN and Sig Sakowicz for their cooperation.

Chicago 'Showcase' Bills Young Pianist & Soprano

Chicago — Thirteen-year-old pianist Peter Longiaru and mezzo-soprano Sharon Nawrocki will be featured young performers on "Artists' Showcase," the WNBQ special Monday. Louis Sudler is the host and, with conductor Joseph Gallicchio and the WNBQ Orchestra, the program features outstanding young Midwestern musical artists.

'Studious Americans' — Why? How? Where?

"The Studious Americans," a 15-week series on adults who are trying to increase their education, will be seen on WNBC-TV Mondays-thru-Fridays starting Monday morning.

Produced in association with New York U., the series will present writers, scientists and scholars discussing topics in their fields and pointing out how viewers can pursue those subjects through the public education facilities available in New York.

Walter James Miller, associate professor of English and assistant to the Dean of the Division of General Education and Extension Services at NYU, will conduct the series.

Faulkner, Smutzer Added To Radio-TV Reps Staff

Chicago—Richard Faulkner and William Smutzer have joined the Chicago sales staff of Radio TV Reps. Faulkner has been selling with another rep firm here for the past two years. Smutzer has been with NBC, ABC, rep firms and has sold for WJJD.

'Blind Fury' to Kick Off TV City-Kaufman Slate

"Blind Fury," story of today's Southwest, will be the first film on producer Sidney Kaufman's six-picture schedule during the next year under the co-production deal with TV City Arizona at Phoenix. The property, scripted by Arnold Belgard, will be shot on location in the Phoenix area and in Northern Arizona.

SET COUNT BEGUN IN LATIN NATIONS

Survey Is 1st to Undertake Compilation of TV Figures

Special to RADIO-TV DAILY

Mexico City — Recognizing that there are no reliable figures on the actual number of TV sets in Mexico, video organizations and officials have begun a count of sets existing in the entire Latin American area, with results due for release late this year or early 1963. Latest official estimate by the Department of National Economy is that 5 per cent of the population owns sets, placing the total at 1,750,000.

Off Assembly Line, On to WJR's 'Report'

Detroit — Introduction of 1963 model cars is being covered by WJR in a series of 23 quarter-hour programs, "Automotive Report," to be broadcast thru Oct. 6.

The series, produced and conducted by WJR's automotive editor, Ray Engle, will present interviews with men in charge of the various divisions of each manufacturer. It precedes the 44th National Automobile Show, to be held in Detroit Oct. 20 thru 28.

WLWI Art Chief Honored

Indianapolis, Ind. — Charles Haines, art director for WLWI, Indianapolis, was awarded the grand prize for special excellence in the professional division of the fine arts show at the Indiana State Fair, receiving a \$250 cash award. His entry was an oil painting, "Hiroshima Images."

10 Directors Signed For 'Twilight Zone'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Herbert Hirschman, producer of the new hour-long "Twilight Zone" teleseries for CBS, has signed 10 directors to helm 11 of the 13 committed segments. Included are Stuart Rosenberg (two segs), Perry Lafferty, Justus Addiss, David Butler, Abner Biberman, Don Medford, John Rich, Walter Grauman and Robert Gist.

Hirschman, who last year produced the "Dr. Gildare" series, will also direct a "Twilight" segment it was disclosed.

All 13 "Twilight" segs are to be completed by Nov. 19.

Summit Film Prepping Two New Youth Shows

Summit Film Associates has moved its entire operation to new midtown quarters in New York City. Sheldon Riss, Pablo A. Zavala and Stuart Hersh head the firm, which specializes in post-production services.

Summit presently is wrapping up "The Emmett Kelly Show," produced by Eric Albertson for Seven Arts Associated. Also in preparation now is the Sonny Fox production of "Fitness is Fun," starring Kyle Rote, produced in co-operation with The President's Council on Youth Fitness.

Scott Mouse Club Host

West Coast Bureau of RADIO-TV DAILY

Washington — When Walt Disney's Mickey Mouse Club opens a year of daily entertainment Sept. 10 WRC-TV, Willard Scott will be the local host.

CBS Chief Chastises '60 'Great Debates' Critics

(Continued from Page 1)

sively'."

The occasion was the award by the American Society of Journalism School Administrators of its annual Citation of Merit, bestowed on CBS in recognition of its "distinguished record . . . in serving the nation with news and information . . . notable, not only for its depth, tolerance, objectivity, liberal outlook, courage, fair play, technical effectiveness . . . But for its wholehearted devotion to the welfare of the nation."

Turning to a study of the Kennedy-Nixon debates, recently published by the Center for the Study of Democratic Institutions, Dr. Stanton praised it for "some constructive suggestions for the better use of TV in the electoral process" but sharply criticized it as "seriously weakened by errors of fact and uninformed conclusions

that can becloud useful discussion."

Referring to "some general and

Speech excerpt: "Journalism is not immune to the need of all our institutions to readjust themselves to the demands and the opportunities of this new age. Electronic journalism has its own special problems, stemming partly from the paradox of its being an increasingly important part of the free press and, at the same time, for technical reasons, subject to some regulatory control. This indeed is the most pressing problem that confronts us as we seek to give fuller and wiser uses for television in the electoral process."

sweeping misreadings of our political history," the CBS president said:

"Chief among these is the myth that the debates brought about a

political revolution in concentrating attention on the candidates as personalities instead of on issues, and in tending to eliminate distinctions between the two parties . . . it is the persuasion that the electorate is a great mob that 'does not know enough about modern American government to listen intelligently to a debate on it.'

Premature Declarations

"These declarations of the bankruptcy of democracy seem to me premature and fraudulent . . . let us not delude ourselves that the American people ever regarded the Presidency as the repository of a bundle of issues . . . the choice is between men . . . not between personifications of neatly labeled party issues . . . (not) myths constructed out of the whole cloth of political mumbo jumbo . . ."

Declaring that "what we need is freedom for electronic commu-

nications to cover campaigns—all campaigns and not just the Presidential—as they deserve to be covered," he said:

"If we do it wrong or inadequ-

Speech excerpt: ". . . We are characterized as all victims of a mass society with mass instruments aimed at the destruction of the democratic ideal. This is hogwash, based on a careless handling of the facts or a myopic apprehension of them . . . I believe that we have a more informed and a more concerned people today than we ever had before in our history."

ately, we will hear clearly and loudly from the rest of the press, from the people, from the candidates—from the whole nation which can see everything that we, in the glass houses of broadcasting, do."

3 Million School Children Now Watch ETV

Viewing Adults Set At 10 to 24 Per Cent In Available Areas

(Continued from Page 1)

dards, to stay on the air longer, and to broadcast programs that would be a "little more fun, a little more interesting and a little more challenging."

"Audience concern and involvement are good," the report said, "but viewers will not continue indefinitely unless more of their wishes for the station come true."

ETV's destiny "will ride on its programming and its programming will ride on its financing..." the researchers said.

ETV supplies a part of the education of nearly three million school children and attracts 10 to 24 per cent of the adult viewers weekly in every community where it's available, the report said.

Another 40 per cent of adults watch ETV less than once a week, the study revealed. ETV viewers, the researchers said, are "better educated than the average citizen, more articulate, better informed, more upwardly mobile, culturally and civically the most active persons in the community."

Their research also discovered that the ETV fan is not a heavy viewer of TV in general. ETV viewing is generally a family affair, especially for families with young children. ETV viewers and non-viewers alike did not consider ETV as either "snobbish" or "egg-head."

Of the eight stations in the study, two were community stations—one on the West coast, one in the East. Two were university stations in different parts of the midwest, one was the school board station in a large Western city, and there were VHF state-owned stations in the South.

Tele-Service Ups Stetsky To Supervise Production

Richard Stetsky of U. S. Tele-Service Corp., New York photo-script and kinescope company, has been promoted to production supervisor of the kinescope and photo-script department. Stetsky will have full responsibility for operations in both areas of production.

Vet Playwright Chevigny Pens 'Suspense' Script

Hector Chevigny, who has written more than a thousand radio plays in his 35-year career, is the author of "The Death of Alexander Jordan," on CBS Radio's "Suspense" Sunday. Edgar Stehli, Paul McGrath, Connie Lemcke and Bill Mason head the cast of players. Fred Hendrickson is producer.

Joe Baker Governs Ad Fed's 9th District

Omaha — Joseph H. Baker, local-regional sales manager for KMTV, has been elected governor of the Ninth District of the Advertising Federation of America, succeeding Richard Dodderidge of the Bruce B. Brewer Co., Kansas City.

Thomas Bashaw of KFH, Wichita, was elected first lieutenant governor, and Gerald Connors, sales manager of the Weyerhaeuser Co. Boxboard and Folding Carton Division, St. Louis, was named second lieutenant governor of the District. Third lieutenant governor is Mrs. Ariel Parker, Mountain State Banker, Denver. Elected as secretary was Elizabeth Cashen of Lincoln, Neb., and treasurer, James Harron of Joplin, Mo.

AFA's Ninth District is comprised of affiliated advertising clubs in Nebraska, Missouri, Colorado, Kansas and Iowa.

Caryl Coleman Appointed Public Affairs Director

San Francisco — Caryl Coleman, a 33-year veteran in broadcasting, has been named public affairs director for KPIX. He began his career as a writer-producer for NBC in San Francisco in 1929.

While in Hollywood in the '40s, Coleman directed such familiar programs as the old "Kraft Music Hall," "Fibber McGee and Molly," "The Great Gildersleeve," "One Man's Family" (co-directed with author Carlton E. Morse), and was executive producer of the "Fanny Brice Baby Snooks Show."

MBS Affil's Advisors Meet

(Continued from Page 1)

of WINZ, Miami; WINQ, Tampa; WEAT, West Palm Beach, and owner of the Jamaica Reef Hotel.

In addition to Hurleigh, MBS will be represented at the session by station relations VP Charles W. Godwin; station relations director Charles King; John J. Verstraete, communications director for the 3M Co. and chairman of Mutual's executive committee, and PR director Francis X. Zuzlo.

MAAC committee members to attend are: District 1 — Henry Rau, WOL, Washington, and Diehm; District 2 — Carter Peterson, WBYG, Savannah, and E. Z. Jones, WBBB, Burlington, N. C.;

'Roll Out the Barrel' As War Guns Boomed

Pittsburgh—It was an era of swing, the New York World's Fair, Joe DiMaggio, Chinese checkers, Thomas Dewey, \$600 automobiles, such songs as "Beer Barrel Polka," "My Prayer" and "Three Little Fishes"—and the beginning of World War II. The year, 1939, will be reviewed by Ed King on KDKA Radio Sunday afternoon, and repeated Monday night as second in a series of documentaries sponsored by the First Federal Savings and Loan Ass'n of Pittsburgh.

SYNDIED 'MOUSE' NOW AT \$1½-MIL.

West Coast Bureau of RADIO-TV DAILY

Burbank — Walt Disney's Mickey Mouse Club in syndication hit the \$1,500,000 sales mark this week.

Sales, which began a bare five months ago, have set the half-hour children's show on more than 60 TV stations covering an audience that nearly equals the program's top viewing during its network days.

Sullivan to Design Studios for TV City

Phoenix, Ariz. — Television City Arizona has signed James W. Sullivan, veteran motion picture art director, to design and build the company's main studios, president Ben Pivar announced.

Sullivan, now active in Southern California commercial and industrial construction, submitted the winning design for the film production facility. He was nominated for an Academy Award as art director of "Around the World in 80 Days" and was long identified with Universal, Republic and United Artists pictures.

Robert Earle to Bow As 'GE Bowl' Topper

"G-E College Bowl," intercollegiate question and answer series, returns for its fifth season on CBS-TV Sept. 23. With Robert Earle the new moderator, the season's premiere will have Lafayette College (Easton, Pa.) facing American U. (Washington, D. C.) for student scholarship funds offered by the sponsor, the General Electric Co.

Earle, a veteran of 16 years in broadcasting and education, will be making his network debut with "College Bowl." He was an assistant professor and chairman of the Radio-TV Dept. of Ithaca College, N. Y., from 1953-1959. "G-E College Bowl" is produced by John B. Clary. Director is Lamar Casellin; associate producer is Shirley Lavine, and editorial supervisor is Nancy Fobes.

Newark's WJRZ Boosts Three to Executive Posts

Newark, N. J.—WJRZ, newest in the chain of "Golden Circle Group" stations, has appointed three execs, with air personality Paul Brenner upped to program director; Sid Sirulnik named operations director, and Norman Roslin set as music director.

Brenner, on-the-air for 27 years, will retain his daily, two-hour show. Sirulnik first joined the station in 1958 when it was WNTA. Roslin came to WJRZ from Roulette Records last March, when it obtained its new call letters.

Thom Robertson Tapped As WMEX Sales Topper

Boston—Thom Robertson has been appointed sales manager for WMEX, it was announced by Maxwell E. Richmond, president. Robertson has been an account exec for the past five years at WEZE and WORL, Boston.

San Diego Zoo Series Returns on Daily Basis

WOR-TV's "Zoorama" series from the San Diego Zoo, originally seen on Sundays, returns on a daily basis beginning Oct. 1, hosted by Bob Dale.

Camera Reads Minds As Painters Create

Miami — "Concepts in Art," another special program in WCKT-TV's "Showcase" series, will spotlight six student artists from the Miami Institute of Art on Sunday in showing the gradual development of a painting thru both audio and visual means.

As each artist works, his thoughts and impressions are recorded. The camera looks over his shoulder, and the viewer — thru a pre-recorded portion — can "listen in" as the painter thinks about his painting.

The artists prepared a series of canvasses in advance of the show to illustrate various stages of work. As the camera moves around the group, the artist replaces each canvas with a more finished product until at the end of the half-hour show, the viewer sees a completed work.

Art Carney and Puppets Hit Network Trail Again

ABC-TV will repeat "Art Carney Meets Peter and the Wolf" for the third time Nov. 25. The special show will be sponsored by Procter & Gamble, thru Benton & Bowles.

The program, featuring music based on themes by Prokofieff, also stars the Bill Baird Marionettes. It received the Sylvania and Ohio State awards.

Morton Coley Joins Tele-Radio TV Sales

Tele-Radio & Tv Sales, Inc., has announced the addition of Mort Coley to its New York staff. Coley had served the rep firms of John E. Pearson Co. and Burn Smith Co. since 1950.

To Station's Pubserv Post

Dayton, O. — Paul J. Price, who retired a month ago as Dayton's police chief, has joined WHIO Radio and TV, in the newly created post of community service director. He'll represent the station in community and pubserv projects.

KDKA Asks For \$1,200; Gets 3 Times as Much

Pittsburgh — KDKA Radio's request for \$1,200 to complete a fund for building a hospital in Tanganyika has drawn three times that much, and money is still coming in. The station stepped into the campaign with pubserv announcements when it heard the drive, for a 50-bed hospital for Masai tribesmen, was \$1,200 short of its goal.

AGENCY NEWSCAST

By RALPH TYLER

The advertising industry's major barometer, client budgets, showed a large number of recent increases than cut-backs in a mail survey of 188 New York agencies just completed by

advertising personnel counsel Edwin B. Stern. Twenty-four per cent of the agencies reported specific recent increases in appropriations against 15 per cent of the shops with current budget reductions. Stern said there was a conspicuous lack of recession uncertainty among agency management. Only 5 per cent of the agencies projected a possible advertising slow down. No agency reported any staff reductions or salary freeze to date. Most of the negative statistics came from the under \$10 million agencies with the smaller budget accounts.

New national and regional business placed on KHAR, Anchorage, Alaska, recently included: Lucky Strike, "Your Hit Parade," 26 weeks, and Standard Heating Oil, six weeks, via BBD&O; Pacific Northern Airlines, seven months, thru Botsford, Constantine & Gardner, Inc.; Ford, 10 weeks, thru JWT; Lynden Eggs, 7 weeks, via Rune Goranson Co., and Equitable Life, 8 weeks, via Foote, Cone & Belding.

Daniel F. Sullivan Co., Boston, announces the appointment of George W. (Bill) Givens as radio-TV director, and as a member of the agency's plans board. Givens' broadcasting career began in 1939 in his home town of Elmira, N. Y. He joined the staff of WSYR, Syracuse, N. Y., in 1945, and two years later joined the broadcasting division of GE, Schenectady, where he became affiliated with GE stations WGY and WRGB-TV. In 1948 he was named promotion manager for the GE stations, at which post he remained until joining the Westinghouse Broadcasting Co. two years later. Transferring to Westinghouse Broad-

Janet Subs for Carol On 1st 'Bell Hour' Spec

Janet Blair will appear in the opening "Bell Telephone Hour" color broadcast of the season Sept. 24 in place of Carol Lawrence, previously announced for this date. Miss Lawrence was released by the producers of the NBC-TV to allow her to rehearse for a forthcoming Broadway show.

New Wake-Up Man

Denver, Colo. — Wes Pidcock has replaced Lee Harris as the KBTR morning personality, with Harris moving into the mid-day slot. Pidcock has been with KUDI and KRTV in Great Falls, Montana.

casting in Boston, WBZ, in 1957, Givens was named the station's executive producer.

E. Connors has joined the staff of A. S. Black & Co. as an account exec. He has been in the trade publication field and before moving to Houston was assistant manager of sales promotion and PR for a Memphis newspaper . . . Richard L. Minns has been appointed as agency for the Computer Laboratories, Inc. . . . The Liquids Electronic Corp., has named Ernest Criezis & Associates to supervise its advertising, PR and merchandising. . . . The appointment of Del Walker as art director has been announced by Weintraub & Associates. Walker was graduated from the Texas Academy of Art and is an instructor there . . . Clay W. Stephenson will be among the speakers at the 10th District convention of the Advertising Federation of America Sept. 20-22 at Shreveport, La. He is president of Clay W. Stephenson Associates, Inc., of Houston.

Pitt Outlet Revamps For Kiddie Buildup

Pittsburgh — Major programming changes, affecting two hours of WIIC's afternoon schedule and slated to begin Monday, have been announced by Robert A. Mortensen, executive VP-general manager. WIIC has revamped the two-hour period from 4:30-6:30 PM with emphasis on programming for the junior set.

Anchor programming for this period will be the "Mickey Mouse Club," hosted by WIIC's By Williams. Leading into it will be the "Popeye Club" series, with the "Red Donley Sports" program expanded to a full 15 minutes following the "Mouseketeers," during this time-block.

Motor City TV Lauded For State Promo Shows

Detroit — Two WWJ-TV programs, "Weekend" and "Michigan Outdoors," have been honored by the Michigan Tourist Council "for outstanding service in promoting the use of the state's recreational facilities." The presentation was made on "Weekend" by Robert Furlong, director of the council, and accepted by Ian Harrower, station program director. Both programs stress the activities available in the state.

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JFK'S SURPRISE: FCC APPOINTEE

White House Denies Myers Memorandum Has Gov't Standing

Washington Bureau of RADIO-TV DAILY

Washington — Presidential press secretary Pierre Salinger said yesterday that the White House has disavowed the recent memorandum by Tedson Myers of the FCC staff suggesting a system of controls over radio and TV shows sent abroad. The suggestion has "no standing whatever as an official presentation," the White House said.

Salinger said Myers wrote the memorandum as a citizen and not as an official, nor at the request of the FCC, nor any agency of the government. The memorandum "has absolutely no standing in the government," Salinger said.

How it was possible for Myers to circulate the memorandum without the approval of his superior in the FCC was not explained. As RADIO-TV DAILY pointed out in an earlier editorial, this trial balloon would be a lead balloon.

\$310,000 Buys AM-FM, Muzak License in Mass.

Fitchburg, Mass.—WFGM-AM-FM has been sold by David M. Myers to George Chatfield for \$310,000, with the transaction including the Muzak franchise for Worcester County. Myers, who will remain as consultant until determining his future plans, operated the stations for the past 10 years.

Secretary Now Hostess Of Coast 'Romper Room'

Hollywood — KTLA secretary Barbara Bellino, who at one time was a Chicago radio DJ and TV star and from 1955-'62 was out of the industry and a registered nurse in Denver, has moved back in front of the camera—this time as host of the five-a-week, hour morning show, "Romper Room." She replaces Rosemary Rapp, who resigned at KTLA's "Romper" teacher.

WIN A SWEENEY IN RAB LOTTERY

Bureau to 'Give Away' Prez At Management Confabs

Radio Advertising Bureau president Kevin B. Sweeney will be the prize in a "lottery" which will play a prominent part in the eight RAB two-day management conferences getting under way Sept. 10 in Burlingame, Calif. At each session, four of the radio station execs attending will "win" Sweeney for a private



SWEENEY

(Continued on Page 4)

Access Fight Going Public

Atlanta—"Should the news media be permitted to bring broadcasting and photographic equipment into the courtrooms?" will be discussed by a panel Sunday on WSB Radio's "Witness."

Bob Van Camp, station announcer, will moderate. Two Atlanta attorneys, Nolan Harmon and Stephens Mitchell are panelists. Other "Witness" guests: Judge Luther Alverson, Fulton Superior Court; Ray Moore, WSB-TV news director, and Aubrey Morris, WSB Radio news director.

Less Candy, More Meat-'n'-Taters 'Plan'

Declaring that TV now serves too much "candy" and not enough "meat and vegetables," a St. Louis ad executive has come up with a plan to get the three nets to compete at certain specified times on a "no-candy-allowed" basis.

The scheme, dreamed up by D'Arcy Advertising Co. VP Walter A. Armbruster, is detailed in the forthcoming issue of TV Guide. By "candy, he means the always popular shoot-'em-ups and situation comedies. By "meat and vegetables," he doesn't mean pubserv

Stock Prices Drop On British Indie TV As New Web Looms

Special to RADIO-TV DAILY

London — Profits of Britain's independent TV companies, described as "excessive" in the recent Pilkington Committee report, will probably be halved after 1964, according to a leading firm of stock brokers here. Already, independent TV shares have taken a dive following release of the report.

The gloomy prediction on profits is prompted by the prospect of a new ITV network in 1964. Advertising revenue from the existing ITV set-up is bound to drop as some viewers switch to the new channel.

Also, financial forecasters here

(Continued on Page 4)

Don Luftig Appointed WINS' Exec Producer

Westinghouse Broadcasting yesterday announced the appointment of Don Luftig as executive producer of its newest affiliate, WINS, New York. Luftig areas are special projects and programming.

Perry WKLO Gen. Mgr.

Louisville — William P. Perry has been appointed general manager of WKLO, Air Trails Network station here. He formerly was sales manager of WKLO and was elected a director of Mid-America Broadcasting Corp.

Memphis Lawyer, 33, Named by President As Cross Successor

Washington Bureau of RADIO-TV DAILY

Washington — In a move that took the entire industry by surprise, President Kennedy yesterday named E. William Henry, 33-year-old Memphis lawyer as a Federal Communications Commissioner to replace John S. Cross whose term expired on June 30.

The White House appointment to the \$20,000-a-year post is for a seven-year term and subject to confirmation by the Senate.

The youthful Tennessee attorney is a registered Democrat, as is his FCC predecessor-to-be. He is a member of the Memphis law firm of Chandler, Manire and Chandler.

Henry was born in Memphis Mar. 4, 1929. He graduated from Yale in 1951 and served four years in the Navy. In 1957, he received his law degree from Vanderbilt U. Henry is married and has three children.

The news puts to an end at least half the speculation on FCC replacements. The other concerns

(Continued on Page 3)

New O'seas Outlets Sign For Fremantle Product

The number of foreign stations using products of Fremantle International has climbed to 55, with latest purchases by Trinidad, Sierra Leona, Gibraltar and Kenya, which go on the air at various times before the end of 1962. Fremantle's London office set the deals.

this as one of many possible: "Take a list of 150 subjects that would provide exciting TV; let the networks take turns, each choosing 13 that sound best to them. Turn the writer loose—to create and produce the most exciting presentation of each subject . . . repeated several times during the season . . . to enable the networks to amortize the enormous cost of top-notch production . . . give us a chance to see the shows we passed up earlier."



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Conn. Admen Hear Talks by TV Filmmers

Westport, Conn.—The opening meeting of the Advertising Club of Fairfield County Sept. 11 at the Longshore Club here will feature talks and demonstrations by three film-makers from the New York firm of Ferro, Mogubgub & Schwartz, who will place special emphasis on the creation of imaginative TV commercials with art and entertainment values as part of the program.

Pablo Ferro, Fred Mogubgub and Louis Schwartz will also show several of their award-winning commercials, including those created for U. S. Steel and Arrestin, plus an unusual film FM&S created for the off-Broadway hit, "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Fellin' So Sad."

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COMING AND GOING

JOSEPH WOHL, president, International Film Distributors, departs for Athens, Rome, Zurich, Paris, Madrid and London; and VP CHARLES ROSENBLATT leaves for Stockholm, Copenhagen, Oslo, Helsinki, Berlin, Amsterdam and London.

CONNIE MITCHELL, WBBM vocalist, leaving for guest appearances in Calumet City, Ill.

JOHN O. DOWNEY, VP CBS Radio, and JACK KLINE, WCAU general sales manager, to Chicago for meetings with sales offices and ad agencies.

JACK SANDLER, VP Storz Stations, left via Pan Am for tour of Africa.

MITCHELL LEISER, VP Intertel, leaving for Phoenix to produce pilot film.

TVer's 'Big Brother' Approved in Canada

Special to RADIO-TV DAILY
Montreal—In a precedent-setting move the Board of Broadcast Governors has recommended that a TV station be permitted to set up a powerful rebroadcasting transmitter in a nearby and much larger city already served by its own station. The step was taken as the board proposed approval of an application by CHAB-TV, Moose Jaw, to establish a transmitter in the Saskatchewan provincial capital of Regina, 40 miles to the east.

It coincides with another board recommendation that would allow CHAB-TV to disaffiliate immediately from the publicly owned CBC network so that it can become Saskatchewan's first point on the fledgling privately owned CTV network.

Trustman Tops Promo For Tucson's KOLD-TV

Tucson — Jack Trustman has been appointed promotion manager of KOLD-TV, it was announced by E. S. Mittendorf, VP-general manager of the CBS outlet. Trustman operated his own advertising agency in Detroit prior to coming to Tucson.

Originally in the ad dep't of the J. L. Hudson Co., Detroit department store, he was also associated with two Detroit advertising agencies in copy/contact capacities. After a two-year stint as publicity director of the State of Israel Bond drive in Detroit, he opened his own ad agency.

B'Way Producer Cohen Visits 'Musical Theatre'

Alexander H. Cohen discusses his career as a producer and some of his plans for the future when he visits "The American Musical Theatre" Sunday, on WCBS-TV. Providing musical punctuation for the showman will be Susan Johnson, Ralph Curtis and regular program host Earl Wrightson.

In observance of Labor Day, RADIO-TELEVISION DAILY will not be published Monday Sept. 3.

LABOR DAY SPECIALS HISTORY
U. S. Trade Union Growth
Narrated by Bellamy

"Land of Promise," a pubserv documentary on the history of the American labor movement, will be seen Monday on WOR-TV, New York, and nearly 100 other TV stations throughout the country.

The program, narrated by Ralph Bellamy, uses old news film clips and lithographs to report the growth of U. S. labor. AFL-CIO president George Meany will deliver a Labor Day message at the end of the film.

Music Co. Files Suit Vs. Thomas TV Show

West Coast Bureau of RADIO-TV DAILY
Hollywood—A Nashville music publishing family is suing the Danny Thomas TV show for \$3.5 million damages over a comedy portrayal of skulduggery in the music business. Aired Dec. 19, 1960, on CBS and again Sept. 1, 1961, on NBC, the show depicted two nuns being cheated out of \$75 by a nefarious "Sure-Fire Music Co."

In its suit filed here in Federal court, the real life Sure-Fire Music Corp. contended reputation was sullied and credit standing impaired. Actually, it said, Sure-Fire Music is a reputable company engaged in publishing popular music.

Sylvania-Thorn Executive Links with Westinghouse

London—Leslie Jestt, manager of the Sylvania-Thorn Research Laboratories at Enfield, England, has joined Westinghouse in Pittsburgh as manager of a research station. Recently W. G. F. Newell, head of special studios at the BBC research station, Kingswood Warren, also went to work for Westinghouse.

FINANCIAL

(August 30)
NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	141/8	137/8	137/8	- 1/4
AB-PT	32	30 3/4	31	- 7/8
A. T. & T.	112 3/8	111 1/4	111 7/8	...
AVCO	23	22 3/4	23 7/8	+ 1/8
CBS	37 7/8	37 5/8	37 5/8	...
Columbia Pic.	19 3/4	19 5/8	19 5/8	- 1/8
Crow-Coll.	25	23 3/4	25	+ 1 3/8
Decca	39 1/8	38 7/8	38 7/8	- 1/8
Disney	31 5/8	31	31	- 1/2
East. Kodak	100 5/8	100 1/8	100 1/8	- 5/8
Gen. Prec.	36 3/8	35 3/4	35 3/4	- 1/2
General Tel.	25 1/2	25 1/2	25 1/2	...
Hazeltine Corp	20 7/8	20 3/4	20 3/4	- 1/4
Magnavox	36 3/8	35 5/8	35 3/4	- 1/2
Minn. M&M.	53 1/4	52 1/2	52 7/8	+ 1/4
MCA	31 1/2	31 1/2	31 1/2	...
M-G-M	35 1/4	35	35 1/4	+ 1/2
Nat. General.	6 7/8	6 5/8	6 3/4	...
Paramount	38 5/8	38 1/2	38 1/2	+ 1/8
Plough	30 1/2	30 1/2	30 1/2	- 1/4
RCA	48 3/8	47 3/4	47 7/8	- 1/4
Storer	30 1/4	30 1/8	30 1/4	...
Taft	18 3/8	17 7/8	17 7/8	- 1/8
20th-Fox	22 1/4	21 3/4	22 1/4	+ 5/8
United Artists	29 1/4	28 3/4	29 1/4	+ 1/4
Warner Bros.	13 1/2	13 3/8	13 1/2	+ 1/8
Westinghouse	27 7/8	27 3/8	27 7/8	+ 1/4
Zenith Radio	54 1/8	53 1/8	54 1/8	+ 7/8

AMERICAN STOCK EXCHANGE

Allied Artists	37/8	37/8	37/8	...
Desilu	8 1/4	8 1/4	8 1/4	+ 1/8
Filmways	5 3/8	5 3/8	5 3/8	- 1/8
MPO	7 5/8	7 1/2	7 1/2	- 1/4
Reeves Sound	27/8	27/8	27/8	...
Technicolor	13 1/8	12 3/4	12 3/4	- 1/4
TV Industries	1 1/2	1 1/2	1 1/2	+ 1/8

*OVER THE COUNTER

	Bid	Asked
Jerrold	5 3/4	6 1/2
Meredith	22 1/2	25 1/8
Seven Arts	8 5/8	9 5/8
Sterling	1 3/4	2 1/4
Transcontinent	10 1/8	11
Wcmetco	24 1/2	26 3/4

* Courtesy of National Association of Security Dealers.

Meeker Co. WKMI Reps; Popke Quits as Manager

Kalamazoo — WKMI has announced selection of Meeker Co. as national sales rep. Howard Steere, president, also announced the resignation of Emil J. Popke, Jr., as station manager. Steere will assume the additional duties of station manager and has elevated account exec Max Keyes to local sales manager, with Floyd Holes joining as chief engineer of WKMI.

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Shurick, Taylor Lead SRA Trade Practices

Tom White Elected to Succeed Avery On Directors Board

The Station Representatives Ass'n has named Edward P. Shurick as chairman of its TV Trade Practices Committee and Thomas Taylor as chairman of the similar radio committee. Shurick is exec VP of Blair TV and Taylor is VP in charge of radio for Peters, Griffin, Woodward, Inc.



CODEL

Chairman of the Legal Committee for '62-'63 is Eugene Katz, president of the Katz Agency. Clifford Barborcka, VP in charge of radio, Adam Young, heads the Awards Committee.

Ass'n president Edward Codel also announced that Thomas J. White, exec VP of Avery-Knodel, was elected to the board of directors to fill the unexpired term of Lewis H. Avery, who has resigned.

Members of the TV Trades Practices Committee are: Walter Nilson, Katz Agency; Edward Lier, Avery-Knodel; Jack White, H-R TV Corp.; David Lundy, Blair Associates; Lon King, Peters, Griffin, Woodward; Charles Standard, Meeker Co., and James O'Grady, Young Television Corp.

Members of the Radio Trade Practices Committee include: Wilmot H. Losee, AM Radio Sales Co.; Arthur McCoy, John Blair & Co.; Martin Beck, Katz Agency; James Alspaugh, H-R Representatives; Robert Eastman, Robert Eastman & Co.; Peggy Stone, Radio-TV Representatives, and Clifford Barborcka, Adam Young, Inc.

The Legal Committee includes: John P. Blair, John Blair & Co.; H. Preston Peters, Peters, Griffin, Woodward, Inc., and Frank M. Headley, H-R Representatives, Inc. On the Awards Committee are: Edward Codel of Katz Agency, and Frank E. Pellegrin, of H-R Television Corp.

Al Johnstone Switches Sales Effort to WOKR-TV

Rochester — Alan B. Johnstone has been appointed sales manager at WOKR-TV. He has been in radio and TV sales on the West Coast for the past 17 years. Most recently, he was radio manager in the San Francisco office of Avery-Knodel and was also a sales rep for KEWB. Previously, he was western manager of Ziv-UA and sales manager of station KGO.

Kennedy Designates E. W. Henry for FCC

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T. A. M. Craven whose term expires next June. Craven reaches retirement age, 70, next January.

The Henry appointment by the President knocks into a cocked hat some of the "pipe" stories directed at the industry, including the latest that Cross might be reappointed. Also deemed considerably reduced are the chances of FCC Broadcast Bureau Chief Kenneth A. Cox to occupy the forthcoming seat vacancy on the Commission.

L&M Add NBC-TV Pair To Nighttime Vid Sked

Liggett & Myers Tobacco, through J. Walter Thompson, has purchased alternate-week sponsorship in two new hour-long NBC-TV night-time programs — "It's a Man's World" and "Wide Country"—increasing to eight the number of regular NBC-TV 1962-63 night-time programs in which that company has bought participation.

Briggin to Frisco Outlet As New Account Exec

San Francisco — Herb Briggin has joined the KSFO sales staff as an account exec. He comes to KSFO from AM Sales in Los Angeles with which he had been associated since April, 1959. Prior to that he was sales service manager at KMPC for five years. Briggin replaces Fulton Wilkins who moves to KEX in Portland as manager of the newest Golden West Radio Network station.

Hugh Cohn, Dick Blue Hoister Colt .45 Shows

Houston, Tex. — Hugh Cohn and Dick Blue will head up a firm here specializing in packaging sports programs for the Houston Colt .45s. The Colts are heard on KPRC and on a varied schedule on weekends on KTRK-TV.

STORK NEWS

Pittsburgh—The Robert Dickeys recently became the parents of their third son and eighth child, James Allison. Father is an account exec at KDKA and was previously an on-the-air personality.

John Mason, WJZ-TV, Baltimore "Movietime" host, father of a third daughter, Carol Ann, at Bon Secours Hospital.

Woody Pecks Pocketbooks For Community Funds

Walter Lantz, through his own production firm, has again loaned Woody Woodpecker to star in a film for United Community Funds and Community Chests. Sixty, 20 and 10 second spot announcements and a full-color theatre trailer help promote this Fall's 2,200 local campaigns for voluntary health and welfare services. Woody appears in a new appeal for the "United Way" after a successful role in the 1959 campaign.

Harry Golden Signs TV Rep

Author-columnist Harry Golden; Allen Drake, host-emcee of CBS-TV's "Password," and exercise show hostess Debbie Drake have signed for TV representation with United Talent Management, Ltd., VP Dick Rubin announced.

The recently formed agency is composed of former MCA personnel. On the West Coast, UTM VP Jerry Perenchio has announced the agency will rep the Los Angeles Lakers for PAs and has set them for a tour of the Hawaiian Islands in late September.

Diamond State CATV OK'd for Delaware City

Milford, Del. — Diamond State CATV Corp. has signed a contract with Milford to pipe TV into the city. Milford mayor Alphonso E. Hume said the contract will mean clear channel reception of five TV channels and one FM station for those using the service.

Milford is in a fringe reception area. Under the contract terms, each subscriber must pay \$35 for service installation and a maximum charge of \$3.75 a month.

WQXR Guest Artists Sub For Touring Hugo Fiorato

Guest artists will be heard with the WQXR String Quartet when the series resumes tomorrow. The guest performers will appear in place of violinist Hugo Fiorato, who is on leave of absence for a concert tour in Russia.

Child Welfare Aired

Robert W. Mackreth, director of the division on child and family welfare of the Federation of Protestant Welfare Agencies, will comment on the plight of hundreds of uprooted children in the New York area, when he guests Sunday in "Eye on New York," WCBS-TV.

Emmett Kelly Begins 'Weary Willie' Series

International circus star Emmet Kelly as "Weary Willie" the sad clown, will go into rehearsal Thursday in New York for his new TV series "The Emmett Kelly Show."

He'll bring with him his battered suitcase in which are neatly arranged the tattered pants and jacket, caved-in derby and greasepaint which transforms him into a cabbage-munching tramp.

Kelly will perform a total of 117 different routines, plus several especially prepared specialty numbers, as well as host various cartoons in the series of 39 half-hour children's programs.

"The Emmett Kelly Show" is being produced for Seven Arts by Eric J. Albertson. Executive producer for the series is Donald Klauber, Seven Arts VP and National Sales manager. Mende Brown is director.

ASCAP Names Westfall Its Hawaiian Agent

Bruce Westfall, formerly with KGMB-TV, has been named as ASCAP representative in Hawaii, handling the society's licensing in the general entertainment field including hotels, and night clubs.

Sunbeam Bread Spreads Complete Illini Gridcasts

Champaign, Ill.—University of Illinois' complete football slate will be carried by WDWS for the seventh straight year. Sunbeam Bread is sponsoring and Larry Stewart is the play-by-play announcer with former U of I coach Ray Eliot as color man.

Phinias Newborne Trio In 'Jazz Scene' Session

The Phinias Newborne Trio has been inked by producer Jimmie Baker for an upcoming session on his half-hour "Jazz Scene, USA" video series, which is filmed in Hollywood by Steve Allen's Meadowlark Productions Company.

No Need to Leave Room At St. Louis Convention

St. Louis—A closed circuit TV hookup at the Chase-Park Plaza Hotel here will be used Sunday to carry a speech by Dr. Paul Meehl from the hotel ballroom to conventioning members of the American Psychological Ass'n in their hotel rooms. The system was set up through the cooperation of RCA technicians and KPLR-TV, St. Louis.

Disk Spinning

MGM Records' hot singles on the trade charts are Connie Francis' "Vacation;" David Rose's "The Strippers;" The Wanderers "There Is No Greater Love" on the MGM label, and Stan Getz's "Desafinado" and Jimmy Smith's "Ol' Man River" on the Verve label.

* * *

ABC-Paramount honored Ray Charles last week with two gold disks, one for his album, "Modern Sounds in Country & Western Music," and the other for his million-selling single, "I Can't Stop Loving You." The award marked the first gold record album in the ABC-Paramount catalog and the seventh million-selling single on the label.

* * *

Roulette Records has appointed Norman Rubin as national promo director for Roulette and all its divisions, including the Gone and End label. Rubin will work closely with George Goldner, A&R and promo VP, and Bud Katzel, general sales manager. . . . Epic Records is releasing a new single by Buddy Greco, titled "Mr. Lonely." It was written by Bobby Vinton, whose single, "Roses Are Red," recently hit the million-sales level. . . . Jubilee Records is excited by its six new LPs: the Joe Henderson album, "Snap Your Fingers," including that song and his single, "Big Love;" The Mulcays' new release, "Mulcays' Magic Millions;" the Billy Daniels album, "The World of Billy Daniels at Basin Street East;" Dick Ruedebusch's "Mr. Trumpet!! Remembers the Greats;" The Chiari Quartet in "Personality Aplenty" with Sicilian folk songs and a new comedy album by Don Sherman, "Don Sherman Goes Back to College."

Wm. Warren Appointed WLIB Sales Manager

William J. Warren has been named Sales Manager of WLIB, New York, it was announced by general manager Harry Novik. Prior to his new assignment Warren was for three years general manager at WSOQ, Syracuse.

In 1958 he held a similar post at WHLT, Huntington, Ind. from 1951 to 1958 Warren was general manager at WCAP, Lowell, Mass., and from 1943 to 1951 an account exec and assistant to the president of radio station WITH located in Baltimore, Md.

Heavy Champ's Story Offered in Hour Spec

"The Floyd Patterson Story," an hour program about the life of the world heavy champ, is being made available to TV stations throughout the world by The Big Fights, Inc., which is licensing two showings of the special—one before the Sept. 25 title bout with

Fremantle International, Inc., has been designated to distribute "The Floyd Patterson Story" to markets outside the United States.

Sonny Liston and the other within the following six months. The bout will be on radio and closed-circuit TV only.

With Patterson on camera and narrating, the film traces his career from his earliest Golden Gloves bouts thru his winning the Olympics and subsequent professional campaign. It also includes his losing and winning title fights with Ingemar Johansson as well as clips of one of Liston's most exciting bouts, plus interviews and clips of the Patterson-Liston signing.

On-Air Promotion

Stations which contract for the special are being provided with a one-minute trailer for on-air promotion. The program was produced for Big Fights by William D. Cayton, who also produced "Greatest Fights of the Century," "The Big Fights," "Jungle" and "Cartoon Classics."

Cronkite Will Introduce 'Our Next Man in Space'

"Our Next Man in Space," U. S. astronaut Walter Schirra Jr., will be introduced by Walter Cronkite in a CBS-TV special Sept. 13.

The half-hour program, filmed by Cronkite and CBS News producer-director Don Hewitt at Cape Canaveral, Fla., includes scenes of Schirra water skiing with his backup pilot, LeRoy Gordon Cooper; swimming with his daughter, Susie, 4, and discussing space flights with his 12-year-old son, Marty.

DJs Take on Chimp In Charity Bowling Tilt

San Antonio—A group of local deejays recently participated in "Chimp-ionship bowling" with Judy the Chimp, with proceeds going to Muscular Dystrophy. Participants included KTSA's Bob Sinclair, Bruce Hathaway, Rickey Ware and Marc Sommers; KONO's Jerry Miller and Jerry Kunkel, and WOAI's Gene Crocket and Les Miller.

TEX. TV STATION NEARS AIR DATE

Engineers Forget Clock In Push Toward Sat. Goal

San Marcos, Tex.—The transmitter has been delivered to the KLRN-TV site and the engineering staff is working around the clock to get the station on the air by tomorrow. Programming before Sept. 10 will be on an interim basis and the KLRN-TV will be station being put together.

Presses Roll Soon On 'Saints, Sinners'

Nick Adams will star as a reporter on "Saints and Sinners," NBC-TV's new hour series starting Sept. 17 about a New York daily newspaper. Adams was previously seen on TV for two seasons as "The Rebel," a Civil War veteran in the western badlands.

Miles Laboratories, thru Wade Advertising, and Warner-Lambert, thru Lambert & Feasley, will sponsor the program. Other regular roles on the series will be John Larkin, as city editor; Barbara Rush as Washington correspondent; Richard Erdman, photographer, and Robert Simon, copy editor.

RAB's Sweeney Is Prize In Conference 'Lottery'

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sales analysis.

RAB said the "lottery" will be a bonus offered at the conferences in addition to some 120 subjects, all related to radio selling, promotion, programming and management. Winners' names will be drawn at random, and Sweeney will give them suggestions to improve their individual presentation techniques and offer tips which may be used to train salesmen.

After Burlingame, the conferences will be held in Des Plaines, Ill., Sept. 13-14; Williamsburg, Va., Sept. 17-18; Haddonfield, N.J., Sept. 20-21; Atlanta, Sept. 24-25; Dearborn, Mich., Sept. 27-28; Overland Park, Kan., Oct. 1-2, and Fort Worth, Oct. 4-5.

In addition to Sweeney, RAB execs attending the sessions will include Edmund C. Bunker, who succeeds Sweeney as president Mar. 1; administration VP Miles David, and member development director Patrick E. Rheume.

British TV Stocks Drop

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are predicting that pay-TV, experiments in which have been prompted by the government, will provide the most profitable development of all.

'Naked City' Casts 4 For Season's Kickoff

"Naked City" kicks off its third season as an hour series on ABC-TV Sept. 19, with Burgess Meredith, Herschel Bernardi, Sanford Meisner and Eileen Heckart guesting in "Hold for Gloria Christmas," a drama by Joel Carpenter.

"Naked City" sponsors include American Motors, via Geyer, Morey & Ballard; Armour and Co., Foote, Cone & Belding; Beecham Products, Kenyon & Eckhardt; Block Drug, Grey Advertising; Bristol-Myers, Ogilvy, Benson & Mather; B & W Tobacco, Ted Bates & Co., Bulova Watch, Sullivan, Stauffer, Colwell & Bayles; Carter Products, Bates; Mead Johnson & Co., K & E; Menley & James Labs, F C & B; Mobil Oil Co., Bates Pepsi-Cola Co. and Philco, BBDO, Wander Co., Tatham-Laird, and Warner Lambert Pharmaceutical, Lambert & Feasley.

SMPTTE Grants Twelve Fellow Member Status

Twelve members of the Society of Motion Picture and TV Engineers have been elevated to Fellow Membership. Those who have been so honored are Millard W. Baldwin, Jr., Joseph T. Dougherty, George T. Eaton, Henry M. Fisher, Theodore H. Fogelman, H. Theodore Harding, George T. Keene, John A. Leermakers, James A. Moses, John W. Wentworth, Joseph D. White and Daan M. Zwick.

Lewis and Miss Mansfield Open 'Stump the Stars'

Jerry Lewis and Jayne Mansfield will guest on the premiere of "Stump the Stars" Sept. 17 on CBS-TV. Lewis will team up with regulars Beverly Garland, Frank Gorshin and Jan Clayton, while Miss Mansfield will join Sebastian Cabot, Ross Martin and Diane Dors.

Host Pat Harrington, Jr., will preside over the competing teams of stars.

FMer Ready for P. Mason In 'Case of Broken Bolt'

Houston—It was "The Case of the Broken Bolt" at KQUE-FM when technical difficulty impaired program transmission after new equipment boosted output to 280 kw. Engineering staff and factory engineers worked for days before they found the "bug." It was a broken bolt that did not show, but sufficient to allow a microscopic opening for radio waves.